

## Junior Research Associate Scheme 2022 - Student Application Form

JRA projects can take place on campus or online as long as you follow the government and University Covid guidance in place at the time. Due to the pandemic, it is possible that projects will have to be undertaken remotely if the situation changes before summer. Please ensure you include in your application how you would adapt to online research and supervision, should that be required.

Before completing this form, please ensure you have read and understood the Conditions of Award and Further Information for the Junior Research Associate Scheme 2022 (JRA), and have read [the applicant guidance on the website](#) carefully.

When completed, this form should be sent to [undergraduate-research@sussex.ac.uk](mailto:undergraduate-research@sussex.ac.uk) along with the following documents:

1. **Academic CV** - this should focus on your academic experience and be no more than two sides of A4. It must include all modules and grades.
2. **Academic Reference**
3. **Proposed Research Supervisor Statement**

Both the Academic Reference form and the Proposed Research Supervisor Statement form can be downloaded from the [JRA Application Pack webpage](#). If your referee or supervisor does not want to disclose their statement to you, they can be sent separately to [undergraduate-research@sussex.ac.uk](mailto:undergraduate-research@sussex.ac.uk).

The submission deadline is **12:00 noon on Monday 4<sup>th</sup> April 2022**. Incomplete and/or late applications will not be accepted.

If you need further information or have any queries please email [undergraduate-research@sussex.ac.uk](mailto:undergraduate-research@sussex.ac.uk).

| <b>1. About you</b>  |   |   |   |
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| <b>Are you a First Generation Scholar? (delete as appropriate) NOTE: This is not a selection criterion</b> | Yes   |   |   |
| <b>Name:</b>   |   | <b>Student registration number:</b>   |   |
| <b>Year of study:</b>  |   | <b>School of study:</b>   | <b>Business School Strategy and marketing</b> |
| <b>Department/Subject Area:</b>  |   | <b>International business</b>   |   |
| <b>Email:</b>  |   | <b>Telephone:</b>   |   |
| <b>Address:</b>  |   |   |   |
| <b>2. About your research</b>  |   |   |   |
| <b>Name of your proposed supervisor:</b>   |   | <b>Name of your Mentor, if you have one:</b><br><i>Your mentor is usually a PhD student or Postdoc who offers additional support. If not known now, their details can be added later.</i> |   |
| <b>School of your proposed supervisor:</b>   | <b>Strategy and marketing</b>   |   |   |
| <b>Full title of your research:</b>  | <b>The project aims to broaden our understanding of the nature and dynamics of cultural industries in today's new global contexts (e.g., aesthetic, economic, socio-geographic, moral, temporal, technical, legal, social environments), and understanding how related actors in cultural industries interact and co-evolve with the global transformation in technologies and societies.</b> |   |   |
| <b>Research Summary:</b><br><i>Must be short and non-technical; max 150 words</i>                          | <b>My planned JRA project will investigate the creative and cultural industries, as well as how UK businesses may enhance their internalization processes. There is a link between cultural diversity and corporate internationalisation. My research will concentrate on the creative and cultural sectors, identifying any gaps in previous</b>   |   |   |

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|  | <p>research and identifying opportunities for future research. My research will focus on what we can learn from prior studies on the creative and cultural industries, as well as how these studies may help us understand how UK enterprises adopt internationalisation plans.</p> <p>To support me in answering the topic, I'll analyse and evaluate the influence of these creative enterprises on other countries in contrast to the UK. As well as how UK firms face obstacles when dealing with internationalisation strategies and how they can enhance their internationalisation process. This experience will help me in my third year and will be useful when conducting research.</p>  |
| <p><b>Online delivery:</b><br/>Outline how the JRA research and supervision will be undertaken virtually, either as the expected mode or the fall-back if Covid rules change and online research and supervision is required.<br/>Max. 100 words</p> | <p>I will be in contact with my supervisor virtually through zoom once a week for the duration of the JRA project. I will be doing my research online with the template given by my supervisor which I will be then able to fill out with previous research papers to help me in writing out a systemic literature review.</p>   |
| <p><b>Motivation:</b> What is your motivation for undertaking a JRA research project? How will it benefit you / your future plans?<br/>Max. 200 words</p>  | <p>As an International Business student, I am really interested in business themes, particularly the creative industry in global businesses. I intend to apply the skills I obtained throughout my degree to this research project, and I believe that this opportunity to be a Junior Research Associate will offer me with vital skills that will benefit me in my future studies and in later life. Being a part of the JRA process will also provide me with a greater understanding of performing research, which will undoubtedly benefit me in the future.</p>  |
| <p><b>Full Research Proposal/Statement:</b><br/>Max. 1,500 words</p>   | <p>For my research study, I will concentrate on international enterprises, notably the UK creative industries, and will investigate the fundamental problems that organisations encounter while implementing internationalisation initiatives. I will do a systemic literature evaluation by searching for published studies and identifying any areas of shared interest. This literature study will look at a variety of different countries, but will then focus on the UK and look at the distinctions between these countries. The cultural industry encompasses both for-profit and non-profit organisations involved in the creation or dissemination of the arts.</p> <p>It includes industries that create cultural products (movies, TV and radio shows, and novels, for example), offer space and visual character for consumption (architecture, design), and enhance communal liveability through direct, live cultural encounters (architecture, design) (museums, public art, performing arts, arts education). It eliminates creative businesses that are not tied to the arts or culture, such as software development and scientific research. Globalisation has increased due to the growth of these cultural industries. Furthermore, global cultural convergence and homogenization have facilitated the transnational dissemination of cultural items, preferences, ideas, ideologies, and lifestyles, resulting in cultural convergence or homogenization on a global scale.</p> <p>My main task will be to evaluate the discovered publications by highlighting certain significant characteristics such as the research</p> |

issue addressed, the research context (i.e. data, countries), the method used, and the key findings. One of the key objectives of this project is to determine what we can learn from existing research on the creative and cultural sectors and how we can utilise what we've learned to help UK creative businesses in implementing internationalisation strategies. The study focuses on international business and innovation, and I believe that cultural and creative industries, particularly in the United Kingdom, face major barriers to internationalisation.

