

ENTREPRENEUR & MANAGEMENT RESEARCH

Final Research Showcase

Present By
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REVIEW OF MEETING 14

RESEARCH PRESENTATION PREPARATION

01

A research presentation is not a paper read aloud

e.g., slides should support explanation, not replace the presenter's voice

02

Good presentations privilege clarity over completeness

e.g., not every table, quotation, or model path needs to appear on the screen

03

Visuals should simplify complexity, not reproduce the thesis

e.g., one clear framework can communicate more than a crowded slide full of text

INTRODUCTION



Why Final Research Showcase Matters

A final showcase is where the entire research journey becomes publicly accountable

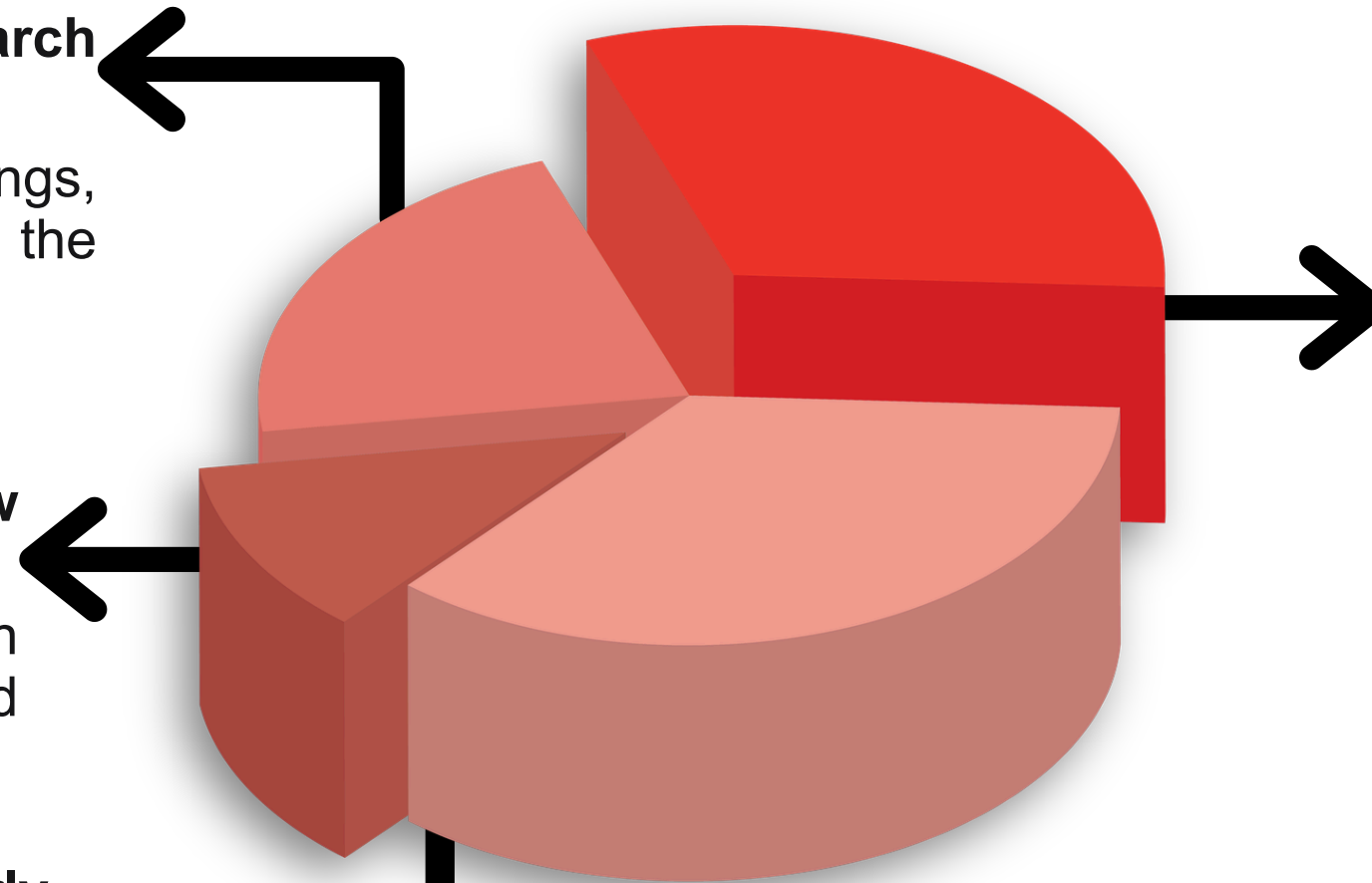
e.g., the audience evaluates not only the findings, but also the logic, clarity, and contribution of the whole study

Showcase performance influences how research is remembered

e.g., a clear and compelling presentation can make a complex study accessible and memorable

Final showcase is a form of scholarly communication, not merely performance

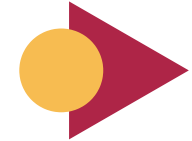
e.g., the purpose is not to impress theatrically, but to communicate rigor convincingly



A strong showcase demonstrates both research quality and researcher maturity

WHAT IS A FINAL RESEARCH SHOWCASE?

