



University of
Roehampton
London

Business Research Methods

Seminar Week 9
**Communicating
Research Outcome**

- **How to draft a research paper**
- **Seminar activity – 2 tasks**

- Stay Focused: Decide whose problem you are trying to resolve
- Create a story: Build a coherent narrative
- Less is more: Limit number of ideas
- Focus on trending topics: Keep the attention of your audience
- Use social media: Think of how else you could communicate your work
- Build excitement: Make your audience care about what you have to say
- Writing style: Learn good habits for presenting your ideas

Focusing on the following three questions:

- What is being done in the research?
- Why is it important?
- Whom might it help?

Present an outline of your intended report. Explain how each part of this outline relates to any of the three questions mentioned above.

Read: Paper by Coyle-Shapiro & Kessler titled: “*Consequences of the Psychological Contract for the Employment Relationship*”, a copy of which is available on materials for this week.

Explain: Whether in your view, this paper as a quantitative paper has succeeded to present the outcome of its research successfully. In particular focus on:

- Introduction
 - Theory and hypotheses
 - Methods
 - Results
 - Discussion
- **Conclude:** Lesson you’ve learnt from this paper regarding your own intended report.

Read: Paper by Perlow titled: “*The Time Famine: Towards a Sociology of Work Time*”, a copy of which is available on materials for this week.

Explain: Whether in your view, this paper as a qualitative paper has succeeded to present the outcome of its research successfully. In particular focus on:

- Introduction
 - Theory and hypotheses
 - Methods
 - Results
 - Discussion
- **Conclude:** Lesson you’ve learnt from this paper regarding your own intended report.