**Faculty Call for Research Assistant Application**

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| **Part I – Outline of research project** |

**Academic field:** Business and Management and Gender Studies/Feminist Studies

**Research topic:** Research project for academic-article publication investigating contemporary consumption-based single gender clubs and societies in Rome, Italy. The project is grounded in previous resaerch in the area of consumer behavior in marketing that invesitigates groups of socilisation based around consumption activities. In marketing resarch (consumer behaviour, specifically) this field is marked by a significant gap in considering the topic in view of Gender Studies/Feminist theory. The research will be based on secondary data and interviews on location or via other channels.

**Brief description of project and research assistant duties:**

The RA will play an integral role in this project by contributing to the in-depth analyses of the field of study. The RA's tasks will involve examining and gathering data about single gender consumption and activity-baed clubs and societies in Rome through mapping the extent ot the phenomenon and the changing patterns or memebrship in terms of gender. In parallel, the RA will conduct a literature review, relevant to the questions of gender in the contexts of club and society membership. The literture review will be grounded in two main theoretical areas of scholarship which are gender studies/studies on the notion of community and its expression in the field of consumer behavor.

**Sponsoring professor:** Emilio Foxell

**Professor’s e-mail address:** emilio.foxell@johncabot.edu

**Semester of assistantship**: Spring

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| **Part II – Mentoring plan** |

**Full description of research assistant’s regular duties:**

Creating a data base of scoeiteis and their characteritics.

Consucting a literature review.

Consucting interviews.

These activies wil lbe guisded by me and with inscturction on the relevant techniques and methods.

**Description of the work to be completed by the end of the research assistant’s 45 hours of work:**

Literature review of the two areas of scholarship and knowledge (gender and consumption community) .

**Statement addressing how the faculty research will help the student research assistant develop their research skills:**

This process will equip the RA with valuable skills in:

reviewing the literature in a broad area applied do a specific field of application.

Networking and investigating primary and secondary data.

Ethical considerations involved in engaging with private members' organisations and with participants within them.

As part of this mentorship, the student will be guided by me in the process of constructing interview scheduels and conducting interviews and other methods of qualitative research of an in-dpeth type.

By the end of the research, the RA will have practice of developing and conducting research grounded in the previous literture that seeks to gauge current tendencies on a focused topic of current relevance and in a changing environment. The skills learnt will be tranferable to other ctitical research area. In addition, the RA will have learnt the skills in identifying gaps in the literature and how to invesitgate and structure a reserch project using qualitative, observational and interview-based methods of resarch.