

Term Paper (group or individual)

research paper
(academic / applied /
case-study)



Deadlines to assign topics and advisers



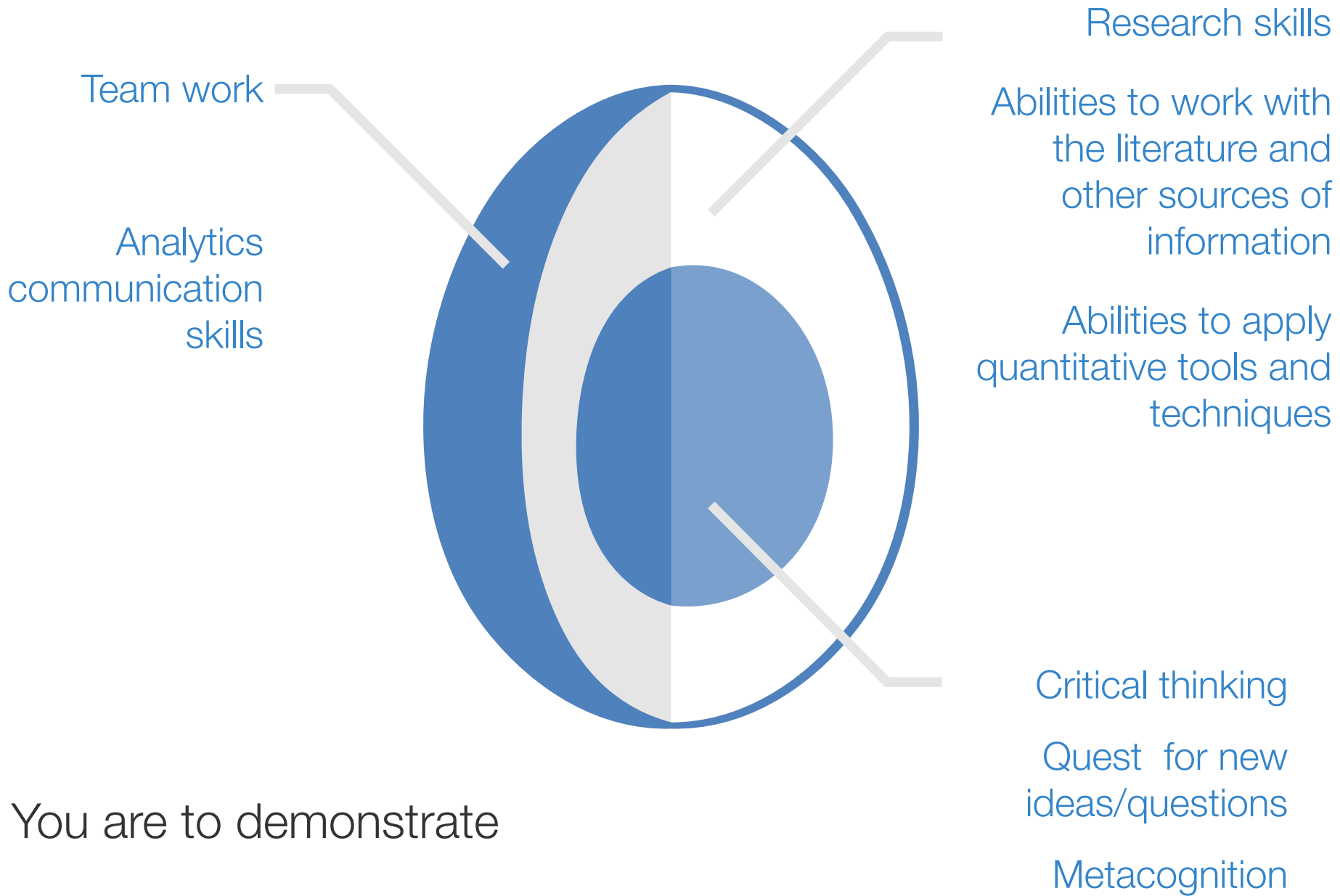
02.11.2018

to have understanding of the research line, adviser and co-authors



09.11.2018

the topic / co-authors and adviser have to be assigned in LMS



Different types of term papers



Research paper

to create new knowledge

to reveal effects

to test hypotheses and theories

to develop and to validate/
calibrate models



Analytical/project work

to solve a particular problem
for a company/organization/
industry (customer)

