

Research Paper

General Tips & Guidelines

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RESEARCH PAPER

The Vision Catalyst has been published with vision: To provide an intellectual platform for expressing and sharing of knowledge capital in field of Management, IT & Communication and to act as a catalyst to vision by adding new dimensions for achieving academic & business excellence.

Since its founding, Vision Catalyst has made a proud tradition in the world of Management, IT & Communication by publishing cutting-edge, authoritative thinking on the key issues facing executives and academicians. Vision Catalyst articles cover a wide range of topics that are relevant to different industries, management functions, and geographic locations. While the topics may vary, all articles share certain characteristics. They are written for managers by experts whose authority comes from careful analysis, study, and experience. The ideas presented in these articles can be translated into action and have been tested in the real world of business.

GUIDELINE AND TIPS FOR RESEARCH PAPER

Introduction :

The following instructions will provide you with general TIPS and Guidelines for writing and formatting a research paper for Vision

Catalyst Journal. This will help the authors to format their research paper with a specific standard before submission. All paper submissions must follow the format described in this document. The submissions will only be accepted in Microsoft Word 97 or newer format (.doc or .docx).

These instructions aim to ensure that all work you submit will be presented in a professional and consistent manner. **The maximum word limit for papers is 1000-1250 words, excluding references.** All tables and diagrams should be in electronic format. Text should be black. The use of colour is permissible when presenting charts or diagrams.

What's a research paper?

The term 'research paper' refers to a particular genre of academic writing, in which the writer's own interpretation, evaluation, or argument on a specific issue is given prominence. There are some similarities between a research paper and a literature review; for instance both require an extensive study of the literature. A research paper involves surveying a field of knowledge in order to find the best possible information in that field. Such information is then utilised to present a competent

argument on a topic. Hence a research paper requires a presentation of your own thinking backed up by others' ideas and information. A research paper is a report of what authorities in "the particular field of study state about that subject. It is not a discussion of how the author feels about the subject. In fact, a research paper is written in the third person, reporting that is given by other authors, and will not utilize personal opinion or experience of the writer except in the third person.

(all nouns are in third person; only the pronouns "he, him, his, she, her, hers, it, its, they, them, their, theirs, us, our, ours" are used in third person)

To commence a research paper, the author will surround themselves with several good resources related to the subject. These may be books, periodicals, or other research sources such as speeches, dissertations, etc. Resources should include contemporary thinking and current information concerning the subject.

In short, a research paper is:

- focused on a specific issue/problem;
- a presentation of facts that are based upon extensive reading and extraction of information from several sources; and
- original in selection of literature, evaluation, expression and conclusion.

What is in a research paper?

When writing a research paper, you are expected to:

- identify and briefly describe the works you have consulted;
- analyse and interpret relevant literature;
- frame the literature as evidence to support your argument; and make conclusions.

This may be achieved by:

- defining and clarifying the 'problem';
- summarising previous studies to inform the reader of the state of current knowledge;
- identifying agreements and disagreements in the literature, examining contradictions, inconsistencies and gaps in the

literature;

- drawing conclusions based upon your analysis; and
- suggesting the next step/s towards solving the 'problem'.

Organising a research paper :

The following structure is recommended when writing a research paper.

- Title page.
- Contents page.
- Abstract.
- Introduction.
- Discussion (this section may be further organised into subheadings if the paper is extended in length).
- Reference list.

Structural guidelines :

1. The abstract

- Describe the topic (in one sentence).
- State the purpose/thesis/organising construct of the paper.
- Outline the scope of the paper.
- Identify the key sources of evidence that substantiates the argument (i.e., published literature).
- State the key conclusions.

2. The introduction

- Introduce the specific 'problem' under study.
- Summarise relevant arguments and data to give the reader a firm sense of the issue (in a couple of sentences).
- Develop the background.
 - Discuss the literature without giving a detailed historical account.
 - Assume the reader is knowledgeable about the field.
 - Cite only works that have direct relevance to the topic.
 - Demonstrate a logical continuity between earlier and current work (this helps to develop breadth and scope of your work).
 - Note controversial issues where applicable (treat opposing viewpoints fairly).
 - State the purpose and rationale (i.e., your approach

to solving the 'problem').
Define the variables and state your thesis).

