

**FAKULTI : FAKULTI PENGURUSAN**  
**TAJUK : PERMOHONAN PELANJUTAN TEMPOH PEMBETULAN TESIS**

| BUTIRAN PELAJAR                                                                                                                                                                                                                                                                                                                                                                                | KETERANGAN PELAJAR                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | ULASAN DAN TINDAKAN FAKULTI                                                                                                                                                                                                                                                                                                 | KELULUSAN                                                                                                                                                                                                                                           |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <p><b>NAMA : MOHAMMADYASER MAZHARI</b><br/> <b>NO K/P @ ISID : 201202M10092</b><br/> <b>NO MATRIK : PH113090</b><br/> <b>PROGRAM : DOKTOR FALSAFAH (PENGURUSAN)</b><br/> <b>JENIS PENGAJIAN : PENYELIDIKAN</b><br/> <b>BENTUK PENDAFTARAN : SEPENUH MASA</b><br/> <b>PENYELIA : DR. INDA SUKATI</b><br/> <b>BIL SEM: 6/12</b><br/> <b>STATUS : PEPERIKSAAN</b><br/> <b>MUKASURAT : 1/1</b></p> | <p>1.1 Pelajar telah menjalani peperiksaan lisan pada 28 September 2015 dan keputusan c(Riviva) diberi tempoh selama 12 bulan untuk pembetulan.</p> <p>1.2 Walaubagaimanapun pelajar memerlukan masa untuk membuat pembetulan semula sebelum menghantar tesis.</p> <p>1.3 Tarikh akhir menghantar pembetulan tesis ialah pada 28 September 2016.</p> <p>1.4 Pelajar menghadapi masalah dalam mengumpul data semula selepas penambahbaikan soal selidik, data analisa dan perbincangan.</p> | <p>1.1 Pelajar memohon rayuan agar diberi lanjutan tempoh membuat pembetulan selama 6 bulan (28 Mac 2017).</p> <p>1.2 Keterangan masalah pelajar seperti dilampirkan.</p> <p>1.3 Mesyuarat JKA Fakulti menyokong permohonan pelajar untuk melanjutkan tempoh pembetulan.</p> <p>1.4 Dokumen yang berkaitan dilampirkan.</p> | <p>Setuju / Tidak Setuju (Ulasan)</p> <hr/> <hr/> <hr/> <hr/> <p style="text-align: right;"> <b>Pengerusi</b><br/> <b>Mesyyuarat Jawatankuasa</b><br/> <b>Akademik Pengajian</b><br/> <b>Siswazah Universiti (JAPSU)</b> </p> <p>Tarikh : _____</p> |



Tel: +(6)07-5557790 Faks: +(6)07-5610099 <http://www.management.utm.my> Emel : [inquiry@management.utm.my](mailto:inquiry@management.utm.my)

RUJUKAN KAMI:

RUJUKAN TUAN:

UTM.J.29.03/14.14/1/6 Jld.16 ( 162 )

15 September 2016

Dekan  
Sekolah Pengajian Siswazah  
Universiti Teknologi Malaysia  
UTM Johor Bahru

Prof. Dr.,

**SOKONGAN PERMOHONAN PERLANJUTAN TEMPOH PEMBETULAN TESIS PHD**

**NAMA PELAJAR** : **MOHAMMADYASER MAZHARI**  
**NO. K/P** : **201202M10092**  
**NO. MATRIK** : **PH113090**

Dengan hormatnya perkara di atas adalah dirujuk.

2. Sukacita dimaklumkan bahawa pihak fakulti **menyokong** permohonan perlanjutan masa pembetulan tesis untuk pelajar berkenaan.

3. Dilampirkan surat daripada penyelia untuk makluman dan tindakan pihak Prof. Dr. selanjutnya.

Sekian. Terima kasih.

