



**GENERIC STRUCTURE OF RESEARCH ARTICLE  
ABSTRACTS IN THE FIELD OF BUSINESS**

**BY**

**MS. RUNGARUN SRIVICHAIMOON**

**AN INDEPENDENT STUDY PAPER SUBMITTED IN  
PARTIALFULFILLMENT OF  
THE REQUIREMENTS FOR THE DEGREE OF  
MASTER OF ARTS IN  
TEACHING ENGLISH AS A FOREIGN LANGUAGE  
LANGUAGE INSTITUTE  
THAMMASAT UNIVERSITY  
ACADEMIC YEAR 2015  
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ENTITLED

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OF BUSINESS

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### **ABSTRACT**

Since English has become the international language in professional and academic fields. English seems to be required language, especially in academic writing; the knowledge of genre analysis could enable a researcher in writing well-organized and quality abstracts which provide complete significant sections. There have been many researchers on genre analysis of research article abstracts in various fields such as biology, medicine, engineering, etc. However, few researchers have investigated the research article abstracts in the field of business. Therefore the purpose of this study is to investigate the rhetorical moves, frequency of the occurrence, and linguistic characterization of each individual move in research article abstracts written by native speakers in the field of business. The methodology was conducted by using Hyland's (2000) five-move pattern model to identify structural move pattern and also linguistic features in 35 research article abstracts in the field of business from five sub disciplines: *computers in industry, hospitality and tourism management, information and management, marketing, accounting, and economics* . Three coders participated in the study as move coders to conduct the individual move analysis. The results show that the research article abstracts in the field of business did not use completely Hyland's (2000) five-move pattern framework. In this study, introduction move, purpose move, methodology move, and product move were considered as conventional moves while conclusion move was considered as an optional move. In terms of linguistic features, there were uses of various verb tenses

and also inquiry types, reporting verb, opening noun, and also that-complement. The findings could benefit EFL teachers who wish to provide their students and train their students in writing research article abstracts, contribute to business students' effectiveness in writing structured abstracts and also create more the awareness and sensibility among researchers when they need to write their research article abstracts.

**Keywords:** Abstract, Business Field Research, Genre Analysis, Rhetorical Pattern/Structure, Move



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Ms. Rungarun Srivicahimoon

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## LIST OF ABBREVIATIONS

### Symbols/Abbreviations

### Terms

ESP

English for Specific Purposes

RA

Research article abstract



# CHAPTER 1

## INTRODUCTION

### 1.1 BACKGROUND

Since the 1980s the trend to a genre-based approach has increased in order to investigate both written and spoken discourse. Genre-based approach or genre analysis is known as an operation and concept in analyzing language. Genre analysis concerns the study of purposive contexts. In particular, it is relevant to the genre analysis of the rhetorical move organization and the linguistic features such as lexical features or grammatical features in the text.

Genre analysis is part of the pedagogy: “the principle aim of genre analysis is pedagogies” (Thomson, 1994) since it provides knowledge concerning the purpose of the text, the move structure, and linguistic features. Hence, its knowledge could provide a model or guideline for learners in producing purposive genre. To specify, genre analysis is mostly developed in teaching English for specific Purpose (ESP) to teach the models and description in academic text to the novice of the communicative discourse and also to develop their ability in building the genre (Brett, 1994; Holmes, 1997; Hyland, 2002; Swales, 1990).

Genre analysis was developed by Swales in 1981, especially his study on research article introduction (RAIs). His study influenced the later studies in the terms of various disciplines such as sciences, social sciences, medical sciences, and others specific genres such as law and business. This knowledge is also useful for the material design, as Bhatia (1991) mentioned about genre analysis: “a viable applied linguistic procedure to describe authentic linguistic data...”. Then this can help the material designers for their strategy in producing genre specific writing.

In research communities, research article abstracts have grabbed attention and have been identified from various disciplines. An abstract is the most important part in the research article because it is the first part that will be seen by the reader and it must be finished before the manuscript will be submitted (Roy, 1987). The readers will read the abstract to investigate the orientation and the approach of the study. It is considered as a powerful statement of what the researcher expects his/her study

proves, or what detailed numeral listings of data are given. Finally, it will let readers make a decision whether they will continue reading.

In terms of academic and professional genres, especially in academic writing an abstract is needed for many occasions, for example, when people want to send off their articles to a journal, especially in online journals, apply for research proposal, complete Ph.D. or M.A. thesis, write the proposal for a conference paper, etc. Thus, an abstract is regarded as the function of “promoting” the work or “convincing” the readers to keep reading the rest of the work.

A number of studies have investigated the organizational structure of the research article abstract in genre-based studies in order to provide effective ways of writing abstracts for the novice researchers. For example, Kanoksilapatham (2012) investigated the generic structure of research article abstracts in sciences in order to provide the pedagogical implications and enable novice scientists to disperse their research broadly. The studies have found variations of rhetorical patterns across different academic disciplines and cultures, for example, biochemistry and microbiology ( Kanoksilapatham, 2007) , applied linguistics ( Ozturk, 2007) and conversation biology (Samraj, 2002) but there is less research in the field of business.

However, this study is aimed to explore the organizational elements of abstracts in the field of business research articles. As it is widely known, since the nineteenth century, the exchange of knowledge, trade and capital around the world has increased rapidly. So business research has become my interest for the study of genre analysis because of its importance as follow.

Business research is increasingly popular because it helps companies to train and educate their managers and their employees in different fields. It affects economics, business tactics and ethics and it is very crucial for business administration, for example, the test of new machines. Companies must know the demands of the customers before marketing them.

The findings of business research will help marketing managers decide where they need to increase their product distribution and make a decisions about the success of their advertising. It can help update the newest trend of the business and then it is proved helpful in the formulating of useful tactics for the market. It also helps in employees’ recruitment. Companies use business research to study the strategy of their competitors in the market. They will use secondary research in order

to prepare future plans for their operations by considering the situation in the past. It can also provide the opportunity to analyze rivals.

However, business research will be useless and ignored if it is not studied or accessed by the members of the community. In the magnitude of published research articles, in particular online, some of the articles are ignored because their abstracts have been written unattractively or without concern.

In conclusion, in order to make business research recognised and published in international journals or broadly known in the professional or academic contexts, the researchers need to have sufficient knowledge in abstract writing according to rhetorical patterns; the abstract is considered as the first part that the readers will access in the whole papers and decide whether they will continue reading or just reject it.

Therefore, this present study of rhetorical move analysis in research article abstracts in the field of business can broaden the knowledge of genre analysis in terms of research article abstracts. As not much previous study has conducted on research article abstracts in the field of business, this study will be helpful and crucial to those who study the genre of business research.

## **1.2 RESEARCH QUESTIONS**

This current study was designed and carried out in order to investigate the answers to the following research questions:

1.2.1 What are the rhetorical moves in the research article abstracts in the field of business?

1.2.2 What is the frequency of the occurrence of each move?

1.2.3 What is the linguistic characterization of each individual move?

## **1.3 OBJECTIVES OF THE STUDY**

The objectives of the study are:

1.3.1 To investigate the rhetorical moves and move pattern in research article abstracts in the field of Business written by native speakers

1.3.2 To identify the frequency of occurrence of research article abstracts

1.3.3 To explore the linguistic characterization of each individual move



## **1.4 DEFINITION OF TERMS**

Definitions that follow have been provided to ensure clarity to this study. The definitions include cited and researcher developed definitions.

### **1.4.1 Abstract**

An abstract is a brief and comprehensive summary of the whole content of the research article or research proposal. It is one of the most important sections of the research article as the first section that the readers will recognize in the text. It can help them decide whether to continue reading, to further their attention, or to ignore it.

### **1.4.2 Business field research**

According to Rojas (2013), business research constitutes and collects related information to get the answer to business problems. Business research is conducted to investigate the answers to related business question. It is possibly applied to solve a business problem, for example, find the solution for the decrease of the waste amount of inventory on hand. Moreover, it could be defined as a study that the company accesses in order to carry out their business administration. The disciplines of business research consist of financial data, consumer feedback, product research, and so on.

