# GENERIC STRUCTURE OF INTRODUCTIONS IN ENTREPRENEURSHIP RESEARCH ARTICLES

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## ABSTRACT

The purpose of the present study is twofold. Firstly it seeks to find the generic structures that are inherent in the introduction sections of entrepreneurship research articles and secondly it investigates the role of experiential metafunction and its distribution in realization of obligatory generic elements that are found in the data.

The approach applied is a combination of Halliday and Hasan's (1989) model of genre analysis to find the generic structure potential (GSP) of the introduction sections as well as Halliday's (1994) model of transitivity analysis to find the typicality of the process types and their contribution in the realization of the obligatory elements.

The corpus comprises 20 research article introduction sections that are published from 2010 onward in the *Journal of Small Business and Entrepreneurship* and *Small Business and Enterprise Development.*

The analysis reveals that 13 types of generic elements might occur in the entrepreneurship research articles introductions. Two of these elements such as 'Purpose of study' and 'Previous study' element are present in the whole data while others are found to be optional. Based on the obligatory, optional and recursive elements found on the data, the model of Generic Structure Potential (GSP) of the entrepreneurship research article's introduction sections is proposed. Moreover, in the second phase of analysis the findings reveal that the typicality of the process types within each obligatory element is mostly in line with the function that each obligatory generic element fulfills in that particular genre. As an instance, in the present study, the 'purpose of study' element is mostly recognized with Mental processes and Relational processes while the 'Previous study' element is highly characterized with Material and Mental processes.

## ABSTRAK

Kajian ini mempunyai dua tujuan. Pertama, ia adalah untuk mengenalpasti struktur-struktur generik yang sedia ada dalam bahagian pengenalan artikel-artikel kajian keusahawanan dan keduanya ia menyiasat peranan metafunction ‘experiential’ dan pengagihannya dalam mengrealisasikan unsur-unsur generik wajib yang didapati dalam data.

Pendekatan gunaan ialah kombinasi model analisis genre oleh Halliday dan Hasan (1989) untuk mengenalpassti struktur biasa potensi (Generic Structure Potential) seksyen-seksyen pengenalan dan model analisis ketransitifan Halliday (1994) untuk mengenalpasti ‘typicality’ proses dan sumbangan mereka dalam merealisasikan unsur-unsur wajib genre.

Korpus mengandungi 20 bahagian pengenalan dalam artikel penyelidikan yang diterbit dalam Journal of Small Business and Entrepreneurship dan Journal of Small Business and Enterprise Development dari tahun 2010.

Analisis mengenalpasti 13 jenis elemen generik yang mungkin wujud dalam bahagian pengenalan artikel-artikel kajian keusahawanan. Dua daripada elemen, iaitu elemen 'Tujuan kajian' dan ‘Tinjauan kajian’ hadir dalam kesemua data manakala selebihnya merupakan elemen pilihan (optional). Berdasarkan elemen wajib, pilihan dan ‘recursive’ yang didapati dari data, model Generic Structure Potential (GSP) bahagian-bahagian pengenalan artikel penyelidikan keusahawanan diajukan. Tambahan pula, di fasa kedua analisis, penemuan-penemuan mendedahkan jenis proses yang sering didapati adalah selari dengan fungsi setiap elemen yang wajid hadir dalam genre tersebut. Sebagai contoh, dalam kajian ni, elemen 'tujuan kajian' didapati hadir dengan proses-proses Mental dan Relational manakala 'Tinjauan kajian’ direalisasi dengan proses Material and Mental.

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## TABLE OF CONTENTS

**CONTENTS** **PAGE**

**PREFACE**

**List of figures**



**List of tables**

# CHAPTER ONE

# INTRODUCTION

## 1.0 Introduction

The present study is entitled “Generic Structure of Introductions in Entrepreneurship Research Articles”. This study being grounded on systemic functional linguistics (SFL) is twofold in its aims. Firstly, it seeks to find the generic structures that are inherent in introduction sections of entrepreneurship research articles utilizing Generic Structure Potential (GSP) model of text analysis and secondly it aims to study how such structures are characterized in terms of the elements of transitivity system which is an element of experiential category of the linguistic metafunction in Halliday’s theory.

To present a clear outline of the research, it is necessary to explain the organization of this introductory section. This chapter presents a broad outline of this thesis regarding the rationale of study, research objectives, the scope of the research, significance of this research, the importance of the research article (RA), the importance of the introduction section in RA and the limitations and implications for further research.

## 1.1 Rationale of the study

Nowadays in academic writing a great emphasis is put on academic communication which signifies the role that a text plays to bridge the gap between the intended readers knowledge and the writer .The texts which cannot make the intended relationship within a specific discourse community will not be able to engage the readers as insiders and cannot be comprehensible enough within that specific genre. However this aim is satisfied by recognizing the textual variations within specific genres and to see how texts resemble or vary in accordance with their discourse organizations and the linguistic features applied.

Specifying the importance of the role of writer and reader in academic discourse this study employs the Systemic Functional theory of language as a tool in order to analyze the distinctive rhetorical structures and to find the *Generic Structure Potential* (GSP) (Hasan 1989) that is inherent in entrepreneurship research articles' introduction sections as well as analyzing the transitivity patterns within the generic structures.

According to Halliday and Hassan (1989), the notion that distinguishes any text from non-text is its *textual unity*. The textual unity of any written or spoken text primarily is divided into two important features: *unity of structure* (macro level) and *unity of texture* (micro level).

The *unity of structure* which in SFL is characterized with *generic structure potential* proposed by Halliday and Hasan (1989) mainly implies that each genre is consisted of a set of *obligatory, optional* and *recursive* elements following a specific order. Obligatory elements are the ones without which the text would not be considered as a genre while optional elements are those that can occur but not necessarily. Therefore, GSP according to Hasan (1989 b) is outlined as follows:

(1) *What* elements *must* occur?

(2) *What* elements *can* occur?

(3) *Where* they *must* occur?

(4) *Where* they can occur?

As Ren (2010) purports, Hasan's GSP theory provides a sound explanation of why the countless texts with different forms are considered by native speakers to have the same genre.

The *unity of texture* (micro level) is characterized by contextual configurations (CC) which include field, tenor and mode. However, this study limits itself to experiential metafunction which is realized through field by analysing the transitivity pattern and its components. The study adopts the theoretical framework of M.A.K Halliday (1994) and draws on Halliday and Matthiessen's (2004, 175), Bloor and Bloor's (2004), Thompson's (2004), Martin's (1997) and Eggins' (2004) works in order to examine the role of transitivity in realization of experiential meanings in the generic structures identified in introduction sections of research articles within the discipline of entrepreneurship. The underlying assumption is that reality representations while stated by the grammar of a clause necessitates specific selections which are made from transitivity system. The transitivity system organizes experience, i.e. 'experiential function', through process, the involved participants and circumstances (Halliday and Eggins). As Halliday and Matthiessen posit, process types particularly are characterized by verbal group while participants by nominal and circumstances by adverbial group or prepositional phrases. Moreover, "every process has one participant which is inherent in the process." (Halliday and Matthiessen 2004, 175). The material processes come along with actor and goal as the participant, while mental processes come with sensor and phenomenon and verbal process with the sayer, relational processes(attribute) with carrier and attribute, relational processes of identifying with token and value and existential process with existent and behavioral process with behaver.

However, research articles, as an established academic genre, are known to display 'different lexico-grammatical configurations' in their different stages (Martinez, 2001). These configurations, as Halliday and Martin (1993, p.23) have already highlighted, contribute to 'the uncommon sense interpretation of reality' in the sense that it distinguishes science as a discipline. Bhatia (1993), remarking on the importance of analyzing syntactic features, claims that analyzing the frequencies of syntactic features are still beneficial in the sense that they are evidences for supporting and disproving of various impressionistic claims which are made based on the frequencies of syntactic properties within genres. In addition, according to Hashim (1996 p.70) the lexico-grammatical studies of various sections of a research article can be beneficial to determine whether variations exist in different rhetorical sections of the same genre and how they can be interpreted in accordance with subject matter and the communicative purposes of each generic structure.

Thus, the significance of this study primarily lies in the fact that although there is a considerable literature on scientific discourse, to the researchers best knowledge, there is not any text analysis study focusing on entrepreneurship research articles.Given such a gap, an awareness of the typical features and generic structures in introduction sections of entrepreneurship research articles can be beneficial for the academic writing purposes so that the article writers can have a picture of how to prune their writings in order to sound more academic. The results can have good implications for the members of this discourse community such as university professors and students as well as researchers.

### 1.2 Research objectives

Having mentioned the rationale for conducting this study, it’s now pertinent to relate the rational undergoing this study to how such aims will be acquired through arising objectives of the present study. The present study aims to analyze the introduction sections of entrepreneurship research articles in order to investigate the generic structure potential (GSP) of the mentioned discipline and to find out what transitivity patterns in terms of the process types are typical and contribute to the realization of obligatory elements in this genre. To show an explicit direction of the study, 2 questions are proposed from the objectives mentioned.

1. What is the generic structure potential of introduction sections in entrepreneurship research articles?

2. Which transitivity patterns contribute to the realization of the obligatory elements in introduction sections of entrepreneurship articles?

**1.3 The scope of study**

Entrepreneurship field of study as a sub-discipline of business studies have received a spate of interest in the past decades. The immense growth of entrepreneurship researches as demonstrated by the great number of academic journals ,programs and centers devoted to this field brings out the necessity to have a closer look at journal articles in order to fill the gap of the need to write rich articles in this newly recognized field.

However, a large number of sub categories related to entrepreneurship studies exist. To name a few these categories include ‘entrepreneurship and regional development/ entrepreneurship education/ the role of universities fostering entrepreneurship/ spin of processes and knowledge transfer/support infrastructure for entrepreneurial ventures and business incubation/ entrepreneurial process: from creation to growth/ entrepreneurship and small businesses, entrepreneurial finance and venture capital and Innovation and technological entrepreneurship.’ (Simon Down, 2010)

As Simon Down (2010) in the book *Enterprise, entrepreneurship and small businesses* pertains the reason for such a narrow focus on various sub disciplines of the entrepreneurship is to try to establish a more or less agreed theory to describe the processes involved which are exclusively linked to this field.

Having mentioned a general overview of the entrepreneurship discipline, this study focuses on the analysis of the articles in entrepreneurship and small businesses. To this aim a sum of 20 research articles will be randomly selected from international peer reviewed journals of entrepreneurship which are available via library online data-bases. The articles for this study were published in and after 2010.

### 1.4 The importance of research articles

Research articles as the final product of a research are one of the most prominent pieces of knowledge published in research journals. The emergence of research articles dates back to 1660s and it has faced some changes in its structure in the course of time. Regarding the importance of research articles, Swales (1990) proposes that the research is not considered complete until its findings get accessible to a wider community and the best way for this aim is through publication. Moreover, research articles provide the chance for academicians and scholars to communicate and benefit from each other's researches through this channel by referring to others' studies and inferring from previous works done on different areas. In addition, RA's are the best way for scientists to get promotions and research grants as well as getting known in their academic community which results in the boosting of their research credibility through the increment of the times that their studies are being referred to in other works. Gilbert (1976) as cited in Safnil (2000) asserts that for so long RA's have been a means of reporting the research and to persuade readers that the study is worthy enough to be read. Gilbert further argues that in addition to report the research, authors should be able to persuade their readers that the research and claims provided are high stake and valuable.

All in all, the fact that the whole process of research is evaluated on the product which is written down makes the writing of an article a very important and yet ,as Swales explains, not an easy to do or ‘necessarily a straightforward task’(Swales,1990, p. 128).

### 1.5 The importance of research article introductions

Research article introductions are one of the most important focuses of genre studies in the last decades. The importance of studying this sub genre according to Swales and Najjar (1987) primarily lies in that previous studies of this section has provided an understanding of the process and the product in a professional writing. However, writing the introduction section is considered being problematic not only for novice writers but also for the professionals, as pinpointed by swales. According to Gupta (1995) since the introduction sections are usually written down at the end, the writer needs to assert the experiments and link them to previous arguments. Moreover, introduction sections should be so well written to bridge the gap between the potential readers’ current state of knowledge and the research paper. Further, Flowedew (1999, p. 258) claims that the difficulty in writing introduction sections of research articles lie in that it should bear a ‘persuasive style of writing’. This implies that beside the decision on the presentation of information the writer needs to come up with proper choices on authorial stance, appeal to readers and as swales highlights, the directedness of the approach. Gupta (1995) expresses that some of the students that may have been successful in writing the whole body of research still find it difficult to come up with proper style and flow of writing for the introduction section of their papers. These factors as well as psychological impression that persuades the reader that the paper is worth reading are the motivating drives to study and analyze the introductory parts of research articles for the structural patterns and the linguistic features employed.

## CHAPTER TWO

## REVIEW OF LITERATURE AND THEORETICAL FRAMEWORK

### 2.0 Introduction

This chapter provides a general overview and reviews works that have been done in this area of research as well as the theoretical framework that is adopted in this study.

### 2.1 Background to text analysis

In order to provide a clear picture of the concept of ‘register’ and ‘genre’ which this study will apply, it’s necessary to make flashbacks to the processes and the notions underlying these concepts. However, the stages that this field of linguistics have gone through in order to come up with these notions primarily link back to discourse analysis studies since 1970s. As Paltridge (2006, p. 2) claims: “discourse analysis refers to the knowledge about language beyond the word, clause, and sentence that is needed for successful communication”.

The field of discourse analysis has attracted the attention of many scholars since then and different approaches with various bases were derived from this notion. While in linguistic analysis such studies were called text analysis and text linguistics, some other studies used conversational analysis, functional analysis, rhetorical analysis and clause relational analysis to refer to the same concept (Bhatia, 1993).

However, in respect to the concept of discourse analysis within systemic functional linguistics Martin and Rose purport that:

> “In SFL, discourse analysis interfaces with the analysis of grammar and the analysis of social activity, somewhere between the work of grammarians at one end and social theorists on the other. This has partly to do with the size of what we’re looking at”. (Martin & Rose, 2003, p. 3)

Bhatia (1993) in classifying the linguistic descriptions which the field of discourse analysis has gone through distinguishes 4 different levels of analysis.

Register analysis which according to Bhatia is “surface-level linguistic description” is the first level of analysis. Register studies is mainly based on theoretical considerations and regards discourse studies as a continuum which focuses on formal and functional aspects of language use such as Hallidayan systemic functional approach at one end and the study of communicative language in the socio-cultural settings like the analysis of academic research genres by Swales (1981b, 1990) and analysis of legal genres by Bhatia (1982, 1993) at the other end. A more thorough review of register analysis will be provided in section 2.2.

The second level of analysis is the general-specific scale which at one end distinguishes discourse studies that analyzes the general everyday written and spoken discourse and at the other end analyses the specific study of discourse such as the study of research article introductions, legislative provisions and doctor-patient consultation. According to Bhatia the latter analysis, specific scale, “attempts to discover how specific linguistic features take on restricted values in the structuring of scientific communication” (1993, p. 7).

The third level of analysis to distinguish discourse studies has to do with the applicability of such studies in language teaching. This means the extent to which the results of the study are applicable in the field of language teaching. Some notable studies with the applied discourse basis are done by Swales (1990) and Halliday’s (1985).However, at the other end of the continuum there are studies which do not have direct applied concerns such as much of the works on genre analysis in the systemic school.

The fourth level as discussed by Bhatia is “language description as explanation: genre analysis” that regards the depth of the analysis and distinguishes between the surface-deep analyses in discourse studies. Such a scale has the surface-level formal analyses at one end and as precede a thicker and deeper analysis which shows a shift from grammar to discourse is revealed. While the thin surface analysis has much to do with the description, the deep analysis being more explanatory tries to make accounts of and explain why a specific type of discourse has its form within a specific socio cultural setting (Bhatia, 1993 , p.11). Most of the studies which are carried out in ESP school have been taking their approach from this trend of analysis.

## 2.2 Register analysis

Since this study aims at analyzing introduction sections of entrepreneurship research articles at both genre and register level of discourse analysis, a thorough review of both concepts as well as the historical background and a description of these concepts are provided as follows.

### 2.2.1 Historical background

The starting point for the development of register analysis dates back to the ideas of an anthropologist, Malinowski (1923) who believed that language can’t be comprehended and interpreted in isolation from the social and situational context in which it occurs (Halliday & Hasan, 1989). Malinowski’s idea of *context of situation* which basically means “the environment of a text” as well as *context of culture* which was revealing the cultural background in which the language was used is needed in order to get the intended meaning of any text. (Halliday 1978 p: 109)

Later on Firth, as cited in Halliday & Hasan (1989, p. 8), acknowledged that Malinowski's supposition was not adequate since it was restricted to specific languages and was also insufficient in terms of theory, therefore, he came up with the Firthian theory. The central theme in Firth theory revolved around the 'importance of language variation in context' (Malmkjær, 2010, p. 37) which later is to be known as register. However, later on Hymes (1967) and then Halliday added to the notion of context of situation which will be elaborated in detail in the next section.

### 2.2.2 Halliday's systemic functional linguistics

Systemic Functional Linguistics (SFL) inspired by ideas from Michael Halliday in the mid nineteenth century has received a spate of interest in applied linguistics. As Eggins (2004) explains, the central theoretical claim about language in the systemic functional linguistics theory which is a 'functional-semantic' approach is categorized as follows:

- That language use is functional.
- That its function is to make meanings.
- That these meanings are influenced by the social and cultural context in which they are exchanged.
- That the process of using language is a *semiotic* process, a process of making meanings by choosing. (Eggins, 2004, p. 3)

Deriving from the explanation of SFL by Eggins (2004) the main accounts of systemic functional theory is based on the notion of function, system and the social semiotic nature of language.

The functionality of language mainly shows why in specific contexts people make specific choices of language features in contrast with the other possible choices. Moreover "it can be said that the kinds of structure and choices that are available for language users are determined by the uses people have for it" (Tokunaga, 2003, p. 15). To Halliday and Matthiesen the prominence of naming functional categories lie in the fact that they "provide an interpretation of grammatical structure in terms of the overall meaning potential of the language" (2004, p. 52).

