

Academic report work plan

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Academic Writing

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**Declaration**

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| AALTO UNIVERSITYSCHOOL OF BUSINESSBScBA ProgramMikkeli Campus |   | Academic Writing Course 2020-21Group Academic Report (AR) **AR WORK PLAN**  |

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| Group members: Leevi Lindfors, Erik Suokko, Oliver Tuhkanen | Group no.:  3 |
| **Tentative working title of Academic Report:** Large businesses outperform small businesses due to covid-19  |
| **The rationale behind choosing this topic area:**We conducted research on different scopes of opportunities during the COVID-19 pandemic and discovered this topic to be interesting and very important in terms of real life-application to people’s lives. In addition, we discovered an abundance of resources to back up the hypothesis on the topic. |
| **The research problem/hypothesis:**COVID-19 creates huge opportunities for large businesses to outperform and steal market share/customer base from smaller businesses because they generally hold more capital, human resources, and experience to respond to sudden changes in the business environment. Therefore, large businesses should utilize this extraordinary situation to enable maximum shareholder value for the investors and beat out their smaller, struggling competitors.  |
| **Research questions:**How have large businesses responded to sudden changes during the pandemic?What kind of adjustments have large businesses made to their strategies during a pandemic?How have large businesses performed during the pandemic in comparison to smaller businesses? |
| **The research objectives:*** To understand how the size of a business directly affects the capability to operate and survive during abnormal times - such as a pandemic.
* To find out what kind of opportunities have been introduced for big businesses compared to small ones.
* To generate valuable information through our research, which may be useful when analyzing similar future events.
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| **The importance and/or significance of the research:**It is important to understand how the market behaves during a global crisis. This research offers new perspectives and comprehension of the global business environment.  |
| **The research methodology:** Find convenient and trustworthy internet sources relating to coronavirus, businesses, and their stakeholders/customers, including some statistics if possible. In addition to comparison between the impacts of coronavirus on small versus big businesses. |
| **Literature to be used:** [https://aaltofi-my.sharepoint.com/:w:/g/personal/leevi\_lindfors\_aalto\_fi/EZyxliovyO9DsBKHz1AjxLMBEsTFZXD1UTyXgAXHUGl5SA?e=YJTs5D](https://aaltofi-my.sharepoint.com/%3Aw%3A/g/personal/leevi_lindfors_aalto_fi/EZyxliovyO9DsBKHz1AjxLMBEsTFZXD1UTyXgAXHUGl5SA?e=YJTs5D)  |
| **Plan of action:** First of all, we need to conduct some further research and be able to highlight the most useful material regarding our topic. After that, we are going to divide up the writing and create subheadings for all of us to start writing. On December 2, we are going to set up a zoom meeting to see how each of us has progressed and check that our writings are consistent and in cohesion. After that, we write the introduction and conclusion together and make the final adjustments before submitting the draft. When some kind of issues occur, we are going to solve them as a group together. For example, if one of us runs out of perspectives, we would set up a meeting and brainstorm together for some fresh points of view. This way, we will still be able to make the schedule if there are any such issues.  |