

Publishing in Top Journals

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What Makes a Good Research Topic?

- Managerially relevant
- Theory-driven, leading to testable hypotheses
- Likely to advance knowledge in a substantive way
- Organizational *performance* as a central construct
- Explanations that most closely represent the phenomenon of interest; complex models
- Leverages your strengths and competencies

Some 'Hot' Topics in IB

- Emerging markets and their characteristics and role in IB (e.g., institutional context)
- 'Risk Resilient' enterprise, risk assessment and mitigation in international markets
- Digital transformation; digital technologies in IB
- Emergent forms of exchange, i.e., peer-to-peer businesses and platform capitalism (Uber, Airbnb)
- International entrepreneurship
- Global corporate citizenship; social responsibility
- Applying business and management models to internationalizing NGOs and non-profits

Phenomenon-Based Research

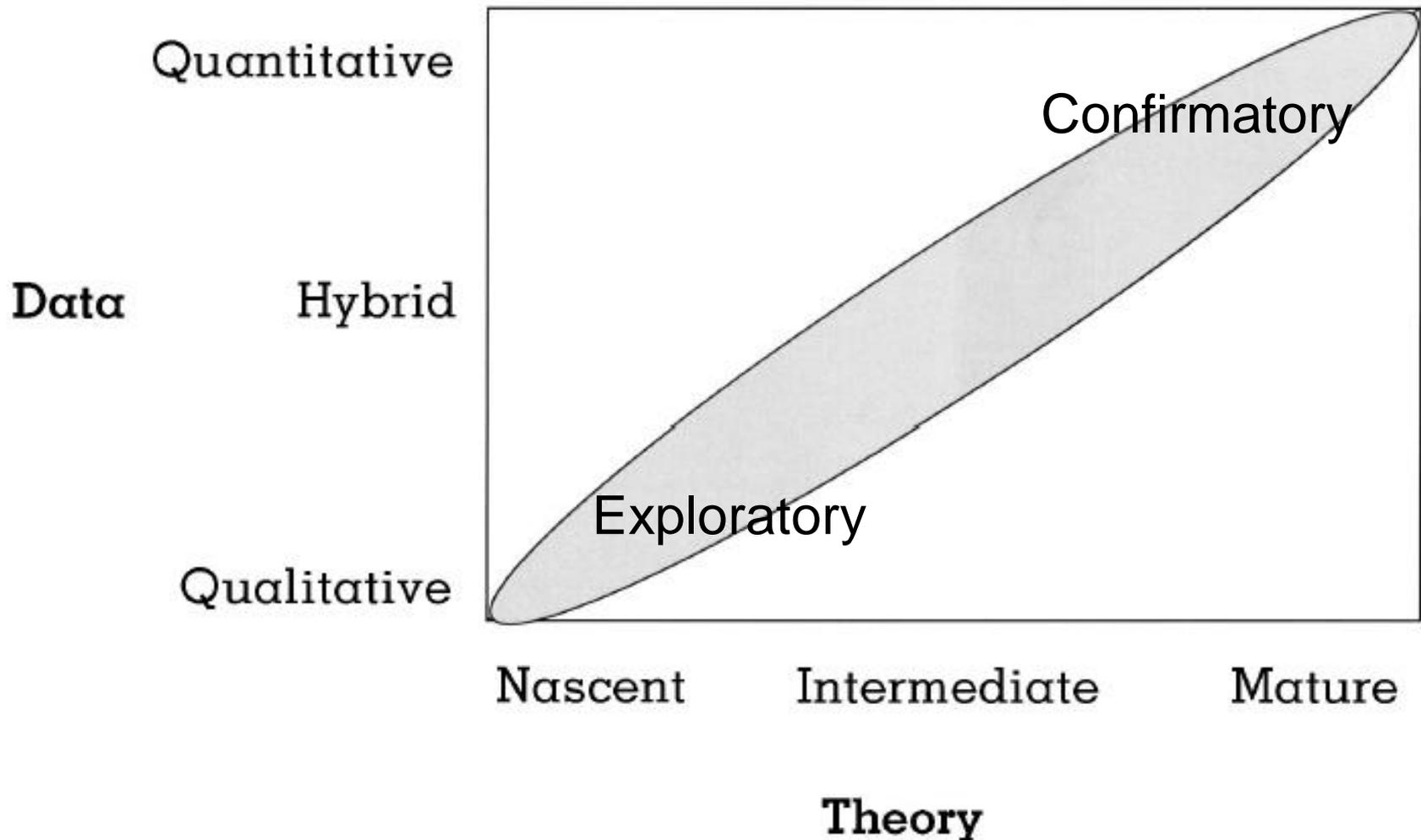
Much research is incremental, highly theory- or methods-driven, or detached from real-world phenomena.