From Thesis Output to Scholarly Display



A final showcase is a selective representation of the whole study
e.g., the presenter does not show everything, but shows what matters most



It is built around a central message, not around the order of the thesis chapters
e.g., a showcase should lead with the contribution, not mechanically mirror every section of the written report

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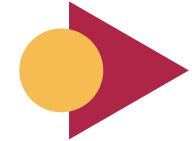
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WHAT IS A FINAL RESEARCH SHOWCASE?

From Thesis Output to Scholarly Display



A showcase is closer to a scholarly pitch than to a full manuscript e.g., it presents the essence, value, and credibility of the study in condensed form

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THE CORE OF A FINAL SHOWCASE

WHAT MUST BE VISIBLE TO THE AUDIENC

- 01 A final showcase must make the research problem visible**
e.g., the audience should quickly understand what important issue the study addresses
- 02 It must show methodological credibility**
e.g., the audience needs enough information to trust how the findings were produced

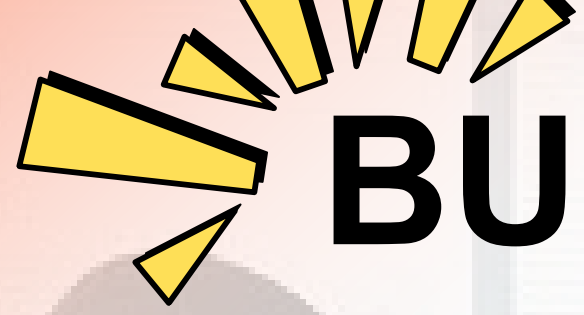


THE CORE OF A FINAL SHOWCASE

WHAT MUST BE VISIBLE TO THE AUDIENC

03 It must present findings in a way that reveals
.g., not just what was found, but why it matters

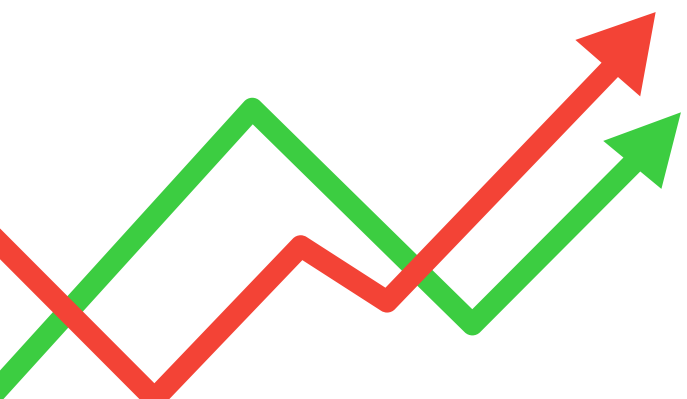
04 It must end with a memorable takeaway

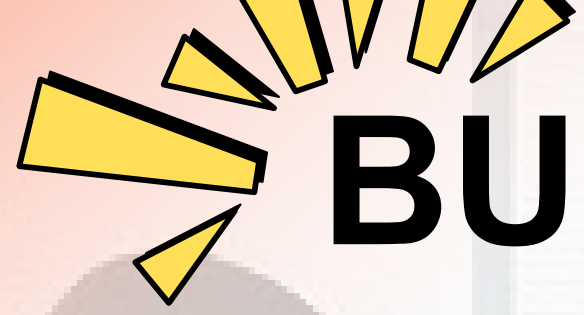


BUILDING A SHOWCASE NARRATIVE

WHY RESEARCH MUST BE TOLD AS A JOURNEY

- 01** A showcase needs a narrative arc
e.g., problem -> gap -> method -> finding -> contribution

