

Individual Report

by Aurel Apopei

Submission date: 21-Jul-2023 05:41PM (UTC+0100)

Submission ID: 210523360

File name: 46960_Aurel_Apopei_Individual_Report_504091_65392304.docx (55.93K)

Word count: 3858

Character count: 26262



Prifysgol Cymru
Y Drindod Dewi Sant
University of Wales
Trinity Saint David

Student name:	Aurel Apopei
Student ID number	2245793
Module code:	LCBB4004
Module Coordinator:	Eufa Adams
Assignment Title:	Individual Report: Globalization

Table of Contents

Introduction.....	4
McDonald's – a Critical Analyse and Evaluation of the Global Challenges it faces and the mega trends which impacts its marketing functions post Covid-19 pandemic	5
Global Challenges Faced by McDonald's.....	5
Rise of Digitalization and Changing Consumer Behaviour	5
Staff Shortages and Flexible Working Conditions:	5
Influence of Millennials and social media on Marketing:	6
Collapse of High Street and the Shift to Online Channels:	6
Mega Trends Impacting McDonald's Marketing Functions:	6
Increased Brand Awareness and Reputation Management:	6
Green Marketing and Sustainability Initiatives:	6
Development of Artificial Intelligence (AI) in Marketing:	7
Cybersecurity and Data Privacy Challenges:	7
Conclusion:	7
How is McDonald's evolving in derive marketing strategies to take advantage of the new developments and gaining a competitive advantage.....	8
Embracing Digital Transformation.....	8
Expanding Delivery Services	8
Personalization and Customer Engagement	9
Leveraging social media and Influencer Marketing	9
Conclusion.....	10
McDonald's key stakeholders and their impact in marketing strategies	11
Customers	11
Franchisees.....	11
Suppliers.....	12
Employees	12
Conclusion.....	12
Challenges identified and recommendations of marketing strategies	14
Challenges Identified.....	14
Rise of Digitalization and Changing Consumer Behaviour	14
Staff Shortages and Flexible Working Conditions	14
Influence of Millennials and social media on Marketing	14
Collapse of High Street and the Shift to Online Channels	15
Recommendations of Marketing Strategies.....	15
Emphasize Personalization and Customization	15

Highlight Sustainability and Ethical Practices.....	15
Enhance Customer Engagement through Gamification and Interactive Experiences.....	15
Leverage Influencer Marketing and User-Generated Content	15
Conclusion.....	16
Conclusion.....	17
Bibliography	18

Introduction

In the dynamic global business landscape, organizations constantly face challenges and must adapt their marketing strategies to maintain a competitive edge. This paper critically analyses and evaluates the global challenges and mega trends impacting the marketing functions of a chosen global organization in the post-COVID-19 pandemic era. By selecting a specific organization, this study aims to provide an in-depth examination of its global challenges, the impact of mega trends on its marketing functions, and its evolution in deriving marketing strategies to capitalize on new developments and gain a competitive advantage. Additionally, key stakeholders of the organization will be identified, and their influence on the marketing functions will be assessed. Furthermore, this paper will provide recommendations for marketing strategies to address some of the challenges identified.

McDonald's – a Critical Analyse and Evaluation of the Global Challenges it faces and the mega trends which impacts its marketing functions post Covid-19 pandemic

McDonald's, a global fast-food giant, has faced significant challenges and experienced transformative impacts on its marketing functions in the wake of the COVID-19 pandemic. This critical analysis aims to evaluate the global challenges encountered by McDonald's and examine the mega trends that have shaped its marketing strategies in the post-pandemic era. By assessing the organization's response and adaptation to new developments, this study aims to shed light on the key factors influencing McDonald's marketing success.

