



UNIVERSITY OF WALES
Trinity Saint David
LONDON

Dissertation – Proposal
LCBB6000

BA (Hons) Business Management
University of Wales Trinity Saint David (London Campus)

To understand the impact of digital marketing on global
marketing post Covid 19 and the consumers behaviour
– A case study on Amazon



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Introduction

In contrast to conventional marketing, digital marketing is completely online and meets the standards of COVID-19.

As an ever-increasing number of potential customers visit your site or virtual entertainment pages, they become a huge, computerized information source, which is followed, considered, and adapted by organizations. This information additionally supports pursuing effort choices that are in a state of harmony with the predominant circumstances.

This exploration aims to look for top-to-bottom data and to understand the effect of Digital Marketing post-Covid-19 in a review instance of Amazon Organisation. Next, it closely understands and analyses consumer behaviour in an investigation of Amazon Inc.

- The purpose behind this examination is exploratory.

Background

It has been over a year since COVID-19 overcome the world. As associations endeavour to refresh their work to recover from the crisis, new strategies and methods are being recognized.

In this environment, marketing departments must be extremely focused on strategies and ideas to bring creative thoughts for getting their brands to individuals. Digital marketing got an enormous push during these pandemic times. Nowadays, with the ever-increasing number of customary, organizations having to consider online choices, inventive advanced advertising became a need of great importance.

The evidence suggests that the key to a successful digital marketing strategy is to become an active presence on all social media platforms, such as Facebook, Twitter, Instagram, and so on (Ravindran, 2021).

The literature review indicated that the e-commerce and cloud computing company, Amazon Inc. communicates its business and operating philosophy through the vision of its founder Jeff Bezos (Sunguro, 2020), and according to reports from CNBC (2020), Amazon has witnessed a flood of online orders during the pandemic, which made Jeff Bezos the wealthiest person from the planet earth.

1.1 Chapter I - Introduction

- This chapter aims to focus on digital marketing and offers in-depth information based on an embedded case study of a leading Organization, Amazon.

Amazon.com Inc. was established in 1994 in Washington and Amazon.com as a site turned out to be the first dynamic in July 1995 to turn into the biggest web-based retailer on the planet to offer Earth's Biggest Selection in under twenty years. The online business and distributed computing organization produced incomes of USD 386 billion and procured a total compensation of USD 21.3 billion in 2020 alone (Annual Report, 2020).

The digitalization of marketing is quickly turning into a fundamental piece of traditional marketing and brand advancement exercises, particularly because of the rising draw toward online business. Individuals are floating more towards internet shopping as opposed to branching out to visit nearby stores. This has made it basic for nearby organizations and significant organizations to take on and master computerized marketing and advertising procedures.

At the point when the entire world halted in light of the pandemic, the main enterprises that stayed stable were online shops. As individuals are urged to lockdown at home, the main advertisements they see are those tracked down on their cell phones or different gadgets.

Evidence indicates that digital marketing is here to stay and to get advantages over traditional marketing, and Covid-19 circumstances were facilitating this regard.

In The Economist (2020), adherence to this standard has made Amazon advantageous to customers as it is dreaded by organizations that substitute its direction.

Today generally \$ 11,000 worth of merchandise changes hands on Amazon's internet business stage consistently.

- The organization conveyed 3.5bn bundles last year, one for every two people on Earth.

to protect the health and safety of its employees in Covid-19 circumstances, the e-commerce and cloud computing company has invested USD15 billion;

- In 2020 due to the coronavirus circumstances the organization suggested to all worldwide representatives who work in a job that should be possible from home, and established Amazon Virtual Contact Centre allows Amazon's customer service employees to work from home;

1.2 Methodology

Research techniques can be characterized as strategies utilized to gather information, dissect information, and decipher results to get research discoveries (Bryman and Bell, 2011). Different exploration techniques can be utilized to play out a review. The fitting examination is reliant upon a decent construction and a directing structure is known as an exploration plan. It assists with distinguishing the primary focal point of your exploration and the general procedure of the review.

The nature of this research is the exploratory approach, social science, and is divided into two chapters.

- Chapter I seeks to focus on digital marketing and to offer in-depth information on the Amazon Organisation post-Covid-19;
- Chapter II of this report is going to focus on and analyse consumer behaviour towards Digital Marketing.

In contrast, Brown (2006) argues that "Methodology is the philosophical framework within which the research is conducted or the foundation upon which the research is based".

One more perspective is introduced by O'Leary (2004, p.85) which depicts strategy as the structure which is related to a specific arrangement of paradigmatic suppositions that we will use to lead our exploration. Besides, Allan and Randy (2005) demand that while directing an exploration strategy ought to meet the accompanying two standards:

- In the first instance, to achieve the objectives of the research, one has to be used the right methodology;
- Secondly, it should be made possible to replicate the methodology used in other research of the same nature.

1.3 Methods

Two fundamental exploration techniques can be utilized to solve or answer an examination issue or question and gather information to get data: quantitative and subjective examination (Ghauri and Grønhaug 2005, 109).

The quantitative examination includes the assortment and examination of information, which is in factual structures, like numbers. The quantitative examination technique's significance is that the outcomes are genuinely tried, (for example, speculation testing), and it keeps analysts from utilizing their judgment to interpret the outcomes.

