ACADEMIC SKILLS

Class 6

B_BCi 2020, Group 1
Wintersemester 2021

STATUS QUO

Class 1 (Sep. 10)	Research, types of literature
Class 2 (Sep. 16)	Research question, citing, search protocol
Class 3 (Sep. 17)	Literature research (plenary session held by the Library)
Class 4 (Oct. 7)	Reading, paraphrasing, literature analysis table
Class 5 (Oct. 14)	Literature Review, process, structure
Class 6 (Oct. 21)	**Reasoning, writing style**
Class 7 (Nov. 5)	Abstract, research proposal
Class 8 (Dec. 7)	Feedback

Class 6 – Learning Outcomes

After Class 6 you are able to…

- create your own arguments based on the argument patterns presented today
- tell the general rules of an academic writing style
- write arguments in an academic style
- utilize essay evaluation guideline presented

Class 6 – Agenda

- Recap
- Developing arguments / reasoning
- Writing Style
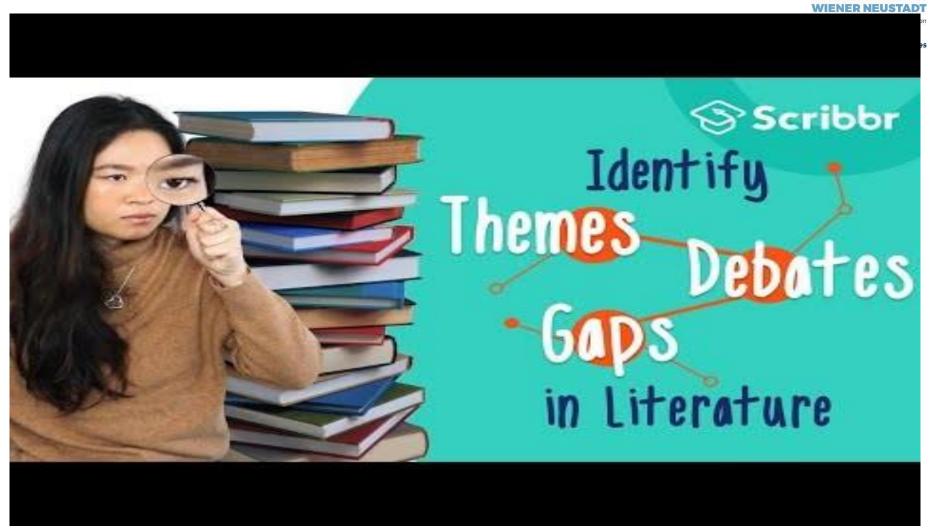- Essay Evaluation Guidelines

Recap Exercise

Those of you who were not here in class 5, please watch the following videos:

- How to Write a Literature Review: 3 Minute Step-by-step Guide | Scribbr 🎓:
  https://www.youtube.com/watch?v=zIYC6zG265E

- Identify Themes and Gaps in Literature – with REAL Examples | Scribbr 🎓:
  https://www.youtube.com/watch?v=hMGdwlhiwzU

- Outline Your Literature Review's Structure | Scribbr 🎓:
  https://www.youtube.com/watch?v=pOK1-H8Vafs

- 4 TIPS for Writing a Literature Review's Intro, Body & Conclusion | Scribbr 🎓:
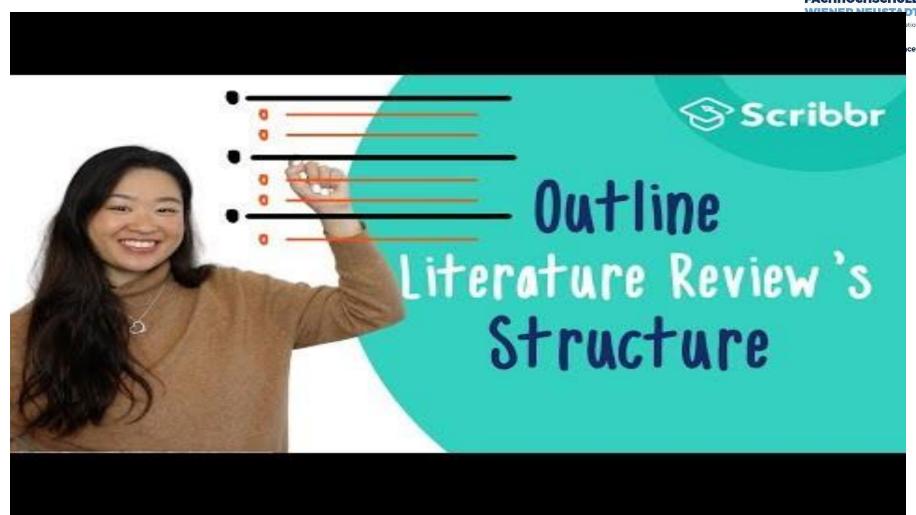 https://www.youtube.com/watch?v=kW6Uzn-8uMI

