**[Information Technology (IT) Dissertation Topics](http://writepass.com/journal/2012/10/information-technology-it-dissertation-topics/" \o "Permanent Link to Information Technology (IT) Dissertation Topics)**

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**Table of Contents**[[show](http://writepass.com/journal/2012/10/information-technology-it-dissertation-topics/)]

**1. Introduction to Information Technology Dissertations**

A degree in Information and Communications Technology is designed to fulfill the requirements of people working as different professionals such as academicians, administrators and managers, technical staff, trainers, and developers in private or public sectors. A course in information and communications technology combines the educational theory and practice to create a learning experience that enables the development of skills that can be applied to complicated real-world problems. Information and communications technology degree is aimed to enhance the knowledge of how computer systems, software and applications, and other forms of communication technologies can be utilized to drive economic growth, enhance learning abilities, foster greater communication and socialization, and overall improve the standard of living.

The focus of a dissertation in information and communication technology subject is aimed at achieving one of the aforementioned goals. Here are a list of information and communication technology categories within which you can base your research.

**2.     Categories and List of Dissertation Titles**

One of the most prolific impact of internet based information and communication technologies in the enablement of economic and commercial activities over the internet. E-commerce and E-business remains one of the most researched topics within this subject.

**2.1            E-Commerce / E-Business**

2.1.1          Advertisements Over Cell Phone Networks – Is it a Successful Strategy; A Survey of British Youth’s Attitude towards Receiving Advertisements over Cell Phones

2.1.2          Exploring the Difference between E-Business Model and E-Business Strategy through Extended Examples

2.1.3          Is it Viable to Completely Curb Software Piracy in the Underdeveloped Nations; Challenges and Possible Solutions?

2.1.4          Determining Factors that Affect Users’ Level of Trust and Sense of Security in E-Commerce Applications

2.1.5          E-Tourism Intermediaries in UK; Factors that Affect Customers’ Level of Satisfaction

2.1.6          Conduction Virtual Business in 3D Internet; the Future Outlook of Business over Virtual Worlds

Influenced by the widespread popularity and advantages of e-commerce for modern day business organizations, governments across the globe are also trying to reap the power of information and communication technologies to reach their customers and provide effective services.

**2.2            E-Government**

2.2.1          Structural transformation towards e-government in the South West of China: Moving beyond the Four Stage Model

2.2.2          Assessing E-Government System in Pakistan (or any other Underdeveloped Country); A Content Analysis of Various Government Websites

2.2.3          M-Government; Benefits and Outcomes of Mobile Government for Connected Societies

Multi Agent Based Systems enable a higher level of collaboration among various agents working together to achieve a common goal. Coinciding with the developments within the area of artificial intelligence, multi-agent based systems are moving towards higher level of adaptability. Stimulations programs are similarly an important stream of intelligent computer programs that are aimed to work upon highly complex scenario.

**2.3            Multi Agent Based System**

2.3.1          An Overview of Design Patterns Utilized for Developing Multi Agent Systems (MAS)

2.3.2          Analyzing the Dynamics and Design Patters for Developing Adaptive Multi-Agent-System (MAS); A Step towards Mass Customization through Intelligent Manufacturing Information Systems

2.3.3          Creating a Multi-Mobile-Agent Architecture for Developing a Collaborative System Which Elapses across Product’s Lifecycle

**2.4            Artificial Intelligence**

2.4.1          Search Engine Optimization for Dynamic Websites; an Evaluation of Existing Knowledge of SEO for Dynamic Websites

2.4.2          Application of Multi-Agent Systems Along with Multiple Artificial Potential Fields in Car Games

2.4.3          Creating an Appraisal Module for Virtual Agents in Order to Produce Believable Emotions

2.4.4          Designing and Implementing a Membership Card Generation System for Hypermarkets by Utilizing Clustering, Optimization and Anomaly Detection Techniques

**2.5            Simulation modeling to help Decision Makers**

2.5.1          An Overview of Various Business Stimulation Tools; Evaluation their Impact upon Student Learning in Tertiary Business School

Information and communication technologies have greatly enhanced efficiencies in business processes making organizational functions more effective. Likewise, the multimedia advancements have provided more robust information sharing, socialization and entertainment platforms. Business process designs and multimedia information systems are key research areas in information and communication technologies.

