

ENTREPRENEUR & MANAGEMENT RESEARCH

Academic Writing and Reporting

Present By
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REVIEW OF MEETING 12

INTERPRETING RESEARCH FINDINGS

01

Findings do not become contributions automatically

e.g., a significant coefficient or a strong theme still needs interpretation before it becomes a scholarly claim

02

Interpretation links evidence to theory, context, and implication

e.g., customer hesitation matters only when connected to uncertainty, trust, or decision logic

03

Good research writing begins where raw reporting ends

e.g., after the result is shown, the researcher must explain why it matters

INTRODUCTION

Why Academic Writing and Reporting Matter

Academic writing is not merely about language; it is about the disciplined presentation of knowledge

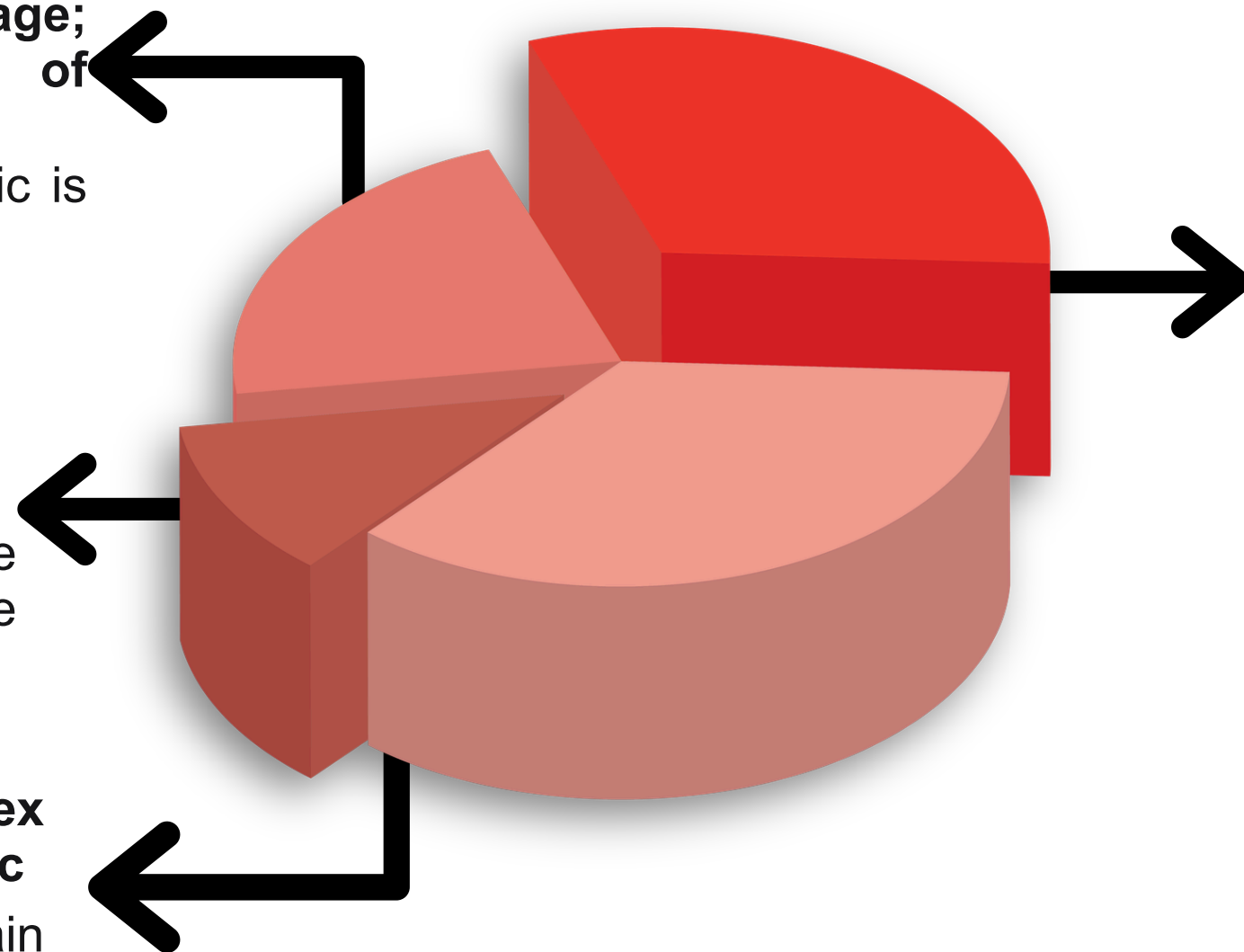
e.g., a strong study can appear weak if its logic is buried under vague writing.

Reporting is part of research integrity

e.g., methods, measures, and results must be presented clearly so readers can judge credibility.

Good academic writing makes complex research readable without making it simplistic

e.g., a multilevel qualitative study can remain sophisticated while still being clearly explained.

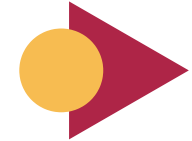


Weak reporting damages both quantitative and qualitative research

e.g., a robust model or a rich interview dataset can still lose value when reported poorly.

WHAT IS ACADEMIC WRITING IN RESEARCH?