This report is separated into two sections and looks for changed information assortment strategies and primary and secondary sources.

Has been utilized an organized poll overview as a piece of the exploration approach quantitative and subjective in light of essential information to research the point of inquiry to give subtleties.

- Each overview question is broken down and incorporates a chart illustration representation.

1.4 Ethical awareness

Linda Treviño and Katherine Nelson (1999: 12) have a good definition that underlines this view, and they defined ethics as: ‘the principles, norms, and standards of conduct governing an individual or group’.

This study empathies with human subjects, therefore, there was required attention paid to ethical values. All the surveyed participants were all over 18 years old, a mix of participants, consisting of 100 persons of males and females who lived and worked in the United Kingdom, at the moment of the questionnaire.

In this study, the emphasis is on human subjects, thusly, there was an expected consideration paid to moral qualities. Every one of the reviewed members was over 18 years of age, a mix of participants, comprising 100 people of males and females who lived and worked in the United Kingdom.

Consent forms of ethical approval forms are found in the Appendix (Figures 2 and 3). In addition, based on the literature review and CIPD 2022 there is a framework see fig.7, to facilitate the process of ethical decision-making.

It will be guaranteed that their data will stay private. Moreover, while drafting this review, it will be guaranteed that counterfeiting is kept away. It will be accomplished by appropriately summarizing the audited text and utilizing legitimate in-text references and references to give the first creator credit. (Collis and Hussey, 2009).

The chosen research point is certainly not a touchy subject, so the members will guarantee that they wouldn't deal with any issue by participating in the examination.

1.5 Data Collection and Analysis

Data Collection

For a better comprehension of the consumer attitude toward Digital Marketing, the author developed an online questionnaire and invited participation via a link shared on Facebook, Instagram, WhatsApp, and Yahoo. The target individuals were social media users over 18 years old.

As per McClelland (1994: 22), a survey questionnaire can provide accurate and relevant information through thoughtful design, testing, and detailed administration.

The 100 participants ranged from above 18 years old, 20-45 years old to above 45 years old, of which 50% are male, and 50% are female. The research was designed mostly for UK residents living in the UK. Participation was voluntary, and the questions were designed in English.

Data Analysis

The analyst planned the poll-based study utilizing the "SurveyMonkey" web application to examine the overview information. The weblink to the study on the "SurveyMonkey" was conveyed utilizing "The Web Link Collector". It is the quickest and most adaptable method for conveying the study and gathering responses.

The short survey link generated by the "SurveyMonkey" was posted on Facebook, Instagram, WhatsApp, and Yahoo.

SurveyMonkey is a decent instrument for information assortment since it gives information security and empowers specialists to foster a capable information source.

As indicated by Lehman and DuFrene (2010, p. 346), "SurveyMonkey.com is a web-based outline instrument that enables people of all experience levels to make their audits quickly and really." It is moreover a fair source considering the way that the encouraging survey's association can be shared successfully through web-based diversions like Facebook and Instagram. Furthermore, it is free, subsequently, a study considering various requests can be developed easily.

1.6 Timeframe

The expected time length which this task report is planned to be finished is three months, beginning in June;

- The Gantt diagram recognizes the exercises and their separate time lengths where they are probably going to be finished, as displayed in the accompanying table.

Activity	June				July				August				September			
Week number	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4
Draft introduction																
Exploring literature review																
Draft Methodology																
Sorting and organizing collected data																
Drafting Research																
Finalizing and Submit																

1.7 Chapter I - Conclusion

This chapter presented the research design and the findings of digital marketing in the digital market concerning Amazon post-Covid-19.

Research has observed that businesses that rely on online marketing to gain access to their customers have gained competitive advantages. Moreover, there is an obvious similarity between traditional and digital marketing, like marketing through advertising, sales promotion, and personal selling.

Luckily, the digitalization of marketing can assist businesses and enhance strong image presence via web-based entertainment, making your business relevant since more individuals are remaining in front of the screens despite the awful pandemic environment that was overcome.

