

Writing Introduction

**National Workshop on Writing and Publishing Quality
Research Paper in Commerce and Business Management**
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Writing Introduction

- Identify the one or two main points of the paper
- Entice the reader to read on
- Establish the need for the paper by highlighting gaps or disagreements in the literature
- Introduce key concepts from the paper
- Highlight the key contributions or ‘value added’ by the paper
- Organise ideas and material in a logical and meaningful sequence, which is then reflected in the body of the paper



Abstract is the shop window of your paper -create a selling pitch

- Is the abstract compelling? Does it attract attention?
- Does it provide accurate overview of the paper?
- Does the abstract summarise major accomplishments?
- Does it identify current theory or literature stream or conversation?
- Does the abstract inform the readers about the critical features of the paper -methodology, data source, etc.



Abstract is the shop window of your paper -create a selling pitch

- Does it use relatively simple words and sentences?
- Can the abstract be understood without reading the paper?
- Does the order of the abstract reflect the order of the paper?
- Keywords are a very crucial part of the abstract



Title

- Is the title concise, accurate and informative?
- Does the title grab attention, interest of reader?
- Does it predict the content of the research paper?
- Does it include important keywords that will index the paper appropriately?

THANKS



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