**NBS-4104B Coursework 2021/22**

**Individual Report - Question Specific Guidance**

Specific question instructions

The aim of this document is to provide you with a starting point to help write your report. You are strongly encouraged to explore your chosen question by choosing to investigate a selection of the suggested research aims and objectives outlined in this document under the Quantitative or Qualitative approach sections. You do not have to cover them all but you are expected to outline at least two specific objectives to do with your chosen question. Nevertheless, If you would like to amend or choose some of your own this is OK. You are however advised to propose to your marker what these will be when you submit your corresponding formative assessment in Week 5 (3rd March). However, questions that involve you outlining the implications for business are compulsory. So you must include this in your reports.

When you construct your short critical review of the academic literature you are expected to read and critique all of the mandatory literature in the ‘Mandatory literature to review’ section. However, you can supplement this further by conducting your own literature search.

***Chosen Question – (1)* Have patterns of consumer spending in the UK been affected by the COVID-19 pandemic? If so how and what are the likely implications for business?**

Suggested research aims and objectives – choose 1 of the following approaches:

1. *Quantitative approach*
	* How spending on debit credit cards in the UK as measured by the CHAPS index has changed over time.
		+ What about monthly and daily spending by category?
	* How has household spending changed?
		+ What about UK Nationals, UK and foreign tourist, total goods, durable, semi-durable goods?
	* Outline and evaluate some possible implications for business.
2. *Qualitative approach – using online testimonials:*
	* How have spending patterns changed during the COVID-19 pandemic?
	* What items/activities do people posting in the forum mention buying less of.
	* What spending pattern changes do people expect to persist after lockdown?
	* Outline and evaluate some possible implications for business.
3. *Mixed method approach* – applies to both quantitative and qualitative methods to some (given the words needed) of the research aims or objectives from the quantitative approach section.

Mandatory literature to review

* + Chronopoulos D, Lukas M and Wilson J (2020). Consumer Spending Responses to the COVID-19 Pandemic: An Assessment of Great Britain. *Covid Economics*. 34 pp145-186. [Link](http://acdc2007.free.fr/covideconomics34.pdf#page=150)
	+ Gathergood J, Gunzinger F, Guttman-Kenney B, Quispe-Torreblanca E and Stewart N (2021). Levelling Down and the COVID-19 Lockdowns: Uneven Regional Recovery in UK Consumer Spending. (Preprint not peer reviewed at the time this brief was written – students to check if it has been published) *Covid Economics*. 67. pp24-52. [Link](https://papers.ssrn.com/sol3/papers.cfm?abstract_id=3798679)
	+ Hacioglu Hoke S, Känzig D and Surico P (2020). Consumption in the Time of COVID-19: Evidence from UK Transaction Data. *CEPR Discussion Paper.* [Link](https://repec.cepr.org/repec/cpr/ceprdp/DP14733.pdf)
	+ Issaacs A, Squires C and Hawkes C (2021). How is COVID-19 Shaping Families’ Relationships with Food and the Food Environment in England? A Qualitative Research Protocol. *International Journal of Qualitative Methods*. 20 pp1-9. [Link](https://journals.sagepub.com/doi/full/10.1177/1609406921991371)
	+ O’Connell M, de Paula Á. and Smith K (2021). Preparing for a pandemic: spending dynamics and panic buying during the COVID-19 first wave. *Fiscal Studies*. 42 (2) pp249-264. [Link](https://onlinelibrary.wiley.com/doi/full/10.1111/1475-5890.12271)

Data source(s) – use either the quantitative, qualitative or both (mixed method approach) to complete your report. This is mandatory. Do not conduct primary research or supplement these data.

*Quantitative data sources*

* 1. ONS (2021). UK spending on credit and debit cards. *Office for National Statistics*. Dataset - [Link](https://www.ons.gov.uk/economy/economicoutputandproductivity/output/datasets/ukspendingoncreditanddebitcards)
	2. ONS (2021). Consumer trends: current price, not seasonally adjusted. *Office for National Statistics*. Dataset - [Link](https://www.ons.gov.uk/economy/nationalaccounts/satelliteaccounts/datasets/consumertrendscurrentpricenotseasonallyadjusted)

*Qualitative data sources* (Note that you may find some of the content of these posts offensive as these are unfiltered public forums)