Global Challenges Faced by McDonald's

Rise of Digitalization and Changing Consumer Behaviour

The COVID-19 pandemic accelerated the shift towards digital channels and online ordering. As said in an article "With more people staying at home, both by choice as well as through government lockdowns, there was a decline in brick-and-mortar shopping." ("The BigCommerce Blog", 2021). McDonald's faced the challenge of adapting its marketing strategies to cater to the changing consumer behaviour, which increasingly relied on digital platforms for food delivery and contactless experiences. Due to the unexpected rise in digital demand, as stated here "e-commerce surged 34% during 2020, and in 2021 surpassed levels not expected until 2025" (ROI Revolution, 2021) the company had to enhance its online presence and optimize delivery services to meet customer expectations.

Staff Shortages and Flexible Working Conditions:

As mentioned here "Staffing issues caused transportation bottlenecks" (WGBH News, 2020), McDonald's was not exempt from staff shortage, especially due to health concerns and changing working conditions during the pandemic. The organization had to implement strategies to mitigate these challenges, such as ensuring the health and safety of employees, providing flexible working arrangements, and offering incentives to attract and retain staff.

Influence of Millennials and social media on Marketing:

Millennials, as a significant consumer demographic and since it has been found that “40% of American teens ages 13–17 thought that social media was “extremely” or “very” important for them” (Rideout & Robb, 2018), this exerted a strong influence on McDonald's marketing strategies. Their reliance on social media platforms for information and recommendations necessitated the organization's engagement in targeted marketing campaigns, personalized experiences, and influencer partnerships to enhance brand awareness and loyalty.

Collapse of High Street and the Shift to Online Channels:

The pandemic exacerbated the decline of traditional brick-and-mortar retail, commonly known as the collapse of the high street. McDonald's had to reassess its physical presence and adapt to the growing preference for online channels. Having the online growth predicted as it follows “Global e-commerce sales are expected to reach \$6.5 trillion by 2023, up from \$3.5 trillion in 2019” (Filgertshofer, 2020) The organization expanded its digital footprint, optimized delivery services, and invested in technology to enhance customer experiences and maintain market share.

Mega Trends Impacting McDonald's Marketing Functions:

Increased Brand Awareness and Reputation Management:

In the post-pandemic era, consumers place greater emphasis on brand awareness and reputation. McDonald's had to communicate its commitment to safety measures and responsible practices effectively. Transparent communication and proactive engagement with customers were crucial to maintaining trust and brand loyalty.

Green Marketing and Sustainability Initiatives:

Sustainability has become a major concern for consumers. McDonald's adopted green marketing practices by implementing sustainable sourcing, reducing packaging waste, and promoting environmental initiatives. These efforts aimed to align the organization's values with customer expectations and enhance its brand image.

Development of Artificial Intelligence (AI) in Marketing:

The emergence of AI technologies offered opportunities for McDonald's marketing functions, as mentioned here ⁵ "The emergence of artificial intelligence (AI) has changed the dynamics of the business world. AI holds tremendous potential for vastly altering how marketing is done. Creation of value to customer is very much important for each and every business" (Aarushi R., Priyanka A., 2020) By leveraging AI-powered analytics, the organization could enhance customer segmentation, personalize marketing campaigns, and improve operational efficiency. AI also enabled McDonald's to deliver more targeted and relevant experiences to its customers.

Cybersecurity and Data Privacy Challenges:

As digitalization ¹⁷ expands, the risk of cyber threats and data breaches increases. McDonald's had to prioritize cybersecurity measures to protect customer data, ensure data privacy compliance, and safeguard its brand reputation. Establishing robust cybersecurity protocols and investing in data protection became imperative for the organization.

Conclusion:

McDonald's has faced various global challenges and experienced the transformative impacts of mega trends on its marketing functions in the post-COVID-19 pandemic era. Through strategic adaptation, the organization addressed challenges related to digitalization, staff shortages, changing consumer behaviour, and the shift to online channels. McDonald's also capitalized on mega trends such as increased brand awareness, sustainability, AI, and cybersecurity to enhance its marketing strategies and maintain its competitive advantage.