The system in this model refers to "a set of features which stand in contrast with each other in a specific environment of which one will be chosen whenever the environmental conditions obtained" (Halliday & Webster, 2009, p. 65).This mainly implies that any feature of the language chosen is only one option taken from a diversity of options in a language system. By this it takes into consideration the paradigmatic elements of language referring to "a set of oppositions or choices in a particular context" (Eggins, 2004, p. 192) as well as syntagmatic elements which are "a sequence of ordered elements in a linear arrangement" (ibid) within language. However, SFL perceives language as "a system network of meaning *potential"* (Morley, 1985, p. 42) and describes it as being built up from various systems each of which representing features that differ from one another (ibid).

Despite other linguists who explain language from various aspects such as psychological, psychoanalytic or aesthetic aspects, Halliday explains it from a social perspective which is relevant to the notion of culture. In SFL theory, it is believed that while other aspects are rather relevant to look through language but above all, the language is acquired in a social process and the knowledge is exchanged in a social environment either on institutionalized settings like the school system or in natural settings like parentchild conversations (Halliday & Hasan, 1989, pp. 4-5). The semiotic explains that language as one of the sign systems ,mainly a prominent one as other systems are learnt and translated through it, makes the whole of culture with a series of other sign systems (Malmkjær, 2010, p. 179).

#### 2.2.2.1 Text and context

The relationship between text and its context is one of the primary aspects of systemic functional linguistics. According to Halliday these two notions are "aspects of the same process" (Halliday & Hasan, 1989, p. 5).

The term 'context' refers to "non verbal going on- the total environment in which a text unfolds." in this sense it functions as a bridge which links the text to "the situation in which it actually occurs" (ibid). However 'text' stands for "any passage spoken or written of whatever length that does form a unified whole" (Halliday & Hasan, 1976, p. 1). As (Tokunaga, 2003) highlights from Butt et al. (2000, pp. 3-4) regarding the ways in which a text forms a unified whole, she explains that texts are regarded to be unified if they pertain unity of structure which refers to "the way the most pieces of language in use will contain certain obligatory structural elements appropriate to their purpose and context" (Tokunaga, 2003, p. 16) as well as unity of texture which shows "the way the meanings in the text fit coherently with each other"(ibid). According to Eggins( 2004, p. 24) ,that cites from Halliday and Hasan (1976, p. 2), it is texture which differentiates between text and non-text. Texture, refers to coherence of a text which links the text to its extra textual context such as social and cultural situation in which it has occurred as well as cohesion which signifies the relationship between the elements within a text which shows its structural unity.

#### 2.2.2.2 Register: context of situation

According to Halliday et.al (1964, p. 87) ‘the name given to a variety of a language distinguished according to its use is register’. Register analysis mainly implies that language varies according to its functions in various situations. This explanation depicts the basic tenant of SFL theory which considers language as being metafunctionally classified. In SFL, the three dimensions incorporating the semantic system of language are ideational, interpersonal and textual metafunctions.

The ideational metafunction reveals how the reality is represented in language. It is further divided into two components such as experiential and logical metafunctions. The former is concerned with “the construction of experience” (O'Halloran, 2005, p. 62) and the latter with “logical relations in the world” (ibid). The second metafunction of language, the interpersonal one bears the potential of language to hold the social and personal bonding and the third metafunction, the textual one “organizes language choices into coherent message forms.” (O'Halloran, 2005, p. 62)

Halliday acknowledges that this semantic system of language systematically correlates with the contextual dimensions along which lexico-grammatical features are identified. The context of situation in a text includes field of discourse, mode of discourse and tenor of discourse. (Halliday & Hasan, 1989, p. 29)

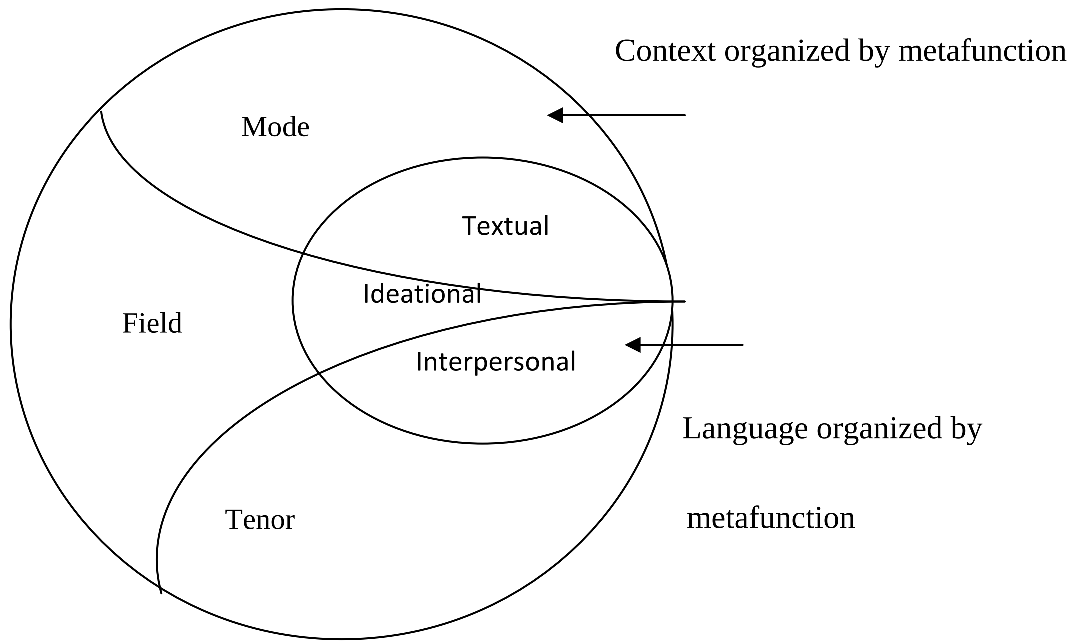


Figure 0-1 Metafunctions of language (Source: adopted from Martin and Rose 2003, p.244)

Halliday, in the book, *language, context and text: An aspect of language in a social semiotic perspective* characterizes the three dimensions of context of situation as follows:

> **Field** refers to what is happening, to the nature of the social action that is taking place: what it is that the participants are engaged in, in which language figures as some essential component.
>
> **Tenor** refers to who is taking part, to the nature of the participants, their statuses and roles: what kind of role relationships obtain, including permanent and temporary relationships of one kind or another, both the types of speech roles they are taking on in the dialogue and the whole cluster of socially significant relationships in which they are involved.

> **Mode** refers to what part language is playing, what it is that the participants are expecting language to do for them in the situation: the symbolic organization of the text, the status that it has, and its function in the context (Halliday & Hasan, 1989, p. 12).

The realization of contextual dimensions (register) in texts is consistently unfolded via metafunction spectrum as such; the field is represented in the experiential meaning, the mode in the textual and the tenor in the interpersonal meanings (Halliday, 1978; Halliday and Hasan, 1985; Martin, 1992).

Halliday (1978) states that if the texts be compared in terms of the field variable, the differences found will be in the choices of processes, participants and the circumstances while if the comparison be based on the tenor variable the meaning differences would probably be on the attitudes, speech roles and address styles and finally the variation of semantic differences will appear on theme, cohesion and information configuration and arrangements if the comparison of texts are made on mode.

According to Hashim (1996), the contextual dimension of field indicates the linguistic features such as the vocabulary used and the transitivity patterns which determine the processes, participants and the circumstances involved (which will be elaborated later in this chapter). The tenor is realized through "choice of person, speech function such as request, imperative, declarative and modals" (Hashim, 1996, p. 18) and the tenor of discourse represents the linguistic features such as "cohesion and the patterns of voice and theme" (ibid).

### 2.3 Genre: context of culture

Register analysis studies have been fruitful to yield information about the high or low incidence of specific linguistic features in different varieties of language yet they are not informative enough on why specific features are chosen against other options and they fall short of offering explanations regarding the rational underlying the choices and the distribution of the linguistic features. As modified in the classifying description of discourse analysis in section 2.1, the most in-depth layer of analysis is manifested through genre analysis.

The term ‘genre’ being derived from French meaning ‘kind’ or ‘type’ was traditionally referred to various types of writings such as drama, prose and poetry (Tokunaga, 2003, p. 18) in order to refer to “distinctive type of text” (Malmkjær, 2010, p. 210). Such an analysis was applied to classify texts according to their common grounds like “range of structural and stylistic features” (Bruce, 2008, p. 6). Beside the application of analysis on literary studies genre entered the field of applied linguistics since 1980’s and found a great prominence in the preceding years to the point that its considered “one of the most important and influential concepts in language education”(Hyland, 2004b).Genre studies in linguistics as explained in ‘the linguistics encyclopedia’ mainly aims at:

> “In linguistics genre analysis is essentially an exercise in the classification of ‘typified acts of communication’ based on their form and purpose. Basically, genres are rhetorical actions that writers draw on to respond to perceived repeated situations; users see certain language choices as representing effective ways of getting things done in familiar contexts. Genre analysis is therefore based on the assumption that the features of a similar group of texts depend on the social context of their creation and use, and that those features can be described in a way that

relates a text to others like it and to the choices and constraints acting on text producers" (Malmkjær, 2010, p. 210)

Genre-based studies in modern trends are explained and analyzed in three different approaches each projecting a different understanding of the genre theory and text analysis. The three classifications of approaches to literary genres as Hyon (1996) puts include: International ESP tradition, North American new Rhetoric studies and the Systemic Functional School of genre analysis. Genre theory in its 3 different orientations is considered as "the study of situated linguistic behavior in institutionalized academic or professional settings" (Bhatia V. K., 2004, p. 23) and while there are differences in each school yet "in spite of these seemingly different orientations it covers a lot of common grounds" (ibid).

While this research will adopt the systemic functional theory of language analysis, a brief overview of all the schools of genre seems relevant and is briefly reviewed as follows.

### 2.3.1 Approaches to genre in ELT

#### 2.3.1.1 The New Rhetoric

This approach mostly focuses on the rhetorical contexts within which genres are applied rather than analyzing texts to find out about the organizational features. The analysis seeks to identify the relationship between text and context and the way they are shaped by taking reciprocal effects from one another. This means that texts are not random choices of words rather an integration of one's identity, social beliefs and relationships and many more factors that shapes peoples being. The new rhetoric approach motivated by speech act theory emphasizes on contextual framework of the society rather than the content and the structure of a text. This school of genre (Bazarman, 1988) and Freedman & Medway

(1994), as cited in Hyon (1996) emphasizes on the socio contextual aspects to provide students and novice writers with the social actions and functions and the ways they are manipulated within a context.

#### 2.3.1.2 English for Specific Purposes (ESP)

The ESP approach is regarded prominent in instructing disciplinary and professional English to second language users. The focus is mainly to train people to be able to use language for professional and academic needs, irrespective of context in which the language is learnt such as first language, second language or a foreign language setting. The criteria for genre within ESP approach comprise formal properties and communicative purposes within social contexts. However, the analysis is based on the description of moves according to rhetorical purpose, content and form. Genre in ESP approach is not a tool to provide text classification rather is a dynamic activity with a communicative purpose within social context which is regarded as its fundamental characteristics. The genre analysis in the ESP approach is so much associated with Swales (1981) researches on discourse organization as well as linguistic features of research articles that the ESP framework for analyzing genre is sometimes referred to as Swalesian approach.

#### 2.3.1.3 Systemic School

The systemic school of genre known as the ‘Sidney school’, due to having institutional basis in the Department of Linguistics, University of Sydney, has acquired its principles from the ideas of prominent linguists living in Sidney such as Halliday, Hasan and Martin. Halliday’s theory of language named *systemic functional grammar* is mostly based on language and its function in society. In this perspective, language is made up of various choices which represent features of context of situation, rather than mere rules.

The concept of genre within the systemic approach to genre analysis associates with the unfolding of a text within a context broader than the immediate situation and environment of a text which implicates the context of culture (Halliday & Hasan, 1989, p. 46).Regarding the importance of the context of culture in the choice of text features within SFL, Halliday and Hasan (1989) express that:

> "any actual context of situation, the particular configuration of the field, tenor, and mode that has brought a text into being, is not just a random jumble of features but a totality-a package so to speak, of things that typically go together in the culture. People do these things on these occasions and attach these meanings and values to them; this is what a culture is." (p. 46)

In her famous framework which is to be applied in this study, Hasan (1989), associates text and context via the elements of CC. To her, each of these contextual configurations of field, mode and tenor are variables that are considered as "a point of entry to any situation" (Halliday & Hasan, p. 55). In other words, they are the options that are chosen according to the situation. Hasan names each set of options as CC (contextual configurations) which refers to "a specific set of values that realizes field, tenor and mode." (p. 55)

Moreover, she defines that the CC of any text has a central role in determining the structural unity of the text and it can be considered as a "verbal expression of social activity" within text (ibid). In this sense the CC of a text can be used to make predictions about text structure or its generic structure potential (GSP).The GSP will be explained as the theoretical framework of this study in later on in this chapter.

## 2.4 previous researches

A considerable amount of literature has been published in the past decades focusing on the Genre as well as linguistic features applied in academic papers such as research articles. To name a few this section reviews some works on each of these aspects:

### 2.4.1 Studies focusing on genre analysis

During the past 20 years a great deals of studies have focused on academic writing in general and research articles in particular. These studies have focused on organization of various sections of research articles such as works on introduction section in various disciplines like medicine analyzed by Nwogu (1997), software engineering by Anthony (1999), sociology and political science investigated by Holmes (1997), biology studied by Samraj (2002, 2005) and applied linguistics by Yang and Allison (2003).The result section of articles has been the focus of linguists like medicine articles by William (1999) and computer science articles by Posteguillo (1999) as well as discussions by Hopkins and Dudley-Evans (1988) to name a few.

The study done by the pioneers of GSP, Halliday and Hasan (1989) who were focusing on the service encounter of shop transactions revealed the following order

[(G).(SI)^][(SE.){SR^SC^}^S^] P^PC(^F) which generally suggest that any shop transaction would potentially be consisted of such macro structure elements which are Greeting (G), Sale Initiation (SI), Sale Enquiry (SE), Sale Request (SR), Sale Compliance (SC), Sale (S), Purchase (P), Purchase Closure (PC), and Finis (F).Their frame reveals that SR, SC, S, P and PC are obligatory features for any text to be considered as the same genre and other features are optional variations. As the symbols represents some of such features are recursive in the mentioned genre.

(Note: The key to explain symbols is provided at the end of this section.)

In an attempt to establish the GSP of the modern popular songs Teo (1996) investigated 12 songs by Bruce Springsteen. The data was divided into two categories of *Narrative Songs (NS)* and *Non Narrative Songs (NNS).*The patterns of the narrative songs which as Teo puts refers to the songs that tell a story, is as follows:

[< (Abstract)> ‘Orientation)]^**Crisis^<Evaluation**> ‘<**Resolution**>^ (Coda)

Additionally, the pattern of NNS which refers to the songs that disclose the Protagonist’s view towards life includes:

< (Abstract)>^**Crisis** ‘(<Evaluation>) ‘<**Resolution**>

The bold elements in these patterns are obligatory; the angled brackets show that the orders of representing these elements are not fixed and the ‘ symbol signifies that the elements on the both sides of the symbol are reversible. Further, the carat sign ^ shows the fix order and the bracket [ ] reveals the boundaries to enclose the related elements.

Moreover, utilizing the same framework Paltridge (1993) explored the possibility of disciplinary variations in introduction section of three disciplines namely linguistics, geography and environmental studies mentioned no variations among the disciplines and he suggested its generic structures as follows: Background Information (BI), Indicating a Gap (IG), Rationale for Study (RS), Previous Research (PR), Justification for Study (JS), Purpose of Study (PS), Question Raising (QR) and Context of Study (CS).As the author mentions, there are only two obligatory structures such as (PR) and (PS) and others are considered optional. Paltridge(1993) presents GSP of his study in the following order

{[(BI)^PR^(QR)^(IG)^(JS)^(CS)^(RS)]^PS}

Another study done by Ghadessy (1993) in which the generic structure potential of business letters are investigated ,suggested the pattern of this genre as mainly "include initial Reference (R) category followed by the category of Addressing the Issue (AI), and finally a Closing (C) category. The boundaries of this discourse structure are identified as the Initial Greeting (IG) and the final Complimentary Close (CC)" (p. 162).As cited in (Babaii & Ansary, 2005) a general model proposed by Ghadessy for business communication is "I^(R/I) n^R in which 'I' and 'R' stand for Initiation and Response, (^) and ( ) mean 'followed by' and 'optional' respectively, and (n) refers to the iteration of R/Is" (p. 8)

Henry and Roseberry (1997) also focused on some data from Introductions and Endings of essays and analyzed 40 texts gathered from various sources such as newspapers, encyclopedia and magazine entities. They propose the GSP of the introductions to be (IT)^(NF)^CI which suggests that these sections commence with Introducing the Topic(IT) Narrowing the focus(NF) and the central idea of the essay (CI).However, they found that in order to offer the communicative purpose of essay that is to highlight an issue and either defend or elaborate on it, the statement of (CI) is obligatory while (IT) and (NF) being optional, prepare the required background for the central issue. Furthermore, it's stated that the structure of the endings consists of Commitment to Central idea (CC) and Expansion (EX).

| | |
|---|---|
| ^ fixed sequence | . can occur anywhere |
| ( ) optional | ☞ element can occur |
| [ ] restraint on sequence | { } sequence within brackets can recur |

Table 1 (key based on swales 1990, Hasan 1989b)

To sum up, the revealing findings of the mentioned studies suggest that the generic structure potential (GSP) framework proposed by Hasan is a sound tool to explain while countless texts with various patterns could belong and represent the same genre (Ren, 2010). This kind of assigning the text to a specific genre is due to the presence of the obligatory elements found in the texts. However, the mentioned literature and the efficiency of the tool make the investigation on other genres such as the entrepreneurship discipline plausible.

### 2.4.2 Studies focusing on transitivity analysis

Various studies have highlighted the lexico-grammatical variations and more specifically have focused on transitivity patterns in their studies. This section provides a brief review on such studies on a literary base to provide a background for the present study:

Hashim (1996) investigated the organizational features of various sections of medical research articles and their lexico-grammatical features in terms of the ideational, interpersonal and textual metafunctions. She concludes that medical articles follow certain patterns while presenting the content in various sections and the choice of lexico-grammatical features of any section are related to the communicative purposes allocated in that unit. Further she explains that Material processes signifying action-oriented moves which are followed by the relational processes that provide descriptions, were chiefly applied.