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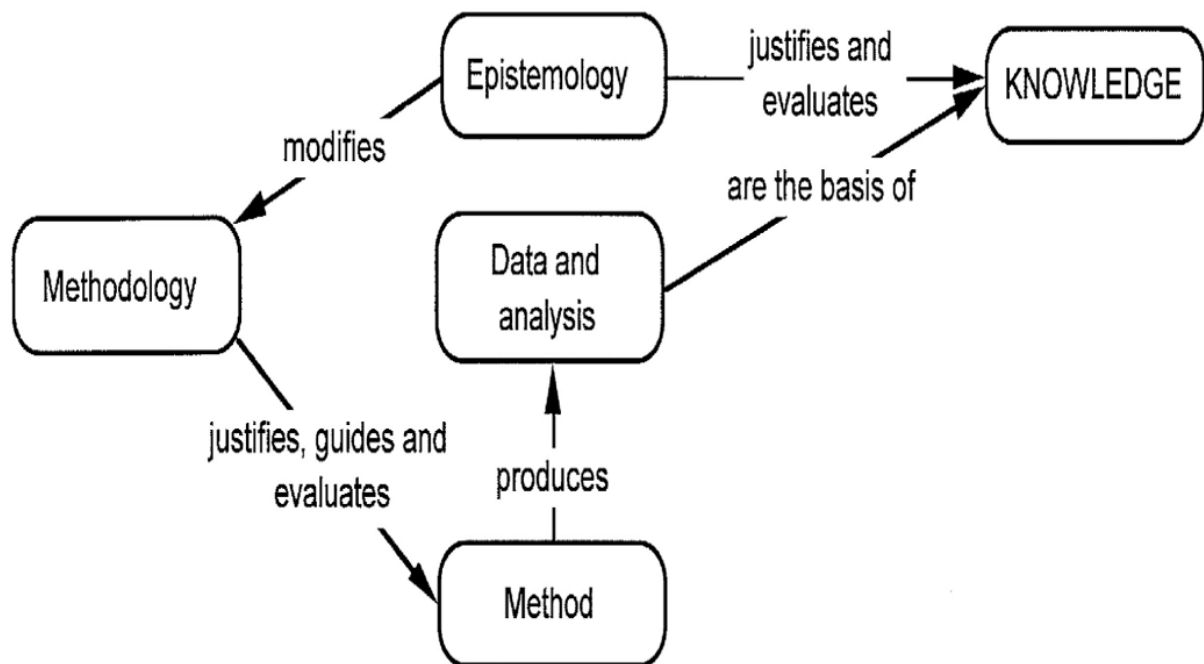
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Appendix

Figure 1. Methodology



Source: Carter and Little (2007).

Figure 2. Consent Form

Participation Consent Form



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londonstudentservice@uwtsd.ac.uk

Rhif Adnabod Cyfranogwr:

Participant Identification Number:

FFURFLEN GANIATÂD CYFRANOGIAD	PARTICIPATION CONSENT FORM
Teitl Y Prosiect: / Project Title:	
Enw'r Ymchwilydd / Name of Researcher:	
1	I confirm that I have read and understand the information sheet dated _____ for the above study. I have had the opportunity to consider the information, ask questions and have had these answered satisfactorily.
2	I understand that my participation is voluntary and that I am free to withdraw at any time, without giving any reason.
3	I understand that any information given by me may be used in future reports, articles or presentations by the research team.
4	I understand that my name will not appear in any reports, articles or presentations.
5	I agree to take part in the above study.
Name of Participant	Signature
Researcher	Signature

You may decline to participate in this study. You may end your participation in this study at any time. If you decide to remain anonymous, maintaining your anonymity will be a priority and every

practical precaution will be taken to disguise your identity. If you prefer anonymity, there will not be any identifying information on audiotapes or transcripts of this or any interview. No one will hear any audiotapes or see any transcripts without your prior consent. All materials generated from this or any interview will remain confidential.

When completed please return in the envelope provided. One copy will be given to you and the original to be kept on the file of the research team at:

NAME & ADDRESS OF RESEARCHER

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Figure 3. Application Form for Ethical Approval

APPLICATION FOR ETHICAL APPROVAL

In order for research to result in benefit and minimise risk of harm, it must be conducted ethically. A researcher may not be covered by the University's insurance if ethical approval has not been obtained prior to commencement.

The University follows the OECD Frascati manual definition of research activity: "creative work undertaken on a systematic basis in order to increase the stock of knowledge, including knowledge of man, culture and society, and the use of this stock of knowledge to devise new applications". As such this covers activities undertaken by members of staff, postgraduate research students, and both taught postgraduate and undergraduate students working on dissertations/projects.

The individual undertaking the research activity is known as the "principal researcher".

Ethical approval is not required for routine audits, performance reviews, quality assurance studies, testing within normal educational requirements, and literary or artistic criticism.

Please read the notes for guidance before completing ALL sections of the form.

This form must be completed and approved prior to undertaking any research activity. Please see Checklist for details of process for different categories of application.

SECTION A: About You (Principal Researcher)

1	Full Name:				
2	Tick all boxes that apply:	Member of staff:	☐	Honorary research fellow:	☐
	Undergraduate Student	☐	Taught Postgraduate Student	☐	Postgraduate Research Student
3	Institute/Academic Discipline/Centre:				
4	Campus:				
5	E-mail address:				
6	Contact Telephone Number:				
For students:					
7	Student Number:				
8	Programme of Study:				
9	Director of Studies/Supervisor:				

SECTION B: Approval for Research Activity

1	Has the research activity received approval in principle? (please check the Guidance Notes as to the appropriate approval process for different levels of research by different categories of individual)	YES	☐	NO	☐
					Date
2	If Yes, please indicate source of approval (and date where known): <i>Approval in principle must be obtained from the relevant source prior to seeking ethical approval</i>	Research Degrees Committee	☐		
		Institute Research Committee	☐		
		Other (write in)	☐		

SECTION C: Internal and External Ethical Guidance Materials

Please list the core ethical guidance documents that have been referred to during the completion of this form (including any discipline-specific codes of research ethics, location-specific codes of research ethics, and also any specific ethical guidance relating to the proposed methodology). Please tick to confirm that your research proposal adheres to these codes and guidelines. You may add rows to this table if needed.	
1	UWTSD Research Ethics & Integrity Code of Practice ☐
2	UWTSD Research Data Management Policy ☐
3	[List any other relevant documents here] ☐

SECTION D: External Collaborative Research Activity

If there are external collaborators then you should gain consent from the contact persons to share their personal data with the university. If there are no external collaborators then leave this section blank and continue to section E.

