# Writing and Publishing in Research Journals

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# Pre-publishing Tips

- **Ending up confused when undertaking research is not a bad sign. It means that you are not trying to find out what you and others already know.**
- **Create a list and review all journals in your field.**
- **Request your professors to show you previously submitted papers and their review reports.**
- **Collect as many review guidelines as possible and structure your papers to address the review guidelines.**
- **Stay focused and establish your research field.**
- **Discuss with editors the possibility of you serving as a reviewer.**

# Tips on Publishing

- **Ensure that the topic of research has rich literature support**
- **Focus on literature first and then on research.**
- **Try to avoid and/or limit bringing unrelated disciplines into your conceptual framework.**
- **Use visual models to discuss and explain your study.**
- **Consider using pilot studies to ensure that you are progressing in the right direction.**
- **Avoid using students as your research respondents.**
- **Adopt methodologies that have been used in previous research.**

# Tips on Publishing

- **Limit the number of hypothesizes, say around 6 or 8.**
- **Submit as conference papers and gain feedback.**
- **Plan to collaborate with other specialists in the field**
- **Focus on journal publications rather than conference publications.**
- **Initially, aim to publish in journals that do not have a long review and publishing time line**
- **Consider working with and/or getting informal reviews from journal editorial board members.**

# Tips on Publishing

**•Get your paper reviewed by colleagues and other researchers.**

**•Get your paper edited professionally for inconsistencies, flow, language, references and other journal requirements.**

**•Communicate and create a relationship with the editor prior to submission; ask for suggestions.**

**• Leave time to incubate your paper - a couple of weeks**

**• Read articles that have recently been published in the journal to which you plan to submit.**

**•Collaborate: nationally and internationally.**

| | | Weak 1 | 2 | 3 | Moderate 4 | 5 | 6 | Strong 7 |
|---|---|---|---|---|---|---|---|---|
| 1. | Problem formulation | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ |
| 1. | Clarity of research objectives | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ |
| 1. | Conceptual basis | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ |
| 1. | Evidence of rationale and theoretical development | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ |
| 1. | Linkage to a relevant literature | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ |
| 1. | Presents new materials or existing material in a new light | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ |
| 1. | Logical flow of material | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ |
| 1. | Clarity of presentation | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ |
| 1. | Conclusions and recommendations | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ |
| 1. | Applicability to practicing managers | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ |
| 1. | Makes a clear contribution to the research area | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ |

*For empirically based papers*

| | | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| 1. | Is the methodology appropriate? | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ |
| 1. | Is the sample size appropriate? | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ |
| 1. | Is the sample representative? | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ |
| 1. | Is the analysis appropriate? | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ |
| 1. | Is the analysis clearly presented? | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ |
| 1. | Are study results clearly presented and interpreted? | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ |

Does the manuscript make a genuine contribution to the literature in some way? Are the contributions of this study for both theory and practice clearly discussed?

Did the authors do their “homework” by reviewing existing literature on the topic and summarizing the literature in a meaningful way for the readers?

Have the authors developed the conceptual framework well. Have they identified a gap in the literature and established and communicated clearly the need for this study.

