



RESEARCH COLLOQUIUM II

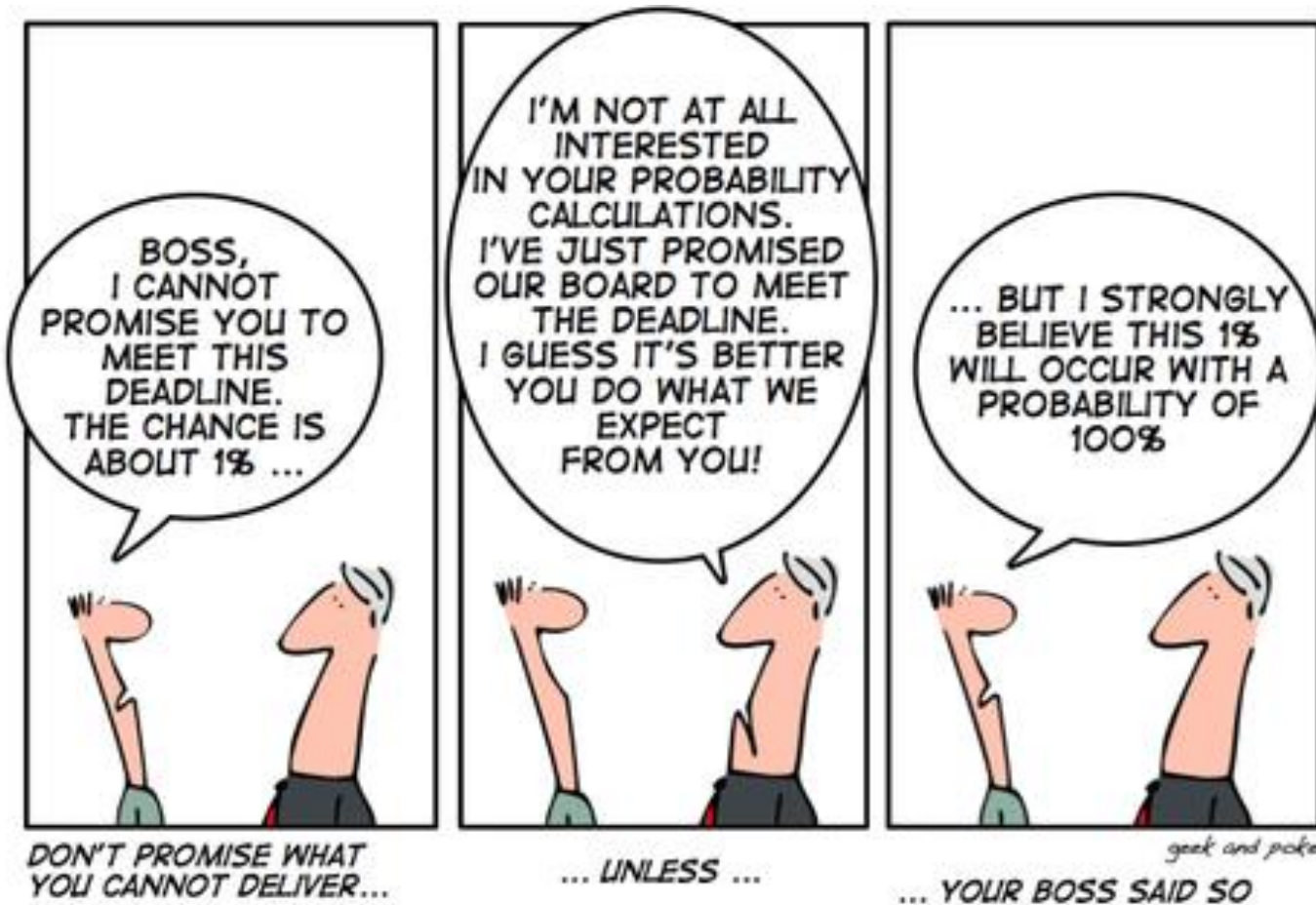
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30. April 2014

