

GUIDELINES FOR REVIEWING A JOURNAL ARTICLE

A 10-STEP GUIDELINES

1. Write the title of the article and the authors names with their affiliation.
2. What is the purpose of this article?
3. Why is it important to investigate or examine the subject of the article?
4. How are the authors carrying out the task?
5. What do they claim to have found out? Are the findings clearly stated?
6. How did the author (s) collect data and What type (s) of data
7. Pick up three important keywords from the article and define these keywords indicating their importance to your study about the article
8. Summarize the literature review of the article
9. Summarize the findings of the study.
10. How does this advance knowledge in this field?

CASE STUDY: A 10-STEP GUIDELINES

STEPS IN PREPARING A BUSINESS CASE STUDY ANALYSIS

1. THE EXECUTIVE SUMMARY
2. IDENTIFY THE CRITICAL ISSUES OF THE COMPANY
3. IDENTIFY THE COMPANY'S EXISTING MISSION, OBJECTIVE AND STRATEGIES
4. DO THE COMPANY'S PEST ANALYSIS (POLITICAL, ECONOMIC, SOCIO-CULTURAL AND TECHNOLOGICAL ENVIRONMENTAL ANALYSIS)
5. IDENTIFY THE COMPANY'S EXTERNAL OPPORTUNITIES AND THREATS
6. IDENTIFY THE COMPANY'S INTERNAL STRENGTHS AND WEAKNESS
7. IDENTIFY THE COMPANY'S MAJOR COMPETITORS AND THEIR STRATEGIES
8. EVALUATE THE COMPANY'S FINANCIAL PERFORMANCE IN TERMS OF LIQUIDITY AND PROFITABILITY
9. RECOMMEND SPECIFIC ANNUAL OBJECTIVES AND POLICIES
10. RECOMMEND PROCEDURES FOR STRATEGY REVIEW AND IMPLEMENTATION