

# Research Methods

How to write a paper (3000 words)

## First page

Title

Author

Table of content

## Second Page

### Abstract

- 150-250 words
- Pay attention to verbs: all in present tense or in the future tense

*The export behavior is currently changing during the last decade. But in the last years numerous small-medium enterprises (SMEs) have implemented a more external perspective by seeing international markets as their natural habitat. In comparison with traditional business growth pattern, the new SME models do not apply an incremental growth considering exports, but they start being global since in “young age” or since creation. The article **will discuss** the Born global or International New Ventures as concept and also **will study** their role in international markets. The study will cover the competitive advantages that SMEs have in global playground, and their expansion strategies, by answer two main questions: 1) Can SME compete with multinationals? And 2) Do SMEs have an opportunity in international markets? This contribution **will conduct** a literature review of the SMEs competitive advantages and strategic market expansion.*

- Active style

This paper (no I) or the author(s)

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- Different synonyms: paper, scientific contribution, study, research, document...

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- Write short and with short sentences.
- First sentence: it might be also a short background (maybe history?) in order to attract the reader.  
I.e. The expert behavior has changed in the last year.

*That kind of sentences that say everything/nothing about the topic.*

- Attract the reader  
I.e. *But, in the last years, numerous small-medium enterprises (SMEs) have implemented a more external perspective by seeing international markets as their natural habitat.*
- When you write for the first time, write the clear name and in brackets the short version – i.e. small-medium enterprises (SMEs). But, if you write in the abstract only one time that word, do not do the short version.
- Write it scientifically: **NO** ie. creation. *The intent of this article is not to discuss the Born global or International New Ventures as concept but to study their role in international markets.* The right version is *‘The article discusses the Born global or International New Ventures as concept and also studies their role in international markets.’*
- Short idea of the methodology.
- Pay attention to narrow the topic of your research.  
i.e. *The study will cover the competitive advantages that SMEs have in global playground, and their expansion strategies, by answer two main questions: Can SME compete with multinationals? and Do SMEs have an opportunity in international markets?*
- Suggestion: The abstract is like a trailer of a new movie.

Key words

- 3-6 words

### **Third page**

Introduction

- pay attention to verbs: all in present tense or in the future tense
- Active style  
This paper (no I) or the author(s)
- Different synonyms: paper, scientific contribution, study, research, document....
- Write short and with short sentences.
- First paragraph:

General background.

i.e. since you had the sentence in the abstract *‘The export behavior is currently changing during the last decade’* you write in the introduction *‘In the last decade the SME are becoming more competitive in the international markets. Although international exports activity from SMEs sums up for a small proportion of net trade value, they play significant role in economy. Their behavior and speed toward new markets expansion has marked a new era of globalization where there is no longer a predictive pattern showing when a business is ready to enter international playground’.*

- Second paragraph:

If you have to use definitions, you shall write in the introduction.

- Third paragraph:

Methodology – the methods you use for the research: literature review, critical analysis of data, critical legal thinking, legal comparison.

- Fourth paragraph

What is the paper about. i.e. Session 2 discuss .... While Session 3 focusses on .... In the conclusions, this paper offers a general overview of the literature.

Section: Headings  
since is around 30000 words around other 2-3 sections

### ***Conclusions***

#### **Attention:**

1. After writing for the first time, then, you modify the abstract, introduction and the conclusions in order to make coherence between what you have researched and the parts (abstract, introduction and the conclusions) written for the first time. This is always, also for important international scholars.
2. Check English!!