**2.6            Business Process Design**

2.6.1          Evaluating Project Management Methodologies for Information Technology Development in Pakistan; A Case Study of National Database Registration Authority (NADRA)

2.6.2          Exploring Fitting Enabling Technologies to Boost E-Commerce Success of Apparel and Footwear Industry in UK

2.6.3          Assessing the Impact of Information Technologies in Implementing Management Control Systems in Technology Start Ups and SMEs in UK

2.6.4          The Use of ERP in Practice; an Investigation of End Users Approval of ERP System in Large Organization in (any Undeveloped/Developed Country)

**2.7            Multimedia Information Systems**

2.7.1          An Investigation into the Negative Effects of Social Media and the Challenges it creates in Crisis Management

2.7.2          Examine How the Communication Technology Revolution Influences People, Process and Strategy

2.7.3          Does the Media Technology Has an Impact upon Child Development; A Study of Primary School Goers in UK

2.7.4          The Impact of Media Technologies on the Physical Development of Teenagers; A Comparative Analysis

2.7.5          Encouraging the Use of E-Commerce in Saudi Arabia in The light if Existing Challenges

The growing power of internet, software as a service (SAAS) is a blooming trend which opens many new research opportunities.

[level-free-restricted]

**2.8            SAAS**

2.8.1          Integrating ERP System with Cloud Services; Implementing ERP Integration over SAAS, PAAS, and IAAS

2.8.2          An Overview of the SAP Implementation Processes and the Types of SAP Failures

2.8.3          Determining the Causes of Sap Implementation Failures in Small Industrial Firms in UK

2.8.4          Usability Analysis and Evaluation of Microsoft Dynamics Online; Developing a Framework for CRM Solutions’ Evaluation

2.8.5          Implications of Cloud Computing For Multi Media Industry

With the advancement in information and communication technologies, security remains one of the biggest concerns and similarly an important research area.

**2.9            Security**

2.9.1          Utilizing Keystroke Analysis as an Additional Security Measure to Password Security in Web Applications

2.9.2          An Investigation of Emerging Risks Associated with Online Banking

2.9.3          Investigating Factors That Determine Customers Use of Online Banking Tools; A Qualitative Analysis of Customers in China

2.9.4          A Survey of Security Strategies for Non-Internet Enabled Software and Applications

2.9.5          Investigating Security Threats over Android Mobile Environment

**2.10       General**

2.10.1      An Overview of Key Enabling Technologies Required for Creating Information Agent Technology for the Internet

2.10.2      An Information Retrieval System for Scientists; Creating an Information Agent Technology

2.10.3      An Information Retrieval System for Students; Creating an Information Agent Technology

2.10.4      Ethical Challenges Associated with Testing Software and Applications through Live Customer Data; Recommending Steps to Overcome These Concerns

[/level-free-restricted]

[**Dissertation Topics on Telecoms and Maritime Security**](http://writepass.com/journal/2012/11/dissertation-topics-on-telecoms-and-maritime-security/)

[rodrigo](http://writepass.com/journal/author/rodrigo/) | November 11, 2012

1.     How has the WTO objective of open market access in developing countries led to a boom in the telecoms sector globally?

* This works equally well as a case study of a particular country – specifically the gulf countries as these countries have seen rapid growth in FDI in the telecoms sector.

2.     Would it be fair to say that the telecoms sector is a major player in the economic growth of developing countries?

3.     Consider the use of telecommunications as a means of oppression with organizations using phones and broadband as a way of tracking the movements and interests of persons. After the New of the World scandal surfaced, there was a public outcry against this kind of monitoring. Arguably, there is a case to be made that these kinds of monitoring are contrary to privacy rights of persons and organizations, yet this kind of monitoring software/technology is still being made readily available. To what extent is there a social responsibility on these companies to responsibly produce and distribute these products – should there be greater regulation of the telecoms sector to prevent abuse of privacy in this way?

[level-free-restricted]

4.     Contemporary issues in maritime security: An overwhelming issue with maritime security is the isolation of the field due to primary happenings on the high seas. How was technology evolved to mitigate this isolation whilst abroad?