Martinez’s (2001) study explored how the impersonal features embedded within a corpus of 21 Physical, Biological and Social Science articles, are manifested via features of transitivity structure and how they are functionally related to the goals of each section of the article to reveal author’s presence or distance on RAs. Results show that all the three disciplines apply mental, material, material, existential and relational processes. The author purports that the varieties found in the different sections of research articles are due to the various functional purposes of each section and concludes that there is a tension for the writer to be objective while presenting the findings and a need to make the reader rely on its validity with an appropriate style.

Meanwhile, Babai and Ansari (2005) focused on 90 book reviews randomly selected from the genre of Physics, Sociology and Literature. The findings revealed that though in all the disciplines it was expected that book reviews communicatively evaluate the knowledge production yet they were rather different in respect to the choice of process types and respective participants. As such book reviews in physics discipline showed more use of passive structures and more relational and existential processes together with non- human participants which imply the more solid and concrete nature of physics in comparison with the other two disciplines in question.

In a work by Sim (2008) on the exploration of experiential and thematic features in six newspaper reports, it was shown that all the six process types were present in the corpus with different proportions. While the material processes were predominant to convey the concreteness of the issue, they were followed by relational, verbal, mental, behavioral and existential processes which had the least proportion.

Applying transitivity analysis, Sriniwass (2003) investigated how the reality was manifested experientially in chemistry texts. The corpus was consisted of an introductory section about chromatography and another regarding an experimental part on chromatography. The results revealed that the two texts were similar in the use of circumstantial elements where spatial one was predominant .The difference of the two texts lay primarily on the use of process types. In introductory texts, relational processes were more fashionable for giving explanations needed in the introductory part while in the experimental section material processes for giving instructions were highly used.

An investigation conducted by Sinar (2002) on phrasal and experiential realization of lecture discourse revealed that relational processes had the highest frequency due to highlighting the intellectual values such as academic skills and knowledge. Following that, Material and mental processes manifested a high frequency while the existential process accrued the least. In case of the participants, carrier was shown to be predominant. Moreover, the results revealed that location and non human circumstantial were used the most in the corpus of lecture discourse.

## 2.5 Theoretical framework

### 2.5.1 Generic Structure Potential model:

In the first phase of this study, an analysis based on Hasan’s (1989a) model of genre analysis will be applied on introduction sections of entrepreneurship research articles in order to characterize the genre structure potential (GSP) of this discipline.

Hasan’s model is famous for its semantic-oriented approach toward genre analysis. As she explains, there are 3 levels of analysis within any text

> … which can be used for making non-ambiguous statements about the realization of semantic attributes (of texts) by reference to which the structurally important units of text types can be identified. (Hasan 1984a: p. 84)

These include structural elements, semantic attributes inherent within structural elements and the lexico-grammatical elements which comprise these semantic attributes (Hasan 1984a).The present study attempts to utilize two levels of abstraction of Hasan’s framework to characterize the genre of entrepreneurship research article introductions. This comprises the analysis to characterize the structural elements as well as the lexico-grammatical elements.

The structural elements taken together comprise the generic structure potential (GSP) of the text (ibid).The GSP model mainly implies that each genre is consists of a set of obligatory, optional and recursive elements following a specific order. Obligatory elements which are unfolded via CC within a text occur in a specific order and are genre-specific without which the text would not be considered as a genre. Optional element, on the other hand, “is not a necessary condition”. Lastly, iterative elements “encompass those recursive elements that appear more than once in a communicative event, without following any strict order” (Motta-Roth, p. 38).

The GSP model as proposed by Hasan is outlined as follows:

(1) What elements must occur?

(2) What elements can occur?

(3) Where they must occur?

(4) Where they can occur? (Halliday & Hasan, 1989, p. 56)

However, in this study the researcher will consult with Paltridge (1993) study of introduction sections of environmental studies yet as the aim of the study is pattern seeking rather than pattern imposing, expansions will be provided wherever relevant.

The generic elements found in Paltridge (1993) study are as follows:

-Background Information (BI)

-Indicating the Gap (IG)

-Rationale for Study (RS)

-Previous Research (PR)

-Justification for Study (JS)

-Purpose of Study (PS)

-Question Raising (QS)

-Context of Study (CS)

The labels assigned to this study are taken from Swales (1990) and Hasan (1989b).

**2.5.2 Transitivity analysis:**

The second framework applied in this study is the system of transitivity and particularly the typical process types within obligatory elements are investigated. Transitivity is considered as one of the key components in SFL. It is applied in texts to manifest the representation of experience within language and to signify how the mental picture of reality is encoded in it. Through transitivity which falls within the ideational category of language metafunctions, experience of the world around us is represented.

Halliday being the pioneer in establishing the SFL and particularly the system of transitivity, has theorized and further updated the transitivity system since 1960s.He purports that "our most powerful impression of experience is that it consists of a flow of events or 'goings-on'" which is chunked by the grammar of the clause into the quantum of change. The quantum of change as proposed by Halliday and Matthiessen (2004, p. 170) is "molded as a figure -a figure of happening, doing, sensing, saying, being or having).All such figures include processes that manifest the time as well as the participants that are rudimentary compliments of the processes and the circumstances of time, space, cause or manner which might be a compliment to the process and its participant (ibid).

| **Type of elements** | **Typically realized by** |
|---|---|
| (i) Process | verbal group |
| (ii) Participant | nominal group |
| (iii) Circumstance | Adverbial group or prepositional phrase |

Table 2 (Experiential functions in a clause based on Halliday 2004)

### 2.5.2.1 Types of processes and participants:

The system of transitivity accounts for our inner and outer experiences of the world which is manifested through the use of process types. The outer experiences are related to the occurrence of various things in the world around us while the inner experiences are related to ones consciousness and the flow of imagination. However, the boundaries between the two are shown rather clearly. While the outer experiences being materialistic and more tangible are shown through the Material processes, the inner experiences revealing emotions exhibit Mental processes. Yet a third category of process types falling somewhat between the two others is related to the generalization of experiences and to relate a piece of experience to another which signifies the relational processes within the language (Halliday & Matthiesen, 2004, p. 170).

Material, Mental and relational are the core processes in the system of transitivity. Yet, there exists other process types which lie in the boundaries of the mentioned ones and though can't be clearly set apart yet distinguishable "in the grammar as intermediate between the different pairs-sharing some features of each and thus acquiring a character of their own" (Halliday & Matthiesen, 2004, p. 171).The processes appearing in the boundaries of Material, Mental and Relational ones include Behavioral, Existential and Verbal processes.. Behavioral processes fall somewhat on the borderline of Material and Mental process representing the outer resemblance of what's going on inside or within ones consciousness. Existential processes which are placed on the borderline of Material and Relational processes are concerned with the existence, "by which phenomena of all kinds are simply recognized to 'be'-to 'exists', or to happen" (ibid). Lastly, "symbolic relationships constructed in human consciousness and enacted in the form of language like saying and meaning" manifest the Verbal processes that fall on the borderline of Mental and Relational processes.

As Halliday and Matthiesen posit participants are integral components of the process and each experiential clause bear at least one accompanying participant while some types adhere up to 3 participants. The types of the participants mainly depend on the kinds of the processes involved. Further, the presence of circumstantial elements, unlike the participants, is almost always optional rather than being obligatory. The following table adopted from Halliday (1994 p.143) summaries these categories as follows:

| PROCESS TYPES | CATEGORY MEANING | PARTICIPANTS |
|---|---|---|
| material:<br>action<br>event | 'doing'<br>'doing'<br>'happening' | Actor. Goal |
| Behavioral | 'behaving' | Behaver |
| mental:<br>perception<br>affection<br>cognition<br>desideration | 'sensing'<br>'seeing'<br>'feeling'<br>'thinking'<br>'wanting' | Senser, Phenomenon |
| Verbal | 'saying' | Sayer |
| Relational:<br>Attribution<br>Identification | 'being'<br>'attributing'<br>'identifying' | Carrier, Attribute;<br>Token, Value |
| Existential | 'existing' | Existent |

Table 3 (Different types of processes and their meanings)

**Material Process**

Material clauses are "clauses of doing and happening: a 'material' clause construes a quantum of change in the flow of events as taking place through some input of energy" (Halliday & Matthiesen, 2004, p. 179).According to Martinez (2001) material processes or in other words processes of doing "usually describe concrete, tangible actions". It is a kind of process that manifests the outer experience of the world and represents a participant named the actor "performs some action, on some participant, the Goal" (Martinez 2001). Actor, as Eggins (1994) puts it, refers to the constituent within the clause who 'does the deed' or 'performs the action' (p. 231). This participant, Actor, can be the mere participant of the clause representing 'happening' when the process is solely confined to it, which is the case in intransitive verbs. (Halliday & Matthiesen, 2004, p. 180).Any kind of material process bears an Actor either being mentioned directly in the clause or being represented "as affecting or 'being done to' a second participant" (Thompson, 1996, p. 79) that is called the Goal and represents that the actions of the process are being directed to it. Furthermore, in processes that acquire more than one participant, the second participant might take roles other than the ones mentioned before and instead they might take the role of scope or beneficiary (Recipient and Client).

The scope refers to the second participant of the process that displays the area within which the process takes place. However, in contrast to Goal, the scope "is not affected by the performance of the process" (Halliday & Matthiesen, 2004, p. 192) even it reveals the domain of the process (ibid).As well, Scope unlike the Goal, is not investigated by asking *do to* or *do with* yet reveals the area in which the process has occurred. (Martin et al 1997)

Beneficiary on the other hand, refers to the types of processes in the clause where one participant in the clause benefits from the process in some way. (Eggins, 1994, p. 235) .One type of the Beneficiary is the Recipient which is "the one to whom something is given" while the Client is "the one for whom something is done". Either of them might come along with or without the preposition depending on their position in the sentence. The preposition 'to' is accompanied by a Recipient and the preposition 'for' is accompanied by a Client.

### Mental Processes

The mental process represents “our experience of the world of our consciousness” (Halliday & Matthiesen, 2004, p. 197) and deals with the activities going on in the mind of human. In this sense, they are always accompanied by a human participant that has a mind or consciousness to process the inner feelings or in animates that have a degree of humanness. These kinds of participants accompanying a mental process are called the Senser. (Thompson, 1996, p. 83).Therefore the sensor is the conscious being that performs the seeing, feeling, wanting and thinking. A mental process has its sub categories as Perception (verbs such as sense, see, notice, etc) Cognition (verbs like think, believe, suppose, etc) Desideration (verbs like want, wish, desire etc) and Emotion (verbs like fancy, love, rejoice, etc).

In addition to Senser, the mental clause corporate another participant called Phenomenon which can be a thing, an act or a fact. It is a participant that can take a role of something “that which is felt thought, wanted or perceived” (Halliday & Matthiesen, 2004, p. 203).

### Relational processes

Relational clauses manifest the inner and outer experience of the world as a model of being (Halliday & Matthiesen, 2004) which represent a semiotic rather than a material relation and thus they “serve to characterize and to identify” (Halliday & Matthiesen, 2004, p. 210) and establish a relationship between the two different entities. In English language 3 different types of relations exist which according to Halliday and Matthiesen (2004, p. 214) are as follows:

| | **(i) attributive**<br>**'a is an attribute of x'** | **(ii) identifying**<br>**'a is the identity of x'** |
|---|---|---|
| 1)intensive 'x is a' | Sarah is wise | Sarah is the leader; the leader is Sarah |
| 2)possessive 'x has a' | Peter has a piano | The piano is Peter's; Peters is the piano |
| 3)circumstantial 'x is at a' | The fair is on a Tuesday | Tomorrow is the $10^{th}$; the $10^{th}$ is tomorrow |

Such relations are constituted in a clause either in an Attributive relation or an Identifying relation. Both forms are realized by different forms of the verb 'to be' and 'to have' in addition to the related synonyms such as the verbs 'become' or 'make' in some examples (Eggins, 2004). The attribute mode having two main participants represents an entity that "has some class ascribed or attributed to it" (Halliday & Matthiesen, 2004, p. 219) which is called the Attribute and the other participant to which something is ascribed is called the Carrier.

The identifying mode which refers to entities in which one part " is being used to identify another" (Halliday & Matthiesen, 2004, p. 227) or something which "has an identity assigned to it"(ibid).Identifying clause consists of 2 participants namely a Token "that which stands for what is being defined" (Eggins, 1994, p. 258) and the Value "that which defines" (ibid).

**Behavioral processes**

Behavioral clauses doesn’t have clear-cut defining characteristics rather they resemble the characteristics of Mental and Material processes, and as Thompson puts it, “they allow us to distinguish  between purely mental processes and the outward physical signs of those processes” (1996, p. 100) and thus they represent physiological as well as psychological characteristics (Halliday & Matthiesen, 2004, p. 248).The one obligatory participant in behavioral clauses is called Behaver which is “typically a conscious being” (Eggins, 1994, p. 250). However, in some cases, there is another participant acting as a compliment which indicates “a restatement of the process” (ibid) and merely adds specification to the process “(Thompson, 1996, p. 100) .Such a participant is called Behaviour.

**Verbal processes**

The verbal process as one of the important processes of English has the characteristics of mental and material processes and represents qualities of the both as “saying something is a physical action which reflects mental operations” (Thompson, 1996, p. 97).Verbal process mainly consists of four sections such as the Sayer, Receiver, Verbiage and Target. Sayer is the subject who verbally asserts the utterances which is named Verbiage. The Sayer is not necessarily a conscious being but should be “capable of putting out a signal” (Eggins, 1994, p. 252).The participant “to whom the saying is addressed” (Thompson, 1996, p. 97) is called the Receiver which is accompanied by prepositions *to* and sometimes *of* (Halliday & Matthiesen, 2004, p. 255).Verbiage refers to the summary of the message followed by a verbal process while the Target unlike the receiver represents the person “to whom the verbal process is directed (Eggins, 1994).

**Existential process**

The Existential clauses represent the existence of a phenomenon within the clause. The main key word revealing the presence of such clauses is the word ‘there’ being used at the beginning of the sentence which takes no function in the transitivity system (Eggins, 1994).The only obligatory participant within existential clauses is called Existent that mostly follows *there is* and *there are* and may manifest a phenomenon such as an event. The existential process may be represented with verbs such as *exist*, *arise* or *occur* in addition to the *to be* verb.

#### 2.5.2.2 System of circumstantial elements

Circumstantial elements are a component of transitivity system which are present in adverbial group and prepositional phrases and are not directly related to the process types. These adjuncts ‘essentially encode the background against which the process takes place’ and are sorted into four types namely: enhancing, extending, elaborating and projection that each include its own subsystems. (Thompson, 2004)

## 2.6 Conclusion

This chapter provided a detailed background regarding the systemic functional linguistics, the underlying notions of functional analysis, the concept of genre in different schools, a review of the previous studies under the same concepts along with the theoretical framework which will be applied in the present study.

# CHAPTER THREE

# METHODOLOGY

## 3.0 Introduction

This section as a complementary part enriches the body of the present research by presenting the methodology of the research. Firstly the criteria of selecting the data will be explained. Next, a brief overview of the journals as the data reference and their specifications will be described. After that, a detailed explanation of the data analysis procedure together with sufficient examples will be provided.

## 3.1 Research methodology

### 3.1.1 Data collection

For this study several journals which were focusing on business administration in general and small business and entrepreneurship in particular were surveyed. The criteria applied for the selection of the journals for this study consisted of **reputation** which refers to the importance and acceptance of the journal within the discourse community. The second criterion was **representativity** which shows the coverage of the topic areas and its reliability to represent the expected discourse community that for this study is the entrepreneurship and small business genre. Paying attention to these 2 factors will provide better reliance on generalizations that will be made on the results of the analysis of such data. Last but not least on the factors considered for the data selection of this study is the data **accessibility** .This concerns the availability of the journal to the researcher. For the purpose of this study the accessibility criteria has constrained the researcher to the University of Malaya online databases which is accessible to the researcher. Reputation, representativeness and the specifications of journals were obtained from the selected journal’s homepages which will be explained in detail in chapter 3.

However, in order to reduce the variations resulted from the different stylistic tendencies of miscellaneous journals, the corpus for this study includes 20 research articles which are from only 2 high stake journals .In this sense the patterns and transitivity features will be more representative and accurate.

The articles for the present study are taken from the current publications which are all published from 2010 onward. In this way the impact of changes that might have accrued in the course of several years is minimized.

### 3.1.2 Data description

This section provides a brief overview of the specifications and objectives of the two journals that are chosen for the data collection of the present study.

Journal 1: Journal of Small Business and Entrepreneurship

The first publication for the journal of Small Business and Entrepreneurship dates back to 1983 and it has been published regularly since then. The members of this journal as specified in its homepage include, representatives of small business support organizations, academics, educators, researchers, government officials, students of entrepreneurship and policy makers. However, the main objectives of the journal are to boost and bring forward small business and entrepreneurship development through research and publication of scholarly and high stake information and to advance the present entrepreneurship and small business boundaries by theoretical pieces, empirical, quantitative and qualitative works as well as case studies.

Journal 2: Journal of Small Business and Enterprise Development

The publication of this journal dates back to 1994 and it is published regularly since then. This journal as a prominent international journal covers theoretical research articles as well as case studies in the field. The main objective of the journal is to relate the theories and practices in the field as well as announcing the results of high quality researches and finally to assist the formulation and the development and consequently implementation and evaluation of studies. The journal provides a detailed evaluation of the current subjects and offers suggestions on the applicability of the findings and seeks to decrease the barriers to the growth of small business and enterprise development.

**3.2 Data Analysis Procedure**

This study applies the Systemic Functional (SF) theory of text analysis on introduction sections of entrepreneurship research articles. To answer the research questions the analysis will be applied in the following phases:

Phase 1:

In the first phase of the analysis, the introduction sections of the research articles were analyzed using Hasan's (1989) model of genre analysis so that the Generic structure Potential *(GSP)*of the articles was acquired.

To this aim, this study consulted with Paltridge (1993) model in which the research article introduction sections of three other disciplines were analyzed. However, as the study is pattern seeking rather than pattern imposing, modifications and expansions were applied as needed.

The following steps were taken to acquire the GSP of research article introductions.

As the initial step, the first journal called *Journal of Small Business and Administration* was labeled as (JR1) and the articles taken from it as JR1.txt 1, JR 1.txt 2, etc…and the second journal, *Small Business and Enterprise Development* as JR 2.txt 1, JR 2.txt 2,etc.

