

Business research

## Lecture 10. Research Report

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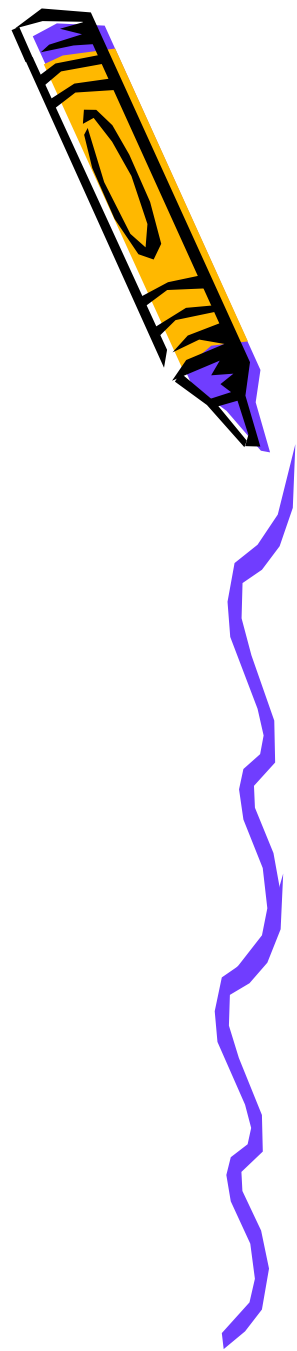


# Writing the Research Report

The purpose of the written report is to present the results of your research, but more importantly to provide a persuasive argument to readers of what you have found.



# Components of an Empirical Research Paper in Economics



- Title
- Abstract
- Table of Contents
- Introduction and Literature Survey
- Theoretical Analysis
- Empirical Testing
- Conclusions
- References



# Introduction

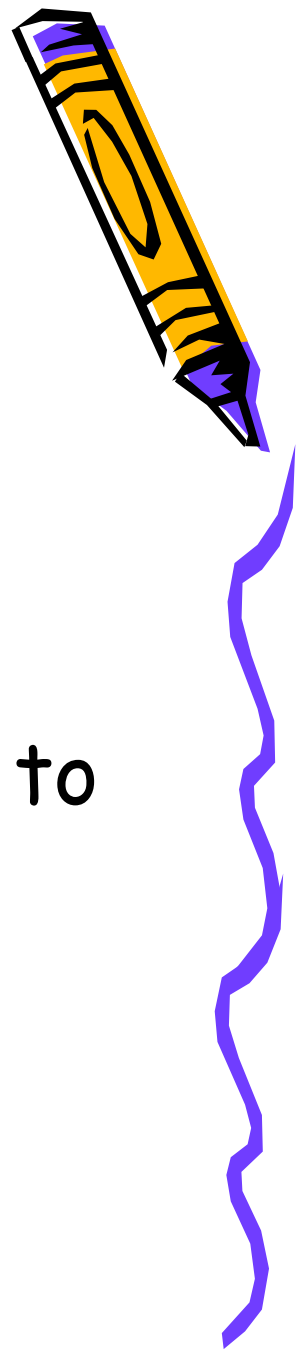
The purpose of the introduction to the research report is to provide the rationale for the research. This rationale should address four issues:

- What is the nature of the issue or problem the research investigates?
- Why is this worthy of investigation?



# Introduction

- What have previous researchers discovered about this issue or problem?
- What does your research attempt to prove?



# The Written Literature Review

A literature review is a summary of the major studies that have been published on a research topic. Literature review is usually included as part of the introduction in research papers.



# The Written Literature Review



The literature review should accomplish three goals:

- ❖ It should identify the major findings on a topic up to the present;
- ❖ It should point out the principal deficiencies of these studies or provide a sense of what is lacking in the literature; and
- ❖ It should conclude by leading into your research question, by explaining how your research proposes to contribute to the literature or address some short-coming of a previous study.



# The Most Frequently Asked Question!

Students frequently ask how many sources should be included in the literature survey. What do you think the answer should be?





# The Answer

It depends on how many major studies have been completed on the topic.

If you only report one or two sources, readers may suspect that you have not put enough effort into searching the literature. You don't want to miss a major study, since at best it will make you look careless and at worst it may weaken the rationale for your research.



# What a Literature Survey is NOT



- A list of potential sources of information about your topic;
- A list of sources that you reviewed, or even
- A list of summaries of the sources you reviewed.



# Theoretical Analysis

The purpose of this part of research is to present the theoretical analysis of the issue or problem you are investigating. This is also described as presenting your theoretical model.

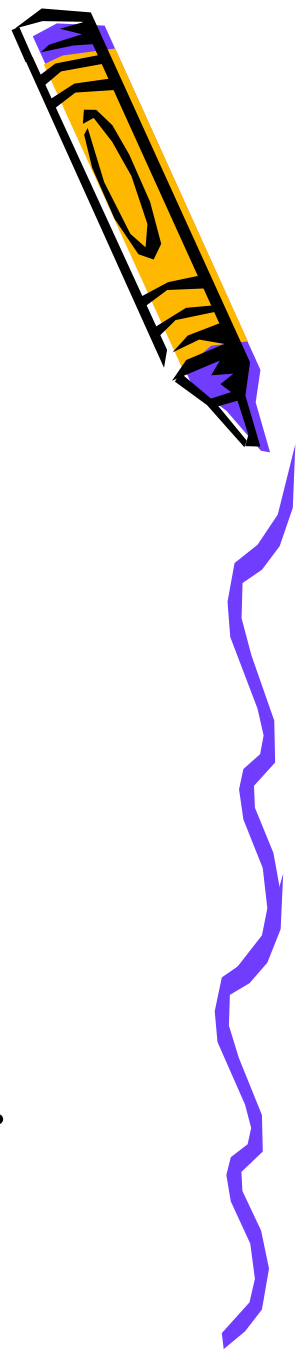


# Empirical Testing of the Analysis

The purpose of the empirical testing part of the research report is to provide the empirical evidence for your research argument. The theme of this section of the paper can be summarized as: *Given your hypothesis, how did you test it and what were your findings?*



# Empirical Testing of the Analysis



This section should include:

- The data used;
- The empirical model and type of statistical analysis you employed;
- The results you hypothesized;
- The actual results; and
- Your interpretation of the results.



# Conclusions

The purpose of this part of the research report is to summarize your findings, that is, to restate your argument and conclude whether or not it is valid. In light of the statistical results, what can you infer about your hypothesis? To what extent did your empirical testing confirm your analysis?