1	Institution					
2	Contact person name					
3	Contact person e-mail address					
4	Is your research externally funded?	YES	☐	NO	☐	
5	Are you in receipt of a KESS scholarship?	YES	☐	NO	☐	
6	Are you specifically employed to undertake this research in either a paid or voluntary capacity?	Voluntary	YES	☐	NO	☐
7		Employed	YES	☐	NO	☐
8	Is the research being undertaken within an existing UWTSD Athrofa Professional Learning Partnership (APLP)?	If YES then the permission question below does not need to be answered.	YES	☐	NO	☐
9	Has permission to undertake the research has been provided by the partner organisation?	(If YES attach copy) If NO the application cannot continue	YES	☐	NO	☐

Where research activity is carried out in collaboration with an external organisation

10	Does this organisation have its own ethics approval system?	YES	☐	NO	☐
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If Yes, please attach a copy of any final approval (or interim approval) from the organisation (this may be a copy of an email if appropriate).

SECTION E: Details of Research Activity

1	Indicative title:			
2	Proposed start date:		Proposed end date:	
	Introduction to the Research (maximum 300 words per section) Ensure that you write for a Non-Specialist Audience when outlining your response to the points below: <i>Purpose of Research Activity</i> <i>Proposed Research Question</i> <i>Aims of Research Activity</i> <i>Objectives of Research Activity</i> Demonstrate, briefly, how Existing Research has informed the proposed activity and explain <i>What the research activity will add to the body of knowledge</i> <i>How it addresses an area of importance.</i>			
3	Purpose of Research Activity (this box should expand as you type)			
4	Research Question (this box should expand as you type)			
5	Aims of Research Activity (this box should expand as you type)			
6	Objectives of Research Activity (this box should expand as you type)			
	Proposed methods (maximum 600 words) Provide a brief summary of all the methods that may be used in the research activity, making it clear what specific techniques may be used. If methods other than those listed in this section are deemed appropriate later, additional ethical approval for those methods will be needed. You do not need to justify the methods here but should instead describe how you intend to collect the data necessary for you to complete your project.			
7	 (this box should expand as you type)			
	Location of research activity Identify all locations where research activity will take place.			

8	(this box should expand as you type)		
	Research activity outside of the UK If research activity will take place overseas, you are responsible for ensuring that local ethical considerations are complied with and that the relevant permissions are sought. Specify any local guidelines (e.g. from local professional associations/learned societies/universities) that exist and whether these involve any ethical stipulations beyond those usual in the UK (provide details of any licenses or permissions required). Also specify whether there are any specific ethical issues raised by the local context in which the research activity is taking place, for example, particular cultural and/or legal sensitivities or vulnerabilities of participants. If you live in the country where you will do the research then please state this.		
9	(this box should expand as you type)		
10	Use of documentation not in the public domain: Are any documents NOT publicly available?	NO	☐
		YES	☐
11	If Yes, please provide details here of how you will gain access to specific documentation that is not in the public domain and that this is in accordance with the current data protection law of the country in question and that of England and Wales. (this box should expand as you type)		

	Does your research relate to one or more of the seven aims of the Well-being of Future Generations (Wales) Act 2015?	YES	NO
12	A prosperous Wales	☐	☐
13	A resilient Wales	☐	☐
14	A healthier Wales	☐	☐
15	A more equal Wales	☐	☐
16	A Wales of cohesive communities	☐	☐
17	A Wales of vibrant culture and thriving Welsh language	☐	☐
18	A globally responsible Wales	☐	☐
19	If YES to any of the above, please give details:		
	(this box should expand as you type)		

SECTION F: Scope of Research Activity

	Will the research activity include:	YES	NO
1	Use of a questionnaire or similar research instrument?	☐	☐

2	Use of interviews?	☐	☐
3	Use of focus groups?	☐	☐
4	Use of participant diaries?	☐	☐
5	Use of video or audio recording?	☐	☐
6	Use of computer-generated log files?	☐	☐
7	Participant observation with their knowledge?	☐	☐
8	Participant observation without their knowledge?	☐	☐
9	Access to personal or confidential information without the participants' specific consent?	☐	☐
10	Administration of any questions, test stimuli, presentation that may be experienced as physically, mentally or emotionally harmful / offensive?	☐	☐
11	Performance of any acts which may cause embarrassment or affect self-esteem?	☐	☐
12	Investigation of participants involved in illegal activities?	☐	☐
13	Use of procedures that involve deception?	☐	☐
14	Administration of any substance, agent or placebo?	☐	☐
15	Working with live vertebrate animals?	☐	☐
16	Procedures that may have a negative impact on the environment?	☐	☐
17	Other primary data collection methods. Please indicate the type of data collection method(s) below.	☐	☐
	Details of any other primary data collection method: (this box should expand as you type)		

If NO to every question, then the research activity is (ethically) low risk and may be exempt from some of the following sections (please refer to Guidance Notes).

If YES to any question, then no research activity should be undertaken until full ethical approval has been obtained.

