

HOW TO WRITE ACADEMIC PAPER

Dr. Nessara Sukpanich
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Types of economics paper

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- Theoretical paper (งานวิจัยในเชิงทฤษฎี)
 - ✓ Develop new model or theory
 - ✓ Adjust or improving existing model or theory

- Empirical paper (งานวิจัยในเชิงประจักษ์)
 - ✓ Use existing data or information to test hypothesis based on existing economic theory or economic concept

Process

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- Find topic (หาหัวข้อ)
- Write outline (เขียนโครงสร้าง)
- Draft a paper (ร่างงานวิจัย)
 - Proposal (ข้อเสนอวิจัย)
 - Final report (งานวิจัยฉบับสมบูรณ์)
- Write abstract (เขียนบทคัดย่อ)

How to find topic for the paper

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- Use all skills --- Read, listen, and write
- Read
 - Articles in refereed economics journal and other related journals.
 - Newspapers
 - Books
- Listen
 - News
 - Seminar
 - Brainstorming

How to find topic for the paper

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□ Write

- Always take note from what you read and listen
- Start to write your idea in a systematic ways
- Organize your writing

How to find topic for the paper

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- Make a decision on type of paper:
 - **Theoretical paper** vs. **Empirical paper**
- Make a decision on area of interest
 - **Micro oriented**: such as (chosen) service industry and firm's strategy
 - **Macro oriented**: such as (chosen) service industry and economic growth
 - **Mixed of both**

How to find topic for the paper

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□ Possible topic may be in the form of

- Explanation of something or some situation, for example (การอธิบายบางสิ่งบางอย่างหรือสถานการณ์บางสถานการณ์)

- ✓ (Chosen) service industry development policy
- ✓ (Chosen) service industry adjustment after financial crisis in Asia
- ✓ Market structure, strategy and performance of firms in (chosen) service industry

How to find topic for the paper

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- **Possible topic may be in the form of**
 - Relationship of two or more variables, for example (ความสัมพันธ์ระหว่างตัวแปรตั้งแต่สองตัวแปรขึ้นไป)
 - ✓ (Chosen) service industry growth and economic growth
 - ✓ Internationalization of the (chosen) service industry and performance of firms

How to find topic for the paper

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□ Possible topic may be in the form of

- Effect of one or more explanatory variables (or situation) on another variable (or situation), for example (ผลกระทบของตัวแปรอิสระต่าง ๆ ต่อตัวแปรตาม หรือปัจจัยต่าง ๆ ที่ส่งผลต่อตัวแปรตามที่น่าสนใจศึกษา)
 - ✓ Effect of (chosen) service industry growth on economic growth
 - ✓ Effect of export of (chosen) service industry on firms' performance
 - ✓ Effect of innovation on (chosen) service industry growth
 - ✓ Factors affecting (chosen) service industry growth
 - ✓ Factors affecting demand for (chosen) service industry
 - ✓ Factors affecting labor productivity in (chosen) service industry
 - ✓ Factors affecting strategy of firms in (chosen) service industry
 - ✓ Factors affecting competitiveness of firms in (chosen) service industry

How to find topic for the paper

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□ Possible topic may be in the form of

- Comparison style (การเปรียบเทียบ)

- ✓ Development of Thai versus Malaysian (Chosen) service industry
- ✓ Labor productivity of (chosen) service industry compared to those of other service industries in Thailand
- ✓ Labor productivity of (chosen) service industry of countries in Asia
- ✓ Economic contribution of (chosen) service industry in overall economy across ASEAN member countries
- ✓ Competitiveness of Thai (chosen) service industry compared to other Asian countries
- ✓ Factors affecting consumer decision between public and private (chosen) service industry

How to find topic for the paper

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- **Possible topic may be in the form of**
 - Mixed of two or more of the aforementioned style (การผสมผสานระหว่างลักษณะงานวิจัยดังที่กล่าวมาก่อนหน้านี้)

