

Commerce Research Writing Starter Guide

Research methodology and academic writing checklist

1. Select and Narrow the Research Problem

- Choose a Commerce topic with academic relevance.
- Narrow the population, context, variables or time period.
- Check whether sufficient literature and data access exist.

2. Build the Literature Review

- Search credible academic literature.
- Group studies by themes, methods, context and findings.
- Compare rather than merely list studies.
- Identify contradictions, limitations and under-studied areas.

3. Define Objectives and Questions

Objectives should be specific and aligned with the research problem. Research questions should directly guide the evidence you need.

4. Research Design

- Choose an appropriate qualitative, quantitative or mixed design.
- Define sampling approach and sample.
- Prepare data-collection instruments.
- Plan suitable analysis methods.

5. Academic Writing Structure

Title and Abstract

Introduction and Research Problem

Literature Review and Research Gap

Objectives / Questions / Hypotheses

Methodology

Analysis and Findings

Discussion

Conclusion and Implications

References

Citation reminder

Use a consistent citation and referencing style required by your institution or target publication. Verify every source and avoid plagiarism.