Recap Exercise
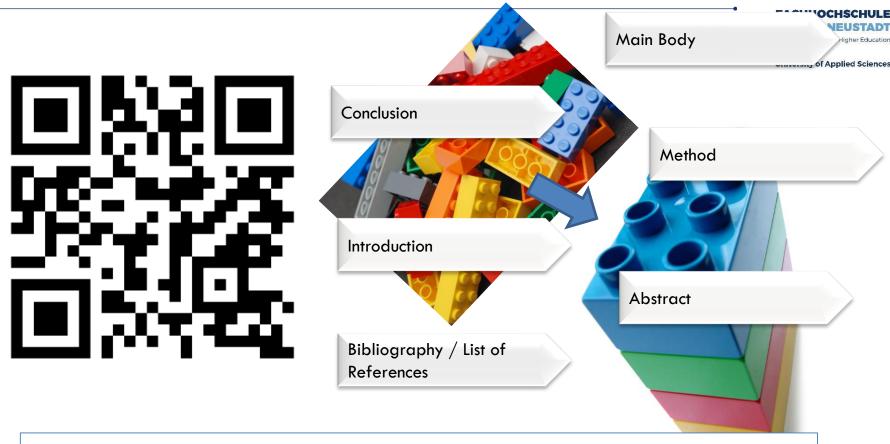
Recap Exercise

STRUCTURE OF A LITERATURE REVIEW

Main Body

Conclusion

Method

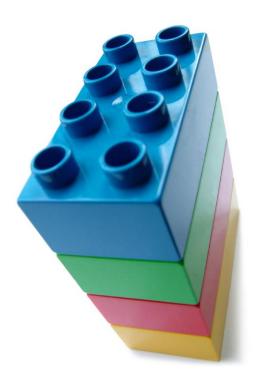Introduction

Abstract

Bibliography / List of References

Rank the elements of a literature review: https://www.menti.com/dvbqc2nj9g

Code: **3133 9742**

STRUCTURE OF A LITERATURE REVIEW

1. Abstract

2. Introduction

3. Methodology

4. Main Body

5. Conclusion

6. List of references

Recap Exercise 15 Minutes

"The Islamic State, its Economic Activities and Economic Impacts on Iraq"

1) Read the introduction and search for the following elements. Are they explicitly stated?
   - ✓ Research Question
   - ✓ Relevance
   - ✓ Method
   - ✓ Outline of the paper structure

2) Main part: Read only the first sentence of each paragraph.
   Can you deduce a rule in terms of paragraph writing from this insight?

3) Read the conclusion and identify the following elements:
   - ✓ Answer(s) to the research questions
   - ✓ Limitations
   - ✓ Outlook

Status Quo

1. We know what we are writing about (research topic + research question).

2. We have gathered our ingredients through the literature analysis protocol (literature review)

3. We already know what to know about the topic (state of the art, literature read)

4. We know how to structure a literature review and know the components of each chapter.

5. We have written a very first paragraph.

CLASS EXERCISE 20 minutes

1) Get into your **topic groups.**

2) Each student shares their writing sample with the group to analyse it (was homework).

3) Pay specific attention to the writing style & the clarity of the content

CLASS EXERCISE

		Group 1
Kovács	Rebeka	The role of social media marketing for luxury brands.
Tóth	Veronika	What drives people to buy luxury goods?
		Group 2
Lang	Norbert	To what extent is employee motivation connected to productivity?
Tatschl	Clemens Robert	How do Human Resource Management practices increase engagement, motivation and retention among employees (HR)
		Group 3
Warren	Wesley Renee	How is dressing in the office/workplace affecting representation?
Breitsching	Nadine	What are causes and solution approaches for gender inequalities in the workplace?
		Group 4
Bakó	Mercédesz	What are the possible influencing factors of impulse buying decisions regarding online shopping?
Fodor	Petra Réka	What impacts does social media usage have on alcohol consumption?
Sorochan	Mariia	Why are people still tricked into falling for pyramid schemes?
		Group 5
Herzinger	Sarolta Csenge	How working in different time contexts can cause a drawback in virtual teamwork and in communication between virtual team members in a corporation?
Bauer	Esther Sophia	How do character traits influence leadership styles
		Group 6
Akter Hossain	Tahsin	How does islam influence business ethics in various aspects in economics?
Ogbonda	Chikerueze Davies	What are the consequences of cyber attacks on health care businesses? / How does security breach increase the risk of cyber attacks in health care businesses?
		Group 7
Liedeskrastina	Karolina	
Bebech	Patryk Bogumil	

Status Quo

Now it is a question of **HOW** we work with the statements. We can treat all statements

...treat them equally or in a differentiated way.