5.     Is it possible to use maritime security strategies to resolve the situation of piracy off the Somalia coast? Are issues of piracy and ransom of marine vessels capable of being prevented through strategy or is this merely a case of avoiding certain trade routes?

[/level-free-restricted]

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**WORDS:**

11850

The dissertation looks at trends and preferences in online fashion retail examining its dependence on two demographic variables, i.e. age and gender. Literature is reviewed on the definitions of fashion, correlations between fashion shopping and demographic variables, theory of consumer behavior, etc. The dissertation is based on secondary sources and primary data obtained from questionnaires distributed among different age groups of female consumers. Statistical analysis of the data is performed. Conclusions are made about the correlation between the studied demographic variables and behavior towards online fashion shopping.

[**Development of social media strategy in international business environment**](http://www.coursework4you.co.uk/essays-and-dissertations/dissertations-and-proposals/e-commerce-e-business-internet-marketing-dissertations/S_B_908_proposal__development_of_social_media_strategy_in_international_business_environment.php)

**WORDS:**

1100

The paper proposes to look at the planning and development of social media strategies in international businesses. Literature is reviewed on the benefits and risks associated with the use of social media in world business practices. Research hypotheses and objectives are outlined, the methodology is described.

**KEYWORDS:** [PROPOSAL](http://www.coursework4you.co.uk/essays-and-dissertations/search/search-string.php?id=Proposal), [SOCIAL MEDIA](http://www.coursework4you.co.uk/essays-and-dissertations/search/search-string.php?id=social%20media), [STRATEGY](http://www.coursework4you.co.uk/essays-and-dissertations/search/search-string.php?id=strategy), [INTERNATIONAL](http://www.coursework4you.co.uk/essays-and-dissertations/search/search-string.php?id=international), [BUSINESS](http://www.coursework4you.co.uk/essays-and-dissertations/search/search-string.php?id=business),

[**Proposal. Influence of cultural differences on website design for international fashion retailers**](http://www.coursework4you.co.uk/essays-and-dissertations/dissertations-and-proposals/e-commerce-e-business-internet-marketing-dissertations/S_EI_111_proposal__influence_of_cultural_differences_on_website_design_for_international_fashion_retailers.php)

**WORDS:**

3150

The paper proposes to examine the impact of cultural differences on the design of websites for international fashion retailers. The aims, questions and objectives of the research are outlined, literature is reviewed on the theories of cultural difference and international branding, the models of website design, e-commerce approaches to fashion retailing, etc. The methodology of the research is described.

**KEYWORDS:** [PROPOSAL](http://www.coursework4you.co.uk/essays-and-dissertations/search/search-string.php?id=Proposal), [CULTURAL DIFFERENCES](http://www.coursework4you.co.uk/essays-and-dissertations/search/search-string.php?id=cultural%20differences), [WEBSITE](http://www.coursework4you.co.uk/essays-and-dissertations/search/search-string.php?id=website), [DESIGN](http://www.coursework4you.co.uk/essays-and-dissertations/search/search-string.php?id=design), [INTERNATIONAL](http://www.coursework4you.co.uk/essays-and-dissertations/search/search-string.php?id=international),[FASHION](http://www.coursework4you.co.uk/essays-and-dissertations/search/search-string.php?id=fashion), [RETAILERS](http://www.coursework4you.co.uk/essays-and-dissertations/search/search-string.php?id=retailers),

[**Role of Online Business and Information Technology in Competitive Advantage of Organisation**](http://www.coursework4you.co.uk/essays-and-dissertations/dissertations-and-proposals/e-commerce-e-business-internet-marketing-dissertations/S_B_879_proposal__role_of_online_business_and_information_technology_in_competitive_advantage_of_organisation.php)

**WORDS:**

3400

The paper looks at the impact of IT systems on the achievement of competitive advantage by companies. The aims, questions and objectives of the research are outlined. Literature is reviewed on the concept of competitive advantage and the importance of technology in organizations, the use of Porter’s Five Forces model, impacts of IT on business, etc. The methodology is described, the resources and constrains of the study are indicated.