How to find topic for the paper

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- Topics can range from very broad perspective to very specific one, for example
 - Factors affecting growth of retail sector in Thailand
 - Effects of innovation on growth of convenient stores in Thailand
 - Competitive strategies of high-end department stores in Bangkok

Structure of paper (Outline)

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- Abstract (บทคัดย่อ)
- Introduction (บทนำ)
- Literature review (วรรณกรรมปริทัศน์)
- Conceptual framework (กรอบแนวคิดงานศึกษา)
- Research methods (วิธีการศึกษา)
- Results/Findings (ผลการศึกษา)
 - Market structure and market competition (analysis from secondary data)
 - Other findings based on the analysis using secondary data
 - Research result from primary data
- Suggestions or recommendations (ข้อเสนอแนะ)
- Limitation (ข้อจำกัดงานศึกษา)
- Conclusion (บทสรุป)
- Reference (เอกสารอ้างอิงหรือบรรณานุกรม)
- Appendix (ภาคผนวก)

Abstract (บทคัดย่อ)

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- ❑ An abstract is a short summary of your completed research. If done well, it makes the reader want to learn more about your research
- ❑ The length: Normally fit within one short paragraph
- ❑ Normally write after finish writing the paper

Abstract (บทคัดย่อ)

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Basic components of an abstract

- ❑ Briefly state
 - ✓ Research objective (s) or research question (s)
 - ✓ Motivation for the study
 - ✓ Research method
 - ✓ Key findings and implications (might also include key recommendation)
 - ✓ Contribution of the paper on existing literature
- ❑ If not include all of the above, at least abstract should cover objectives of the paper and key findings

Abstract (บทคัดย่อ)

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What is the differences between the paper conclusions and abstracts

- ❑ Even the two parts convey similar message, the abstract should be
 - Shorter
 - More concise and right to the point
 - Attractive

Introduction (บทนำ)

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Composition of introduction

- Needs for the study (ความสำคัญของงานศึกษา)
- Clear objectives of the paper or main research questions (วัตถุประสงค์งานศึกษา)
- Research scope (ขอบเขตงานศึกษา)
- Explaining structure of the paper (โครงสร้างงานศึกษา)

Literature review (วรรณกรรมปริทัศน์)

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Composition of literature review

□ **Theoretical literature review** (ทฤษฎีที่เกี่ยวข้อง) :

Review theories used to explain hypotheses of the research.

□ **Empirical literature review** (งานศึกษาเชิงประจักษ์):

Review previous works (research) related to your research. It could be previous work used to test similar hypothesis or have similar study objectives.

Literature Review (วรรณกรรมปริทัศน์)

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How to write literature review

- ❑ **An overview** of the subject, issue or theory under consideration, along with the objectives of the literature review
- ❑ **Division of works under review into categories** (e.g. those in support of a particular position, those against, and those offering alternative theses entirely)
- ❑ **Explanation of how each work is similar to and how it varies from the others**
- ❑ **Conclusions** as to which pieces are best considered in their argument, are most convincing of their opinions, and make the greatest contribution to the understanding and development of their area of research

Source: <http://library.ucsc.edu/print/help/howto/write-a-literature-review>

Literature review (วรรณกรรมปริทัศน์)

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Tips and notes for literature review

- May include theoretical literature review and/or empirical literature review
- Before writing this section you should
 - Find relevant papers as much as possible
 - Question:** How do you know whether the paper is relevant or not ?
 - Tips:** Read the paper abstract and skim through the paper.
 - Select relevant papers
 - Skim through the paper and note on the points relevant to your paper
 - Group the papers

Literature review (วรรณกรรมปริทัศน์)

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Tips and notes for literature review

- ❑ Should focus on articles from refereed journal or books
- ❑ Plan before write
 - Plan about the flow of your writing
 - Mention about the articles related to your statement
- ❑ Determine whether your study
 - is similar to or different from those articles
 - follows or extends study of any article?