SECTION G: Intended Participants

If there are no participants then do not complete this section, but go directly to section H.

	Who are the intended participants:	YES	NO
1	Students or staff at the University?	☐	☐
2	Adults (over the age of 18 and competent to give consent)?	☐	☐
3	Vulnerable adults?	☐	☐
4	Children and Young People under the age of 18? (Consent from Parent, Carer or Guardian will be required)	☐	☐
5	Prisoners?	☐	☐
6	Young offenders?	☐	☐
7	Those who could be considered to have a particularly dependent relationship with the investigator or a gatekeeper?	☐	☐

8	People engaged in illegal activities?	☐	☐
9	Others. Please indicate the participants below, and specifically any group who may be unable to give consent.	☐	☐
	Details of any other participant groups: (this box should expand as you type)		

	Participant numbers and source Provide an estimate of the expected number of participants. How will you identify participants and how will they be recruited?		
10	How many participants are expected?	(this box should expand as you type)	
11	Who will the participants be?	(this box should expand as you type)	
12	How will you identify the participants?	(this box should expand as you type)	

	Information for participants:	YES	NO	N/A
13	Will you describe the main research procedures to participants in advance, so that they are informed about what to expect?	☐	☐	☐
14	Will you tell participants that their participation is voluntary?	☐	☐	☐
15	Will you obtain written consent for participation?	☐	☐	☐
16	Will you explain to participants that refusal to participate in the research will not affect their treatment or education (if relevant)?	☐	☐	☐
17	If the research is observational, will you ask participants for their consent to being observed?	☐	☐	☐
18	Will you tell participants that they may withdraw from the research at any time and for any reason?	☐	☐	☐
19	With questionnaires, will you give participants the option of omitting questions they do not want to answer?	☐	☐	☐
20	Will you tell participants that their data will be treated with full confidentiality and that, if published, it will not be identifiable as theirs?	☐	☐	☐
21	Will you debrief participants at the end of their participation, in a way appropriate to the type of research undertaken?	☐	☐	☐
22	If NO to any of above questions, please give an explanation (this box should expand as you type)			

	Information for participants:	YES	NO	N/A
24	Will participants be paid?	☐	☐	☐
25	Is specialist electrical or other equipment to be used with participants?	☐	☐	☐

26	Are there any financial or other interests to the investigator or University arising from this study?	☐	☐	☐
27	Will the research activity involve deliberately misleading participants in any way, or the partial or full concealment of the specific study aims?	☐	☐	☐
28	If YES to any question, please provide full details			
	(this box should expand as you type)			

SECTION H: Anticipated Risks

Outline any anticipated risks that may adversely affect any of the participants, the researchers and/or the University, and the steps that will be taken to address them. If you have completed a full risk assessment (for example as required by a laboratory, or external research collaborator) you may append that to this form.							
1	<table border="1"> <tr> <td>Full risk assessment completed and appended?</td> <td>Yes</td> <td>☐</td> </tr> <tr> <td></td> <td>No</td> <td>☐</td> </tr> </table>	Full risk assessment completed and appended?	Yes	☐		No	☐
Full risk assessment completed and appended?	Yes	☐					
	No	☐					
2	Risks to participants For example: sector-specific health & safety, emotional distress, financial disclosure, physical harm, transfer of personal data, sensitive organisational information						
	<table border="1"> <tr> <td> Risk to participants: (this box should expand as you type) </td> <td> How you will mitigate the risk to participants: (this box should expand as you type) </td> </tr> </table>	Risk to participants: (this box should expand as you type)	How you will mitigate the risk to participants: (this box should expand as you type)				
Risk to participants: (this box should expand as you type)	How you will mitigate the risk to participants: (this box should expand as you type)						
3	If research activity may include sensitive, embarrassing or upsetting topics (e.g. sexual activity, drug use) or issues likely to disclose information requiring further action (e.g. criminal activity), give details of the procedures to deal with these issues, including any support/advice (e.g. helpline numbers) to be offered to participants. Note that where applicable, consent procedures should make it clear that if something potentially or actually illegal is discovered in the course of a project, it may need to be disclosed to the proper authorities						
	(this box should expand as you type)						
4	Risks to the investigator For example: personal health & safety, physical harm, emotional distress, risk of accusation of harm/impropriety, conflict of interest						
	<table border="1"> <tr> <td> Risk to the investigator: (this box should expand as you type) </td> <td> How you will mitigate the risk to the investigator: (this box should expand as you type) </td> </tr> </table>	Risk to the investigator: (this box should expand as you type)	How you will mitigate the risk to the investigator: (this box should expand as you type)				
Risk to the investigator: (this box should expand as you type)	How you will mitigate the risk to the investigator: (this box should expand as you type)						
5	University/institutional risks For example: adverse publicity, financial loss, data protection						
	<table border="1"> <tr> <td> Risk to the University: (this box should expand as you type) </td> <td> How you will mitigate the risk to the University: (this box should expand as you type) </td> </tr> </table>	Risk to the University: (this box should expand as you type)	How you will mitigate the risk to the University: (this box should expand as you type)				
Risk to the University: (this box should expand as you type)	How you will mitigate the risk to the University: (this box should expand as you type)						
6	Environmental risks For example: accidental spillage of pollutants, damage to local ecosystems						
	<table border="1"> <tr> <td> Risk to the environment: (this box should expand as you type) </td> <td> How you will mitigate the risk to environment: (this box should expand as you type) </td> </tr> </table>	Risk to the environment: (this box should expand as you type)	How you will mitigate the risk to environment: (this box should expand as you type)				
Risk to the environment: (this box should expand as you type)	How you will mitigate the risk to environment: (this box should expand as you type)						

