EL7035 Dissertation Lectures - Literature Reviews Tasks

Adapted from the introduction chapter of a Masters in Business Administration (MBA) dissertation.

1.2. An overview of Colombian Branding Strategy and Tourism
In 2004 the Colombian Government decided to launch a marketing campaign called "Colombia is Passion" with the aim of changing the negative perception of the country and obtaining international recognition based on Porter’s (1994) recommendation and by quickly establishing an official and clear Nation Branding Strategy.

However, despite the efforts of the Colombian Government, most British residents still do not know much about Colombia nor do they have a negative image perception of the country related to narcotics and drugs cartels (Cubillos, 2014).

1.3. An overview of the Research Aim
The central question in this dissertation asks what are the main identity factors that should be considered within the Colombia Brand Strategy in order to develop a positive image of the country by British citizens and to consequently motivate them to consider Colombia as a tourism destination?

This research measures the Colombian Brand Awareness, identifying the Country Image perception held by British residents in order to understand how it is created and what factors affect the Colombian image in the UK. The output obtained from this study will be utilised to provide accurate insights that help to revise the current Colombian Nation Branding strategy.


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Chapter 2
This chapter will review relevant literature for the study by adopting a cross-disciplinary approach and starts by looking at the concept of terrorism, leading to the adoption of a working definition.

... (page 4)

This will be followed by an attempt to identify gaps in the literature in response to domestic terrorism in Nigeria leading to the focus and the research sub questions of this study. The chapter then closes with a summary. (page 4)

Terrorism Definition and Conceptualisation (page 4)
- Typologies of Terrorism (page 5)
- Theories and Causes of Terrorism (page 7)
- Response to Terrorism (page 13)
- Hard and Soft Power (page 14)
- Hard Power Options (page 16)
- Soft Power Options (page 20)

Domestic Strife In Nigeria and the Boko Haram Nexus
While it might be premature to assess the effectiveness of the latest measures, it is considered necessary to weigh up the responses to the issue in the recent past given the aforementioned conflicting findings and the apparent methodological shortfall. To this end, this study will attempt to address these gaps by attempting to determine how best to employ hard and soft power options in curbing domestic terrorism in Nigerian context? In order to do this, the study will attempt to answer the following sub questions; what are the likely issues fuelling domestic terrorism in Nigeria? How are the soft and hard power options being employed to curb domestic terrorism in Nigeria? Which is likely to be the better option between hard and soft power in curbing domestic terrorism in the Nigerian context? (page 25-25)

To recap, a review of relevant literature has been conducted in this chapter starting with the concept of terrorism. Also, terrorism typologies and the probable causes of domestic terrorism with some theoretical underpinnings have been discussed. The various response options to terrorism available to states have equally been examined. The concepts of hard and soft power and their application in responding to dissident terrorism including their merits and limitations have been assessed. Therefore, an attempt was made to identify gaps in the literature on response to domestic terrorism in Nigeria leading to the focus of this study. The next chapter deals with the methodology of the study. (page 26)