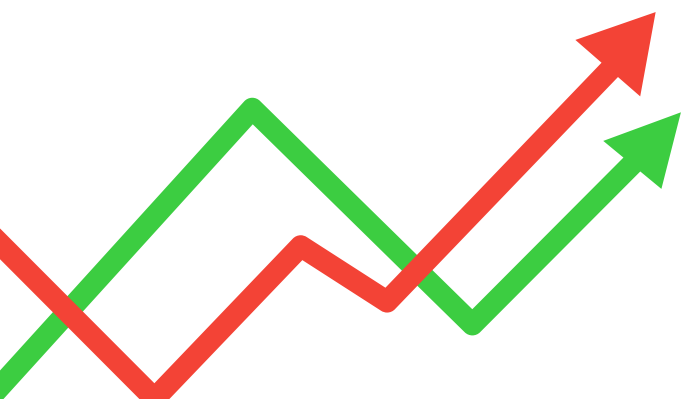


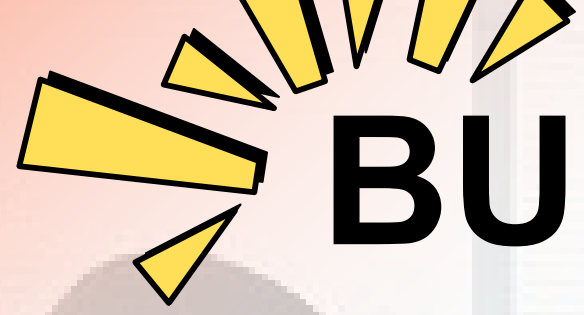


BUILDING A SHOWCASE NARRATIVE

WHY RESEARCH MUST BE TOLD AS A JOURNEY

02 Audiences remember stories better than disconnected facts
e.g., findings become more memorable when presented as the resolution of a research problem

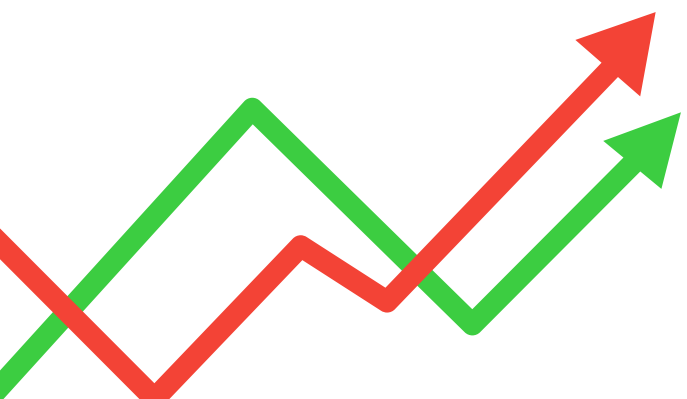




BUILDING A SHOWCASE NARRATIVE

WHY RESEARCH MUST BE TOLD AS A JOURNEY

- 03** **Narrative coherence creates persuasive force**
e.g., a well-connected argument helps the audience see why the research deserves attention





