

Consumer Behavior Spring 2021 (K.Rege)

Individual Assignment for PhD students

Your evaluation of this class will be based on the following deliverables:

1. A research paper exploring a research question of your choice (approved by me after you send me a research proposal) whose key insights are highlighted in a 5min vidcast (70% of your grade)
2. Two peer reviews of the works of fellow students (in total 30% of your grade)

1. Research paper & vidcast

Your first task will be to come up with an original research question to explore – the topic can either be related to the current trends in consumer behavior that will be discussed during the first session or linked to your own research interests. Make sure to choose a question that you will be able to answer within the scope of this class and this assignment.

Please send me a proposal (2 pages maximum) of your topic before March 21st that includes the following aspects:

- Motivation - Why is this topic interesting and what is your research question?
- Preliminary thoughts on how this question could be explored in terms of theoretical angle and empirical approach

The proposal will not be graded but I will send you my feedback or we will set up a Zoom meeting to discuss your ideas.

Please develop your arguments and findings in a short report (maximum 20 pages double spaced text excluding references and annex). In addition, I want you to highlight your key findings in a 5min vidcast (also called a "vcast," "vodcast" and "videocast," a vidcast is the video counterpart of a podcast - a video clip designed to be viewed in a portable device).

Given that video and podcast output has become increasingly important in academia, this is a good opportunity to develop your visual and verbal storytelling skills.

Your report should include either primary data (e.g., data that you collected yourself) or a scientifically sound analysis of secondary data. Your analysis can be either qualitative or quantitative but, in both cases, I expect you to go beyond a pure descriptive analysis.

All sources must be adequately treated and cited and presented in full in the reference list. Given that you are PhD students, I will be very strict when it comes to correct academic referencing because I believe that proper academic writing is a key requirement for conducting good research.

Please submit your report and your vidcast before May 16th, 2021 (midnight). Given the file size of the vidcast, you can submit both files using either Dropbox or WeTransfer to katharina.rege@unil.ch

Grading Criteria for the Research Paper & Vidcast:

Is the research question answered in a logical and understandable way?	20%
Does the output treat relevant literature on this subject in an appropriate manner? (E.g., Is it logically linked? Is it correctly cited in the written text?)	20%
Is the answer backed up with relevant data?	20%
Does the vidcast show the importance resp. the implications of the topic of question? Does it involve useful examples and actionable recommendations of how to implement the conclusions in practice?	20%
Originality and presentation style of the vidcast	20%

2. Peer Reviews

In addition, each PhD student will write 2 peer reviews (written text, 1 page (single spaced) maximum for each peer review) to randomly assigned vidcasts of other students/ student groups. Each peer-review will account for 15% of the individual grade (30% in total). The peer reviews will show me whether you are able to read and judge the work of your fellow students critically and are capable of writing constructive and useful feedback to others – skills that are extremely important for ongoing academics (and managers).

The peer reviews will be shared with the respective students or student groups and I hence expect respectful and constructive content and tone.

Please send your peer-reviews by mail to me (katharina.rege@unil.ch) before June 10th, 2021.