

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

COMMENTARY AND MARKING FORM

ACADEMIC YEAR 2014-15

STUDENT NAME David Matusinec COURSE European Business

Supervisor Name Janine Day

2nd Marker NAME Claire McCamley

BRIEF TITLE OF DISSERTATION Comparison of profitability of pay-to-play models between the United Kingdom and the Czech Republic computer games markets with evaluation of effect of free-to-play models and piracy.

<p>COMMENTS – please ensure that your comments reflect the reason for the mark given and comment on the following areas:</p>
<p>Topic, Aims & Objectives</p> <p>Very interesting and contemporary topic area.</p>
<p>Introduction/Aims & objectives</p> <p>This topic could be explained better in the introduction, and there could be more of a literature base on which to frame the topic. The research objectives are clear, however I would like to see them worded better than ‘to find out’.</p>
<p>Literature Review</p> <p>You provide an excellent, comprehensive and in-depth discussion of consumer behaviour using a range of sources and several models, supported with good, practical examples. Overall this is a very good literature review, however I think you could improve on the logical and structure of the argument slightly so as to provide a better framework for the research. You could tie the various elements of the literature together a little better.</p>
<p>Research Methods</p> <p>You provide a very slim methodology section which does not include the required level of discussion. You state your research position as positivist but you do not provide any rationale or justification for this, likewise with your choice of research methodology. You should justify these decisions in the context of your research.</p>
<p>Analysis, Discussion & Conclusions</p> <p>You present your findings in a well structured and logical manner. You have interpreted your findings accurately and provide a good level of discussion and analysis, particularly in relation to your contrast between the two geographic regions.</p> <p>While you provide a good discussion section in terms of your data analysis and interpretation, which is insightful, you neglect to do this in the context of your literature review. How do your findings fit with the previous research, for example into consumer behaviour theory? I think you had a lot of scope for discussion here, which would have</p>

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been very interesting to read.

Again, I feel your conclusion could have been improved with further reference to literature, and to contextual characteristics of each region. However, you do make very insightful conclusions regarding your research.

Overall Quality of Writing including referencing, presentation, style

Overall, this is a good piece of work which focuses on a very interesting topic and makes a comparison between two countries. There are some weaknesses in writing style and communication however, overall very good.

Similarity Score from 'Turnitin'....13%

No significant evidence of academic misconduct.

If more than 12% please state why there is no problem with similarity

Are you satisfied with the authenticity of the primary material Yes

MARK 65

AGREED MARK 66

=> B



SIGNED Claire McCamley