«to add value for a customer»

Key Sections of a Term Paper (research paper0

can be flexible if all essential parts are embraced



Introduction



Theoretical background

Literature review



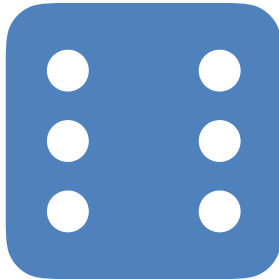
Research Design



Methodology and
Data



Results

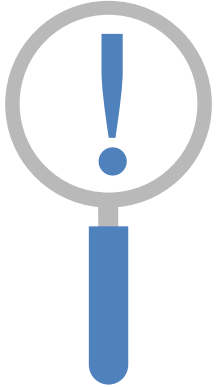


Conclusion &
Discussion



Aim

to demonstrate an author's interest and relevance of the topic
to show the gap in the research



Emphasis

what is the research about
how the research can be positioned
what is a contribution of the research



Questions to be answered

why this research has to be carried out?
what is a relevant research agenda where this study has to enter?
what are the objectives of the research?
how these objectives will be accomplished?

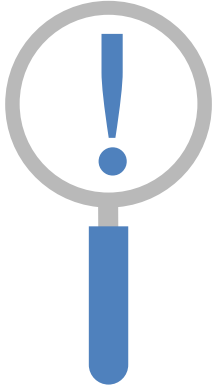


Aim

to introduce main/seminal relevant studies

to explicitly identify a gap in the literature and to show why is important to fill in

to introduce all necessary concepts and terms which are used throughout the paper



Emphasis

it has to be concise and coherent with the rest of the paper

only relevant studies are to be mentioned and cited

no textbooks should appear in the reference list



Questions to be answered

why each particular study came to explore the research question?

which contradictions arise in the previous studies?

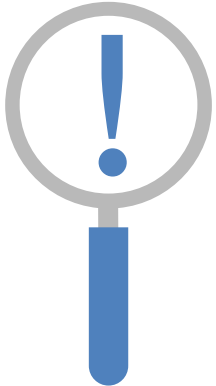
what might be solutions/explanations for these contradictions?



Aim

to describe an algorithm and all stages of the research

to show the connection between objectives, research question and research design



Emphasis

operationalisation of the question/hypotheses

validation of the methods employed

links to the literature



Questions to be answered

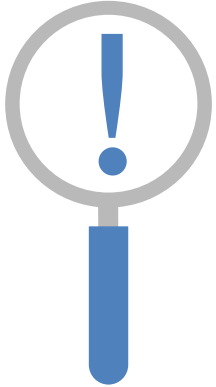
what has to be done to answer the research question/ to test hypotheses?

why the methods employed and stages undertaken can be a solution?



Aim

to demonstrate why the chosen tools and techniques are applicable and data setting can be valid and / or representative



Emphasis

to convince that the methodology and data is rigorous and valid for the research question as stated



Questions to be answered

how the research design will be carried out?

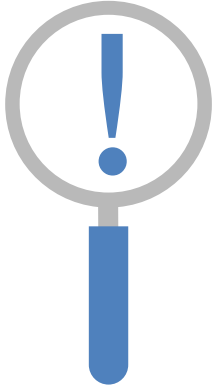
which data and why will be employed?

how this data where collected and will be processed?



Aim

neutral description of the results and findings
to propose possible explanation of the results



Emphasis

the contribution of the results should be emphasised (not all of the results should be mentioned, only important ones)



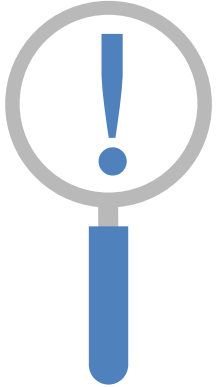
Questions to be answered

which important effects, evidence have been found out?
how these results might be interpreted?
what are links with the findings reached in the previous studies?



