

Webster Vienna Training Scholarship (WVTS):
Project Proposal

Department: Business & Management
Semester: Spring 2021 (from January 2021 to May 2021)
Estimated weekly workload in hours: 10
Program Level: Graduate (preferred), Undergraduate
Scholarship Amount: equivalent of the tuition of one 3-credit course

Project Title: Recent developments in online consumer behavior
Project Leader: Dr. 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.)

Tasks/Project Outputs	Deadline	Percentage of Time Spent on Responsibilities (equaling 100%)
Conduct a literature review under the supervisor's guidance on scholarly articles on predetermined academic topics and theories	January – April 2021	70%
Assist in the development of a research instrument (interview guideline and/or questionnaire)	April – May 2021	20%
Assist in administrative work (e.g., IRB, application, pre-testing)	April – May 2021	10%

Qualifications needed to accomplish tasks and responsibilities:

- Business & Management student
- 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
- Reliable, interest in academic research and scholarly articles