### **1.4.3 Genre analysis**

Genre analysis refers to the umbrella term which covers an amount of tool and attitudes to the texts from specific qualitative analysis of the text level to more quantitative characterization of linguistic features (Hyland, 2009). However there is variation of the definition of this term among researchers because there is no agreement on its definition. Bhatia (2002) mentioned about genre analysis as the study of linguistics behavior in the context of profession, academic, and institution. Another definition is from Swales (1981), whose work is represented widely; he defines this term as the class of communicative events of the shared members, while Oxford English Dictionary states its definition as “*a particular style or category of works of art; esp. a type of literacy work characterized by a particular form, style, or purpose*”.

#### **1.4.4 Rhetorical pattern/structure**

This refers to the organizational structure that the writer uses in a text in order to gain a communicative objective of the genre in a productive way.

#### **1.4.5 Move**

Move is a unit or the stage that relates both to writer's intention and to the content that is aimed to communicate (Dudley-Evans & St. John, 1998). According to Kanoksilapatham's (2007) study, "move" refers to text segment operating a specific communicative function.

In general, texts normally conclude moves which serve as functional units. The move is semantically determined. The size of move isn't constrained. It could be various ranging from a phrase, sentence, paragraph to various areas. At least move contributes preposition. In addition, moves can occur with different frequency of move occurrence. Some moves occur more than 60%, which we call "conventional move". On the other hand, some moves occur less than 60% which we call "optional move."

##### **1.4.5.1 Obligatory move**

Abstract move will be categorized as 'obligatory move' if the percent of the occurrence is 100%.

##### **1.4.5.2 Conventional move**

Abstract move will be categorized as 'conventional move' if the percent of the occurrence is more than 60%.

##### **1.4.5.3 Optional move**

Otherwise abstract move will be categorized as 'optional move' if the percent of the occurrence is less than 60%.

#### **1.4.6 Cyclical pattern**

Some moves that occur more than one time in a single abstract.

#### **1.4.7 Linguistic analysis**

In this study, linguistic analysis refers to the analysis of lexico-grammatical features that analyze the text by classifying the particular characteristic of language that are largely used in the cross sections of the text. This study focuses on the verb tense analysis and lexical features used in the research article abstracts in the field of business.

#### **1.5 SIGNIFICANCE OF THE STUDY**

Since English has become the international language in professional and academic contexts. English seems to be a required language, especially in academic writing.

In the research article, an abstract functions as the promotional channel for researchers to make the readers decide whether they will continue reading the texts or ignore it.

The study of move analysis in research article abstracts provides the basics of abstract writing. The findings will serve as the guideline for novice researchers to understand the genre of research article abstracts and develop their writing to be more accepted internationally. In addition, the findings can benefit EFL teachers, helping to provide their students and train their students in research article writing and also create awareness and sensibility among researchers when they need to write their research article abstracts.

## **1.6 ORGANIZATION OF THE STUDY**

This independent study is organized into five chapters.

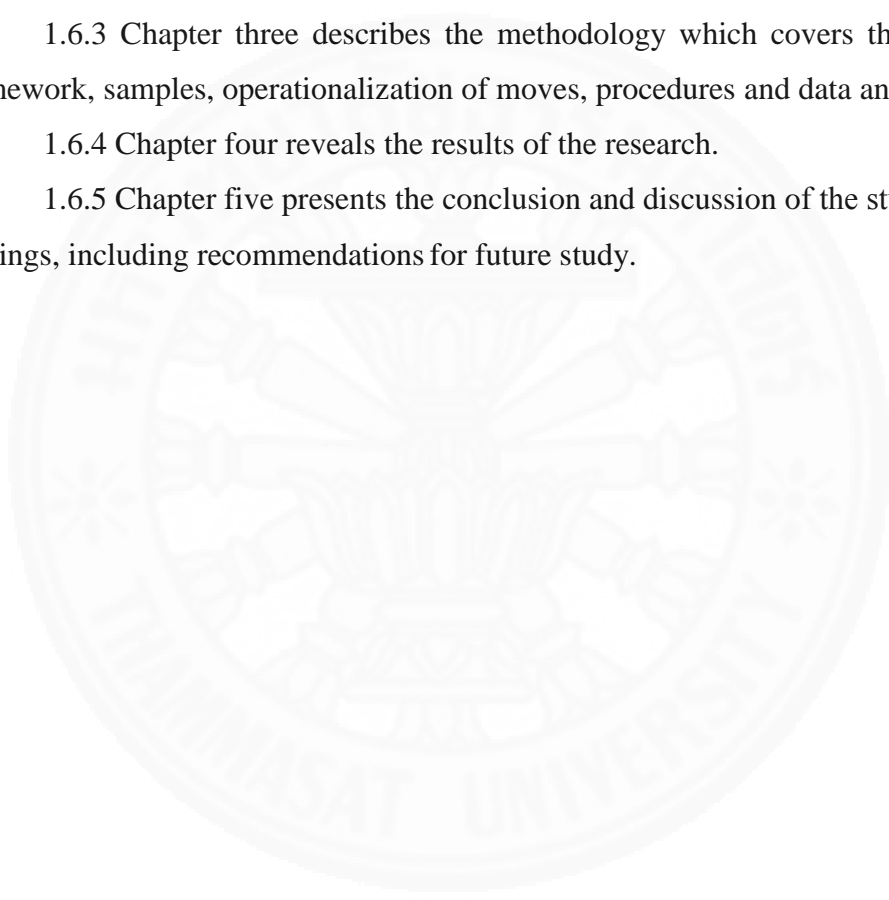
1.6.1 Chapter one addresses the background of the study, research question, objective of the study, definition of terms, scope of the study, significance of the study, and the organization of the study.

1.6.2 Chapter two includes a literature review and previous relevant research studies on genre analysis of research article abstracts.

1.6.3 Chapter three describes the methodology which covers the theoretical framework, samples, operationalization of moves, procedures and data analysis.

1.6.4 Chapter four reveals the results of the research.

1.6.5 Chapter five presents the conclusion and discussion of the study's findings, including recommendations for future study.



## **CHAPTER 2**

### **REVIEW OF LITERATURE**

This section presents the key theoretical concepts and relevant research studies from the journals of English for academic purposes and textbooks in the field of move analysis methodologies in accordance to rhetorical structure in research article abstracts so that the knowledge can promote the move patterns in abstract writing skills. In this section, the researcher will explicitly explain the history of research article genre, abstract genre analysis, genre analysis, significance of genre pedagogy, Hyland's (2000) framework for abstract move analysis, and also refer to relevant previous studies which were conducted by famous Thai researchers in the field of genre analysis, and also researchers from the other countries.

#### **2.1 RESEARCH ARTICLE GENRE**

According to Swales (1981), research article is one of the most important in academic genres. It constitutes examples of discourse communities where novice researchers are convinced into paper-writing genre in their advanced studies.

The objectives of the discursal approach are to describe the communicative purpose of the text by classifying the diverse discourse settings within the text according to their communicative function.

There have been many studies of research articles, for instance the study of diachronic analysis of research articles. Bazerman (1984 as cited in Holtz, 2011) carried out the development in experimental articles in English. In his study he investigated outstandingly the bibliography and index in the history of science. His study also highlighted the properties of the research articles for instance the article's length, references, syntactic, and lexical features, or the organization. In terms of the research in diachronic study, there was Atkinson (1992) who studied the progress of writing in medical and the rhetorical of medical research reporting launched in the oldest journal in English. Another researcher in this field was Salager-Meyer (1999), who determined the referential behavior in medical research articles in the field of

medicine published in American and British journals. Beyond the field of medicine, there was also the study of research articles in field of physical sciences such as in Halliday's (1993) study on the lexico-grammatical innovation or Wignell et al.'s (1993) study on the linguistic analysis of social science and geography. For Biber&Finegan(1992 as cited in Holtz),they conducted a comparative genre analysis of the scientific work for both written and speech-based genre. Furthermore, there were studies about the specific linguistic features in research articles in terms of lexical- hedging, nominalization, personal pronoun and so on for example in Bangk's (1991, 1994, 2005 as cited in Holtz) study. Moreover, in the study of lexico-grammatical items, there was a variation in the study for example, of Gerbert (1970), who conducted research on the using of tenses in research articles. Imman (1978) and Love (1973) studied the various uses of lexical features from different disciplines. Conrad (1996) investigated the lexico-grammatical features in many disciplines and he found that the texts in research articles are more focused and impersonal. For Hyland (1998), he found that the research articles use more hedges than modals in order to present uncertainty. In addition, he also investigated the clusters in doctoral dissertations, and master's theses to find insight into the ways writers use the English resources in different contexts.

