HOW TO WRITE AN ENGLISH ABSTRACT

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Framework



WHAT IS A RESEARCH PAPER?



WHAT IS AN ABSTRACT?

- A mini-version of the thesis
- A brief summary of the main sections of the paper

ITS PURPOSE:

- To give readers a quick look of the basic content of the thesis
- To give a general understanding of your thesis

.

LENGTH:

- 50% of one page (outside of the header formatting and keywords line)

- 150 words to 300 words

CONTENT OF AN ABSTRACT:

- 1. objectives and scope
- 2. a description of the methods
- 3. a summary of the results
- 4. implication

摘要

消費者面對經由網路所蒐集到的大量商品資訊，往往無所適從，因而使得某些較為專業或得到使用者信任的部落客，其對商品的評價便成為消費者進行購買決策時的重要訊息。此外，參考群體的意見對購買決策亦有影響效果，當消費者同時接受多方訊息時，對產品品牌形象與購買決策的影響為何？本研究擬探討前述相關議題，採問卷調查方式，並以美妝部落格之已註冊會員為研究對象，共計 560 人。資料分析結果發現部落格口碑、品牌形象對於購買意願均有顯著影響效果，而參考群體具有強化部落格口碑與品牌形象間之關係，本研究依並資料分析結果，提出理論與實務上的建議，以供後續研究及實務應用參考。

關鍵字：部落格口碑、品牌形象、參考群體、購買意願

Abstract

Consumers are feeling uncertain and perplexed when they are immersed in a great deal of goods information collected from the network, which makes bloggers with professional and being trusted become an important factor in consumers' purchase decisions. In addition, reference groups seem to have an effect on consumers' purchase decisions. Thus, when consumers receive so much information at the same time, how does the information influence brand image and purchase decision? This study employed a questionnaire method, targeting at the consumers who had registered a cosmetic blog. The total number of the subjects was 560. The results of the study showed that word of mouth about blogs and brand image has a significant effect on purchase decisions, whereas reference groups strengthen the relationship and act as a moderator. This study proposes theoretical implications and practical applications for follow-up study.

Keyword: word of mouth about blogs, brand image, reference group, purchase intention

Sample

摘要

繼情緒智商(EQ)後，逆境商數(AQ)亦受到企業重視並列為徵才條件之一。代表員工面對困難與挫折時，是否能將阻力轉為助力，已成為重要議題，尤其是企業往往採用不同的組織變革方式因應快速變化的環境。但組織變革對員工而言，往往視為職涯中的阻力或逆境，因此，員工對組織變革的知覺，將如何影響其對組織的承諾，而員工 AQ 扮演何種角色？本研究以大台北地區曾進行裁員、委外、合併等組織變革之企業員工計 360 人為樣本，採問卷調查方式蒐集資料。資料分析結果發現員工對於組織變革的知覺會正向影響其組織承諾，而 AQ 亦可有效的提升前述變項之間的關係。本研究依並資料分析結果，提出理論與實務上的建議，以供後續研究及實務應用參考。

關鍵字：組織變革知覺、組織承諾、逆境商數

Abstract

Apart from Emotional Quotient (EQ), Intelligence Quotient (AQ) is regarded as one of the recruiting requirements for organizations. This reveals that how employees tackle obstacles and frustration and how they turn resistance to assistance have become an important issue. This issue is especially imperative when organizations are adopting different kinds of organizational changes to the varying environment. However, organizational changes are usually considered stress or adversity for employees in careers. Therefore, how employees' perception of organizational changes influences their organizational commitment and what role AQ plays at this point are worth probing. This study was conducted in a questionnaire survey and targeted at 360 employees in Taipei who were facing the problems of layoff, outsourcing, mergers, and the like. The results of the analyses showed that organizational changes positively and significantly influence the employees' organizational commitment, whereas AQ has a positive effect on the relationship between these two factors. Theoretical implications and practical suggestions for further study were provided.

Keyword：organizational change, organizational commitment, adversity quotient

Method

Objectives / scope

摘要

消費者面對經由網路所蒐集到的大量商品資訊，往往無所適從，因而使得某些較為專業或得到使用者信任的部落客，其對商品的評價便成為消費者進行購買決策時的重要訊息。此外，參考群體的意見對購買決策亦有影響效果，當消費者同時接受多方訊息時，對產品品牌形象與購買決策的影響為何？本研究擬探討前述相關議題，採問卷調查方式，並以美妝部落格之已註冊會員為研究對象，共計 560 人。資料分析結果發現部落格口碑、品牌形象對於購買意願均有顯著影響效果，而參考群體具有強化部落格口碑與品牌形象間之關係，本研究依並資料分析結果，提出理論與實務上的建議，以供後續研究及實務應用參考。

關鍵字：部落格口碑、品牌形象、參考群體、購買意願

Implication

results

Sample

Sample

Objectives/ scope

Method

摘要

繼情緒商(EQ)後，逆境商數(AQ)亦受到企業重視並列為徵才條件之一。代表員工面對困難與挫折時，是否能將阻力轉為助力，已成為重要議題，尤其是企業往往採用不同的組織變革方式因應快速變化的環境。但組織變革對員工而言，往往視為職涯中的阻力或逆境，因此，員工對組織變革的知覺，將如何影響其對組織的承諾，而員工 AQ 扮演何種角色？本研究以大台北地區曾進行裁員、委外、合併等組織變革之企業員工計 360 人為樣本，採問卷調查方式蒐集資料。資料分析結果發現員工對於組織變革的知覺會正向影響其組織承諾，而 AQ 亦可有效的提升前述變項之間的關係。本研究依並資料分析結果，提出理論與實務上的建議，以供後續研究及實務應用參考。

關鍵字：組織變革知覺、組織承諾、逆境商數

Implication

results

EXAMPLE

- 繼情緒智商(EQ)後，逆境商數(AQ)亦受到企業重視並列為徵才條件之一。代表員工面對困難與挫折時，是否能將阻力轉為助力，已成為重要議題，尤其是企業往往採用不同的組織變革方式因應快速變化的環境。

Google

Following the emotional quotient (EQ), the Adversity Quotient (AQ) also tied for the levy by the enterprises to pay attention only one of the conditions.

Apart from Emotional Quotient (EQ), Adversity Quotient (AQ) is regarded as one of the recruiting requirements for organizations.

FOUR C'S OF ABSTRACT WRITING

- Complete — it covers the major parts of the project/case
- Concise — it contains no excess wordiness or unnecessary information.
- Clear — it is readable, well organized, and not too jargon-laden.
- Cohesive — it flows smoothly between the parts.

QUESTION?



Closing Thoughts

- Writing is a required part of training
- Very Important for pursuing academic career
- Very important for logical thinking
- Faraday once said, "Work; finish; publish"

CONCLUSION



- Chinese proverb:

  Tell me, I forget.

  Show me, I remember.

  Involve me, I understand.

Thank you!