

ACADEMIC SKILLS

Session II

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Research paper

- **Non-normative & objective**
- Presentation of research outcomes and how they were collected
- Informs about the research and the proces leading to the result
- Presents the whole research process
 - the reader must be able to replicate the research with the same results – **reliability!**
- Does NOT need to contain description of all research steps in a detail
 - Focuses on WHATs, WHYs & HOWs of the research
- Stressing what is important
- Coherent and easy to follow
- Published in academic journals

Research paper II

1) introduction

- description of the issue
- purpose statement
- literature review (can be added as a separate section in more extensive papers)
- theoretical foundations (or separately as a following chapter)
- objectives

2) methodology (i.e. nature of the text and methods)

3) results

4) interpretation/discussion

- Keep the **WHAT/WHY/HOW** structure

Research paper III

- Take a look at the content again
 - What is missing?
 - Why?
- Guide your readers through the research – **be transparent!**


BUT!

- Don't describe everything that happened during the process
- The reader has to know the tools, sources and the result, not the actual process and trivia surrounding the subject matter

Research paper IV

- Replicability = reliability
- Applies to sources, methods, outcomes as well as referencing
- Although not every part of the research process is thoroughly described in the actual text, everything has to be reflected and clear guidance must be provided
- The reader should be able to find out:
 - Which sources were used?
 - Which actors were interviewed?
 - Are those interviews available? Where?
 - Are the weblinks still accessible? When were they accessed?
 - ...

Research paper V



FIXATE™

ZUCCHINI CHIPS

SERVES: 4 **Prep Time:** 15 min. **Cooking Time:** 2 hrs.

CONTAINER EQUIVALENTS (per serving): ■ 1 ☞ ½

2 **large zucchini, very thinly sliced**

1 Tbsp. **olive oil**

½ tsp. **sea salt (or Himalayan salt)**

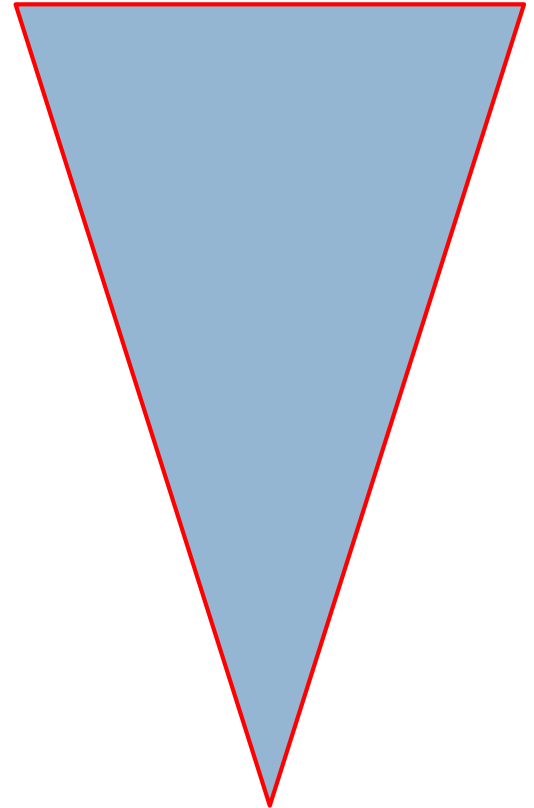
1. Preheat oven to 225° F.
2. Place zucchini slices in one layer between paper towels to help draw out liquid.
3. Line two large baking sheets with parchment paper.
4. Place zucchini slices on prepared baking sheets.
5. Brush zucchini with oil; sprinkle with salt.
6. Bake for 2 hours, or until golden brown and crispy.
7. Cool completely before serving.

GF PF V VG

Research paper VI

- Try to think of your own research topic
- In-class work of the Week 13
- Use the top-down process
 - should also work vice versa
- Start with a broad area
- Narrow down the topic
- Mind the 'doability' of the research

- Let's give it a try 😊



Poster

- **Non-normative&objective**
- Used at conferences, conventions, exhibitions,...
- Presentation of actual research/research plan in **brief and comprehensive** manner
- Similar to fact sheet in the way information is presented (tables, graphs, pictures,...)
- Should be understandable in a multi-disciplinary (multi-national) environment
- Follows the process of research paper in concentrated form (objective, purpose, methods, results, discussion/further work)
- Should be self-contained