**"BERKHIDMAT UNTUK NEGARA KERANA ALLAH"**

Yang benar,

**PROF. DR. KHALIL B MD NOR**

Timbalan Dekan (Akademik)

Fakulti Pengurusan

UTM, Johor Bahru

b/p Dekan

☎ 07-5610090

✉ [kmdnor@management.utm.my](mailto:kmdnor@management.utm.my)



sk



Dr. Thoo Ai Chin  
(Penyelia utama)

6 September 2016

**PROF. DR. SAFIAN BIN SHARIF**

Timbalan Dekan (Penyelidikan dan Biasiswa)

Sekolah Pengajian Siswazah

Universiti Teknologi Malaysia, Johor Bahru



Y. Bhg. Prof.,

### **PEMOHONAN PERLANJUTAN TEMPOH PEMBETULAN**

Untuk makluman Y. Bhg. Prof., pelajar bernama Mohammadyaser Mazhari, no. passport 201202M10092 dan no. matrik PH113090 dari Fakulti Pengurusan telah menjalani pemeriksaan lisan (viva-voce) pada 28 September 2015, tesis bertajuk **“Investigating the Effects of Advertising Tools on Consumer Purchasing Behaviour in Malaysian Perspective”**. Pelajar ini mendapat C2 dan diberi tempoh 1 tahun untuk membuat pembetulan dan perlu mengadakan pemeriksaan lisan (viva-voce) yang kedua selepas pembetulan.

2. Penyelia utama pelajar ini ialah Dr. Inda Sukati, staf kontrak dari Indonesia. Kontrak beliau habis tempoh pada 22 March 2016. Saya perlu mengambil tugas daripada beliau sebagai penyelia utama selepas pelajar ini telah menjalani pemeriksaan lisan. Dalam tempoh pembetulan, pelajar telah selesai Bab 1 hingga Bab 2 seperti berikut:

- (a) Rangka kerja dan soal selidik yang telah dipertambahbaik.
- (b) Kajian literatur telah ditambah teori dan jurnal-jurnal lain yang bersesuaian dengan rangka kerja.

3. Dengan tempoh 1 tahun, pelajar ini tidak dapat menghabiskan pembetulan yang diperlukan seperti pengumpulan data semula selepas penambahbaikan soal selidik, data analisa dan perbincangan. Justeru ini, kami berharap Y. Bhg. Prof. dapat memberi 6 bulan

tambahan kepada pelajar ini dan melanjutkan tempoh pembetulan pelajar ini dari 1 tahun ke 1 tahun 6 bulan. Kami berharap Y. Bhg. Prof. mempertimbangkan dan meluluskan permohonan ini.

Sekian, terima kasih.

**“Berkhidmat untuk Negara”**

Yang benar,



**DR. THOO AI CHIN**

**DR. THOO AI CHIN**  
Senior Lecturer  
Department of Business Administration  
Faculty of Management  
Universiti Teknologi Malaysia  
81310 UTM Johor Bahru, Johor, Malaysia

Penyelia Utama

Fakulti Pengurusan

Universiti Teknologi Malaysia, Johor

Tel: 07-5561033

Emel: acthoo@utm.my

s.k. : Dekan

**Prof. Dr. Zainab Khalifah**

Fakulti Pengurusan

Timbalan Dekan (Akademik)

**Prof. Dr. Khalil Md Nor**

Fakulti Pengurusan

Pengurus Akademik (Penyelidikan)

**Dr. Ahmad Jusoh**

Fakulti Pengurusan

Pelajar

**Mohammadyaser Mazhari**

Fakulti Pengurusan

**LAPORAN PENILAIAN OLEH PEMERIKSA**  
**IJAZAH DOKTOR FALSAFAH MELALUI PENYELIDIKAN**  
**(EXAMINERS' REPORT FOR THE DEGREE OF**  
**DOCTOR OF PHILOSOPHY BY RESEARCH)**

**C. TAJUK SELEPAS VIVA (JIKA ADA PERUBAHAN):**

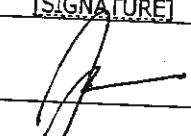
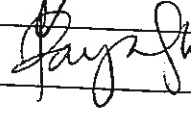
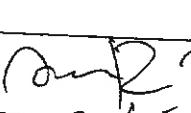
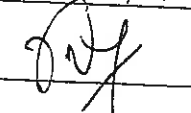
*To be reviewed by the supervisors*

(Nota: Sila rujuk panduan tajuk tesis yang dilampirkan)

**D. MERIT/MERIT**    ☐ YA/YES    ☒ TIDAK/NO

- Calon adalah cemerlang untuk ijazah ini dan dianugerahkan ijazah dengan merit  
 [The candidate is outstanding for this degree and should be awarded the degree with merit]