Writing as Scholarly Reasoning



Academic writing presents claims with evidence and logic
e.g., a researcher does not merely state that digital orientation matters, but shows how and why the evidence supports that claim



It is analytical rather than decorative
e.g., elegant sentences cannot replace conceptual precision

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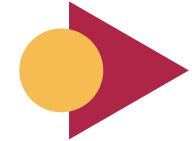


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WHAT IS ACADEMIC WRITING IN RESEARCH?

Writing as Scholarly Reasoning



It is reader-aware without becoming informal

e.g., the writer should guide the reader through the logic of the study rather than hide behind jargon

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THE STRUCTURE OF ACADEMIC REPORTING

WHY SCHOLARLY WRITING NEEDS ARCHITECTURE


- 01 Good academic writing is structured, not accumulated**
e.g., a paper should not look like ideas piled together, but like an argument that unfolds step by step
- 02 Each section of a report has a different job**
e.g., introduction frames the question, methods justify the design, results present evidence, discussion interprets meaning



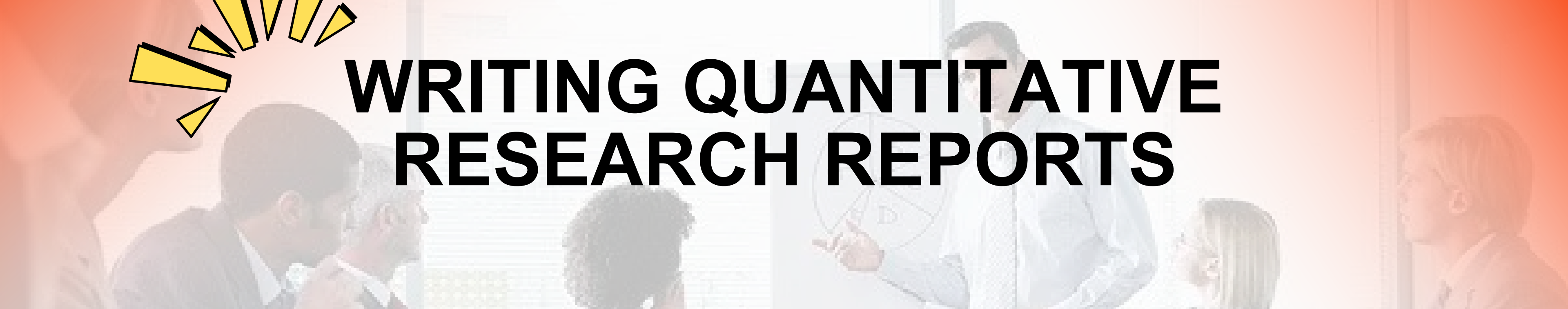
THE STRUCTURE OF ACADEMIC REPORTING

WHY SCHOLARLY WRITING NEEDS ARCHITECTURE

03 Readers trust research more when the structure mirrors the logic of inquiry



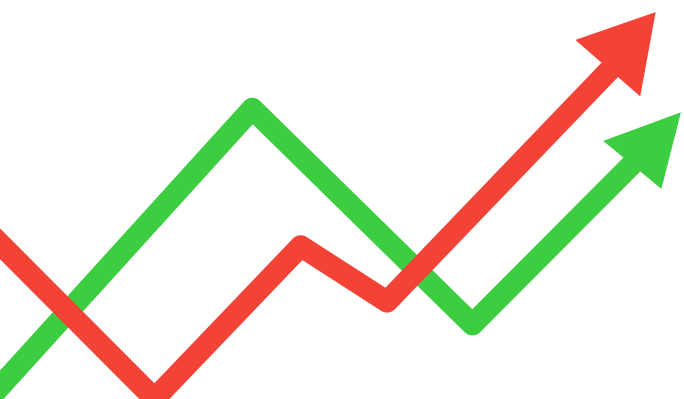
WRITING QUANTITATIVE RESEARCH REPORTS




CLARITY, PRECISION, AND STATISTICAL HONESTY

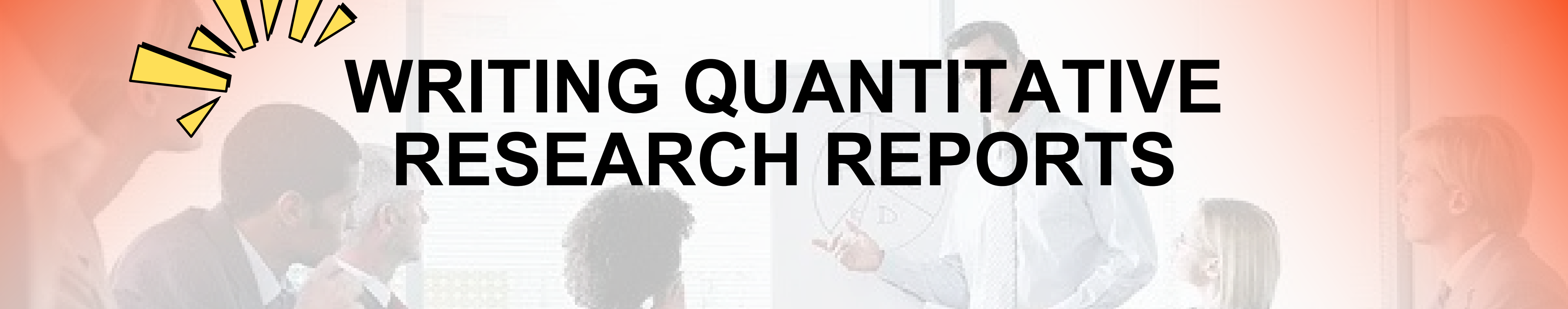
01 Quantitative writing must be precise about variables, measures, and models

e.g., readers should know what was measured, how it was measured, and how it was tested