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[**Effective risk management and IS security in small businesses**](http://www.coursework4you.co.uk/essays-and-dissertations/dissertations-and-proposals/e-commerce-e-business-internet-marketing-dissertations/S_M_864_dissertation__effective_risk_management_and_is_security_in_small_businesses.php)

**WORDS:**

24450

The dissertation investigates approaches to risk management (RM) related to the performance of information systems (IS) in small and medium-sized enterprises (SME) that are engaged in e-commerce. Literature is reviewed on the definitions of the key concepts, i.e. risk and e-commerce, different types of risks and their quantification, history and background of information security risks, vulnerabilities of IS, methods of risk assessment (RA), RA in IS domain, difference between risk and threat, etc. The dissertation is based on secondary research and primary research conducted via interviews with SME owners and information security professionals. Conclusions are made about the importance of risk assessment for SME suggesting relevant recommendations with regard to RM options available for IS in small businesses.

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[**Factors influencing e-consumer behavior: case study of ASOS**](http://www.coursework4you.co.uk/essays-and-dissertations/dissertations-and-proposals/e-commerce-e-business-internet-marketing-dissertations/C_M_3831_dissertation_outline__factors_influencing_e_consumer_behaviour__case_study_of_asos.php)**, Mark and Spencer, H&M, or Zara**

**WORDS:**

**1000**

**The paper offers an outline of the dissertation about factors that influence e-consumer purchase behavior at the fashion retailer ASOS. The aim and objectives of the dissertation are formulated, the structure of the literature review is explained, the methodology is described, and associated ethical issues are addressed.**

**KEYWORDS:**[**DISSERTATION OUTLINE**](http://www.coursework4you.co.uk/essays-and-dissertations/search/search-string.php?id=Dissertation%20outline)**,**[**E-CONSUMER BEHAVIOUR**](http://www.coursework4you.co.uk/essays-and-dissertations/search/search-string.php?id=e-consumer%20behaviour)**,**[**ASOS**](http://www.coursework4you.co.uk/essays-and-dissertations/search/search-string.php?id=ASOS)**,**

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**WORDS:**

580

The paper offers an outline of the dissertation about online shopping trends and their effects on the UK economy. The aim and question of the dissertation are formulated, topics and sources of the literature review are defined, and the methodology is briefly described. The paper has no references.

**KEYWORDS:** [DISSERTATION OUTLINE](http://www.coursework4you.co.uk/essays-and-dissertations/search/search-string.php?id=Dissertation%20outline), [ONLINE SHOPPING](http://www.coursework4you.co.uk/essays-and-dissertations/search/search-string.php?id=online%20shopping), [UK ECONOMY](http://www.coursework4you.co.uk/essays-and-dissertations/search/search-string.php?id=UK%20economy),

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**WORDS:**

9050

The dissertation looks at the role of social media (SM) and its implementation as an integration tool in the religious non-profit organization The Potter’s House (TPH), Nigeria. Literature is reviewed on the definitions and frameworks of social media, SM impacts on the church and the spread of the Christian message, SM contribution to organizational communications, etc. The dissertation is based on secondary sources and primary research conducted via questionnaires and semi-structures interviews with the users of Facebook, Twitter and YouTube. Conclusions are made about the effects of social media usage on the formation of the organizational structure and culture in TPH.

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[**. Marketing strategies of Orthomedical**](http://www.coursework4you.co.uk/essays-and-dissertations/dissertations-and-proposals/e-commerce-e-business-internet-marketing-dissertations/C_M_3578_dissertation__marketing_strategies_of_orthomedical.php)

**WORDS:**

15050

The dissertation examines marketing strategies used by the e-commerce website Orthomedical, a provider of healthcare products, to promote their products in the UK. Literature is reviewed on the theoretical underpinnings of marketing strategies explaining the model of marketing mix (4P), defining forms and channels of marketing, and detailing the methods of low cost marketing and pricing strategies. The methodology of the research is based on secondary sources and the analysis of primary data obtained from questionnaire surveys held among the clients and managers of Orthomedical. Conclusions are made about the effectiveness of the word-of-mouth, public speaking, viral marketing, human advertising and pricing strategies of the company. Recommendations are suggested about the use of each marketing method.