1. Mumsnet (2021). Anyone else think they will change their spending habits after lockdown? *Mumsnet by parents for parents*. Online forum posts - [Link](https://www.mumsnet.com/Talk/coronavirus/3904168-Anyone-else-think-they-will-change-their-spending-habits-after-lockdown)
2. Mumsnet (2021). Are you buying less since this all happened? *Mumsnet by parents for parents*. Online forum posts - [Link](https://www.mumsnet.com/Talk/coronavirus/3885823-Are-you-buying-less-since-this-all-happened)

***Chosen Question – (2)* Has employment been affected in the UK by the COVID-19 pandemic? If so to what extent and what are the likely implications for business?**

Suggested research aims and objectives – choose 1 of the following approaches:

1. *Quantitative approach*
	* Show how the number of workforce jobs in the UK has changed since 2019.
		+ What about employee, self-employment, HM Forces and government-supported trainees?
	* Show how economic activity, employment, unemployment and economic inactivity rates for the 16 and over group have changed since 2019.
		+ Have any particular age groups been more adversely affected?
		+ What about temporary, part-time, private/public sector workers and particular industries?
	* Show how the percentage of weekly job advertisements requiring employees to work from home permanently has changed over time.
		+ How does this vary by industry?
	* Outline and evaluate some possible implications for business.
2. *Qualitative approach - using online testimonials:*
	* How have working conditions changed during the COVID-19 pandemic?
	* What is the consensus of popular opinion with respect to whether changes in peoples working conditions become permanent?
	* Is remote working here to stay and what changes do people think are necessary.
	* Outline and evaluate some possible implications for business.
3. *Mixed method approach* – applies to both quantitative and qualitative methods to some (given the words needed) of the research aims or objectives from the quantitative approach section.

Mandatory literature to review

* + Adisa T, Ogbonnaya C and Adekoya O (2021). Remote working and employee engagement: A qualitative study of British workers during the pandemic. *Information Technology and People*. (currently embargoed) [Link](https://repository.uel.ac.uk/item/897w9)
	+ Blundell J and Machin S (2020). Self-employment in the COVID-19 crisis. *Centre for Economic Performance Discussion Paper*. [Link](https://cep.lse.ac.uk/pubs/download/cepcovid-19-003.pdf?platform=hootsuite)
	+ Brewer M and Tsseva I (2021). Did the UK policy response to Covid-19 protect household incomes? *The Journal of Economic Inequality*. pp1-26. [Link](https://link.springer.com/article/10.1007/s10888-021-09491-w#citeas)
	+ Gray B, Kyle R, Song J and Davies A (2021). Characteristics of those most vulnerable to employment changes during the COVID-19 pandemic. *Journal of Epidemiology & Community Health*. 76 pp8-15. [Link](https://jech.bmj.com/content/early/2021/06/29/jech-2020-216030)
	+ Hupkau C and Petrongolo B (2020). Work, care and gender during the COVID-19 crisis. *Fiscal Studies*. 41 (3) pp623-651. [Link](https://onlinelibrary.wiley.com/doi/full/10.1111/1475-5890.12245)
	+ Szulc J and R Smith (2021). Abilities, Motivations, and Opportunities of Furloughed Employees in the context of Covid-19: Preliminary Evidence for the UK. *Frontiers in Psychology*. 12 pp1-7. [Link](https://www.frontiersin.org/articles/10.3389/fpsyg.2021.635144/full)

Data source(s) – use either the quantitative, qualitative or both (mixed method approach) to complete your report. This is mandatory. Do not conduct primary research or supplement this data.

*Quantitative data sources*

1. ONS (2021). Workforce jobs summary. *Office for National Statistics*. Dataset - [Link](https://www.ons.gov.uk/employmentandlabourmarket/peopleinwork/employmentandemployeetypes/datasets/workforcejobssummaryjobs01)
2. ONS (2021). Summary of labour market statistics. *Office for National Statistics*. Dataset - [Link](https://www.ons.gov.uk/employmentandlabourmarket/peopleinwork/employmentandemployeetypes/datasets/summaryoflabourmarketstatistics)
3. ONS (2021) Online remote working job vacancies estimates. *Office for National Statistics*. Dataset - [Link](https://www.ons.gov.uk/employmentandlabourmarket/peopleinwork/employmentandemployeetypes/datasets/onlineremoteworkingjobvacanciesestimates)

*Qualitative data sources* (Note that you may find some of the content of these posts offensive as these are unfiltered public forums)