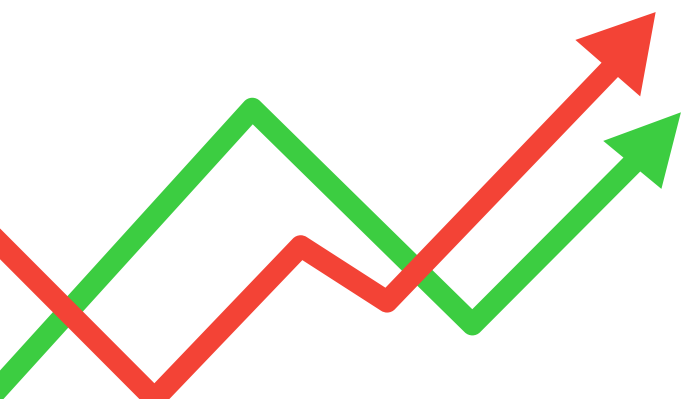



WRITING QUANTITATIVE RESEARCH REPORTS



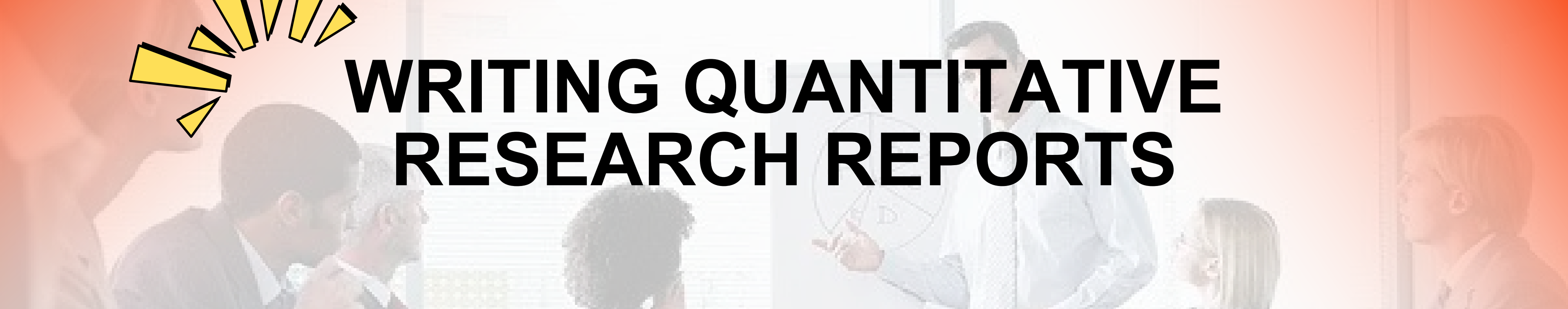
CLARITY, PRECISION, AND STATISTICAL HONESTY

02 Numbers require interpretation, not just display
e.g., coefficients and p-values must be translated into substantive meaning





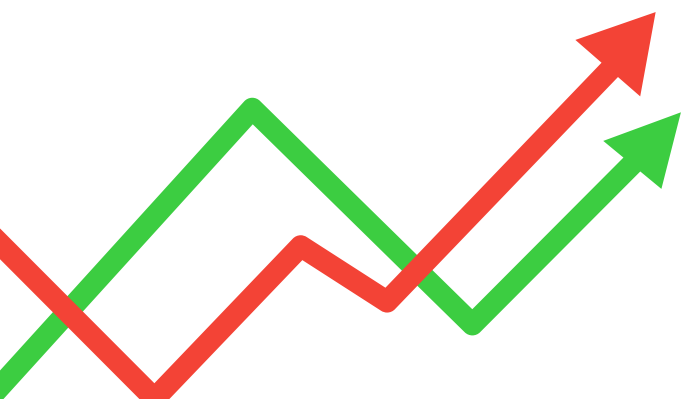
WRITING QUANTITATIVE RESEARCH REPORTS



CLARITY, PRECISION, AND STATISTICAL HONESTY

03 Transparent reporting strengthens trust in quantitative findings

e.g., clearly reported models, assumptions, and effect logic make the study more credible





WRITING QUALITATIVE RESEARCH REPORTS

RICHNESS WITHOUT VAGUENESS



**Qualitative writing must make interpretation
visible**

e.g., readers should see how the researcher moved from raw
accounts to themes or concepts