The chunking of the text into smaller meaningful generic elements was based on text's content and its communicative purposes. In this sense the meaning and the purpose that various parts in the text convey was considered as the base of analysis rather than the linguistic elements and their order in the text. This type of fragmentation of the text is in line with 'Hasan (1989a), Bhatia (1993), Swales (1990) and Crookes (1986)'as mentioned in Paltridge (1993).

Labels allocated to the elements were adopted from Swales (1990) and as relevant other labels which were found in this specific data that is entrepreneurship research article's introduction sections, were added.

After the preliminary analysis of articles to assign the labels, follow up validation of the relevance of the labels to their descriptions seemed necessary. This was done with the help of a specialist informant who is an expert in the field of genre analysis. Later discussions over the content meanings and its communicative purpose and their relevance to label definitions were also made. However, assigning labels to some of the rhetorical elements was not a straightforward job. In some cases the content was relevant to more than one label so the one that was more probably representative of the content was chosen. As Nesbitt and Plum argue, in genre studies it's more accurate to decide labels based on what is more *probabilistic* instead of *deterministic* which means assigning the functional labels to the stages or elements based on ‘more likely/less likely’ labels (1988).

The following are samples of labels and their associated examples extracted from the texts:

***Label: Topic centrality***

Example 1

Entrepreneurship has never been as **important** as it is today when the world is confronted with big challenges of economic downturn. (JR1.txt 2)

Example 2

The area of organizational learning has grown **significantly** over recent years, in terms of academic and practitioner interest. (JR 2.txt 8)

***Label: Background information***

Example 1

Government intervention to promote entrepreneurship and small business growth has largely focused on the problems associated with early stage financing. One of the main assumptions in intervention efforts is that there is a need for both early stage financing and early stage knowledge generation. (JR1.txt 1)

Example 2

This emphasis on technology adoption has been driven by significant changes over the last 20 years which have resulted in changes in the ways we live and work. (JR2.txt 10)

***Label: Indicating a gap***

<u>Example 1</u>

Understanding the outreach and sustainability scenarios of MFIs, especially on a global landscape, is **still demanding**, as there has been a demonstrated inadequacy of rigorous empirical investigations. The evaluation literature on microinance is rich. However, still there are scopes for improvement, especially in terms of sample size, as numerous empirical investigations on MFIs' performance are **limited** to a relatively smaller number of samples. (JR1.txt 5)

<u>Example 2</u>

Although the literature relating to large business adoption and use of information technology (IT) has grown, **much less emphasis has been placed** on the effects it has on small and medium-sized businesses. Further, even less focus has been placed on companies' investment strategies and direction for associated outcomes to areas such as human resource management. (JR2.txt 10)

***Label: Claim***

<u>Example 1</u>

With better availability of cross-country data, however, the sample size can now be greatly increased. (JR1.txt 5)

<u>Example 2</u>

The matching of private equity and early stage entrepreneurs is important in promoting the economy**; however**, the connection requires entrepreneurs seeking to grow together with external financiers (JR1.txt 9)

***Label: Study samples***

<u>Example 1</u>

The sample is much bigger, captures diversity in itself and concerns the present-day situation (JR1.txt 5)

<u>Example 2</u>

The case study firms were selected from the printing and clothing industries. (JR2.txt 6)

***Label: Purpose of study***

Example 1

This article explores the different entrepreneurial inputs of cigarette bootleggers and the practices that resemble "normal" entrepreneurial activities, through two case studies (JR1.txt 8)

Example 2

The paper is concerned with liquidity management in small firms and how this may be best handled

***Label: Result***

Example 1

This study conceptualized entrepreneurial orientation as consisting of three unique sub-dimensions--innovativeness, proactiveness, and risk-taking—which were able to vary independently of one another in a given context. (JR1.txt 7)

Example 2

Through this study unique entrepreneurial behavioural patterns **were identified** within of one set of organizations compared to others adjacent to them on the classification continuum. The examination of characteristic indicators to aid classification of non-profit organizations, and the concept of organisations along the continuum behaving overly social or overly economic forms the basis for the report within this paper. (JR2.txt 3)

***Label: Previous study***

Example 1

For Joossens (1999) and von Lampe (2005), bootlegging is one of the ways of smuggling cigarettes, and refers to instances when an amount of cigarettes that exceeds customs regulations is bought. According to Joossens (1999), bootlegging usually involves thousands of cigarettes, the cigarettes are duty paid, the investment is relatively small, and bootlegging is organised by individuals and gangs and it is caused by price differentials among neighboring countries. In addition, as Joossens et al. (1992) suggest, bootlegging accounts for a relatively small share of the total cigarette-smuggling business. Numerous bootlegging schemes have been identified in Europe such as at the German-Polish and German-Czech borders, across the English Channel (von Lampe, 2005), at the Austrian-Hungarian borders and at the Greek-Bulgarian borders (Joossens, 1999). (JR1.txt 8)

Example 2

Small firms are not a miniature of large firms or scaled-down versions of large firms (Jarvis et al., 1996), but differ from large firms in a number of respects, two of which are particularly important from the point of view of this paper. The first is the combination of ownership and management in an individual business owner. The second is the limited resources (such as finance and management skills) compared to large firms. (JR2.txt 6)

***Label: Structure of the research article***

Example 1

It will proceed as follows: first, the rural context for small business will be outlined, followed by discussion of research methodology and geographical context for the study, and an examination of the challenges facing the case study businesses and their responses. The paper will conclude with recommendations for policy makers and support organizations. (JR1.txt 6)

Example 2

The article proceeds as follows. First, we explore the concept of knowledge assimilation and related aspects of formality in the context of rapidly internationalizing SMEs and present the research questions. Drawing on organisational learning, absorptive capacity and the knowledge-based view theoretical perspectives, we develop constructs. This is followed by the research methodology in which issues of sampling and analysis are discussed. We then highlight our findings in the research findings section, which is then followed by a discussion section where we present the contributions of the study, managerial and policy implications and limitations. (JR2.txt 5)

***Label: Significance of study***

Example 1

In this way we hope to elucidate the factors that **enhance** or limit women-founded businesses' success in an atmosphere that primarily encourages and actively supports opportunity entrepreneurship. (JR1.txt 3)

Example 2

This study has potential implications for financial management issues faced by owner-managers of these industries. (JR2.txt 6)

***Label: Justification for samples***

Example 1

Greece is a very interesting case study when it comes to cigarette smuggling for a variety of reasons, apart of course from the fact that research on the topic in the country is in an embryonic state. This is due to Greece having a large smoking population, a significant black market economy and low "tax consciousness," neighbouring countries with large informal economies such as Albania, FYROM and Bulgaria (see Stanchev,2005), and high (cigarette) smuggling rates (Tobacco Journal International,2000). (JR1.txt 8)

Example 2

because previous research (e.g. North et al., 1997;Ekanem, 2002, 2005) had emphasized their different technology bases and different levels of investment expenditure. (JR2.txt 6)

***Label: Methodology***

<u>Example 1</u>

As a check on robustness to outliers and other unfulfilled assumptions of regression analysis, we used iteratively weighted least squares—one type of robust regression **method**—in all estimations. (JR1.txt 5)

<u>Example 2</u>

Using a questionnaire, a face-to face survey was conducted with individuals that are the most involved in their firms' participation in the consortium. The collected data were analyzed by the structural equations approach based on partial least squared-path modeling (PLS-PM) techniques. (JR2.txt 7)

***Label: Comment***

<u>Example 1</u>

In light of governmental policymakers' and business leaders' renewed interest in entrepreneurship worldwide, future research should focus on the implementation of such results in policymaking. (JR1.txt 3)

<u>Example 2</u>

Consequently, management needs of small businesses are different from those of large

businesses and simply watering down or simplifying management tools used by large firms is not always effective in the small firm context (JR2.txt 7)

***Label: Presentation of research question***

<u>Example 1</u>

In order to investigate knowledge assimilation processes, we address the following research questions: what knowledge assimilation processes do rapidly internationalizing SMEs employ, to what extent are they formal or informal processes, what influences the knowledge assimilation processes over time and how do rapidly internationalizing firms use knowledge assimilation to support accelerated decision making. (JR2.txt 5)

Once the labels were assigned to various parts of the introduction sections of each research article, the real structure of each text revealing the occurrence and the order of generic structures was characterized. As an instance, the real structure of text 7 from journal 1 is as follows:

Topic centrality^ previous studies^ indicating a gap^ significance of study^ result^ previous study^ purpose of study^ structure of the research article

(JR1.txt 7)

This shows the actual structure of one text in the data and the order of occurrence of the various generic structures that are present in this specific text. The caret sign (^) resembles the order of occurrence of these generic structures. However once the real structure of all the text were characterized, the obligatory, optional and recursive elements and the GSP of the entrepreneurship introduction sections in research articles were ascertained.

Phase 2:

As mentioned earlier, the second phase of this study is to examine the obligatory elements from the lexico grammatical aspect. To this aim, the obligatory elements which are characterized in the first phase of analysis will be examined in terms of the transitivity system.

Transitivity system is an element of experiential metafunction of language that is primarily concerned with how the experience is represented within language and how the mental picture of reality and the flow of inner and outer experiences of the world are signified in language. For this purpose, the analysis was performed on obligatory elements that were present in all the research articles and the process type's distribution and their frequency were counted accordingly.

The rationale behind conducting the transitivity analysis as a complementary part in addition to the genre analysis was mainly to figure out the typical process types that were inherent in the obligatory structures .In other words, the aim was to realize how these typical processes contribute in the realization of the obligatory elements within this data. The following are some examples from the data that shows the process types being found in the obligatory elements.

**Material process:**

Example 1

By definition, high-tech firms produce products and services with advanced technologies in highly uncertain and technical environments (Burger-Helmchen, 2009). (JR1.txt 10)

Example 2

However firms need to increase formalisation to support growth (Churchill and Lewis, 1983; Scott and Bruce, 1987). (JR2.txt 5)

**Mental process:**

Example 1

Little is known about the specific challenges faced by these owners and the manner(JR1.txt 6)

Example 2

Internationalization can be understood as a time-based process of entrepreneurial behavior. (JR2.txt 2)

**Relational process:**

Example 1

Rural business owners are often more motivated by lifestyle priorities, rather than by growth and profits (JR1.txt 6)

Example 2

The capacity to successfully assimilate new knowledge is integral to firms'. (JR2.txt 5)

**Existential process:**

Example 1

There are little empirical studies supporting this issue.

**Behavioral process:**

Example 1

He treated his friend in an unusual way.

# CHAPTER FOUR

# RESULTS AND DISCUSSION

## 4.0 Introduction

In this chapter an overview of the generic structures found in the introductions of entrepreneurship research articles as well as obligatory and optional elements found is presented. In addition, a detailed discussion regarding the presence, frequency of occurrence and the prominent linguistic elements which realize the presence of some elements are explained and exemplified as well. Further, a comparison with Paltridge's (1993) study which looked at the genre of introduction sections in Environmental studies using Hasan's framework is conducted accordingly. Moreover, the results of the transitivity analysis of obligatory elements are presented and the role of process types in the realization of obligatory elements is discussed.

## 4.1 An overview of the generic structures

The introduction sections of entrepreneurship research articles manifested 13 types of generic elements. Among these generic elements, only 2 functional elements were found to be obligatory since they were present in all the data and 11 elements were optional. The following table shows different types of generic elements found in this data together with their frequency of occurrence

| | **Generic element** | **Percentage of occurrence** |
|---|---|---|
| 1 | Topic centrality | 25% |
| 2 | Indicating a gap | 65% |

| | | |
|---|---|---|
| 3 | Background information | 35% |
| 4 | Claim | 5% |
| 5 | Study samples | 8% |
| 6 | Purpose of study | 100% |
| 7 | Result | 60% |
| 8 | Previous studies | 100% |
| 9 | Structure of the research article | 60% |
| 10 | Significance of the study | 65% |
| 11 | Justification for samples | 10% |
| 12 | Methodology | 25% |
| 13 | Comment | 25% |

Table 4 (Generic elements found in the data and their percentage of occurrence)

**Topic centrality**

Through this element the writer attempts to persuade the readers that the research is worth reading by highlighting the importance of the topic as well as the interest and emphasis that it has received. The purpose of this element is to highlight the value of the present research and to convince the reader of its worth. Below are a few examples to illustrate this.

Example 1:

The relationship between entrepreneurship and firm performance has received **considerable attention** in the organizational literature over the last several decades. (JR1.txt 7)

Example 2:

The area of organizational learning has **grown significantly** over recent years, in terms of academic and practitioner interest. (JR2.txt 8)

Example 3:

Entrepreneurship **has never been as important as it is today** when the world is confronted with big challenges of economic downturn (JR1.txt 2)

As can be seen in these examples, this element carries some particular explicit linguistic signals which signify the importance of the area of the research, the interest in it and the common issues regarding the topic. In the examples mentioned above, the highlighted lexical items such as, *considerable attention*, *grown significantly* and *has never been as important as it is today* reveal the centrality of the topic.

Five entrepreneurship research article introductions revealed the topic centrality element which is equal to its presence in 25% of the corpus. In all the five articles, this element is found to be the first sentences at the beginning of the article.

**Indicating a gap**

This element represents the limitations in previous studies or the gap in the research that has not been fulfilled yet. In other words, it signifies the fact that previous research is insufficient and a remedy needs to be applied for a specific situation that was not fully covered or only partially covered in past research.

Example 1:

Commonly testing regression models on panel data, these studies view firm financing as a "static" process, rather than a dynamic, ever-changing progression. In general, these studies **do not explicitly address** how the stage in a firm's lifecycle influences capital structure, notwithstanding regression models employing age as an independent variable. The **lack of studies** investigating the extent and type of financing employed at various stages of growth is an important omission (Hussain and Matlay, 2007), as a firm's funding requirements vary significantly over the course of its lifecycle, along with access to various sources of financing.(jr 2 txt 1)

Example 2:

**Despite** the large volume of literature there has been **very little progression** in the academic debate surrounding knowledge and learning, which **has not moved beyond** the conceptualization of learning as being critically important to the SME firm. (Jr2 txt 8)

Example 3:

Understanding the outreach and sustainability scenarios of MFIs, especially on a global landscape, is **still demanding**, as there has been a demonstrated inadequacy of rigorous empirical investigations. The evaluation literature on microfinance is rich. However, still there are scopes for improvement, especially in terms of sample size, as numerous empirical investigations on MFIs' performance are limited to a relatively smaller number of samples.(jr1 txt 5)

As can be seen in the above examples, there are different strategies and choices of words to highlight the gap which is going to be fulfilled in the research article. To clarify, in the first example the choice of negative phrases such as *do not explicitly address* or the use of explicit negative lexical terms like *the lack of studies* points to the insufficiency of the previous studies. Moreover, in the above example the author further highlights that since previous studies looked at the firm financing issue from a static rather than a dynamic perspective and did not explicitly account for the funding requirements of the firms in its various developmental stages the gap is not fulfilled.

The choice of evaluative terms such as *still demanding* in the third example and negative phrases like *very little progression* or *has not moved beyond* clearly shows the presentation of the gap in the introduction sections of entrepreneurship research articles. However, it was found that in some research articles in this field the author presents the gap by showing a disagreement over the claims and results of the past studies for example in the first sample presented above the author disagrees with the static views over the firm financing and claims that there is a lack of studies which have a dynamic view over financing requirements in various stages of financial growth. Yet, in some other articles the gap is represented as a need for the complementary research in the field. As an instance in example 3, it is highlighted that although there are empirical investigations on microfinance section yet there is a need for improvement in this type of research by increasing the scope and the sample size.

In this study the gap indication element occurs in 65% (13/20) of the introductions. This strategy is present with the same frequency of occurrence in Paltridge's (1993) study. It is interesting to highlight that in the present study as well as the previous study by Paltridge the gap indication in almost all the articles is either followed or proceeded by the 'previous study' element. This accompaniment seems logical as the nature of gap indication element requires a flashback to the studies that were held on the same area of research before.

## Background information

This element provides the readers with some general knowledge regarding the major issue(s) about the text. Its central function is to set the scene and build on the reader's information about the area of the research and to prepare the potential readers for further development of the topic. However, there appears to be no specific explicit lexical terms which could help in distinguishing this element.

Example 1:

Government intervention to promote entrepreneurship and small business growth has largely focused on the problems associated with early stage financing. One of the main assumptions in intervention efforts is that there is a need for both early stage financing and early stage knowledge generation. (JR1.txt 9)

Example 2:

New datasets prepared by the International Finance Corporation (IFC) and the World Bank Group have opened up research Possibilities in this field of study, providing a basis for large-scale cross-country comparisons. (JR1.txt 4)

Example 3:

This emphasis on technology adoption has been driven by significant changes over the last 20 years which have resulted in changes in the ways we live and work. (JR2.txt 10)

In the first example, the purpose of the research article is to investigate the impact of investors' readiness to invest and to measure the effect of this readiness on investors' commitment and market accessibility within small and medium size enterprise. The writer, in order to prepare the reader with a background on the mentioned topic explains some general information on the government attempts to minimize the barriers and to promote entrepreneurship and small business. The writer further explains the government's belief in the increase of the efficiency in small business and entrepreneurship by early stage knowledge and early stage financing. This general information sets the scene for the research and shows how the narrowing down of the topic to measure the effects of these 2 factors as the topic of the study is relevant to the bigger picture and the broader area under question.

Nevertheless, background information was observed in 7 articles of the whole data and the frequency with which this element is found is 35 %. It's interesting to mention that in 3 articles, the background information element is preceded and in 3 articles it's followed by the 'previous study' element. Yet in 1 article the 'previous study' element comes before and after this element. This finding is in line with Paltridge's (1993) study in which the background information element is present in 10 out of 12 research articles and in 8 articles the 'background information' element is followed by the previous research.

The order of occurrence of these 2 elements in the articles seems plausible from the view that the writers of the articles try to confirm and validate the general views and elaborations which are proposed through 'background information element' by referring to previous studies and what has been approved before.

**Claims**

This element represents the author's assertion of a claim about a situation or a fact regarding the study. Usually throughout the paper the author tries to prove the claims made by examples, reasoning, logical arguments and finally to establish it as the result.

Example 1:

The matching of private equity and early stage entrepreneurs is important in promoting the economy**; however**, the connection requires entrepreneurs seeking to grow together with external financiers (JR1.txt 9)

Example 2:

Education is the clearest path to individual opportunity and societal growth, and entrepreneurship education is especially vital to fuelling a more robust global economy (JR1.txt 2)

Example 3:

With better availability of cross-country data, however, the sample size can now be greatly increased (JR1.txt 5).

