

# THE WORLD OF ACADEMIA

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- When we mention the word “Lecturer” to someone, what comes into their mind
- -Publish or Perish –
- Why is publication important?
  
- **Individuals**
- Contribute to profession’s dialogue (You have something to say)
- Guarantees a scholarship
- It generates additional income? (Books, newspapers, magazine – Link between journal articles & consultancy)
- Career prospects – universities need competent scholars
- Gives me satisfaction and recognition (especially international exposure)
- Funding your future research

# THE WORLD OF ACADEMIA

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- University/College
- Revenue – research centers, publication house, consultancy. – Opportunity to fund your self/research
- Marketing Tools
- Ranking – Recognition
  
- Above all, you must have the passion for research

# How to motive yourself

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- Form groups – research groups, PhD group
- Have close contact with people who are passionate about research
- Watch movies -
- Have dreams

# Diversify your research portfolio

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- Survival is more important than glory in the early stages of your career.
- Diversifying the research portfolio is particularly important during the first five or six years of your teaching career when each publication counts heavily. Diversify research topics for possible publication.
- If you have a solid hit in one area, then redouble your effort to establish your name as an expert in that field before you move into another field.
- Writing several papers in a very narrow area is risky. It is like putting all your eggs in one basket.
- Continuing to write papers in the same narrow area without clear evidence of success is risky.

# Where to publish?

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- Newspapers
- Books – academic and research based (PhD work)
- Chapter in books
- Journals
- Monograph
- Working papers
- Conference proceedings

Please rank the following in terms of importance (value) 1 to 7. 7 being the least important.

# Process of Publication

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- Manuscripts
- Working Papers
- Conference Presentation
- Journal Submission

# Publication life

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- The life of a book is about 1 to 2 years.
- The life of a journal article is about 10 years.
- Publishers will not spend much money to advertise your book because profit margins are small.
- Accordingly, most scholars do not know whether you published a book, let alone know the title.
- Journal article writers – can create network but book writers operate alone.
- Researchers know that books do not go through the refereeing process.

# Database

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- Emerald
- ScienceDirect
- Blackwell
- Sage Publication
- Inderscience
- Proquest
- IngentaConnect
- SpringLink
- Wiley InterScience
- UM DATABASE - show



# Publishing in Journals

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- Which journal?
- International vs. Local
- Referred vs. Non-referred
- Indexing - ISI, SCOPUS and other database  
([List of ISI journals](#))
- Tier 1, 2, 3, 4 .....
- General vs. Specific journals

[Emerald](#)

[ScienceDirect](#)

# How do people rate journals

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- Wide circulation
- Low acceptance rate
- Well known editors/editorial board
- Citation and impact factor
- High visibility – index database

## TOP JOURNALS IN MANAGEMENT (BASED ON IMPACT FACTOR)

Rank	2007 Impact Factor	Impact 2003-07	Impact 1981-2007
1	MIS Quarterly (5.83)	MIS Quarterly (10.87)	Adm. Sci. Quart. (81.86)
2	Acad. Manage. J. (5.02)	Adm. Sci. Quart. (9.80)	Acad. Manage. Rev. (59.93)
3	Acad. Manage. Rev. (4.37)	Acad. Manage. J. (7.43)	Res. Organization. Beh. (54.58)
4	Organization Science (3.13)	Res. Organization. Beh. (7.28)	Acad. Manage. J. (45.66)
5	Adm. Sci. Quart. (2.91)	Acad. Manage. Rev. (6.90)	Strategic Manage. J. (40.52)
6	Strategic Manage. J. (2.83)	Organization Science (6.63)	Org. Behav. Human Peform. (38.06)
7	Acad. Man. Learn. Ed. (2.80)	Information Syst. Res. (6.62)	MIS Quarterly (34.18)
8	Information Syst. Res. (2.68)	Strategic Manage. J. (5.90)	Organization Science (29.22)
9	Organ. Res. Methods (2.55)	Journal of Management (5.11)	Journal of Management (24.85)
10	Int. J. Bus. Stud. (2.28)	Decision Sciences (5.08)	Org. Beh. Human Dec. Proc. (24.37)

# Have a balance – Different journals

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- Sending all papers to top journals is risky.
- Sending all papers to low-quality journals also is unsatisfactory. You will regret it when the papers are accepted!
- Quantity of publications is important.
- Your curriculum vitae should contain some publications in the top journals.
- Having three papers in different journals is better than three in one journal, if the relative quality of the journals is the same.