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**WORDS:**

12000

The dissertation examines the effects of social media on traditional marketing and promotional strategies. The review of literature touches on the theory of marketing explaining traditional approaches to marketing, the role of relationship marketing, the features of social marketing and social media communication, etc. The dissertation is based on secondary research and primary research conducted via semi-structured interviews with marketers from various organizations. Conclusions are made about the shift from traditional marketing to social media marketing, and its dependence on the size of organizations and their awareness of the social media reality.

[**Trust and security of e-commerce: case study of UK online SME**](http://www.coursework4you.co.uk/essays-and-dissertations/dissertations-and-proposals/e-commerce-e-business-internet-marketing-dissertations/C_EI_327_dissertation__trust_and_security_of_e_commerce__case_study_of_uk_online_sme.php)

**WORDS:**

16500

The dissertation looks at the use of e-commerce sites by UK small and medium-sized enterprises (SME). Literature is reviewed on the issues of trust, risk and privacy associated with the security of online services. The methodology is based on secondary research and the analysis of primary data obtained from semi-structured questionnaires distributed among customers who use online shopping and from interviews with managers of large companies and SME in the UK. Conclusions are made about factors that affect the online presence of customers emphasizing the need of regulation and control over SME website security to safeguard customers’ privacy and trust.

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[**Use of electronic HRM in employee training and development: case study of Tesco's service centre in India**](http://www.coursework4you.co.uk/essays-and-dissertations/dissertations-and-proposals/e-commerce-e-business-internet-marketing-dissertations/C_HR_1625_dissertation__use_of_electronic_hrm_in_employee_training_and_development__case_study_of_tesco_s_service_centre_in_india.php)

**WORDS:**

19250

The dissertation looks at the challenges of electronic human resource management (e-HRM) associated with the outsourcing of Tesco’s service centre to India as Hindustan Service Centre (HSC) in Bangalore. Literature is reviewed on the background of Tesco and the theory of HRM focusing on e-HRM practices of employee training and development (T&D). The benefits of e-HRM are highlighted, risks involved in HSC operations in India are addressed. The methodology of the research is based on secondary data and primary data obtained from questionnaires that were distributed among employees and managers of HSC. Conclusions are made about the advantages of e-HRM for Tesco’s e-applications, e-learning, in-house T&D, etc. Recommendations are suggested about the ways to overcome barriers to the adoption of e-HRM for employees T&D in HSC.

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[**Strategic analysis of E-Tailing in USA: Case Study of Amazon**](http://www.coursework4you.co.uk/essays-and-dissertations/dissertations-and-proposals/e-commerce-e-business-internet-marketing-dissertations/C_B_5587_dissertation__strategic_analysis_of_e_tailing_in_usa__case_study_of_amazon.php)

**WORDS:**

10600

The dissertation explores the growth and strategic development of the e-telling (online retailing) industry in the USA conducting a case study of Amazon Company. Literature is reviewed on the background of Amazon, the nature of the e-tailing industry, strategic models of environmental analysis including PESTEL, Porter’s five forces, value chain, SWOT, Ansoff, McKinsey, etc. The models are applied to the analysis of Amazon. The methodology of the research is based on secondary data and primary data obtained from a survey of US consumers via an online questionnaire. Conclusions are made about the current strategic position of Amazon as a dominant e-tailer in the US market suggesting recommendations about the company’s possible development strategy. A 41-slide presentation of the paper is supplied in a separate file.

**KEYWORDS:** [DISSERTATION](http://www.coursework4you.co.uk/essays-and-dissertations/search/search-string.php?id=Dissertation), [STRATEGIC ANALYSIS](http://www.coursework4you.co.uk/essays-and-dissertations/search/search-string.php?id=strategic%20analysis), [E-TAILING](http://www.coursework4you.co.uk/essays-and-dissertations/search/search-string.php?id=e-tailing), [USA](http://www.coursework4you.co.uk/essays-and-dissertations/search/search-string.php?id=USA), [AMAZON](http://www.coursework4you.co.uk/essays-and-dissertations/search/search-string.php?id=Amazon), [PESTEL](http://www.coursework4you.co.uk/essays-and-dissertations/search/search-string.php?id=PESTEL),[PORTER’S FIVE FORCES](http://www.coursework4you.co.uk/essays-and-dissertations/search/search-string.php?id=Porter%E2%80%99s%20five%20forces), [VALUE CHAIN](http://www.coursework4you.co.uk/essays-and-dissertations/search/search-string.php?id=value%20chain), [SWOT](http://www.coursework4you.co.uk/essays-and-dissertations/search/search-string.php?id=SWOT), [ANSOFF](http://www.coursework4you.co.uk/essays-and-dissertations/search/search-string.php?id=Ansoff), [MCKINSEY](http://www.coursework4you.co.uk/essays-and-dissertations/search/search-string.php?id=McKinsey),

