

The student chooses a very relevant research question. The focus on one practice of social responsibility makes for effective treatment and focus. The significance of and the justification for the research question is clear and substantiated.

There is detailed secondary academic research that goes beyond the textbook. Various and conflicting sources are used to support the argument.

There is a very good knowledge and understanding of the topic and the models used. The student demonstrates excellent use of business and management terminology and a reasonably sophisticated application of relevant tools and models.

The structure and presentation is excellent. The abstract incorporates all the relevant elements and the referencing is excellent.

There are, however, some shortcomings to the essay. More critical thinking needs to be applied regarding possible effects on brand image. More evident understanding can be shown regarding the benefit of being socially responsible.

Nevertheless, given the word limit, it is an outstanding IB essay that demonstrates clear evidence of industry, intellectual intuition and insights.