Literature review (วรรณกรรมปริทัศน์)

Example of the table for the summary of literature review summary

Author	Factors affecting decision on educational institution choices	Type of educational institution choices	Samples	Research method	Research results
Sukpanich (2022)	<ol style="list-style-type: none">1. Demographic factors such as gender, parents' income, parents' occupation and2. High school performance and national test score3. Factors related to educational institutions such as diversification of subjects offered, physical facilities, location of the institution, institution ranking and professors qualification4. Subject that student want to study	Bachelor degree	500 grade 12 students interested in study in 4 educational institutions including Chulalongkok University, Thammasat University, Kasetsart University and Mahidol University	multinomial logit regression	Parents' income, professors qualification, institution location affect choices of educational institutions

Conceptual framework (กรอบแนวคิดงานศึกษา)

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- Framework used for the analysis of your paper
- Setting up hypothesis (according to research questions based on relevant theories or propositions)
- Remember:
 - **This is not a review of theories, but how to apply theories to your study** (a review of theories should put in the literature review section)
 - Framework is very important, you can also draw a diagram to explain your framework (but need to explain the diagram)

Conceptual framework (กรอบแนวคิดงานศึกษา)

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Example of diagram demonstrating research conceptual framework

See Figure 1 (page 11) in

Navarro, T. M. and Roura, D. R. (2010). *Growth and Productivity in the Service Sector: The State of the Art*. Working Papers, the Institute of Social and Economic Analysis.

Conceptual framework (กรอบแนวคิดงานศึกษา)

Example of conceptual framework

Demographic factors

- Income (Engel Law, Maslow hierarchy of needs and income elasticity of demand)

Price strategy

- Price discrimination, two- part tariff, bundling,

Non-price strategy

- Product differentiation (from horizontal and vertical product differentiation concept)
- Product diversification (from product diversification concept)
- Easiness of access to service providers (could be from service cost concept for from “Place” in marketing strategy 4P)
- Advertisement, public relation and promotion (could be from “Promotion” marketing strategy 4P)
- Service quality (from the service quality concept)

Consumer behavior

- Frequency of service consumption (from some studies in the literature review
- Service consumption companions (from some studies in the literature review

Types of coffee shop

- Non-pricy franchised coffee shop (Thai or foreign brand) such as Amazon, Intanin, etc.
- Pricy franchised coffee shop (Thai or foreign brand) such as Starbucks, illy, etc.
- Small coffee stall without (no seating or small number of seating area)
- Other types of coffee shop

Research Methods (วิธีการศึกษา)

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- For theoretical paper, this section can be combined with conceptual framework or can be separated
- For empirical paper, this section may include
 - Variable measures (การวัดตัวแปร)
 - Source of data (แหล่งที่มาของข้อมูล):
 - ✓ Primary data (ข้อมูลปฐมภูมิ) and/or
 - ✓ Secondary data (ข้อมูลทุติยภูมิ)
 - Methods to analyze data (วิธีวิเคราะห์ข้อมูล)

Variable measure (การวัดตัวแปร)

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Variable measure (for example)

- **Economic growth:** can be measured by real GDP growth, nominal GDP growth, real GNP growth, nominal GNP growth/ etc.
- **The presence of service sector in the country economy or service sector development:** can be measured by
 - ✓ service sector GDP/overall GDP
 - ✓ Service sector employment/overall employment
- **Service sector quality:** can be measured by
 - ✓ Whether each particular service passes standard determined by any relevant organization which could be in terms of either pass/not pass or in level (such as number of stars for hotel and restaurant)
 - ✓ Customer rating

Source of data (แหล่งที่มาของข้อมูล)

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- Primary data
 - ❖ Questionnaires
 - ❖ Interviews
 - ❖ Focus group interviews
 - ❖ Observation
 - Etc.