<i>(this box should expand as you type)</i>	<i>(this box should expand as you type)</i>
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Disclosure and Barring Service			
	If the research activity involves children or vulnerable adults, a Disclosure and Barring Service (DBS) certificate must be obtained before any contact with such participants.	YES	NO
7	Does your research require you to hold a current DBS Certificate?	☐	☐
8	If YES, please give the certificate number. If the certificate number is not available please write "Pending"; in this case any ethical approval will be subject to providing the appropriate certificate number.		

SECTION I: Feedback, Consent and Confidentiality

1	Feedback What de-briefing and feedback will be provided to participants, how will this be done and when?
	<i>(this box should expand as you type)</i>
2	Informed consent Describe the arrangements to inform potential participants, before providing consent, of what is involved in participating. Describe the arrangements for participants to provide full consent before data collection begins. If gaining consent in this way is inappropriate, explain how consent will be obtained and recorded in accordance with prevailing data protection legislation.
	<i>(this box should expand as you type)</i>
3	Confidentiality / Anonymity Set out how anonymity of participants and confidentiality will be ensured in any outputs. If anonymity is not being offered, explain why this is the case.
	<i>(this box should expand as you type)</i>

SECTION J: Data Protection and Storage

	Does the research activity involve personal data (as defined by the General Data Protection Regulation 2016 "GDPR" and the Data Protection Act 2018 "DPA")?	YES	NO
1	"Personal data" means any information relating to an identified or identifiable natural person ('data subject'). An identifiable natural person is one who can be identified, directly or indirectly, in particular by reference to an identifier such as a name, an identification number, location data, an online identifier or to one or more factors specific to the physical, physiological, genetic, mental, economic, <u>cultural</u> or social identity of that natural person. Any video or audio recordings of participants is considered to be personal data.	☐	☐
	If YES, provide a description of the data and explain why this data needs to be collected:		
2	<i>(this box should expand as you type)</i>		

	Does it involve special category data (as defined by the GDPR)?	YES	NO
3	"Special category data" means sensitive personal data consisting of information as to the data subjects' – (a) racial or ethnic origin, (b) political opinions, (c) religious beliefs or other beliefs of a similar nature, (d) membership of a trade union (within the meaning of the Trade Union and Labour Relations (Consolidation) Act 1992), (e) physical or mental health or condition, (f) sexual life, (g) genetics, (h) biometric data (as used for ID purposes).	☐	☐
	If YES, provide a description of the special category data and explain why this data needs to be collected:		
4	(this box should expand as you type)		

	Will data from the research activity (collected data, drafts of the thesis, or materials for publication) be stored in any of the following ways?	YES	NO
5	Manual files (i.e. in paper form)?	☐	☐
6	University computers?	☐	☐
7	Private company computers?	☐	☐
8	Home or other personal computers?	☐	☐
9	Laptop computers/ CDs/ Portable disk-drives/ memory sticks?	☐	☐
10	"Cloud" storage or websites?	☐	☐
11	Other – specify:	☐	☐
12	For all stored data, explain the measures in place to ensure the security of the data collected, data confidentiality, including details of backup procedures, password protection, encryption, anonymisation and pseudonymisation:		
	(this box should expand as you type)		

Data Protection			
	Will the research activity involve any of the following activities:	YES	NO
13	Electronic transfer of data in any form?	☒	☐
14	Sharing of data with others at the University outside of the immediate research team?	☐	☐
15	Sharing of data with other organisations?	☐	☐
16	Export of data outside the UK or importing of data from outside the UK?	☐	☐
17	Use of personal addresses, postcodes, faxes, emails or telephone numbers?	☐	☐
18	Publication of data that might allow identification of individuals?	☐	☐
19	Use of data management system?	☐	☐
20	Data archiving?	☐	☐

21	If YES to any question, please provide full details, explaining how this will be conducted in accordance with the GDPR and Data Protection Act (2018) (and any international equivalents, where appropriate):		
	<i>(this box should expand as you type)</i>		
22	List all who will have access to the data generated by the research activity:		
	<i>(this box should expand as you type)</i>		
23	List who will have control of, and act as custodian(s) for, data generated by the research activity:		
	<i>(this box should expand as you type)</i>		
24	Give details of data storage arrangements, including security measures in place to protect the data, where data will be stored, how long for, and in what form. Will data be archived – if so how and if not <u>why not</u> .		
	<i>(this box should expand as you type)</i>		
25	Please indicate if your data will be stored in the UWTSd Research Data Repository (see https://researchdata.uwtsd.ac.uk/). If so please explain. <i>(Most relevant to academic staff)</i>		
	<i>(this box should expand as you type)</i>		
26	Confirm that you have read the UWTSd guidance on data management (see https://www.uwtsd.ac.uk/library/research-data-management/)	YES	☐
27	Confirm that you are aware that you need to keep all data until after your research has completed or the end of your funding	YES	☐