In addition to the lexico-grammatical, there is also the research on the rhetorical or organizational structure of the research article. Swale (1981) studied the introduction part of research articles with an attempt to transfer the knowledge to the foreign language teaching in communication skills. He mentioned that the research articles have a rhetorical system and stereotypical rhetorical organization. Thus, the major focus of his study was on the rhetorical analysis of research article.

Swales proposed the term *moves*, which are obligatory structures and steps, which are an optional part of rhetorical patterns in research articles. His textual macrostructure model is widely accepted in the academic community, especially in linguistics.

He also analyzed RA introductions ranging across from many disciplines: physics, medicine, social sciences. In 1990, Swales proposed a three-move pattern for research article introduction or it has known as 'Create a research space' or CARS mode, which influenced the later research in academic disciplines; for example

medicine (Nwogu, 1997), biochemistry (Kanoksilapatham, 2007), promotional letter genre (Bhatia, 1993), and applied linguistics (Ozturk, 2007) and conservation biology (Samraj, 2002).

## **2.2 ABSTRACTGENRE ANALYSIS**

Fain (1998) defined “abstract” as, “a brief, comprehensive summary of the content of an article or research proposal” (p. 353). The readers could understand and view the overall contents of the research without reading the whole research papers. It also helps the readers decide whether they would continue reading or reject it.

The approximate length of the research article abstract is between 100-250 words, according to Swales and Van Bonn (2007). Hyland (2000) argues that an abstract is one of the most significant parts of any research article. He mentions that “the abstract is generally the readers’ first encounter with a text, and is often the point at which they decide whether to continue and give the accompanying article further attention or to ignore it” (p. 63).

So, it is important for the writers to know the correct discourse community of the abstract in the fields or disciplines that they undertake. The way to write an abstract is then crucial to novice writers to get into the discourse community of researchers’ disciplines (Pho, 2008 as cited in Rajab, 2013).

For Bhatia’s (1993) abstract definition, an abstract is “a description or factual summary of the much longer report, and is meant to give the reader an exact and concise knowledge of the full article” (p.78). It is the gateway to access the articles or journals to decide whether to pick up or pass on those articles or journals (Lorés, 2004, as cited in Rajab, 2013).

In terms of academic discourse, genre studies in the world of academic discourse occur in various genres in various disciplines. The greater number of the studies focus on the structure of research articles or their particular sections, especially abstracts because research articles is the door opening to academic achievement between readers and researchers.

Hyland (2011) stated that publishing is the promotional channel where in academics achieve a considerable credibility and climb the professional ladder,

Research articles in general and abstracts in particular have often been regarded as an ideal area of research. However there is a variation of rhetorical move structures in research articles across the disciplines. Some research article abstracts may include 4 move patterns. The others may consist of 5, or 6 move patterns. In Bhatia's (1993) abstract framework, there were 4 rhetorical moves: purpose, method, results, and conclusions. On the other hand, Santos's (1996) abstract framework consists of 5 moves: situating the research, presenting the research, describing the methodology, summarizing the results, and discussing the research. Hyland's (2000) abstract framework consists of also 5 moves but the name of each move is different from Santos's (1996) abstract framework: introduction, purpose, method, product, and conclusion.

Not all published abstracts, however, necessarily follow these conventions. In what follows, we sketch out some empirical studies done in abstract writing. However Swales and Feak (2004) suggested that abstracts should have five move patterns: *Background, Aim, Method, Results, and Conclusion*, whereas Salvager-Meyer (1990) proposed 6 move patterns: statement, purpose, corpus/method, results, conclusion, and recommendation. The investigation of move structures in research article abstracts has been conducted across many disciplines; for example in the field of science such as applied linguistics, medicine, engineering, sciences, and so on.

For example, Kanoksilapatham (2005) investigated the rhetorical moves in the discipline of biochemistry and microbiology. Holmes (1997) conducted research on three disciplines including political science, sociology, and history. Their investigation revealed that the use of move pattern in different disciplines is various and there was an absence of some moves in some abstracts.

In the study of San (2012) on rhetorical moves in the abstracts of published research article in the field of computer and communication systems engineering following Santos's (1996) framework, the finding of his study revealed that move 1 (situating the research) and move 2 (presenting the research) were obligatory moves, while move 3 (describing the methodology), 4 (summarizing the findings), 5 (discussing the research) were considered as optional move.

Bhatia (1993) stated that the different use of style and rhetorical structures in the research article abstracts of each discipline genres is the result of different



communicative purposes.

### **2.3 GENRE ANALYSIS**

According to Kress (1966) genre is abstract, socially recognized ways of using language. It is relevant to the relationship between characteristics of the same group of texts and social contexts, and the assumptions are that the characteristics of a similar group of texts depend on the social context. These contexts can be academic contexts, professional contexts, or occupational contexts.

Genre analysis was elaborated by Swales in 1981 to report the rhetorical pattern of the research article genre. For him, the importance of genre is that it can shape the custom of the genre in the form of powerful discourse communities.

According to Swales's (1990) theory, genre includes a class of communicative classes with members who provide similar set of communicative intentions. Swales (1990) believed that the research articles structure, presentations and proposals are distinct because all of them follow a distinctive communicative goal.

According to genre theorists, successful writers must be aware of the context and the readers because the genre is the effect of individual social agents and the constraints of specific contexts by the use of rhetoric approaches. The genre analysis plays an important role in writing, especially in academic writing. In genre-based pedagogies, the focus is on the notion that the illiteracies are a community which shares a similar social relationship rather than an individual's property. They reflect the production of social institutions and power relation of the community. To add to this concept, Porter (1992) and Swales (1990, 1998) suggested that a discourse community is a main purpose of the notion of writing as it is a crucial metaphor connecting writers texts and readers in a specific discursive space. Regarding the trends of genre analysis, especially in spoken and written discourse, the scholars, for example, Bhatia (1993) and Swales (1990, 2004), realized that the study of genre was essential for applied linguistics, especially in the context of ESP or EAP. The scholars then turned to investigate the move structure in all parts of the research articles especially in the abstracts because abstract is the promotional gate to the credibility and prestige in the professional area. According to Hyland (2011), abstracts have often been considered as an ideal area of research. In the process of genre analysis,

the practitioners assume that the texts can be similar or different and they can be classified to one move or other moves. In order to organize those classifications, the scholars came up with the outline of typical rhetorical structures of specific genres (Hyland, 2005). It is essential in the explanation of the rhetorical structures of these genres following the occurrence of moves and steps (Bhatia, 1990). So the scholars investigated a great number of aspects of rhetorical structure of research article abstracts, notwithstanding little research has sought to address the linkage between rhetorical moves and their intentional linguistic and rhetorical features (e.g., meta-discourse). The greater part of research is on social sciences and soft fields, whereas some disciplines such as business have been bypassed by researchers. Hence this current study aims to address these gaps.

To achieve such a goal, it is necessary to be equipped with knowledge of rhetorical structures and other key rhetorical features (e.g., meta-discourse) that create a successful abstract (Martin-Martin, 2003). Second, it is assumed that the high rejection rate of articles in leading journals, for instance, those by Iranian writers, could be traced in language problems (Abdi, Rizi, Tavakoli, 2010). Thus, as pressures on non-native English speakers to publish in English increases, it is imperative to gain universal insights into the writers' practices in fulfilling the rhetorical goals of their abstracts persuasively. Third, academic writing is based on discipline-specific modes of arguments (Bhatia, 2004; Hyland, 2000, 2011). Accordingly, such a move-based analysis can allow international writers to master the macro and micro conventions of their disciplines (Bhatia, 1993; Flowerdew, 1993; Swales, 1990).

