

WU Scholarship Essay Guidelines



GBSN

Only students of GBSN (Global Business School Network) member schools in developing countries are eligible to apply for the WU scholarship for students from GBSN member schools.

Essay Topic: Digitalization and its impact on emerging markets

Within the last few decades, the use of digital technologies has transformed the global economy. Especially in emerging markets, digital transformation offers many opportunities for local businesses.

Please identify opportunities of digitalization for local businesses in your home country / in a specific emerging market and discuss them in your essay. Please also address potential threats of digitalization to local businesses or specific industries in your chosen country.

Please use **relevant academic literature** to support your opinion and **quote** the sources used. You can also include best practice examples from your country to support your opinion.

The WU scholarship for students is non-recurring, e.g. students may only participate in one 3-week-session at ISU^{WU} at this rate.

All essays will be subject to a plagiarism check and must be submitted by the application deadline of **March 31, 2022**. The essay has to be submitted together with the application documents when applying for the ISU^{WU} or the VSSoRE. Accepted document formats: .pdf.

Guidelines for writing an essay for the WU Scholarship

If you are eligible to apply for the WU scholarship, you must submit an essay that meets the following criteria:

- 800 – 1000 words, approx. 2 DIN-A4 pages
- use online and offline **scholarly literature** (DO **NOT** limit your research to the internet only)
- use **in-text citations of several sources**
- **include a comprehensive reference list** at the end of your essay
- follow academic rules for citation and references (for guidelines see the Yale College Writing Center <https://poorvucenter.yale.edu/using-sources> or the Online Writing Lab of Purdue University <https://owl.english.purdue.edu/owl/resource/560/02/>).
- include a title page with the title of the paper, author's name and author's home university
- submit your essay together with you application files by March 31, 2022 as a .pdf.

Please note that the essay is individual work and not group work! Additionally, the WU guidelines and data protection apply to the essay. All essays will be reviewed in detail and copy-and-paste plagiarism will not be accepted! Essays which do not meet the criteria listed above will not be considered.