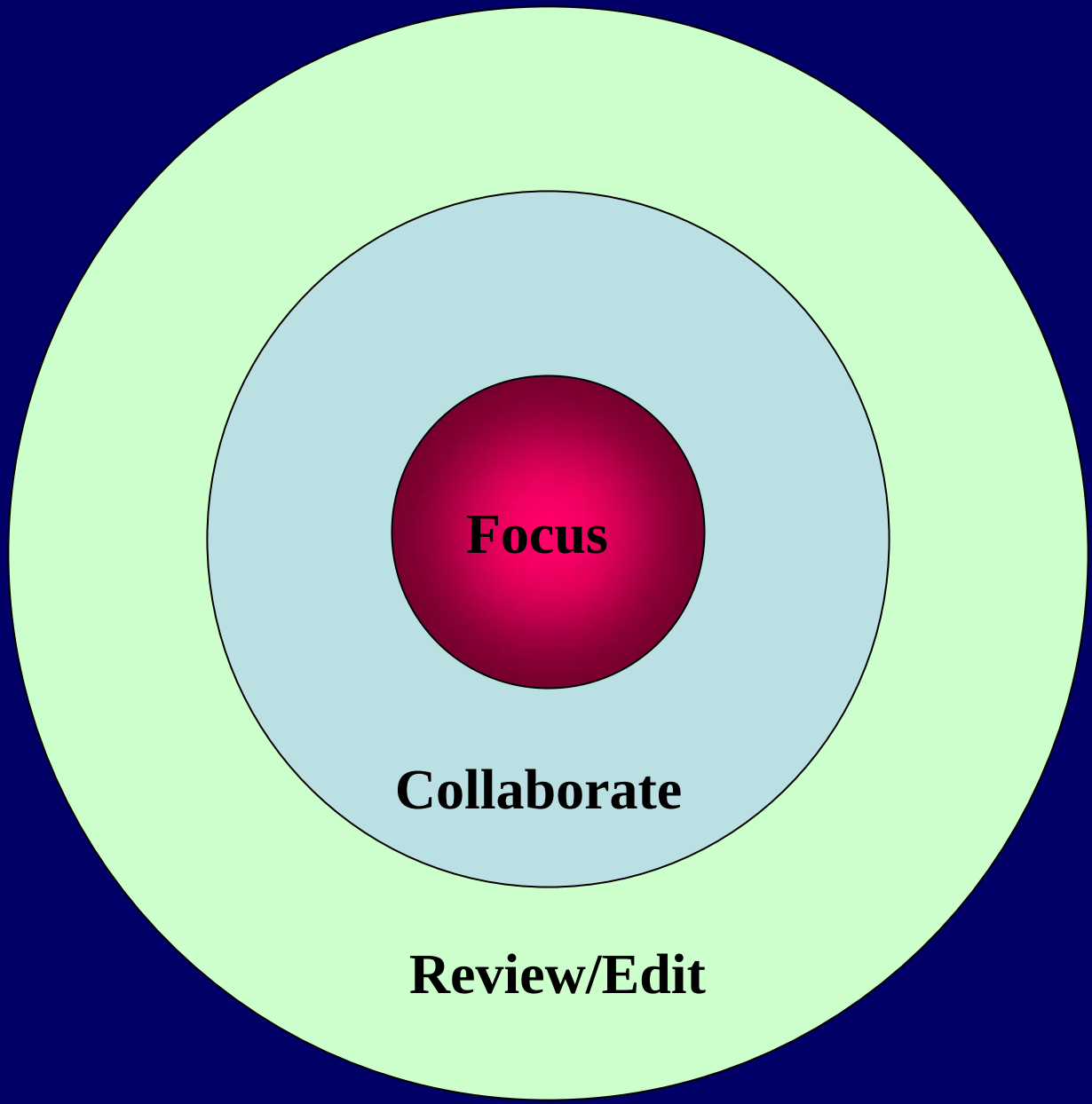
Is the manuscript well written, interesting to read, reasonably concise? Lest us know if you find any problem with the grammar and syntax – we will request the authors to get it corrected by a professional English language editor. Are findings and/or conclusions presented clearly? Are tables and exhibits clear? Would additional tables, exhibits etc be helpful?