By proactively engaging with these challenges and mega trends, McDonald's continues to evolve and deliver value to its customers. The organization's ability to adapt its marketing strategies in response to global challenges and capitalize on emerging mega trends demonstrates its resilience and commitment to meeting the evolving needs of consumers in the post-pandemic landscape.

How is McDonald's ¹ evolving in derive marketing strategies to take advantage of the new developments and gaining a competitive advantage

In an ever-changing business landscape, organizations must constantly evolve their marketing strategies to stay competitive and seize new opportunities. This section explores how McDonald's, a global fast-food giant, is evolving to derive marketing strategies and gain a competitive advantage by leveraging new developments in the post-COVID-19 era. By adapting to shifting consumer behaviours, technological advancements, and emerging trends, McDonald's aims to enhance customer experiences and strengthen its market position.

Embracing Digital Transformation

One key area where McDonald's is evolving is in embracing digital transformation. The company recognizes the growing importance of digital channels for engaging with customers and facilitating seamless experiences. McDonald's has invested heavily in digital infrastructure, including mobile applications and online ordering platforms, to streamline the ordering and delivery processes. By providing customers with convenient and contactless options, McDonald's enhances the overall customer journey and differentiates itself from competitors.

²³ Furthermore, McDonald's has adopted innovative technologies such as self-service kiosks and mobile ordering to improve efficiency and personalization. These advancements enable customers to customize their orders, access nutritional information, and benefit from faster service. By leveraging digital technologies, McDonald's enhances operational effectiveness and tailors its marketing strategies to meet the evolving expectations of tech-savvy consumers.

Expanding Delivery Services

Recognizing the increasing demand for food delivery services, McDonald's has strategically expanded its delivery partnerships and capabilities. By collaborating with popular third-party delivery platforms, McDonald's ensures that customers can enjoy its products wherever they are. This expansion into the delivery space not only caters to evolving consumer preferences but also allows McDonald's to tap into new markets and customer segments.

Additionally, McDonald's has focused on optimizing its delivery services by implementing efficient order fulfillment processes and enhancing packaging to maintain food quality during transit. The organization's ability to provide timely and reliable delivery services sets it apart from competitors and reinforces its commitment to convenience and customer satisfaction.

Personalization and Customer Engagement

In the age of data-driven marketing, McDonald's is leveraging customer insights and personalization to enhance customer engagement. The organization utilizes customer data from its digital platforms to deliver targeted marketing campaigns and personalized offers. As well, they changed their slogan many times, as mentioned here ⁶ "To date, McDonald's has used 23 different slogans in United States advertising, as well as a few other slogans for select countries and regions" ("McDonald's slogans used around the world, past and present", 2013) By understanding customer preferences and purchase history, McDonald's can tailor its promotions to individual customers, enhancing their experiences and driving loyalty.

Furthermore, McDonald's engages with customers through loyalty programs and mobile applications that offer exclusive discounts, rewards, and personalized recommendations. This focus on personalized experiences fosters stronger customer relationships, increases customer retention, and creates opportunities for cross-selling and upselling.

Leveraging social media and Influencer Marketing

McDonald's recognizes the influence of social media platforms and leverages them to amplify its marketing efforts. The organization actively engages with consumers through social media channels, sharing engaging content, ²¹ promoting new products, and responding to customer ²¹ feedback. By establishing a strong social media presence, McDonald's stays connected with its target audience and maintains brand relevance in an increasingly digital and interconnected world.

Moreover, McDonald's has capitalized on the rise of social media influencers to expand its reach and connect with younger demographics. By partnering with popular influencers, McDonald's taps into their extensive follower base and leverages their influence to drive brand awareness and engagement. This strategy allows McDonald's to connect with millennials and Gen Z consumers who are more receptive to recommendations from social media influencers.

