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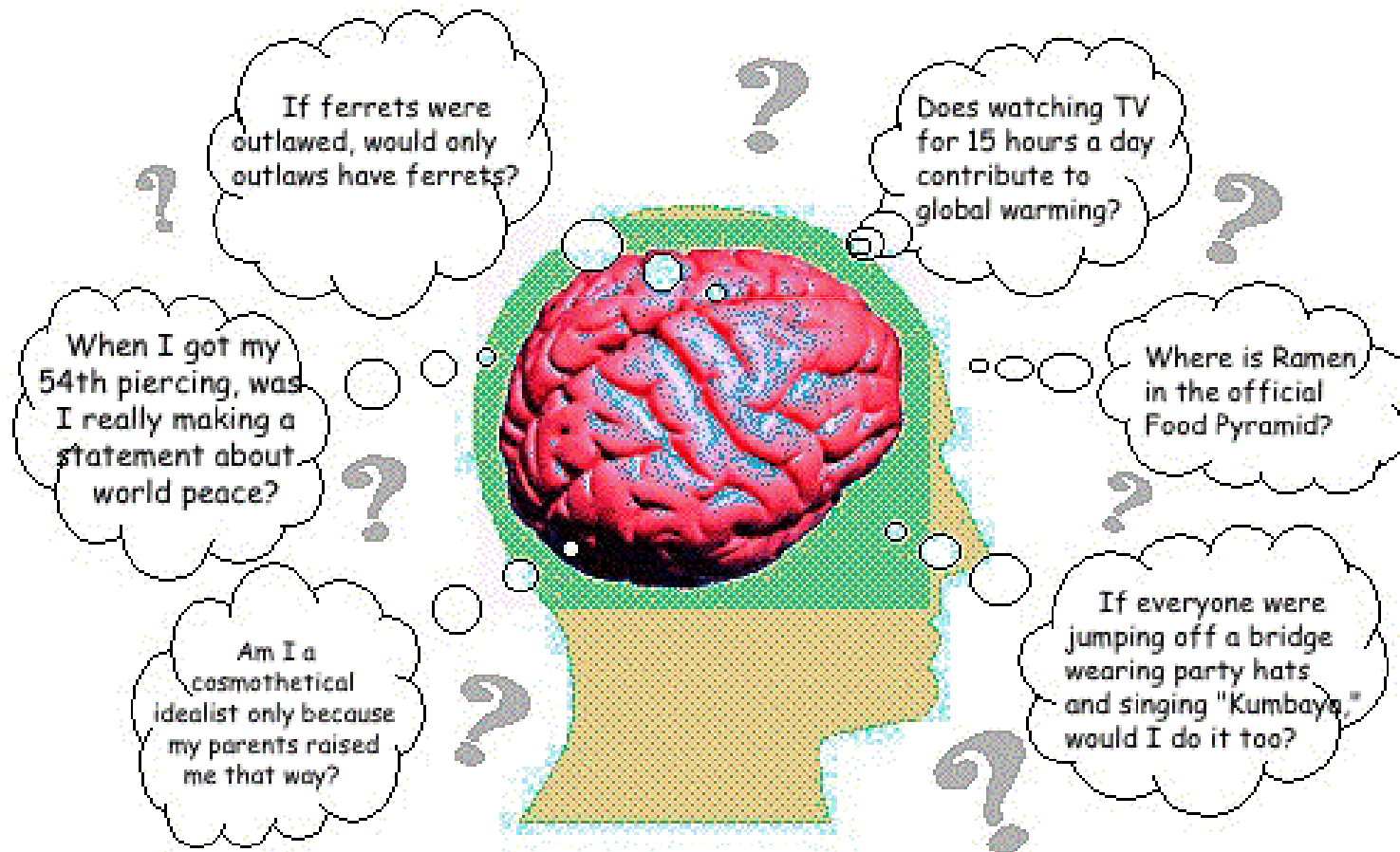
What should a good paper look like?