WRITING QUALITATIVE RESEARCH REPORTS

RICHNESS WITHOUT VAGUENESS



**Quotes support interpretation, but they do not
replace it**

e.g., participant voices are evidence, not the full argument



WRITING QUALITATIVE RESEARCH REPORTS

RICHNESS WITHOUT VAGUENESS



**Qualitative reporting should balance depth and
structure**

e.g., rich narrative still needs clear thematic or analytical organization

WRITING METHODS AND REPORTING DESIGN CHOICES

Source: Canva



WHY READERS MUST UNDERSTAND HOW THE STUDY WAS DONE

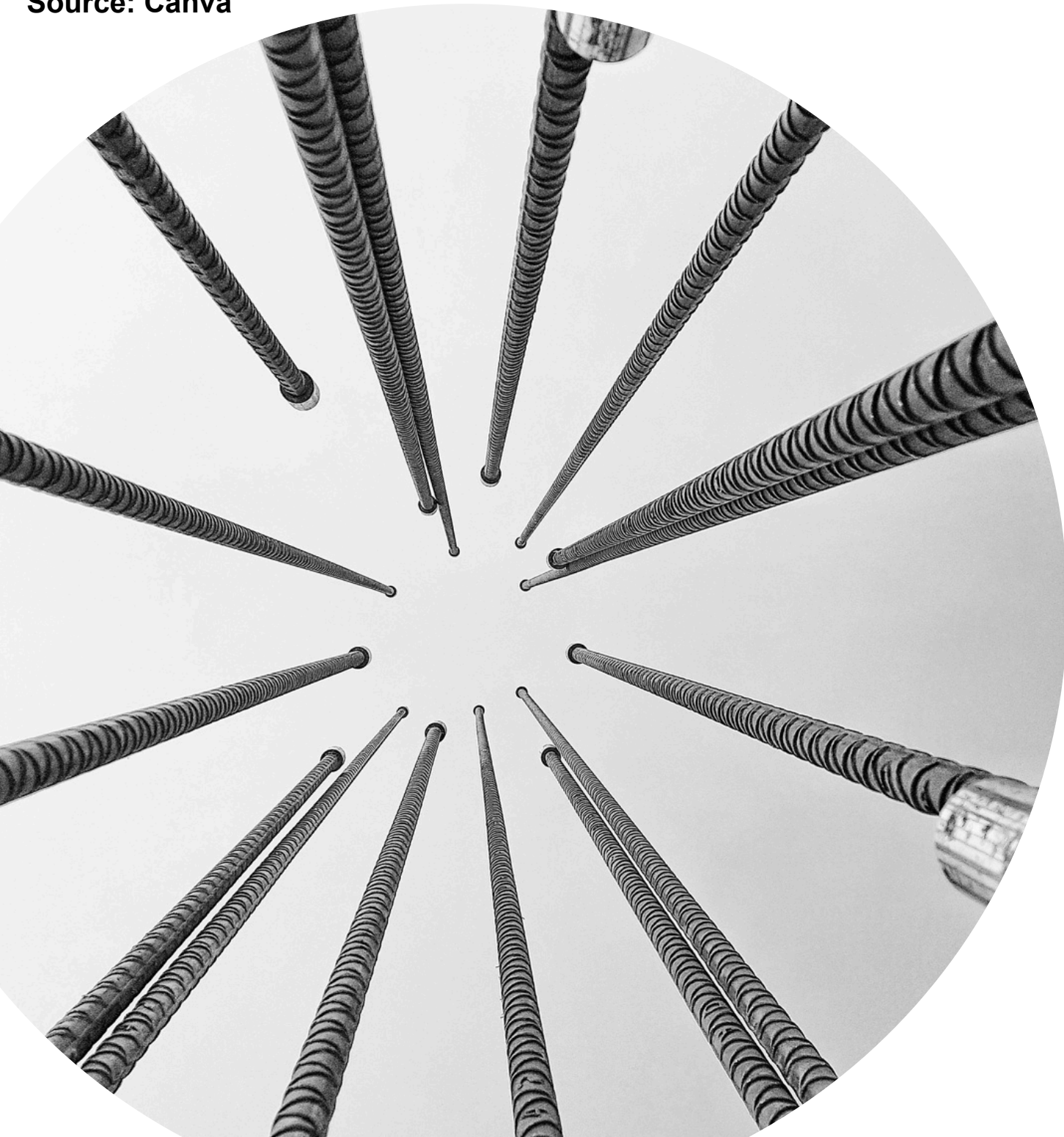
01

Methods writing should justify choices, not merely list procedures

e.g., the researcher should explain why interviews, case selection, or PLS-SEM were appropriate

WRITING METHODS AND REPORTING DESIGN CHOICES

Source: Canva



WHY READERS MUST UNDERSTAND HOW THE STUDY WAS DONE

02 Readers need to understand the logic of the design, not just its technical label

WRITING METHODS AND REPORTING DESIGN CHOICES

Source: Canva



WHY READERS MUST UNDERSTAND HOW THE STUDY WAS DONE

03 Strong reporting makes methodological decisions inspectable

WRITING RESULTS WITHOUT OVERWRITING

SHOWING EVIDENCE CLEARLY

01

Results sections should show evidence clearly and economically

e.g., tables, figures, and thematic summaries should illuminate the result rather than overwhelm the reader



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WRITING RESULTS WITHOUT OVERWRITING

SHOWING EVIDENCE CLEARLY

02

Writers should avoid repeating every number already visible in tables



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WRITING RESULTS WITHOUT OVERWRITING

SHOWING EVIDENCE CLEARLY

03

A good results section guides attention to what matters most



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WRITING DISCUSSION AND IMPLICATIONS