Conclusion

McDonald's is continuously evolving its ¹ marketing strategies to take advantage of new developments and gain a competitive advantage in the post-COVID- 19 era. By embracing digital transformation, expanding delivery services, personalizing customer experiences, and leveraging social media and influencer marketing, McDonald's stays at the forefront of industry trends and consumer expectations. These strategic adaptations enable McDonald's to enhance customer experiences, maintain market leadership, and continue its commitment to providing convenient, personalized, and engaging interactions with its customers. By capitalizing on new developments, McDonald's positions itself as a customer-centric organization that leverages technology and innovation to stay ahead in a rapidly evolving marketplace.

McDonald's key stakeholders and their impact in marketing strategies

Successful marketing strategies are influenced by various stakeholders who play significant roles in shaping an organization's direction and decision-making processes. This section explores the key stakeholders of McDonald's, a global fast-food giant, and their impact on the organization's marketing strategies. By understanding the perspectives and influence of these stakeholders, McDonald's can effectively align its marketing efforts to meet their expectations and achieve mutual benefits.

Customers

"Customers are extremely important as the company's existence depends on every single customer it serves" (Rahman, 2023). Customers are the most important stakeholders for McDonald's marketing strategies. Understanding their preferences, needs, and changing behaviours is crucial for the organization's success. McDonald's conducts market research, collects data, and analyses consumer insights to develop targeted marketing campaigns, product offerings, and customer experiences. By adapting to evolving consumer trends and preferences, McDonald's maintains customer satisfaction, loyalty, and trust.

Customers' impact on marketing strategies is evident through their purchasing decisions and feedback. McDonald's actively engages with customers through various channels, including social media platforms and customer surveys, to gather feedback and address concerns. Customer feedback provides valuable insights for refining marketing strategies, improving product offerings, and enhancing customer experiences.

Franchisees

Franchisees are key stakeholders in McDonald's marketing strategies. They are responsible for implementing marketing initiatives at the local level and ensuring consistent brand representation. McDonald's collaborates with franchisees to execute national and global marketing campaigns while considering regional nuances and customer preferences. Franchisees' local expertise enables McDonald's to tailor marketing strategies to specific markets and demographics.

The impact of franchisees on marketing strategies is significant, as they are responsible for implementing promotional activities, pricing strategies, and product introductions. Their input and collaboration ensure that marketing strategies are effectively executed at the grassroots level, driving brand visibility and customer engagement within their respective territories.

Suppliers

Being at the heart of the company, as mentioned here ¹⁹ "It is worth mentioning that McDonald's has a policy of maintaining trusted relationships with the suppliers." (Rahman, 2023), suppliers are vital stakeholders in McDonald's marketing strategies, particularly in terms of quality, sourcing, and sustainability. McDonald's values long-term partnerships with suppliers who provide high-quality ingredients, packaging, and other essential resources. Collaborating with suppliers who share McDonald's commitment to sustainability and ethical practices ensures alignment with evolving consumer expectations.

Suppliers' impact on marketing strategies lies in the reliable and sustainable sourcing of ingredients and materials. McDonald's marketing initiatives often highlight its responsible sourcing practices, ensuring transparency and reinforcing the brand's commitment to quality and sustainability. By working closely with suppliers, McDonald's can maintain consistent product quality, enhance its brand reputation, and meet consumer demands for ethical and sustainable practices.

Employees

Employees are integral stakeholders in McDonald's marketing strategies as ²⁰ they directly engage with customers and deliver the brand experience. McDonald's invests in training and development programs to equip employees with the necessary skills and knowledge to provide excellent customer service. Employees serve as brand ambassadors, embodying McDonald's values and ensuring consistent messaging and experiences.

Employees' impact on marketing strategies is manifested in their interactions with customers, as they have the power to influence perceptions and shape brand experiences. Well-trained and motivated employees can enhance customer satisfaction, drive positive word-of-mouth, and contribute to the success of marketing campaigns. Their commitment to delivering exceptional customer service aligns with McDonald's customer-centric approach.

