

HUDDERSFIELD UNIVERSITY BUSINESS SCHOOL
MODULE BHS0001
Business Dissertation: Methods and Implementation.

COMMENTARY AND MARKING FORM

ACADEMIC YEAR 2014-15

STUDENT NAME Ivana Benesova..... COURSE European Business

Supervisor Name Eleanor Davies.....

2nd Marker Name Brendan Canavan.....

BRIEF TITLE OF DISSERTATION Customer Behaviour in Green Markets with a Special Reference to Perception of Green Products

COMMENTS – please ensure that your comments reflect the reason for the mark given and comment on the following areas:
Topic, Aims & Objectives
Interesting topic well scoped out with literature gaps noted and contribution suggested (albeit some further details here would have benefitted).
Introduction/Aims & objectives
Solid layout of the topic, written with passion for the subject. Some clarity issues due to quality of English writing. Relevant and actionable aim and objectives.
Literature Review
Well referenced and presented section. Customer behaviour presented in depth and good use of graphics to illustrate throughout. The marketing review is brief and perhaps unnecessary – may have been better to tie into the green marketing. There is a lot of breadth here, reflecting a lot of research effort clearly put in, but does loose depth sometimes.
Research Methods
Good quality. Well laid out and supported with references/graphics. Use of a pilot study for instance, illustrates attention to detail. Slight overreliance on Saunders et al. Some further details regarding the make up of the survey instrument would have been welcome. Appendices support.
Analysis, Discussion & Conclusions
Use of descriptive statistics and SPSS in findings. Analysis is clearly laid out and relates back to original aims. There are some interesting findings. However analysis, conclusions and recommendations are brief. Further detail here would have taken the excellent grounding of this study and then emphasised the insights and original findings gained here.
Overall Quality of Writing including referencing, presentation, style: Excellent presentation throughout that shows attention to detail and level of effort put in. However, one can tell the author is not a native speaker – problems with the writing/spelling/grammar throughout which can undermine at times.
Similarity Score from ‘Turnitin’.... 14%
If more than 12% please state why there is no problem with similarity: This is clearly the authors own work throughout, referencing is thorough, and similarity remains low.
Are you satisfied with the authenticity of the primary material Yes

MARK 71

SIGNED Brendan Canavan

AGREED MARK 64 ⇒ B

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