Source: Canva



FROM EVIDENCE TO CONTRIBUTION

01

Discussion should explain what the findings do to theory
e.g., whether they confirm, refine, extend, or challenge prior claims

WRITING DISCUSSION AND IMPLICATIONS

Source: Canva



FROM EVIDENCE TO CONTRIBUTION

02

Implications should arise from findings, not from generic advice

e.g., a finding about transparency should lead to a specific reporting recommendation, not vague calls to “improve research quality”

WRITING DISCUSSION AND IMPLICATIONS

Source: Canva



FROM EVIDENCE TO CONTRIBUTION

03

Good discussion balances contribution and caution

TRANSPARENCY, ETHICS, AND ACADEMIC HONESTY IN REPORTING



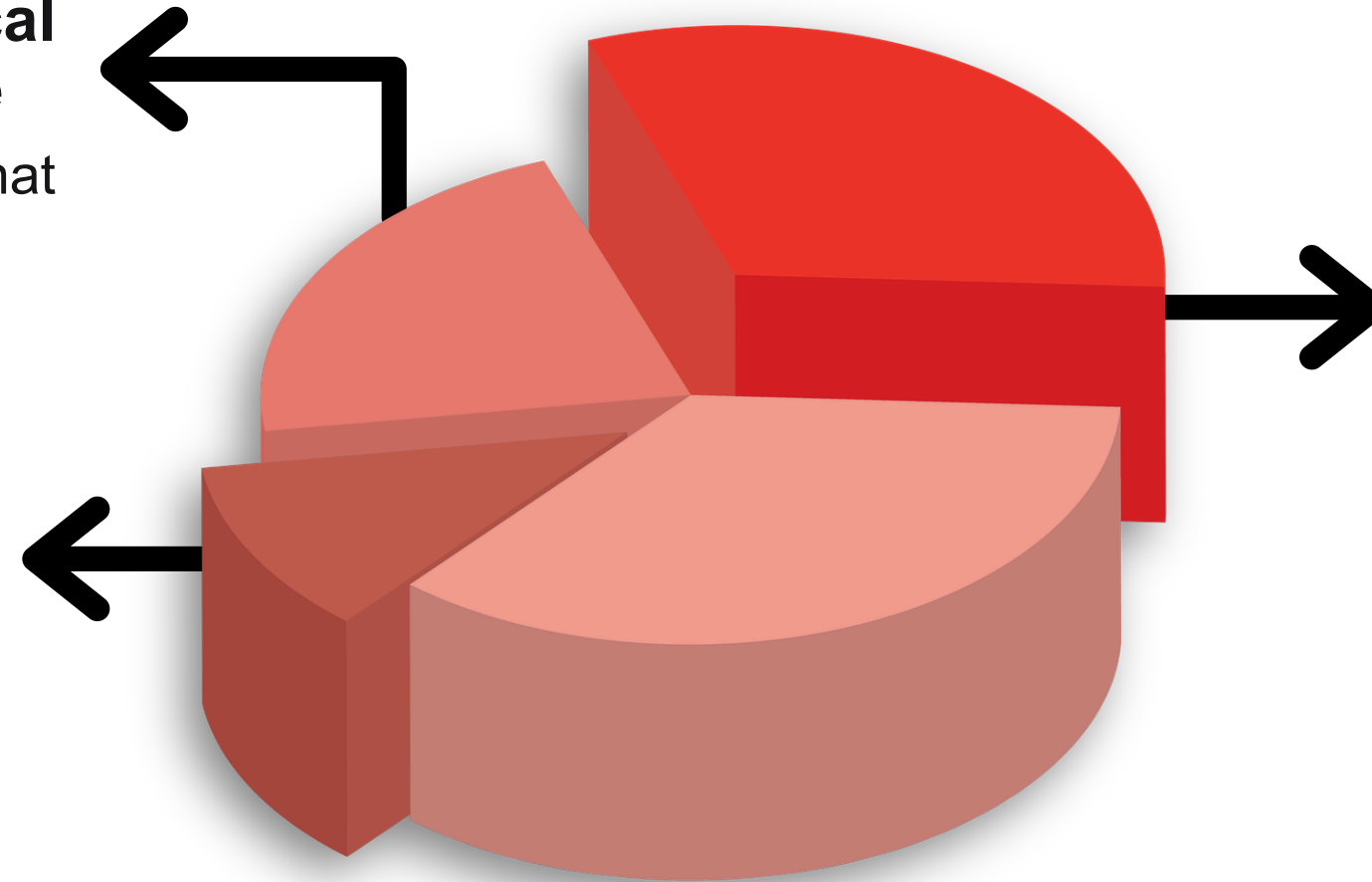
Why Good Writing Is Also Ethical Writing

Transparent writing is an ethical obligation, not just a stylistic preference

e.g., unclear reporting can hide weaknesses that readers deserve to see

Honest reporting includes strengths, limits, and uncertainty

e.g., researchers should state what the study can and cannot claim



Academic writing is weakened when authors oversell, obscure, or overstate



REVISING AND EDITING ACADEMIC WRITING

WHY GOOD RESEARCH IS REWRITTEN, NOT JUST WRITTEN



**Strong academic writing is usually the result of
revision, not first-draft brilliance**

.g., clarity often emerges only after structure, redundancy, and logic
are revised