Aim

to demonstrate that results are important to bridge the gap in the research field and contribute to the new knowledge



Emphasis

critical analysis and interpretation of the results/ limitations



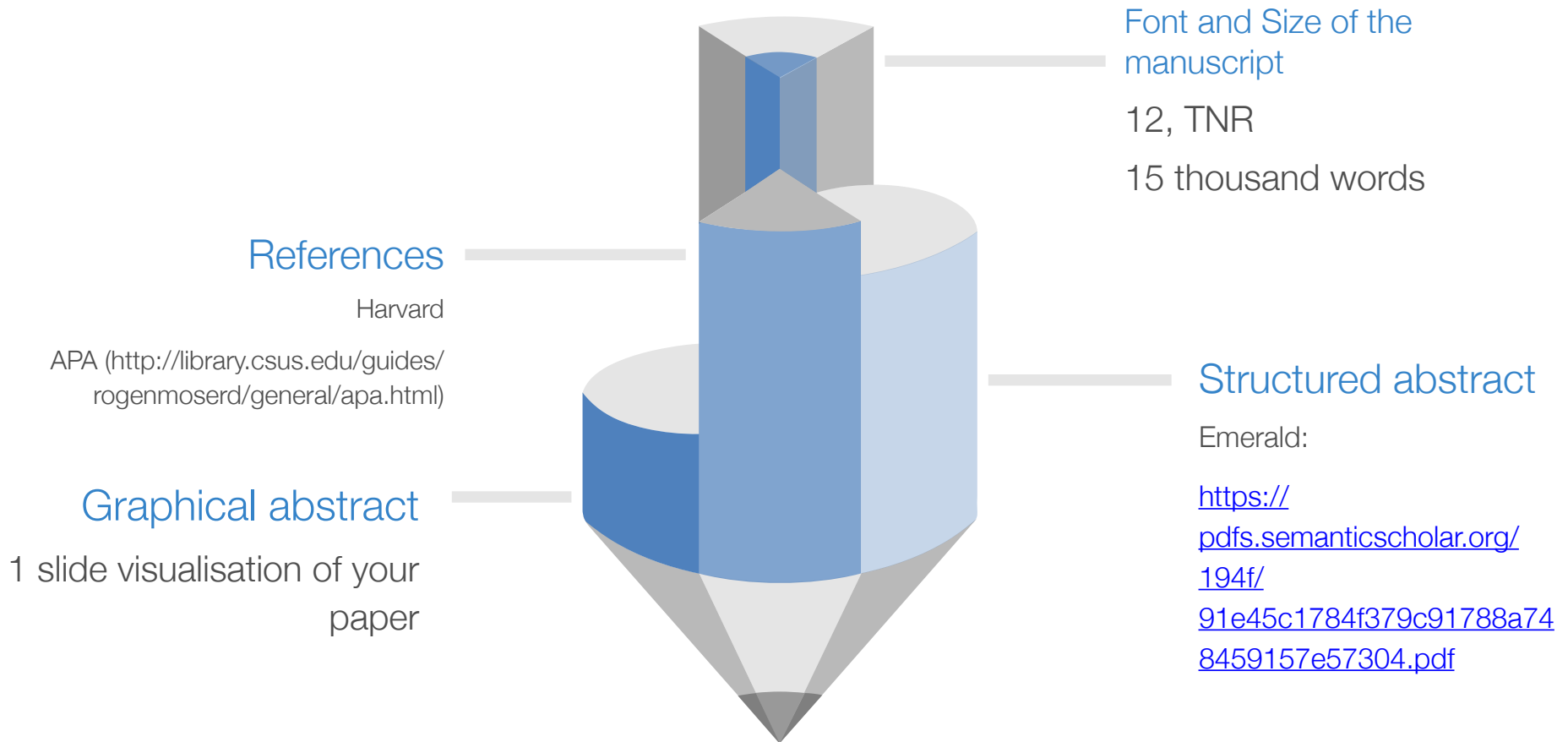
Questions to be answered

what is your subjective opinion on the results?

what is a contribution and how it helps to answer the research question?

wha are the key implications of the study?

Manuscript requirements



Пример «Graphical abstract»



intangible-intensive companies



non intangible-intensive companies



Intensive in structural capital



Intensive in human capital



Intensive in relational capital