Raum DM 31, 10.00-11.30 Uhr

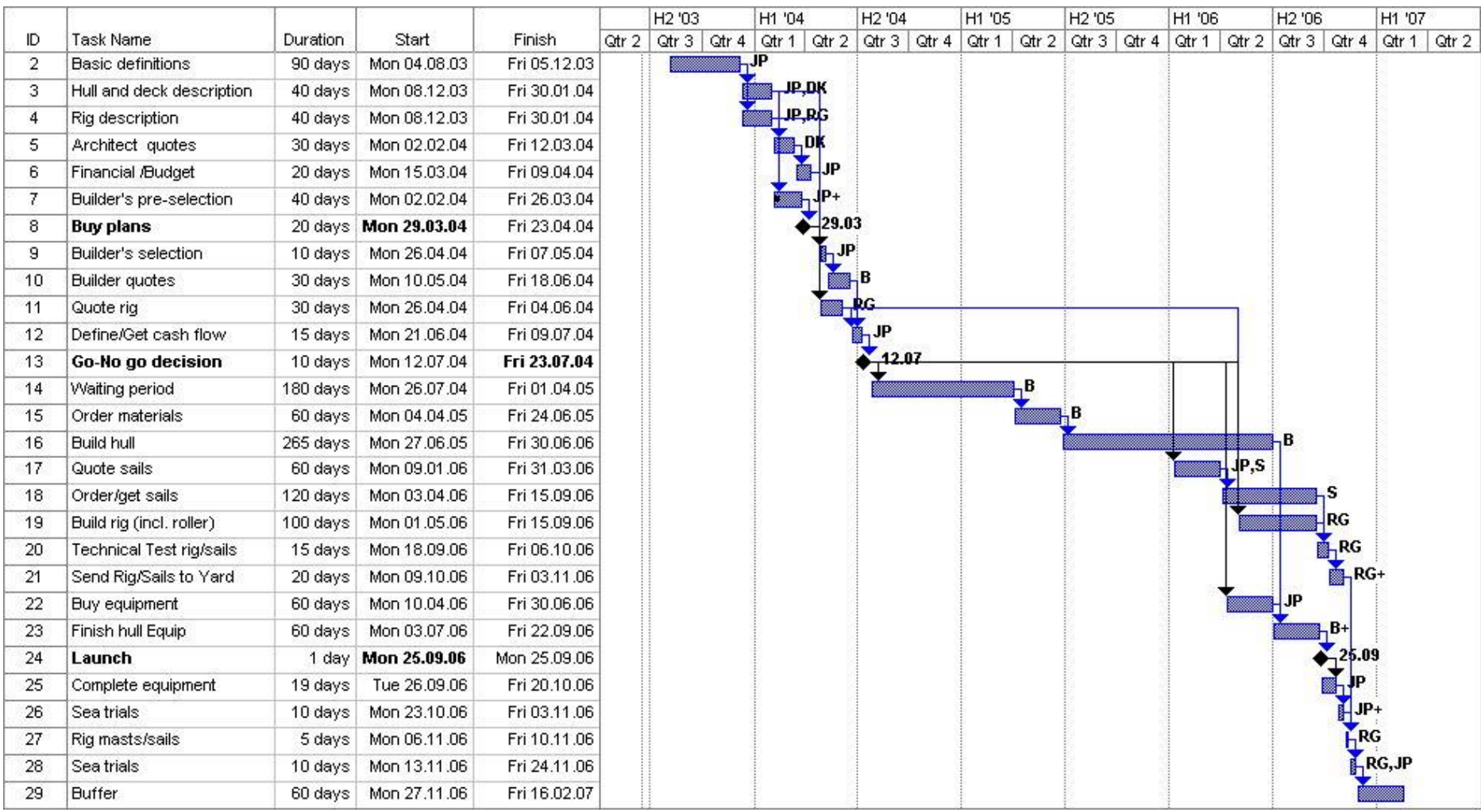
1. Project Planning
2. Research Question
3. Structure / Table of Contents
4. Scientific Writing
5. Literature Review