Understanding the extent of this will aid in understanding the logic behind these and their impacts. This will also assist me in identifying any gaps I may find in this research project and how we can further examine this. The research I'll conduct will aid in understanding the potential influence on the industry.

#### Gap in literature

I'll examine through earlier research papers and publications to see if there are any gaps. As there are so many publications based on this research issue, I believe it will be simple to obtain useful material to assist me in completing this research assignment.

To begin with, cultural industries have important economic and non-economic repercussions for the global economy. Cultural industries contribute an increasing percentage of GDP growth and employment, as well as recruiting talent, business, and investment, developing and branding creative cities, and boosting a country's foreign trade position and competitiveness. Cultural industries can have a favourable impact on other businesses because they can stimulate creativity and innovation across all industries. In terms of noneconomic growth, cultural industries are important vehicles for building social inclusion, encouraging diversity, and supporting long-term growth.

The rise of digital technologies is intrinsically related to the expansion of cultural industries. On the one hand, the digital economy has benefited the cultural industries significantly. Digital technologies are facilitating the "glocalization" of cultural products - the mixing of global and local production, distribution, and consumption. Furthermore, cultural sectors have considerable difficulties as a result of digital piracy, which is particularly damaging to the cultural industries because it can considerably reduce earnings and inhibit innovation. To deal with such quandaries, cultural sectors must rethink their business strategies.

Considering digital technology and social media are always changing, the literature lacks information on the effects this has had on these enterprises and the prospective consequences for the industry's future. Through my research, I hope to contribute to the literature on the impact of digital technology and social media in the current world, as well as comprehend how the transition online has affected people.

#### Methodology of the project

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|   | <p>The methodology I will use in this research project will be to collect, organise, and analyse data from prior studies as part of a systematic literature review. Conducting a systematic review reduces bias and improves the reliability of literature search and review. A systematic literature review is necessary when you wish to conduct a thorough, methodical and critical evaluation of already available data with the purpose of synthesising the available materials.</p> <p>As a BSc International Business student, I work on statistical modules and use my analytical skills to collect data and form conclusions. Work with data in my degree is centred on using previously acquired data, such as statistics from the Office for National Statistics (ONS), rather than collecting data. The JRA project will provide me with a fantastic opportunity to learn how to identify the most valuable information in these datasets. This opportunity, I believe, will provide me with skills that will help me grow in my research career and increase my chances of acceptance into postgraduate programmes.</p> <p><b>Limitations</b><br/>The biggest limitation to the research project is whether the data is relevant to the specific question which is why is it important relevant and more recent papers for the data needed.</p> <p><b>Timeline of 8-week period</b><br/>Week 1-2: starting the process of the literature review, searching in academic databases such as web of Science and Scopus, Google Scholar, to identify the initial sample of articles.<br/>Week 2-3: Literature review, getting key information extracted from previous papers and comparing notes with supervisor. Analysis of the selected papers, by highlighting the most relevant information to be included in the literature review.<br/>Week 4-6: Literature review, using the key information extracted to gain a better understanding of the research question to complete the literature review.<br/>Weeks 7: with the data collected, start working on the Poster.<br/>Weeks 8: Organizing and reporting findings on the research project and the finalization of Poster with findings.</p> <p><b>Reference</b><br/>Wang, S.L., Gu, Q., Von Glinow, M.A. and Hirsch, P., 2020. Cultural industries in international business research: Progress and prospect. <i>Journal of International Business Studies</i>, 51(4), pp.665-692..</p> |
| <p><b>Widening Participation Statement (Optional):</b><br/>Max. 250 words<br/>See the <a href="#">JRA website</a> for guidance on writing a WP statement.</p>   |   |
| <p><b>Ethical Approval</b><br/>Does this research require ethical approval? If you are unsure, please refer to Sussex's <a href="#">self-assessment checklist</a>. If your project does require ethical</p> | <p>No ethical approval is required for this project as no primary data will be collected.</p>   |

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| <p><i>approval, it will be your responsibility to ensure such approval is attained before the JRA project commences.</i></p>   |                                |
| <p><b>Fieldwork</b><br/> <i>Does your research involve fieldwork away from the university campus?<br/> Any students wishing to undertake off-campus fieldwork must ensure that they attain ethical approval for the proposed fieldwork and must subsequently complete the necessary risk and insurance applications. If your fieldwork takes you outside of the UK, you will need to apply for insurance cover. For more information on the University's insurance policy, please consult the University's <a href="#">Travel Risk Assessment webpages</a>. (Note: this does not involve trips to museums and archives).</i></p> | <p><b>No, it does not.</b></p> |

If you have any questions regarding this form please email [undergraduate-research@sussex.ac.uk](mailto:undergraduate-research@sussex.ac.uk)