SHOWCASING QUANTITATIVE RESEARCH

FROM MODELS TO MEMORABLE MEANING



**Quantitative showcases should foreground the
key mechanism, not every output table**

e.g., the audience needs the main effect logic, not all path
coefficients



SHOWCASING QUANTITATIVE RESEARCH

FROM MODELS TO MEMORABLE MEANING



**The presenter should translate statistics into
substantive meaning**

e.g., a mediated effect should be explained as a process, not merely
a number



SHOWCASING QUANTITATIVE RESEARCH

FROM MODELS TO MEMORABLE MEANING



**One strong visual model is usually better than
many dense result slides**

SHOWCASING QUALITATIVE RESEARCH

Source: Canva



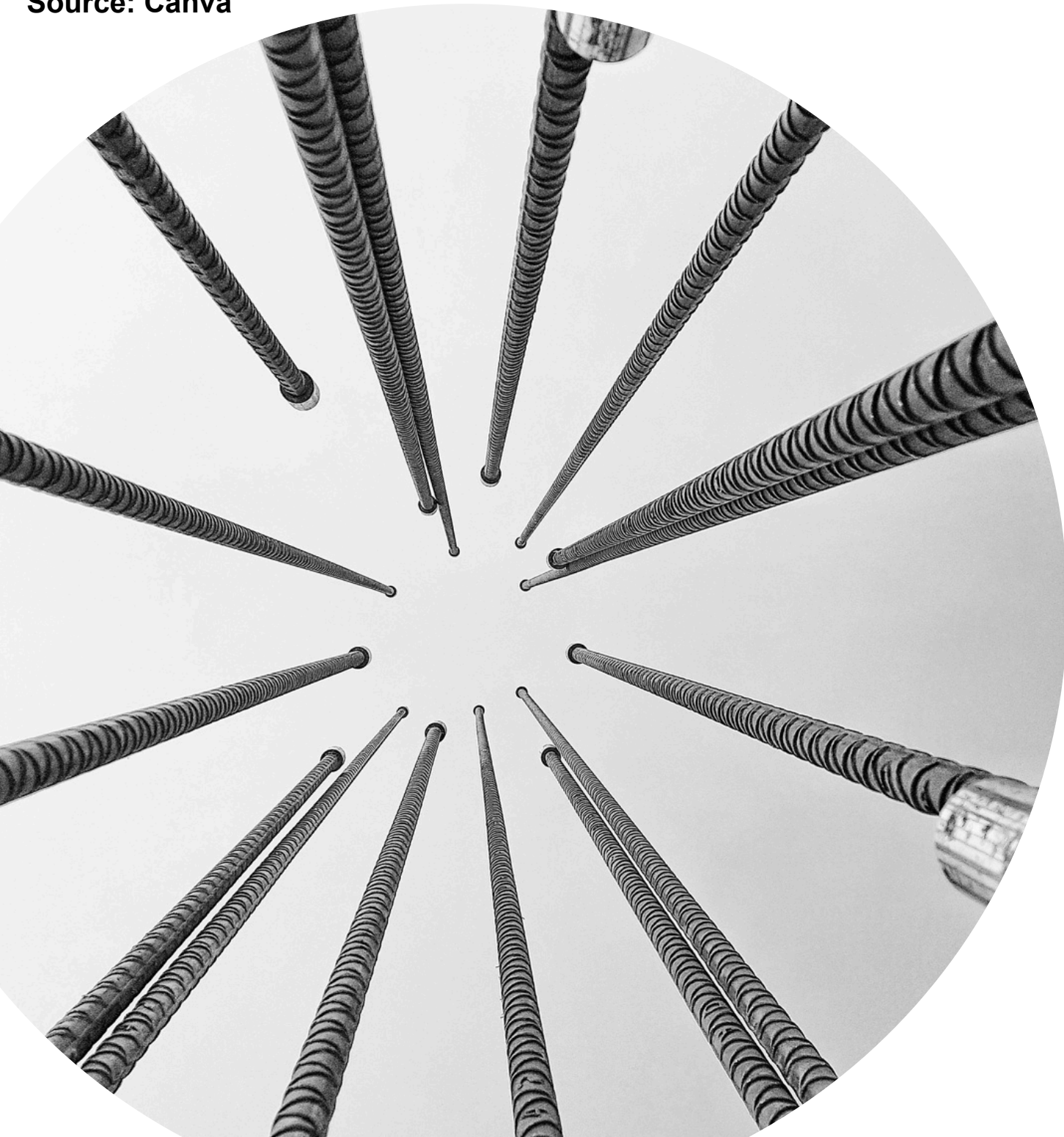
FROM THEMES TO INSIGHT

01

Qualitative showcases should foreground themes, process, or conceptual patterns
e.g., the audience should see the interpretive structure, not just hear many quotations

SHOWCASING QUALITATIVE RESEARCH

Source: Canva



FROM THEMES TO INSIGHT

02

Quotes are evidence, not the whole showcase

e.g., one or two powerful quotations are enough when the pattern is well explained

SHOWCASING QUALITATIVE RESEARCH

Source: Canva



FROM THEMES TO INSIGHT

03 Visual frameworks help qualitative findings travel better to an audience

VISUAL DESIGN FOR THE FINAL SHOWCASE

WHAT THE AUDIENCE SEES SHAPES WHAT THEY REMEMBER

01

Visual design affects attention and comprehension

e.g., poster and slide layout influence whether viewers can navigate information effectively



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VISUAL DESIGN FOR THE FINAL SHOWCASE

WHAT THE AUDIENCE SEES SHAPES WHAT THEY REMEMBER

02

Brevity, clarity, neatness, and readability are core principles



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VISUAL DESIGN FOR THE FINAL SHOWCASE

WHAT THE AUDIENCE SEES SHAPES WHAT THEY REMEMBER

03

Good slides and posters reduce cognitive overload



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DELIVERY, ANXIETY, AND PRESENCE