As in the first example presented, the author claims that in order to advocate entrepreneurship in SMEs within Europe it is important to make a sense of closeness among entrepreneurs in addition to providing them with financial knowledge and readiness. In this particular example, the author goes further to prove the claim made by asking a large population of entrepreneurs to fill the survey forms and analyzing them accordingly. Another instance of the presence of the claim element is the second example in which the author claims on the importance of education especially for entrepreneurs and its direct effect on economy. The author further proves his claim throughout the study by making a logical convincing argument which is the result of an empirical study.

However, this element is rarely used in entrepreneurship research articles analyzed in this study and is present in only 5 articles which reveal a frequency of 25%.It seems that this rarity of making comments is due to the author’s self-doubtedness or lack of confidence or knowledge which results on him/her being less direct and rather doubtful prior to come into conclusions. Interestingly, in 3 samples the claim element is presented right after the previous study which looks quite reasonable in the sense that the author presents his claims once the results of the previous relevant studies are reviewed and the positive or opposing justifications for the phenomena has been taken into consideration.

**Study samples**

This element as inferred from the title represents the data that is used in the study. In entrepreneurship research articles, the presence of the generic element showing data collection or study sample is optional and is found in 8 research articles with the frequency of 40% in all the introduction sections. This finding looks reasonable as almost half of the entrepreneurship articles analyzed haven’t focused on empirical studies hence there is no data collection procedure used instead some aspects of an element might have been taken into consideration from various angles. Regarding the sequence of occurrence of this generic element in the data, in 5 cases it is either accompanied or preceded by the purpose statement and in 2 cases it is immediately followed by methodology explanation. The following are few examples taken from the articles.

Example 1:

> This article focuses on two of the five Central Asian countries that became independent with the demise of the USSR in 1991--the Kyrgyz Republic and Uzbekistan (JR1.txt 1)

Example 2:

The firms **selected** for this research were participating in the Scottish Enterprise Global Companies Development Programme and were in the process of rapid internationalization. A criterion of **selection** onto the programme was that firms had high international growth ambitions and thus fitted the aims of the research. (JR2.txt 5)

Example 3:

We **collected** data from firm's member of export consortia in Tunisia. (JR2.txt 7)

**Justification for samples**

This element in which the author explains the importance of the samples chosen for that particular study and the reasons behind such a choice is very rare yet present in entrepreneurship articles. The analysis revealed this element in only 2 articles which shows a frequency as low as 10 % in the total 20 samples. It seems that the author is trying to highlight and differentiate his study from other studies by using a promotional discourse to justify the data. As in the first example, the author mentions how the case study on clothing and printing which is the focus of his paper is different from others through making references to other studies and mentioning how they found such corpus different from the other types. However, in the second example the author opens up a research space for his study through mentioning the fact that the data of his study has some superiority which necessitates a crucial scrutiny.

Example 1:

The case study firms were selected from the printing and clothing industries, **because** previous research (e.g. North et al., 1997; Ekanem, 2002, 2005) had emphasized their different technology bases and different levels of investment expenditure. (JR2.txt 6)

Example 2:

Greece is a **very interesting** case study when it comes to cigarette smuggling for a variety of reasons, apart of course from the fact that research on the topic in the country is in an embryonic state. This is due to Greece having a large smoking population, a **significant** black market economy and low "tax consciousness," neighbouring countries with large informal economies such as Albania, Fyrom and Bulgaria (see Stanchev,2005) and high (cigarette) smuggling rates (Tobacco Journal International,2000). (JR1.txt 8)

**Purpose of study**

This element serves to explain or outline the purpose of research through explaining the aim and the main features of the research that is going to be offered. ‘Purpose of study’ is an obligatory element in entrepreneurship articles for its presence in all the data which resembles a 100% frequency of occurrence. The followings are some examples extracted from the data which show this element:

Example 1:

This paper **will explore** the challenges faced by a sample of small businesses in a rural region in Canada. (JR1.txt 6)

Example 2:

The **purpose of this study** is to investigate whether calls for greater public policy efforts in the area of investment readiness are well founded in reality. (JR1.txt 9)

Example 3:

> The paper **is concerned** with liquidity management in small firms and how this may be best handled. (JR2.txt 6)

Given the above examples, it can be seen that there are a number of explicit linguistic statements such as *the study will explore, purpose of study is, the paper is concerned with, the paper intends to report, the objective of this paper is, we aim to answer, etc…*to provide the reader with the aims of the study. Interestingly, in 5 articles this element is either followed by or preceded by the 'corpus of study', in 9 articles with 'significance of study' and in 5 articles with 'indicating a gap'. The presence of this element as an obligatory pattern is in line with Paltridge (1993) study in which the 'purpose of study' is also one of the obligatory elements present in the entire Environmental research article.

**Results**

As its functional label implies this element briefly explains the findings of the study. The choice of some linguistic features such as: *as a result, to conclude, result shows, etc.* as well as past tense verb choice helped to recognize and assign the 'result' element label to the content.

Example 1:

> **Results show** that the transfer of good practices is primarily explained by the individual's absorptive capacity. Our analyses also **show** that the dimensions of a personal network affect differently the access to strategic resources and the individual's absorptive capacity. Thus, the strategic resource access **is explained** positively by the size of the personal network and negatively by the strength of ties established among network members. Absorptive capacity is explained negatively

by indirect ties and by the strength of ties; and positively by the range of ties. The **results thus support** that the absorptive capacity constitutes the principal mechanism through which personal networks influence the inter-firm transfer of good practices. The absorptive capacity has not only a direct influence on the transfer of good practices but also a potential indirect impact through its effect on strategic resource access. (JR2.txt 7)

Example 2:

Concerning the revenue front, for instance, our estimates **suggest** that raising the interest rate is associated with an increased level of risk of loan delinquency after a certain range. Before that turning point, interest rates can be increased safely and this will not harm the existing sustainability situation. **Results in this exercise also indicate** alternative ways through which MFIs can cover high operating costs on small and somewhat unsecured loans and ensure sustainability through better financial performance while keeping their focus on the poor. (JR1.txt 5)

Example 3:

This study **conceptualized** entrepreneurial orientation as consisting of three unique sub-dimensions, innovativeness, proactiveness and risk-taking which were able to vary independently of one another in a given context. (JR1.txt 7)

The announcement of results of the study is presented in various forms. In some research articles such as example 1 various results concluded from the analysis are presented with a hierarchy. However, in some other articles the findings of the analysis are accompanied by the researchers comment and suggestions on the case, as in the second example. Yet in some other cases the results are represented along with a comparison with the findings of the previous studies.

Furthermore, the choice of reporting verbs such as *suggest* in some parts of the data corresponds to the authors' tendency to reduce the sharpness and exactness of his findings through using hedging words which might be due to authors lack of authorship or his state of being new in the field.

The ‘result’ is the third most frequent element found in the analysis. The frequency of 60% shows that more than half of the articles (12 articles) revealed this element. However, this finding is in contrast with the pattern of introduction sections in research articles of environmental studies (Paltridge 1993) in which there is no such an element presented.

**Previous studies**

This element represents and reviews some of the past researches that are relevant to the study which is going to be offered. The reference to previous studies has various functions. It might be used to establish a space in the research to be held to show that the previous relevant studies have been acknowledged well in that specific discourse community. Another function of asserting previous studies is to persuade the potential reader that the author has an adequate knowledge and understanding of the field (Mirahayuni, 2002).

An important key factor to recognize this element is the crucial inclusion of the reference. The reference as Swales (1990) purports can be either integral or non-integral. In integral citation, the name of the author is included in the citing sentence while in the non-integral one the researcher’s name is mentioned at the end of the sentence and in parenthesis. The following are some examples of the ‘previous study’ element extracted from the data.

Example 1:

> Women founders (WF) of entrepreneurial businesses have been recognized as key contributors to the local and global economic growth of most countries by being a

major source of business development and growth, and of new jobs (Allen et al., 2007; Fischer, Reuber, and Dyke, 1993; Langowitz and Allen, 2006; Coleman and Robb, 2009). Globally, however, the proportion of male opportunities in entrepreneurship exceeds that for women and it seems that free market forces continue to place women at a disadvantage in the entrepreneurial market (Alsos and Ljunggren, 1998; Anna et al., 2000; Boden and Nucci, 2000;Brush et al., 2006c; DeMartino and Barbato, 2003; Du Rietz and Henrekson, 2000).Studies identifying the relative gender gaps in business success are consistent across countries in several determinants, though not in their magnitude (Allen et al., 2007; OECD,KARIV 2005; Reynolds, Bygrave Autio, 2004; Shane, Kolvereid Westhead,1991) (JR1.txt 3)

Example 2:

**It is argued** that investment readiness is one of the most important means of supporting the financing of early stage growth for SMEs, together with support from business angel networks, business angel academies, and the instigation of cooperation between large firms and early stage ventures (Aernoudt, 2005) (JR1.txt 9).

Example 3:

Literature suggests that important aspects of firm learning are based around contextualized action, and critical reflection. It is argued that the approach of action learning, with its focus on "real world" issues, contextually embedded in the owner-manager's environment and social interaction, may provide a means of successfully developing owner/manager's ability to learn, whilst at the same time allowing them to engage with the naturalistic forms of learning which appear to work best in SMEs, (Gibb, 2002; Rae and Carswell, 2000). (JR2.txt 8)

In the corpus of entrepreneurship research article introductions, various functions for language segments which are categorized under previous study element due to having references are found. To clarify, the first part of example 1 highlights the findings of the previous research through explaining and giving prominence to the role of women founders and mentions how their role is found to be crucial in boosting the economic situation of various countries. Given this reference, the writer is trying to give support and a positive flashback to the importance of his research topic which is related to women's role as compared with their opposite sex. In the second part of this element, the writer expands his elaboration on the topic by reviewing some specific findings which are in contrast with the previous researches that have highlighted the role of women founders. However, going further the writer limits the references to the studies that were focusing on the gender gaps analyzed from the perspective as that of his study. The semantic functions of providing the reader with these references reveals the author's attempt to establish the area of research and its importance as well as setting forth the controversies over the topic by comparing and contrasting different studies.

The previous study element is found to be an obligatory element in the entrepreneurship research articles as it appeared in all the introduction sections in this corpus. Reference to previous studies seems to be one of the most functional elements in this particular discipline. As seen in the data, 13 articles revealed the cyclicity of this element which characterizes its occurrence more than once in those articles. The cyclicity phenomenon within introduction sections might be due to the writers attempt to give credits to the claims, descriptions and evaluations of previous findings by referring to the already published and hence accepted pieces of research. The occurrence of this element in all the data is similar to Paltridge's (1993) analysis in which the 'previous research' element is found to be present in all the data of Environmental Studies discipline.

**Structure of the research article**

As the name implies, this element serves to present the steps or the flow of various sections of the research to be announced by briefly presenting the hierarchy of units of information in the study.

Example 1:

The paper **proceeds as follows**. **Section 2 deals with** various delivery models used by the sampled MFIs. **Section 3 describes** the data and empirical specifications. Then, **Section 4 discusses** the estimation results. Finally, concluding remarks are given in Section 5. (JR1.txt 5)

Example 2:

The **remainder of this paper is organized as follows**. **In the next section**, we present a literature review on personal networks and the two mechanisms through which it is likely to influence good practice transfer. **Section 3, we present** some theoretical arguments and develop hypotheses on the ways that personal network variables are expected to affect strategic resource access and absorptive capacity development and the way these latter influence good practice transfer among firms. **Section 4, we describe our sample**, present our data collection process and our variables measures. **Section 5, we present** our data analysis and empirical results. **Section 6, we discuss** our findings, present some implications based on these findings, and provide some ideas for future research. **In the final section**, we draw up the conclusion of our research. (JR2.txt 7)

Example 3:

**The paper begins with** a section discussing the entrepreneur's role in the economy. **Next,** the findings of previous research related to new firm creation are summarized.

> **In the next section** the methodology and data used in this paper to study new firm creation is presented. **Then,** the results of estimated regression equations are discussed, followed by a section considering some policy implications for nations wishing to motivate nascent Entrepreneurs. **The paper concludes with** a short summary of the major findings. (JR1.txt 4)

As highlighted in the above examples, there are some explicit linguistic features that represent hierarchy or the order of occurrence of the information in the research articles. This element is present in 12 entrepreneurship research article introductions which resemble a frequency of 60%. It's located as the last communicative function in all the 12 articles and hence at the end of the introduction sections. This kind of data categorization at the end of the introduction sections seems not to have any function in Environmental papers as there is no such an element found in Paltridge (1993) study.

**Significance of study**

The researcher tries to justify his/her study in this element and to express how the study to be presented will be beneficial to a certain group of people or a part of the society or how something would be positively affected if the study is completed. The author tries to put forward a persuasive rationale for handling the study and relates the positive contributions that it hopes to touch on.

> Example 1:
>
> Performance assessment of MFIs based on a double bottom line framework provides a better understanding on how far they are able to meet such dual challenges. (JR1.txt 5)
>
> Example 2:

This study has potential implications for financial management issues faced by owner-managers of these industries. (JR2.txt 6)

Example 3:

The paper **contributes** to the existing debate surrounding issues of learning in the SME firm, by providing new insights from a practice-based perspective, to address the issues of learning in the SME firm in such a way that the richness and depth of the phenomenon can be considered. (JR2.txt 8)

As in the first example, the author specifies that microfinance businesses face two types of challenges which include outreach increment and sustainability issues. Therefore, the study is significant in that it makes a performance assessment on how far the company's are able to handle such dual challenges and it makes an awareness as well as remedial suggestions on how to touch such a problem. Furthermore, in the third example, the author asserts the significance of the study being carried out in the form of an evaluation of the results. In this instance, the author puts forward the merits of his study by the importance of the angle through which he has touched the problem as well as the depth of the analysis and finally he represents the contribution of the results found in adding to the existing knowledge about organizational learning.

It seems that the authors in the entrepreneurship field places a great emphasis on the justification or the significance of their studies as this element is observed in 13 research articles which reveal a frequency of 65 %. Interestingly, in 9 cases this element is either preceded or followed by 'purpose' element. However in comparison with the analysis done on environmental studies (Paltridge 1993), it looks like in entrepreneurship field authors rely more on positive justifications than in environmental studies in which this was rarely found and was only observed in 2 samples.

**Methodology**

As in Swales words, in this element the writer announces the techniques or the methods that s/he is going to apply and the procedure in which the theory is presented (1990).

Example 1:

Using a **questionnaire**, a **face-to face survey** was conducted with individuals that are the most involved in their firms' participation in the consortium. The collected data were analyzed by the structural equations approach based on partial least squared-path modeling (PLS-PM) techniques. (JR2.txt 7)

Example 2:

As a check on robustness to outliers and other unfulfilled assumptions of regression analysis, we used **iteratively weighted least squares**—one type of robust regression **method**—in all estimations. (JR1.txt 5)

Example 3:

In our efforts to define the drivers of the development process, we rely on **a longitudinal case study** that covers the lifespan of an international new software venture. (JR1.txt 10)

As shown in the above examples the authors explain the method of data collection such as the use of questionnaire, face-to- face surveys, iterative weighted least square and longitudinal case study. However this element does not seem to be popular in entrepreneurship research articles since it is an optional element and has occurred only 5 times in the data which signifies the frequency of 25%.

**Comment**

This element signifies how the author describes and positively or negatively comments on the findings of the previous studies that s/he has reviewed or how he/she evaluates the results or contribution of his/her study.

> Example 1:
>
> Consequently, management needs of small businesses are different from those of large businesses and simply watering down or simplifying management tools used by large firms is not always effective in the small firm context. (JR2.txt 6)
>
> Example 2:
>
> The results we obtained in this exercise are **plausible and largely on par** with findings of other studies. (JR1.txt 5)
>
> Example 3:
>
> What matters, therefore, is the appropriate consideration of specific entrepreneurial inputs and practices which lead entrepreneurs to operate at either opposite ends of the entrepreneurial spectrum (that is between the heroic acts of entrepreneurial genius at one end and criminal monopolization of profits) or realizing the innovative space that lies somewhere in between. (JR1.txt 8)

In the first example, the comment made is an evaluation of the previous studies and the author tries to justify in what ways the previous studies didn't account for the issue sufficiently and how his study shows that the needs of the small firms differ from those of large firms. As another example, the second sample signifies the way the author evaluates his work in comparison with previous works being held on the same issue.

The 'comment' element in entrepreneurship data is an optional element and rarely used as it is found in only 5 research articles which shows a frequency as low as 25%.

Interestingly, in 3 examples this element has appeared right after the ‘previous study’ element. This looks reasonable as in most examples the author evaluates the previous works in order to open up a research space for himself.