REVISING AND EDITING ACADEMIC WRITING

WHY GOOD RESEARCH IS REWRITTEN, NOT JUST WRITTEN



**Revision improves argument; editing improves
expression**



REVISING AND EDITING ACADEMIC WRITING

WHY GOOD RESEARCH IS REWRITTEN, NOT JUST WRITTEN



**Writers should revise for logic before polishing
style**

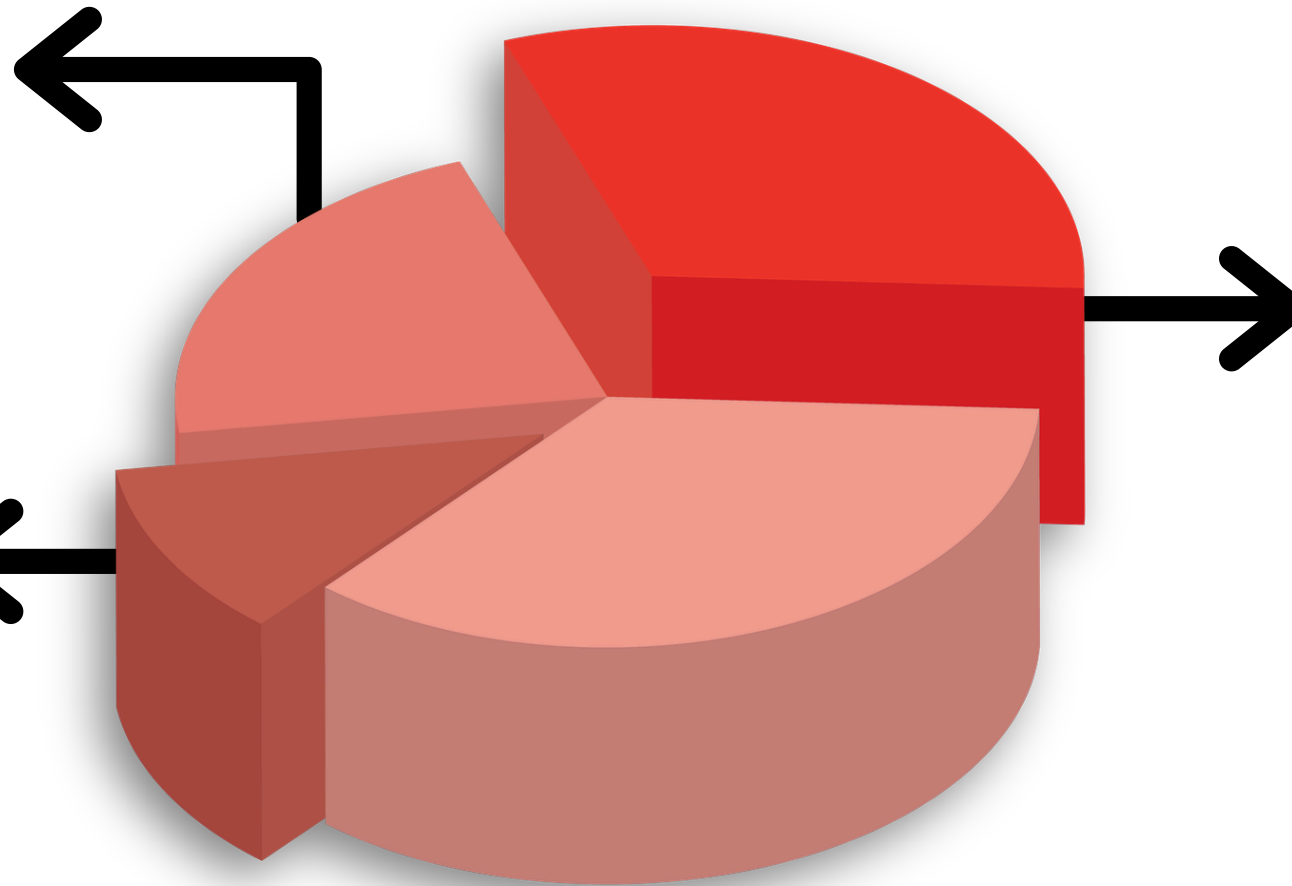
EXAMPLES OF GOOD ACADEMIC REPORTING



What Strong Reporting Looks Like in Practice

Good quantitative reporting makes theory, design, and result traceable

e.g., transparency studies show how writing quality affects credibility



Good reporting is coherent across sections

Good qualitative reporting makes reasoning visible

e.g., multilevel qualitative work explains not only what was found, but why the methodological path made sense