# Maintain a stock of papers under review constantly

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- If the acceptance rate of the top-ranking journals is 15%, one needs about 7 papers under review at all times to have one paper accepted per year at the targeted journals.
- If your goal is to get 10 papers accepted in the first 5 years of your career, you need about a dozen papers under review at all times.
- This does *not mean that you should write 12 new papers each year.*

# What you need to publish in top journals

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- Novelty – how? – This is what you need for PhD –
  - Breakthrough ideas- however not at early stage.
  - Develop theories – most cases you test theory
  - Newness – Methodology, Conceptual framework
  - Critics of theory, relationship, instruments, analysis, and others
  - Need to find the gap.

# TIPS FOR STARTING A RESEARCH

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- Lay out or plan the framework
- Read the references of an article – Work Smart
- How to get free articles if your institutions do not subscribe?
- Stop downloading articles – start writing – Identify critical articles – Experts in the area, (if you do not have the experts as reference than you miss something), get some recent articles (latest).

# HOW TO START?

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- Start with book reviews ([Article](#))
- Phd/masters work – Literature reviews, Framework, Research results
- Join work with students/thesis – supervision
- Join work with others – average young and energetic scholars
- Contact scholars in your area of interest – All you need is to email them



# Coauthors

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- Acting alone is a risky strategy – for newcomers
- Find seasoned coauthors with publication experience and share the glory.
- Working with your advisors is a good idea, at least for the first few years after receiving a Ph.D. However, you have to become independent at some point, though.
- Through your coauthors, you may be introduced to an established group of researchers
- You also may learn how to write better papers.

# Things to decide

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- Co-authoring – but not more than 3/4 – lesser better
- Contact researchers in your field – also get free articles

# Write – Interesting subjects

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- There must be an interesting story, a story that non experts—who would skip all the equations—would find intriguing.
- Equations should not dominate the paper. People lose interest.
- Controversies and debates stimulate reader interest.
- Before writing, answer the question: what new ideas or results does this paper offer?
- You have to demonstrate that there is some interest in the topic on which you are working.

# Learn how to make use the software

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Researchers without computer skills will be an endangered species in this century.

- Word processing
- Referencing software – Endnote
- Quantitative research – Nvivo
- Statistical Software – SPSS, Eviews, STATA, S-PLUS.

# Software demonstration

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- Endnote – referencing software
- Word Processing – Thesaurus
- StyleWriter – Language and writing style

# Good papers should have the following:

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- Good writing style – beyond grammar
  - Avoid passive sentences
  - Avoid long sentences
- Flow and structure – Create sections
- Critical Analysis – Critically assess the issues
- Arguments/Reasoning
- Statistical Analysis is unavoidable

# Writing Style

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- It **was estimated** by the research that half of the states would adopt the approach, and that savings of up to \$900 million a year would **be made**. However, to make sure these savings **are guaranteed** estimates will need to **be recalculated** by the Department of Labor for accuracy.

(49 words)

# Improved Version

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- The research estimated half of the states would adopt this approach and could save up to \$900 million a year. The Department of Labor will need to recalculate this estimate to guarantee these savings are accurate.  
(36 words)



# Article for Journals - Structure

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- Abstract; keywords
- Introduction – review the importance of the issue (Example)  
Importance of the area, Literature gap, Contribution to body of literature (e.g. methodology)

Motivation for the study –

- Why it is important to analyze and how your paper is different
  - How your paper contribute to the existing knowledge
  - Data and methodology – data validity, appropriate methodology
  - Empirical Findings/Results – appropriate interpretation, discussion of results
  - Implication and Conclusion – implication should only be drawn from your findings.
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- Not more than 25 pages.