1. Mumsnet (2021). Anyone else hate working from home due to COVID-19? *Mumsnet by parents for parents*. Online forum posts - [Link](https://www.mumsnet.com/Talk/coronavirus/3926438-anyone-else-hate-hate-hate-working-from-home-due-to-covid-19)
2. Quora (2021). Do you think that people will go back to the office after lockdown, or will most continue to work from home forever? *Quora*. – Online forum posts - [Link](https://www.quora.com/Do-you-think-that-people-will-go-back-to-the-office-after-lockdown-or-will-most-continue-to-work-from-home-forever)
3. Reddit (2021) Working from home: Where to now for flexible working? *Reddit*. Online forum posts - [Link](https://www.reddit.com/r/AusFinance/comments/kc8m2e/working_from_home_where_to_now_for_flexible/)

***Chosen Question – (3)* Has international trade been affected by the COVID-19 pandemic? If so how and what are the likely implications for business?**

Suggested research aims and objectives – choose 1 of the following approaches:

1. *Quantitative approach*
	* Provide a comparison of trade (% of GDP) for regional trading blocs for different regions of the world from 2019.
	* Provide a comparison of exports and imports of goods and services at current US$ for different regions of the world from 2019.
	* Investigate specific impacts on particular categories of products and services by regional trade blocs since 2019.
	* Outline and evaluate some possible implications for business.
2. *Qualitative approach - using online testimonials:*
	* What common themes are discussed by entrepreneurs with respect to how COVID-19 has affected their business activities?
	* How has the COVID-19 pandemic has affected the import and export of goods and services?
	* What issues are evident with respect to sourcing or transporting products more generally?
	* Outline and evaluate some possible implications for business.
3. *Mixed method approach* – applies both quantitative and qualitative methods to some (given the words needed) of the research aims or objectives from the quantitative approach section.

Mandatory literature to review

* Belhadi A, Kamble S, Jabbour C, Gunasekaran A, Ndubisi N and Venkatesh M (2021). Manufacturing and service supply chain resilience to the COVID-19 outbreak: Lessons learned from the automobile and airline industries. *Technological Forecasting and Social Change*. 163 pp1-19. [Link](https://www.sciencedirect.com/science/article/pii/S0040162520312737)
* Guan D, Wang D, Hallegatte S, Davis S, Huo J, Li S, Bai Y, Lei T, Xue Q, Coffman D, Cheng D, Chen P, Liang X, Xu B, Lu X, Wang S, Hubacek K and Gong P (2020) Global supply-chain effects of COVID-19 control measures. *Nature Human Behaviour*. 4 pp577-587. [Link](https://www.nature.com/articles/s41562-020-0896-8).
* Hayakawa K and Mukunoki H (2020). Impacts of Lockdown Policies on International Trade. *IDE Discussion Paper*. 798 pp1-24. [Link](https://core.ac.uk/reader/334420370)
* Hayakawa K and Mukunoki H (2020). The impact of COVID-19 on International Trade: Evidence from the first shock. *Journal of the Japanese and International Economies*. 60 pp1-12. [Link](https://www.sciencedirect.com/science/article/pii/S0889158321000149)
* Sharma G, Talan G, Srivastava M, Yadav A, and Chopra R (2020). A qualitative enquiry into strategic and operational responses to COVID-19 challenges in South Asia. *Journal of Public Affairs*. 20 (4) pp1-11. [Link](https://onlinelibrary.wiley.com/doi/full/10.1002/pa.2195)
* Veselovská L (2020). Supply chain disruptions in the context of early stages of the global COVID-19 outbreak. *Problems and Perspectives in Management*. 18 (2) pp490-500. [Link](https://pdfs.semanticscholar.org/a768/8efd00b5eadbdd293ec90ac2436cfce20f39.pdf)

Data source(s) – use either the quantitative, qualitative or both (mixed method approach) to complete your report. Do not conduct primary research or supplement this data.

*Quantitative data sources*

1. World Bank (2021). Trade (% of GDP). *World Bank*. Dataset - [Link](https://api.worldbank.org/v2/en/indicator/NE.TRD.GNFS.ZS?downloadformat=excel)
2. World Bank (2021). Export of goods and services (current US$). *World Bank*. Dataset - [Link](https://api.worldbank.org/v2/en/indicator/NE.EXP.GNFS.CD?downloadformat=excel)
3. World Bank (2021). Imports of goods and services (current US$). *World Bank*. Dataset - [Link](https://api.worldbank.org/v2/en/indicator/NE.IMP.GNFS.CD?downloadformat=excel)

This can be further broken down into specific products and countries using the World Trade Organisation Data portal - [Link](https://data.wto.org/)