See advantages and disadvantages of each method at

<http://brent.tvu.ac.uk/dissguide/hm1u3/hm1u3text3.htm>

Note:

should mentioned about data collection methods such as

- ✓ places and time period distributed questionnaires, conducting interview, focus group and/or observation.
- ✓ How to choose target people to answer questionnaire and/or interview, etc.

Source of data (แหล่งที่มาของข้อมูล)

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□ Secondary data

- ❖ The data that have been already collected by and readily available from other sources.
- ❖ Such data are cheaper and more quickly obtainable than the primary data and also may be available when primary data can not be obtained at all

See advantages, disadvantages, and evaluation of secondary data at

http://www.managementstudyguide.com/secondary_data.htm

Source of data (แหล่งที่มาของข้อมูล)

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□ Secondary data

Example of secondary data sources

- journal articles, newspaper, thesis, dissertation
- Census
- Company or organization annual report
- Documents or data from government agency, private agency, international organization etc.

Methods to analyze data (วิธีวิเคราะห์ข้อมูล)

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- Descriptive statistics
 - Frequency
 - Percentage
 - Mean, mode, median
 - Minimum, maximum, standard deviation
 - etc

May demonstrate in the form of tables, graphs, etc.
- Correlation analysis, variance-covariance matrix
- Analysis of variance: ANOVA
- Regression
- etc.

Results, Findings (ผลการศึกษา)

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- Should based on objectives of the study
- Organize the way you report the results
- Show all your findings
- May provide suggestion to related parties here or can separate this part to another section

Suggestions or recommendations (ข้อเสนอแนะ)

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- Provide suggestions to relevant parties such as relevant public and private agencies (institutions), firms in the industry

Limitation (ข้อจำกัดงานศึกษา)

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Example of possible paper limitation

- ❑ Strong assumptions
- ❑ Variables used in the study
- ❑ Data collection method
- ❑ Data availability
- ❑ Method of analysis
- ❑ Scope of the study or issues covered
- ❑ Application of the study
etc.

Conclusion (บทสรุป)

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- ❑ Briefly restate the paper's objective (s) or research question (s)
- ❑ Briefly state the research findings and implications
- ❑ Briefly explain recommendation for relevant parties
- ❑ Suggestion for further study
- ❑ Tips
 - Should not write anything news that never mention in the paper before
 - Should not copy and paste paragraphs from the results section

Reference (เอกสารอ้างอิง)

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- Use APA style
- รูปแบบการอ้างอิงภาษาไทยอื่น ๆ

Appendix (ภาคผนวก)

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May include

- ❑ Example of Questionnaire
- ❑ Questions for interview

Academic Conventions: Things to Do

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- ❑ Do address both sides of an argument
- ❑ Do cite your sources
- ❑ Do use a formal tone
- ❑ Do use concrete details
- ❑ Do give yourself time to develop your paper

Academic Conventions: Things to Avoid

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- ❑ Avoid using personal pronouns like “I”, “We”, and “You”.
- ❑ Avoid using contractions like “isn’t”, “they’re”, “wasn’t”, etc.
- ❑ Avoid slang
- ❑ Avoid a personal tone
- ❑ Avoid vague ideas
- ❑ Avoid plagiarism

Writing style

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- American Psychological Association (APA) style
- Chicago style
- Modern Language Association (MLA) style
- This class.....we will use APA style และการอ้างอิงภาษาไทยในรูปแบบอื่น

<https://owl.english.purdue.edu/owl/section/2/10/>

How to use Jstor

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- Ask librarian
- Example

Your group project instructions

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- Number of pages: including everything (except appendix), not more than 30 pages (Cordia New 16, space 1.08)
- Writing style: APA style และการอ้างอิงภาษาไทยแบบอื่น ๆ
- Project proposal presentation: After midterm week
- Final project presentation: the last two weeks of the class
- Final project submission: to be announced