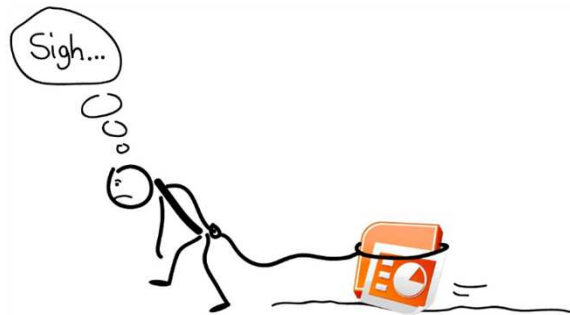


Presenting **your research**

**November 2022**



# **7** steps to structure your research presentation

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«A theory cannot be at once,  
precise, general and simple »  
K.E. Weick

## 7 steps to convince

- ① The hook / subject presentation
- ② Upwards rationale: where do we come from?
- ③ Downwards rationale: the gap
- ④ Methodology
- ⑤ Results
- ⑥ Discussion
- ⑦ Limitations and future avenues

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# The hook Subject presentation

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## The hook

- 1 Your **first impression**
- 2 Be **clear and precise**
- 3 Take a **remarkable example**  
(news)
- 4 **What is the unsolved problem?**

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Upwards rationale:  
where do we come from?

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## Intellectual filiation

- ① What do others say ... (literature, data...)
- ② What are the underlying **concepts and theories**?
- ③ The **convictions taken for granted** should be **explicit**
- ④ If the subject is not **typical**, it has to be more **argued much more**

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## Intellectual filiation(2)

- ① The data, concepts and theories used allow to **build your argumentation**
- ② Their articulation may lead to a **research model**
- ③ This model make your **contribution clear**

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1 2 3 4 5 6 7

The hook: what is the unsolved problem?



Upwards rationale: **what do others say?**

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## Downwards rationale: the gap - The contribution

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### The contribution

- ① Should come naturally: **funnel**
- ② How is the contribution key: **what contribution?**
- ③ The contribution should not be **trivial**
- ④ Your contribution **should be the « red string »**
- ⑤ You should **qualify your contribution:** theoretical, managerial, empirical, methodological, to the society... ?

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## The types of contribution

- 1 Respond to new **questions**
- 2 **Respond differently** to old questions
- 3 Provide responses through a new **argumentation**
- 4 **Exploit a « void »** in the literature (if there is a REAL stake)
- 5 **Practical contribution** (new management method, organization, management...)

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## Aims of the contribution

- 1 **Exploratory approach**: study of new phenomena
- 2 **Explanatory**: research of determinants/ explanatory factors of a phenomenon
- 3 **Descriptive / comprehensive**: better understand a phenomenon
- 4 **Engineering**: an innovative solution to an unsolved problem
- 5 **Predictive**: experimentation / simulations to predict behaviors

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The hook: what is the unsolved problem?



Upwards rationale: what do others say?



**Your contribution:**

**Original idea to solve the problem**

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# Methodology

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## The empirics

- ① Rationale of your research **ground/ investigation field**
- ② Rationale of the **methodological approach** (qualitative, quantitative, mixed...)
- ③ Rationale for your **data analysis tools**
  - For **each element**, show that they are **relevant** for your subject
  - They are the instruments that **carry your demonstration**

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① ② ③ ④ ⑤ ⑥ ⑦  
The hook: what is the unsolved problem?



Upwards rationale: what do others say?



Your contribution: original idea



**Methods:** **how to demonstrate your idea?**

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# Results

## Present your results

- ① The result presentation should be **short, synthetic and visual** (graphs, simplified summary tables, diagrams...)
- ② All the **key dimensions** of your model should be **visible**
- ③ You should **respond to** the initial and to the defended thesis: is it **corroborated** ?

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The hook: what is the unsolved problem?



Upwards rationale: what do others say?



Your contribution: original idea



Methods: how to demonstrate your idea?



**Results:** *is your response satisfactory?*

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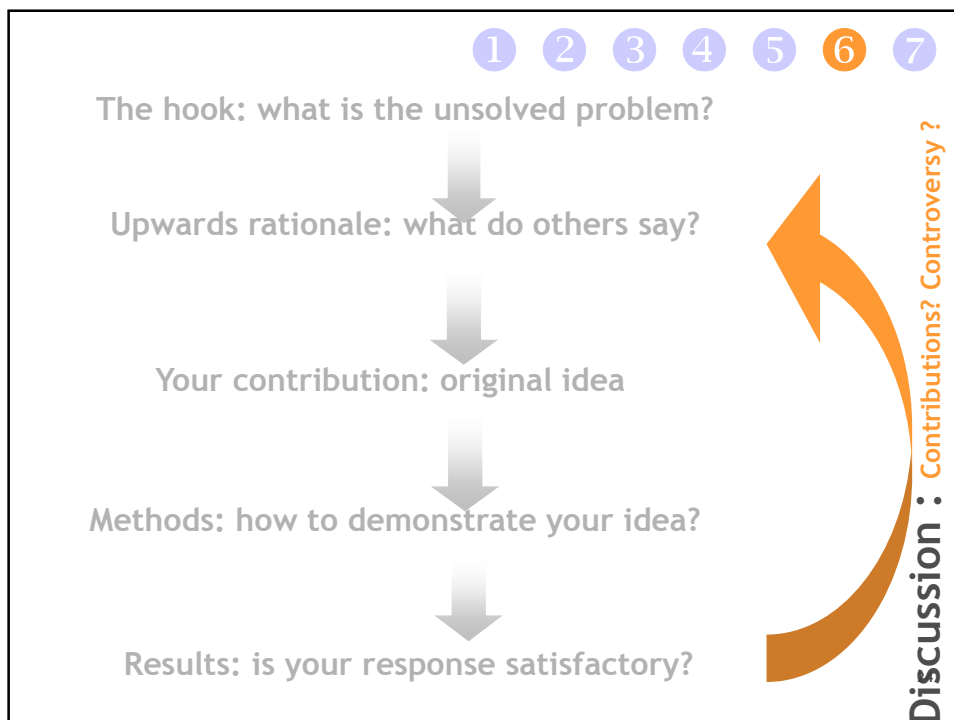
# Discussion

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## Discuss the results

- 1 Is the **objectif** of your research **achieved**?
- 2 State your **contributions by category** (practical, theoretical...)
- 3 For managerial inputs: explain **how to use them**
- 4 Some results are convincing: state the possible **controversy** they raise
- 5 Some results are **counterintuitive**: do other authors have an explanation?

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## Present the limitations

- ① Is the **sample** of your research **representative, and of what?**
- ② State the **limitations by category** (methodological, empirical...)
- ③ For each limitation : **how to overcome them by new research?**
- ④ Some limits are more important and could question the validity of your results? Try to **limit them!**

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1 2 3 4 5 6 7

## Conclusion

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## How to conclude

- 1 Present the **limits and boundaries** of the contribution without dismantling your argument
  - > limited study, constituting part of a larger and more complex set
  - > limited field of investigation
  - > nature and size of sample...
- 2 Highlight the perspectives of the research: how do **your contributions lead to new research that sounds exciting...**

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## Bibliography

Marshall, C. & Rossman, G. B. (1995), *Designing Qualitative Research*, second edition, Sage, London.

Thietart, R. A. (1999), *Méthode de recherche en management*, Dunod, Paris.

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