

academic report work plan (group 8)

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Academic Writing

Instructor: Sophia Butt

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**Declaration**

By completing this cover sheet and declaration, I confirm that this assignment is my own work, is not copied from the work (published or unpublished) of any other person, and has not previously been submitted for assessment either at Aalto University, or another educational establishment. Any direct or indirect uses of material (e.g.: text, visuals, ideas…) from other sources have been fully acknowledged and cited according to the conventions of the Harvard Referencing System.

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| AALTO UNIVERSITY  SCHOOL OF BUSINESS  BScBA Program  Mikkeli Campus |  | Academic Writing Course 2020-21  Group Academic Report (AR)  **AR WORK PLAN** |

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| **Group members:** Lydia Hänninen, Emma Pettersson, Anne Torvinen | **Group no.:** 8 |
| Tentative working title of Academic Report:  The Rise of Video Conferencing Platforms Amidst the COVID-19 Pandemic. | |
| Briefly identify the rationale behind choosing this topic area:  Work-from-home practices quickly became the new norm as COVID-19 restrictions were imposed on society. With the physical office converting into a virtual space, video conferencing platform providers seized the growth opportunities created by the pandemic. Zoom has emerged as a key player in the market – this has raised questions regarding the nature of the competition between video conferencing platform providers. | |
| Describe the research problem/hypothesis:  Zoom was better strategically positioned than its competitors to seize the growth opportunity presented by the pandemic due to its simplicity, versatility and agility in reacting to changes in consumers demands. | |
| Identify up to 3 concise research questions (if relevant):  Why and how was Zoom able to seize the market better than other major competing video conferencing platforms (Skype, Google Meets, Microsoft Teams) during the COVID-19 pandemic? | |
| **Identify the research objectives:**  To produce an analytical report to inform readers about the nature of the competition between video conferencing platform providers. | |
| State the importance and/or significance of the research:  The research highlights the importance of certain factors in successfully seizing opportunities arising from unforeseen circumstances. The implications outlined in the report will provide companies – both within and outside the market – with strategies and practices that will increase their competitiveness. | |
| **Describe the research methodology:**  Secondary research will be carried out by consolidating news articles, databases, research papers, articles and industry reports. | |
| **Literature to be used (minimum number of scholarly sources – 12):**  <https://docs.google.com/document/d/1hmJ2oNbUrVTjySsseWlzPLkv1qZw0ydY_AT7qBnyVbY/edit?usp=sharing> | |
| Describe your plan of action (schedule, issues to resolve, problems anticipated and how to solve them, etc. Note that the work plan is much more than just the key deadlines in the AR process):  An anticipated issue is the difficulty in finding relevant and timely sources to support and strengthen the argument. This will be resolved by sharing the burden of the research process between team members and through effective communication. It must also be ensured that analysis within sub-topics are relevant and of sufficient depth, whilst seamlessly connecting it to the other sections. The group will meet regularly to proofread and offer feedback.  **Schedule:**  25/11 Finalise thesis statement.  27/11 Outline report sections and delegate responsibilities.  02/12 Meeting to discuss and share opinions on each other’s sections.  03/12 Meeting to finalise first draft.  04/12 Submit first draft.  05-09/12 Discuss feedback and revise draft individually and collaboratively.  10/12 Submit final draft. | |