

# Les Roches

## Graduate Position Paper

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**Deadline to register:** October 6<sup>th</sup>

**Hand in date:** November 12<sup>th</sup>, by 4pm Swiss Time

### Assignment Overview:

This is an individual or group paper where you are required to do relevant research and write a report answering the following question: Work-life balance: **How can quality of life provisions be integrated with the corporate social responsibility initiatives of hospitality firms?**

**PRIZE:** winning papers will be presented during the event and will be published in the Worldwide Hospitality and Tourism Themes, Academic Journal (<https://www.emeraldgrouppublishing.com/journal/whatt>). Winners will be announced on the 19<sup>th</sup> of November at the prize giving ceremony.

### Organization & Methodology:

CSR is regarded as one of the main actions towards sustainability. Over the years, various companies have acted on their CSR and have developed different action plans. With this in mind, explore the following:

- A) Define and review the theoretical areas of the concept of CSR.
- B) Examine the concept of Quality-of-Life (QOL) and its relevance to hospitality.
- C) Present three hospitality or tourism examples on how a company applies the concept of CSR (primary research encouraged)
- D) Evaluate if their CSR practices fit with the QOL Dimensions.
- E) Explore how the concept of circular economy and overall sustainability can benefit from QOL actions

### Outline/Presentation:

- 1) Cover page
- 2) Content page
- 3) Introduction
- 4) Main Body with appropriate sections
- 5) Conclusion
- 6) Appendices (does NOT count in the word limit)
- 7) References (clearly indicated and listed in **APA style**)

## Assignment Details:

**Hand in via:** WeTransfer to [shiftin@lesroches.edu](mailto:shiftin@lesroches.edu) with the name of the subject being the name of your team.

**Font:** Times New Roman, Font 12, 1.5 line spacing

**Authors:** 1-3 students

**Word count:** 4,500 (+/- 10% of word limit)

**Plagiarism:** use of secondary information without appropriate reference or copying from other students' work is strictly forbidden and will be considered as serious matter.

## Grading Criteria

<b>Criteria</b>	<b>Weighting</b>
<b>Understanding of the subject matter</b> <ul style="list-style-type: none"><li>• Critical consideration of relevant literature and data to support your statements</li></ul>	<b>40%</b>
<b>Quality of argument</b> <ul style="list-style-type: none"><li>• The ability to address the question and communicate ideas effectively</li><li>• Discussion of key points</li><li>• Critical analysis</li></ul>	<b>30%</b>
<b>Structure and style</b> <ul style="list-style-type: none"><li>• Clarity of structure, appropriate formal/academic written language and introduction, main body and conclusion</li></ul>	<b>15%</b>
<b>Research and Presentation</b> <ul style="list-style-type: none"><li>• Editing</li><li>• Spelling and grammar</li><li>• Professional formatting</li><li>• Referencing (in text and reference list)</li></ul>	<b>15%</b>