

## Editorial, Structure of the research paper for quick acceptance of standard journals

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### Abstract

This paper describes the structure of a research paper most suitable for publishing a journal article. This paper guides the tentative structure of a research paper. It discusses various Chapterization and probable contents included in the particular chapter.

**Keywords:** Introduction, Literature, Methodology, Discussion, Conclusion

### 1. Introduction

**Abstract:** Abstract may be minimum 100 words and maximum 250 to 300 words. It includes objectives, methods and procedure handling the research, key findings and managerial implication.

**Keywords:** Keywords may be minimum 3 and maximum 5 to 7 words indicating dependent, independent, mediating, moderating and other key variables.

**JEL Classification:** Journal of Economic Literature is acronym of JEL. It classified the standard method of scholarly literature in the field of economics and it was first published in 1969. Details JEL classification code is available on American Economic Association website (Refer more <https://www.aeaweb.org/jel/guide/jel.php>)

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**Paper type:** Paper type may be original research paper, review paper, book review or case studies etc.

**Introduction:** Introduction is relevant to the title of the topic; it enumerates the key variables, current impact and previous research gap in the study.

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Introduction chapter must provide an objective of the study or purpose of the research in clear and specific. Research objectives must be in depth not in wide. This section also includes the need and importance of the study, research questions and Chapterization in final.

### 2. Theoretical Background / Literature Review

Many of the literature reviews are concentrating on the findings and methodologies of previous research (Denney & Tewksbury, 2013). Proper inclusion of citation is must. Also important to review previous research papers relating to current paper titles is essential. All the present study research variables are adequately reviewed chronologically without missing or omitting previous study. Based on the reviews subsequently developed the research hypothesis.

### 3. Research Design / Methodology

**Table 1 Chapter 1**

- 1.1. *Topic Introduction*
- 1.2. *Importance of the Study*
- 1.3. *Research Gap*
- 1.4. *Purpose / Objective of the Study*
- 1.5. *Problem Definition*
- 1.6. *Research Question*
- 1.7. *Social importance*
- 1.8. *Chapterization*

**Table 2 Chapter 3**

- 2.1. *Research Frame work*
- 2.2. *Scale Development*
- 2.3. *Pilot Study*
- 2.4. *Instrument Measure*
- 2.5. *Sample Design*
- 2.6. *Sample Size*
- 2.7. *Statistical Software used*
- 2.8. *Data Analysis Procedure*
- 2.9. *Validity and Reliability*
- 2.10. *Ethical consideration*

Research design is one of the essential parts of the research. It must be described in order. It involves a research framework; it may be a conceptual or theoretical framework. It is the pictorial representation of a research variable that includes the hypothesis. In this section clearly indicate dependent, independent, mediating and moderating variables and sources citation. Scale development, type of questions (open or closed end), sampling methods (convenience, snowball sampling, random or stratified random sampling etc.), sampling size and how to determine the sample size, data collection tools like questionnaire, interview or observation etc.,

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sample collecting place like Tiruvannamalai, Chennai, and Allahabad etc. Also mention statistical software used like MS Excel, SPSS, and SmartPLS etc, Open Source Software like R, JAMOVI and JASP etc. Next check the validity and reliability of the instrument through correlations and Cronbach's alpha (Cronbach, 1951). Validity and reliability of data must be accepted.

### 4. Results and Discussion

Results and interpretation must be clear and deep with the supporting of statistical analysis results. It may start with demographic analysis and descriptive analysis; it includes mean, standard deviation, standard error etc. Identify results area supporting to your research like loadings, R and R<sup>2</sup> value, direct and indirect effects, sampling adequacy test, regression analysis including partial least square (PLS), correlations, covariance, chi-square test( $\chi^2$ ), alpha ( $\alpha$ ), beta( $\beta$ ), model fit analysis (GFI, CFI, NFI, SRMR, and RMSEA etc.).

#### *Table 3 Chapter 4*

- 3.1. *Demographic Profile*
- 3.2. *Descriptive Statistics*
- 3.3. *Exploratory Factor Analysis*
- 3.4. *Confirmatory Factor Analysis*
- 3.5. *Mediation Analysis*
- 3.6. *Moderation Analysis*
- 3.7. *Hypothesis Testing &*
- 3.8. *Model fit etc.*

### 5. Managerial Implications / Practical implication

In this section the author describes the practical implication of their research. Authors provide suggestions to companies, policy makers and welfare of society. If your study results confirm or match with previous study, you must cite and acknowledge it. Practical implication should flow from research objectives and summarize the answers based on the research questions. Your presentation of the result must adopt and consider the reader's time and money value, so need to explain very short and clearly.

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### 6. Conclusion

Before submitting a paper, the author(s) goes many times to revise drafted versions until satisfied (Perneger & Hudelson, 2004). Conclusion must be brief and easy to understand. It must be short with one or two paragraphs. Highlight the key points of your research work. Concluding remarks is attractive and motivates the readers.

### 7. Potential Limitation and Future Direction

Researchers enumerate the drawback of conducting research and also give direction to future research. Your limitation may be sample size, sampling area, data collection procedure, and

#### ***Table 4 Ending Statements***

- 4.1. *Conflicting Interests*
- 4.2. *Acknowledgements*
- 4.3. *Abbreviations*
- 4.4. *Competing Interests*
- 4.5. *Involving Human Participants*
- 4.6. *Funding Sources*
- 4.7. *Informed consent*

time concern, cost and budget issues. After limitation and extension, researchers may reveal the following statements. Ending statements may include conflicts of interest with co-author(s) or any other person, acknowledgements of those who are supporting to write this paper, any abbreviated terms used in this research (ex. RBI –

Reserve Bank of India), human participation, any funding agency supported to present research (UGC, ICSSR, NSF, Research Councils UK, and Japan Society for the Promotion of Science etc.

### 8. Reference Chapter

Researchers must follow the standard citation and reference format according to journal guidelines. Reference styles may be MLA, APA, HBR, AMR, IEEE, MHRA and Chicago format etc. Reference software may be Endnote, Mendeley, [BibTeX](#), [RefMan](#), Zoreto etc. Ensure your reference must be cited in your paper and vice versa.

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Example(Venkatesan & Jacob, 2019):

“ *Venkatesan, R., and Jayanth Jacob. (2019) ‘Does loyalty and satisfaction support customer retention in Life Insurance sector? - An empirical study’, Int. J. Business Excellence, Vol. 18, No. 4, pp. 435 - 449. <https://doi.org/10.1504/IJBEX.2019.101528> ”*

Appendix: Measures used in this study will be included at the end before reference (questionnaire details), few of journals it will appear at the end of after reference.

### 9. Reference

1. Cronbach, L. J. 1951. Coefficient alpha and the internal structure of tests. *psychometrika*, 16(3): 297-334.
2. Denney, A. S., & Tewksbury, R. 2013. How to write a literature review. *Journal of criminal justice education*, 24(2): 218-234.
3. Perneger, T. V., & Hudelson, P. M. 2004. Writing a research article: advice to beginners. *International journal for quality in health care*, 16(3): 191-192.
4. Venkatesan, R., & Jacob, J. 2019. Does loyalty and satisfaction support customer retention in life insurance sector?-An empirical study. *International Journal of Business Excellence*, 18(4): 435-449.



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