

How to Get Your Paper Published?

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Structure of the Presentation

- ◆ Setting the Scene
- ◆ Important Functions of Research
- ◆ Profile of Management Researchers
- ◆ Publication Motivations
- ◆ Manuscript Review Process
- ◆ Criteria for manuscript acceptance/rejection
- ◆ Research Assessment in the UK
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Setting the Scene

- ◆ Research interests are in the areas of entrepreneurship and strategic alliances
- ◆ Using mixed methods (both qualitative and quantitative)
- ◆ Work has been published and accepted for publication in different international journals.
- ◆ Gave keynote presentations/seminars and chaired three international conferences
- ◆ Member of the editorial boards of more than twelve different journals including Journal of Services Marketing and The Service Industries Journal
- ◆ Managed research projects to successful completion both at national and international levels.

Important Functions of Research

Aim is to conduct rigorous research that:

- ◆ advances academics' understanding about the management of organisations and destinations nationally and internationally.
- ◆ addresses the needs of organisations and policy makers and
- ◆ supports our teaching practices.

Profile of Management Researchers

- ◆ Story Tellers – Ex Practitioners who teach students how to perform jobs in a specific industry.
- ◆ Profilers – Ex practitioners and Academics who turn survey research and conduct descriptive studies that identified various profiles of individuals or organisations.
- ◆ Copy Cats – Academic and Professional Researchers who borrowed the theories and concepts developed from various disciplines and applied them in different sector/industry settings.
- ◆ Innovators – Academic and Professional Researchers who generate knowledge that apply not only to sector specific enterprises (i.e hospitality) but other service organisations as well (Pizam, A., 2008).

Publication Motivations

- ◆ Personal Sense of Achievement.
- ◆ Development of Conceptual thinking, writing and communication skills.
- ◆ Publication of research in journals certifies new contribution to knowledge, as well as validates the skills of authors.
- ◆ Curriculum Vitae – determines promotion and salary and has influence on securing research grants.

Manuscript Review Process

- ◆ The method used for identifying high quality knowledge is peer review, an organised process that is essential to maintain the quality and credibility of journals.
- ◆ Editors rely on their review systems to inform the choices they must make from among the many manuscripts competing for the few places available.
- ◆ The editor receives a paper and makes several preliminary decisions (i.e subject is relevant to the scope and the mission of the journal)
- ◆ The editor selects two or more reviewers from a pre-selected review board.

Manuscript Review Process

- ◆ The editor may also choose reviewers from non-board members (guest reviewers)
- ◆ The review process is anonymous!!! (i.e no favours to an author and likewise no destructive criticism)
- ◆ Reviewers make recommendations about whether the editor should accept, reject, or ask for revision.
- ◆ Only 3-6 percent of the submitted papers are accepted by the internationally recognised/prestigious journals.
- ◆ Feelings of Joy/Happiness, Stress/De-motivation and Devastation.

Manuscript Review Process

- ◆ Thoroughness; reviewer's knowledge of the subject matter involved.
- ◆ Guidance; the degree to which reviewers provide specific written comments about how to improve a manuscript.
- ◆ Substance; relates to the specificity of the written comments and explanations about flaws in manuscripts.
- ◆ Different approaches to reviewing; how much time to spend? read once, twice etc.

Criteria for manuscript acceptance/rejection

Meets Journal Objectives

- ◆ Appropriateness in relation to mission and focus of the journal
- ◆ Criteria Specific to the journal
- ◆ Relevant to journal readers
- ◆ Submission Criteria
- ◆ Interest/Significance of topic

Criteria for manuscript acceptance/rejection

Contribution to Knowledge

- ◆ Adds to what is already known, Original in some way
- ◆ New insights (Meaningful to researchers and practitioners)
- ◆ Stimulates further research

Criteria for manuscript acceptance/rejection

Innovativeness

- ◆ Presents new ideas, approaches, ways of looking at things
- ◆ Makes a difference

Criteria for manuscript acceptance/rejection

Research Implications

- ◆ Offering value to the reader
- ◆ Findings of any relevance
- ◆ Consideration of so what impact
- ◆ Reasonable conclusions – conclusions supported by findings, substantiated conclusion
- ◆ Practical implications

Criteria for manuscript acceptance/rejection

Use of Literature

- ◆ Adequacy of literature review
- ◆ Comprehensive and relevant review
- ◆ Reading covers the key literature including the mainstream journals
- ◆ Appropriate use of what has been written
- ◆ Appropriate examples/illustrations
- ◆ Strong conceptual/theoretical foundation leading to the development of a framework/research questions/hypotheses and propositions

Criteria for manuscript acceptance/rejection

Research Methodology and Data Analysis

- ◆ Clearly stated objectives
- ◆ Appropriate method
- ◆ Clearly described method
- ◆ Research Sample
- ◆ Accurate interpretation of statistics and findings
- ◆ Adequacy of data analysis

Criteria for manuscript acceptance/rejection

Clarity of writing/Quality of Argument

- ◆ Well written, argued
- ◆ Clearly organised
- ◆ Easy to read, understood at first reading
- ◆ Arguments flow logically
- ◆ No jargon
- ◆ Use of evidence
- ◆ Interesting, compelling and convincing
- ◆ English Language???

Research Assessment in the UK

REF (Research Excellence Framework)

- ◆ Four Publications (60 percent)
- ◆ Research Environment (25-30 percent)
- ◆ Research Impact (10-15 percent)

Opportunities beyond the boundaries

Boundaries:

- ◆ Research Funding and, PhD student supervision in order to have a sustained research programme,
- ◆ To some extent conflicting interests in academia (academia/industry collaboration/teaching). What are we standing for?

Opportunities:

In the future, will continue to:

- ◆ Produce research output that is of highest quality, innovative and highly influential – more cross discipline, social science informed research.
- ◆ Inform practice and policy making in organisations and destinations both nationally and internationally by engaging in dissemination activities (conferences, workshops, publications in trade magazines, practice guides etc).
- ◆ Develop collaborative research activities internationally (preferably in emerging markets such as China, India, Russia, Brazil and Turkey) in order to internationalise our research output and the curriculum

Opportunities beyond the boundaries

International Research Collaborations

- ◆ International research collaborations give all institutions strategic exposure to both academia and industry in related countries.
- ◆ International research collaborations have always been influential in creating a platform for knowledge transfer and scholarship and the development of excellence in research and teaching practices.
- International research collaborations provide an ideal staff development opportunity for all members of the research team through their participation in the conceptual development of the ideas, the development of the research instrument, data analysis, writing and the presentation of findings to international audiences.

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