**E. PERNYATAAN LAIN:**
**E. PERAKUAN PANEL PEMERIKSA**

|                                          | NAMA<br>[NAME]                                  | TANGATANAN<br>[SIGNATURE]                                                             | TARIKH<br>[DATE] |
|------------------------------------------|-------------------------------------------------|---------------------------------------------------------------------------------------|------------------|
| PEMERIKSA LUAR<br>[EXTERNAL EXAMINER]    | PROF. MADYA DR. WAN JAMALIAH<br>BINTI WAN JUSOH |  | 28/09/2015       |
| PEMERIKSA LUAR 2<br>EXTERNAL EXAMINER 2  |                                                 |  | 28/09/2015       |
| PEMERIKSA DALAM 1<br>INTERNAL EXAMINER 1 | PROF. MADYA DR. FAUZIAH BINTI SH.<br>AHMAD      |  | 28/09/2015       |
| PEMERIKSA DALAM 2<br>INTERNAL EXAMINER 2 |                                                 |  | 28/09/2015       |
| PENGERUSI<br>[CHAIRMAN]                  | PROF. DR. AMRAN BIN MD. RASLI                   |  | 28/09/2015       |
| PEMBANTU PENGERUSI<br>[ASST. CHAIRMAN]   | DR. NORIZA BT. MOHD JAMAL @<br>KAMAR            |  | 28/09/2015       |

# Daripada Pemeriksa Dalaman

Date: 22<sup>st</sup> July 2015

Student's Name: MOHAMMADYASER MAZHARI

Examiner: Associate Professor Dr. Fauziah Sh. Ahmad

## Definitions of Ratings for Proposal Quality Indicators

4 = Acceptable as written, all crucial elements are included and adequately described but suggesting a review to ensure appropriateness later.

3 = Approved, although revisions are strongly suggested in one or more important component(s) that are of markedly lesser quality than the rest of the quality indicators in this section.

2 = Must be revised and resubmitted to your supervisor because one or more essential component(s) are not satisfactorily described.

1 = Must be revised and resubmitted because one or more required element(s) are missing.

NA = Not Applicable. This quality indicator does not apply to the document.

## Chapter 1 Quality Indicators

Mohammad, your Abstract should includes all of the following:

- Identifies the purpose and theoretical foundations and emphasize why you should study the effects of advertising tools on consumer purchasing behavior? Why detergent industry? Why Malaysia? who would care if the problem is solved?
- Summarizes the key research question(s).
- Describes, briefly, the overall research design, methods and data analysis procedures (i.e using LISREL?).
- Identifies the key results, one or two conclusions based on your constructs/variables and recommendations that capture the heart of the research and the major contribution to the body of knowledge.
- Concludes with a statement on the implications for positive social change.

Rating:2

- The Introduction section has a clear statement demonstrating that the focus of the study is on a significant problem that is worthy of study. HOWEVER, there is a need on a brief, well-articulated summary of research literature that substantiates the study (by indicating a knowledge gap of Why detergent and Why advertising), with references to more detailed discussions in Chapter 2.
- Awkward coverage on TV...so you are not covering real TV? Any reason
- Page 7: para 2? What is this why it is here? Online shopping?
- Your operational definitions on page 14 must be reviewed. When home TV which is the most popular tools for detergent advertisers in reaching in reaching audience (thus we have terms such as "soap operas"). this

**SEKOLAH PENGAJIAN SISWAZAH**  
(School of Graduate Studies)  
**UNIVERSITI TEKNOLOGI MALAYSIA**  
**LAPORAN Pengerusi**  
(CHAIRMAN REPORT)

**TARIKH (Date)** : 28/09/2015

**MASA (Time)** : 9.00 am

**TEMPAT (Venue)** : Bilik Viva 2  
Sekolah Pengajian Siswazah, (School of Graduate Studies)  
Tingkat 2, Blok F54 (2<sup>nd</sup> floor, Block F54)  
UTM, Johor Bahru

**NAMA PELAJAR** : Mohammadyaser Mazhari  
(Name of Student)

**PROGRAM** : Doktor Falsafah (Pengurusan)  
(Programme)

**FAKULTI** : Fakulti Pengurusan  
(Faculty)

**PENGERUSI** : Prof. Dr. Amran bin Md. Rasli  
(Chairman)

**PEMBANTU PENERUSI** : Dr Noriza bt. Mohd Jamal @ Kamar  
(Chairman Assistant)

**PEMERIKSA LUAR** : Prof. Madya Dr. Wan Jamaliah binti Wan Jusoh  
(External Examiner)

**PEMERIKSA DALAM** : Prof. Madya Dr. Fauziah binti Sh. Ahmad  
(Internal Examiner)

**TAJUK (Title)** : Investigating The Effects of Advertising Tools On  
Consumer Purchasing Behaviour In Malaysian  
Perspective

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**KOMEN SELEPAS VIVA**  
(The following are comments from the Viva Session)

**KOMEN (General Comments):**

The thesis was poorly done. The candidate is not able to demonstrate the standard or level that is required for a PhD thesis. The thesis needs major revision and needs to be resubmitted and re-viva.

