Concept of paper for the exam

Seminar paper

Exam requirements

- ☐ Prepare a seminar paper in the form of a scientific article (output type J or D according RVII)

- ☐ Discussion about the elaborated seminar paper within the course the Theory of the firm (if possible)

- ☐ Submit the completed seminar paper into IS drop-off („odevzdávárna) **Seminar thesis (article)**

Evaluation of publications

☐ RVVI

☐ The types of results definition on :
http://www.vyzkum.cz/FrontClanek.aspx?idsekce=799796

☐ The evaluation of the FEA is related to the rewards here:
https://is.muni.cz/auth/do/mu/Uredni_deska/Predpisy_MU/Ekonomicko-spravni_fakulta/Pokyny/PD2018-05/

Seminar paper

- Range of approx. 15-20 pages (not decisive)
- Topic: select (invent, modify, mode,…) a model within the theory of the company (marketing, management,…) and then apply this model to your research

Work structure:
- Title, abstract, keywords, Jel classification
- Introduction
- Theoretical framework of the researched issues (results of the review)
- Methodology
- Results
- Discussion
- Conclusion, managerial application, research limitations
- List of references

In the work it is appropriate to use mathematical or statistical methods, including appropriate tests!

Title, abstract

- The title must describe the topic (subject of the work) and must be a reflection of the goal
- The title should also make you to read the article
- The abstract is a reflection of the whole article, it is abstract's compression of 200-300 words
- The abstract usually contains the subject and goal of the paper, the characteristics of the research sample, the methods used, the results and especially the contribution of the article

Key words, Jel classification

- ❑ Keywords must correspond to the subject of the article
- ❑ Usually key (examined) quantities or factors are stated
- ❑ Jel classification (for more details see here: https://www.aeaweb.org/econlit/jelCodes.php)
- ❑ It incorporates the article within the economic disciplines, it is usually decisive for determining the opponent or classification of the article

Introduction

- The Introduction introduces the topic, **research gap** and how to solve the selected problem
- The Introduction usually contains the subject and goal of the work
- It is appropriate to quote the references in the Introduction and show that the problem has already been solved somehow, by someone and somewhere, and that how and why you solve it (research gap).
- There are usually no hypotheses or research questions in the introduction, the most suitable methodology is for that
- The Introduction should be conceptual

Theoretical framework of the researched issues (review)

- ☐ Here it is appropriate and necessary to perform an analysis of the researched issues using literary sources

- ☐ Sources should be foreign, scientific (WOS, Scopus), prestigious (cited), the latest ideally

- ☐ Use the results of the review (if you have already done it)

Theoretical framework of the researched issues (review)

- ☐ It is best to use query structuring in WOS and Scopus
- ☐ Query structuring must be under way via keywords, they must be searched and found (the most suitable)
- ☐ It is possible to use keywords from referenced articles
- ☐ It is also possible to use google scholar (however, this is a global search, I recommend always going through the first three pages at most)
- ☐ It is ideal (via WOS and Scopus) to get around 100 articles, which must then be passed (abstracts), and selected to read and use
- ☐ In the case of review, it is necessary to encode them and further work with them according to the review methodology

Metodology

- Within the methodology, it is necessary to define the methods used, especially specific and statistical (even with appropriate tests)

- It is appropriate to state in which parts of the work the relevant methods will be used (especially for general methods)

- It is appropriate to define and characterize the research sample

- It is appropriate to construct a model, and the relationships in the model should be in the nature of hypotheses (quantitative research) or research questions (qualitative research)

- Hypotheses or research questions should be based on the literature

- It is appropriate to indicate how the model or partial relationships in the model will be verified (using which (statistical) methods)

Results and Discussion

- ☐ In the part devoted to the results, it is necessary to present and characterize the achieved results with emphasis on statistically significant of results

- ☐ It is necessary to adjust the model according to the results (if necessary)

- ☐ In the discussion, it is appropriate to argue with the literature about the achieved results, including their causes

Conclusion, managerial application, research limitations, recommendations

- The conclusion is a reflection of the introduction, ie. that it should briefly include the results, their evaluation and the contribution of the work

- The managerial application should contain recommendations for managers, ie. practical application of the results

- The limitations of research should include its own limitations on research (the author himself admits that he knows where and what are the shortcomings of research)

- Recommendations for further research state the directions of further research, ev. recommendations on what to do differently in further research (better)