



Aalto University

Entrepreneurship & Society

Working on your assignment

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Research process

Choose a topic that truly interests/puzzles/bothers you

Look for relevant research articles

- Google Scholar is a good help (How many times the article has been cited? Search from the Citing works. Scan through Related articles.)

Read the prior work

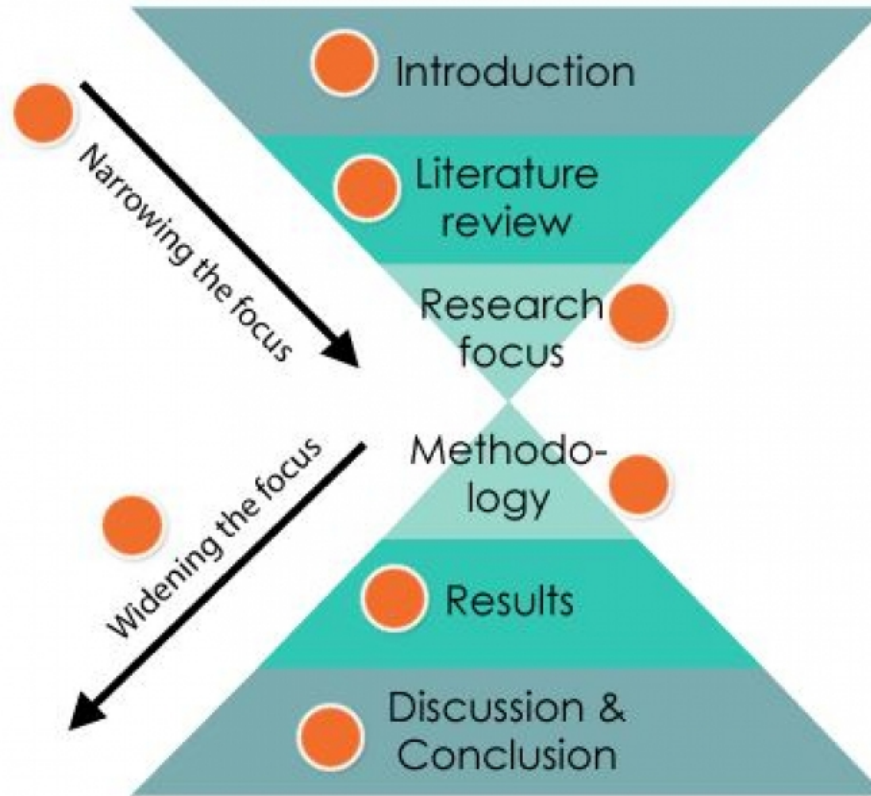
- Make notes, critique and reflect

Write up and refine your thoughts

- Start immediately

Conclude how (you would like) to study this further

- Specific themes/questions, particular contexts, selected methods etc.



Hourglass research approach from **Buckler, S. & Walliman, N.** (2016)
Your Dissertation in Education. London: Sage Publications Ltd.

Basic paper structure

ABSTRACT

200

1 INTRODUCTION

- Background ('Setting the hook')
- Research gap, objective(s) and research question(s)
- Describe the structure of the paper

1,000

- 300
- 400
- 300

2 LITERATURE REVIEW

- Review part 1
- Review part 2
- Summary / Critical reflection / Theoretical framework
- Suggestions for future research (e.g. for your Master's thesis)

4,000

- 1,500
- 1,500
- 500
- 500

4500-6000 words
(= approx. 12-16 pages, Times New Roman 12 pt, line spacing 1.5)

REFERENCES

Introduction

Thinking

- **What are you interested?
Why?**
- **What particular aspect bothers
or intrigues you?**
- **What would you like to know
and accomplish?**

Writing

- **1.1. Background and
'hook'**
- **1.2. Research gap /
objectives / questions**
- **1.3. Structure of the
paper**

Literature review examples

1 theme:

Female entrepreneurship

2. Literature Review

- *Presents the theme of your research shortly, e.g. what is female entrepreneurship, how is it distinctive*

2.1. Review part 1

- *Zooms into an aspect of your research, following the structure of your choosing, e.g. what are the benefits of female entrepreneurship for individuals, families, societies*

2.2. Review part 2

- *Zooms into an aspect of your research, following the structure of your choosing, e.g. what are the obstacles of female entrepreneurship*

2.3. Summary / framework

- *Critically reflects what is female entrepreneurship and what do we know about its benefits and obstacles*

2.4. Avenues for future research

- *Suggests what/how/where to study the topic further, and argues why that would be interesting/relevant*

2 themes: *Entrepreneurial identity & sustainable entrepreneurship*

2. Literature Review

- *Presents shortly the key themes/concepts and what follows in the next sections of the literature review*

2.1. Review part 1

- *Presents theme 1 of your research, following the structure of your choosing, e.g. what is entrepreneurial identity and how personal values and motivations influence engaging in entrepreneurship*

2.2. Review part 2

- *Presents theme 2 by focusing on your specific interest, e.g. what is sustainable entrepreneurship, what do we know about the role of entrepreneurial identity in it*

2.3. Summary / framework

- *Critically reflects what is entrepreneurial identity and how it relates to sustainable entrepreneurship*

2.4. Avenues for future research

- *Suggests what/how/where to study the topic further, and argues why that would be interesting/relevant*

Summary / framework

- Represents the researcher's critical assessment and synthesis of literature on how to approach the phenomenon under study
 - Presents the key elements of the phenomenon, and how they relate to each other
 - Helps to make conceptual distinctions and organize ideas
 - Can be a textual summary (e.g. 1-2 pages) and/or a figure/model
-
- Helps to assess and refine your goals for future research
 - Realistic and relevant research questions
 - Appropriate methods

Iterative writing process

Introduction

- Background ('Setting the hook')
- Research gap, objective(s) and research question(s)
- Describe the structure of the paper



Literature Review

- Review part 1
- Review part 2
- Summary / Conceptual framework
- Implications and suggestions for future research

Help along the way

- Check out the videos and extra material in MyCourses
- Look at good examples at Aalto eThesis:
<https://aaltodoc.aalto.fi/handle/123456789/127>
- Discuss with others and ask for feedback!
- Sign up for Feedback sessions

Most important: Demonstrate understanding of the research process

- ✓ **Well-structured and clearly argued**
- ✓ **Reflects your own thinking**
- ✓ **Focuses on quality over quantity**