Given the various generic elements found in the data and their explanations it is pertinent at this point to provide the actual realization of the texts that were analyzed for the purpose of this study.

| **Article** | **Actual Realization** |
|---|---|
| (JR1.txt 1) | Indicating a gap^ previous studies ^ indicating a gap^ claim^ study samples^ purpose of study^ results |
| (JR1.txt 2) | Topic centrality^ previous studies^ result^ claim^ previous studies^ comment^ indicating a gap^ study samples^ purpose of study^ study samples^ comment^ claim^ previous study^ claim^ comment^ result |
| (JR1.txt 3) | Previous studies^ background information^ previous studies^ background information^ indicating a gap^ purpose of study^ significance of study^ purpose of study ^ significance of study^ comment |
| (JR1.txt 4) | Topic centrality^ claim^ purpose of study^ indicating a gap^ previous studies^ purpose of study^ structure of the research article |
| (JR1.txt 5) | Previous study ^ significance of study^ previous study^ indicating a gap^ previous study^ claim^ previous study^ purpose^ study samples ^purpose of study^ significance of study^ purpose of study^ study samples^ methodology^ comment^ result^ structure of the research article |

| | |
|---|---|
| (JR1.txt 6) | Topic centrality ^ previous studies^ purpose of study^ significance of study^ purpose of study^ structure of the research article |
| (JR1.txt 7) | Topic centrality^ previous studies^ indicating a gap^ significance of study^ result^ previous studies^ purpose of study^ structure of the research article |
| (JR1.txt 8) | Background information^ previous studies^ justification for corpus ^previous studies^ indicating a gap^ background information^ comment^ previous studies^ significance^ previous studies^ comment^ previous study^ purpose of study^ significance of study |
| (JR1.txt 9) | background information^ previous studies^ claim^ background information^ previous study^ purpose of study^ significance of study |
| (JR1.txt 10) | previous studies ^ purpose of study^ previous studies^ purpose of study^ methodology^ previous study^ result^ structure of the research article |
| (JR2.txt 1) | previous studies^ indicating a gap^ significance of studies^ purpose of study^ study samples^ results ^significance of the study ^ structure of research article |
| (JR2.txt 2) | previous studies ^ indicating a gap ^ previous studies ^ indicating a gap ^purpose of study ^ previous studies ^ results ^significance of the study ^ purpose of study |
| (JR2.txt 3) | Previous studies ^ purpose of study ^ result ^ structure of the research article |

| | |
|---|---|
| (JR2.txt 4) | Previous studies^ background information ^ significance of study^ previous studies ^significance of the study^ purpose of study^ structure of research article |
| (JR2.txt 5) | previous studies^ purpose of study^ previous studies^ purpose of study ^methodology^ study samples^ significance of study^ purpose of study ^ result^ significance of study ^structure of the research article |
| (JR2.txt 6) | purpose of study ^ previous studies^ study samples^ justification for samples^ significance of study^ previous studies^ comment^ previous studies^ indicating a gap^ results^ purpose of study^ structure of the research article |
| (JR2.txt 7) | previous studies^ purpose of study^ result^ study samples^ methodology^ results^ significance of study ^ structure of the research article |
| (JR2.txt 8) | Topic centrality ^ indicating a gap^ previous study^ background information^ indicating a gap ^ purpose of study^ previous studies^ significance of study^ result^ significance of study^ structure of the research article |
| (JR2.txt 9) | Indicating a gap^ previous studies^ background information^ previous studies ^ indicating a gap^ purpose of study |
| (JR2.txt 10) | Background information^ purpose of study^ background information ^ previous studies^ indicating a gap ^study samples^ purpose of study ^ methodology ^ purpose of study |

Table 5 (Actual realization of each research article in terms of the generic elements)

## 4.2 An overview of the transitivity analysis

The second phase of the analysis aimed at finding the contribution of the various process types in the obligatory elements that were found in the first phase of the study which was genre analysis of the introduction sections in entrepreneurship research article's introduction sections. The obligatory elements found in the data such as 'previous study' and 'purpose of study' were further analyzed in all the 20 journal articles using Halliday's (1994) framework for transitivity analysis to find out how the experiential meanings are expressed in these elements. As mentioned earlier, according to Halliday (1994) there are 6 types of processes in the verbal groups of the main clause of utterances. These processes include, Material processes representing the concrete, tangible actions, Mental processes representing the activities going on in the mind, Behavioral processes representing psychological or physiological manner, Existential processes representing the existence of a phenomenon, Relational processes representing the relationship between two entities and the Verbal processes representing the act of verbalizing or saying.

For the purpose of this study the processes present in the main clauses of the obligatory elements were analyzed. The classification of the process types was based on the content meaning which represents the semantic relations of these processes rather than their immediate meaning and functions. The following represents the contribution of process types and their frequency in each obligatory element which is derived from the entrepreneurship discipline data.

### 4.2.1 Process types found in the obligatory element: 'previous study'

The generic element of 'previous study' comprised longer utterances hence more process types were identified in comparison with the other obligatory element in this data. As shown in the table below, 57 processes were present in this functional element.

| **Process type** | **Number of occurrences**<br>**Total :57** | **Percentage**<br>**of occurrences** |
|---|---|---|
| Material | 27 | 47.3 % |
| Mental | 14 | 24.5 % |
| Verbal | 3 | 5.2% |
| Relational | 13 | 22.8% |

Table 6 (Distribution of process types in the 'Previous study' element)

The function of this element is to give a reference to the background of the event or the studies done previously on the topic which deal with the economical or technological happenings and the role of entrepreneurs in handling such problems. In most cases the author explains about various ways of running a business according to previous studies or the existing problems and issues which affect the success of various businesses or companies. As expected the highest frequency was found in the material process which mostly signifies processes about concrete entrepreneurial actions. Material processes occurred 27 times which shows 47.3 %.The following shows the occurrence of this process type in the 'previous study' element.

Example 1:

Technology has further **revolutionalized** the ways in which many companies do business (JR2.txt 10)

Example 2:

By definition, high-tech firms **produce** products and services with advanced technologies in highly uncertain and technical environments (Burger-Helmchen, 2009). (JR2.txt 10)

As seen in the above examples in most cases previous study element in entrepreneurship field of study is occupied with tangible concrete enterprise look at the issues and problems mentioned in previous studies.

The second most frequent process in this element is found to be the mental process which reveals a frequency when the author offers a subjective and abstract type of interpretations or evaluations on previous findings which are relevant to his/her study. The high frequency of mental processes found in the data is in line with Matinez (2001) study on Physics, Biology and Social science corpus in which he found a high frequency of mental processes in introduction sections of research articles of the mentioned genres. The following are some examples extracted from the data.

Example 1:

Women founders (WF) of entrepreneurial businesses have been **recognized** as key contributors to the local and global economic growth of most countries. (JR1.txt 3)

Example 2:

However, little is **known** about the specific challenges…(JR1.txt 6)

The third process type which has a high frequency in this data is relational process which is almost as frequent as the mental process in this study since it occurred 13 times that shows a frequency of (22.8%) in the ‘previous study’ generic element. This process is mostly found in the description of situations under study or when a specific circumstance needs clarifications. To clarify in the first example the author links the components of operational performance with its various realizations through the relational process. In the second example the situation of mentioned communities are explained accordingly applying the relation process.

Example 1:

Standard indicators of these three components of operational performance **are** portfolio-at-risk (PAR), operational self-sufficiency (OSS) and cost per borrower (Armendariz de Aghion and Morduch, 2005). (JR1.txt 5)

Example 2:

These communities **are** often far from larger urban centers with their concentration of markets, suppliers and support organizations. (JR1.txt 6)

Verbal processes seem to be rarely used in the ‘previous studies’ generic element of entrepreneurship discipline as this process was found 3 times which shows a percentage as low as (5.2 %). A high percentage of material processes and a low percentage of verbal processes found in previous study element reveals the authors tendency to explain more about the tangible actions held in the past about the topic under question. As shown in the examples provided below, through verbal processes the author refers to how other authors have explained key issues related to the study.

Example 1:

O'Driscoll, Holmes and Kirkpatrick (2001) **described** Turkmenistan and Uzbekistan as "repressed" relative to Kazakhstan, the Kyrgyz Republic and Tajikistan. (JR1.txt 1)

Example 2:

Financial sustainability of MFIs is broadly **defined** to be their ability to cover costs. (JR1.txt 5)

The findings of the distribution of the various process types in the obligatory generic element of 'previous study' in this data is somewhat similar with its functional elements counterpart in medical research articles found by Hashim (1996). In her study she found that material processes (47%) were the dominant process .That is similar to the distribution of this process type in entrepreneurship discipline. However in her study the next mostly seen processes were relational (46%), verbal (7%) and mental (5%).This shows a discrepancy with this study's results that is justifiable in accordance with the nature of the discipline under question and its specific characteristics.

#### 4.2.2 Process types found in the obligatory element: 'purpose of study'

A total number of 29 processes were found in the 'purpose of study' element. The main function of this element is to explain the purpose of the study being held through highlighting the aim and the main features of the study. As the communicative function of this element implies, it was expected that we see a high number of processes which are manifesting the semantic function of showing the purpose, concern or intention of the study. To give a clear picture of the process types in this functional element a table showing the numbers of occurrences (frequencies) of all processes types and the percentages of their occurrences are provided here.

| Process type | Number of occurrences Total :29 | Percentage of occurrences |
|---|---|---|
| Material | 2 | 6.8% |
| Mental | 19 | 65.5% |
| Verbal | 2 | 6.8% |
| Relational | 6 | 20.6% |

Table 7 (Distribution of process types in the ‘Previous study’ element)

Analysis shows that mental processes outweigh others in this element. This type of processes occurred 19 times revealing the frequency of (65.5%) in the data. To clarify, the author tried to show what he/she wished to scrutinize such as the first example, in which he expressed his concern of the study as being the ways of handling liquidity management of small businesses.

Example 1:

The paper **is concerned** with liquidity management in small firms and how this may be best handled. (JR2.txt 6)

Example 3:

Much of this research **focuses** on the ability of large businesses to adjust, change, and maximize new technologies. (JR2.txt 4)

The second most frequent process as the table shows is the relational process which occurred 6 times with the frequency of (20.6%). Relational processes in the data seem to be used with the aim of description or explanation of the purpose which mostly ranges from explanation of the factors in entrepreneurship whose analysis is of interest to the author as in the first example or a review of literature regarding some aspects of entrepreneurship as shown in the second example.

Example 1:

> The objective of this paper **is** to conduct a systematic review of the empirical literature related to entrepreneurship and small businesses in Russia. (JR2.txt 4)

Example 2:

> In our analysis, the main points of interest will **be** the factors hindering or fostering entrepreneurship and small businesses in Russia. (JR2.txt 4)

Material and verbal processes in this obligatory element were rarely used. Each of this processes occurred only 2 times in the whole data which shows 6.8% frequency. The material processes being found in the data showed the number of variables that would be studied in that paper. In the example provided below, the author shows his purpose as being how he is going to combine two variables of international entrepreneurs firm and the value chain to be studied in his paper.

Example:

> To partly fulfill the gap in our knowledge, this paper **combines** IE with the configuration of value chains. (JR2.txt 2)

Lastly the choice of verbal processes (6.8%) which is rarely used in the data is to show the research space that the author wishes to fulfill for instance in the following example description of the transition model and how they might be related is the purpose of the study.

The findings on the distribution of the process types in the generic element of ‘purpose study’ is different from this element’s counterpart in Hashim (1996) study in which she identified the material processes (63.8%) to have the highest frequency and the relational (25.5%) mental (8.5%) and verbal (2.1%) processes to be in the next order of occurrence.

### 4.3 Conclusion

This chapter presented the findings and a detailed discussion of the analysis of generic elements and the processes inherent in the obligatory elements in the genre of entrepreneurship research articles introduction sections. The analysis revealed that although all the data in this study are taken from the same discipline, yet the actual structure of each text varies due to the presence of various optional elements in each text but what categorizes a text as being considered of the same genre is the presence of the obligatory elements which are found in all the data. Moreover, the typicality of various processes types and their contribution in realization of the obligatory elements which were found to be “purpose of study’ and ‘previous study’ element in the entrepreneurship genre was discussed accordingly.

# CHAPTER FIVE

# CONCLUSION

## 5.0 Introduction

This section provides the concluding remarks to the study. It begins with the objectives of the study, then highlights the main findings and their contributions, the limitations of the study and finally provides some suggestions for further research as well as explaining the implications of the study.

## 5.1 Summary of the study and the findings

This study was conducted to identify the generic structure potential (GSP) of introduction sections in entrepreneurship research articles and to characterize the process types in the obligatory elements in this section in this particular discipline. The aim was to provide an account of what functional purposes the introduction sections fulfill within this discipline. Moreover, it also seemed relevant to examine frequency of occurrence and distribution of the processes. Despite the enormous body of literature on genre analysis, the present study with its focus on entrepreneurship discipline which is rather a new field of study and to the researchers best knowledge not studied before would be of interest to writers that develop materials for academic writing as well as students who are required to write academic articles in entrepreneurship field of study. Regarding the above objectives 2 research questions were proposed:

1. What is the Generic Structure Potential (GSP) of introduction sections in entrepreneurship research articles?

2. Which transitivity patterns contribute to the realization of the obligatory elements in introduction sections of entrepreneurship articles?

Halliday and Hasan's (1989) model of genre analysis and Halliday's (1994) model of transitivity analysis were adopted for the analysis in this study. This model of genre analysis was found to be useful in the sense that it could provide a good account of which generic elements were obligatory and present in all the samples, which elements were optional and occurred in some samples and which elements were recursive and revealed in different positions in the samples. This provided a sound illustration of the various generic elements that were fulfilling different purposes in introduction sections of entrepreneurship research articles. Also an explanation of the lexicogrammatical features in terms of the transitivity analysis in obligatory elements provided an experiential overview of the data and revealed the contribution of various processes in realization of the obligatory elements.

The present research demonstrates that writers make use of different semantic units which carry specific functional purposes to transfer their intended information. These functional purposes which are called generic elements might vary in the presence as well as the order of occurrence in different texts. There were 2 obligatory elements and 11 optional elements identified in this genre. However the generic structure potential (GSP) of the entrepreneurship research article introductions can be proposed as follows:

(Topic centrality)^ {Previous study ^ (Claim) ^ (Indicating a gap) ^ (Study samples) ^

(Justification for sample) ^ Purpose of study ^ (Methodology) ^ (Result) ^ (Significance of

study) ^ (Background information) ^ (Comment) ^ (Structure of research article)}

In this GSP the { } symbol shows that the sequence within brackets can recur. In the GSP model proposed here the sequence of the elements within the brackets might change from text to text although in most cases they are following the above pattern. The ( ) symbol shows that the presence of the element is optional and is not necessarily occurring in all the data. In the current model 11 generic elements are found to be optional and only ‘Previous study’ and ‘purpose of study’ are found in all the texts. Furthermore, the ^ sign shows the sequence of the generic elements, the arrow symbol suggests that the element is recursive and these types of generic elements such as ‘Claim’ , ‘Indicating a gap’ , ‘Study samples’ etc. might occur more than once in each text. The round circle in the model shows that element can occur anywhere and is not fixed in the sequence. However the GSP model proposed above suggest that the research article introductions written in the genre of entrepreneurship mostly carry the above mentioned elements with the sequence that is proposed.

To answer the second research question, the transitivity analysis was done on the obligatory elements. The findings revealed that the typicality of the process types within each obligatory element is mostly in line with the function that each obligatory generic element fulfills in that particular genre. As an instance, in the present study, the ‘purpose of study’ element is mostly recognized with Mental processes which mostly aims at presenting what the writer wishes to study and secondly Relational processes that were mostly used for description and explanation of the purposes that the authors propose. However in the ‘Previous study’ element, Material processes are highly used to show the economical and technological issues and how the entrepreneurs are going to handle the problems. The main function of Mental processes which have a high frequency is found to be when the author is offering subjective evaluations of the previous studies held on the same issue.

However, as the entrepreneurship articles are relatively new compared to other disciplines the findings are new and different in some aspects. These findings shed some light on the typicality of the processes and their contribution in the realization of the patterns that are present in all the introduction sections of this particular genre.

**5.2 Limitations and suggestions for further research**

The present study is considered limited in the following aspects. The scope of the data for this research is merely limited to a specific type of entrepreneurship research articles such as entrepreneurship and small businesses consequently there is still much room remained to be investigated on other sub-disciplines of management as a broad field and other sub branches of entrepreneurship field specifically.

Moreover, due to unavailability of resources to the researcher in this study the data is gathered from 2 specific journals. Likewise, further research can be conducted to analyze the data obtained from diverse sources in order to increase the credibility of results and to see how far such results are generalisable. Furthermore, undoubtedly the same analysis can be carried out on other sections of research articles as well as other disciplines.

As for the framework of this study which has applied the genre analysis of Halliday's and Hassan's framework, further studies can make use of other models of genre analysis such as that of Bhatia's or Swales' model. By the same token, research on interpersonal and textual metafunctions could be undertaken as well in order to expand on the body of research with the same nature.

Lastly, while the analysis of the current study is examined in time intervals and detailed discussions on how thorough and careful the analysis is, was made with a specialist informant who is an expert and further consultations with a professional researcher in order to minimize the impressionistic ideas, is conducted yet it would be a good idea to consult with several informants on the choice of labels and the content assign to each label and to verify the inter- raters reliability accordingly.

## 5.3 Implications of the study

The present study examined the generic structure potential of introduction sections in the genre of entrepreneurship research articles which is considered as a sub-category of the business discipline, and further it provided an account of the contribution of process types in realization of the obligatory elements in the data. One of the important implications of this study is that any member of a specific discourse in order to be accepted as an insider in that community needs to be proficient in communicating academically. This fact necessitates that university students as well as other members of an academic genre be proficient in writing academic papers such as term papers, assignments and more technically research articles which is the final products of their researches. To this aim, material writers specifically those providing materials for English for academic purposes can benefit from these findings while providing materials for students of entrepreneurship field of study.

Furthermore, the present study could have some implications on teaching in ESP and EAP settings. Teachers can provide learners with various aspects of scientific writing and illustrate how this kind of writing differs from general English. More specifically lecturers in the genre of entrepreneurship studies can benefit from this study by providing students with explicit examples on what the potential generic elements are in this genre and which obligatory elements must necessarily occur. In addition to this, teachers can make students aware of the typical linguistic features, in this case process types, which are more fashionable in this discipline.

Lastly, the present study also adds to the amount of literature on genre analysis of various disciplines and SFL analysis applied on various contexts. Hence it can be beneficial for researchers to draw on and make comparisons with their own studies and to enrich this trend of studies.

## 5.4 Conclusion

This chapter provided a summary of the study as well as the findings, limitations, suggestions for further studies and implication. It is hoped that the present research would contribute to genre and SFL understanding as well as pedagogical improvements in the field of English for specific purposes and entrepreneurship discipline specifically.