3. The discussion

- Organise the subheadings to reflect theoretical relationships (i.e., group related ideas together).
- Under each subheading summarise and synthesise relevant information from the literature.
- Analyse and discuss (evaluate and interpret) the information.
- Consider the implications in terms of your thesis (i.e., support vs non support for your position on the issue).
- Based on conclusions you make, consider inferences that may be drawn (where applicable).
- Acknowledge limitations and address alternative explanations.
- To conclude, comment on the importance of your findings

4. The references

- Ensure technical correctness in all citations and reference list entries as per the APA referencing system conventions.
- Proofread carefully to avoid plagiarism and technical errors.

Common difficulties :

The most common difficulties experienced by students include:

- failure to research the general topic before deciding on a thesis statement;
- failure to construct an appropriate thesis statement;
- failure to provide a connection between the thesis statement and the topic sentences in the paper;
- failure to support the paper with adequate information that is relevant to the specific focus of the paper; and
- failure to correctly cite all sources.

How to avoid common difficulties:

Carefully read the assessment instructions and guidelines. Then preview relevant literature to develop an overall understanding of the topic. Use this basic knowledge to construct your argument/thesis; exercise caution to ensure that your thesis statement is neither too broad nor too narrow to effectively enable you to fulfil the assessment requirements (e.g., length of the paper).

Develop a working thesis statement, and revise this to improve clarity and specificity as your paper begins to take shape. Your thesis

statement should be sufficiently compelling to persuade the reader to a particular point of view if you are adopting an argumentative approach, or clearly express the gist of your position if you are adopting an informative approach within your paper.

It is also important to provide adequate and relevant support for the assertions you make within your research paper as this will strengthen your argument. You should insert research findings that are appropriate to specific points you make, throughout the paper, rather than simply providing overall summaries of sources (or inserting references that are weakly integrated).

Research paper checklist :

- **Have you read your assessment instructions and guidelines?**
- **Have you reviewed the relevant literature to develop an overall understanding of the topic?**
- **Have you used this basic knowledge to construct your argument/thesis?**
- **Have you developed a working thesis statement?**
- **Have you strengthened your argument by providing adequate and relevant support for your arguments?**
- **Have you submitted your research paper on time and in the correct format?**
- **Have you kept a copy of your research paper?**

STANDARDS FOR FORMATTING :

The following instructions provide you with the standard for formatting your paper before submission. All paper submissions must follow the format described in this document. The submissions will only be accepted in Microsoft Word 97 or newer format (.doc or .docx).

These instructions aim to ensure that all work you submit will be presented in a professional and consistent manner. All tables and diagrams should be in electronic format.

Authors who fail to format their papers in line with these guidelines will have their papers returned to them for revision.

Word Limit:

The maximum word limit for papers is 1000-1500 words, excluding references

Text - Heading & Sub-Headings

Title:

This should be brief (not exceeding two lines) and precise. It should be typed in bold capital letters. The font Type : Times New Roman Bold Size: 13 points.

Name(s) of Author(s) :

Family name should be underlined. Mentor's name should be mentioned last (without titles). Font Type : Times New Roman Font size : 10 points

Affiliation(s) of Author(s) :

To be spelt out in full. Font Type : Times New Roman Font Size : 10 points

Text : The rest of the text should follow

For Headings: Font Type: Times New Roman,
Font Size : 12 points BOLD
All Uppercase letters

For Sub-Headings : Font Type : Times New Roman,
Font Size : 12 points BOLD

INNOVATION OF COMMUNICATION AND COMMUNICATION OF INNOVATION

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ABSTRACT

Human beings have natural tendency to yearn for new experiences . This newness tendency initiate an adaptation of newer perspective to fulfill the need for a new and fresh experience which has not been experienced before.....

First Letter Uppercase followed by Lowercase letters.

Please do not underline your text as it affects the appearance and ease of reading. Text should be black. The use of colour is permissible when presenting charts or diagrams.