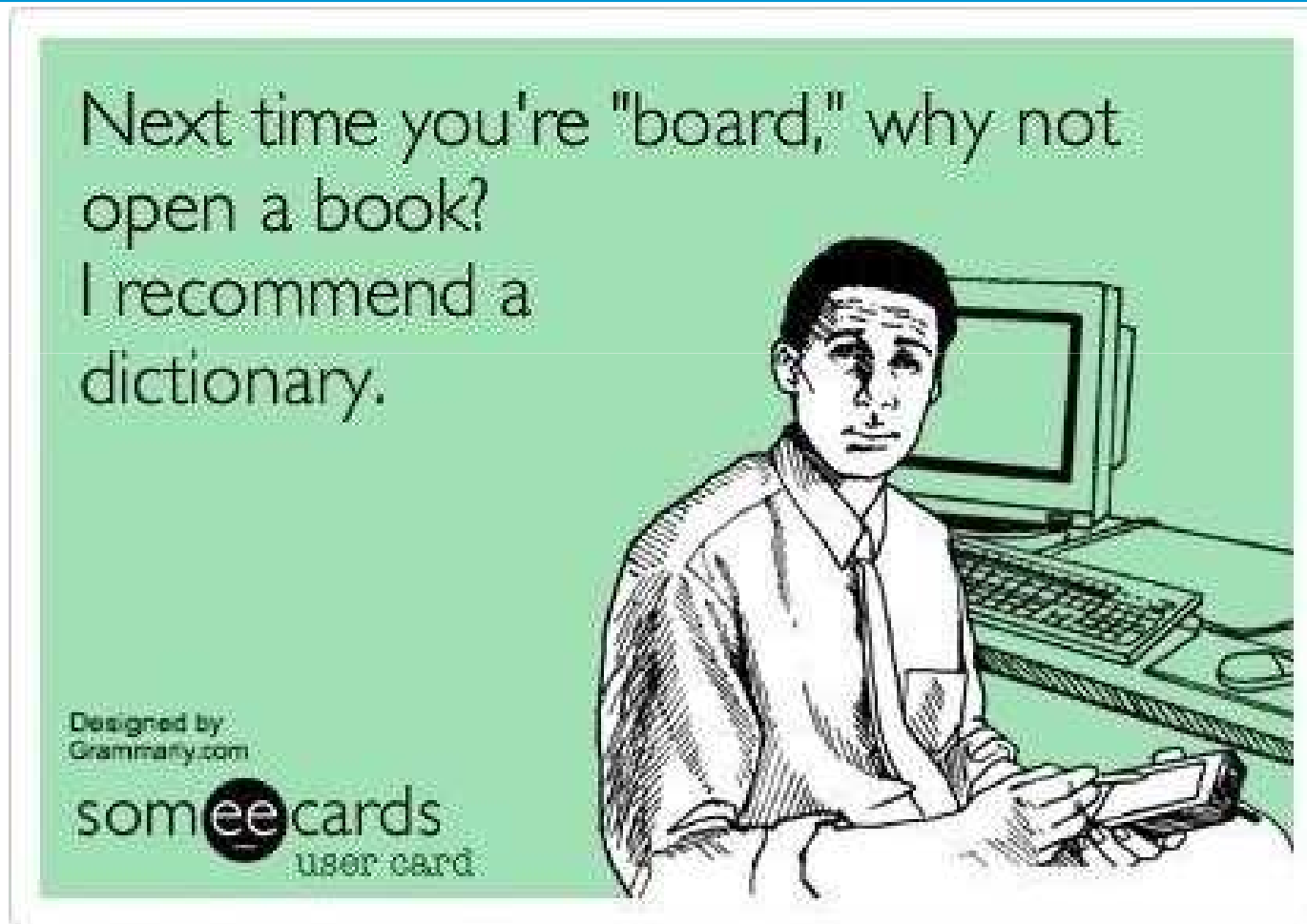
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Editor-in-Chief *Journal of East West Business*



Good ideas



Grammar & style

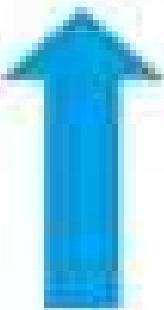


„So What?“ question

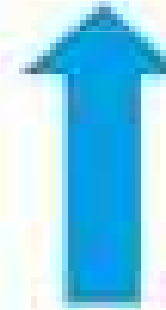
- What is the issue?
- What are the specific questions surrounding the issue?
- What is the context and background of the issue?
- Why does the issue matter?
- Why is it a problem?
- Why is it important to solve it?
- Where are you going to look for answers?
- Why are you going to look there?
- Why should the reader care?



The structure



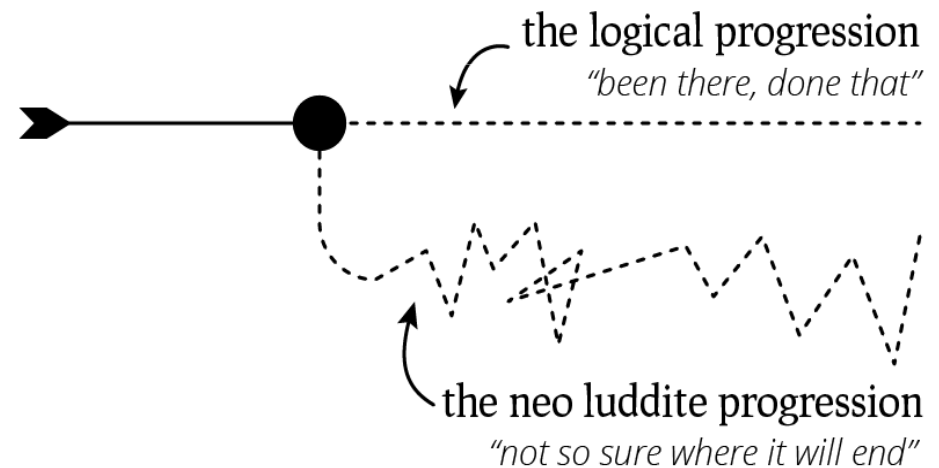
State of knowledge
prior to your research
+
problem or question



State of knowledge
following your research
+
new questions

Use logical progression of ideas

- Order paragraphs in a linear manner that makes sense through transitions, telling the reader if you (dis)agree with the evidence provided
- Each paragraph should be:
 - Introduce the main idea
 - Provide evidence to support your argument
 - Outline the significance of the evidence you have provided



Write clearly and directly

- Be specific and detail-oriented: Don't expect your reader to know what you know. You are the expert in this study. You need to hold your reader's hand so that he or she can follow your argument as it progresses.
- Use a consistent tone and style: Match the tone and style consistent with your discipline.
- Write with a compelling strong voice: You are the expert on your subject. Write with conviction.
- Make sure your writing is competent: By using the proper rules of citation, a writer is able to establish credibility. Citation helps to define a specific context of knowledge or problem to which the current work is a contribution. Citation plays an important role in mediating the relationship between a writer's argument and his or her discourse community.

Citing



Summary

- Create a concise and well-defined introduction that clearly explains the purpose and context of your work
- Provide sufficient background and cite relevant sources that will guide the reader towards the relevance of your paper
- Present your objectives clearly, avoiding emotional statements and personal opinions. Present facts and support them by valid evidence and/or data.
- Present analysis and results, using tables and graphs where appropriate
- Draw conclusions that are based on your work and reiterate how your findings contribute to the field of study
- Create extensive list of references that corresponds to the works cited in your paper
- Acknowledge any contributors to your work