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**Appendix A** **List of data sources**

**Appendix B** **Raw data (6 samples of introduction sections of research articles)**

**Appendix C** **Detailed genre analysis of the data**

**Appendix A List of data sources**

Ciarán Mac an Bhaird, Brian Lucey, (2011) "An empirical investigation of the financial growth lifecycle", Journal of Small Business and Enterprise Development, Vol. 18 Iss: 4, pp.715 – 731

Liisa-Maija Sainio, Sami Saarenketo, Niina Nummela, Taina Eriksson, (2011) "Value creation of an internationalizing entrepreneurial firm: The business model perspective", Journal of Small Business and Enterprise Development, Vol. 18 Iss: 3, pp.556 – 570

Denise Crossan, Pat Ibbotson, Jim Bell, (2011) "The hologram effect in entrepreneurial “social commercial” enterprises: Triggers and tipping points", Journal of Small Business and Enterprise Development, Vol. 18 Iss: 4, pp.655 – 672

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Margaret Fletcher, Shameen Prashantham, (2011) "Knowledge assimilation processes of rapidly internationalising firms: Longitudinal case studies of Scottish SMEs", Journal of Small Business and Enterprise Development, Vol. 18 Iss: 3, pp.475 – 501

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Jaloni Pansiri, Zelealem T. Temtime, (2010) "Linking firm and managers' characteristics to perceived critical success factors for innovative entrepreneurial support", Journal of Small Business and Enterprise Development, Vol. 17 Iss: 1, pp.45 – 59

Wendy R. Carroll, Terry H. Wagar, (2010) "Is there a relationship between information technology adoption and human resource management?", Journal of Small Business and Enterprise Development, Vol. 17 Iss: 2, pp.218 – 229

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Antonopoulous, G., & Mitra, J. (2010). The Hidden Enterprise of the Bootlegging. *Journal of Small Business and Entrepreneurship*, *22*(1), 81-95.

Cameron, M. F., O, T., & Sullivan, D. M. (2010). Promoting Regional Entrepreneurship Through University, Government, and Industry Alliances: Initiatives from Florida. *Journal of Small Business and Entrepreneurship*, *23*, 691-708.

Clement, N., Lang J.R, R., & Jatar, U. (2010). Social Entrepreneurs Use Low-Profit Limited Liability Company (L3C) to Implementing University Research. *Journal of Small Business and Entrepreneurship*, *23,* 659-668.

**Appendix B Raw data (6 samples of introduction sections of research articles)**

Introduction (journal 2 text 9)

Although SMEs have long been recognized as an engine of economic growth in alleconomies (Bhutta et al., 2008; Wijewardena et al., 2008), they face numerous and complex problems affecting their performance and eventual survival. Pansiri and Temtime (2008) and Temtime and Pansiri (2004b, 2005) observe that although the discovery of mineral wealth has propelled Botswana into the middle-income category, “the country still faces the problem of economic diversification, employment creation, income distribution and poverty alleviation” (Temtime and Pansiri, 2004b, p. 18). Botswana’s economy is highly dependent on the mining and beef sectors for its income and on foreign markets for the import of basic goods and services. Although the government has formulated and implemented different SME promotional policies and programs in order to diversify the economy and create employment opportunities, the pace of development of SMEs and their contribution to national economic development is minimal. Most SMEs in Botswana are in their early stages, with more emphasis being placed on short-term survival issues than growth and long-term competitiveness (Temtime, 2002; Temtime and Pansiri, 2003, 2005). The Government of Botswana (1999) estimates the general failure rate for SMEs in Botswana to be over 80 per cent, with over 70 per cent of start-up firms failing in their first 18 months and less than 2 per cent of them expanding their businesses . This has been attributed to several financial, managerial, organizational, environmental and entrepreneurial problems (Temtime and Pansiri, 2004a, b, 2005, 2006a, b) .Thus, the current situation of SMEs calls for the need to identify and analyze the most critical factors affecting the performance and development of SMEs .This paper presents the results of research carried out in Botswana aimed at determining the relationship between firm' and managers' characteristics and selected critical success factors. The study seeks to give an understanding of why Botswana's SMEs are not growing, despite the various policies and financial support provided.

Introduction (journal 1 text 9)

Government intervention to promote entrepreneurship and small business growth has largely focused on the problems associated with early stage financing. One of the main assumptions in intervention efforts is that there is a need for both early stage financing and early stage knowledge generation. It is widely believed that private equity investment provides the most benefits in the form of management expertise and market knowledge (Mason and Harrison, 2000a, 2000b; Reynolds et al., 2002; Bygrave et aL, 2003). The matching of private equity and early stage entrepreneurs is important in promoting the economy; however, the connection requires entrepreneurs seeking to grow together with external financiers. The European Business Angel Network (EBAN), a pan-European organization for the development of the business angel community, has identified eight key recommendations for consolidating the start-up market segment. These recommendations include supply- side issues, environment issues and demand-side issues (EBAN, 2007). Supply-side issues include efforts to encourage and inform virgin angels (investors who are willing to invest but have no previous experience) and to improve the link between different types of market actors so as to achieve venture growth. Environment issues include strengthening the dialogue between business angels and venture capitalists, visibility and market perception, and regulatory issues. On the demand side, there is a single topic: the improvement of small and medium-sized enterprise (SME) investment readiness. The European Commission has also recognized the need for investment readiness, stating that entrepreneurs must be willing to accept and actively seek participation by private and institutional equity investors (European Commission, 2002). The European Commission places particular emphasis on the need for entrepreneurs to understand investors' concerns as they relate to information and the differences between the many types of financiers. It is argued that investment readiness is one of the most important means of supporting. The financing of early stage growth for SMEs, together with support from business angel networks , business angel academies, and the instigation of cooperation between large firms and early stage ventures (Aernoudt, 2005).

The purpose of this study is to investigate whether calls for greater public policy efforts in the area of investment readiness are well founded in reality. The study could be labeled a second-generation study in that it focuses on the process of private equity investment rather than on the number of investors or entrepreneurs (Erikson and Sorheim, 2005).

Introduction (journal 2 text 4)

Entrepreneurship and small businesses started to emerge in the Soviet Union after the economic reconstruction that took place in the late 1980s and at the beginning of the 1990s. The changes in the Soviet system led to the privatization of government-owned companies and created new possibilities for individuals to launch entrepreneurial activities (Ageev et al., 1995; Hisrich and Grachev, 1993; McCarthy et al., 1993). The changing situation gave an impetus to academic research related to entrepreneurship and small businesses in the former Soviet Union and in today’s Russia.Research related to this topic is of real value, since it increases our understanding of entrepreneurial activities in transitional countries adapting to a free market economy. In a practical sense, it may also help local firms to develop their operations by revealing opportunities and constraints in the market. For foreign firms, a better understanding of entrepreneurship and small businesses in Russia may make it possible to develop new strategies for survival in the Russian market and for cooperation with Russian firms. However, although changes in Russian government policy and in the economic environment have led to expectations of increasing entrepreneurial activity (Seawright et al., 2008), entrepreneurship and small businesses in Russia lag behind the leading transitional countries in Eastern Europe (Kihlgren,2003).Now that entrepreneurship and small businesses in Russia have been of academic interest for over fifteen years, it is time to gather together current knowledge on the phenomenon and to suggest further directions for research. This is all the more important in view of the fragmented nature of the literature, mainly due to the wide scope of the phenomenon., the objective of this paper is to conduct a systematic review of the empirical literature related to entrepreneurship and small businesses in Russia. In this review, we aim to answer the following questions: What is the current state of knowledge concerning entrepreneurship and small businesses in Russia? What kinds of theories and methodologies have been applied in studies related to this phenomenon? How should entrepreneurship and small businesses in Russia be studied in the future? In our analysis, the main points of interest will be the factors hindering or fostering entrepreneurship and small businesses in Russia. In addition, we shall evaluate how these factors have changed during the seventeen-year period covered in the review. The study is organized as follows: first of all, we shall outline our methodology (for

selecting the relevant literature, and for analyzing the studies selected). Thereafter, we shall present the findings from the review in two sub-sections: (1) research topics of the studies included, plus their main findings; and (2) theoretical frameworks and methodology of the studies included. Finally, we shall propose further directions for research, and provide a general summary of the literature.

Introduction (journal 2 text 8)

The area of organizational learning has grown significantly over recent years, in terms of academic and practitioner interest. Despite the large volume of literature there has been very little progression in the academic debate surrounding knowledge and learning, which has not moved beyond the conceptualization of learning as being critically important to the SME firm. Easterby-Smith et al. (2004), amongst many other authors, have highlighted a number of unresolved issues. one area in particular, which to be addressed are the social forces which define organizational learning, and how they shape the learning practices of the firm. The SME firm provides a unique and interesting context for the investigation of organizational learning in terms of extending the current conceptualizations of the subject area by focusing more attention to the role of tensions in relation to learning that define its emergent nature. The SME firm and its management process are contextually specific and are dependent on a wider number of factors (Goss and Jones, 1997) making it difficult to specifically and rationally identify those key learning processes which would allow for the development of firm learning. The focus of this paper is to suggest an effective method, which best identifies a new way of understanding and representing the social process, which is central to organizational learning. By examining the literature around SME firm learning the authors seek to construct a rationale for an approach that focuses on a key learning process which is most effective for SME owner-manager development. Literature suggests that important aspects of firm learning are based around contextualized action, and critical reflection. It is argued that the approach of action learning, with its focus on “real world” issues, contextually embedded in the owner-manager’s environment and social interaction, may provide a means of successfully developing owner/manager’s ability to learn, whilst at the same time allowing them to engage with the naturalistic forms of learning which appear to work best in SMEs, (Gibb, 2002; Rae and Carswell, 2000). This perspective of organizational learning reveals the dynamic tensions, which underpin the emerging social order and fluidity of social interactions. These tensions not only suggest towards the dynamic nature of learning, they also provide understanding on why learning is a social process.

By adopting a pragmatic perspective the paper contextualizes and puts forward the argument that the tendency of the SME firm to operate under conditions of uncertainty determines and affects the learning practices which are developed in the firm, as a consequence of the actions taken. The paper contributes to the existing debate surrounding issues of learning in the SME firm, by providing new insights from a practice-based perspective, to address the issues of learning in the SME firm in such a way that the richness and depth of the phenomenon can be considered. The paper begins with a review of the current organizational learning literature by highlighting the social complexity of learning drawing focus to its situational, institutionalized and dynamic. Drawing attention to the principles of practice-based theorizing, outlining the relevance of the action learning approach as a conceptual framework by applying it to firm learning.

Introduction (journal 1 text 5)

Microfinance institutions (MFIs) confront special challenges of meeting double bottom lines: increasing outreach with financial services (the first bottom line) and attaining financial sustainability (the second bottom line) (Robinson, 2001; Armendariz de Aghion and Morduch, 2005) . So, performance assessment of MFIs based on a double bottom line framework provides a better understanding on how far they are able to meet such dual challenges. Financial sustainability of MFIs is broadly defined to be their ability to cover costs and to continue operations without resorting to philanthropic aid or subsidies existing in different forms (Armendariz de Aghion and Morduch, 2005). Such sustainability can be attained basically through ensuring loan repayments on time, earning enough interest revenue and controlling costs to guarantee efficient use of resources (de Crombrugghe, Tenikue and Sureda 2008). Standard indicators of these three components of operational performance are portfolio-at-risk (PAR), operational self-sufficiency (OSS) and cost per borrower (Armendariz de Aghion and Morduch, 2005).

Understanding the outreach and sustainability scenarios of MFIs, especially on a global landscape, is still demanding, as there has been a demonstrated inadequacy of rigorous empirical investigations. The evaluation literature on microfinance is rich. However, still there are scopes for improvement, especially in terms of sample size, as numerous empirical investigations on MFIs' performance are limited to a relatively smaller number of samples. Among others, for instance, two empirical studies that have examined the determinants of sustainability and outreach of a sample of MFIs are de Crombrugghe, Tenikue and Sureda (2008) and Cull, Demirguc-Kunt and Morduch (2007). The first one is based on a sample of 45 MFIs in India, while the second one utilized a global dataset of 114 MFIs. With better availability of cross-country data, however, the sample size can now be greatly increased.

Besides, necessity for more evidence on the precise mechanisms describing numerous performance indicators of various microfinance delivery models is well established (Hermes and Lensink, 2007).

This paper aims at supplementing the literature with an analysis on MFI performance on a global perspective. The sample is much bigger, captures diversity in itself and concerns the present-day situation. Basically, operational aspects of MFI performance have been the main focus in this article. So, the marginal contribution of this exercise is related with examining how the sampled MFIs are able to accomplish sustainability without abandoning their social mission of increasing outreach. Three objectives have motivated this work-to add to the empirical underpinnings of the microfinance literature, to improve management yardsticks and to provide with proper recommendations.

The paper first looks at factors that may have an impact on self-sufficiency of MFIs. Then it proceeds to explore any probable trade-off that may take place if MFIs try to serve the poor with small loans and low interests—and attain self-sufficiency at the same time. Finally, in order to examine whether there is any contradiction between high repayment rates and profitability or between high repayment rates and cost control, the determinants of loan repayment, profitability and costs have been studied simultaneously.

The study employs a unique cross-country cross-section database of 426 MFIs in 81 countries for the years 2005-2007. As a check on robustness to outliers and other unfulfilled assumptions of regression analysis, we used iteratively weighted least squares—one type of robust regression method—in all estimations.

The results we obtained in this exercise are plausible and largely on par with findings of other studies. Concerning the revenue front, for instance, our estimates suggest that raising the interest rate is associated with an increased level of risk of loan delinquency after a certain range. Before that turning point, interest rates can be increased safely and this will not harm the existing sustainability situation. Results in this exercise also indicate alternative ways through which MFIs can cover high operating costs on small and somewhat unsecured loans and ensure sustainability through better financial performance while keeping their focus on the poor. The paper proceeds as follows. Section 2 deals with various delivery models used by

the sampled MFIs. Section 3 describes the data and empirical specifications. Then, Section 4 discusses the estimation results. Finally, concluding remarks are given in Section 5.

Introduction (journal 1 text 3)

Women founders (WF) of entrepreneurial businesses have been recognized as key contributors to the local and global economic growth of most countries by being a major source of business development and growth, and of new jobs (Allen et al., 2007; Fischer, Reuber, and Dyke, 1993; Langowitz and Allen, 2006; Coleman and Robb, 2009). Globally, however, the proportion of male opportunities in entrepreneurship exceeds that for women and it seems that free market forces continue to place women at a disadvantage in the entrepreneurial market (Alsos and Ljunggren, 1998; Anna et al., 2000; Boden and Nucci, 2000;Brush et al., 2006c; DeMartino and Barbato, 2003; Du Rietz and Henrekson, 2000).Studies identifying the relative gender gaps in business success are consistent across countries in several determinants, though not in their magnitude (Allen et al., 2007; OECD,KARIV 2005; Reynolds, Bygrave Autio, 2004; Shane, Kolvereid Westhead,1991):WF manage smaller businesses than men founders (MF), they are less likely to have employees, and their businesses grow more slowly and to a lower level. A predominant difference between the businesses founded by men versus women appears in WF's lower levels of capitalization in their firms and their businesses' lower annual revenues (Belcourt,1990; Du Rietz and Henrekson, 2000; Gatewood, Shaver Gartner, 1995; Greene et al., 2001; Kariv, 2008;Lituchy et al., 2006). Thus, overall, research paints a picture in which, relative to men,WF still remain vastly under-represented and under-achieving in the entrepreneurial realm(Brush, Carter et al., 2006a, b, c; Buttner, 2001; Fairlie and Robb, 2007). While 'gender' has been used as a valid explanation for the gap in business success of MF versus WF, a different explanation, predominant in research to explain gaps in entrepreneurial success though not specifically among the genders, addresses the motivation to engage in entrepreneurship. Over the past decades, different conceptual frameworks have been developed in the entrepreneurship literature to explain the factors underlying the genders' motivations to embark upon entrepreneurship. One particular promising classification has become increasingly dominant in the entrepreneurship literature in recent years: the necessity/opportunity orientation. By this classification, it has become gradually more common to distinguish between necessity-driven entrepreneurs pushed into entrepreneurship because all other options for work are absent or unsatisfactory, and opportunity-driven entrepreneurs who are pulled into this endeavor more out of choice to exploit some business opportunity (Aidis et al., 2006; Harding et al., 2006; Maritz, 2004; Minniti, Bygrave Autio, 2006; Perunovic, 2005; Smallbone and Welter, 2001).

Researchers often stress that a necessity-driven orientation to entrepreneurship is associated with lower levels of business success and higher business failure rates than an opportunity-driven orientation, while opportunity entrepreneurship enhances business growth (Hechavarria and Reynolds, 2009; Sternberg and Wennekers, 2005; Thurik and Wildeman,1999). Concurrently, the research has revealed a discrepancy between the genders in their orientations towards entrepreneurship, with women being more prone to necessity entrepreneurship than men (Hughes, 2003; Reynolds et al., 2002; Shane,1992,1993; Shane,Venkataraman MacMillan,1995).

Nevertheless, overall, entrepreneurship attracts both genders through opportunity-based factors associated with owning their own business. Despite these findings, to date, the reason for women's entrance into entrepreneurship has still not been fully determined: while some studies argue that women have been largely drawn into entrepreneurship by the promise of rewards, work-life balance, independence and flexibility, (i.e., through opportunity-driven circumstances), others argue that women have been pushed into it by restructuring and downsizing, which have eroded the availability of once secure jobs in the labor market (i.e., necessity-driven circumstances).

Novice businesses are known to arise from different circumstances and motives: they may stem from necessity-driven circumstances, those related to one's current (or prior) market situation or job (e.g. being unemployed or under-employed, having a current job which provides limited career advancement, being under-appreciated in the current job),or from opportunity-driven circumstances, typically reflecting opportunities perceived to be attached to the 'next' market choice, the entrepreneurial business (e.g. the provision of independence, the opportunity to 'make a difference', work-life balance). Taken together, the differences in success of businesses founded by women versus men could be attributed to their different orientations towards entrepreneurship.

Although empirical explorations of gender and entrepreneurial orientations and their effects on business success exist, these studies are locally oriented and may be biased by the country-based environmental effects on the entrepreneurial orientations of men and women.These findings triggered us to reassess, more thoroughly and through a different lens, the relationships which have been established in research for entrepreneurial orientations, gender and business success, and to do this in the context of an opportunity-driven, developed country: Canada.In this way we hope to elucidate the factors that enhance or limit women-founded businesses' success in an atmosphere that primarily encourages and actively supports opportunity entrepreneurship.

This study is thus aimed at sketching the relationship between entrepreneurial orientations and the business success of MF and WF by assessing the Canadian model, one of the leading opportunity-driven entrepreneurial cultures that maintains a relatively narrow gender gap culture in the labor market, versus a non-Canadian model which represents the 'average' of opportunity- and necessity-entrepreneurship and variation with respect to gender gap in the labor market.

International comparative research is particularly relevant with respect to opportunity and necessity orientations. In light of governmental policymakers' and business leaders' renewed interest in entrepreneurship worldwide, future research should focus on the implementation of such results in policymaking.