Poster II

- Should be comprehensive
 - but also easy-to-digest and understand (even for people from outside the field)
 - visitors should not be forced to spend long time trying to figure out what is going on
- Should be attractive (but not overly glaring)
- Structure should be simple and understandable
- Be ready to explain your research when necessary
 - stressing main points and outcomes
 - if the visitor is interested, a detailed description may follow
- Should contain references to the employer/sponsor/university (acknowledgements) and contact to the author

SWOT analysis

- **Subjective & normative** (if recommendations are included)
- Structured way of assessing particular issue
 - not an actual method, rather a way of structuring a broader analysis
- Presents **S**trengths, **W**eaknesses, **O**pportunities and **T**hreats in comprehensive and understandable manner
- Uses precise and verifiable statements
- Prioritizes influencing factors
- Recommendations should be derived from clear outcomes

Strengths

1. Excellent and quality products
2. Good relationship with employees
3. Number of stores are there in UK
4. Long term relationship with suppliers
5. Procedures are simplified to increase efficiency of operational processes
6. The updated technological development in the operation proves to be beneficial for the financial base of the organization

Weaknesses

1. Clarity in marketing strategies are lacking
2. Bureaucratic cultural organization
3. Customer service is poor
4. Technology is poor, M&S is unable to provide an accurate readings of its stock in each of its stores
5. Demands of every segment were not utilized instead it viewed market as a whole
6. everyday operations were given more importance in comparison to strategic planning

SWOT

Opportunities

1. Keeping in line with the competitors, M&S must enter e-business in an effective way
2. Rapid changes in technology. M&S needs to keep ahead of its competitors
3. Increase in power of M&S for developing customer and supplier base due to the availability of tools such as internet, e-commerce.
4. Increasing shopping requirement in order to bring changes in lifestyle of customers
5. International accessibility to supply channels

Threats

1. Competition becoming intense
2. Internet technology enables consumers to shop from home
3. Expansion in international markets less successful for M&S
4. Variation of the trading rules, conditions, custom duties and taxation among countries
5. Domination of international markets due to global brands from long time

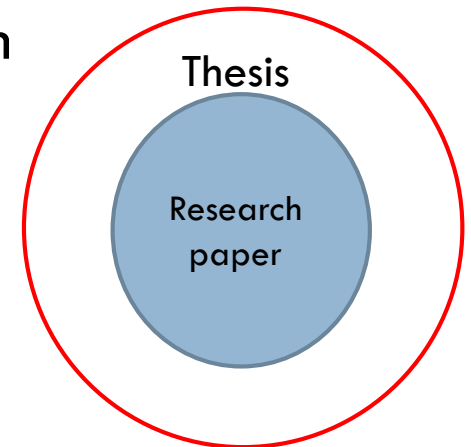
Your own SWOT analysis



- Choose an issue...
- Identify its strengths, weaknesses, opportunity, threats

Thesis

- Similar to writing an article/research paper, only much worse 😊
- Keep that **WHAT-WHY-HOW** structure
- Complex description of the research process including purpose, motivation, literature review, methodology, the research process, all underlying information and data, conclusion, discussion, ...
- Thesis is the record of the **WHOLE** research process
 - Paper: info about the research
 - Thesis: research itself
- Research papers are usually derived from such records (i.e. theses)



Writing style

- Only a question of self-confidence...?
- Use **The study shows...**, **It was proved that...** instead of **The outcomes might show that...**, **It is likely that the evidence might point to...** where possible
- Avoid shortened forms (e.g. use **are not** instead of **aren't**)
- Try to be concise and NOT wordy
- Keep the text coherent (should make sense) and cohesive (should be interlinked)

Content & some mixed advices

- A word of advice: what is it you want to tell the reader?
 - Focus on the message, surround it with the context later
 - Use (mind) maps, graphs, networks, etc. when necessary
- If not sure, always ask yourself:
 - Is this getting me closer to the conclusion?
 - What is this good for?
 - Is this making the thing easier to understand or not?
- Put the issue first
 - Methodology should serve the purpose, not the other way around

Probably the most important thing to remember...

- Research paper & thesis should not only present outcomes of the research but should also serve as **description of the research process**
- The aim is to provide a description enabling reader to **replicate the research** and come up with the same conclusions
- This enhances **reliability** of the research

Assignment

- Submit a poster presenting a research project
 - For this purpose students can use some of their earlier work (bachelor/master thesis)
- Research topic with description of a procedure and outcome (if available)
- Students can consult their project with the lecturer
- Must be uploaded into the Information System **by 10th November 23:59**

Thank you for attention



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