In academic communities, genre knowledge is very necessary and crucial to students' understanding of their community in life and enables them to engage in the ways of communication. It can also provide them professional opportunities, better life choices, learning about critical engagement with cultural and textual practice. John (1997) claimed that without the understanding and awareness of genres, students in university will find their writing practices as failed aims to approximate prestige.

Currently, the RAs have been considered as the most important in the research articles because there is the transmission of information in the academic world. The accomplished researchers need to be aware of move structure in a text in order to be accepted as qualified to publish in the international community. This notion is related

to Swales's (1990) notion that publishing is a way to the wider discourse community; authors are compelled to persuade their audiences (Swales, 1990).

## **2.4 SIGNIFICANCE OF GENRE PEDAGOGY**

The genre pedagogy stresses extensively on a planning-writing-reviewing framework which emphasizes learning on strategies for writing rather than on the linguistic resources. The value of this primary, discovery-based approach has been questioned (e.g. Feez, 2002; Hasan, 1996) as it ceases to make plain what is to be learnt and minimizes the social authority of powerful text organization. The teachers give students the "freedom" to write which can enable the volubility. However, this way does not focus on the necessity of the construction of grammar in terms of social contexts.

So genre pedagogy stresses for the students the necessity of genre which is explicit in particular cultures. This instruction leads them to benefits from the expressive potential of society's discourse structures instead of being used by them.

According to Christie and Martin (1997), genre pedagogy aims to make learners understand how writing functions in a communicative context rather than let students focus only on syntactic structures and vocabulary in the content. In conclusion, regarding Hyland (2004), he explained systematically about the importance of teaching writing skill which does not focus only on the linguistic functions such as lexical or grammatical organization but also the communicative context.

Thus, it is needed for teachers to take a role of manipulating students in learning and ingenuity. The genre pedagogy opens the door to structures and possibilities of variation in valued texts and it also provides the sources for students to access full comprehension in valued discourses. This consciousness allows the teachers to be more confident to give suggestions to students on writing. The genre-based instruction, hence enables the students to better understand text structure.

The outcome from the instruction is that the teachers and students approach the writing more certainly in a way that the students follow their target genre by learning from the writing experience of the teachers (Hyland, 2003). The knowledge

of teaching writing English by conscious operation is beneficial for the patterns of language and the appropriate language that are connected to the meaning.

Following Christie's (1987, p. 45) observation, it makes clear "the ways in which patterns of language work for the shaping of meanings" and empowers both writers and teachers. Genre pedagogies are not only necessary for ESL writers but also enable teachers to learn how the texts work as communication.

## **2.5 HYLAND'S (2000) FRAMEWORK FOR ABSTRACT MOVE ANALYSIS**

Following Swales (1990, 2004), the creator of genre analysis approach, he referred to move's definition as "a discursal or rhetorical unit that performs a coherent communicative function in a written or spoken discourse" (p.228). He also mentioned that genre analysis is a successful tool to provide the overall texts construction and genre is the distinct communicative tool characterized by the communicative purpose that is recognized and understandable by the members of the community. According to Swales (1990, 2004), genre analysis aims to examine the rhetorical patterns of texts. The word 'move' refers to a text units that functioned with a communicative purpose, and the move in some given genres may have 'step' that is the subunit of move, providing a framework to the move's communicative function. It is widely accepted that each move has its communicative purpose that sheds light of the general communicative purpose of the whole text. As a result, move analysis has been frequently investigated in academic research articles, especially abstracts. It has been a trend in move analysis in terms of research articles since two decades ago. Much of this research was conducted to find the move structures of research article abstracts. The investigation and move structures of each were varied as they were considered by the occurrence of each move. According to Kanoksilapatham (2005), if the moves occurred more than 60%, they were a 'conventional' move. However the moves which occur below 60 % in the occurrence were considered as 'optional' moves. In fact there are many frameworks that support the move analysis of abstracts in varied disciplines: for example science, engineering, linguistics, architecture, or artificial intelligence and so on. However, there are different numbers of move structures in different disciplines.

Ge and Yang (2005 as cited in Alhuqbani, 2013) analyzed 150 English RA abstracts in electrical and electronics engineering, surgery and finance. The results showed that these four disciplines have the same move patterns, but they are significantly different in the frequency of moves. They found that surgery research article abstracts employed move 3 (method) as an obligatory one. However for finance research article abstracts, there were only a few abstracts of this discipline which used this move, and the method move was considered as optional in finance. In Li (2011, as cited in Alhuqbani,2013) examined 40 research article abstracts from two unrelated disciplines, chemistry and linguistics, in English and Chinese by applying Hyland's (2000) five-move structure with her corpus. She found that her data revealed only four- move structure (purpose, method, product, and conclusion) in chemistry RA abstracts. Chemistry research article abstracts used only two moves (Purpose, Method) while chemistry research abstracts in Chinese had three moves (Method, Product, and Conclusion).

Following Kanoksilapatham (2011), she conducted the RA abstract by using an analytical framework of genre analysis in sciences fields consisting of 4 disciplines: biochemistry, microbiology, civil engineering, and software engineering. She found out that those RA abstracts applied a 5-move structure which consisted of move 1( background information) , move 2 ( purposive statement) , move 3 (methodological description), move 4 (result announcement), and move 5 (discussion, conclusion, implication) . She found that among these five moves, move 4 ( result announcement) and move 5 (discussion, conclusion, implication) occur frequently and always co-occurs. They are considered as obligatory moves while other moves were considered as optional in some disciplines.

Even though there is a great number of analytical frame works in the literatures, for example Bhatia's (1993) typical four-move framework (traditional model), Santos' (1996) five-move framework, and Hyland's (2000) five-move framework, this researcher prefer Hyland's (2000) framework. This is because his framework consists of five rhetorical moves. The main reason that the researcher chose Hyland's (2000) framework was because the researcher found that that in the field of business abstracts they mostly consist of background parts. On the contrary other frameworks such as in Bhatia's (1993) framework, move 1 (the background

part) is absent. Secondly Hyland's (2000) framework was adopted by many fields of the research article abstract. For example, Lau (2004), employing and adapting Hyland's (2000) model, examined 80 abstracts relating to life science, 50 of which were written by Taiwanese PhD students, and 30 by foreign scholars. The results showed that nearly half of the students' abstracts lacked the moves of *Background* (*Introduction* in Hyland's 2000 model), *Purpose*, and *Method*, while most of the scholars' abstracts contained five moves, with the exception of *Method*. Cross and Oppenheim (2006) analyzed 12 abstracts in the field of protozoology. They found their abstracts encapsulated in five moves.

Thirdly, Hyland's (2000) framework is more understandable compared to other four-move structure like Pho's (2008) framework because he explained the communicative function of each move clearly in his framework.

## **2.6 RELEVANT RESEARCH**

A number of studies have achieved attention in investigating rhetorical move analysis of research article abstracts. This subsection provides the relevant research studies from the various perspectives.

One of the key studies on rhetorical move analysis of research article abstracts was conducted by Suntara & Usaha (2013) who studied 200 research article abstracts in two related disciplines between linguistics and applied linguistics by using Hyland's (2000) framework of five-move structures. The findings revealed that there were three conventional moves in research article abstracts in linguistics disciplines. On the other hand, there were four conventional moves in applied linguistics disciplines.

Furthermore, Behnam & Golpour (2014) investigated the differences in generic structure of abstracts written by native writers and non-native writers who were Iranian students in two disciplines, mathematics and applied linguistics. The study adopted Hyland's (2000) five-move model. The findings lead to the linguistics abstracts following a conventional scheme for the applied linguistics discipline but in mathematics the abstracts did not follow the usual norm in term of rhetorical move patterns.

