

GUIDELINES FOR THE RESEARCH-BASED GROUP PROJECT

Executive Summary: (1 page)

Title:

- It should be new, poorly or under researched area.
- What is your rationale for this topic? Justification?
- Your project cannot be based on a brand, product, country, individual, industry, or company

Introduction: (2 pages with about 10 academic references)

- Please state what has been done in this area of research.
- Write what do you propose to do in this study, and why? Please write 3 reasons for this study, and 3 distinct contribution of this study.
- State what is new in this study. The project mark depends on novelty in your study.
- Come to the point/issue/problem (i.e., concept, or your point of view) as soon as possible.

Literature Survey: (5 pages with about 30 academic references)

- Define clearly the domain of the literature review. Please ensure that your literature survey relates to title of your project. For example, if your topic does not relate to culture, do not write about culture. Focus on your topic of research and related variables, and back up with literature citations.
- Avoid a study-by-study summary of previous studies. A good literature review is purposive and integrative and should be backed up by academic references from previous studies while advancing your own point of view.
- Do not just list in the text who did what. It does not add any value.
- Organize the literature review around the key issues and clearly state what we know and don't know.
- Be certain to include both early work and as the most recent work.
- Do not cite same author(s) again and again, particularly in the same paragraph or page. If you do, it will result in an automatic C grade.
- Attempt to explain inconsistencies in the literature. This is important.

Purpose of the Study: (1 page)

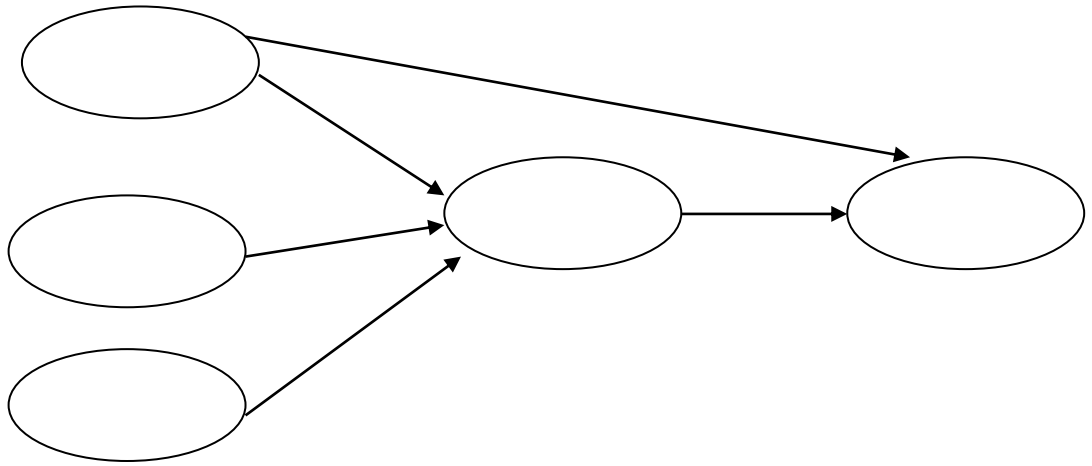
- Write main purpose of the study, explain its worthiness of investigation, and usefulness for managers.

Theory and Hypotheses development: (10 pages with about 20 references)

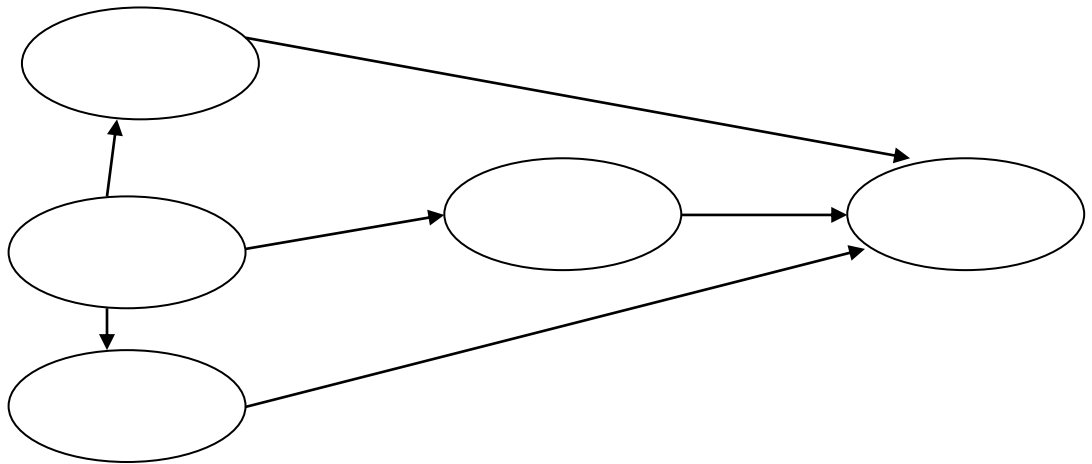
- Please read the article title Consumer Culture Theory: A Twenty Year of research. It will give you an idea about what is theory and what is not. You must write a section on theory that will link all your variables in a cohesive manner. You can read/borrow a theory from this article available on the course website.
- You must have at least five variables for your project to be meaningful. These variables are usually words taken from the title of your project or literature relating to your topic. Make sure that these variables relate to problems/issues

found in *international marketing*. Try to identify two variables that are completely new. This will add novelty to your study. Do not include obvious or well known variables.