FOOTNOTE INSTRUCTIONS (examples shown in Sample Text) :

1. Footnotes require that a superscript (raised) number be placed wherever documentations is necessary. The number should be as near as possible to whatever it refers to, following the punctuation (such as quotation marks, a comma, or a period) that appears at the end of the direct or indirect quotation.
2. Footnotes should be single-spaced four lines below the last line of text on the same page where the documentation is necessary. Double-space between footnotes if more than one appears on anyone page.
3. Indent the first line of the footnote five spaces, then give the footnote number followed by a space (no period). Additional lines in a note should be flush with the left margin.
4. Note that an abbreviation for "page" is not used before the page number at the end of the note.
5. Exact use of punctuation is required.

Examples :

1. (book)

Joseph W. Krutch. Hena David Thoreau (New York: Sloane, 1984) 103.

2. (article from a magazine)

Jonathan Yardley, "Ten Books That Shaped the American Character," *American Heritage* April-May 1985: 24.

3. (article from a newspaper)

AllanR. Gold, "New England Debates More Rules to Make the Best of Its Progress," *New York Times* 23 Oct. 1988, natl, ed., sec. 4: 2.

Alignment and spacing :

- Apart from main title, please left align all text (including sub-headings).
- All work is to be one and a half line spaced.
- Paragraphs should be separated from each other and from

indented quotations by twice as much white space as there is between lines. This can be achieved by using two 'hard returns'.

- Wherever possible, no gaps should be left on page. Only main headings or new tasks should start on a new page – not sub-headings.
- Tables, charts and graphs should be centred on a page wherever possible and should be of approximately the same size wherever possible.
- Bullet points and numbers can use the pre-given Microsoft Word settings. Each bullet point should end with a full stop.

Margins :

Top, bottom, right and left margins are to be 2.5cm.

Page header :

Insert a page header that contains your name and the title of your paper on two separate lines: put this header in upper and lower case, size 10 font and left align it; do not underline or put it in bold.

Page numbering :

Page numbers to be size 10 and placed on the bottom right hand corner in a footer.

Numbering paragraphs :

Please do not number the headings and paragraphs as these often become confusing.

Numbering and titling tables and charts :

Tables, charts and graphs should be centred on the page wherever possible and should be of approximately the same size wherever possible.

Please include heading for each table. Tables should be numbered sequentially (Table 1, Table 2), and include a title as in the example below.

| Item No. | Item Name | Item Id |
|----------|-----------|---------|
| 1 | Butter | A |
| 2 | Bread | B |
| 3 | Cheese | C |
| 4 | Biscuit | D |

Table 7.1 List of grocery items.

Number each chart or graph (Figure 1, Figure 2) followed by the name, and centre this directly below the figure as in the example below.

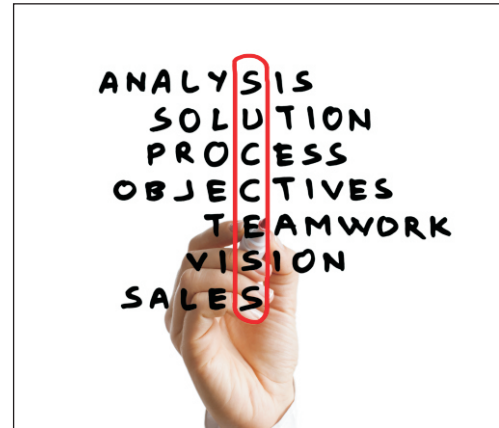


Figure 1 : Example of a figure

Quotations :

If the quotation is less than one line, then it should be included in the main text enclosed in single speech marks 'this is an example of a single line quotation'. If the quotation is more than one line then: 'separate it from the main text with one hard return, top and bottom and indented by 1cm each side, place it within single speech marks, use size 10 font, do not italicise quotes or place them in bold lettering.'