The instrument used (questionnaire) was flawed and thus did not answer the research objectives.

The level of written English was very poor.

The candidate was not able to demonstrate his understanding of his research work.

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Tandatangan :   
(Signature)  
Nama (Name) : Prof. Dr. Amran bin Md. Rasli

Tarikh (Date) : 28/09/2015

### **Bab 1 (Chapter 1)**

Research gap was vague. E.g. must justify the selection of variables, the selection of detergent industry in Malaysia?

Research objectives and research questions were not clear and must be rephrased.

(e.g. how do you operationalize "the level of influence of ..." – Refer RQ1). No connection between RQ, ROs and the methodology. What do you mean by 'model' – refer RQ2). What do you mean by 'initiative' – refer RQ3

Problem statement must be reinstated.

No evidence of contribution of study (e.g. comparison of old and new media towards purchasing behavior)

Definitions of terms are mixed up, affecting the development of questionnaire (bill Boards vs TV definitions). The candidate has presented confusions in the definitions of terms.

### **Bab 2 (Chapter 2)**

The literature review was not able to the candidate to build his argument for the development of the conceptual framework. Thus Research framework is inconsistent with research objectives and research questions. Many theories mentioned but are not applicable.

Numerous references are cited incorrectly and a lot missing references. (e.g. Please check the use of et.al.)

### **Bab 3 (Chapter 3)**

Data collection procedure must be clear and discussed in detail.

Sample selection technique was incorrect. Justifications for KL area?

Should follow SEM requirement and procedures

The items in the questionnaire do not cover all variables used in the study (measures of 'internet', 'newspaper', 'attitude'). The validity of the questionnaire is questionable.

The questionnaire is not clear whether adopted or adapted? Reliability test?

### **Bab 4 (Chapter 4)**

The data analysis was very confusing.

Inconsistencies in data analysis as compared to questionnaire items (pg. 126)

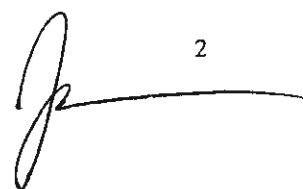
Preliminary analysis before you run SEM must be presented.

### **Bab 5 (Chapter 5)**

The discussions were very superficial. The candidate did not relate the discussions to the research questions.

Tandatangan :   
(Signature)  
Nama (Name) : Prof. Dr. Amran bin Md. Rasli

Tarikh (Date) : 28/09/2015

**NOTA (Notes) :**

Title should be changed e.g not covered outside Kuala Lumpur

Re-write abstract (e.g. methodology and findings are not there). Please refer to Elsevier format.

References are not following APA style.

The thesis must be proof-read.

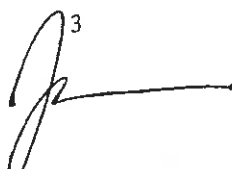
The details of the comments as per both examiners' reports and both drafts. These must also be taken into consideration.

Tandatangan  
(Signature)



Tarikh (Date) : 28/09/2015

Nama (Name) : Prof. Dr. Amran bin Md. Rasli



# Daripada Pemeriksa luar

4. Sila berikan ulasan terhadap perkara berikut untuk dijadikan asas perakuan (Please comment on the following aspects as the grounds for recommendation)

## 4.1 Tajuk Tesis (Title of the Thesis)

Title need to change as the context of the study is only in Kuala Lumpur. The findings cannot be generalized to the larger population.

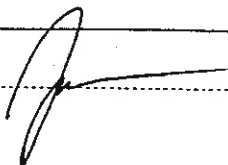
## 4.2 Abstrak (Abstract)

Abstract need to redo. The study has nothing to do with social media, facebook, consumer buying process or information processing. The sample was not selected randomly. Need to include the objectives of the study, brief methodology and the salient findings. Need to include contributions of the study as well.

