COMM 605   Semester 2, 2024

Assignment 1 - Literature Review Exercise

Weighting: 20%   <mark>**Due: 6pm, Sunday 18 August 2024**</mark>

Word limit: Maximum 2000 words (excluding reference list)
Format: PDF file; use the Assignment Template 3 provided in Word Document
Submit: via the LEARN submission button; submitted by ONE group member.

Purpose

The purpose of Assignment 1 is to critically assess current knowledge about a topic of your interest in the field of "green (environmentally friendly) consumption" using a Literature Review from a business problem perspective. This assignment draws upon Modules 1 and 2 and aims to meet the first three Learning Outcomes.

Scenario

As a manager of a business, you have identified an operational problem/challenge/market niche in the field of "green consumption" that your company wishes to solve. You need to provide a review of current knowledge of the problem of your choice. This knowledge will guide your research programme further. Some good examples of these problems include factors affecting the purchasing decision of EVs in China, consumer attitude towards green transportation, and customer attitude and behaviour around plant-based food. You are welcome to choose a topic that interests you within the broader theme of green consumer behaviour.

Tasks

This assignment focuses on developing your skills in **analysing existing literature.** The goal is for you to be able to justify, using the results of your literature review, why the business problem you have identified needs further investigation that will benefit your company. Finding pragmatic solutions to your specific business problem will be easier if you are able to critically analyse credible sources (see examples in Module 2). Below are specific tasks you need to complete:

1. Identify what 'company' you are a manager in (including its sector); it can be an existing or imaginary company.
2. Identify the specific problem that you wish to address regarding green or sustainable consumption that your company faces.
3. Read this **example article** as a starting point, from which you can see a list of relevant references about green consumption by Suhartanto, D., Kartikasari, A., Arsawan, I. W. E., Suhaeni, T., & Anggraeni, T. 2022. Driving youngsters to be green: The case of plant-based food consumption in Indonesia. *Journal of Cleaner Production*, *380*, 135061.
4. Select relevant and credible articles (at least four academic peer-reviewed journal articles, **no more than five years old**) to inform you about current knowledge of the company problem you wish to solve. You can choose these articles from the list of references from the

example article above or from your own research. You may include some non-academic sources to strengthen your argument, but this should be minimal.

5. Formulate and refine your business problem into a clear research question that is narrow in focus and relevant to your company**.** A solid theoretical foundation based on your wider reading should inform your research question. This will enable you to determine whether similar questions have been asked in the past and identify the applicable research method(s).

6. Synthesise the current knowledge you have read by demonstrating that all the sources you critically examine are relevant to your chosen operational problem. As well as comparing and contrasting the sources, identify themes that emerge from the literature and show which specific theories/concepts are relevant to your research question.

7. Use the section headings detailed in Assignment 1 Template (in the Weekly Resources on the course Learn page) and the marking criteria/rubric and allocation of marks below. Ensure your literature review addresses each section.

Section	Excellent	Good	Satisfactory	Poor	Missing
Introduction (Max 15 marks)					
• Problem statement -	3 Describes thoroughly and concisely the business problem in its context.	2.5 Describes the business problem in its context.	2 Describes the business problem in a general context.	1.5 Describes the business problem in an unclear context.	0 Does not describe the business problem in a context.
• Problem statement -	2 Describes a specific market segment and geographic location.	1.5 Describes market segment and geographic location.	1 Describes a market segment or geographic location.	0.5 Describes an imprecise market segment OR geographic location.	0 No description of market segment AND/OR geographic location.
• Purpose of writing	5 Clearly explains and connects in detail the purpose of the literature review with the identified business problem.	4 Explains the purpose of the literature review in relation to the identified business problem.	3 Broadly explains the purpose of the literature review in relation to the identified business problem.	1 Explains the purpose of the literature review without a clear link to the business problem.	0 Does not explain the purpose of the literature review in relation to the identified business problem.
• Structure of literature review	5 Provides a detailed description of the structure of the literature review.	4 Provides a description of the structure of the literature review.	3 Provides a list of the structure of the literature review.	1 Briefly mentions the structure of the literature review.	0 Does not provide an outline of the structure of the literature review.
The research question (Max 10 marks)					
• Statement of the research question	4 Expresses a clear and concise description of the research question that is practical, focused, and relevant to the chosen business problem.	3 Expresses a description of the research question that is linked to the chosen business problem.	2 Expresses a description of the research question that is broadly linked to the chosen business problem.	1 Expresses a description of the research question that is unclear and has little or no relevance to the chosen business problem.	0 Description of the research question is missing.

Criteria					
• Discussion on the link between the research question and the literature	6 Concisely describes the links between the research question and referred wider literature that provides solid evidence of critical thinking.	5 Describes the links between the research question and referred literature that provides evidence of wider reading and critical thinking.	4 Describes the links between the research question and referred literature, that provides some evidence of wider reading and critical thinking.	3 A limited description of links to the literature to support the research question. Lacks evidence of critical thinking and wider reading.	0 A description of the link between the research question and referred literature is missing.