...enumerate or discuss.

...consider them as dogma or question them.

...describe or criticise.

...assert or prove.

Etc.

Status Quo

Paragraph structure: each chapter (usually) deals with one theme / aspect of your topic

- Each chapter is self-contained. Nevertheless, the chapters must refer to each other.

- The first paragraph of each chapter ideally describes the expected content.
- This is followed by the discussion in detail.
- At the end of each chapter there is a transition to the following chapter.
- In the literature section, each paragraph is supported by at least one source reference.

REASONING

DEVELOPING ARGUMENTS

Reasoning Patterns

ARGUMENT: PREMISES & CONCLUSION

An Argument is comprised of premises and a conclusion.

Premise:

- is a statement that provides a reason or support for the conclusion.
- justifies a conclusion.
- usually, there are at least two premises.

Conclusion: consequence(s) of the premise(s).

Aufgestellte Behauptungen sind mit Daten, Quellen und Beispielen zu untermauern/ belegen und mit Gegenargumenten zu diskutieren → keine lose Aneinanderreihung von Quellen!

REASONING PATTERNS

- Once you have grouped your evidence you can draw conclusions.

- There are basic patterns of reasoning that can be used to organize research evidence and draw conclusions.

- We can classify these basic reasoning patterns in four types:

    (1) One-on-one reasoning

    (2) Side-by-side reasoning

    (3) Chain reasoning

    (4) Joint reasoning

1) ONE-ON-ONE REASONING

ONE-ON-ONE REASONING

- One reason (R) is enough to justify the conclusion (C):

$$R \therefore C$$

$\therefore$ is the sign for therefore

Example:

- The noon bell has rung.
- Therefore, it must be lunchtime.

ONE-ON-ONE REASONING: EXAMPLE

Example:

> **A real option** as defined in the literature **is the right but not an obligation** bought for a small investment (also known as option price) on the part of a firm or entity **to continue or not continue with a set of activities** in the future (Mitchell & Hamilton, 1988).

- The author defined 'real option' based on a single article (or concluded what 'real option' is).

- Sometimes we may use this approach, especially when the definition is widely accepted or only one definition exists (e.g. when an author has coined a definition that is widely used).

Source: Nerkar, Paruchuri, and Khaire (2007, 250)

ONE-ON-ONE REASONING: EXAMPLES

Additional examples:

- **External uncertainty** refers to **risks that firms cannot influence**, and involves, for example, political, legal, economic, and social risks (Deng, 2001).

- According to Chen and Hu (2002: 196), **cultural distance** can be defined as "**the difference in values and beliefs shared between home and host countries**".

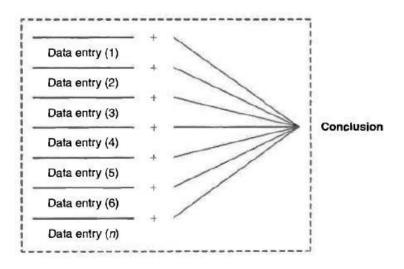Source: Nerkar, Paruchuri, and Khaire (2007, 250)

2) SIDE-BY-SIDE REASONING

SIDE-BY-SIDE REASONING

- A side-by-side reasoning pattern cites several data entries (e.g.
  - findings), all of which offer the same reason to justify the conclusion.

- Example: the evening news forecasts rain; the radio forecaster says it will rain; the Internet forecast predicts rain;
  - therefore, it will probably rain.

SIDE-BY-SIDE REASONING

- A collection of evidence leads to a conclusion.

- We can use it when we find several data entries that
  - independently confirm the conclusion.

- **This is the approach often used by social science researchers in arguing claims for a literature review.**

EXAMPLE 3: SIDE BY SIDE REASONING

■ Citing several articles to justify the conclusion.

Findings from: **Conclusion**

Nieto and Rodríguez (2011)

Jensen (2009)   … gains of offshoring with
                                                      regard to upgrading the firm´s
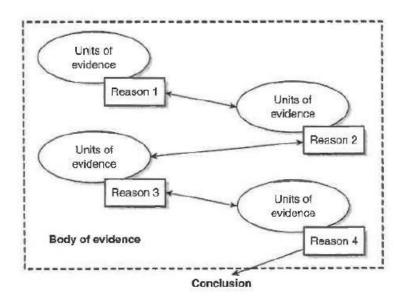Jensen (2012)   resource and capability base …

Kotabe et al. (2008)

3) CHAIN REASONING

CHAIN REASONING

- Employs a one-on-one reasoning pattern for its foundation.
- The conclusion of the first pattern then becomes the evidence for the second conclusion. This line of logic continues until, the final conclusion has been justified.

