**Faculty Call for Research Assistant Application**

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

**Academic field:** International Business, Business, Marketing, Management

**Research topic:** CSR in International franchise chains - The case of Italy

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

The aim of the research project is to explore the implementation of CSR in franchise chains in France, UK, and Italy. More specifically, the research objectives are to explore how franchisors involve their franchisees in the global CSR activities and standardized/adapated implementation in host countries.

Research assistants will be responsible for the conduction of 10-15 qualitative interviews (in total) with franchisors and franchisees in the fast-food sector in Italy.

The tasks of the research assistants include among others contacting the Italian franchisees, organizing online interviewees, conduct the interviees, transcribe the interviews.

For this project we are looking for 2-3 research assistants.

Bi-lingual speakers (Italian, English) is an advantage.

**Sponsoring professor:** Maria Jell-Ojobor, Alessandro Feri

**Professor’s e-mail address:** maria.jellojobor@johncabot.edu, alessandro.feri@johncabot.edu

**Semester of assistantship**: Fall 2025

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| **Part II – Mentoring plan** |

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

The tasks of the research assistants include among others contacting the Italian franchisees, organizing online interviewees, conduct the interviees, transcribe the interviews.

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

Knowledge about franchising. Capstone thesis topic. Contacts to franchise companies. Knowledge about qualitative data collection. Organizational skills. Project management skills.

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

Project Management:

Conducting interviews and qualitative study requires meticulous planning, budgeting, and execution, all of which are valuable project management skills.

Communication and Collaboration:

Coordinating with interviewees develops strong communication and collaboration abilities.

Problem-Solving:

Conducting interviews often present unexpected challenges. Organizing an interview fosters problem-solving skills and the ability to adapt to changing circumstances.

Networking and Career Advancement:

Building Relationships:

Conducting interviews provides ample opportunities to connect with professionals in the field, potentially leading to valuable mentorship and collaboration opportunities.

Career Development:

Conducting interviews can be a valuable experience for those looking to move into research, a graduate /post graduate degree, or working in a franchise company, or startgin their own business.

Enhancing Reputation:

Successful collaboraiton at the research project can enhance an individual's reputation as a competent and organized professional.