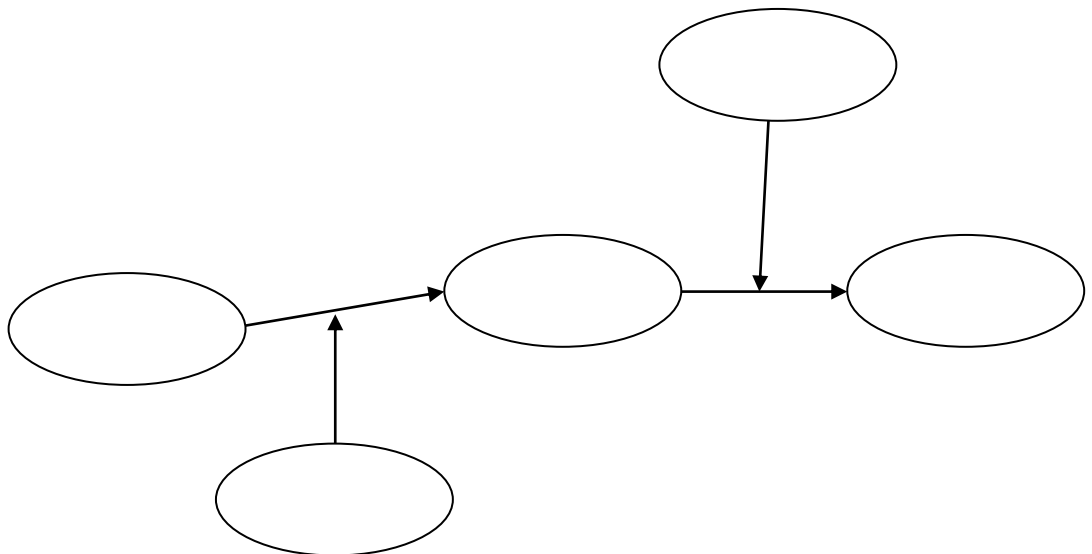
- You must draw a visual diagram showing connections and directions between the variables. Avoid circular connection of variables. Each circle represents a variable/factor. This is very important. For example:



Or,



Or,



Or, choose any combination of connections that can be justified by your theory to achieve your goal.

- You must define all the variables with backing up from the literature. If definition of your variable is not available in literature, then your group should define it.
- Next, you should write your hypothesis and must explain and justify each hypothesis/link (arrow) and direction between all the variables. You should write about one and half page for each connection between two variables and be able to back it up through citations. It is a must.
- Please note each link is one Hypothesis. You must write all hypotheses clearly.
- You should also be able to argue against the direction of each link and be able to back it up through citations. Otherwise, there is no need to do research; there is no controversy, inconsistency or confusion. If you do not argue against the direction of link or do not develop hypothesis linking the variables, you'll get a C.
- Your arguments must be backed up by academic references from journal articles. You must not cite the same reference twice in the same paragraph or on the same page.
- For each link, develop a clear concise hypothesis, label it H1.... and show it on the diagram.
- So for example, for five links, you should have five hypotheses and a write-up of about seven pages.
- The point to be addressed is: so what?

Methodology: (2 pages). In this section, you should write how you are going to measure the variables (max 6 only). You must (1) have 7-pt scale or Ratio scale, etc... to measure the variables, (2) select the scales from the literature or the *Handbook of Scales*, (3) cite the source and items of the scales. If you do not find a scale for your variable in literature or the Handbook, consider another variable which has scale cited in literature or the Handbook. If your variables are not new, cited or measured, you'll invariably get a C.

Do not develop a full questionnaire or/and do not collect data from human beings. However, you can collect data from published sources such as secondary data, advertisements, logos, etc and analyze the contents.

Discussion: (3 pages with about 5 academic references)

- How does your study contribute to developing new knowledge in your area of your research? Develop a full section on your contribution to knowledge (i.e., newness). Point out new understanding from the study. Generalize your findings.

Contribution of the Study: (1 page)

- Write clearly which variables are new and how they add newness to the study, hence value. If you cannot identify new variables or contribution, you'll get a C.

Recommendations for Managers: (2 pages)

- Your recommendations should flow directly from your theory. Recommendations should spell out the specific actions to be taken and why. These recommendations should be specific and operational.

Future Research Direction: (1 page)

- Write what more should be done relating to your study.