HOW THE RESEARCHER BECOMES PART OF THE MESSAGE

01

Delivery affects how the same content is judged

e.g., a strong study can appear weaker if presented nervously and incoherently

DELIVERY, ANXIETY, AND PRESENCE



HOW THE RESEARCHER BECOMES PART OF THE MESSAGE

02

Anxiety is not always an enemy; it can be reframed productively

e.g., interpreting anxiety as passion can improve pitch performance

DELIVERY, ANXIETY, AND PRESENCE



HOW THE RESEARCHER BECOMES PART OF THE MESSAGE

03

Preparation should build composure, not rote memorization

QUESTION AND ANSWER AS PART OF THE SHOWCASE

Source: Canva



THE SHOWCASE CONTINUES AFTER THE LAST SLIDE

01

Q&A is part of the showcase, not a separate afterthought

QUESTION AND ANSWER AS PART OF THE SHOWCASE

Source: Canva



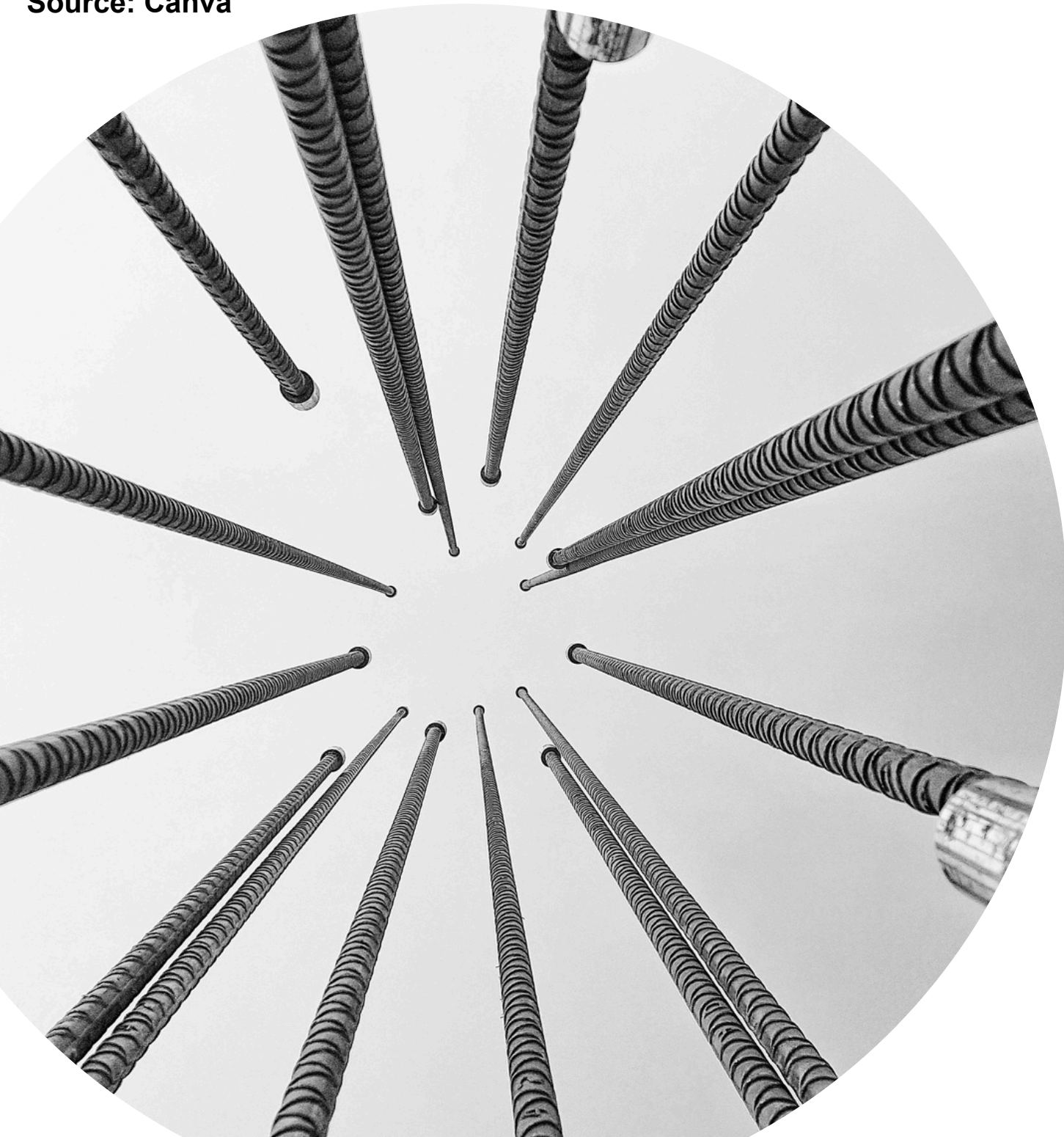
THE SHOWCASE CONTINUES AFTER THE LAST SLIDE

02

Strong answers clarify reasoning, not just defend the presenter

QUESTION AND ANSWER AS PART OF THE SHOWCASE

Source: Canva






THE SHOWCASE CONTINUES AFTER THE LAST SLIDE

03

A good presenter can acknowledge limits without collapsing confidence

EVALUATING A FINAL SHOWCASE

What Makes a Showcase Strong?

-  **A strong showcase is bold, broad, and rigorous**
e.g., it addresses an important issue, shows wider relevance, and demonstrates analytic credibility
-  **It is also clear, engaging, and proportionate**
-  **The best showcase leaves one central idea that the audience can retain**