SECTION K: Declaration

	The information which I have provided is correct and complete to the best of my knowledge. I have attempted to identify any risks and issues related to the research activity and acknowledge my obligations and the rights of the participants.	
	In submitting this application I hereby confirm that I undertake to ensure that the above named research activity will meet the University's Research Ethics and Integrity Code of Practice which is published on the website: https://www.uwtsd.ac.uk/research/research-ethics/	
1	Signature of applicant:	Date:

For STUDENT Submissions:

2	Director of Studies/Supervisor:	Date:
3	Signature:	

For STAFF Submissions:

4	Academic Director/ Assistant Dean:	Date:
5	Signature:	

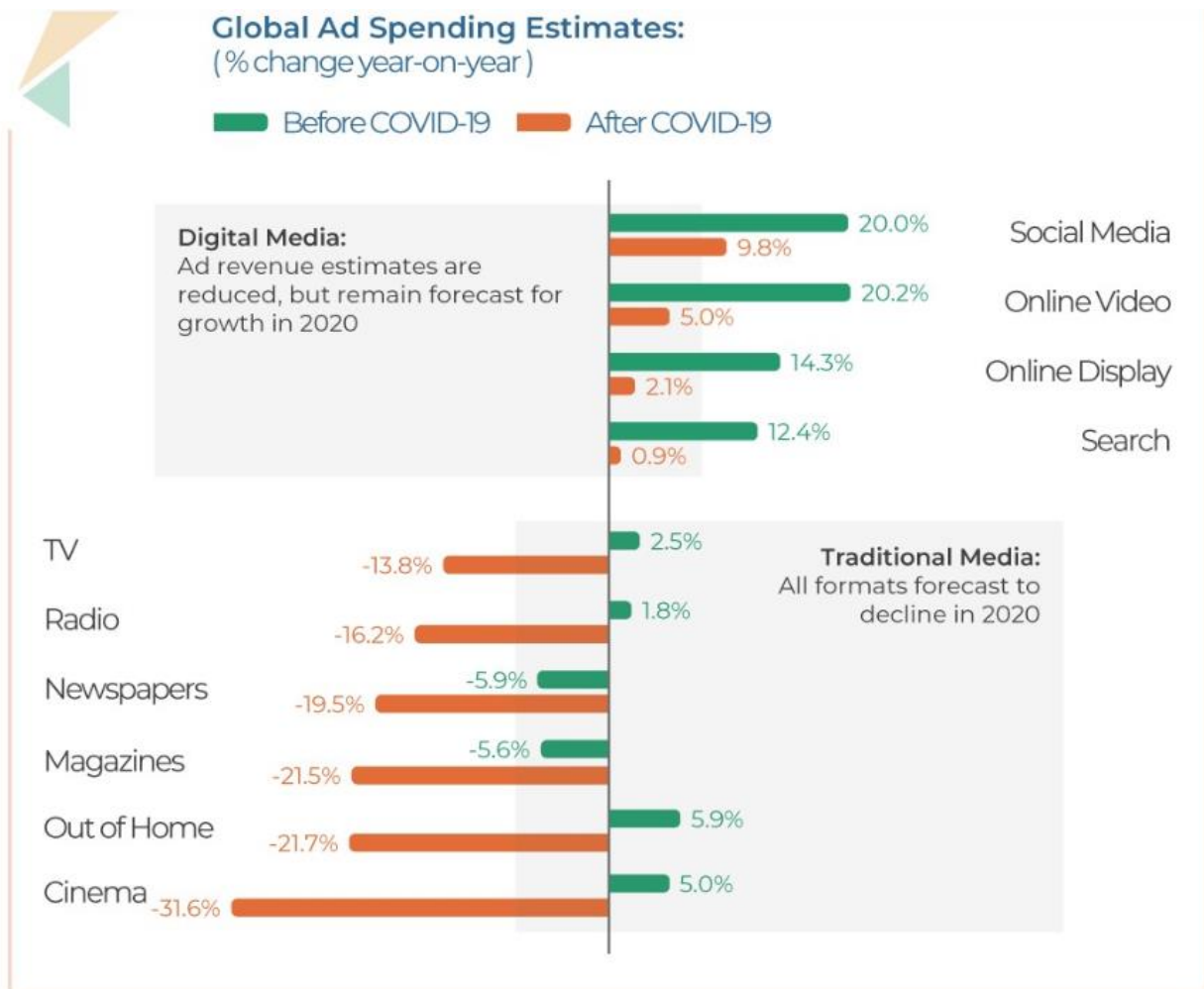
Checklist: Please complete the checklist below to ensure that you have completed the form according to the guidelines and attached any required documentation:

☐	I have read the guidance notes supplied before completing the form.
☐	I have completed ALL RELEVANT sections of the form in full.
☐	I confirm that the research activity has received approval in principle
☐	I have attached a copy of final/interim approval from external organisation (where appropriate)
☐	I have attached a full risk assessment (where appropriate) ONLY TICK IF YOU HAVE ATTACHED A FULL RISK ASSESSMENT
☐	I understand that it is my responsibility to ensure that the above-named research activity will meet the University's Research Ethics and Integrity Code of Practice.
☐	I understand that before commencing data collection all documents aimed at respondents (including information sheets, consent forms, questionnaires, interview schedules etc.) must be confirmed by the DoS/Supervisor, module tutor or Academic Director.

