

Methodology of academic work

Practice: searching information & research question



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Let's recap!

Academic dissertation

- Reconsider the meaning of each word in the subject (e.g. well-being at work)
- Find theoretical concepts to define the subject and examples to illustrate those ideas
- Consider an order to give to your ideas and build an outline
- Problematize your subject and develop a research question
- Determine the parts and give them titles
- Write a "natural" sentence at the end of the introduction to present the outline



Dissertation configuration

- **An academic dissertation generally contains:**
 - An introduction
 - Contextualization
 - Definitions of concepts
 - Research question
 - Argumentative text
 - 2 or 3 parts of analysis and discussion
 - Conclusion
 - Summary
 - Limits
 - Research perspectives



How to do an introduction?

- A good introduction requires to:
 - Catchphrase
 - Contextualize the subject or the research problem
 - Define the core concepts of the subjects
 - Justify the timeliness and the interest of the subject
 - Develop a research question
 - Explain how your analysis contributes to bringing an answer to the problem
 - Present the outline of your dissertation



What is a research question?

- The research question gives precision on the subject, the concepts and the point of view.
- The research question clarifies the meaning of the subject and highlights the problem.
 - It is NOT the reformulation of the subject.
- It must show the problem, the stakes, the paradox or the trends, ...
 - To define it, it is necessary to first analyze the terms of the subject.
- The formulation of your research question is very important because it defines your approach of analysis.
- One does not give the same answer to a research question depending on its formulation.



The formulation of a research question

- For example: gender inequalities and firm performance
 - Does gender inequalities have an impact on organizational performance?
→ *Provide evidence to prove whether 1 variable does have an effect or not.*
 - What is the impact of gender inequalities on organizational performance?
→ *Describe the impact(s) of 1 variable on another.*
 - How do gender inequalities impact organizational performance?
→ *Characterize the consequences of 1 variable on another like sales performance, corporate governance, organizational processes.*
 - To what extent do gender inequalities impact organizational performance?
→ *Identify the research gaps, the limitations or the unstudied aspects of the subject.*

Session 7 - Practice

Searching for information
& research questions

Practice n°1

Form groups (3 students maximum)

Use the FNEGE ranking for scientific reviews in INNOV, MIS or GEN MAN categories

Find research papers on this subject:

Technology adoption and small medium enterprises

Find an article ranked 1, one ranked 2 and one ranked 3

You have about 15 minutes!

SMEs, small firm, small business, small enterprises

Information technology adoption, information systems adoption



Upload your work on Moodle

Section session 7

Practice n°2

- Form groups (3 students maximum)
- Use the case study Virgin for the exercise
- Use the documents of the case study
- Identify relevant information to write an introduction
- Topic : Growth strategies and performance
- You have about 20 minutes!



Reminders



Butler Capital
Partners

- A company's growth is defined as an increase in its activity.
- It can be assessed either quantitatively (increase in sales, market share, profits, workforce, etc.) or qualitatively (increase the company's ability to influence its market, its reputation, its image, environmental objectives, etc.).
- Growth strategies enable the company to maintain and/or develop its position in an unstable competitive environment.
- The ecological context must be taken into account: the growth of a company and the added value it produces generate significant environmental externalities

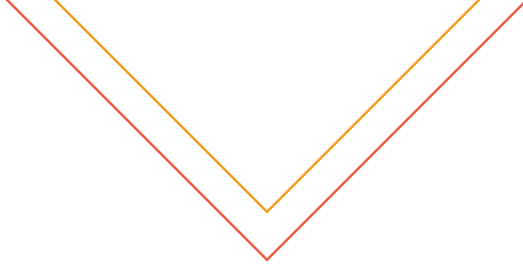
The aim of this session is to examine the performance of the various rationales that may underpin growth strategies underlying the growth strategies of organisations, as well as the management implications for management, the problems that this growth issue highlights.

Virgin case study



- Virgin Group manages hundreds of businesses around the world in various sectors.
- Richard Branson is the founder, but the majority shareholder of Virgin is Butler Capital Partners.
- Virgin megastores was the core concept of the group.
- Richard Branson had an innovative management style with his employees.
- The business strategy of Virgin was industrial, brand-oriented and long term-oriented.
- The business strategy of BCP was financial, profit-oriented and short term-oriented.
- These strategies had consequences on the Virgin Group.

Any question?



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Practice : writing an introduction to academic dissertations

Thank you