**Appendix C** **Detailed genre analysis of the data**

| **Generic element** | **Journal 2 text 9** |
|---|---|
| Indicating a gap | Although SMEs have long been recognized as an engine of economic growth in all economies (Bhutta et al., 2008; Wijewardena et al., 2008), they face numerous and complex problems affecting their performance and eventual survival. |
| Previous studies | Pansiri and Temtime (2008) and Temtime and Pansiri (2004b, 2005) observe that although the discovery of mineral wealth has propelled Botswana into the middle-income category, "the country still faces the problem of economic diversification, employment creation, income distribution and poverty alleviation" (Temtime and Pansiri, 2004b, p. 18) |
| Background information | Botswana's economy is highly dependent on the mining and beef sectors for its income and on foreign markets for the import of basic goods and services. Although the government has formulated and implemented different SME promotional policies and programs in order to diversify the economy and create employment opportunities, the pace of development of SMEs and their contribution to national economic development is minimal. |
| Previous studies | Most SMEs in Botswana are in their early stages, with more emphasis being placed on short-term survival issues than growth and long-term competitiveness (Temtime, 2002; Temtime and Pansiri, 2003, 2005). The Government of Botswana (1999) estimates the general failure rate for SMEs in Botswana to be over 80 per cent, with over 70 per cent of start-up firms failing in their first 18 months and less than 2 per cent of them |

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| | expanding their businesses. This has been attributed to several financial, managerial, organisational, environmental and entrepreneurial problems (Temtime and Pansiri, 2004a, b, 2005, 2006a, b) |
| Indicating a gap | Thus, the **current situation of SMEs** calls for the **need to identify and analyze** the **most critical factors** affecting the performance and development of SMEs. |
| Purpose of study | This paper presents the results of research carried out in Botswana aimed at determining the relationship between firm' and managers' characteristics and selected critical success factors..The study **seeks to give an understanding** of why Botswana's SMEs are not growing, despite the various policies and financial support provided. |

| **Generic element** | **Journal 1 text 9** |
|---|---|
| Background information | Government intervention to promote entrepreneurship and small business growth has largely focused on the problems associated with early stage financing. One of the main assumptions in intervention efforts is that there is a need for both early stage financing and early stage knowledge generation |
| Previous study | It is widely believed that private equity investment provides the most benefits in the form of management expertise and market knowledge (Mason and Harrison, 2000a, 2000b; Reynolds et al., 2002; Bygrave et aL, 2003). |
| Claim | The matching of private equity and early stage entrepreneurs is important in promoting the economy; however, the connection requires entrepreneurs seeking to grow together with external financiers. |
| Background information | The European Business Angel Network (EBAN), a pan-European organization for the development of the business angel community, has identified eight key recommendations for consolidating the start-up market segment. These recommendations include supply-side issues, environment issues and demand-side issues (EBAN, 2007). Supply-side issues include efforts to encourage and inform virgin angels (investors who are willing to invest but have no previous experience) and to improve the link between different types of market actors so as to achieve venture growth. Environment issues include strengthening the dialogue between business angels and venture capitalists, visibility and market perception, and regulatory issues. On the demand side, |

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| | there is a single topic: the improvement of small and medium-sized enterprise (SME) investment readiness.<br>The European Commission has also recognized the need for investment readiness, stating that entrepreneurs must be willing to accept and actively seek participation by private and institutional equity investors (European Commission, 2002). The European Commission places particular emphasis on the need for entrepreneurs to understand investors' concerns as they relate to information and the differences between the many types of financiers. |
| Previous studies | It is argued that investment readiness is one of the most important means of supporting the financing of early stage growth for SMEs, together with support from business angel networks , business angel academies, and the instigation of cooperation between large firms and early stage ventures (Aernoudt, 2005) |
| Purpose of study | The purpose of this study is to investigate whether calls for greater public policy efforts<br>in the area of investment readiness are well founded in reality. |
| Significance of study | The study could be labeled a second-generation study in that it focuses on the process of private equity investment rather than on the number of investors or entrepreneurs (Erikson and Sorheim, 2005) |

| **Generic element** | **Journal 2 text 4** |
|---|---|
| Previous studies | Entrepreneurship and small businesses started to emerge in the Soviet Union after the economic reconstruction that took place in the late 1980s and at the beginning of the 1990s. The changes in the Soviet system led to the privatization of government-owned companies and created new possibilities for individuals to launch entrepreneurial activities (Ageev et al., 1995; Hisrich and Grachev, 1993; McCarthy et al., 1993). |
| Background information | The changing situation gave an impetus to academic research related to entrepreneurship and small businesses in the former Soviet Union and in today's Russia |
| Significance of study | Research related to this topic is of **real value**, since it **increases our understanding** of entrepreneurial activities in transitional countries adapting to a free market economy. In a practical sense, it may also **help** local firms to develop their operations by revealing opportunities and constraints in the market. For foreign firms, a **better understanding** of entrepreneurship and small businesses in Russia may make it possible to develop new strategies for survival in the Russian market and for cooperation with Russian firms. |
| Previous studies | However, although changes in Russian government policy and in the economic environment have led to expectations of increasing entrepreneurial activity (Seawright et al., 2008), entrepreneurship and small businesses in Russia lag behind the leading transitional countries in Eastern Europe (Kihlgren,2003). |

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| Significance of study | Now that entrepreneurship and small businesses in Russia have been of academic interest for over fifteen years, it is time to gather together current knowledge on the phenomenon and to suggest further directions for research. This is all the **more important** in view of the fragmented nature of the literature, mainly due to the wide scope of the phenomenon. |
| Purpose of study | The **objective of this paper** is to conduct a systematic review of the empirical literature related to entrepreneurship and small businesses in Russia. In this review, we **aim to answer** the following questions: What is the current state of knowledge concerning entrepreneurship and small businesses in Russia? What kinds of theories and methodologies have been applied in studies related to this phenomenon? How should entrepreneurship and small businesses in Russia be studied in the future? In our analysis, the main points of interest will be the factors hindering or fostering entrepreneurship and small businesses in Russia. In addition, we shall evaluate how these factors have changed during the seventeen-year period covered in the review. |
| Structure of the research article | The study is organized as follows: first of all, we shall outline our methodology (for selecting the relevant literature, and for analyzing the studies selected). Thereafter, we shall present the findings from the review in two sub-sections:<br>(1) research topics of the studies included, plus their main findings; and<br>(2) theoretical frameworks and methodology of the studies included. |

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| | Finally, we shall propose further directions for research, and provide a general summary of the literature. |

| **Generic element** | **Journal 2 text 8** |
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| Topic centrality | The area of organizational learning has grown **significantly** over recent years, in terms of academic and practitioner interest. |
| Indicating a gap | **Despite** the large volume of literature there has been **very little progression** in the academic debate surrounding knowledge and learning, which has **not moved beyond** the conceptualization of learning as being critically important to the SME firm. |
| Previous studies | Easterby-Smith et al. (2004), amongst many other authors, have highlighted a number of unresolved issues. one area in particular, which to be addressed are the social forces which define organizational learning, and how they shape the learning practices of the firm. |
| Background information | The SME firm provides a unique and interesting context for the investigation of organizational learning in terms of extending the current conceptualizations of the subject area by focusing more attention to the role of tensions in relation to learning that define its emergent nature. |
| Indicating a gap | The SME firm and its management process are contextually specific and are dependent on a wider number of factors (Goss and Jones, 1997) **making it difficult to specifically and rationally identify those key learning processes** which would allow for the development of firm learning |
| Purpose of study | The **focus of this paper** is to suggest an effective method, which best identifies a new way of understanding and representing the social |

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| | process, which is central to organisational learning.By examining the literature around SME firm learning the authors **seek to construct** a rationale for an approach that focuses on a **key** learning process which is **most effective** for SME owner-manager development |
| Previous studies | Literature suggests that important aspects of firm learning are based around contextualized action, and critical reflection. It is argued that the approach of action learning, with its focus on “real world” issues, contextually embedded in the owner-manager’s environment and social interaction, may provide a means of successfully developing owner/manager’s ability to learn, whilst at the same time allowing them to engage with the naturalistic forms of learning which appear to work best in SMEs, (Gibb, 2002; Rae and Carswell, 2000). |
| Significance of study | This perspective of organizational learning reveals the dynamic tensions, which underpin the emerging social order and fluidity of social interactions. These tensions not only suggest towards the dynamic nature of learning, they also provide understanding on why learning is a social process |
| result | By adopting a pragmatic perspective the paper contextualizes and puts forward the argument that the tendency of the SME firm to operate under conditions of uncertainty determines and affects the learning practices which are developed in the firm, as a consequence of the actions taken |
| Significance of study | The paper **contributes** to the existing debate surrounding issues of learning in the SME firm, by providing new insights from a practice- |

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| | based perspective, to address the issues of learning in the SME firm in such a way that the richness and depth of the phenomenon can be considered. |
| Structure of the research article | The paper begins with a review of the current organisational learning literature by highlighting the social complexity of learning drawing focus to its situational, institutionalised and dynamic. Drawing attention to the principles of practice-based theorizing, outlining the relevance of the action learning approach as a conceptual framework by applying it to firm learning. |

| Generic elements | Journal 1 text 5 |
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| Previous studies | Microfinance institutions (MFIs) confront special challenges of meeting double bottom lines: increasing outreach with financial services (the first bottom line) and attaining financial sustainability (the second bottom line) (Robinson, 2001; Armendariz de Aghion and Morduch, 2005) |
| Significance of study | So, performance assessment of MFIs based on a double bottom line framework **provides a better understanding** on how far they are able to meet such dual challenges. |
| Previous studies | Financial sustainability of MFIs is broadly defined to be their ability to cover costs and to continue operations without resorting to philanthropic aid or subsidies existing in different forms (Armendariz de Aghion and Morduch, 2005). Such sustainability can be attained basically through ensuring loan repayments on time, earning enough interest revenue and controlling costs to guarantee efficient use of resources (de Crombrugghe, Tenikue and Sureda 2008). Standard indicators of these three components of operational performance are portfolio-at-risk (PAR), operational self-suiciency (OSS) and cost per borrower (Armendariz de Aghion and Morduch, 2005) |
| Indicating a gap | Understanding the outreach and sustainability scenarios of MFIs, especially on a global landscape, is **still demanding**, as there has been a demonstrated inadequacy of rigorous empirical investigations. The evaluation literature on microinance is rich. |

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| | However, still there are scopes for improvement, especially in terms of sample size, as numerous empirical investigations on MFIs' performance are **limited** to a relatively smaller number of samples. |
| Previous studies | Among others, for instance, two empirical studies that have examined the determinants of sustainability and outreach of a sample of MFIs are de Crombrugghe, Tenikue and Sureda (2008) and Cull, Demirguc-Kunt and Morduch (2007). The first one is based on a sample of 45 MFIs in India, while the second one utilized a global dataset of 114 MFIs. |
| claim | With better availability of cross-country data, however, the sample size can now be greatly increased. |
| Previous studies | Besides, necessity for more evidence on the precise mechanisms describing numerous performance indicators of various microfinance delivery models is well established (Hermes and Lensink, 2007). |
| Purpose of study | **This paper aims at** supplementing the literature with an analysis on MFI performance on a global perspective. |
| Study samples | The **sample** is much bigger, captures diversity in itself and concerns the present-day situation |
| Purpose of study | Basically, operational aspects of MFI performance have been the **main focus** in this article. |
| Significance of study | So, the marginal **contribution** of this exercise is related with examining how the sampled MFIs are able to accomplish sustainability without abandoning their social mission of increasing |

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| | outreach. Three objectives have motivated this work-to add to the empirical underpinnings of the microfinance literature, to improve management yardsticks and to provide with proper recommendations |
| Purpose of study | The paper first looks at factors that may have an impact on self-suiciency of MFIs. Then it proceeds to explore any probable trade-off that may take place if MFIs try to serve the poor—with small loans and low interests—and attain self-sufficiency at the same time. Finally, in order to examine whether there is any contradiction between high repayment rates and profitability or between high repayment rates and cost control, the determinants of loan repayment, profitability and costs have been studied simultaneously |
| Study samples | The study employs a unique cross-country cross-section database of 426 MFIs in 81 countries for the years 2005-2007. |
| methodology | As a check on robustness to outliers and other unfulfilled assumptions of regression analysis, we used iteratively weighted least squares—one type of robust regression **method**—in all estimations. |
| comment | The results we obtained in this exercise are **plausible and largely on par** with findings of other studies. |
| results | Concerning the revenue front, for instance, our estimates suggest that raising the interest rate is associated with an increased level of risk of loan delinquency after a certain range. Before that turning point, interest rates can be increased safely and this will not harm the |

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| | existing sustainability situation. Results in this exercise also indicate alternative ways through which MFIs can cover high operating costs on small and somewhat unsecured loans and ensure sustainability through better financial performance while keeping their focus on the poor. |
| Structure of the research article | The paper proceeds as follows. Section 2 deals with various delivery models used by the sampled MFIs. Section 3 describes the data and empirical speciications. Then, Section 4 discusses the estimation results. Finally, concluding remarks are given in Section 5. |

| Generic element | Journal 1 text 3 |
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| Previous studies | Women founders (WF) of entrepreneurial businesses have been recognized as key contributors to the local and global economic growth of most countries by being a major source of business development and growth, and of new jobs (Allen et al., 2007; Fischer, Reuber, and Dyke, 1993; Langowitz and Allen, 2006; Coleman and Robb, 2009). Globally,however, the proportion of male opportunities in entrepreneurship exceeds that for women and it seems that free market forces continue to place women at a disadvantage in the entrepreneurial market (Alsos and Ljunggren, 1998; Anna et al., 2000; Boden and Nucci, 2000;Brush et al., 2006c; DeMartino and Barbato, 2003; Du Rietz and Henrekson, 2000).Studies identifying the relative gender gaps in business success are consistent across countries in several determinants, though not in their magnitude (Allen et al., 2007; OECD,KARIV 2005; Reynolds, Bygrave Autio, 2004; Shane, Kolvereid Westhead,1991) |
| Background information | WF manages smaller businesses than men founders (MF), they are less likely to have employees, and their businesses grow more slowly and to a lower level. |
| Previous studies | A predominant difference between the businesses founded by men versus women appears in WF's lower levels of capitalization in their firms and their businesses' lower annual revenues (Belcourt,1990; Du Rietz and Henrekson, 2000; Gatewood, Shaver Gartner, 1995; |

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| | Greene et al., 2001; Kariv, 2008;Lituchy et al., 2006). Thus, overall, research paints a picture in which, relative to men,WF still remain vastly under-represented and under-achieving in the entrepreneurial realm(Brush, Carter et al., 2006a, b, c; Buttner, 2001; Fairlie and Robb, 2007). While 'gender' has been used as a valid explanation for the gap in business success of MF versus WF, a different explanation, predominant in research to explain gaps in entrepreneurial success, though not specifically among the genders, addresses the motivation to engage in entrepreneurship. Over the past decades, different conceptual frameworks have been developed in the entrepreneurship literature to explain the factors underlying the genders' motivations to embark upon entrepreneurship. One particular promising classification has become increasingly dominant in the entrepreneurship literature in recent years: the necessity/opportunity orientation. By this classification, it has become gradually more common to distinguish between necessity-driven entrepreneurs pushed into entrepreneurship because all other options for work are absent or unsatisfactory, and opportunity-driven entrepreneurs who are pulled into this endeavor more out of choice to exploit some business opportunity (Aidis et al., 2006; Harding et al., 2006; Maritz, 2004; Minniti, Bygrave Autio, 2006; Perunovic, 2005; Smallbone and Welter, 2001).<br>Researchers often stress that a necessity-driven orientation to entrepreneurship is associated with lower levels of business success |

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| | and higher business failure rates than an opportunity-driven orientation, while opportunity entrepreneurship enhances business growth (Hechavarria and Reynolds, 2009; Sternberg and Wennekers, 2005; Thurik and Wildeman,1999). Concurrently, the research has revealed a discrepancy between the genders in their orientations towards entrepreneurship, with women being more prone to necessity entrepreneurship than men (Hughes, 2003; Reynolds et al., 2002; Shane,1992,1993; Shane,Venkataraman MacMillan,1995). |
| Background information | Nevertheless, overall, entrepreneurship attracts both genders through opportunity-based factors associated with owning their own business. Despite these findings, to date, the reason for women's entrance into entrepreneurship has still not been fully determined: while some studies argue that women have been largely drawn into entrepreneurship by the promise of rewards, work-life balance, independence and flexibility, (i.e., through opportunity-driven circumstances), others argue that women have been pushed into it by restructuring and downsizing, which have eroded the availability of once secure jobs in the labor market (i.e., necessity-driven circumstances).<br>Novice businesses are known to arise from different circumstances and motives: they may stem from necessity-driven circumstances, those related to one's current (or prior) market situation or job (e.g. being unemployed or under-employed, having a current job which provides limited career advancement, being under-appreciated in the |

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| | current job),or from opportunity-driven circumstances, typically reflecting opportunities perceived to be attached to the 'next' market choice, the entrepreneurial business (e.g. the provision of independence, the opportunity to 'make a difference', work-life balance). Taken together, the differences in success of businesses founded by women versus men could be attributed to their different orientations towards entrepreneurship. |
| Indicating a gap | Although empirical explorations of gender and entrepreneurial orientations and their effects on business success exist, these studies are locally oriented and **may be biased** by the country-based environmental effects on the entrepreneurial orientations of men and women. |
| Purpose of study | These findings triggered us **to reassess**, more thoroughly and through a different lens, the relationships which have been established in research for entrepreneurial orientations, gender and business success, and to do this in the context of an opportunity-driven, developed country: Canada. |
| Significance of study | In this way we hope to elucidate the factors that **enhance** or limit women-founded businesses' success in an atmosphere that primarily encourages and actively supports opportunity entrepreneurship. |
| Purpose of study | This study is thus aimed at sketching the relationship between entrepreneurial orientations and the business success of MF and WF by assessing the Canadian model, one of the leading opportunity-driven entrepreneurial cultures that maintains a relatively narrow |

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| | gender gap culture in the labor market, versus a non-Canadian model which represents the 'average' of opportunity- and necessity-entrepreneurship and variation with respect to gender gap in the labor market. |
| Significance of study | International comparative research is particularly relevant with respect to opportunity and necessity orientations. |
| comment | In light of governmental policymakers' and business leaders' renewed interest in entrepreneurship worldwide, future research should focus on the implementation of such results in policymaking. |