



Market Sociology

Workshop 1

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The form of the paper

Basics

Focussing: A problem limited in scope

Selling, not Telling: Reason for studying it

Addressing: Who will benefit from the paper?

Embedding: You never study islands, you always study peninsulas!!



Introduction

1. Topic
2. Problem
3. Relevancy
4. Knowledge
5. Limits in Knowledge
6. Research Question
7. Papers' Contribution
8. Overview of the Paper



Body

- 1) Literature Review (State of Arts)
- 2) Conceptualization (Research Gap)
- 3) Data Collection (Methodology)
- 4) Results (Analysis)



Body

1) Literature Review (State of Arts)

Most Important Journals

Keywords

References



Body

2) Conceptualization (Research Gap)

Conceptual Mode (alt.)

Set of Hypothesis (alt.)

Definitions (alt.)



Body

3) Data Collection (Methodology)

What did I measure?

How did I measure?

When did I measure?

Who did I measure?

How did I select them?



Body

4) Results (Analysis)



Conclusions

Discussion (Results revisited: What stroke our attention)

Conclusions (Research Gap revisited: What we have learned)

Limitations (Methodology revisited: What we'll do better next time)

Future Research

Questions raised?

Unexplored areas?

Unexpected results?

Management Implications

Who benefits?

Why?

How?

What is better NOW?



Of islands and peninsulas ...

A sail-ho to the world-wide ocean.

Potential term paper topics

- Possible term paper topics
- Markets in emerging markets
- Financial markets as social structures
- Financial markets in emerging markets
- How did the market become economic
- Ancient markets: pictures and narratives
- Distant markets: pictures and narratives