

Some common errors and proposed fixes

I've listed examples of some of the errors and redundancies I often encounter in papers and dissertations, as well as my fixes for them:

BEFORE: The first study explored... . The second drew on | **AFTER:** Study 1 explored..., while Study 2 drew on
OR The first study explored..., while the second drew on

BEFORE: In this paper, we investigate | **AFTER:** We investigate

BEFORE: It is important to note that | **AFTER:** Notably,

BEFORE: people that care about | **AFTER:** people who care about

BEFORE: The article is structured as follows: Section 2 | **AFTER:** The remainder of this article is structured as follows: Section 2

BEFORE: Thus, Artificial Intelligence (AI) | **AFTER:** Thus, artificial intelligence (AI)

BEFORE: like "learning" and "problem solving" | **AFTER:** such as learning and problem-solving

BEFORE: incumbents embarking on the exploration of digital business models | **AFTER:** incumbents that are exploring digital business models

BEFORE: However, it is essential to acknowledge that there are undoubtedly | **AFTER:** However, there are

BEFORE: for instance, Value Creation logics | **AFTER:** for instance, value creation logics

BEFORE: This perspective instead highlights | **AFTER:** Instead, this perspective highlights

BEFORE: The contributions of AI systems are likely to | **AFTER:** AI systems' contributions are likely to

BEFORE: Thus, we propose our research question: | **AFTER:** Thus, we ask:

BEFORE: Most existing [OR prior] studies investigated | **AFTER:** Most studies have investigated

BEFORE: The research objective of this study | **AFTER:** This study's research objective OR My/Our research objective

BEFORE: The method provides also | **AFTER:** This method also provides

BEFORE: Given the application of AI is developing very quickly in the retailing area, | **AFTER:** Given the swift application of AI in retail,

BEFORE: these two different types of investments | **AFTER:** these two investment types

BEFORE: our expert interviews | **AFTER:** our interviews with the subject matter experts OR our interviews with the experts

BEFORE: This improved the applicability of the results. | **AFTER:** This improved the results' applicability.

BEFORE: a multiple case study | **AFTER:** a multiple-case study

BEFORE: identifying "causal linkages" between | **AFTER:** identifying causal links between

BEFORE: society as a whole OR society at large | **AFTER:** society

BEFORE: Retailers change their | **AFTER:** Retailers are changing their

BEFORE: customer behaviour including | **AFTER:** customer behaviours, including

BEFORE: concepts that fit with the data | **AFTER:** concepts that fit the data

BEFORE: vast quantities of data | **AFTER:** vast numbers [OR amounts] of data

BEFORE: the data shows that | **AFTER:** the data show that [data = a count noun, not a mass noun]

BEFORE: German companies | **AFTER:** Companies in Germany

BEFORE: For example, 1-800-Flowers, the specialty floral gift retailer, | **AFTER:** For instance, the specialty floral gift retailer 1-800-Flowers

BEFORE: eBay launched the AI-based service, called “Grouped Listings”, to | **AFTER:** eBay launched the AI-based service Grouped Listings to

BEFORE: We retained five of them, | **AFTER:** We retained five,

BEFORE: that don’t appear | **AFTER:** that do not appear [the journals disapprove of contractions]

BEFORE: As for the applications of AI | **AFTER:** Regarding the applications of AI

BEFORE: In respect of search-related apps, | **AFTER:** Regarding search-related apps,

BEFORE: the firm and their customers | **AFTER:** the firm and its customers

BEFORE: adaption | **AFTER:** adoption OR adaptation

BEFORE: Despite its numerous contributions, this study has limitations. | **AFTER:** This study has limitations.

BEFORE: Given services cannot be stocked, | **AFTER:** Given that services cannot be stocked,

BEFORE: the match between demand and supply | **AFTER:** the demand-supply match OR fit

BEFORE: We defined “events” in our study as those activities that | **AFTER:** We define events as activities that

BEFORE: 2600 to 3800 | **AFTER:** 2,600 to 3,800

BEFORE: search-related apps, purchase-related apps and hybrid apps | **AFTER:** search-related, purchase-related and hybrid apps

BEFORE: that has either a positive or a negative impact on | **AFTER:** that positively or negatively impacts on

BEFORE: Furthermore, the results | **AFTER:** Further, the results

BEFORE: In this section, we | **AFTER:** We will now

BEFORE: to strengthen our previous findings | **AFTER:** to strengthen our findings

BEFORE: it has focused on the mechanisms on the demand side only | **AFTER:** it has focused only on the demand-side mechanisms

BEFORE: has not taken account of the | **AFTER:** has not considered the

BEFORE: The effectiveness of this approach | **AFTER:** This approach’s effectiveness

BEFORE: a means of generalizing | **AFTER:** a way to generalize

BEFORE: the role of of A, B and C | **AFTER:** the roles of A, B and C

BEFORE: (see Madonsela, 2023 for an overview) | **AFTER:** (for an overview, see Madonsela, 2023)

BEFORE: Lang et al. (2013) examine the | **AFTER:** Lang et al. (2013) examined the

BEFORE: market value etc | **AFTER:** market value, etc.

BEFORE: Our findings provide insight for retailers how to | **AFTER:** Our findings provide insights for retailers on how to

BEFORE: mobile apps help retailers improve their | **AFTER:** mobile apps help retailers to improve their

BEFORE: through the automation of processes | **AFTER:** through process automation

BEFORE: during the shopping journey, and therefore to facilitate | **AFTER:** during the shopping journey, facilitating

BEFORE: In addition, mobile apps also create | **AFTER:** Mobile apps also create

BEFORE: by leveraging its existing assets; this leverage | **AFTER:** by leveraging its existing assets; this leverage

BEFORE: several factors as summarized in Table 1 | **AFTER:** several factors, as summarized in Table 1 OR several factors (see Table 1)

BEFORE: search- and purchase-related apps | **AFTER:** search-related and purchase-related apps