REFERENCE LIST INSTRUCTIONS (Alphabetical listing of sources located after the text which cross reference with footnotes in the text) :

1. Center the title with no quotation marks, no underlining, and no boldface - one inch from the top of a separate page that follows the final page of the paper.
2. Number the page, following the sequence from the last text page of your paper. If the list runs more than a page, continue the page numbering in sequence, but do not repeat the title.
3. Skip one line between the title and the first entry. Single space in body of entry and leave one blank line between entries.
4. Begin each entry at the left-hand margin, and indent subsequent lines the equivalent of a paragraph indentation.

5. Alphabetize entries according to authors' last names. If an author is unknown, alphabetize according to the first word of the title (but do not use an initial A, An, or The).

Important :

- Use the Harvard referencing style.
- References are to be single line spaced and collected in a final section headed references.
- References should be cited in the text by author's surname, and the reference list should include all authors' names; year of publication; title; journal; issue number; page number, etc. Two examples of a referred book and a journal article are provided below.
- A reference list is arranged alphabetically by author. If an item has no author, it is cited by title, and included in the alphabetical list using the first significant word of the title.
- If you have more than one item with the same author, list the items chronologically, starting with the earliest publication.
- Each reference appears on a new line.
- There is no indentation of the references.
- There is no numbering of the references.
- Book and Journal titles should be *italicised*.

Cengel, YA & Boles, MA 1994, *Thermodynamics: an engineering approach*, 2nd edn, McGraw Hill, London.

Huffman, LM 1996, 'Processing whey protein for use as a food ingredient', *Food Technology*, vol. 50, no. 2, pp. 49-52.

Further detailed instructions on the use of the Harvard referencing style can be accessed at:

http://www.library.uq.edu.au/training/citation/harvard_6.pdf

In-text references:

In an author-date style, in-text citations usually require the name of the author(s) and the year of publication. A page number is included if you have a direct quote, paraphrase a passage or you want to direct the reader to a specific page. Page numbers may also be included if the you are referring to a long work and the page numbers might be useful to the reader. For example: (Brown 2004) or (Brown 2004, p.15). Do not use footnotes or endnotes.

Appendices :

Appendices should not be included.

CITING INTERNET SOURCES

Entries in a Works Cited list contain as many items from the list below as are relevant and available. Following this list are sample entries for some common kinds of Web sources.

1. Name of the author, editor, compiler, or translator of the source (if available and relevant), reversed for alphabetizing and followed by an abbreviation, such as ed., if appropriate.
2. Title of a poem, short, story, article, or similar short work within a scholarly project, database, or periodical (in quotation marks); or title of a posting to a discussion list or forum (taken from the subject line and put in quotation marks), followed by the description *Online posting*.
3. Title of a book (underlined).
4. Name of the editor, compiler, or translator of the text (if relevant and if not cited earlier), preceded by the appropriate abbreviation, such as *Ed*
5. Publication information for any print version of the source.
6. Title of the scholarly project, database, periodical, or professional or personal site (underlined); or, *for* a professional or personal site with no title, a description such as *Home page*.
7. Name of the editor of the scholarly project or database (if available).
8. Version number of the source (if not part of the title) or, *for* a journal, the volume number, issue number or other identifying number.
9. Date of electronic publication of the latest update, or of posting.
10. For a work from a subscription service, the name of the

service and - if a library is the subscriber - the name and city (and state abbreviation, if necessary) of the library.

11. For a posting to a discussion list or forum, the name of the list or *forum*.
12. The number range or total number of pages, paragraphs, or other sections, if they are numbered.
Name of any institution or organization sponsoring or associated with the Web site.
13. Date when the researcher accessed the source.
14. Electronic address, or URL, of the source (in angle brackets); or, *for* a subscription service, the URL of the service's main page (if known) or the keyword assigned by the service.