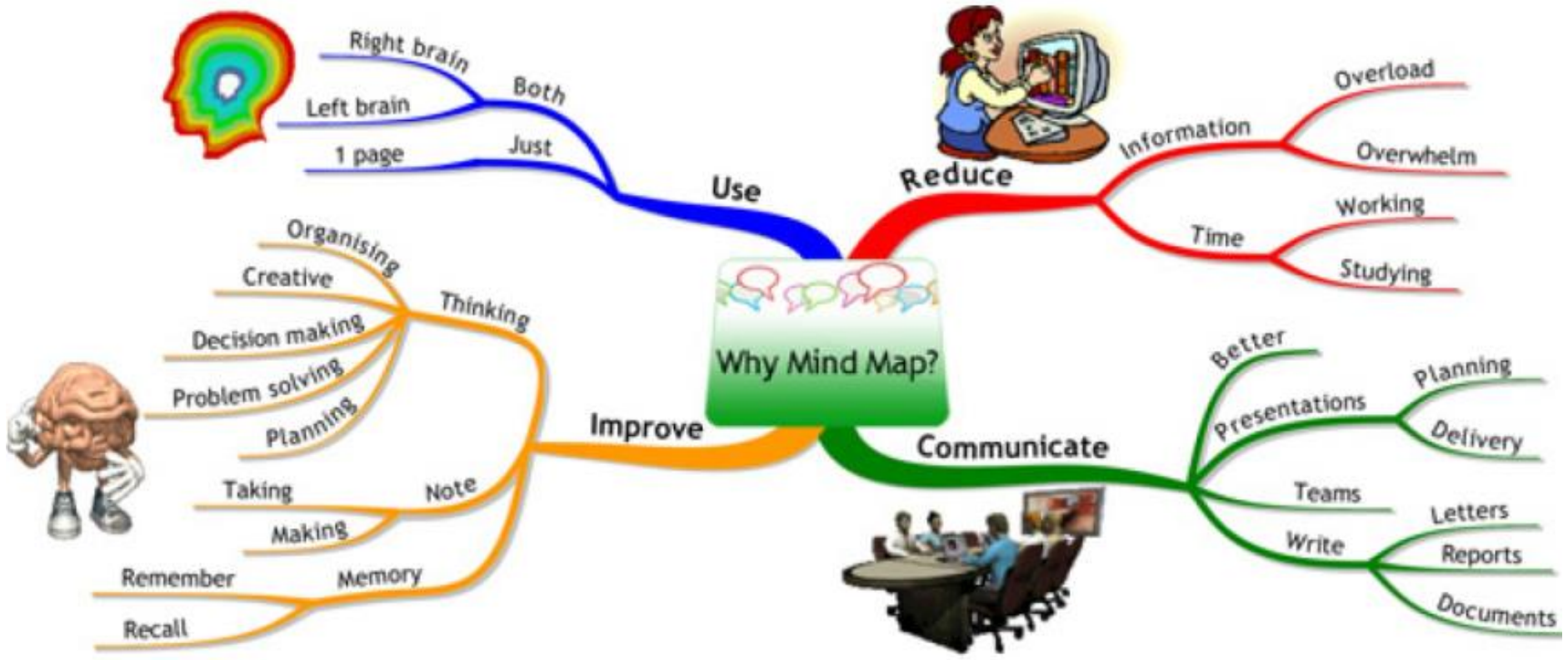
Project planning is part of project management, which relates to the use of schedules such as Gantt charts to plan and subsequently report progress within the project environment



- A project plan is the equivalent of a road map
- Tool for identifying challenges early (ier) – not a “to do” list
- The plan should take the project from the start through to completion: i.e., the plan is the vehicle used to deliver the project’s objective

‘Plan the Work, then Work the Plan’





<http://www.mind-mapping.co.uk/images/Pdf/EXAMPLES/Mind-Mapping-Overview/whymindmap.pdf>

What is a research question? What is a hypotheses?

Example

Subject:

Innovation and Venture Capital

Research
question:

What is the role of a startup's innovative capacity for receiving venture capital?

Hypotheses:

If a startup has a high innovative capacity then it has a higher probability to receive venture capital

- **Scientific hypotheses** are assumptions about attributes of the reality, which are typically phrased as conditional statements (if A, then B)
- They go beyond individual cases and are falsifiable through empirical cases.
- **Criteria for (scientific) hypotheses:**
 - **General validity** , i.e. go beyond individual cases
 - **Conditional statements** must be possible (if X – then Y)
 - **Falsifiable**, i.e. events, which contradict the conditional statement, must be conceivable

Scientific writing:

“Simplicity, succinct, clarity”

Almost all scientific documents follow a standard format today: IMRAD

(Abstract First)

I Introduction:	What did you do/Why did you do it?
M Materials and methods:	How did you do it?
R Results:	What did you find?
A and	
D Discussion	What does it all mean?