[**. Customer trust in online environment and security of e-commerce**](http://www.coursework4you.co.uk/essays-and-dissertations/dissertations-and-proposals/e-commerce-e-business-internet-marketing-dissertations/C_EI_320_dissertation__customer_trust_in_online_environment_and_security_of_e_commerce.php)

**WORDS:**

13500

The dissertation examines customers’ perceptions of online business analyzing the issues that affect online trust and examining the role of information systems’ security in customers’ trust towards online environment. Literature is reviewed on the concept of trust, trust mechanisms used by websites, the relationship between trust and privacy, security concerns in various types of customers, website designs, etc. The methodology of the dissertation is based on secondary research and primary research via questionnaires and interviews with e-commerce website users. Conclusions are made about factors that contribute to the online trust of consumers, and the relation between their website involvement and levels of trust.

**KEYWORDS:** [DISSERTATION](http://www.coursework4you.co.uk/essays-and-dissertations/search/search-string.php?id=Dissertation), [CUSTOMER](http://www.coursework4you.co.uk/essays-and-dissertations/search/search-string.php?id=customer), [TRUST](http://www.coursework4you.co.uk/essays-and-dissertations/search/search-string.php?id=trust), [ONLINE](http://www.coursework4you.co.uk/essays-and-dissertations/search/search-string.php?id=online), [SECURITY](http://www.coursework4you.co.uk/essays-and-dissertations/search/search-string.php?id=security), [E-COMMERCE](http://www.coursework4you.co.uk/essays-and-dissertations/search/search-string.php?id=e-commerce),

[**. Use of Social Networking Communications for Increasing Sales in Modern Business Environment**](http://www.coursework4you.co.uk/essays-and-dissertations/dissertations-and-proposals/e-commerce-e-business-internet-marketing-dissertations/C_EI_303_proposal__use_of_social_networking_communications_for_increasing_sales_in_modern_business_environment.php)

**WORDS:**

2200

The paper proposes to examine how social network communications (SNC) can be used by modern businesses to reach consumers. The aims and objectives of the research are outlined, the structure of the dissertation is presented. Literature is reviewed on the development of SNC, the relationship between media communication, word of mouth (WOM) communication and electronic word of mouth (eWOM) communication, SNC as a marketing strategy, etc. The methodology of the research is described.

**KEYWORDS:** [PROPOSAL](http://www.coursework4you.co.uk/essays-and-dissertations/search/search-string.php?id=Proposal), [SOCIAL NETWORKING COMMUNICATIONS](http://www.coursework4you.co.uk/essays-and-dissertations/search/search-string.php?id=Social%20Networking%20Communications), [SNC](http://www.coursework4you.co.uk/essays-and-dissertations/search/search-string.php?id=SNC), [SALES](http://www.coursework4you.co.uk/essays-and-dissertations/search/search-string.php?id=Sales),[MODERN BUSINESS](http://www.coursework4you.co.uk/essays-and-dissertations/search/search-string.php?id=Modern%20Business), [WORD OF MOUTH](http://www.coursework4you.co.uk/essays-and-dissertations/search/search-string.php?id=word%20of%20mouth), [WOM](http://www.coursework4you.co.uk/essays-and-dissertations/search/search-string.php?id=WOM), [MARKETING STRATEGY](http://www.coursework4you.co.uk/essays-and-dissertations/search/search-string.php?id=marketing%20strategy),

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[**What Does a 1st Class Dissertation Look Like?**](http://writepass.com/journal/2014/07/what-does-a-1st-class-dissertation-look-like/)

[richard](http://writepass.com/journal/author/richard/) | July 9, 2014

  
For under- and post-graduate students alike, just the word “Dissertation” can send shivers down their spines and make the blood run cold in their veins. After all, dissertations are long, require extensive research and writing skills, and – worst of all – tend to carry up to 60% of your final grade. As well as this, to get a 1st class dissertation you need to score at least 70%; no pressure then.