CHAIN REASONING

Example:

- Car engines burn less fuel when they run at lower speeds,

- thus lower speeds mean less fuel consumption;

- Less fuel consumption leads to fewer toxic fuel emissions;

- Fewer toxic fuel emissions results in less air pollution;

- Therefore, reducing the speed limit means less air pollution.

CHAIN REASONING

- Each link of the chain becomes the premise for arguing the next conclusion.

- This mapping scheme is useful in tracking chronological
    - data entries and theory development.

4) JOINT REASONING

JOINT REASONING

- In this case, the reasons (premises) cannot stand on their own, but, when taken together, provide the necessary reasoning to justify the conclusion.

- — (R1 + R2) ∴ C

Example

- If X exists, and Y exists, then Z.
- When the temperature falls below freezing (R1) and enough moisture is present (R2),
  - it will probably snow (∴C).

COMPLEX REASONING

COMPLEX REASONING

- The simple conclusions from the four reasoning patterns now become premises for the complex argument.

- A complex reasoning pattern combines two or more of the four basic reasoning patterns as building blocks to organize the premises that form a new argument.

- Two frequently used complex reasoning patterns are:
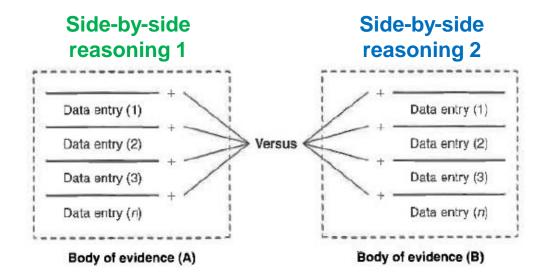
    - Divergent reasoning

    - Comparative reasoning

DIVERGENT REASONING

DIVERGENT REASONING

- Combines two opposing basic side-by-side reasoning patterns

- Maps opposing viewpoints.

- It is used to depict any authors' positions, research findings, or
  - theories that are in direct contradiction.

Side-by-side reasoning 1   **Side-by-side reasoning 2**

EXAMPLE 1: DIVERGENT REASONING

Side-by-side reasoning 1

Side-by-side reasoning 2

… Some studies have found empirical support for a **positive** influence of cultural distance on firms' preferences for ownership modes that allow high levels of control, that is, WFOEs* (Anand & Delios, 1997; Padmanabhan & Cho, 1996). However, the majority of studies discovered a **negative** relation between cultural distance and the choice of WFOE as mode of entering a foreign market (e.g., Duarte & Garcı́a-Canal, 2004; Erramilli, 1991; Hennart & Larimo, 1998; Jung, 2004; Yiu & Makino, 2002). …

•WFOE – Wholly owned foreign subsidiary

Source: Puck, Holtbrugge, and Alexander (2009, 391).

EXAMPLE 2: DIVERGENT REASONING

Conclusion

Premises

Opposing views

There are conflicting views of why some firms should be more able to internationalize early and rapidly than others. <u>An area with a particular conflict of theoretical prediction is the question of the extent to which</u>, if any, <u>resources are needed for early and rapid internationalization</u>. Contributions conceptually grounded in the <u>resource-based view</u> of the firm argue that resource slack or the abundance of specialized resources is needed for entrepreneurial activities (e.g., George, 2005). Thus, resource slack or at least a certain <u>minimum of resource endowment would be a prerequisite for entrepreneurial action and, in an internationalization context</u>, for the internationalization of the firm itself.

By contrast, other researchers have shown that the <u>generation of capabilities needed for internationalization need not require resource intensity and can in fact go well under conditions of resource scarcity</u> (Gassmann & Keupp, 2007; Katila & Shane, 2005). Sapienza et al. (2006) discussed these differences in detail and showed…

Source: Keupp and Gassmann (2009, 616)

COMPARATIVE REASONING
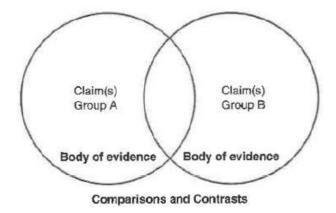
COMPARATIVE REASONING

- The comparative reasoning scheme shows likenesses and differences in two groups by comparing and contrasting the evidence and claims associated with each position.

- Comparative reasoning can be represented by a Venn diagram:

  - Commonalities are those parts that fall inside the circles' intersection.

  - Differences are those parts that fall outside the intersection.

Claim(s) Group A

Claim(s) Group B

Body of evidence

Body of evidence

Comparisons and Contrasts

EXAMPLE 1: COMPARATIVE REASONING

Thus <u>the choice of entry mode</u> requires a comparison of the coordination costs associated with the internalization and the transaction costs arising from the search for, negotiation with and control of a market partner (Brouthers, 2002; Erramilli & Rao, 1993). While <u>early work has provided static analyses of this choice</u> (e.g., Hirsch, 1976), <u>subsequent research provided dynamic economic analyses</u> into the timing of a switch between entry modes. However, the focus here was the switch from export to FDI (Buckley & Casson, 1981) or from export to IJV (Pennings & Sleuwaegen, 2004).

