

SIS 123/GEOG 123 - Introduction to Globalization

Research Report Organization

You have systematically built all of the evidence for this paper over the process of the quarter. Your professor and TAs will have high expectations for the quality of your final paper, and have provided extensive guidelines for how to organize the paper. Follow those guidelines!

I. Introduction – Here you will tell the ‘big story’ of the TNCs global development

- **Justification:**

- What is the most interesting thing about the TNC that led you to select it?
- Why is it significant as an example of business trends in context of globalization?

- **Main questions you have been researching** – When, How, and Why did your TNC globalize?

- When and How – Since these sections will be primarily descriptive, these are important to allude to in your introduction.
- Why – Here you will be making an argument that someone else could potentially disagree with. Use this statement as your thesis.

- **Summary of how you approached the research**

- Sources you considered
- People you contacted
- Big challenges you faced (and hopefully overcame)

- **Preview** – Explain how the paper will be organized

- Your professor has already given you a basic format, but your preview will make this format specific to your topic. This is important so that the reader can understand how all of the different parts of your analysis fit together.

II. Where and When Section (Description of the globalization process)

- **Describe how your TNC globalized**
 - Include time period
 - Include locations
 - Integrate maps – Be sure to explain what you want the reader to get out of them.

III. Why Section (Motivation for the globalization process)

- **What were the key reasons for the TNCs global expansion?**
 - You will offer multiple theories here:
 - Explain each theory and support it with evidence.
 - Assess the relative importance of the theory to global expansion – one theory may be more influential than another.

IV. How Section (Specific strategies the TNC pursued to globalize)

- What are the specific mechanisms the TNC used to globalize?
 - Provide specific examples.
- What was the TNCs global strategy?
- Was expansion supported at all levels (leadership, managers, employees)?
- What external factors contributed to or hindered the TNCs globalization?

V. Reflections on the research process

- Any peculiar findings?
- Challenges in the research?
- Additional questions raised?
- Address issues of controversy raised by scholars, TNC.

VI. Conclusion

- Reflect on how your research supports your argument.
- Other thoughts you have developed through the research process.
- How is this report related to larger issues of globalization?

Final things to remember:

Citation:

- You'll need to cite all of your sources
 - **Cite as you go** – Include your citation information as you write your report. This will help you avoid plagiarism and will make the final stages of polishing the report much easier.
 - **Follow the format provided** – Your professor has provided citation guidelines, be sure to follow those.

Editing:

- Editing is a two step process:
 - **First, the ideas are great in your head, but often don't translate to paper perfectly.** Seemingly small errors can have a big impact on understanding. Give yourself time to edit to be sure you turn in the ideas in your head.
 - **Second, an objective eye can help us catch areas which are unclear or scattered.** To the writer, everything makes sense because you have done the research. Save time to have someone (Writing Center, CLUE, OWRC, friend, roommate) read the paper to make sure all of your ideas are clear to the reader, and that the paper is well-organized.