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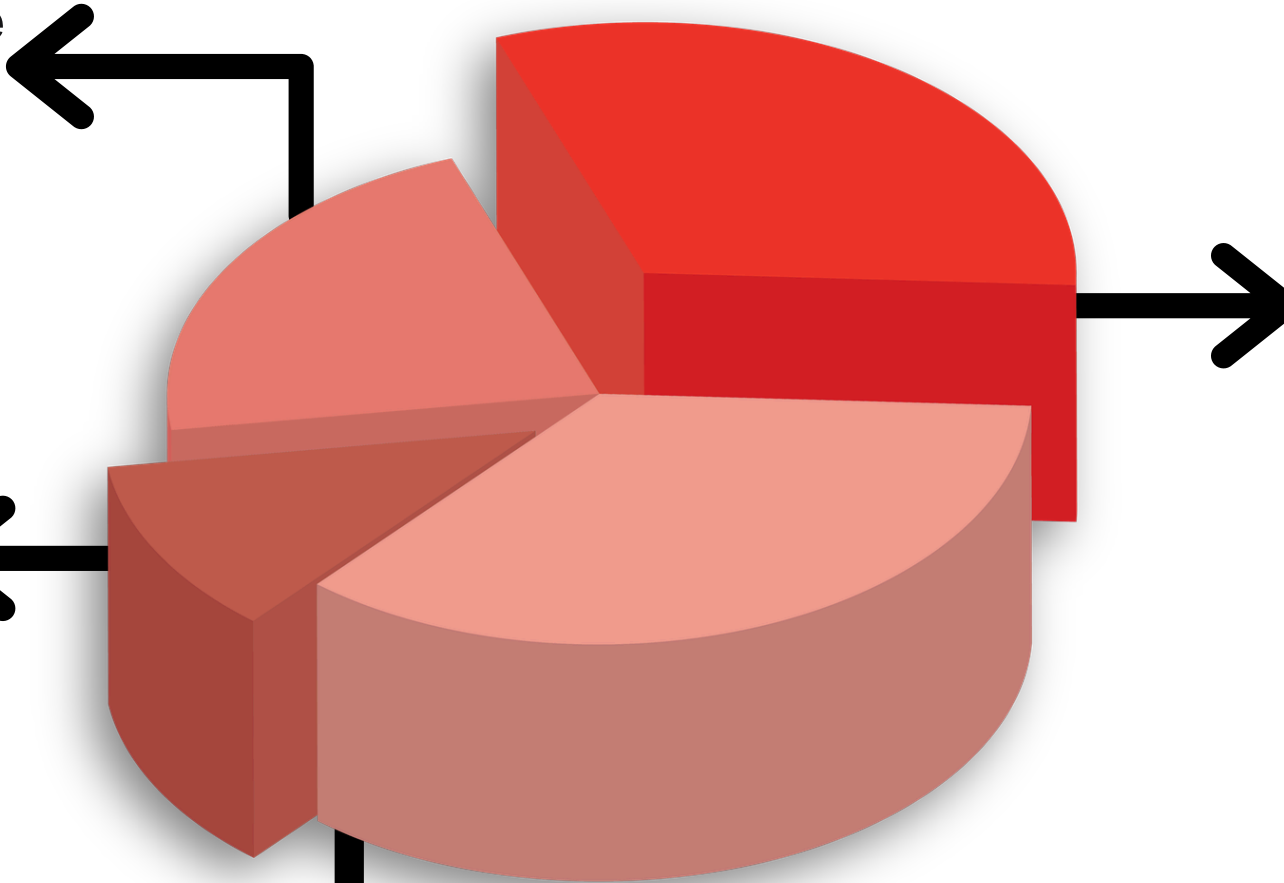
COMMON MISTAKES IN FINAL RESEARCH SHOWCASE

