



Aalto University

# Entrepreneurship & Society

*The art of academic reading and writing*

# Reading academic articles

- Read the abstract (if provided)
- Read the introduction.
- Read the conclusion.
- Skim the middle, looking at section titles, tables, figures, etc.
- Go back and read the whole thing quickly, skipping equations, most figures and tables.
- Go back and read the whole thing carefully, focusing on the sections or areas that seem most important.

Once you've grasped the basic argument the author is trying to make, critique it!

- Ask if the argument makes sense. Is it well supported by argument or evidence?
- Compare the article to others you've read on the same or a closely related subject. Are the arguments consistent, contradictory, orthogonal?
- Use Google Scholar and other resources to find articles that cite the article you're reading. See what they say about it.

Source: Peter Klein: <https://organizationsandmarkets.com/2010/08/31/how-to-read-an-academic-article/>

# Academic writing

## Clarity is the king!

- Standard structure
- Informative headings
- Indicating what is coming & summarizing what has been said
- One paragraph per one idea (First main point → then details)

# Tools for good writing

## 40 Useful Words and Phrases for Top-Notch Essays

<https://www.oxford-royale.com/articles/words-phrases-good-essays.html#aId=90ff2b96-dd7f-480c-81f5-29cb548aa628>

## How to Write a Good Paragraph: A Step-by-Step Guide

<https://awc.ashford.edu/PDFHandouts%5CHow%20to%20Write%20a%20Good%20Paragraph%20final.pdf>

# Top 3 tips for writing

## 1. Start immediately!

- Because writing helps you to think better!

## 2. Write with an aim

- What is the role of this section?

## 3. And revise, revise, revise!

- Your text is not supposed to reflect the journey of your thoughts but its outcome – be ready to delete, move and rewrite your text

# More help in MyCourses

25E55000 - Entrepreneurship and Society, 01.11.2019-01.11.2019

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### 4) Practice writing an introduction

(1) Take a look at the following videos to get into the 'introduction writing mode/mood':

- 1.7 Research Aim, Questions and Research Aim, Objectives & Questions
  - Avoid using restrictive words
  - Don't try to make a perfect case.
  - Be careful with the use of words "new", "best" and "only".
- 1.5 Introduction and Research Background
- 1.6 Problem Description in Your Research

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### 5) Practice organising the literature review

(1) Take a look at the following videos to get into the 'literature review mode/mood':

- 1) Get familiar with the field of entrepreneurship research.
- 2) Find a topic that is your passion
- 3) Learn to read academic articles
- 4) Practice writing an introduction
- 5) Practice organising the literature review
- 6) Check out further readings for writing a good article
- 7) See the Syllabus for all the important information

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Dashboard / My own courses / 25e55000 - en... / 6) check out ...

### 6) Check out further readings for writing a good article

Writing a good academic essay (or article) requires a number of good choices, such as selecting an interesting area of research, setting the hook for the reader (by explaining why this is an important topic and why your particular angle/question is of great relevance to expand knowledge), critical sense-making of the literature (to decide what is 'really' important to take away from the prior literature related to your area of interest), selecting and/or developing a new angle (or framework) (to provide a rationale for missing pieces in the prior literature and for how your approach helps generate novel insights), and reflecting on and discussing the main implications of your work (to support future theoretical and empirical research). The following selected articles are published in the Academy of Management Journal, the leading journal in business research, and should help you get a better feeling for how to craft an 'exciting' introduction, 'critical' literature review and 'promising' conclusion of your essay work.

Colquitt JA, George G. (2011). Publishing in AMJ: Topic Choice. *Academy of Management Journal* 54: 432-435.

Grant, A. M., & Pollock, T. G. 2011. Publishing in AMJ - Part 3: Setting the hook. *Academy of Management Journal*, 54(5), 873-879

Galetfianycz, M. and Tepper, B.J. (2012) Publishing in AMJ - part 6: discussing the implications. *Academy of Management Journal* 55: 266-280.

Locke, Karen, and Karen Golden-Biddle (1997). Constructing Opportunities for Contribution: Structuring Intertextual Conference and "Problematising" in Organizational Studies. *Academy of Management Journal* 40: 1023-1062.

Tranfield, David, David Denyer, and Palminder Smart. Towards a Methodology for Developing Evidence - Informed Management Knowledge by Means of Systematic Review. *British Journal of Management* 14: 207-222.

Shepherd, D. A., and H. Patzelt. Trailblazing in Entrepreneurship. Accessed August 22, 2017. <http://link.springer.com/content/pdf/10.1007/978-3-319-46701-4.pdf>.

Sparrow, R.T. and Mayer, K.J. (2011), "Publishing in AMJ - part 4: grounding hypotheses", *Academy of Management Journal*, Vol. 54 No. 6, pp. 1098-1102.

◀ 5) Practice organising the literature review      ?) See the Syllabus for all the important information ▶