

EE 416

Semester 2/2021

Research Project

This term paper is **weighted 25%** of the total score of this semester.

There are two options for this research project which you can work **individually or in group with the maximum of 5 people**.

OPTION 1: A research paper

OPTION 2: A case study of a company's business failure or success

Objectives:

1. To apply knowledge from classes and elsewhere, regarding behavioral economics, in a problem-based fashion.
2. To gain experience on how to raise a good research question, how to find answers to it, and on how to conduct a high-quality analysis.
3. To practice on analytical and writing skills.

Instruction for **OPTION 1:**

1. Raise a research question regarding behavioral economics. It can be within the content covered throughout this semester, or beyond.

2. Provide your analysis, discussing the answers or the methodology to get to the answers of your research question.

3. The research project can be theoretical, empirical, or experimental (in person, online, or well-designed plan).

4. The composition of your term paper should be:

- **Abstract:** A very short summary of your work
- **Introduction:** Motivation, your research question, your contribution, and a quick preview of your result
- **Body:** Review of literature, Theoretical framework, Empirical framework, Methodology, Data, Analysis of the result or what to expect in the result. The composition of the body depends on the nature of your study.
- **Conclusion:** What to take away, Implication
- **Reference**
- **Appendix:** Any supporting materials for your analysis

Instruction for **OPTION 2**:

1. Focus on the success or the failure of a company you are interested in.
2. Explain what the failures and the successes are.
3. Provide your analysis of factors contributing to such failures or success **with the focus on the explanations based on behavioral economics**
4. The composition of your term paper should be:
 - **Abstract:** A very short summary of your case study
 - **Introduction:** Motivation, brief company profile, descriptions of the successes or the failures you will focus on, Brief review of behavioral economics concepts that you will use in your analysis
 - **Body:** Your detailed analysis of business strategies/mistakes or factors leading to successes or failures, from the perspectives of behavioral economics
 - **Conclusion:** What to take away, Implication
 - **Reference**
 - **Appendix:** Any supporting materials for your analysis

Criteria:

The research project will be graded based on the quality of your analysis and the level of effort you put in to motivate your paper and to achieve your objective of the paper. The number of members in a group will be factored in.

Output:

The reference point is 10-page A4 with Times New Roman 12, single line spacing. This length is a reference point for your content, and not including appendix and reference.

Any source of information you used **must be cited** properly in the reference, otherwise your work will be considered invalid due to plagiarism. Any kind of plagiarism will not be tolerated.

Logistics

- Everyone in the group must send the same copy of your group work in your google classroom' s assignment.
- Please name your file: **“research_groupname_yourname.pdf”**. **If this is an individual project, you can omit the group name.**

Due date: May 25, 2022 via google classroom. Your work will also be checked using google originality report.