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Undergraduate Research Program	
<b>Project Name</b>	Sophisticated consumers and responsible consumption
<b>Campus &amp; Location in Mexico</b>	Monterrey
<b>Faculty</b>	Business
<b>Research Area</b>	Conscious Consumer Behavior and Marketing
<b>Research Responsible</b>	Sidney Abril Ornelas SÃ¡nchez
<b>Description of the Project</b>	The main objective of the project is to define the characteristics of sophisticated consumers (which have been studied by the researcher for over 2 years), the antecedents and consequences of sophistication and its connection with responsible consumption current trends.
<b>Training Provided</b>	Analysis of scientific articles;Elaboration of theoretical framework;Hypothesis development
<b>Modality</b>	Virtual
<b>Offered During</b>	Semester

Student	
<b>Tasks/Responsibilities</b>	Develop a robust theoretical framework used on the analysis of recent publications in the Marketing field. Develop a well-structured background to support the research objective. Provide additional research ideas based on the findings of the theoretica framework.
<b>Required Language Proficiency</b>	English (Advanced)
<b>Required Skills and Abilities</b>	Specialized database search (Proquest, EBSCO, etc.)
<b>Other Documents Required to APPLY for an Internship</b>	1) Being at least in your 2nd year of bachelor 2) Accumulative grade point average (GPA) 2.5 3) Official Transcript 4) 2 letters of recommendation of faculty members 5) Resume 6) Letter of intention explaining the reason why you would like to participate in the research program

