

MODULE 5: APPLICATION

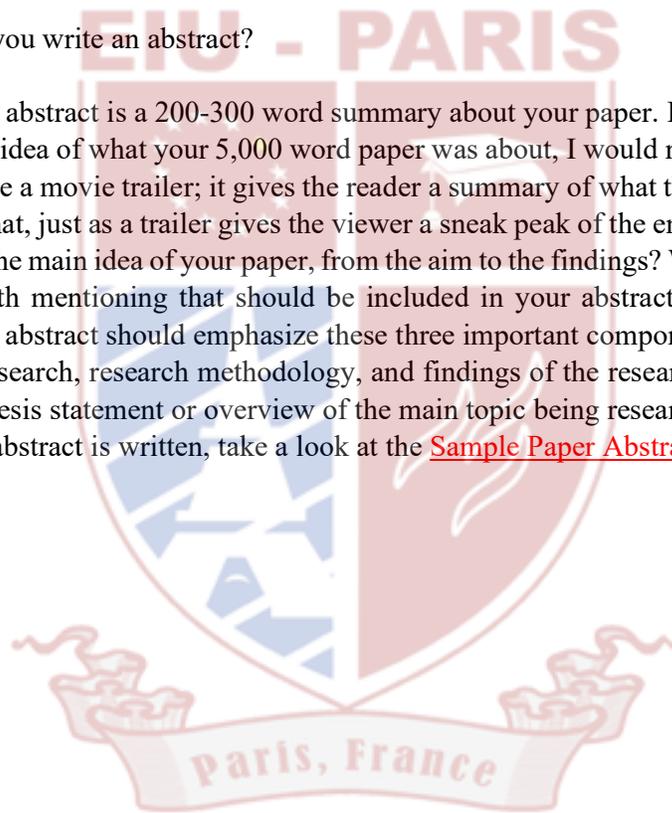
Application of Knowledge: Writing & Analysis

Lesson 25: Abstract

Guiding Questions

- How do you write an abstract?

Essentially, your abstract is a 200-300 word summary about your paper. If I were a reader and wanted to get an idea of what your 5,000 word paper was about, I would read the abstract first. An abstract is like a movie trailer; it gives the reader a summary of what the full paper is about in a concise format, just as a trailer gives the viewer a sneak peak of the entire movie. How can you summarize the main idea of your paper, from the aim to the findings? What is the important information worth mentioning that should be included in your abstract? A general rule-of-thumb is that the abstract should emphasize these three important components of the research: the aim of the research, research methodology, and findings of the research. It usually begins with a general thesis statement or overview of the main topic being researched. To get a better idea of how the abstract is written, take a look at the [Sample Paper Abstracts](#).



Sample Paper Abstracts

SAMPLE ABSTRACT 1

How can a critical analysis of entrepreneurial intention inform an appreciation of ethics in social enterprise business models? In answering this question, we consider the ethical commitments that inform entrepreneurial action (inputs) and the hybrid organisations that emerge out of these commitments and actions (outputs). Ethical theory can be a useful way to reorient the field of social enterprise so that it is more critical of bureaucratic (charitable) and market-driven (business) enterprises connected to neoliberal doctrine. Social enterprise hybrid business models are therefore reframed as outcomes of both ethical and entrepreneurial intentions. We challenge the dominant conceptualisation of social enterprise as a hybrid blend of mission and market (purpose-versus-resource) by reframing hybridity in terms of the moral choice of economic system (redistribution, reciprocity and market) and social value orientation (personal, mutual or public benefit). We deconstruct the political foundations of charitable trading activities, co-operative and mutual enterprises and socially responsible businesses by examining the rationalities (formal, social and substantive) and ethical commitments (utilitarian, communitarian, pragmatic) that underpin them. Whilst conceptual modelling of social enterprise is not new, this paper contributes to knowledge by developing a theory of social enterprise ethics based on the moral/political choices that are made by entrepreneurs (knowingly and unknowingly) when choosing between systems of economic exchange and social value orientation, then expressing it through a legal form.

Reference: Bull, M. & Ridley-Duff, R. J Bus Ethics (2018). Retrieved from <https://doi.org/10.1007/s10551-018-3794-5>

SAMPLE ABSTRACT 2

Social media outlets constitute excellent vehicles for fostering relationships with customers. One specific way to do this is to create brand fan pages on social networking sites. Companies can place brand posts (containing videos, messages, quizzes, information, and other material) on these brand fan pages. Customers can become fans of these brand fan pages, and subsequently indicate that they like the brand post or comment on it. This liking and commenting on brand posts reflects brand post popularity. In this article, we determine possible drivers for brand post popularity. We analyze 355 brand posts from 11 international brands spread across six product categories.

Results show that positioning the brand post on top of the brand fan page enhances brand post popularity. But the findings also indicate that different drivers influence the number of likes and the number of comments. Namely, vivid and interactive brand post characteristics enhance the number of likes. Moreover, the share of positive comments on a brand post is positively related to the number of likes. The number of comments can be enhanced by the interactive brand post characteristic, a question. The shares of both

positive and negative comments are positively related to the number of comments. Managers of brands that operate brand fan pages can be guided by our research with regards to deciding which characteristics or content to place at brand posts.

Reference: De Vries, L., Gensler, S., Leeflang, P.S.H. (2012). Popularity of Brand Posts on Brand Fan Pages: An Investigation of the Effects of Social Media Marketing. *Journal of Interactive Marketing* 26, p83-91. Direct Marketing Educational Foundation, Inc. Retrieved from www.sciencedirect.com

SAMPLE ABSTRACT 3

Studies female entrepreneurs in order to identify obstacles that women face in business and to explore means of improvement. Though the number of self-employed women has been increasing dramatically - from 1.7 million in 1977 to 2.3 million in 1982 - the vast majority of studies of entrepreneurs are still narrowly focused on non-minority men. In an effort to expand the research on entrepreneurial women, this study questions 468 self-employed women in 18 states, assessing demographics, the nature of their business ventures, and the problems they encounter. According to this research, the "typical" female entrepreneur is married with children, herself the first-born child of middle class parents. Her business is most likely to be service-oriented, and she tends to start it around the age of 40. Obstacles include problems with finance and credit, as well as lack of business and financial planning training. Consequently, most of the businesses are small with low growth rates and revenues. According to the business owners themselves, in order to further develop women's role in business, stereotypes need to be eliminated concerning women as entrepreneurs, and more visible role models and mentors for younger women are needed. The analysis concludes with specific recommendations for improvement: (1) Women should be encouraged to study in fields other than liberal arts. (2) Women should have access to seminars on finance, management, marketing, etc. (3) Women should seek assistance from experts, colleagues, and friends to establish formal and informal networks. (CJC)

Reference: Hisrich, Robert and Brush, Candida, *The Woman Entrepreneur: Management Skills and Business Problems* (1984). *Journal of Small Business Management*, Vol. 22, Issue 1, p. 30-37 1984. Available at SSRN: <https://ssrn.com/abstract=1505240>