## 4.3 Kajian Literatur (Literature Review)

Poorly done. The LR was not able to the candidate to build his argument for the development of the conceptual framework. The LR was not organized coherently. Not able to demonstrate the research problem clearly. Many theories were mentioned here and there, but the conceptual framework lacks theoretical support. The K&T were not written in the proper way. There were many missing references. Candidate cited articles that were not related to the topic of discussion (eg. on pg 23). This is not acceptable and demonstrate lack of academic integrity. The hypothesis developed lack support from the literature. Need to remove the hypotheses.

Tandatangan (Signature):



Tarikh (Date): 28. 9. 2015

#### 4.4 Methodologi (Methodology)

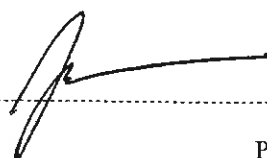
Methodology was poorly done and the flow of the discussion was not coherent. Need to justify the sample size of 1000. Candidate did not discuss how the items were adapted or adopted. Need to discuss the development of the questionnaire in detail. How the face/content validity and pre-test was performed and what the detail findings were not discuss. How data was collected was not discuss in detail. The items on the questionnaire were not worded correctly. There were double barreled questions. Scale used were not consistent. Why candidate choose SEM using LISREL when AMOS is a better choice. Unit of analysis were not clearly stated. There is also the issue of formative construct for the advertising tools.

#### 4.5 Analisis (Analysis)

Very confusing. Why were there many analysis for the hypothesis tests.

Divergent and convergent validity was not performed. The test for the mediation effect was not correct.

Tandatangan (Signature):



Tarikh (Date):

28.9.2015

The results and discussion were very superficial. Candidate did not relate the discussion to the Research Questions. As the development of the conceptual framework is flawed, so the results may be flawed as well.

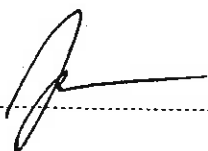
4.7 Kekuatan Tesis (Strength of the thesis)

None.

4.8 Kelemahan Tesis (Weakness of the thesis)

Not written with good english and correct grammar. Not able to demonstrate the standard or level that is required for a PhD thesis.

Tandatangan (Signature):



Tarikh (Date):

28.9.2015

4.9 Kepentingan Kajian (Significance of the study)

No evidence of contribution to knowledge or theory.  
Thesis fail to demonstrate the significance of the study to theory or practice.

4.10 Perakuan penganugerahan (Recommendation for the award)

NOT recommended for any awards.

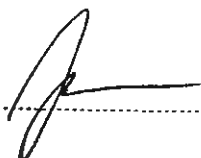
4.11 Lain-lain ulasan (Other comments)

Thesis was poorly done. Not proofread. The level of written English was very poor. The thesis lack substance as well as form. Student did not demonstrate his ability and knowledge in conducting a research work at the PhD level.

Chap1 need to include the significance of the study & definition of term. Need to include the RO & RQ.

References were not written in the proper format & not following APA style.

Tandatangan (Signature):



Tarikh (Date):

28.9.2015

# Daripada Pemeriksa Dalaman

Date: 22<sup>st</sup> July 2015

Student's Name: MOHAMMADYASER MAZHARI

Examiner: Associate Professor Dr. Fauziah Sh. Ahmad

## Definitions of Ratings for Proposal Quality Indicators

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Rating:2

- The Introduction section has a clear statement demonstrating that the focus of the study is on a significant problem that is worthy of study. HOWEVER, there is a need on a brief, well-articulated summary of research literature that substantiates the study (by indicating a knowledge gap of Why detergent and Why advertising), with references to more detailed discussions in Chapter 2.
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## Chapter 1

### Quality Indicators

tool is not covered in your study. Explain WHY??? Your given definition on TV which you said a large outdoor advertising structure (billboard) is very awkward. Billboard big digital TV is not referred to as TV. Instead it is called Digital BillBoard. Your definition on Billboard on the other hand mention TV (Awkward). found your statements are confusing. You have to be very clear and precise here. Where is statement or source supporting your definitions?

I FOUND OSAMA (2012) was referring to Billboard rather than TV as you claimed

Rating: 1

5. The Nature of the Study, Specific Research Questions, Hypotheses, or Research Objectives (as appropriate for the study) must reflect "SEM Nature" in the wording. SEM is about validating theory. It is more of "explanatory"

Rating: 3

4. Operational Definitions of technical terms, jargon, or special word uses must be stated in Chapter 1.

Rating: 2

5. Assumptions, Limitations, Scope and Delimitations provide descriptions of  
a. facts assumed to be true but not actually verified,  
b. potential weaknesses of the study (which must be written carefully to avoid 'blame to the researcher')  
c. the bounds of the study.