Why Strong Studies Sometimes Look Weak on Stage

Trying to show everything instead of the essentials

Reading slides instead of presenting an argument

Using visuals that overload rather than illuminate



Confusing technical density with academic seriousness

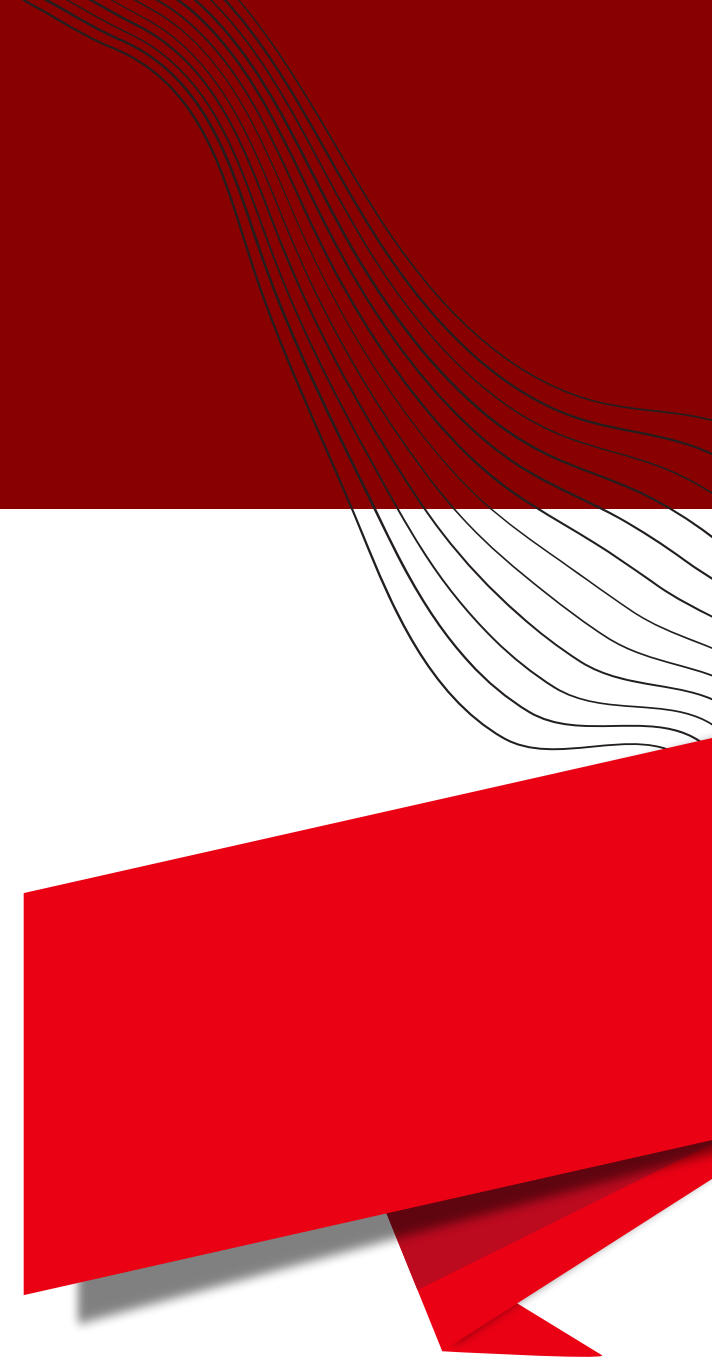
CONCLUSION!

01

A final research showcase is the disciplined public communication of a complete study

02

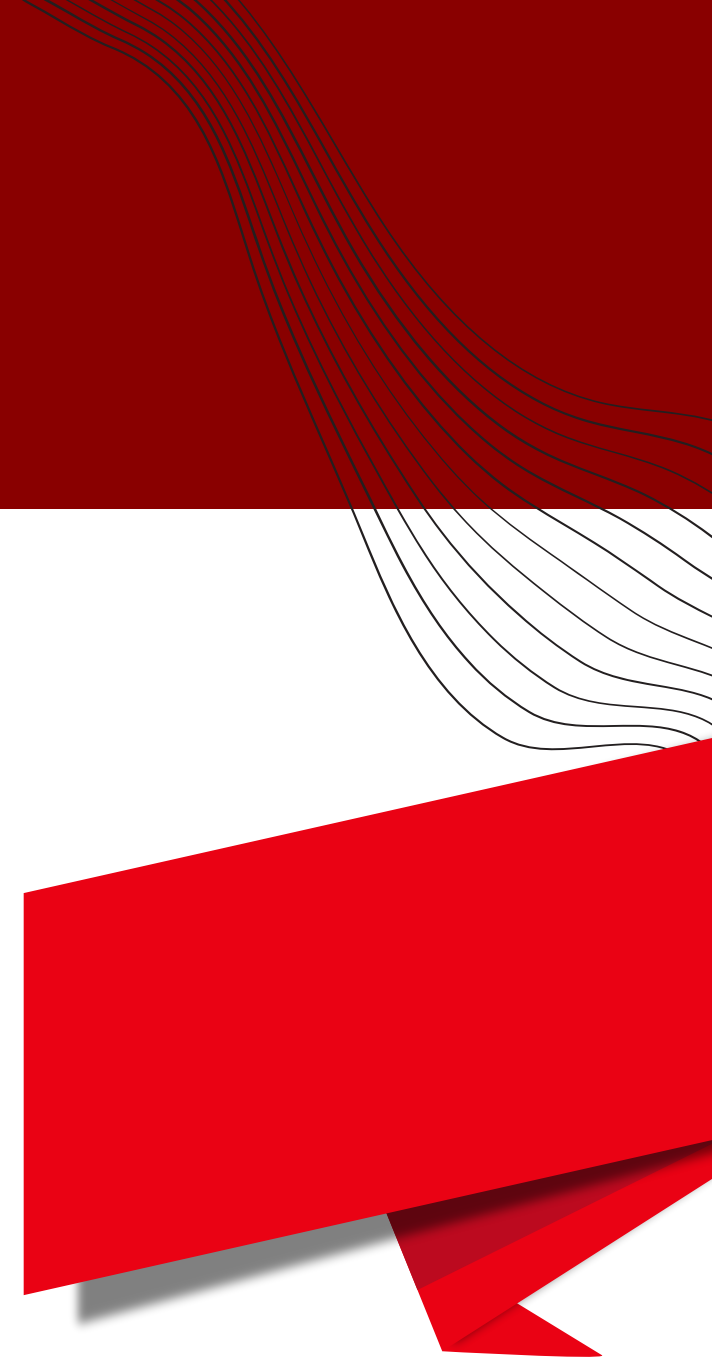
Its success depends on selection, structure, visuals, delivery, and integrity