RESEARCH STUDENTS AND STAFF ONLY All communications relating to this application during its processing must be in writing and emailed to pgresearch@uwtsd.ac.uk, with the title 'Ethical Approval' followed by your name. You will be informed of the outcome of your claim by email; <u>therefore</u> it is important that you check your University and personal email accounts regularly. STUDENTS ON UNDERGRADUATE OR TAUGHT MASTERS PROGRAMMES should submit this form (and receive the outcome) via systems explained to you by the supervisor/module leader.
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This form is available electronically from the Academic Office web pages:
<https://www.uwtsd.ac.uk/academic-office/appendices-and-forms/>

Figure 4.



Data Source: World Advertising Research Centre

Figure 5.

The Honeycomb of Research Methodology (Jonathan Wilson, 2013)

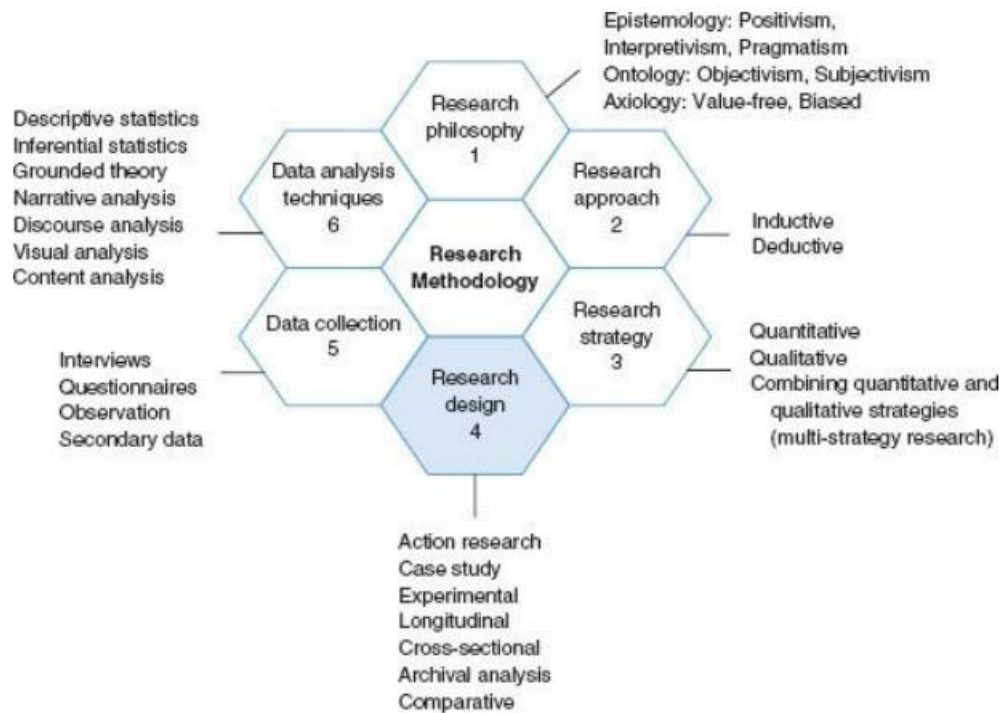


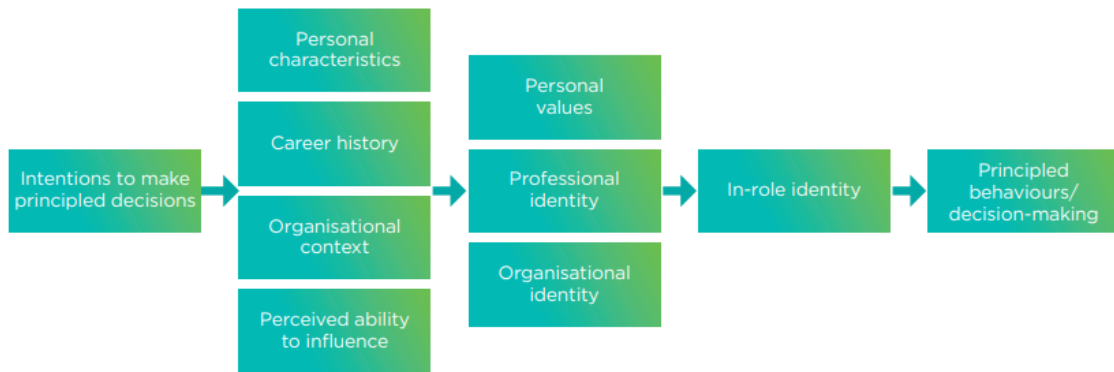
Figure 6.

Case study research design

		Case designs – scope	
		Narrow	Broad
Analysis	Narrow	Single case designs (holistic analysis)	Multiple case designs (holistic analysis)
	Broad	Single case designs (embedded analysis)	Multiple case designs (embedded analysis)

Figure 7.

Theoretical model for the preconditions to ethical decision-making



CIPD, 2022.