

# Conclusion & Recommendations – Finalizing the Thesis

**Course:** English for Research and Thesis Writing (UEF 2.1) **Target:** 1st Year Master's Students (Economics & Management)

## 1. The Purpose of the Conclusion

The Conclusion is not just a summary of your chapters. Its job is to answer the original research question clearly and explain the **significance** of your work. It should leave the reader (and your examiners) with a strong final impression.

### The "Final Reflection" Structure:

1. **Summary of Findings:** Briefly restate the main results in a non-technical way.
2. **Contribution:** Explain how your study adds to the field of Economics/Management.
3. **Recommendations:** Suggest actions for managers, policymakers, or firms.
4. **Future Research:** Identify what else needs to be studied.

## 2. Summarizing Findings (The Final Answer)

In the conclusion, avoid listing every statistic. Instead, focus on the "Big Picture."

- **Phrases for Summary:**

- "This study has shown that..."
- "The evidence presented in this thesis indicates that..."
- "In conclusion, the research successfully addressed the question of..."

**Example:** "This study has shown that digital literacy among Algerian entrepreneurs is the primary driver of successful e-commerce adoption."

## 3. Writing Recommendations

In Master's level research, your conclusion should be practical. What should people **DO** based on your results?

Target Audience	Recommended Phrasing
<b>Policymakers</b>	"It is recommended that the government <b>implement</b> tax breaks for..."
<b>Managers</b>	"Firms <b>should prioritize</b> employee training over infrastructure..."
<b>Banks</b>	"Financial institutions <b>ought to simplify</b> the loan process for..."

## 4. Identifying Limitations & Future Research

No study is perfect. Acknowledge what you couldn't do, and suggest it for the next researcher.

- **Limitations:**
  - "Due to time constraints, this study focused only on Algiers..."
  - "The sample size was limited to 50 respondents, which may affect..."
- **Future Research:**
  - "Further research is needed to explore the long-term effects of..."
  - "Future studies **could benefit from** a longitudinal approach to..."

## 5. Practical Exercise: Writing the "Closing Statement"

**Scenario:** Your research found that social media marketing is effective for small clothing shops in Constantine, but you only studied Facebook, not TikTok or Instagram.

**Task:** Fill in the blanks below.

1. **Summary:** "In conclusion, the research demonstrates that Facebook marketing **significantly improves** sales for clothing SMEs."
2. **Recommendation:** "Based on these findings, it is recommended that shop owners **invest more** in targeted Facebook advertisements."
3. **Future Research:** "However, further studies should **examine** the effectiveness of other platforms like TikTok."

## 6. Self-Check: Conclusion Dos and Don'ts

- **DO** answer your research question directly.
- **DO** explain why your work was important.
- **DO** use the present or present perfect tense (e.g., "This study has demonstrated...").
- **DON'T** introduce any NEW data or new citations in the conclusion.
- **DON'T** apologize for your work (be confident in your findings).