

BA in Management
MGMT 499 – Independent Study
Fall 2020

Course coordinator: Melek Akin Ateş

MGMT 499 is a three-credit independent study course where students conduct real-life research, gain experience, and find an opportunity to work one-on-one with a professor. Below is the list of topics offered this semester.

If you are interested in any of the topics, please contact the professor of the topic via e-mail to meet and obtain more information. Professor and the student will agree on the content, learning objectives and outputs of the course. The professor can evaluate the student's total course load and content for the semester and extant CGPA before final acceptance. Students will be allowed to register to the course after the professor grants an approval.

Only senior students with a GPA of 2.50 or above are eligible to take MGMT 499. However, rare exceptions can be made with professors' consent.

TOPIC(S):

1) Title: The Art of Bouncing Back: Examining the Sources of Resilience in a Globally Mobile Workforce

Professor: Jane Frances Maley (jane.maley@sabanciuniv.edu)

Required Skills: MS Office Excel, good writing skills and MS Word capabilities, secondary data collection

Project Description: In this project, we will pinpoint the development of and gaps in knowledge in business and management research on employee resilience. The evaluation will be based on a systematic review of influential publications among papers, books and book chapters published between 2015-2020. This study will focus on the employee and review resilience from the employee perspective and examine employee strengths. First we will undertake a literature review of nominated management journals via google scholar. The articles will be summarised in table form under various predetermined categories.

2) Title: Exploring and Understanding Student Entrepreneurship

Professor: Berna Beyhan (berna.beyhan@sabanciuniv.edu)

Required Skills: An interest in entrepreneurship; being familiar to the concepts of entrepreneurship; good writing skills; MS Word capabilities

Project Description: Student entrepreneurship has been recently attracting a lot of attention; and the research focusing on the factors which influence the intention and actions of students to create a new company has been growing. Among many others Google, Facebook or Instagram show how entrepreneurial ideas are cultivated among students and how their success is rooted in a set of resources at universities. In this project, the student will be required to review an extended literature on student entrepreneurship and entrepreneurial universities to identify the main factors that influence student entrepreneurship. Finally, the student will be asked to create a preliminary model for student entrepreneurship. The aim of this project is to explore the factors which influence the intention and actions of students to create a new business, and to build a preliminary model of student entrepreneurship. This research is also important to understand how an ecosystem that supports students in their entrepreneurial endeavor can be built at a university campus.

3) Title: Supply Chain Disclosure and Sustainability in the Textile and Apparel Industry

Professor: Melek Akın Ateş (melek.ates@sabanciuniv.edu)

Required Skills: An interest in supply chain management and sustainability, good writing skills, MS word and MS Excel, secondary data collection

Project Description:

Sustainability has become an important issue on corporate agendas. Firms aim to improve not only their internal sustainability performance, but also their suppliers' environmental and social compliance. As part of these efforts, firms started to voluntarily reveal their supplier lists to the public. For instance, Marks and Spencer shares the name, location, factory demographics of their suppliers world-wide on an interactive map. Similarly, H&M lists not only their first-tier, but also second-tier suppliers' information such as the number of workers, address and sustainability grading (i.e. gold, silver). However, it is not clear if disclosing supplier information indeed improves suppliers' sustainability efforts. In order to identify the different approaches for disclosing supplier information and the effect on suppliers' sustainability practices, in this project the student will i) review recent academic articles on the topic, and ii) collect secondary data from supplier lists of textile retailers, and websites of textile suppliers in Turkey. Supply chain disclosure practices of textile retailers and sustainability practices of their Turkish suppliers will be listed in a table format and summarized briefly in a short essay.

4) Title: Trends in the Remittances Market in the Age of Fintech

Professor: Ata Can Bertay (ata.bertay@sabanciuniv.edu)

Required Skills: Good writing skills, MS Excel (Stata experience is preferred)

Project Description:

Remittances have been an important source of external finance for developing countries. Thanks to the recent development of fintech firms, there have been considerable changes in cross-border money transfers, where banks are losing market share and traditional money transfer offices (MTOs) are reducing their prices. The aim of this project will be to document the competitive environment in the remittances market and specifically how fintech firms affected the most recent global trends.

5) Title: Towards creating a digital brand reputation index: Field experts

Professor: Enes Eryarsoy (enes@sabanciuniv.edu)

Required Skills: MS Excel, MS Word

Project Description:

Digital world is transforming businesses to e-businesses, and to online companies. One crucial value of any company, can be considered as its reputation. This study is about seeking the answer to the question: “how to represent the digital reputation of the companies in a digital world?” under the effect of transformation from web 1.0 to web 3.0. This study involves collecting data from field experts. *In the first stage*, we, as the project team, will determine fields/sectors, and field experts. *In the second stage*, the student will then search for field experts that can rank brands in terms of their online reputations/presence. The researcher will then contact the field experts, and collect their rankings. Within this project, the students collect data from field experts. During the project the student will gain experience in method building, data acquisition/collection and data integration for marketing analytics.

6) Title: Towards creating a digital brand reputation index: Online sources

Professor: Enes Eryarsoy (enes@sabanciuniv.edu)

Required Skills: MS Excel, MS Word

Project Description:

Digital world is transforming businesses to e-businesses, and to online companies. One crucial value of any company, can be considered as its reputation. This study is about seeking the answer to the question: “how to represent the digital reputation of the companies in a digital world?” under the effect of transformation from web 1.0 to web 3.0. This study involves collecting data from online sources. *In the first stage*, we, as the project team, will determine fields/sectors, and online sources. There are four different kinds of online sources: social network sites, company/brand web pages, blogs and

wikis. *In the second stage*, the student will then collect data for each brand. The last stage of the project is tentative: the student will use collected data and propose a way to rank each brand according to their reputations. During the project the student will gain experience in method building, data acquisition/collection, and integration, and basic data analysis for marketing analytics.