Justification (Max 12 marks)

• The rationale for the research	4 Provides solid support for the research based on business perspectives and expected benefits from the research to the business.	3 Provides relevant support for the research based on some business perspective evidence. Benefits to the business are mentioned.	2 Provides support for the research in general but the reasoning is not based on business perspective. Benefits for the business are briefly mentioned.	1 Provides a limited description and reasoning of the problem and the need for the research. No benefits mentioned.	0 No description and reasoning of the problem and the need for research. No benefits mentioned.
• Link with relevant theories or concepts	4 Provides a detailed overview of the relevant theories and strongly links them to the need for research.	3 Provides an overview of the relevant theories and links them to the need for research.	2 Provides a limited number of relevant sources with basic links to the need for research.	1 Provides a very little theory and no links supporting the need for the research	0 No link between theories or concepts and the need for research.
• Weighing the arguments (the pros and cons) with support from the literature	4 Presents opposing arguments in a logical manner and assesses their strength against each other. Provides solid and logical justification from the wider literature.	3 Presents opposing arguments and assesses their strength against each other. Provides justification from the wider literature.	2 Presents some arguments but without fully assessing their strength against each other. Provides minimal justification from the wider literature.	1 Presents minimal arguments and minimal justification from wider literature.	0 No discussion of opposing arguments, and no justification from the wider literature.

The review (Max 40 marks)

• Use of credible and current sources	5 Uses a selection of 4 or more credible and relevant references to the research problem. (5 pts)	4 Uses three credible references relevant to the research problem. Uses some non-academic sources.	3.5 Uses two credible references that are somewhat relevant to the research question. Uses several non-academic sources. (3.5 pts)	2.5 Uses a small selection of credible references from non-academic sources.	1.5 Uses insufficient credible references from non-academic sources.
• Use of credible and current sources	5 All sources are published less than five years old and peer reviewed.	4 Most sources are published less than five years old and peer reviewed.	3.5 Only some of the literatures are published less than five years old and peer-reviewed	2.5 Literature is published less than 5-years old.	1.5 Literature is published more than 5-years ago.
• Critical synthesis of similarities and differences between sources	10 Discusses the main similarities and differences between cited sources through a synthesis approach.	9 Discusses similarities and differences between cited sources. Shows some synthesis approach to discussion.	8 Discusses some similarities and differences between cited sources but summarises rather than syntheses.	5 Minimal discussion of similarities and differences between cited sources. Provides a summary from cited sources rather than syntheses.	3 No discussion of similarities and differences between cited sources. Provides only a summary of cited sources
• Critical synthesis of similarities and differences between sources	5 Develops logical themes and concise arguments based on the literature.	4 Develops themes and arguments based on literature.	3 Develops themes and arguments that have gaps or are unclear based on the literature.	2 Minimal to no development of themes and arguments based on the literature.	
• Critical reflection on theories used in the sources	5 Refers clearly to theories relevant to the research problem.	4 Refers to theories relevant to the research problem.	3.5 Refers to some theories relevant to research problem.	3 Refers to some theories in passing.	0 Provides no theories nor critical reflection

	5	3	2.5	2	0
• Critical reflection on theories used in the sources	5 Addresses critically the underlying theories and critically reflects on their implications.	3 Addresses the underlying theories and reflection on their implications.	2.5 Addresses some of the related theories with some reflection on their implications.	2 Provides only little relevance to theories and no reflection.	0 Provides no theories nor critical reflection
• Critical reflection on methods used in previous research	5 Critically addresses the underlying methods and reflects on their implications for the proposed research.	4 Addresses the underlying methods and reflects on their implication for the proposed research.	3 Addresses the underlying methods, with some reflection on their implications for the proposed research.	2 Minimally addresses the used methods without reflection on their implications for the proposed research.	0 No discussion about methods of research nor reflection on their implication for the proposed research.

Conclusion (Max 18 marks)

• Conclusion based on evidence and reasoning	8 Provides a well-written, logical conclusion after drawing valid inferences from the analysis of reviewed sources. Shows straightforward evidence and reasoning from the reviewed sources.	7 Provides a conclusion with evaluative results and some inferences from reviewed sources. Shows connections and provides reasoning based on the reviewed sources.	6 Provides a conclusion that relies on describing and analysing rather than inferences from reviewed sources Shows some connections to provide logical conclusions based on the analysis of reviewed sources.	5 Provides a generic description of the literature review rather than a final analysis and conclusion based on reviewed sources.	3 Provides a summary but no valid inferences and conclusion drawn from the analysis of reviewed sources.
• Relevance to the proposed research	6 Identifies the prevailing themes that tie the referred sources together and shows their relevance to the proposed research project.	5 Identifies themes from the referred sources and from at least one theme relevance shown in how it applies to the proposed research project.	4 Partially identifies themes from the referred sources for the proposed research project. Minimal to some relevance shown in how it applies to the proposed research project.	2 Minimally Identifies the themes used in the referred sources for the proposed research project. Minimal or no relevance shown in how it applies to the proposed research project	0 Identifies no themes for the proposed research project
• Gaps and limitations of current research	4 Provides a coherent statement about existing theories and methods along with gaps and limitations of the current research. Clearly justifies the need for the proposed research and explores other further research opportunities.	3 Provides an overview of existing theories and methods and highlights some of the gaps or limitations in support of the proposed research. Mentions other research opportunities.	2 Provides a confirmation of existing theories and methods and identifies a gap or limitation of current research.	1 Provides a basic conclusion of existing theories and/or methods without gaps or limitation links to proposed research.	0 Provides conclusion with no information on existing theories and methods without gaps or limitations to proposed research.

Referencing (Max 5 marks)	5 Has minimal errors in using APA 7th referencing criteria for listing different types of sources.	4 Has few errors in using APA 7th referencing criteria for listing different types of sources.	3 Has as several errors in using APA 7th referencing criteria. For listing different types of sources	2 Has many errors in using APA 7th referencing criteria for listing different types of sources.	0 Does not use APA 7th referencing criteria for listing different types of sources.