*Qualitative data sources* (Note that you may find some of the content of these posts offensive as these are unfiltered public forums)

1. Reddit (2020). Entrepreneurs of Reddit, what’s the impact of coronavirus in your business? *Reddit*. Online forum posts - [Link](https://www.reddit.com/r/AskReddit/comments/ffnqpz/entrepreneurs_of_reddit_whats_the_impact_of/)
2. Reddit (2020). How is your small business feeling the effects of corona virus, and how are you managing them? *Reddit*. Online forum posts - [Link](https://www.reddit.com/r/smallbusiness/comments/fgbnk8/how_is_your_small_business_feeling_effects_of/)

***Chosen Question – (4)* Have countries been affected by the COVID-19 pandemic? If so how and to what extent can this be attributed to differences in their handling strategies?**

Suggested research aims and objectives – choose 1of the following approaches:

1. *Quantitative approach*
	* Outline specific differences in how a selection of countries from different regions of the world have responded to COVID-19 since 2019.
	* Provide a comparison of COVID-19 metrics, including any social restrictions, of a selection of countries from different regions of the world from 2019.
		+ COVID-19 metrics could include: new and total cases (per 100 000 population); new and total deaths (per 100 000 population).
	* Compare testing data/strategies for a selection of countries from different regions of the world from 2020.
	* Comparison of a selection of countries’ vaccination rates from different regions of the world from 2021.
	* Outline and evaluate some possible implications for business.
2. *Qualitative approach - using online testimonials:*
	* Which country’s nationals appear most satisfied with how their government has responded to the COVID-19 pandemic?
	* Are people on the whole supportive of public health measures?
	* What alternative strategies do people suggest should be tried instead?
	* Outline and evaluate some possible implications for business.
3. *Mixed method approach* – applies to both quantitative and qualitative methods to some (given the words needed) of the research aims or objectives from the quantitative approach section.

Mandatory literature to review

* Adebowale A, Fagbamigbe A, Akinyemi J, Obisesan O, Awosanya E, Afolabi R, Alarape S and Obabiyi S (2021). The spread of COIVD-19 outbreak in the first 120 days: a comparison between Nigeria and seven other countries. *BMC Public Health*. 129 (21) pp1-8. [Link](https://bmcpublichealth.biomedcentral.com/track/pdf/10.1186/s12889-020-10149-x.pdf)
* Bilinski A and Emanuel E (2020). COVID-19 and Excess All-Cause Mortality in the US and 18 Comparison Countries. *JAMA*. 324 (20) pp2100-2102. [Link](https://jamanetwork.com/journals/jama/article-abstract/2771841)
* Daoust J (2020). Elderly people and responses to COVID-19 in 27 Countries. *PloS One*. 15 (7) pp1-13. [Link](https://journals.plos.org/plosone/article?id=10.1371/journal.pone.0235590)
* Sarkodie A and Owusu P (2021). Global assessment of environment, health and economic impact of the novel Coronavirus (COVID-19). *Environment, Development and Sustainability*. pp5005-5015. [Link](https://link.springer.com/content/pdf/10.1007/s10668-020-00801-2.pdf)
* Zuo M, Khosa S, Ahmad Z and Almaspoor Z (2020). Comparison of COVID-19 Pandemic Dynamics in Asian Countries with Statistical Modeling. *Computational and Mathematical Methods in Medicine*. 2020 pp1-16. [Link](https://www.hindawi.com/journals/cmmm/2020/4296806/)

Data source(s) – use either the quantitative, qualitative or both (mixed method approach) to complete your report. Do not conduct primary research or supplement this data.

*Quantitative data source*

1. WHO (2021). Coronavirus (COVID-19) Dashboard. *World Health Organisation*. Dataset - [Link](https://covid19.who.int/table)
	* + You can download this information as an Excel file via  symbol.
2. WHO (2021). COVID-19 Explorer. *World Health Organisation*. Dataset - [Link](https://worldhealthorg.shinyapps.io/covid/)
	* + This contains information on testing and response (Country/Area/Territory) but also vaccinations (Regional Overview).

*Qualitative data source* (Note that you may find some of the content of these posts offensive as these are unfiltered public forums)

1. Reddit (2021). After almost 1 year, are you satisfied with your national government’s response to the COVID-19? If not, what could have been done in your opinion? *Reddit*. Online forum posts - [Link](https://www.reddit.com/r/AskReddit/comments/ld4pu8/after_almost_1_year_are_you_satisfied_with_your/)