Another study was done by Hasrati et al. (2010). They analyzed the research article abstracts written by Iranians in Persian language. The corpus consisted of 4 cross disciplines including linguistics, Persian literature, chemical engineering, and power engineering, by using the macro and a micro structure framework. This study sought insight into the 'move' and 'author identity' of research article abstracts. The framework in the study was IMRD (introduction-methodology-result-discussion) and CARS (Create-a-research-space) following Loes (2004). The results showed that these abstracts under study did not follow the generic communication moves in tradition of research article writing that are IMRD and CARS' some abstracts had only one move either introduction or methodology. This inconsistency of the move number in the study seemed to be from two factors that are the modesty of Iranian academics and the use of covert hedging to mitigate academic claims.

Kanoksilapatham (2007) examined research article abstracts from four disciplines; biochemistry, microbiology, civil engineering, and software engineering with the aims to explore the rhetorical organization of abstracts written in English by applying the analytical framework. The results presented that there were superficial distinctions among the four disciplines. However, they shared the same set of five-move rhetorical moves. They were methodological description move, background information move, purposive statement move, methodological move, and result announcement move. Moreover, each move had its own communicative functions.

Moreover, Saboori & Hashemi (2013) analyzed 63 research article abstracts across three disciplines; applied linguistics, economics, and mechanical engineering. This study stressed the rhetorical structure of research article abstracts across three disciplines and also used verb tense verb tense voice analysis to identify the lexicogrammatical features of each field. They used the model proposed by Hyland's (2000) five-move rubric as guideline of the study. The results revealed that varied disciplines have distinct move patterns. However, they shared some similar and different points. For the similarities, most abstracts had the least frequency of introduction move occurrence. Moreover, most of the move patterns in each discipline seemed to be conventional. For linguistic analysis, present tense verb in active voice was found in all three disciplines.

Samraj (2015) compared 24 research article abstracts from two close disciplines; conservation biology, and wildlife behavior. The findings revealed that all research article abstract move patterns were purpose-methodology-result-conclusion. However, one of the outstanding points showed that a biology abstract will show centrality claims but there was an absence of centrality claims in wildlife behavior abstracts.

In addition, Pho (2008) analyzed the rhetorical structure and linguistic elements of each move in 30 abstracts from three journals across two disciplines; applied linguistics, and educational technology. The results revealed that the typical move structure of abstracts were presenting the research, summarizing the findings, and describing the methodology. He suggested that the linguistic features such as verb tense, and voice were beneficial for move classification.

The above review of relevant studies explored some interesting studies whose findings were useful and practical as guidelines for this present study, together with the review of theoretical backgrounds in the first part. So this chapter has outlined the basis of this research whose methodological approaches will be introduced in the next chapter.



## CHAPTER3

### RESEARCH METHODOLOGY

This chapter presents a description of the methods and procedures used to investigate the rhetorical moves, frequency of the occurrences, and linguistic features of research article abstracts in the field of business. The corpus and participants, operationalisation of moves are described. The inter-coders, and representativeness of data used to make the analysis reliable and the data analysis is also presented.

#### 3.1 CORPUS

As this is a genre analysis of research article abstracts in the field of business, therefore, the texts are considered the samples in this study. The study uses research article abstracts in the field of business in five sub-disciplines as presented in Table 3.1. All samples were written by native speakers and published in one of the reputed published journal's websites. The average length of the 35 samples was 6,848 words. The selected data was published between 2005-2016. To ascertain that the selected abstracts represent high reliability, the impact factors of the journals were considered as the key of selection. Thus, the opted abstracts have a high rank of impact factor that was crucial for the validity of the study.

**Table 3.1**

*Thirty-five Corpus of Research Article Abstracts in the Field of Business*

No.	Sub-disciplines of Abstracts	Assigned code	Amount
1.	Computers in industry	CI 1-CI 7	7
2.	Hospitality and tourism management	HT 8-HT 14	7 7
3.	Information and management	IM 15-IM 21	7
4.	Marketing	MK 22-MK 28	7
5.	Accounting and Economics	AE 25-AE 35	7
Total			35

### 3.2 OPERATIONALIZATION OF MOVES

Hyland's (2002) five-move pattern in abstract move analysis is employed in this study. The description of this five-move pattern focused on in this study is presented below.

Move 1: Introduction

(It serves as the establishment of the context of the paper and presents the background of the study).

Move 2: Purpose

(It serves as indication of the purpose of the study and contains what the study is about).

Move 3: Method

(It serves as the description of the data design, procedures, and samples and how the research was done).

Move4: Product

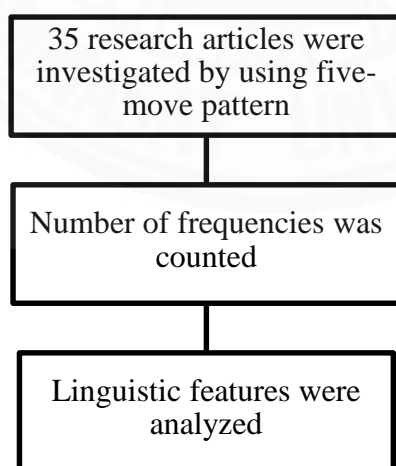
(It serves as the report of the main findings of the study and tells what the researchers found).

Move5: Conclusion

( It serves as the interpretation of the results and genre applications/ implications to what the results mean).

### 3.3PROCEDURES

The procedures consisted of quantitative method, and qualitative method. The quantitative method was used to count the frequencies of the move. For the qualitative method, it was used to find move pattern and linguistic characterization of each individual move. The processes of procedures are presented in the Figure 3.1.



*Figure 3.1*

The Processes of Procedures

### **3.4 DATA ANALYSIS**

The data was investigated by using Hyland's genre analysis (2000) as the framework. The analysis of the data obtained from all selected research article abstracts in the field of business written by native speakers is presented descriptively in detail and statistical data. To answer the first objective, 35 research articles abstracts were identified into sub-units or "moves" which presents the communicative function. In this study, each particular move in the abstracts is also analyzed following the set of linguistic features. Then, the calculation of the frequency of move occurrence is presented in percentage in order to provide the potential role played by each move. The frequency of move occurrence could relate to the typical structural organization of the business research article abstracts according to the most frequent move occurrence in the corpus. In this regard, cyclical pattern of each move and possible structural variations were also included for the move pattern analysis. (See appendix A for the example of analysis of the data.) For the frequency of the occurrence analysis, to investigate which move is considered as optional or conventional move, the researcher counted the frequency of a particular move. Moreover one researcher with a doctorate in the linguistics discipline and two graduated students, one with a business administration degree and an English major participated in the study as move coders to conduct the individual move analysis and to double-check in the case that there was some disagreement in the findings. To attain the reliability the results of inter-rating was accepted 95%.

## CHAPTER4

### RESULTS AND DISCUSSION

In this section, the data collected using the methods described in Chapter 3 was analyzed. The results of this study answered the following research questions:

1. What are the rhetorical moves in research article abstracts in the field of business?
2. What is the frequency of the occurrence of each move?
3. What is the linguistic characterization of each individual move?

This present study applied Hyland's (2000) model in analyzing the data; both quantitative and qualitative analyses were used in the investigation.

#### 4.1 GENERAL BACKGROUND INFORMATION

The materials used in this research consisted of 35 research article abstracts written by foreign researchers in the field of business. They were selected from articles published between the years 2009-2016. The 35 abstracts contained 5 sub disciplines (7 abstracts from each sub discipline): *computers in industry* (hereafter CI1-CI7), *hospitality and tourism management* (hereafter HT1-HT7), *information and management* (hereafter IM1-IM7), *marketing* (hereafter MK1-MK7), *accounting*, and *economics* (hereafter AE1-AE7). The materials were analyzed to find the rhetorical move following Hyland's (2000)'s five-move pattern, frequency of the move occurrences, and also the linguistics characterization of each move.

#### 4.2 RHETORICAL MOVES IN THE RESEARCH ARTICLE ABSTRACTS

Firstly, in order to find the rhetorical moves in the research abstracts, 35 research article abstracts were analyzed in terms of rhetorical move pattern and cyclical moves or move which occurs more than one time in the same abstract. The five-move pattern model was used in order to find the move pattern of each abstract as shown in Table 4.1.

