

Article Review

The purpose of this assignment is to practice an important aspect of the writing process: synthesizing the information from a scholarly article and drawing meaningful connections to future implications.

First, select an industry with which you are familiar and in which you intended to have your future career, such as health care, marketing, retail, technology, etc. Consider an organization or position you might be interested in. The industry you select in this assignment will be the focus for the remaining writing assignments in this course.

INDUSTRY SELECTED: HEALTHCARE

ORGANIZATION: CITY OF HOPE MEDICAL CENTER

POSITION INTERESTED: EXECUTIVE AND NURSING LEADERSHIP ROLES

Once you have made your selection, refer to the article "How Do Consumers Reconcile Positive and Negative CSR-Related Information to Form an Ethical Brand Perception? A Mixed Method Inquiry" as well as the guidelines for writing, located in the Topic 2 Resources. Then address the prompts below in a paper of 750 to 1,000 words:

- Summarize and paraphrase the assigned article, addressing the required sections shown in the attached "Article Review Example" template document (the research problem and questions, the methodology, the findings, and the implications discussed by the authors).
- Discuss how the findings and implications of this article would impact the industry or organization you have identified for your future career.
- You do not need to find additional research for this assignment as the assigned article should be the only information cited in each section.

Reminder: This is an academic exercise that should not be written in first person. This is an APA paper that includes a separate title page and a reference page.

Download and review the attached "Article Review Example" template, found directly below the assignment instructions under "Attachments," for guidance on completing this assignment. Note: You must download the "Article Review Example" document, not view it in your browser, in order to view all of the information in the document.

Prepare this assignment according to the guidelines found in the APA Style Guide, located in the Student Success Center.

This assignment uses a rubric. Please review the rubric prior to beginning the assignment to become familiar with the expectations for successful completion.

PAPER SHOULD BE LESS THAN 20% ON TURNITIN