Source: Puck, Holtbrugge, and Alexander (2009, 390).
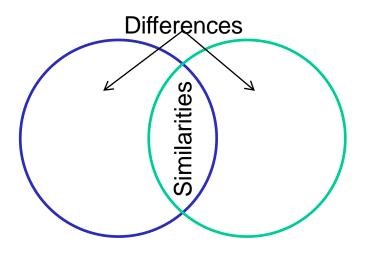
EXAMPLE 1: COMPARATIVE REASONING

The choice of entry mode example:

- Similarities: all the articles deal with choice of entry mode.

- Differences: But some articles deal with dynamic and others with static analysis of choice.

EXAMPLE 2: COMPARATIVE REASONING

Example: Definition of International Entrepreneurship (IE).

- The two definitions have similarities
  (e.g. innovative activities across borders)
  and differences (e.g. combination of behaviors).

The attempts directed at making IE research independent of firm size and firm age can be traced back to a 1997 article that redefined IE as "new and innovative activities that have the goal of value creation and growth in business organizations across national borders" (McDougall & Oviatt, 1997: 293). In 2000, IE was again redefined as "a combination of innovative, proactive and risk-seeking behaviour that crosses national borders and is intended to create value in organizations.

SOURCES

Keupp, Marcus Matthias, and Oliver Gassmann. 2009. "The Past and the Future of International Entrepreneurship: A Review and Suggestions for Developing the Field." *Journal of Management* 35 (3):600-633.

Li, Yong, Barclay E. James, Ravi Madhavan, and Joseph T. Mahoney. 2007. "Real Options: Taking Stock and Looking Ahead." In *Real Options Theory (Advances in Strategic Management)*, ed. Jeffrey J. Reuer and Tony W. Tong, 31-66. Oxford: Elsevier.

Nerkar, Atul, Srikanth Paruchuri, and Mukti Khaire. 2007. "Business Method Patents as Real Options: Value and Disclosure as Drivers of Litigation." In *Real Options Theory (Advances in Strategic Management)*, ed. Jeffrey J. Reuer and Tony W. Tong, 247-274. Oxford: Elsevier.

Puck, Jonas F., Dirk Holtbrugge, and Alexander T. Mohr. 2009. "Beyond entry mode choice: Explaining the conversion of joint ventures into wholly owned subsidiaries in the People's Republic of China." *Journal of International Business Studies* 40 (3): 388-404.

Schmeisser, Bjoern. 2013. "A Systematic Review of Literature on Offshoring of Value Chain Activities." *Journal of International Management* 19 (4):390-406.

Class Exercise

(1) Download the word document „C06_Develop an argument"

(2) Read the provided material individually

(3) Individually try to develop an argument with the provided findings

- Note: Not all findings have to be included in your argument and the findings can be paraphrased and shortened.

(4) Discuss this with your neighbour.

EXAMPLE 1 – first draft

Kong et al. (2014, 924) states that eco-labels have not only had a positive influence, but were the most significant factor in influencing green purchase intention among customers. Brécard (2014, 79) has shown that eco-labels are the best method of informing consumers on the environmental quality of goods, the production process, and the quality of products' components which are usually concealed behind product attributes. Some researchers (Bratt et al. 2011; Brécard 2014) have concluded that the information provided by eco-labels is uncertain due to the large variety of labels, 463 worldwide according to the Ecolabel index (2018), as well as their differing guidelines. There is confusion on eco-labels leading to misinformed decisions. Furthermore, Thøgersen (2002) found that regardless of their positive or negative influence, consumers only use eco-labels if they trust them.

EXAMPLE 2 – second draft

A significant influence of eco-labels on green product purchasing behaviour has been found by various authors (Azizan and Suki, 2014; Boztepe, 2012; Braimah, 2015; Chekima et al. 2016; Kong et al. 2014; Smith and Brower, 2012 cited in Liobikienė and Bernatonienė 2017, 114). Yet the research conducted gives conflicting views on whether this influence is positive or negative. Kong et al. (2014, 924) revealed that eco-labels have not only had a positive influence, but were the most significant factor in influencing green purchase intention among customers. Moreover, Brécard (2014, 79) has shown that eco-labels are the best method method of informing consumers on the environmental quality of goods, the production process, and the quality of products' components which are usually concealed behind product attributes. On the other hand, Some researchers (Bratt et al. 2011; Brécard 2014) have concluded that the information provided by eco-labels is uncertain due to the large variety, 463 worldwide according to the Ecolabel index (2018), as well as their differing guidelines. For these reasons, eco-labels may cause confusion, thus leading to misinformed decisions. Furthermore, Thøgersen (2002) found that regardless of the positive or negative influence, consumers only use eco-labels if they trust them.

