

Brief Introduction

Write about a page on your topic. Why are you interested in it? What do you know about it already? What is your thesis? Why did you choose it? What reading have you done about this topic? What are your worries or concerns about this research project? Is there any help that you need at the moment?

Last semester, I was enrolled in MGT201 where teams were required to write a report and present a PowerPoint regarding a certain company. Thus, my team and I chose Zara as our company and fast fashion was the highlight of Zara's main flaw in the fashion industry. Looking inwards to my life, I have realized that most individuals in society including myself, engage somehow in fast fashion trends that feed into the horrendous outcomes that arise from the production process of the fast fashion industry.

After conducting the initial research, I concluded that the main sectors dealing with the consequences of fast fashion were labor and the environment. Numerous scandals have gone viral concerning unpaid and exploited laborers in mass production companies. Regardless of the extremity of the situation, customers boycotted the company's products to a certain extent of time, and eventually went back to purchasing their items. Furthermore, fast fashion is mass produced according to trends with extremely cheap and low-quality materials, this means that customer will need to replace their clothing pieces more often than usual, increasing waste and improper disposal of materials harming the environment. Mass production also causes high gas emissions disturbing the ozone layer and affecting the quality of air. Thus, fast fashion is a massive contributor to global warming and the exploitation of labor, and it is due time to shed light on threats that continue to be understated and overshadowed by an unbothered society.

Commented [PMM1]: Fair ...
But would the people working in this industry prefer unemployment?

Formatted: Highlight

Most individuals are oblivious to the disadvantages that accompany fast fashion companies like Zara, H&M, Shein, etc.

After facing several obstacles with choosing essay topics back in WRI 101 and WRI102, I found it relatively stressful to determine whether fast fashion would be an ideal topic for a research paper. Nevertheless, research and google scholars have proved fast fashion to be a heavily debatable topic of interest.

References

Using APA formatting, list at least two high quality journal articles references that you are considering using.

Joy, A., Sherry Jr, J. F., Venkatesh, A., Wang, J., & Chan, R. (2015). Fast fashion, sustainability, and the ethical appeal of luxury brands fashion. *Fashion Theory*, 16(3), 273-296. doi:10.2752/175174112X13340749707123

Joung, H.-M. (2014). Fast-fashion consumers' post-purchase behaviours. *International Journal of Retail & Distribution Management*, 42(8), 688-697. doi:10.1108/IJRDM-03-2013-0055

Knošková, L., & Garasová, P. (2019). The economic impact of consumer purchases in fast fashion stores. *Studia Commercialia Bratislavensia*, 12(41), 58-70. doi: 10.2478/stcb-2019-0006

Planning

Using the formatting of previous students (see writingtheresearchpaper.com), make a very detailed plan for the semester.

Week 3: I will work on this research plan and continue researching my topic for potential sources throughout the week.

Week 4: As I have a FIN201 midterm on Thursday, I will be working on brainstorming and starting my prewriting process for 1-2 hours on Sunday and Monday.

Week 5: IRAC analysis for BLW201 due Thursday. I will start working on the research proposal due next week.

Week 6: Finalize the research proposal at the beginning of the week to study for MGT360 and MKT302 midterm on Thursday. Research proposal due

Week 7: BLW exam 1 on Thursday. Work on research paper draft for the next two weeks and taking the professors feedback on all stages of drafting.

Week 8: Book a meeting at the writing center throughout the week. MKT project part 1 submission on Thursday.

Week 9: I have a FIN201 second midterm on Thursday. Research draft submission.

Week 10: IRAC analysis for BLW on Thursday and MGT360 exam 2 on Wednesday. Progress report due.

Week 11-12: Work on research paper and start finalizing it.

Week 13: I will book and attend a meeting with the writing center to get final feedback on my research paper. BLW exam 2 on Thursday.

Week 14: Finalize research paper. MGT project submission on Tuesday.

Week 15: Fin exam 3 on Thursday. Final research paper due (will submit ATLEAST 24 hours before due date)

Week 16-17: one day for presenting MGT360 PowerPoint. MKT project part 2 submission