**ASSESSMENT OF WRITTEN THESIS (Undergraduate Honors Specialization)**

**MOS 4999E- HONORS THESIS (CONSUMER BEHAVIOR 2019-20) DAN Management & Organizational Studies**

**Thesis Supervisor**:

**Student**: **Date**:

**Evaluator:**

*Notes: The student has previously submitted the following documents (worth a total of 50% of final grade): Ethics Review Protocol (10%), Preliminary Introduction (20%), and Preliminary Methodology (20%).*

|  |  |
| --- | --- |
| **Component (*approximate* weighting)** | **Summary comments** |
| **Introduction, Research Problem, Rationale for Research & Research Objectives [~10%],** consider:   * Clarity, ability to interest reader. * Justification, timeliness/importance. |  |
| **Literature Review & Theoretical Background [~25%],** consider:   * Organization, adequacy regarding core concepts and the interrelationships [theorizing] of these concepts. * Ability to integrate and critique the relevant literature and to identify knowledge gaps, build-up towards articulated hypotheses and/or research propositions). |  |
| **Hypotheses and/or research propositions, relationships and patterns [10%]**, consider:   * Clarity, falsifiability, * Rigor, link to prior theorizing |  |
| **Methodology [15%],** consider:   * Operationalization of concepts/constructs * Survey design, Sampling & Data gathering * See also relevant Appendices |  |
| **Analyses and Results [20%],** consider:   * Completeness/appropriateness of data analyses and reporting of key findings, particularly regarding hypotheses. * Tables/Figures, see also relevant Appendices |  |
| **Discussion and Conclusions [10%],** consider:   * Reasonable interpretations of the findings, link to hypotheses and earlier literature review * Articulation of practical and theoretical implications * Study limitations, future research directions and concluding remarks |  |
| **References and Overall Presentation [10%],** consider:   * Proper citation employed throughout, sufficiency/breadth and quality of references. * Professionalism * Formatting, grammar, syntax, flow * Comprehensiveness (Appendices, etc.). |  |
| **OVERALL THESIS GRADE (OUT OF 100%):\_\_\_\_\_\_\_\_\_\_\_**  **Signature of Evaluator:\_\_\_\_\_** | |

**Written comments to Student:**

*Think about how your constructive feedback would help the student if they were to embark on a future master’s thesis (which they most likely will), on a related topic. Your comments can address any and all sections of the thesis.*