

## Journal of Business Disciplines

### Reviewer Rubric: Applied Research

Please save completed rubric as Microsoft Word document and send to JBD@ship.edu.

Applied research is defined as research study to gain knowledge or understanding necessary to determine the means by which a specific problem may be solved or a need met.

<b>Title of Paper</b>	
Reviewer Name	
Reviewer Affiliation	
Reviewer Email	
<b>Please review by</b>	

<b>Review of literature</b>						
Inadequate literature review	1	2	3	4	5	Sufficient literature review
Literature review does not relate to research problem or solution	1	2	3	4	5	Literature review is logically related research problem or solution.
Paper does not concisely put the study into a larger context given by literature review.	1	2	3	4	5	Paper concisely puts the study into a larger context given by literature review.

<b>Description of the applied research</b>						
Confusing or incomplete description of the problem or need	1	2	3	4	5	The research problem or need is clearly defined and explained.
Research problem or need is minor in the business discipline.	1	2	3	4	5	The research problem or need is significant, relevant or prevalent in a business discipline.
Author's approach to solving the problem or meeting the need is not logical, sound or practical.	1	2	3	4	5	Author's approach to solving the problem or meeting the need is logical, sound and practical.

<b>Data collection and analysis</b>						
No measures of effect or success of approach, or inappropriate choice of research methods	1	2	3	4	5	Research methods and procedures are clearly explained and appropriate.
Research results are not clearly explained or presented.	1	2	3	4	5	Research results are clearly presented and explained.
Unclear what conclusions, implications or recommendations stem from the study	1	2	3	4	5	Statement of conclusions, implications or recommendations are clearly presented and explained.

<b>Overall impression</b>						
Paper does not present credible analysis and information appropriate for a high quality journal.	1	2	3	4	5	Paper presents credible analysis and information appropriate for a high quality journal.
Paper is poorly organized, difficult to follow	1	2	3	4	5	Well-organized, clearly written, easy to follow and understand conclusions and implications of research
Paper's topic is of interest primarily to experts in functional area	1	2	3	4	5	Paper's topic is of interest to general readers other than experts in functional area.
Trivial or common sense contribution made by paper	1	2	3	4	5	Contribution is significant; new ground

<b>Recommendation (Bold &amp; Underline your choice)</b>		
Paper is acceptable as is	Yes	No
Paper is acceptable with minor revisions	Yes	No
Paper is acceptable with major revisions	Yes	No
Paper is rejected	Yes	No

**Specific Comments for Authors (please specify page & paragraph)**