**Table 4.1***Five-move Model Applied in Move Analysis*

Move	Rhetorical move	Assigned code	Function
1	Introduction	I	Provide background of the study
2	Purpose	P	Describe the objectives of the study
3	Methodology	M	Provide research design, procedures, data collection, etc.
4	Product	Pr	Indicate the main findings
5	Conclusion	C	Interpret results, draw implications, and suggest further studies

#### 4.2.1 Move patterns

In terms of rhetorical moves, the researcher found that the research article abstracts in the field of business didn't have completely five-move patterns according to Hyland's (2000) model and there were the absence of some moves in some corporuses. The findings of move pattern are shown in Table 4.2.

**Table 4.2***Summary of Move Patterns*

Corpus number	Assigned code	Move pattern
1	CI 1	P-M-P
2	CI 2	I-P-I
3	CI 3	I-M
4	CI 4	I-P-M-Pr-C-I
5	CI 5	P-M-Pr
6	CI 6	M-I-P-C
7	CI 7	I-M-Pr
8	HT 1	I-P-M-Pr-C
9	HT 2	I-P-Pr
10	HT 3	I-M-Pr-C
11	HT 4	M-I-P-C
12	HT 5	P-C-M-Pr
13	HT 6	P-Pr
14	HT 7	I-P-M-P-M-Pr
15	IM 1	I-P-Pr-M
16	IM 2	I-P-M-Pr-C
17	IM 3	I-P-M-Pr-C

18	IM 4	P-M-Pr-C
19	IM 5	I-M-Pr-C
20	IM 6	P-Pr-C
21	IM 7	P-M-Pr
22	MK 1	I-P-M-Pr-C
23	MK 2	I-P-I-P-C
24	MK 3	I-P-I-M-Pr
25	MK 4	M-Pr-C
26	MK 5	I-P
27	MK 6	I-P
28	MK 7	M-P-M-I-M-Pr
29	AE 1	I-M
30	AE 2	I-P-M
31	AE 3	P-I-P
32	AE 4	I-P
33	AE5	I-P-M-P
34	AE 6	I-P-Pr
35	AE 7	I-P-M

In terms of move patterns, there were the various move patterns among the writers in the field of business. The most frequent preference patterns were related to Hyland's (2000) framework: Introduction-Purpose-Methodology-Production-Conclusion (or hereafter I-P-M-Pr-C) which was found in only 5 corpuses : *CI 4*, *HT 1*, *IM 2*, *IM 3*, and *MK 1* as shown in Table 4.2. The next frequent move patterns were I-P which occurred in 3 corpuses: *corpus MK5*, *MK 6*, and *AE4*. Moreover, there were four other move patterns which were I-P-M-Pr-C, M-I-P-C, and I-P-Pr which occurred with the same two numbers of corpuses. In conclusion, the structural five-move pattern was found in five corpuses or accounted for 14% of occurrence. Thus the finding showed that the writers in the business field didn't follow the structural move patterns suggested by Hyland's (2000) framework. Among the variety of move patterns, the cyclical moves or moves which occurred more than one time in a corpus were also found. In the present study, there were 7 corpuses out of 35 which contained the cyclical moves. Cyclical moves consisted of move 2, move 1, and move 3. The occurrence and frequency of cyclical moves are presented in Table 4.3:

**Table 4.3***The Occurrence and Frequency of Cyclical Moves*

Cyclical Moves	Occurrence	Frequency (%)
2	7	20
1	3	9
3	2	6

Following Table 4.3, move 2 (purpose move) was the most frequent occurrence cyclical move followed by move 1 (introduction move) and move 3 (methodology move), respectively. Move 2 was found with 20% of the occurrence, while move 1, and move 5 were found with 45% and 22% of the occurrence, respectively.

#### **4.3 FREQUENCY OF THE OCCURRENCE OF EACH MOVE**

To answer this research question, 35 research article abstracts were analyzed by using Hyland's (2000) five rhetorical moves model and then the move occurrences were calculated into the percentages. The findings of move occurrences and frequencies are demonstrated in Table 4.4.

**Table 4.4***The Frequency of the Occurrence of Each Move*

Move	Occurrence	Frequency (%)
1	26	74
2	33	94
3	23	65
4	21	60
5	15	42

Following the analysis of move frequency, purpose move occurred with the highest frequency of all thirty-five research article abstracts. It occurred with 94% of the frequency. Thus, it was considered as a conventional move. However, introduction move, methodology move, and product move were optional move with the frequency of occurrences at 74%, 65%, and 60 %, respectively. The conclusion move was the lowest frequency of occurrence at 42%. Hence, the conclusion move was considered an optional move in research article abstracts in the field of business.

#### **4.4 FINDING OF LINGUISTIC CHARACTERIZATION OF EACH MOVE**

To answer the answers to research question three, the linguistic features, lexical features, and the verb tense variation were investigated to analyze each rhetorical move. The researcher found that some moves had both similarities in terms of uses of reporting verbs and opening nouns but they had different points in verb tense choice.

##### **4.4.1 Move 1: Introduction Move**

As mentioned previously, an introduction move is employed to provide the background of the study. In this present study, 74% occurrence of introduction move



was found as indicated in the Table 4.4. So it could be inferred that Hyland's (2000) proposition was apparent in research article abstracts in the field of business.

The analysis of introduction moves showed that the uses of lexical features were not distinguished and prominent. The distinctive point was the use of verb tenses instead. It was interesting that a divergence of verb tenses was found. In this move, there were the uses of present simple tense, present perfect tense, and past simple tense. The findings are shown in the Table 4.5.

**Table 4.5**

*The Frequency of the Occurrence of Verb Tense in Introduction Move*

Tense	Example	Occurrence	Frequency (%)
Present simple	There <i>is</i> a consensus that the business reporting model needs to expand to serve the changing information needs of the market and provide the information required for enhanced corporate transparency and accountability. (Source: AE 5)	25	71
Present perfect	Social media <i>has now crept</i> into the boardrooms of business organizations and just like the internet; it <i>has transformed</i> the selling and buying processes.  (Source: MK 7)	8	23

Past simple	The regulatory requirement of different countries also <i>necessitated</i> companies to do multiple reporting i.e., one as per home country standard and the other as per the host country standard. (Source: MK 1)	4	11

The findings showed that the most frequent tense used in the abstracts were present simple tense with 71% of the occurrence, followed by present perfect tense (23%), and past simple tense (11%), respectively. The present simple tense was used to refer to the previous studies in general and describe the background information of the study, while present perfect tense was used to refer to the previous experience or knowledge that have been used or studied or referred to the growth of some issues relevant to the study. The following excerpts demonstrated the divergence of verb tenses found.

(1) Social media *has now crept* into the boardrooms of business organizations and just like the internet; it *has transformed* the selling and buying processes. (Source: MK 7)

(2) There *is* a consensus that the business reporting model needs to expand to serve the changing information needs of the market and provide the information required for enhanced corporate transparency and accountability. (Source: AE 5)

(3) The regulatory requirement of different countries also *necessitated* companies to do multiple reporting i.e., one as per home country standard and the other as per the host country standard. (Source: MK 1)

In conclusion, this study revealed that the Introduction move was a conventional move, the occurrence of this move appeared in almost the entire corpus.

In terms of verb tenses, the most frequent verb tenses were present simple tense, present perfect tense, and past simple tense, respectively.

#### 4.4.2 Move 2: Purpose Move

As mentioned previously, purpose move is used in order to tell the purpose, hypothesis, and outline the intention of the study. As illustrated in Table 4.2 above, there was 94% of the occurrence found in thirty-five abstracts in business field. This move appeared with the highest occurrences among the 5 moves. It was inferred that in business field abstracts, this move was a conventional move. While investigating the purpose move, there was a distinctively linguistic feature pattern used by the writers in the abstracts to indicate their purpose move, as shown in Table 4.6

**Table 4.6**

*Linguistics Feature Pattern Employed in Purpose Move*

Diectic	Occurrence	Inquiry type or genre	Occurrence	Reporting Verb	Occurrence
this	25	paper	12	Investigate	8
the	11	study	11	attempts to	6
our	2	research	3	focuses on	4
		article	2	examine	4
		contribution	2	explores	3
		objectives	2	provides	2
		purpose	1	discusses	2
		goal	1	tries to	2
				test	2
				is a response	1
				to	
				syntheses	1
				review	1

				analyze	1
				demonstrates	1
				targeted	1
				reports on	1
				indicate	1
				present	1
				find out	1
				is to study	1

Following the findings, the use of “*this*” (e.g. *this study, this paper, this article*) indicated that the writers aim to incorporate the abstract into the body of the paper. Whilst the use of “*the*” indicated that the main article was standing apart from the abstract. The most frequent common use of inquiry type or genre were “*paper*” , “*study*” , and “*research*” , respectively. These words were use when the writers attempted to refer to their study in a purpose move.