- This is important as it is the first thing which makes an impact on a prospective reader.
- A good title accurately describes/reflects contents of the manuscript/thesis in the fewest possible words

Avoid:

- Further studies on....
- Characterisation of....
- Observations on.....
- Further investigations into.....
- Avoid titles which have a question mark

Write and compile it at the very end of your thesis

Start with an actual topic or research problem

Provide:

- The most important definitions e.g. of family firms, CSR, crowdfunding, etc.
- The overall objectives, research question, hypotheses and main results of your research study or project
- Short overview of chapters (1-2 sentences)

Include a Flow Diagram to show the different phases of a project

You must be able to **LEAD A BLIND MAN** through your thesis

If your supervisor does not understand your writing you have a problem!!

Keep text simple with short sentences

Composition of a chapter

1. Heading (Just 3 Levels):

- Short
- Self explaining
- Should not be necessary for the reader

2. Chapter Introduction

- Overview
- Objectives
- Possibly: Connection to a chapter, finding above

3. Text Body

4. Summary

- Key findings
- Refer to the objectives of the chapter
- Possibly: Connection to a chapter, finding above
- Transition to the next chapter (argue why the next one must be there)

1. always write in the past tense
2. Materials: Describe the research subject you focus on
3. Methods: Describe the method(s) used and its appropriateness in the present context
4. For new methods: provide ALL information required

1. Present your results
2. Avoid judgements (belongs in the discussion section)
3. Use a clear structure
4. Graphs might help to visualize your findings
5. Avoid copy-paste of reports or graphs

How do you write your Discussion section??

- In the **CONTEXT** of other peoples work
- Thus it is important to **SUMMARISE** your most interesting results first and then **COMPARE** and **CONTRAST** with other peoples work in each section/sub-section.
- Present the weaknesses/limitations of your methods and/or results
- Provide solutions to overcome these limitations
- Provide implications for theory and practice
- Provide suggestions for future research

How to write a literature review

Why do a literature review?

In sum:

- to understand the state of knowledge on your topic
- to find out what methodologies, theories and models others have applied to your topic
- to (re)define the focus of your research
- to make sure you contribute to your area of research with something new

1. Problem formulation
2. Literature search
3. Organization/classification
4. Evaluation
5. Analysis and interpretation

Specify what topic/field is being examined and its main components (e.g. themes)

- This serves as a guiding concept/principle for the review
- Literature review as the ground work for your empirical analysis:
 - The review is instrumental to develop arguments regarding expected relations between main concepts. It is organized around and related directly to the hypotheses you are developing
 - Thus, it is not a laundry list (overview or set of summaries of all the material available) of everything that is available

Stage 2 Literature search

Find material relevant to the subject being explored (long list) and determine which literature makes a significant contribution to understanding the topic (short list)

- Search for (combinations of) key words based on guiding concept principle: topics/themes (focus on research questions, sub questions and key concepts)
- General rule: Try to focus on published articles and not working papers
- The review must be wide enough to include all relevant material and narrow enough to exclude irrelevant studies:
 - Too much to handle? Narrow down your research question/focus
 - Very little there? You are on to something new or you specify your area of research too narrow

Literature search: Snowballing

- Building on the works of others
- A scholarly article will always have References/Bibliography
- What papers refer to this paper? → Google Scholar

[Linking entrepreneurship and economic growth](#)

[S Wennekers](#), [R Thurik](#) - *Small business economics*, 1999 - Springer

ABSTRACT. In the 1980s stagflation and high unemployment caused a renewed interest in supply side **economics** and in factors determining **economic growth**. Simultaneously, the 1980s and 1990s have seen a reevaluation of the role of small firms and a renewed attention for ...

[Cited by 1168](#) [Related articles](#) [All 14 versions](#) [Web of Science: 227](#) [Cite](#) [More](#) ▼

[The impact of entrepreneurship on economic growth](#)

[MA Carree](#), [AR Thurik](#) - *Handbook of entrepreneurship research*, 2005 - Springer

... Concerning the role of **entrepreneurship** in stimulating **economic growth**, many **links** have been ... Hence, **linking entrepreneurship to economic growth** means **linking** the individual level to ... We label this role as Kirznerian (or neo-Austrian) **entrepreneurship** (see for instance ...

