

PLAN A LONGER PRESENTATION

Chen & Liang

ACADEMIC PRESENTATION STRUCTURE

INTRODUCTION

General to
specific

METHOD

RESULTS

DISCUSSION

Specific to
general

ACADEMIC PRESENTATION: STRUCTURE

I

Establish
common
ground

Establish a
niche

Occupy the
niche

M

Subjects

Materials

Procedures

Justifications

R

Locations

Highlights

Comments

D

Implications

Limitations

Values

ACADEMIC PRESENTATION: PLANNING



- Which section or part needs more focus?
- How much time should be spent on each part?
- How many slides are needed?
How many slides are NOT needed, i.e., replaceable by oral speaking?

ACADEMIC PRESENTATION: PLANNING

I

M

R

D



ACADEMIC PRESENTATION: PLANNING

I

2 mins

1

M

1

1

2

R

D



ACADEMIC PRESENTATION: PLANNING

I

2 mins

1

M

1

1

2

R

1

2

1

D



ACADEMIC PRESENTATION: PLANNING

I

2 mins

1

M

1

1

2

R

1

2

1

D

1

1

2



ACADEMIC PRESENTATION: SLIDE DESIGN

I

M

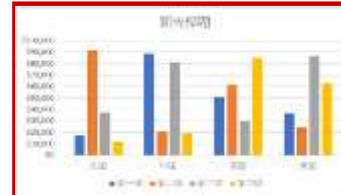
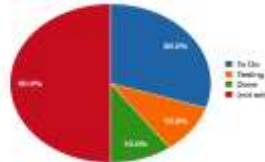
R

D



Objectives

Materials



Results & Analysis

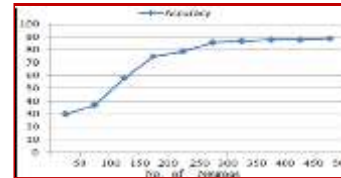
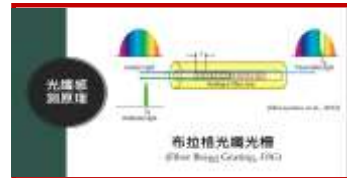
Comparison



Implication

Results & Analysis

Conclusion



Winds of Change: Role of CSR-Fueled Internal Motivation in Promoting Harmonious Employee Relations

I

Introduction

1:37

Purpose

3:16

Hypothesis

0:34

M

Methodology

1:33

**Respondent:
gender**

0:26

**Respondent:
sector**

0:09

**Respondent:
tenure**

0:20

R

Key findings

2:35

D

**Managerial
implications**

2:06

**Originality/
value**

0:27

**Research
limitations**

1:04

Winds of Change: Role of CSR-Fueled Internal Motivation in Promoting Harmonious Employee Relations

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3:16

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0:34

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implications**
2:06

Originality/
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0:27

Research
limitations
1:04

DATA COMMENTARY





Locations

**Highlights
&
Comments**

Discussions

A highlighting statement can be:



- Giving an overall observation
- Identifying noticeable or distinct items
- Drawing comparison or contrast
- Showing a causal relationship
- Describing trends
- Projecting trends
- Highlighting superlatives or percentages



Comments may:

1. *generalize* from the results;
2. *explain* possible reasons for the results; or
3. *compare* the results with those from other studies

TENSES

Location Statements

Use the simple present to locate your data.
In presentations, locations are usually written in the active or passive voice.

TENSES

Highlighting Statements

When you report your findings, use the simple past.
But in some presentations, some choose to present their findings in the *present tense*.

TENSES

Comments

When the comment compares your results with the results of other studies, use the simple present. When the comment gives a possible explanation for the results, use a hedged expression (e.g., modal auxiliary). You may also use tentative verbs in the present tense instead of modal auxiliaries to make generalizations.