In short, your project should mirror a published article in a journal except that you have not tested the hypotheses empirically.

References:

Please note that your report must be backed up by references quoted in the text by last name of authors and years (e.g. Singh and Smith, 2008; ...). Do not write full name of authors and name of journals or books in the text. However, the *full/complete* reference must be written in the reference section in the following format.

* Singh, Satyendra and Smith, Peter (2008), "Impact of *** on ***," *Journal of *****, Vol ***, No, ***, page no ***-***.

* Please write full name of authors. Full names are available in the databases.

* Please do not write details of EbscoHost or other databases.

Other points:

1. This project relates to international marketing, so you must have included some international variables. Write clearly the international variables. So, focus of the report should be on assessing an impact of international variable(s) on business practices prevalent in emerging markets.
→ Your project grade depends on the novelty in your project. So select variables carefully. Obvious variables do not add any value or novelty to your project.
2. Your assignment must be supported by the findings from academic journals. It is expected that your assignment will have about 50 academic references. For the purpose of the project, references from the Internet are *not* acceptable unless you quote from Governments or Professional Bodies websites.
4. The report should be about 25 pages long (1.5 space, 12 font size), excluding Tables, Graphs, Appendices, etc. Your written project should be carefully *proofread and edited*.
7. You must hand in **two (2)** hard copies of your group project and send **one (1)** e-file in WORD format only to drsatsingh@gmail.com. **Please do not convert the WORD document into .pdf or .jpg format. Please write in the subject of the e-mail IM Gr # ??, Title of the project (abbreviated).** One copy will be graded and returned to you, and the other copy will be kept for my records. Please do not submit the project in a 3-hole binder. Instead bind it or staple it.
8. You must fill out the marks allocation form (see page 6) form that describes the contribution of each group member to the project. Submit this form along with your project on the due date. The grades for the project will be weighted according to the relative contribution of each group member. (Ideally, group members should contribute equally!). Your report will not be marked unless the marks allocation form is submitted signed by all group members.

ALLOCATION OF GROUP MEMBER MARKS FOR PROJECT (IM Gr # ____)

1. Take the number of members in your group and multiply by 100
(E.g., five team members x 100 = 500)

Your Group # ____ Your Topic: _____
No of Team Members: _____ X 100 = _____ Total

2. Divide up this total between your group members to indicate what portion of the grade they should receive.

- If all group members did a relatively equal share of the work, then each one gets a 100% share of the grade. This is what I expect. If it is not 100%, explain.

- If group members did not do equal share of the work, you should allocate the grades according to the work done. (e.g., one group member might get a 98% share of the grade, while another group member gets a 102% of the grade.). However, if any member of your group is expected to get less than 95%, it should be brought to my attention as soon as possible, please.
- A group leader is not expected to take more marks because of editing or coordinating activities or helping/working for other group members.

Group Member Name:

Share of the Grade (%)

Total (Must agree with Total shown above): -----

Group Members Signatures:

By signing below, you indicate that you are in agreement with the allocation of grades shown above.

PRESENTATION EVALUATION FORM (International Marketing)

IM

Your Name _____

Date _____

After watching each individual or team's presentation, circle the grade that best represents your assessment of their performance.

Take into account the completeness and accuracy of their analysis and newness in their recommendations, as well as the professionalism of their presentation.

Please avoid straight line response; i.e., choosing As..Bs... for all the presenters or groups. If you do, your score will not be taken into account. Also if a presenter is reading, you should give C as per the course outline. You may give a C+ if they did very well in the Q/A session, or for some other reasons which you liked. If so, write a short note in the margin.

Please do not give a score to a member of your group.

Presentation 1 F D C C+ B B+ A A+

Name of the presenter or team: _____ Mark: _____
Reading from a paper, cue card or computer screen: Yes _____ No _____

Presentation 2 F D C C+ B B+ A A+

Name of the presenter or team: _____ Mark: _____
Reading from a paper, cue card or computer screen: Yes _____ No _____

Presentation 3 F D C C+ B B+ A A+

Name of the presenter or team: _____ Mark: _____
Reading from a paper, cue card or computer screen: Yes _____ No _____

Presentation 4 F D C C+ B B+ A A+

Name of the presenter or team: _____ Mark: _____
Reading from a paper, cue card or computer screen: Yes _____ No _____

PRESENTATION COMMENT SHEET (**International Marketing**)



Presentation Topic _____

Date _____

Please provide comments to assist this group in understanding what they did well, and what areas of their presentation require improvement.

Use of Audio Visual Aids _____

Contents/Facts/Numbers _____

Voice/Tone/Confidence _____

Novelty in recommendations _____

Flow/Teamwork (if applicable) _____

Other comments:

YOUR NAME _____ STUDENT NO. _____

Date _____

Your contribution to the class discussion:

Date _____

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Date _____

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