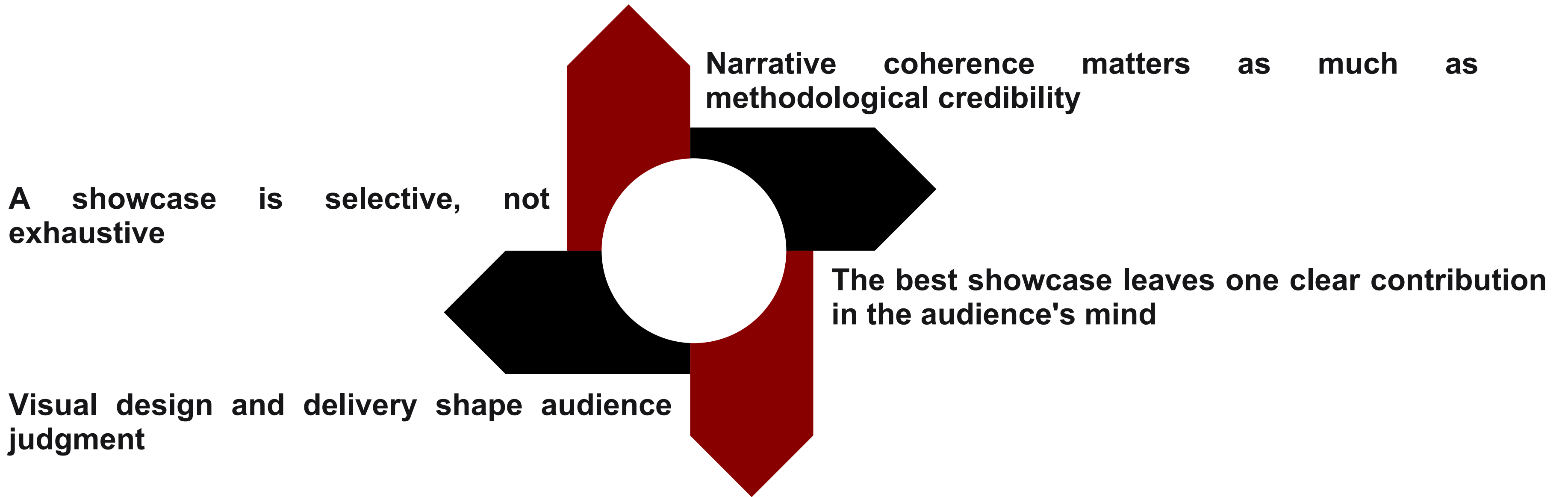
CONCLUSION!

03

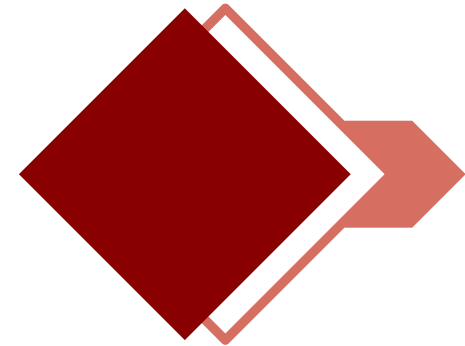
Good showcase turns research into a memorable scholarly message



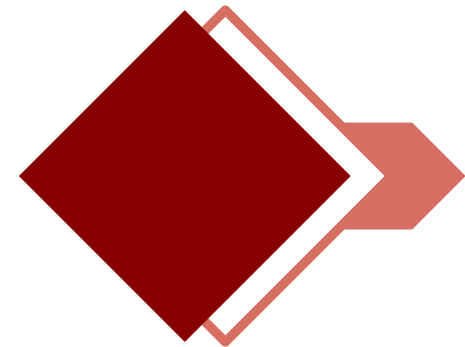
KEY TAKEAWAYS



CLOSING REMARKS



The final showcase is where research becomes visible as scholarly identity

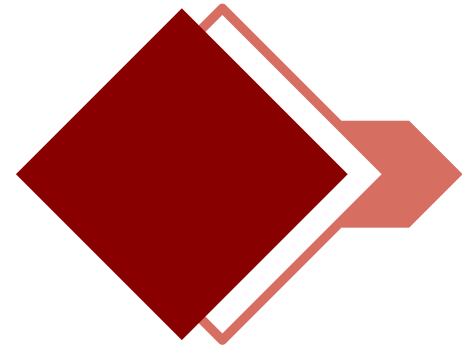


Good researchers do not only produce findings; they also make those findings communicable



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CLOSING REMARKS



The showcase is not the end of thinking, but the beginning of scholarly dialogue



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**THANK
YOU**