Conclusion

The key stakeholders of McDonald's, including customers, franchisees, suppliers, and employees, play essential roles in shaping the organization's marketing strategies. Customers' preferences and feedback inform marketing campaigns, product offerings, and customer experiences. Franchisees collaborate with McDonald's to execute marketing initiatives at the local level, ensuring consistent brand representation. Suppliers contribute to McDonald's marketing strategies through reliable sourcing and sustainable practices. Employees serve as brand ambassadors, delivering excellent customer service and embodying McDonald's values.

By understanding the perspectives and impact of these stakeholders, McDonald's can effectively align its marketing strategies to meet their expectations and achieve mutual benefits. This stakeholder-centric approach ensures that McDonald's marketing efforts are customer-focused, locally tailored, sustainable, and consistently delivered. By fostering strong relationships with key stakeholders, McDonald's can maintain brand loyalty, drive customer engagement, and remain competitive in the fast-food industry.

Challenges identified and recommendations of marketing strategies

As McDonald's navigates the evolving global marketplace, it faces various challenges that require strategic marketing solutions. This section identifies key challenges and provides recommendations for marketing strategies to address these issues effectively. By proactively addressing these challenges, McDonald's can maintain its competitive edge, enhance customer experiences, and drive business growth.

Challenges Identified

Rise of Digitalization and Changing Consumer Behaviour

The increasing digitalization of the marketplace and shifting consumer behaviour present challenges for McDonald's to adapt its marketing strategies to meet changing expectations. A study shown that "its customer base in the USA is gradually waning. Likewise, its appeal to millennials is not cutting across either." (Rahman, 2023), McDonald's should prioritize its digital presence by enhancing its online ordering platforms, investing in mobile applications, and optimizing delivery services. By offering convenient and seamless digital experiences, McDonald's can cater to the changing preferences of digitally driven consumers.

Staff Shortages and Flexible Working Conditions

The ongoing challenge of staff shortages and the need for flexible working conditions impact McDonald's ability to provide efficient and satisfactory customer service. McDonald's should focus on attracting and retaining employees through competitive compensation, training programs, and flexible working arrangements. By investing in the well-being and development of its employees, McDonald's can ensure a motivated workforce that delivers excellent customer experiences.

Influence of Millennials and social media on Marketing

Millennials exert a significant influence on consumer trends and preferences, with social media playing a central role in shaping their perceptions. McDonald's should leverage social media platforms to engage with millennials effectively. Engaging with influential social media figures, creating shareable content, and implementing targeted campaigns can help McDonald's build brand loyalty among this demographic.

Collapse of High Street and the Shift to Online Channels

The decline of traditional brick-and-mortar retail and the shift to online channels pose challenges for McDonald's to adapt its marketing strategies and maintain a strong physical presence. McDonald's should optimize its online delivery services, expand its digital partnerships, and establish a seamless omni-channel experience. By strategically utilizing online channels and enhancing the convenience of its services, McDonald's can meet the changing demands of customers and compete effectively in the digital marketplace.

Recommendations of Marketing Strategies

Emphasize Personalization and Customization

By leveraging customer data and preferences, McDonald's can tailor its marketing strategies to provide personalized experiences. Implementing loyalty programs, offering customizable menu options, and delivering personalized promotions can strengthen customer relationships and drive repeat business.

Highlight Sustainability and Ethical Practices

To address growing consumer concerns about sustainability, McDonald's should reinforce its commitment to responsible sourcing, waste reduction, and environmentally friendly practices. Communicating these initiatives through marketing campaigns and packaging materials can enhance brand reputation and attract environmentally conscious customers.

Enhance Customer Engagement through Gamification and Interactive Experiences

By incorporating gamification elements and interactive experiences into its marketing strategies, McDonald's can create immersive and memorable customer engagements. Interactive mobile apps, augmented reality promotions, and social media challenges can increase brand engagement and generate buzz among consumers.