[Cited by 474](#) [Related articles](#) [All 12 versions](#) [Cite](#) [More](#) ▼

Stage 2 Literature search

Streams of literature:

- Usually the review makes a contribution to different streams of literature
- Think about to what *streams of literature* your research aims to make a contribution
- Start with specific relationships you are investigating

Stage 3 Organization/classification

Group literature based on commonalities

- Organize your literature
- Find commonalities (e.g. (sub)themes, definitions, questions asked, theoretical basis, method, arguments pro, arguments con, conclusions) to group articles
- Develop a tool or system that helps you to systematically compare articles e.g. take an excel file and use a line for each article and columns for different categories

Example: Menderley

The screenshot displays the Mendeley Desktop application. The main window shows a list of documents in the 'Communication / IR' folder. The selected document is 'The strategic role of investor relations' by R. Dolphin, published in 2004 in 'Corporate Communications: An International Journal'.

Authors	Title	Year	Published In	Added
University, CA	Disclosure level and the cost of equity capital	1997	Accounting Review	27.11.13
Bushee, B; ...	Investor relations, firm visibility, and investor following	2007	Working Paper	13.10.13
Bushee, BJ; ...	Corporate disclosure practices, institutional investors, and stock return volatility	2000	Journal of Accounting Research	27.11.13
Chang, M.; ...	Does Disclosure Quality via Investor Relations Affect Information Asymmetry?	2008	Australian Journal of Management	10.11.13
Chung, Chu...	An analysis on communication theory and discipline	2012	Scientometrics	2:23pm
Clark, Colin	The impact of entrepreneurs' oral 'pitch' presentation skills on business angels' initial screening investment decisions	2008	Venture Capital	26.11.13
Daniel, Ken...	Investor psychology in capital markets: Evidence and policy implications	2002	Journal of Monetary Economics	10.11.13
Davis, Aeron	The role of the mass media in investor relations	2006	Journal of Communication Man...	10.11.13
Diamond, DW	Financial intermediation and delegated monitoring	1984	The Review of Economic Studies	08.04.13
Diamond, D...	Disclosure, liquidity, and the cost of capital	1991	The Journal of Finance	27.11.13
Dolphin, Ric...	The strategic role of investor relations	2004	Corporate Communications: A...	13.10.13
Drover, Will...	Take the money or run? Investors' ethical reputation and entrepreneurs' willingness to partner	2013	Journal of Business Venturing	10.11.13
Epping, Lori ...	Factors impacting the credibility of website disclosures	2011	Journal of Financial Reporting and Acco...	10.11.13
Farragher, ...	Do investor relations make a difference?	1995	The Quarterly Review of Economi...	27.11.13
Fischer, File	Online entrepreneurial communication: Mitigation uncertainty and	2014	Journal of Business	Mrz 16

Details | Notes | Contents | Enrichments

Type: Journal Article

The strategic role of investor relat...

Authors: R. Dolphin

View research catalog entry for this paper

Journal: *Corporate Communications: An International Journal*

Year: 2004

Volume: 9

Issue: 1

Pages: 25-42

Abstract:

Tags:

Author Keywords:
a co-ordinated marketing communications; abstract this paper reports; an empirical study conducted; area of the management; consequently this study considers; corporate communications; in british organisations focussing; investors; of; on; public relations; relations ...

URL:
<http://www.emeraldinsight.com/10.1108/1356328>

1 of 76 documents selected

Example of excel file for organizing literature

Internal coding number	Full article citation	theoretical perspective used	Research question 1	Research question 2	Main finding 1	Main finding 2	Qualitative or quantitative approach	Hypotheses or propositions developed (yes/no)	Unit of analysis (e.g. individual, firm, country)	Analytical approach (Descriptive statistics or more advanced methods)	Dependent variable (e.g. sales growth, export)	Data source	Sample Size
1													
2													
3													
4													
5													
6													
7													

Assess strengths and weaknesses of the literature

Some guiding questions to evaluate the articles:

- Is the problem clearly spelled out?
- How convincing is the argument made?
- What perspective or theoretical basis is used?
- How large a sample was used?
- How were the results analyzed (method)?
- Is the methodology well justified as most appropriate to study the problem?
- Are the generalizations justified by the evidence on which they are made?
- What is the significance or main contribution of this research?
- Was the research influential in that others picked up the threads and pursued them?

Stage 5 Analysis and interpretation

Discuss findings and draw conclusions from relevant literature

Use prior literature to:

- demonstrate you know the field
- justify the reason of your research
- If applicable: derive hypotheses

Demonstrate you know the field

- It shows you have a good account on what has been published on the topic (e.g. what the prevailing theories and hypotheses are, what questions are being asked)
- It demonstrates your ability to evaluate other people's work (synthesize and pass judgment on the relative merits of research reviewed): more than simply reporting what others have done (no laundry lists!)

