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.)

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