WRITING STYLE

CLASS EXERCISE

1) Read the exemplary paragraphs and improve its formality as well as derive Do's and Don'ts for academic writing. Afterwards, present your results in plenary. Carefully consider the following:

- ✓ Formal vocabulary
- ✓ Impersonality
- ✓ Linking words
- ✓ Citation verbs
- ✓ Hedging
- ✓ Contractions, numbers, etc.

2) Which of the areas above do you personally need to work on?

FORMAL STYLE: General Comments

General Comments

- The linguistic correctness of the work is considered a prerequisite for a positive assessment!

  - No spelling mistakes

  - No grammatical errors

  - Correct choice of words

- Technical terms or abbreviations must be explained the first time they are used!

- Write in a gender-appropriate way!

- Do not use unnecessary foreign words & endless box sentences (do not give the impression of pseudo-science)

FORMAL STYLE: General Comments

General Comments

- Avoid colloquial expressions: Do not use "!" or "?" (i.e. formulate questions indirectly).

- Use direct quotations (see the guide) sparingly.

- Use target group-oriented writing: the text should be written with the reader in mind (in this case: students of your own subject).

- Objective argumentation = claims must be substantiated

FORMAL STYLE 1: VOCABULARY

To display university style, use formal vocabulary

- Replace everyday English / Germanic vocabulary with Latinate vocabulary
    - a lot of → numerous
    - but → however
    - in a negative way → negatively
    - caring about others more than yourself → altruistic

FORMAL STYLE 1: VOCABULARY

→ Find the non-optimal phrases / words:

"The focus is kept most of the times on crowdfunding that is rewardbased. But, within the research there will be comparisons to other types of crowdfunding as well. Despite the wide range of various crowdfunding studies that are proved without any doubts, the economic trends are changing irregularly and at some points drastically. Because of this fact, the combination of a lot of studies would create a sum with an aim to develop a result that might be applicable for such projects with the intention of becoming effective."

FORMAL STYLE 1: VOCABULARY

→ Find the non-optimal phrases / words:

"The focus is kept **most of the times** on crowdfunding that is rewardbased. **But**, within the research there will be comparisons to other types of crowdfunding as well. Despite the wide range of various crowdfunding studies that are proved without any doubts, the economic trends are changing irregularly and **at some points** drastically. Because of this fact, the combination of **a lot of** studies would create a sum with an aim to develop a result that might be applicable for such projects with the intention of becoming effective."

FORMAL STYLE 1: VOCABULARY

"The focus **often** is kept on crowdfunding that is rewardbased. **However**, within the research there will be comparisons to other types of crowdfunding as well. Despite the wide range of various crowdfunding studies that are proved without any doubts, the economic trends are changing irregularly and **sometimes** drastically. Because of this fact, the combination of **numerous** studies would create a sum with an aim to develop a result that might be applicable for such projects with the intention of becoming effective."

FORMAL STYLE 2

- No contractions (didn't → did not)

- Write out numbers one through twelve (but not 13)

- Only use technical abbreviations or jargon after providing an explanation

- Do not use commas to join two sentences

    - (Sage produces evidence for his claim; it is still insufficient.)

- Decide on American English (AE) or British English (BE)

- Spell-check the entire document

- Have a classmate proofread the entire document

FORMAL STYLE 2

→ Find the non-optimal phrases / words:

"Based on the research of Briner and Denyer(2012), the following paper is a SLR, which includes 8, well researched peer reviewed literatures, from which all are academic journals. Articles that don't *connect* with the topic of sustainable mobility a tourism were found on the database of ScienceDirect, *with the help of the online library of the Fachhochschule of Wiener Neustadt.* "

" This paper is a systematic literature review based on numerous articles journals; these article journals were read by me, and then listed them in a literature table analysis to be evaluated by the professor. "

FORMAL STYLE 2

→ Find the non-optimal phrases / words:

"Based on the research of Briner and Denyer(2012), the following paper is a **SLR**, which includes **8**, well researched peer reviewed literatures, from which all are academic journals. Articles that **don't** *connect* with the topic of sustainable mobility a tourism were found on the database of ScienceDirect, *with the help of the online library of the Fachhochschule of Wiener Neustadt.* "

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FORMAL STYLE 2

→ Find the non-optimal phrases / words:

"Based on the research of Briner and Denyer(2012), the following paper is a **systematic literature review (SLR)**, which includes **eight**, well researched peer reviewed literatures, from which all are academic journals. Articles that **do not** *connect* with the topic of sustainable mobility a tourism were found on the database of ScienceDirect, *with the help of the online library of the Fachhochschule of Wiener Neustadt.* "

" This paper is a systematic literature review based on numerous articles journals; these article journals were read by **the author**, and then listed them in a literature table analysis to be evaluated by the professor. "

FORMAL STYLE 3: IMPERSONALITY

- Only use the first person (I, my) in the methodology and conclusion, not when referring to sections of the paper itself (my conclusion > the conclusion)

- Consult with your thesis supervisor if you are unsure

- Use the active as well as the passive voice
    - (e.g. the author, the thesis, the paper)

- Do not use the second person (you)
    - or the first person plural (we), instead use the passive

FORMAL STYLE 3: IMPERSONALITY

But I did not identify a clear golden thread in the existent literature as the focus of these studies varies in terms of app type and research objective *(citation is missing)*.