While taking a deeper look into the use of reporting verbs, the researcher found that each writer used different reporting verbs; “*is to investigate*”, “*provides*”, “*explores*”. However, the highest use of a reporting verb was “*is to investigate*”.

For verb tenses , there were uses of present simple tense, present perfect tense, present continuous tense, past simple tense , past perfect tense, and future simple tense, respectively. However the highest occurrence was present simple tense with 83% for the frequency followed by present perfect tense with 6 % of the occurrence of frequency, while the use of present continuous, past simple , past perfect tense, and future simple tense was only 3%. The use of verb tenses is demonstrated in the following excerpts.

- (1) This study *focuses on* the relationship between destination quality, tourist satisfaction and loyalty intention. (Source: CI 1)
- (2) This goal *has been accomplished* through scenario modeling of a real-life spare parts supply chain in the aeronautics industry. (Source: CI 4)
- (3) The present research *explored* the ways in which hotel General Managers use feedback from consumers (namely online), experts, and internal sources to improve service quality. (Source: HT 7)

#### 4.4.3 Move 3: Method Move

Method move functioned as description of the research designs, the procedures, or data analysis, etc. In this study, the writers' choice for using past tense and passive voice was found in the method move. The purpose of using passive voice was to emphasize which treatment, which data collection instruments, or which systems or which frameworks they used in order to collect the data. Moreover, the writers in the field of business tend to use passive voice rather than the active voice. The use of passive voice is demonstrated in the following excerpts.

- (1) A mixed method study, framed by social identity theory, *was conducted* utilising semi-structured interviews and a survey of 305 employees from 22 hotels in Taiwan. (Source: HT 3)
- (2) The study *was conducted* using survey questionnaire data collected from 310 mobile phone users in South Korea. (Source: IM 2)
- (3) In the study both primary and secondary data were used. Pertaining to data analysis the researchers had used both qualitative and quantitative data analysis techniques mainly descriptive analysis using percentages, tables and graphs deployed. (Source: MK 4)

In summary the method move was considered as a conventional move with 65% of the occurrence. For tense choice, the past tense, present simple, and present perfect tense were used, respectively. Passive sentences in the simple past were the most preferred by the writers because they restated the method use in their research and they also attempted to be objective when describing the research method.

#### 4.4.4 Move 4: Product Move

Move 4, or the product move showed the results or main results, the discussion that was completed. In this study, there was 60 % occurrence. For the linguistic features, Product move demonstrated the use of the opening noun. The most frequent common signals were "*findings*", "*results*", "*case study*", and "present research". There was also the use of the reporting verbs. The three most commonly frequent of the reporting verbs were "*reveal*", "*indicate*", "*demonstrate*", etc. Table 4.7 reveals the use of opening nouns and reporting verbs.

**Table 4.7***The Use of Opening Nouns and Reporting Verbs in Product Move*

Opening nouns	Occurrence	Reporting verbs	Occurrence
findings	4	revealed that	4
results	3	indicated that	3
case study	1	demonstrated that	2
present research	1	showed that	2
		provided	2
		suggest that	1
		discovered	1
		confirm that	1

One interesting issue in terms of linguistic features was the use of self-reference. In this study, self-references were used when the writers referred to their possession in conducting the research and explaining the results. The writers used adjective possessives “*our*”.

The uses of adjective possessive ‘*our*’ in move 4 in the field of business were in these following excerpts:

- (1) *Our* findings also show that usability is a distal determinant of brand loyalty, exerting its influence indirectly through the mediators of satisfaction and trust. (Source: HT 16)
- (2) *Our* empirical results indicate that after the adoption of the mobile channel, the purchases on the web channel were slightly cannibalized; however, the consumers’ purchases increased overall, suggesting that the positive synergy effect of the new channel overrode the negative cannibalization effect. (Source: IM 5)

Moreover, uses of *that*-complement clauses were also found. The *that*-complement clauses revealed the promotional channel of the writers in persuading the readers to continue reading the full paper. *That*-complement clauses functioned as the highlight of their research. In this study, the writers applied *that*-complement uses to show their results as follows.

(1) The results *revealed that* some hedonic activities could while some other activities could not significantly influence casino-hotel visitors' positive emotions. (Source: HT1)

(2) This case study *demonstrates that*, when informed by theory and research, training can successfully equip guides to engage visitors, impact their understanding and empathy, and enrich their experience. (Source: HT5)

(3) Strong correlations between the push and pull factors *indicate that* the attributes Cairns offers largely match the Chinese tourists' push motivational factors, which may explain why China has been Cairns' fastest-growing inbound tourism market. (Source: HT6)

In terms of tenses, the outstanding tense that was used was present simple tense. Present simple tense in product move appeared with 72% of the occurrence. The use of present simple tense revealed that the writers generalize further the finding of the study. They tended to show to the readers that their findings are widely accepted and want to leave this impression to their readers. The use of present tense may show that the result is indisputable and the writers attempt to show that their findings could provide new knowledge, while the use of past simple tense shows the narrower argument of the findings. In this study, only 28 % of the occurrence used past simple tense. In conclusion, both present simple and past simple tense were used in this move as follows.

(1) Results *demonstrate that* General Managers pay unequal amounts of time and effort to evaluating the various types of feedback. (Source: HT7)

(2) This case study *demonstrates that*, when informed by theory and research, training can successfully equip guides to engage visitors, impact their understanding and empathy, and enrich their experience. (Source: HT5)

(3) The results *revealed that* some hedonic activities could while some other activities could not significantly influence casino-hotel visitors' positive emotions. (Source: HT1).

In conclusion, product move was optional in field of business. The writers use lexical items such as reporting nouns and reporting verbs. The application of self-reference of adjective possessives in this field is “*our*”. Self-references were used when the writers referred to their possession in conducting the research and explaining the results. In addition, the writers also used that-complements to show their findings. Moreover, the most preferred in present tense signal that the writers attempt to generalize their finding to wide society.

#### 4.4.5 Move 5: Conclusion Move

The conclusion move was optional move with 42% of the occurrence because it occurred with less than 60% of the occurrence. For lexical items, the uses of references to the findings were found, for example “*result (s)*”, “*study*”, “*investigation*”, and so on. The uses of “*result (s)*” were 3 examples, while the rests occurred with only one example. The examples are given below.

(1) *The results* suggest there is a need for managers to better understand employee attitudes about organizational diversity. (Source: HT3)

(2) *This study* enhances our understanding of casino-hotel visitors' positive emotions as the core component of hedonic experience and suggests some theoretical implications for future research in hedonic experience, as well as managerial implications for the sustainable development of casino hotels and the management of hedonic experience. (Source: HT1)

(3) Our investigation contributes to multichannel e-commerce literature by empirically testing the cross-channel effects of a new mobile channel and also



providing insights for e-retailers interested in introducing a new mobile channel.(Source: IM 5)

In this move, there was also the use of self-reference with the purpose for self-promotion of the writers. The instance was “we”. The example was demonstrated below.

(1) We discuss the implications of the study findings for usability research and UI design. (Source: IM 2)

Moreover, there were also the uses of that-complement clauses which were the prominent linguistic features in the conclusion move. Most verbs were verb with persuasive meaning such as “suggest that”. The examples are demonstrated below.