Unfortunately there can be relatively minimum amount of guidance and help from universities about what goes into writing a 1st class dissertation, or the essential components of a high quality research piece. They tell you that you should demonstrate extensive knowledge in your chosen topic areas and relevant research methods but do little to explain what that actually looks like or give you a structure to follow.

Fortunately [WritePass](http://writepass.com/) are able to help shed some light on this difficult subject and help you to walk away with the lion’s share of the marks and get the highest grades:

**Table of Contents**[[show](http://writepass.com/journal/2014/07/what-does-a-1st-class-dissertation-look-like/)]

**1) Know your Aims**

Before you start writing, you need to be clear on what a top quality dissertation requires: clear objectives and aims; tightly structured writing; and grammatically and syntactically correct language. The research writing must show strong evidence of critical and creative thinking and a readiness to consider the limitations of the theory applied within the research – examiners don’t want you to agree with all the existing arguments, nor do they want you to disagree; you need to provide a measure argument that reasonably handles the evidence.

The introduction of your dissertation is the ideal time to clearly provide the aims and objectives of the study for the examiner to see; for example, you could use a sentence like “the aim of this research is to find a positioning of The Body Shop brand within the consumer’s mind.”  


**2) The importance of Research**

A First class dissertation must show a real focus on the issues that are relevant to your area of study, and combine the theory and practice together with a clear statement of the problems to be researched. Therefore good dissertation writing must contain an analysis of relevant theories and models based on the demonstrably systematic and in-depth literature search.

Make sure you go that extra mile and ensure that your resources are current and relevant – DON’T recycle outdated texts and ideas. Show your examiner that you have a keen and current view of the issues you are discussing.

Good sources for literature include (but aren’t limited to) textbooks, journal articles, newspapers and the news.

**3) Work it through**

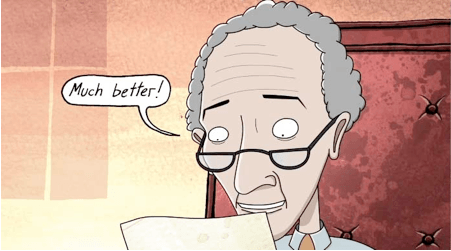
For many degrees it is a requirement that 1st-class thesis writing should contain high quality data research. If this is true of your dissertation then make sure you adopt a critical survey approach; for example, if you are using questionnaires, you should adopt SPSS to analyse the data.

When producing descriptive thesis writing, remember that it should be critical. This does not mean that it has to be negative. It is, rather, a matter of adopting a questioning approach and trying to explain the reasons why things are as they are. It is important to show the significance of your argument and to demonstrate, interpret and explain as fully as possible why this is.

**4) Don’t overlook the referencing**

Having polished references is a key part of a dissertation; after all, if you want the highest grades your work has to be near-publishable standards.

If you are unsure about what this form of referencing looks like you can do a quick search online or on Google, or [get in touch](http://writepass.com/) with Writepass who have a team of professional proof-readers who can help correct and improve your referencing in your dissertation. Click here to get referencing help.



**5) Write like a writer**

To make sure you get the highest grades you must have a top quality writing style: avoid informality and conversational expressions; avoid excessive technical language – your writing must be clear and concise; use nouns such as “researcher” in your writing. These words are preferable in academic writing as they are more accurate and transparent than first person terms such as “I” or “me”.

If English is not your first language, it is advisable to have your dissertation proofread by a native speaker to correct grammatical mistakes before submitting it. WritePass can provide[proofreading assistance for ESL students.](http://writepass.com/)

After finishing your writing, get someone to read your work in order to see what people think about the language and the ideas the paper presents. Ask them to feedback on whether they felt the writing style was clear, the arguments well balanced and whether the main aims of the study were received and understood.