However, no clear golden thread **was identified** in the existent literature as the focus of these studies varies in terms of app type and research objective (citation is missing).

Also, most of us use out phone everyday and are reachable for work extremely often.

FORMAL STYLE 4: LINKING WORDS

Contrast

- ~~but~~, however, yet, whereas, while, although, even though, in contrast, nevertheless, in spite of, despite, on the other hand

Examples

- ~~like~~, such as, e.g. (exempli gratia), for example, for instance, including

Clarification

- in other words, which means, i.e. (id est), specifically, in particular

(crossed-out words = exercise caution as they are overused or informal)

FORMAL STYLE 4: LINKING WORDS

Introducing a new idea

- concerning, as regards, regarding, as for,
  as far as … is concerned

Additional Information

- ~~and~~, ~~also~~, additionally, moreover, furthermore, as well as

Cause & effect

- ~~because~~, as, since, therefore, thus, hence, as a result,
  consequently, due to this, for this reason

(crossed-out words = exercise caution as they are overused or informal)

FORMAL STYLE 4: LINKING WORDS

Commenting

- clearly, surprisingly, remarkably, in fact, as a matter of fact

Summarizing

- in summary, basically, in general, generally, all in all, it can be said that …

Concluding

- in conclusion, bearing this in mind, having (examined) …

FORMAL STYLE 4: LINKING WORDS

But, as already shown in the TAM,
However, as already shown in the TAM,

Because of its reputation this model
Due to its reputation

This is because that this field of research is
This might be due to the fact that this field of research

FORMAL STYLE 5: CITATION VERBS

When presenting the arguments of other authors, I can...

- ... evaluate the theory/results positively: The results presented so far can be **confirmed**/**clarified** by the work of Wegenstein (2019).

- ... tend to evaluate the theory/results negatively: Stranzl (2019) **claims** in this context....

FORMAL STYLE 5: CITATION VERBS

Neutral

- state, argue, imply, suggest, propose
(Tolkien *argues* that *Beowulf*'s author used creativity.)

Negative (you disagree with the source)

- claim, allege
(Tolkien *claims* that *Beowulf* was written earlier than thought

= he does not have sufficient evidence to support this)

Positive (you agree with the source)

- affirm, assert, reveal

(Tolkien *reveals* that *Beowulf* is a poem, not a history.)

FORMAL STYLE 6: HEDGING

Hedging = limiting absolute statements

- Hedge your statements to protect them from attack, especially in your conclusion.

- Choose cautious, restrained formulations (e.g. It is possible to speculate that...).

- No generalisations

- No presuppositions: 'of course', 'naturally', 'as is well known', 'certainly'.

- No absolute statements or exaggerations

FORMAL STYLE 6: HEDGING

Probability

- almost certain, distinct possibility, highly likely, remote possibility (It is **highly likely** that X is Y)

Distancing

- seem, appear
(X **appears to be** closely related to Y)

FORMAL STYLE 6: HEDGING

Weakening claims

- broadly speaking, on the whole, for the most part
- tend to, usually
- a majority of, a minority of
- with the exception of

Problem words

- ~~causes~~ > contributes to   (cause = sole cause in all cases)
- ~~proves~~ > shows   (prove = 100 % in past, present, future)
- ~~fact~~ > statement, etc.   (fact = evidence-based)

FORMAL STYLE 6: HEDGING

However, **there's definitely no literature** about apps that can change the user's behaviour with regard to their own accessibility. **There are also zero** reference points that address the app usage behaviour of Austrians.

However, it **seems that there is hardly any literature** about apps that can change the user's behaviour with regard to their own accessibility. **There is also a lack of** reference points that address the app usage behaviour of Austrians.

One concept **that definitely is** very well represented in the literature of technological products and also **is** a **super** accepted model to explore the acceptance of smartphone-apps: the Technology Acceptance Model by F. D. Davis (1989).

One concept **appears to be** very well represented in the literature of technological products and also **seems to be a very** accepted model to explore the acceptance of smartphone-apps: the Technology Acceptance Model by F. D. Davis (1989).