Leverage Influencer Marketing and User-Generated Content

²⁵ Partnering with social media influencers and encouraging user-generated content can amplify McDonald's brand reach and credibility. They have been trying very hard since 2017, as mentioned here ¹⁰ "McDonald's has dived headfirst into the waters of influencer marketing. Over the last two years, they have worked with hundreds of creators to positively position themselves with consumers and catalyse conversations on social media" (Swanson, 2017). By leveraging influencers' authenticity and engaging with consumers through user-generated content, McDonald's can build a strong online community and generate valuable word-of-mouth marketing.

Conclusion

As McDonald's faces various challenges in the dynamic marketplace, implementing the recommended marketing strategies can position the company for continued success. By embracing digitalization, prioritizing employee satisfaction, effectively engaging with millennials and social media, and adapting to the shift towards online channels, McDonald's can address the challenges and capitalize on opportunities. Additionally, emphasizing personalization, sustainability, interactive experiences, and influencer marketing can enhance customer engagement and foster brand loyalty. By staying agile and proactive in its marketing approach, McDonald's can maintain its market leadership and deliver exceptional customer experiences in an ever-evolving industry.

Conclusion

In conclusion, this academic paper critically analysed and evaluated McDonald's, a global fast-food giant, in terms of the global challenges it faces, the mega trends impacting its marketing functions post-COVID-19 pandemic, its evolving marketing strategies to take advantage of new developments, and the influence of key stakeholders on its marketing efforts. By examining these aspects, valuable insights have been gained into the organization's ability to adapt and thrive in the face of changing market dynamics.

McDonald's has demonstrated resilience and agility in response to global challenges, such as the rise of digitalization, staff shortages, changing consumer behaviour, and the collapse of high street retail. The organization has embraced digital transformation, expanded delivery services, leveraged personalized marketing approaches, and harnessed the power of social media and influencer partnerships to maintain its market position and cater to evolving customer expectations. Furthermore, McDonald's has recognized the importance of key stakeholders, including customers, franchisees, suppliers, and employees, in shaping its marketing strategies and delivering exceptional customer experiences.

The recommendations provided for marketing strategies align with the identified challenges and reflect the organization's commitment to innovation, sustainability, and customer-centricity. By embracing personalization, highlighting sustainability practices, enhancing customer engagement through gamification and interactive experiences, and leveraging influencer marketing and user-generated content, McDonald's can continue to strengthen its brand, attract new customers, and foster loyalty among existing ones.

Overall, this academic paper underscores the importance of adapting marketing strategies in response to global challenges and emerging mega trends. The ability to understand and leverage the impact of stakeholders, navigate digital transformations, and deliver personalized and engaging experiences are critical for organizations like McDonald's to maintain their competitive advantage in the post-COVID-19 era. By embracing these principles, McDonald's has demonstrated its commitment to meeting the evolving needs and preferences of its customers, thereby positioning itself for sustained growth and success in the dynamic global marketplace.

22

As the business landscape continues to evolve, organizations must remain vigilant, monitor emerging trends, and adapt their marketing strategies accordingly. The insights and recommendations provided in this paper serve as a foundation for further exploration and analysis of McDonald's marketing functions and the broader implications for the fast-food industry.