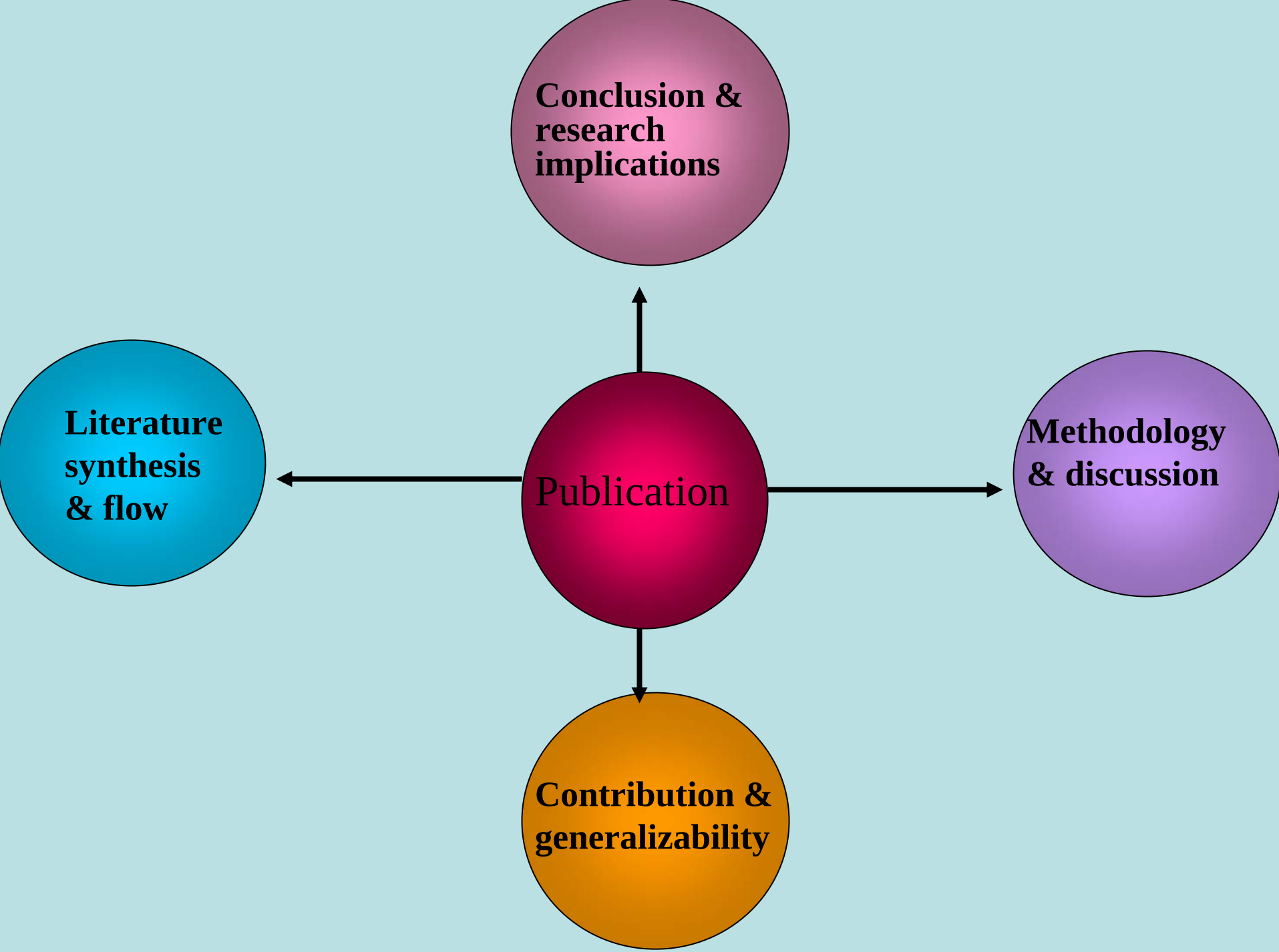
Is the manuscript conceptually or theoretically sound? If the manuscript is research based, is the research technically correct (e.g., appropriate methodology and analysis, correct use and interpretation of statistical tools, etc.)? Are the sample size and sampling methodology appropriate? Are inherent limitations of the research disclosed?

Are the study findings generalizable and appropriate for other service sectors? Have the authors addressed this issue in their study findings.

Are there some aspects of the manuscript you feel uncomfortable or unqualified to evaluate, e.g., unfamiliar methodology or topic area (tell me, but not necessarily the authors)?

What is your recommendation regarding the manuscript's publication potential: definitely publish, publish with minor revisions, moderate/major revisions necessary, start over, definitely reject etc.? Is the manuscript a good "fit" with MSQ?


Focus
Collaborate
Review/Edit


Conclusion & research implications
Literature synthesis & flow
Publication
Methodology & discussion
Contribution & generalizability

# Target!

***"Many papers are rejected simply because they don't fulfil journal requirements.***
***They don't even go into the review process."***

- Identify a few possible target journals but be **realistic**
- Follow the Author Guidelines – scope, type of paper, word length, references style, etc
- Find where to send your paper (editor, regional editor, subject area editor). Check a copy of the journal or the publisher's web site
- Send an outline or abstract and ask if this looks suitable and interesting (or how it could be made so)
- Confirm how an editor would like a submission, e.g. e-mail; hard copy
- **Read** at least one issue of the journal – visit your library for access

# Editors and reviewers look for …

- Originality – what's **new** about subject, treatment or results?
- Relevance to and extension of existing knowledge
- Research methodology – are conclusions valid and objective?
- Clarity, structure and quality of writing – does it communicate well?
- Sound, logical progression of argument
- Theoretical and practical implications (the 'so what?' factors!)
- Recency and relevance of references
- **Adherence to the editorial scope and objectives** of the journal

# Some essentials of a research paper

- **Purpose** of the paper/Introduction
- Research **methodology** used – the ‘whys and hows’
- **Literature** review – critical examination of what has gone before
- **References** should be:
  - complete
  - consistent with the style used in the journal
  - included in the list (anything not cited can be listed as further reading)
- **Argument and findings**
- **Conclusion** should – restate the purpose, encapsulate the main findings and include the most interesting bits

***Thank you!***