FORMAL STYLE 6: HEDGING

But, as already shown in the TAM, **I assume** that effectively accepting this solution is influenced by a multitude of factors which **shockingly haven't been** considered in advance such as the reluctance of technologies or assumption, that using an app might be too time consuming *(citation is missing)*.

However, as already shown in the TAM, **it is assumed that** effectively accepting this solution is influenced by a multitude of factors **which might not have been** considered in advance such as the reluctance of technologies or assumption, that using an app might be too time consuming (citation is missing).

FORMAL STYLE 7: OTHER

Avoid:

- Using irony, humour, **exaggeration** and advertising language

- Using a narrative form or dramatic effects

- Digressions

- Inaccuracy (word choice)

- Stating a moral appeal

- Stating your personal opinion

Some more phrases….

See the presentation "phrase bank" on edunet!!!

Disclaimer

- The writing style may differ from discipline to discipline or from journal to journal

- Usually, a formal writing style is recommended as thought here in class

- Still, you will most probably also find journals/articles where a rather informal writing style is used and authors write in the first person (i.e. the one I handed out in class 5)

  - → this does not necessarily imply bad research quality but just represents a different way of approaching academic writing.

ESSAY EVALUATION & PEER FEEDBACK GUIDELINE

"Checklist" for your Self-Review as well as form for giving peer-feedback.

→ See Edunet!

CLASS EXERCISE

1) Again, get into your **topic groups**

2) Check if your writing sample really adheres to the standards presented in class.

3) Use the provided **essay evaluation guideline & peer-feedback form** to analyse each work.

HOME ASSIGNMENT #6

1) Write your preliminary but complete essay
   IMPORTANT: **DO NOT INCLUDE THE ABSTRACT**

   You are expected to follow the instructions you received on:

   ✓ Structuring a paper

   ✓ Writing an introduction

   ✓ Writing the method section

   ✓ Organizing evidence and structuring the main part

   ✓ Developing an argument

   ✓ Reference and citing guidelines

   ✓ Writing style

2) Submit to   a) Edunet by **November 4th** and
                  b) via e-mail (with me in cc) to your assigned classmate for peer review.

3) You can start to correct the received literature review with the help of the peer feedback form (See edunet). Deadline: **November 11th**

PEER FEEDBACK PARTNERS

		Group 1
Kovács	Rebeka	The role of social media marketing for luxury brands.
Tóth	Veronika	What drives people to buy luxury goods?

		Group 2
Lang	Norbert	To what extent is employee motivation connected to productivity?
Tatschl	Clemens Robert	How do Human Resource Management practices increase engagement, motivation and retention among employees (HR)

		Group 3
Warren	Wesley Renee	How is dressing in the office/workplace affecting representation?
Breitsching	Nadine	What are causes and solution approaches for gender inequalities in the workplace?

		Group 4
Bakó	Mercédesz	What are the possible influencing factors of impulse buying d
Fodor	Petra Réka	What impacts does social media usage have on
Sorochan	Mariia	Why are people still tricked into falling for pyra

> Bakó feedbacks Fodor, Fodor feedbacks Sorochan and Sorochan feedbacks Bakó

		Group 5
Herzinger	Sarolta Csenge	How working in different time contexts can cause a drawback in virtual teamwork and in communication between virtual team members in a corporation?
Bauer	Esther Sophia	How do character traits influence leadership styles

		Group 6
Akter Hossain	Tahsin	How does islam influence business ethics in various aspects in economics?
Ogbonda	Chikerueze Davies	What are the consequences of cyber attacks on health care businesses? / How does security breach increase the risk of cyber attacks in health care businesses?

		Group 7
Liedeskrastina	Karolina	
Bebech	Patryk Bogumil	

HOME ASSIGNMENT #6

For the first draft of your literature keep in mind the general requirements:

- ✓ 3-5 pages (introduction – conclusion)
- ✓ Min. 8 sources, thereof 6 academic journal papers
- ✓ Use the template for the literature review that can be found on edunet (do not use an extremely large font size and spacing to fill in the pages!)

For guidance, please refer to the **essay evaluation guideline** for students on Edunet

STATUS QUO

INDIVIDUAL ASSIGNMENTS	
1. Literature Search Protocol & First Research Question (mandatory)	**Sep. 27** Submission on Edunet
2. Literature Review for Peer Feedback (mandatory)	**Nov. 4** Submission as MS-Word Document on Edunet + E-Mail to Peer-Group (with lecturer in cc)
3. Peer Feedback on Literature Review (mandatory)	**Nov. 11** Submission in PDF-Format on Edunet
4. Version 2 of the Literature Review (voluntary)	**Nov. 18** Submission as MS-Word Document on Edunet
5. Final Literature Review + Literature Analysis Table (mandatory = final course grade)	**Dec. 18** Submission as PDF-Document on Edunet