

Webster Vienna Training Scholarship (WVTS):
Project Proposal

Department: Business & Management
Term: Fall 2020
Estimated weekly workload in hours: 10
Scholarship Amount: 50% of two UG/G 3-credit course

Project Title: Recent developments in online consumer behavior
Project Leader: Maria Madlberger
WVTS Supervisor (if different than Project Leader):

Project Outputs: (i.e. what will be the final products of this WVTS? Please specify the product of this Project that the student is expected to complete and provide a deadline.)

Tasks/Project Outputs	Deadline	Percentage of Time Spent on Responsibilities (equaling 100%)
Conduct a literature review under the supervisor's guidance on scholarly articles on predetermined academic topics and theories	End of week 6	35%
Assist in or conduct qualitative data collection (e.g., in-depth interview/focus group) on online consumer behavior, transcript of raw data	End of week 9	15%
Assist in the analysis of qualitative data (coding)	End of week 14	35%
Write up the findings in a summary as a support for two scholarly paper submissions	End of week 16	15%

Qualifications needed to accomplish tasks and responsibilities:

- Studying in a Business & Management Graduate program
- Solid marketing knowledge (from studying MSc Marketing, bachelor studies, or professional work)
- Proficiency in academic writing
- Knowledge on digital marketing/e-commerce/information systems strongly desired
- German language skills at B level or higher strongly desired