Hello. I am Mazhar Ali. I would like to share my learning in converting thesis into a research paper. Thesis is a long document compared to the research paper. At times it becomes difficult to organize so much data into the format of a paper. I will briefly tell you about organizing your data into a desired format and share checklist which I have developed on the basis of my reflection of writing research papers.

First of all reduce every paragraph to a clause or two just like following.

Marketers have started giving importance to the sensitivity of dealing with the consumers to whom religion is an important factor for their consumption. One of the major religions in terms of number of followers is Islam. Marketers catering to Muslim segments are wary of the facts that some muslims may be offended if their religious sentiment is hurt. Marketers of food products have got the certification of halal ingredients (Rajagopal, Ramanan, Visvanathan & Satapathy,2011) in the countries where muslims are in the majority or form an adequate market segment to serve.

Here "importance of religion" is central thought in above mentioned paragraph. Reduce all paragraphs to the thoughts they present. Then put them in order like a flow chart. This practice will result into two main outcomes. Some paragraphs will be merged with each other and some new paragraphs will be introduced. Organize those paragraphs/ ideas according to the order of sample research paper. I have written following points to write a research paper based on my small research experience.

Abstract (100 to 200 words)

 (a) Purpose
 (b) Methodology
 (c) Findings
 (d) Practical Implication
 (e) Originality / Contribution to the knowledge base

(1) Introduction
 (a) Background of Research Problem
 (b) Latest local industry statistics relating to study (No. Of customers / Sales)
 (c) Problem Statement-Need and worthiness of research / Gaps identified in the literature review
 (d) Research objective and questions

(2) Theoretical Background

Discuss theories which have a relation to this research study.

(3) Literature Review

Variable A (Definitions given in different studies + Relationships with other concepts / Variables)
Variable B (Definitions given in different studies + Relationships with other Concepts / Variables)
Compare and Contrast
Compare (A has a positive impact on B (Mazhar,2016).A positively influences B (Ali,2017).

Contrast (A does not have a logical relationship with B (Shabbir,2015). The relation between A and B in previous studies is just a coincidence (Ali,2016).

Conclude
In the specific circumstances of this study A has a logical link to B.Its magnitude may be arguable but it has a concrete link

Hypothesis
H1: A has a positive impact on B

(b) Conceptual Framework

(4) Methodology
   (a) Research approach (Quantitative / Qualitative)
   (b) Research Design (Descriptive / Explanatory / Exploratory / Experimental)
   (c) Sampling approach (Probability-Simple Random Stratified / Non-Probability-Convenience, Purposive
   (d) Sample with its justification from other studies (Citations for similar target groups (Students / Self employed).
   (e) Statistical justification of sample size.
   (f) Questionnaire source(s)
   (g) Data collection procedure (Separate Paragraph)

(5) Data analysis and discussion
   (a) Reliability and Validity
   (b) Descriptive Statistic (tables- don't copy from SPSS)
   (c) Multiple Regression / Factor Analysis / structure Equation Modeling
   (d) Hypothesis testing
   (d) Discuss findings (Acceptance/ Rejection of Hypothesis) in the light of literature review. Compare   and Contrast with the findings of other studies
   (e) Interpret Findings in the context of the research study (Separate Paragraph)

(6) Managerial implication

Managerial implication in the light of findings. Avoid making general recommendations, which have no relation to the findings. Make recommendations to practitioners such as Marketing / Product Managers.

(7) Conclusion (summary of the whole research without mentioning numbers)

(8) Future research

Make recommendations for future research studies to Academics. It could be something addressing to any limitations of your research study. It could relate to some other aspects of your study.