Rating: 3

6. The Significance of the Study should be described in terms of  
a. how this study will fill a gap in the literature  
b. professional application, and  
c. positive social change (improvement of human or social conditions by promoting the worth, dignity, and development of individuals, communities, organizations, institutions, cultures, or societies).

Rating: 2

9. Chapter 1 should end with a Transition Statement that contains a summary of key points of the study and an overview of the content of the remaining chapters in the study.

Rating: 3

## Chapter 2&3

### Quality Indicators

1. There is an Introduction that describes
  - a. the content of the review,
  - b. the organization of the review, and
  - c. the strategy used for searching the literature.But please avoid "conflicting" statement to what you have established in Chapter 1

Rating: 2

2. The review of related research and literature must clearly related to the problem statement as expressed in
  - a. research questions and hypotheses, or
  - b. study questions and study objectives.You must also include SUB CHAPTERs On Why Malaysia and Why Detergent

OSAMA talks on BillBoard ..not TV. Check page 56. Revise. Be HONEST here!

Rating: 2

3. The review of related research and literature should includes
  - a. comparisons/contrasts of different points of view or different research outcomes, and
  - b. the relationship of the study to previous research.

Rating: 2

4. Literature related to the method(s) and the use of differing methodologies to investigate the outcomes should also be reviewed.

Rating: 3

5. The review is an integrated, critical essay on the most relevant and current published knowledge on the topic. So Mohammed, your review must be organized around major ideas or themes leading to your utmost contribution (Which you need to really Established)

Rating: 2

6. SERIOUS VALIDITY ISSUE ON QUESTIONNAIRE

On section B, your questionnaire only asks on Newspaper and TV. With your definition on TV need to be revised and reviewed as it is conflicting. NO COVERAGE has been given on BillBoard and Internet/Social Media!

Rating 1

## Chapter 4 and 5– Quality Indicators

Without Questionnaire Validity this part lost its credibility. Thus I could not provide my ratings. Nonetheless, subject to the resolve on validity, this part must cover the followings (advance reminder for future corrections)

1. To have Introduction which includes a clear outline of the major areas of the chapter.
  2. Research Design and approach:
    - a. includes a description of the research design and approach,
    - b. provides justification for using the design and approach, and
    - c. derives logically from the problem or issue statement.
  3. Setting and Sample to include
    - a. describes the population from which the sample will be or was drawn,
    - b. describes and defends the sampling method including the sampling frame used,
    - c. describes and defends the sample size,
    - d. describes the eligibility criteria for study participants, and
    - e. describes the characteristics of the selected sample.
  4. If analysis of findings would include **fit index**, it must be described clearly and in detail.
  5. Instrumentation and Materials – Please check and review the followings:
    - a. descriptions of instrumentation or data collection tools to include name of instrument,
      - i. type of instrument,
      - ii. concepts measured by instrument,
      - iii. how scores are calculated and their meaning,
      - iv. processes for assessment of reliability and validity of the instrument(s),
      - v. processes needed to complete instruments by participants,
      - vi. where raw data are or will be available (appendices, tables, or by request from the researcher), and
      - vii. includes a detailed description of data that comprise each variable in the study.
  6. Measures taken for protection of participants' rights must be summarized.
  7. The chapter 5 must begin with a brief Overview of why and how the study was done, reviewing the questions or issues being addressed and a brief summary of the findings.
  8. The Interpretation of Findings
    - a. includes conclusions that address all of the research questions,
    - b. contains references to outcomes in Chapter 4,
    - c. covers all the data,
    - d. is bounded by the evidence collected, and
    - e. relates the findings to a larger body of literature on the topic, including the conceptual/theoretical framework.
- The Implications for Social Change are clearly grounded in the significance section of Chapter 1 and outcomes presented in Chapter 4. The implications are expressed in terms of tangible improvements to individuals, communities, organizations, institutions, cultures, or societies.
9. Recommendations for Action
    - a. should flow logically from the conclusions and contain steps to useful action,
    - b. state who needs to pay attention to the results, and
    - c. indicate how the results might be disseminated.
  10. Recommendations for Further Study point to topics that need closer examination and may generate a new round of questions.
  11. The work should closes with a strong concluding statement making the "take-home message" clear to the reader

PIs Review!