**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%).*

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| **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).
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| **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.*