“Green (1975) discovered In 1978, Black conducted experiments and discovered that Later Brown (1980) illustrated this in”

“There seems to be general agreement on x, (for example, White 1987, Brown 1980, Black 1978, Green 1975) but Green (1975) sees x as a consequence of y, while Black(1978) puts x and y as While Green's work has some limitations in that it, its main value lies in”

Present your work in relation to what has been done by others:

- convince the reader of the relevance of your work in relation to prior studies e.g. show that you identified a gap which your research will fill (detect and describe the gap)
- place your own research within the field; demonstrate how the prevailing ideas fit into your research and how your thesis agrees with/differs from those

Derive hypotheses

- Show what knowledge and ideas have been established on a topic, what their strengths and weaknesses are and how you use these to develop your arguments
- Discuss different types of arguments put forward in the literature: those in support of a particular position, those against and/or those offering alternative theses. Cite and discuss studies contrary to your perspective
- Assess the quality or persuasiveness of the **arguments** broad forward: which are most/least convincing?
- Present and evaluate the **empirical evidence** so far: To what extent are the arguments supported by the evidence (e.g. case studies, statistical analysis)? Is this convincing?
- Based on the discussion of different arguments and the empirical evidence you summarize and determine your own position which results in the hypotheses

How to structure your review?

- One coherent piece in which individual sentences and paragraphs are clearly connected and do not stand alone
- Logically structured
- Main components: introduction, body, conclusion

Structure of your literature review

- Present topic under discussion and parameters of the topic (what it in- and excludes)
- Define or identify the key concepts that you want to address
- Point out overall trends in what has been published about the topic > conflicts, methodology, evidence, conclusions
- Establish the writer's reason (point of view) for reviewing the literature > what are you going to do and why

- Organize into sections that present themes; use well formed paragraphs and a logical structure within the body
- Each paragraph deals with a different aspect or theme and classifies and evaluates prior studies
- Summarize studies according to common denominators (e.g. objectives, themes, questions being asked, general conclusions drawn) or discuss individual articles if appropriate
- Derive hypotheses if appropriate

Body: Organizing Your Literature Review

Topical Order—organize by main topics or issues; emphasize the relationship of the issues to the main “problem”

Chronological Order—organize the literature by the dates the research was published

Problem-Cause-Solution Order—Organize the review so that it moves from the problem to the solution

General-to-Specific Order—(Also called the funnel approach) Examine broad-based research first and then focus on specific studies that relate to the topic

Specific-to-General Order—Try to discuss specific research studies so conclusions can be drawn

Conclusion

- Summarize major contributions of significant studies to the body of knowledge under review
- Evaluate the current state of knowledge reviewed (e.g. flaws, gaps, inconsistencies)
- Summarize where your thesis fits in the literature
- if applicable: Present future research questions

Common Errors Made in Literature Reviews

- Review isn't logically organized
- Review isn't focused on most important facets of the study
- Too few references or outdated references cited
- Review isn't written in author's own words
- Review reads like a series of disjointed summaries
- Usage of variable names instead of concepts e.g. "product innovation" and not "newness of product" → check literature for commonly used concepts
- Be aware of distinction between "it has been argued that..." (conceptual/theoretical) and "It has been found/shown that..." (empirical, based on qualitative or quantitative analysis)
- Do not only use studies in favor of your arguments; check for alternative views
- Recent references are omitted

A “good” and “bad” lit review

A ‘good’ literature review.....

- is a synthesis of available research
- is a critical evaluation
- has appropriate breadth and depth
- has clarity and conciseness
- uses rigorous and consistent methods

A ‘poor’ literature review is.....

- an annotated bibliography
- confined to description
- narrow and shallow
- confusing and longwinded
- constructed in an arbitrary way

Literature review: some final advices..

- As you read, try to see the “big picture” —your literature review should provide an overview of the state of research.
- Include only those sources that help you shape your argument. Resist the temptation to include everything you’ve read!
- Balance summary and analysis as you write.
- Keep in mind your purpose for writing:
 - How will this review benefit readers?
 - How does this review contribute to your study?
 - [What are the main research gaps?]
- Be meticulous about citations.

Plagiarism includes:

1. Using another writer's words without proper citation
2. Using another writer's ideas without proper citation
3. Citing a source but reproducing the exact words without quotation marks
4. Borrowing all or part of another student's paper
5. Using paper-writing service or having a friend write the paper