Sample entries for some common kinds of Web sources:

Scholarly Project:

Victorian Woman Writers Project. Ed. Perry Willet
Apr. 1997. Indiana University. 26 Apr. 1997
<http://www.indiana.edu/~letrs/vwwwp/>

Professional Site:

Portuguese Language Page. University of Chicago. 1 May
1997 <http://humanities.uchicago.edu/romance/>

Personal Site:

Lancashire, Ian. Hope Page. 1 May 1997
<http://www.chass.Utoronto.ca:8080/-ian/index.html>

Book:

Nesbit, Edith. Ballads and Lyrics of Socialism. London, 1908.
Victorian Women Writers Project. Ed. Perry Willet. Apr. 1997.
Indiana University. 26 Apr. 1997
<http://www.indiana.edu/~letrs/vwwwp/nesbit/ballsoc.html>

Poem:

Nesbit, Edith. "Marching Song." Ballads and Lyrics of Socialism.
London, 1908. Victorian Women Writers Project. Ed. Perry
Willet. Apr. 1997. Indiana University. 26 Apr. 1997
<http://www.indiana.edu/~letrs/vwwwp/nesbit/ballsoc.html#p9>

Article in a Reference Database:

"Fresco." Britannica Online. Verso 97.1.1 Mar. 1997. Encyclopedia

Britannica.

29 Mar. 1997 <http://www.eb.com/180>

Article in a Journal:

Flannagan, Roy. "Reflections on Milton and Ariosto." Early Modern
Literary Studies 2.3 (1996): 16 pars. 22 Feb. 1997
<http://unixg.Ubc.ca:7001/0/e-sources/ernls/02-3/flanmilt.html>

Article in a Magazine:

Landsburg, Steven E. "Who Shall Inherit the Earth?" Slate 1 May
1997. 2 May 1997
<http://www.slate.com/economics/97-05-01/economics.asp>

Work from a Subscription Service:

Koretz, Gene. "Economic Trends: Uh-Oh, Warm Water." Business
Week 21 July 1997:22. Electric Library. Sam Barlow High School
Library, Gresham, OR.

17 Oct. 1997 <http://www.elibrary.com/>. "Table Tennis." Compton's
Encyclopedia Online. Version 2.0 1997. America Online. 4 July 1998.
Keyword: Compton's.

Posting to a Discussion List:

Merrian, Joanne. "Spinoff: Monsterpiece Theater." Online posting.
30 April 1994. Shaksper: The Global Electronic Shakespeare Conf. 27
Aug. 1997
http://www.art.ubc.ca/english/iemls/shak/monsterp_spinoff.text

Web Sites/Works Cited and Parenthetical Referencing

Web sites are cited just like printed works. For any type of source, you must include in your text the first word of your Works Cited entry that directs readers to the correct entry in the Works Cited page. Web documents generally do not have fixed page numbers or any kind of section numbering. If your source lacks numbering, you have to omit numbers from your parenthetical references.

If your source includes fixed page numbers or section numbering, cite the relevant numbers. Give the appropriate abbreviation before the numbers: (Moulthrop pars 19-20). *Pars* is the abbreviation for *paragraphs*. For a document on the Web, the page numbers of a printout should normally not be cited, because the pagination may vary in different printouts.

References :

Markman, R. H., Markman, P. T., & Waddell, M. L. (2001). *10 Steps in writing the research paper* (6th ed.). Long Beach, CA: Barons.

Rozakis, L. E. (1999). *Writing great research papers*. San Francisco: MacGraw-Hill Professional. Sorenson, S. (2002). *How to write research papers* (3rd ed.). Sydney: Thompson.

Winkler, A. C. & MacCuen, J. R. (2003). *Writing the research paper: A handbook*. New York: Thomas Wadsworth.

NOTE : Authors who fail to format their papers in line with these guidelines will have their papers returned to them for revision.

In addition, you need to tell us about any financial relationship you may have with companies cited in the proposed article. We need to know if you have a consulting relationship, for example, or if you serve on a board of directors.

Nearly all articles undergo extensive editing and rewriting, and TBS Press will hold copyright on the finished product. Authors continue to own the underlying ideas in the article.

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We deeply appreciate the time and energy required to prepare a proposal for our publication, and we are grateful to you for that investment. We are always looking for new sources of solid, useful ideas that can improve the practice of management.

Because of the volume of submissions we receive, we are not able to respond substantively to every one, but we do read them all closely, and we will do our best to respond fast. We thank you again for your interest.

**Vision Catalyst
Editorial Team**



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