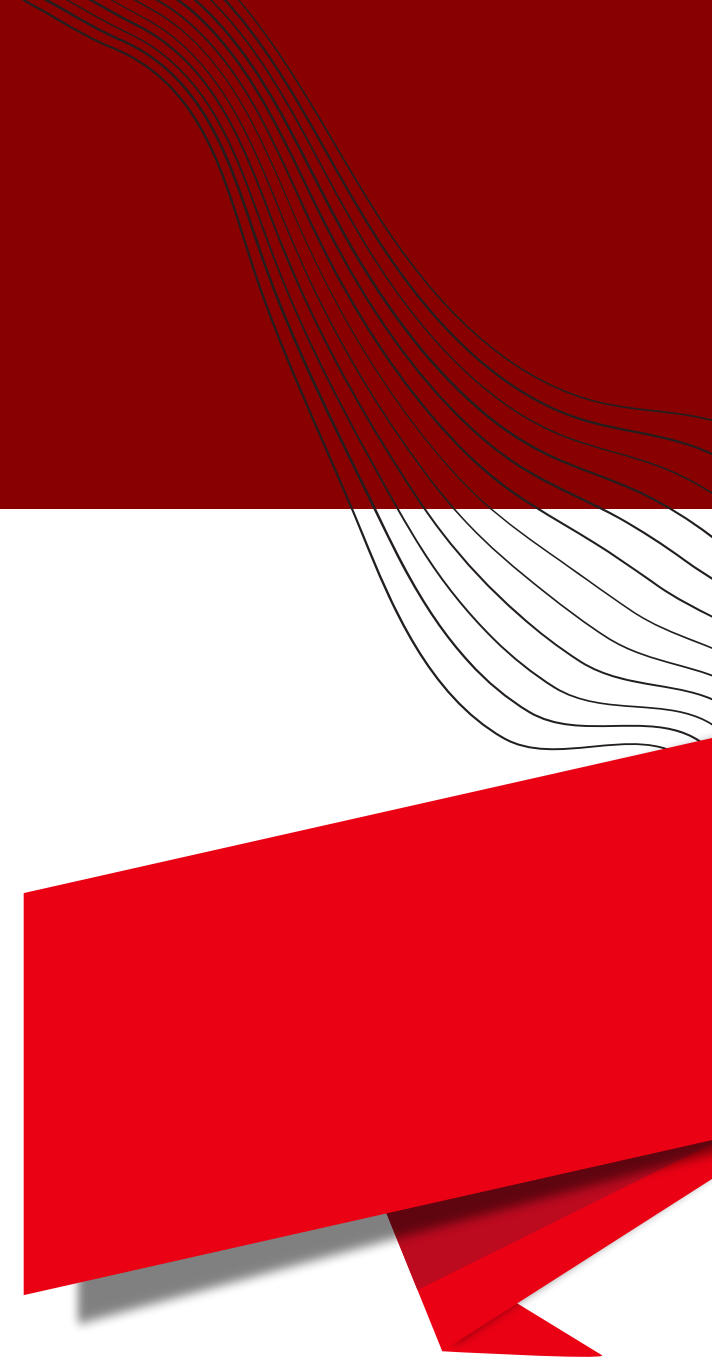
CONCLUSION!

01

Academic writing and reporting are part of research quality, not just presentation quality

02

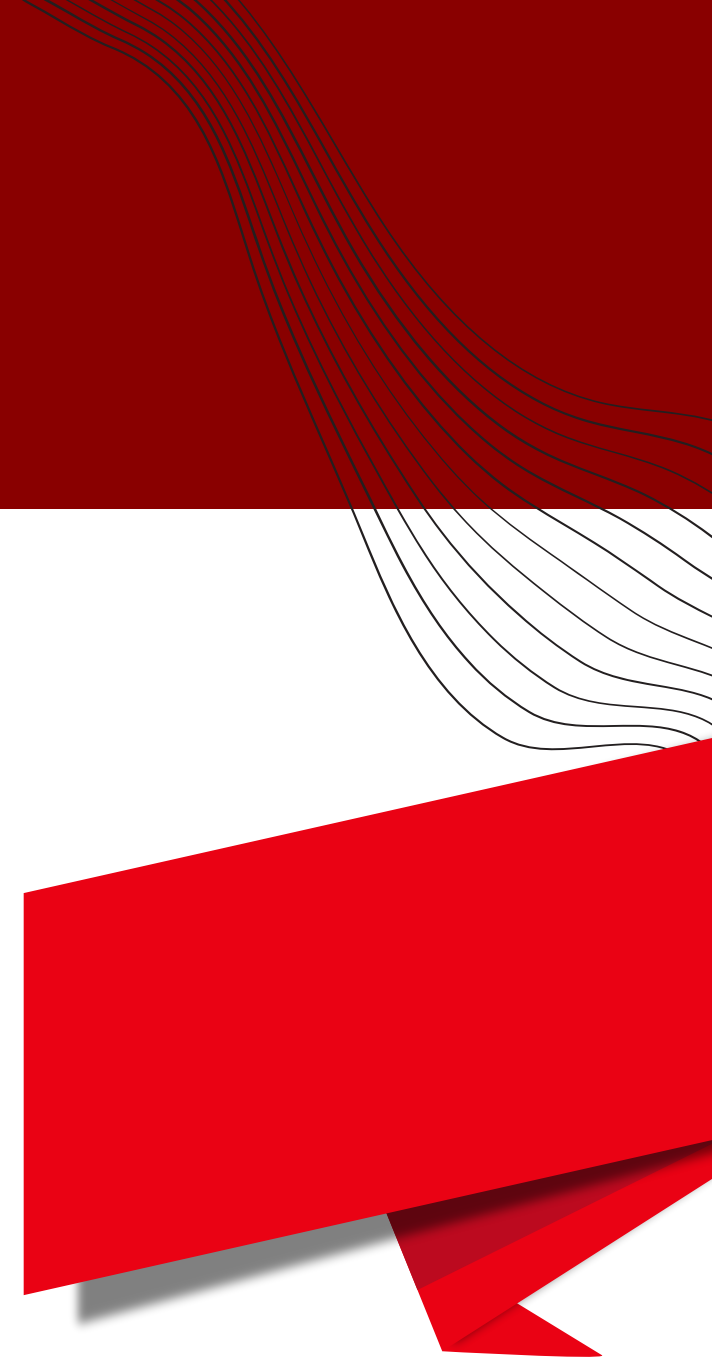
Good writing clarifies reasoning, strengthens transparency, and protects credibility



CONCLUSION!