(1) Overall the results indicate that the adoption of fair value accounting and strict requirement in adhering to accounting standards has strengthened the financial indicators. (Source: MK 1)

In terms of tense, the dominant tense was present simple tense with 100% of the occurrence. It could be explained that the writers used present simple tense to generalize the finding to be generally accepted and could be applicable for all the readers. The conclusion move in this study functioned as the discussion of the meaning of the results and the suggestion for readers for further study. The instances of present simple tenses in conclusion moves are shown below.

(1) This investigation provides guidance for the development of additive manufacturing machines and their possible deployment in spare parts supply chains. (Source :CI4)

(2) This study enhances our understanding of casino-hotel visitors' positive emotions as the core component of hedonic experience and suggests some theoretical implications for future research in hedonic experience...

(Source :HT1)

(3) We *discuss* the implications of the study findings for usability research and UI design. (Source: IM2)

The findings of the study will be concluded and discussed in the next section.



## CHAPTER5

### CONCLUSIONS AND RECOMMENDATIONS

This chapter presents a conclusion of the study, conclusions of the findings, discussions in terms of reliability of move analysis, the size of the sample, the refinement to previous analytical frameworks. The chapter ends with the conclusion of the present research, and the recommendations for further research.

#### 5.1 SUMMARY OF THE STUDY

This research was on the topic of “Generic structure of the research articles in the field of business”. The purpose of this research was to investigate the rhetorical moves and move patterns in research article abstracts in the field of business written by native speakers. It was also to identify a set of linguistic features associated with a particular move to explore the frequency of occurrence in research article abstracts as well as to determine whether moves are conventional moves or optional moves.

It was carried out by investigating the use of five-move patterns in thirty-five research article abstracts in the field of business in five sub disciplines; *computers in industry, hospitality and tourism management, information and management, marketing, accounting, and economics*. The research methodology included a combination of quantitative and qualitative methods, for example the frequency of move occurrence and the analysis of linguistic features. For the first step, the quantitative method was adopted to count the frequency. In this step, the linguistic features such as grammatical or lexical features helped the researcher determine rhetorical move patterns.

The second step was a qualitative method. It was adopted to find the move patterns and linguistic features of research article abstracts. The examples of rhetorical move analysis in each discipline are provided for clarification based on the research questions that were set in the first chapter:

1. What are the rhetorical moves in research article abstracts in the field of business?
2. What is the frequency of the occurrence of each move?
3. What is the linguistic characterization of each individual move?

## 5.2 SUMMARY OF THE FINDINGS AND DISCUSSION

To answer research question one, the researcher analyzed the content of each research article abstract to find out the structures of each abstract by using a five-move pattern following Hyland's (2000) model, then recorded the move patterns of each corpus. According to the results, the rhetorical moves in the research article abstracts in the field of business had the same rhetorical moves as Hyland's (2002) analysis with 800 abstracts across eight disciplines. However, not every article followed a five-move pattern; the findings showed that only 14% overall had a complete five-move pattern.

To answer research question two, "What is the frequency of the occurrence of each move?" this study used humans as the coders to count the frequency of the occurrence from 35 research article abstracts. Then numbers of frequency of move occurrence were calculated into percentages. From the results, move 1 (introduction move), move 2 (purpose move), move 3 (methodology move), and move 4 (product move) were conventional moves because they occurred in more than 60% of the frequency of move occurrence. Move 5 (conclusion move) was considered as an optional move which occurred less than 60% of the frequency of move occurrence.

To answer research question three, "What is the linguistic characterization of each individual move?" each research article abstracts was analyzed to see the use of linguistic features and lexical features. Then the findings were also analyzed by content analysis to code the occurrence of each linguistics characterization of each corpus. In terms of linguistic features, five verb tenses were found; i.e., present simple tense, present perfect tense, past simple tense, past perfect tense, and future simple tense. Moreover, there were also uses of *that*-complement clauses. However, the appearances of tenses were various depending upon the move. In terms of lexical features, lexical items such as self-reference, opening nouns, and reporting verbs were use to classify the rhetorical move.

The discussion above could be drawn to these following conclusions: the findings showed that not all moves applied in research article abstracts in the field of business because there were not any moves which were considered as obligatory moves. Moreover, there were few abstracts that used the completely five- move pattern structure following Hyland (2000)'s model. The reason may be due to the differences in the purpose of the researchers. Moreover, an absence of generalization was found in this study because of the limited size of the sampled corpus. The small size of the samples means findings may be drawn only to a tentative conclusion.

### **5.2.1 Reliability of Move Analysis**

One thing that is considered as the important point is the correlated move analysis in the same direction between the researcher and the inter-coders. The result revealed that this study had 95% similarity. So this study has high validity.

### **5.2.2 The size of the Sample**

According to Dornyei (2007), he suggested that the bigger the sample size the researcher gathered, the more the generalization of the study. However in this study, there were only 35 research article abstracts in the field of business, thus the samples could not be used as applicable generalizations. The conclusion in this study may be seen as the tentative conclusion of move analysis of research article abstracts in the field of business instead.

### **5.2.3 Refinement to previous analytical frameworks**

The use of Hyland (2000) as the generic structure model revealed a significant difference in writing styles, and structures in the 35 research article abstracts which affected the move patterns. The absence of some moves in business research article abstracts leads to the conclusion that the analysis could not totally depend on the applied model.

### **5.3 RECOMMENDATIONS FOR FURTHER STUDY**

The present study has implications for further research. It was revealed that the generic structure in research article abstracts in the field of business didn't have complete 5 moves as Hyland's (2000) model suggested. There were not obligatory moves and the most frequent moves were purpose move, introduction move, methodology move, and product move, respectively which were conventional moves. However, there are some recommendations for further research.

5.4.1 More inter-coders are needed for the validity of move analysis.

5.4.2 Another recommendation is that the number of the sample size was considered too small to be able to make any generalizations about generic structure of research article abstracts in the field of business as a whole. For such generalizations to be valid, much larger samples of research article abstracts would need to be involved for data analysis of research article abstracts in the field of business.

5.4.3 Further research on other issues should be added in order to validate the move patterns and strengthen the findings, e.g. the embed move, or the step analysis, or comparison between different languages in the same disciplines.

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**APPENDIX**



## APPENDIX A

### Example of data analysis following Hyland's (2000) framework

**Move 1:** *Introduction* is illustrated by the following instances. This move serves as stating the purpose of the study and contains what the study is about. For example,

Tourism is one of the largest and fastest growing industries worldwide. It helps to support the economic growth and development of many countries, Thailand included. A key engine of the growth of tourism has been the Internet, especially over recent years. (Source: HT2)

**Move 2:** *Purpose* is illustrated by the following instances. This move serves as establishing the context of the paper. For example,

**The purpose of this research is to** evaluate the potential impact of additive manufacturing improvements on the configuration of spare parts supply chains. This goal has been accomplished through scenario modeling of a real-life spare parts supply chain in the aeronautics industry. (Source: CI 4)

**Move 3:** *Method* is illustrated by the following instances. This move serves as describing the data design, procedures, and samples and how the research was done. For example,

The spare parts **supply** chain of the F-18 Super Hornet fighter jet **was selected as the case study** because the air-cooling ducts of the environmental control system are produced using AM technology. In total, four scenarios **are investigated that** vary the supply chain configurations and additive manufacturing machine specifications. The reference scenario is based on the spare parts supplier's current practice and the possible future decentralization of production and likely improvements in AM technology. Total operating cost, including downtime cost, is used to compare the scenarios. (Source: CI 4)



**Move 4 :** *Product* is illustrated by the following instances. This move serves as reporting the main findings of the study and tells what the researchers found. For example,

We **found that** using current AM technology, centralized production is clearly the preferable supply chain configuration in the case example. However, distributed spare parts production becomes practical as AM machines become less capital intensive, more autonomous and offer shorter production cycles. (Source: CI 4)

**Move 5:** *Conclusion* is illustrated by the following instances. This move serves as giving the implications to what the results mean. For example,

This investigation provides guidance for the development of additive manufacturing machines and their possible deployment in spare parts supply chains. **This study contributes to** the emerging literature on AM deployment in supply chains with a real-world case setting and scenario model illustrating the cost trade-offs and critical requirements for technology development. (Source: CI 4)

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