# ABSTRACT

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- What was done?
- Why was it done?
- How was it done?
- What was found?
- What is the significance of the findings?
- Example

# Introduction

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- Importance of the topic
- Motivation for the study
- Gaps (if any) and contribution

Example 1

Example 2

# Lets analyze the following statement – Motive for the study

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- “Despite having abundant literature in the case of developed countries, little is known on the link between growth and inequality in developing countries.”
- Is this statement enough to motivate the reviewer to accept your article or to make significant contribution for your PhD work.

# Literature Review (LR)

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- Depends on whether it's a general review or review to support conceptual framework
- How many studies you need too review?
- Put in the latest literature
- Include reference from the journal that you want to send your article
- Do not forget to include the experts in your field in the reference
- Difference in writing LR for thesis and journals

[Example 1](#)

[Example 2](#)

# How to write your findings?

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- “The results of the study shows that job motivation has an insignificant influence on job performance.”
- Why?, Support from other studies?
- Contrary to the expectation, the influence of job motivation is less likely in our case owing to the .....
- Therefore, managers should not assume ....
- You must be accountable for each of the sentence

# Scope of your article

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- Connect your research to the field – review of literature – rejection if weak review
- Establish focus – do not put two ideas in one paper – target specific issue
- Write only after you collect sufficient evidence/data and developed strong theoretical arguments

# GETTING FEEDBACK

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- Revise, Revise, Revise -
- Peers
- Other scholars - collaborate
- Conferences – Please choose your conferences (conference alerts)
- Sending it to journals



# Submitting your manuscripts

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- Select the journal early and get current info. about the journal—wrong selection results in rejection without review
- Only send to one journal at a time
- Follow the journal's requirements
- Most journals have online submission
- Review Process:
  - Editor review for suitability, assign ref. no.
  - Editor sends the manuscript to the reviewer (experts)— at least two referees
  - After two to three months, the reviewers submit the decision
  - Possible Decision
    - Accept as it is (rare)
    - Accept pending specific revision
    - Invite a revision and resubmission
    - Reject – please try to overcome rejections

# Sample of Comments

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- Comment 1
- Comment 2

## What to submit for revision

- Cover letter
- Revised Manuscripts
- Response to comments

# Writing Case Study

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- Qualitative approach
- Sample 1 (Individual Organization)
- Sample 2 (Multiple Cases)
- Sample 3 (Critical Reviews)

# Publishing Book

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- **The book proposal**
- The contents usually are:
- A cover letter - should sell the concept in a quick paragraph
- The prospectus (typically 4-8 pages)
  - Describe the book
  - Show how it is unique
  - Compare it with related literature
  - Summarize chapters (Don't just summarize the theory -Include examples to anchor the theory and make it memorable.)
  - Do some market analysis (more on this below).
  - Specify length (publishers rarely accept more than ~80-85K words)
  - Will there be pictures? (this is good but only if they're B&W)
  - Time line for finishing draft manuscript
  
- Table of Contents
- Sample Chapter (pick your most engaging and tantalizing, and if the intro isn't it, then include 2 chapters)
- Your CV

# Funding your research

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- Look for avenues in Europe and US
- Contact scholars within the area of interest
- Attend conference – select them carefully – especially PhD students- there are a lot of avenues
- Fellowship
- R&D grants – universities, international bodies, local agencies
- Get grants through collaboration with local university lecturers

# What is next – after publication

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- Market yourself – websites, connect to people (socialize),
- Consultancy – government projects
- Books – coauthor – (edited book)
- Approach publishers

# Caution

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- Link between research and family

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**THANK YOU**

**Questions?**