Bibliography

- Council Post: ⁸How E-Commerce Could Change the Future of Brands". Forbes. [Online] Available at: [https://www.forbes.com/sites/forbesbusinesscouncil/2020/09/02/how-e-commerce-could-change-the-future-of-brands/]. [Accessed: 12 July 2023].
- ²McDonald's slogans used around the world, past and present" Archived from the original on January 26, 2013. ¹²Available at: [https://archive.ph/20130126124153/http://www.irintech.com/x1/co/3264/McDonald%92s-slogans-used-around-the-world,-past-and-present]. [Accessed: 12 July 2023].
- ⁴Ms.Aarushi Rautela, Ms. Priyanka Agrawal (2020) "A REVIEW OF MODERN MARKETING TOOLS IN THE ERA OF COVID-19", PalArch's Journal of Archaeology of Egypt / Egyptology, 17(6), pp. 11583-11602. Available at: [https://archives.palarch.nl/index.php/jae/article/view/2986]. [Accessed: ⁷12 July 2023].
- Rahman, M. (2023). "Stakeholders of McDonald's: An Analysis of McDonald's Stakeholders". Howandwhat.net. [Online] Available at: [https://www.howandwhat.net/stakeholders-mcdonalds-analysis-mcdonalds-stakeholders/]. [Accessed: 12 July 2023].
- ¹⁶Rideout, V., & Robb, M. B. (2018). "Social Media, Social Life: Teens Reveal Their Experiences, 2018". Common Sense Media.
- ¹⁴ROI Revolution. (2021). "How Coronavirus (COVID-19) Is Impacting Ecommerce [November 2021]". [Online] Available at: [https://roirevolution.com/blog/coronavirus-and-ecommerce/]. [Accessed: 12 July 2023].
- ⁹Swanson, K. (2017). "McDonald's Influencer Strategy: We're Lovin' It". Medium. [Online] Available at: [https://medium.com/juliusworks/mcdonalds-influencer-strategy-we-re-lovin-it-7140213cd13b]. [Accessed: 12 July 2023].
- ¹¹The BigCommerce Blog. (2021). "Understanding the COVID-19 Effect on Ecommerce + Trends". [Online] Available at: [https://www.bigcommerce.co.uk/blog/covid-19-ecommerce/]. [Accessed: 12 July 2023].
- ²WGBH News. (2020). "Bicycling Boom: Keeping Up with Pandemic-Fuelled Demand". [Online] Available at: [https://www.wgbh.org/news/national-news/2020/06/19/bicycling-boom-keeping-up-with-pandemic-fueled-demand]. [Accessed: 12 July 2023].

Individual Report

ORIGINALITY REPORT

17%

SIMILARITY INDEX

12%

INTERNET SOURCES

1%

PUBLICATIONS

14%

STUDENT PAPERS

PRIMARY SOURCES

1	Submitted to University of Wales, Lampeter Student Paper	2%
2	en.m.wikipedia.org Internet Source	2%
3	en.wikipedia.org Internet Source	1%
4	www.archives.palarch.nl Internet Source	1%
5	archives.palarch.nl Internet Source	1%
6	Submitted to University of New York in Prague Student Paper	1%
7	Submitted to University of Hertfordshire Student Paper	1%
8	Submitted to Institute of Technology Carlow Student Paper	1%
9	Submitted to London School of Business and Finance	1%

10	medium.com Internet Source	1 %
11	Submitted to Nottingham Trent University Student Paper	1 %
12	Submitted to University of Glasgow Student Paper	1 %
13	Submitted to NCG Student Paper	1 %
14	Submitted to National School of Business Management NSBM, Sri Lanka Student Paper	1 %
15	rehmanmarketing.pk Internet Source	<1 %
16	Maya Massing-Schaffer, Jacqueline Nesi. "Cybervictimization and Suicide Risk in Adolescence: An Integrative Model of Social Media and Suicide Theories", Adolescent Research Review, 2019 Publication	<1 %
17	Submitted to United Colleges Group - UCG Student Paper	<1 %
18	fitwerx.com Internet Source	<1 %
19	howandwhat.net Internet Source	

<1 %

20

www.coursehero.com

Internet Source

<1 %

21

Submitted to Luton Sixth Form College,
Bedfordshire

Student Paper

<1 %

22

Submitted to University of Suffolk

Student Paper

<1 %

23

Submitted to International American
University

Student Paper

<1 %

24

Emilie Hudson, Nathalie Clavel, Kelley
Kilpatrick, Mélanie Lavoie-Tremblay. "Effective
Online Learning Strategies for Leadership and
Policy Undergraduate Courses for Nursing
Students: A Rapid Review", Journal of
Professional Nursing, 2021

Publication

<1 %

25

www.social4retail.com

Internet Source

<1 %

26

www.marketgravity.com

Internet Source

<1 %

Exclude quotes Off

Exclude bibliography Off

Exclude matches Off