03

Quantitative and qualitative research both need disciplined reporting, though in different ways



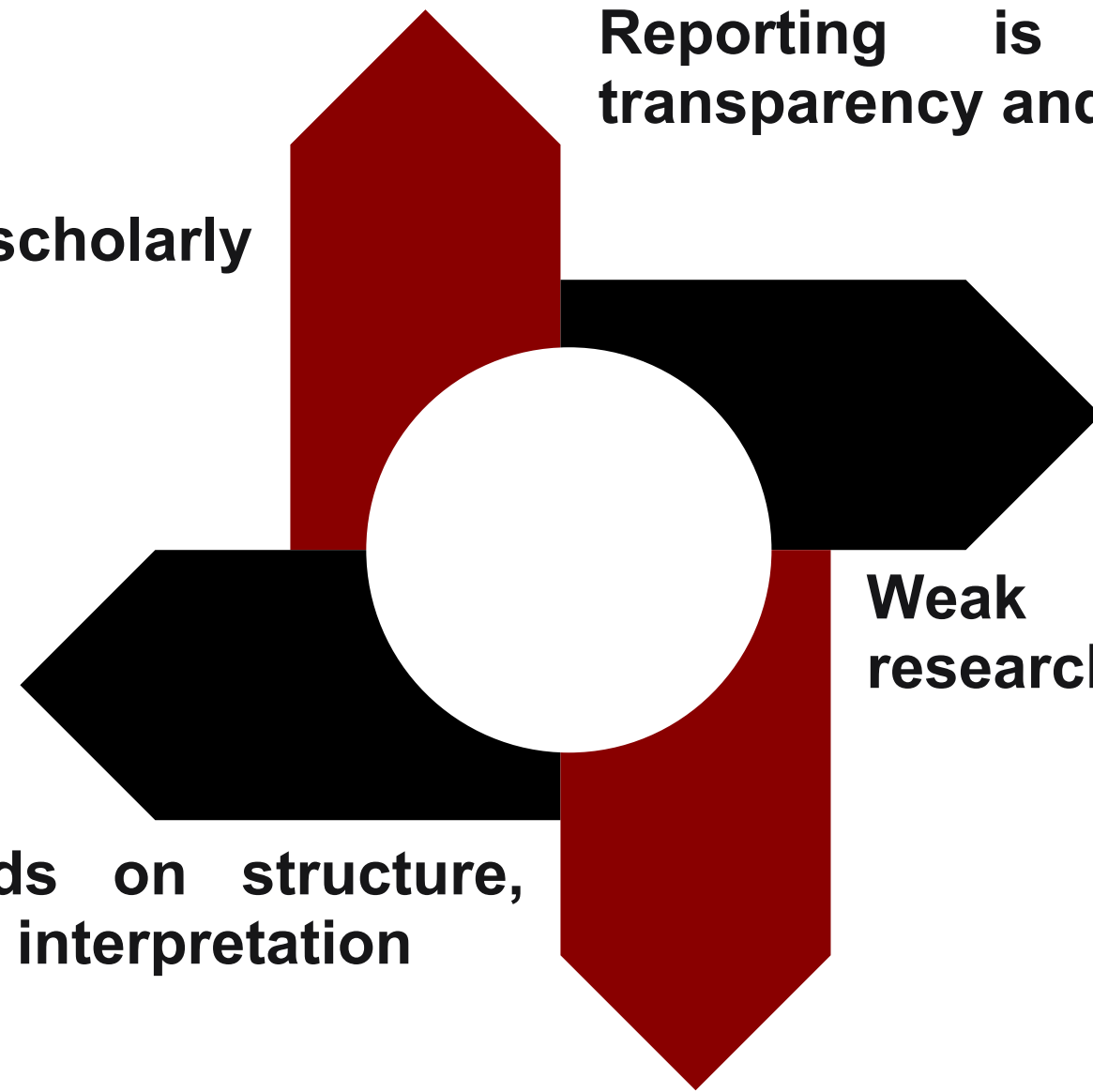
KEY TAKEAWAYS

Academic writing is a form of scholarly reasoning

Reporting is part of research
transparency and ethics

Weak writing can weaken strong
research

Good writing depends on structure,
clarity, and disciplined interpretation



CLOSING REMARKS



Good researchers do not only generate findings; they communicate them responsibly



Academic writing is where rigor becomes visible



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CLOSING REMARKS



The next step is to integrate all chapters into one coherent and defensible final manuscript



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See you in Meeting
14, with the topic:

**Research Presentation
Preparation**



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**THANK
YOU**