The goals of phenomenon-based research is to accurately and insightfully explain a real-world phenomenon or phenomena.

Research should describe, conceptualize, and explain a phenomenon sufficient to facilitate theorizing and the development of viable research designs. The researcher must be able to assess an explanation via empirical research.

Source: Jonathan Doh (2015), "From the Editor: Why we need phenomenon-based research in international business," *Journal of World Business*, 50 (4), pp. 609-611

Exploratory vs. Confirmatory Research



Source: Edmondson, A.C. & McManus, S.E. 2007. Methodological Fit in Management Field Research. *Academy of Management Review*, 32(4), 1155-1179.

Elements of Empirical Research

Element	Description
Research question	<ul style="list-style-type: none">● Focuses a study● Narrows the topic area to a meaningful, manageable size● Addresses issues of theoretical and practical significance● Points toward a viable research project—that is, the question can be answered
Prior work	<ul style="list-style-type: none">● The state of the literature● Existing theoretical and empirical research papers that pertain to the topic of the current study● An aid in identifying unanswered questions, unexplored areas, relevant constructs, and areas of low agreement
Research design	<ul style="list-style-type: none">● Type of data to be collected● Data collection tools and procedures● Type of analysis planned● Finding/selection of sites for collecting data
Contribution to literature	<ul style="list-style-type: none">● The theory developed as an outcome of the study● New ideas that contest conventional wisdom, challenge prior assumptions, integrate prior streams of research to produce a new model, or refine understanding of a phenomenon● Any practical insights drawn from the findings that may be suggested by the researcher

Source: Edmondson, A.C. & McManus, S.E. 2007. Methodological Fit in Management Field Research. *Academy of Management Review*, 32(4), 1155-1179.

Research Best Practice

- Develop your own “core competence”
- Focusing allows you to. . .
 - ☞ Use limited resources efficiently (time, brains, money)
 - ☞ Become an expert in your field (=> grants, consulting)
 - ☞ Publish in good journals sooner
- By consistently aiming to do quality research, you will improve your creativity, paper crafting skills, and ability to generate great ideas

***Publishing is really about
marketing your intellectual work.
You cannot impact your
field unless you publish.***

Writing Best Practice

- Everyone struggles with research and writing. It is one of the aspects of scholarship that makes the professor's job distinctive and meaningful.
- Discipline, consistency, and persistence are key.
- Helpful:
 - having a good place to write
 - having quiet time every day, without interruptions
 - make writing a habit
- The more you write, the better you get, and the easier it becomes.

Gatekeepers

- You are writing the paper for 3-4 gatekeepers
- Try to anticipate their potential objections
- Acknowledge key contributors; build your research on the work of others
- Be prepared for harsh and inconsistent reviews; don't take it personally
- Rejection is not failure if you learn from it!
 - Everyone gets rejections, even top scholars
 - *Persistence* is the key to success

Publishing Strategy

- Know the journal before you submit:
 - What kinds of works do they usually publish?
 - What's their style?
 - Is your paper appropriately targeted?
- Initially, manuscripts are evaluated for quality and fit with the journal's editorial policy. Desk rejects are fairly common at top journals.
- Good journals seek insightful, innovative and impactful research that:
 - breaks new ground
 - addresses real-world phenomena
 - builds on extant research, and
 - clearly states the intended research contribution

Rules for R&R

- Be timely
- Try to sense if the editor is “on your side”
- Do what the editor and reviewers ask (don’t be too proud or resistant)
- Carefully explain to the reviewers how you have followed their suggestions
- Consider the value of adding a co-author
- Consider consulting the Editor; but be diplomatic
- If you cannot address most reviewer concerns, consider turning to another publication

JIBS Ranking

- Five-Year Impact *Factor* is **6.2** for ***JIBS*** (2017) in Journal Citation Reports.
- Steadily rising over the years.
- **11th** (out of 115) in the *Management* category.
- **6th** (out of 185) in the *Business* category, ahead of most other top tier journals.
- Listed in the ***Financial Times*** top 25 journal listing.

JIBS Topic Areas

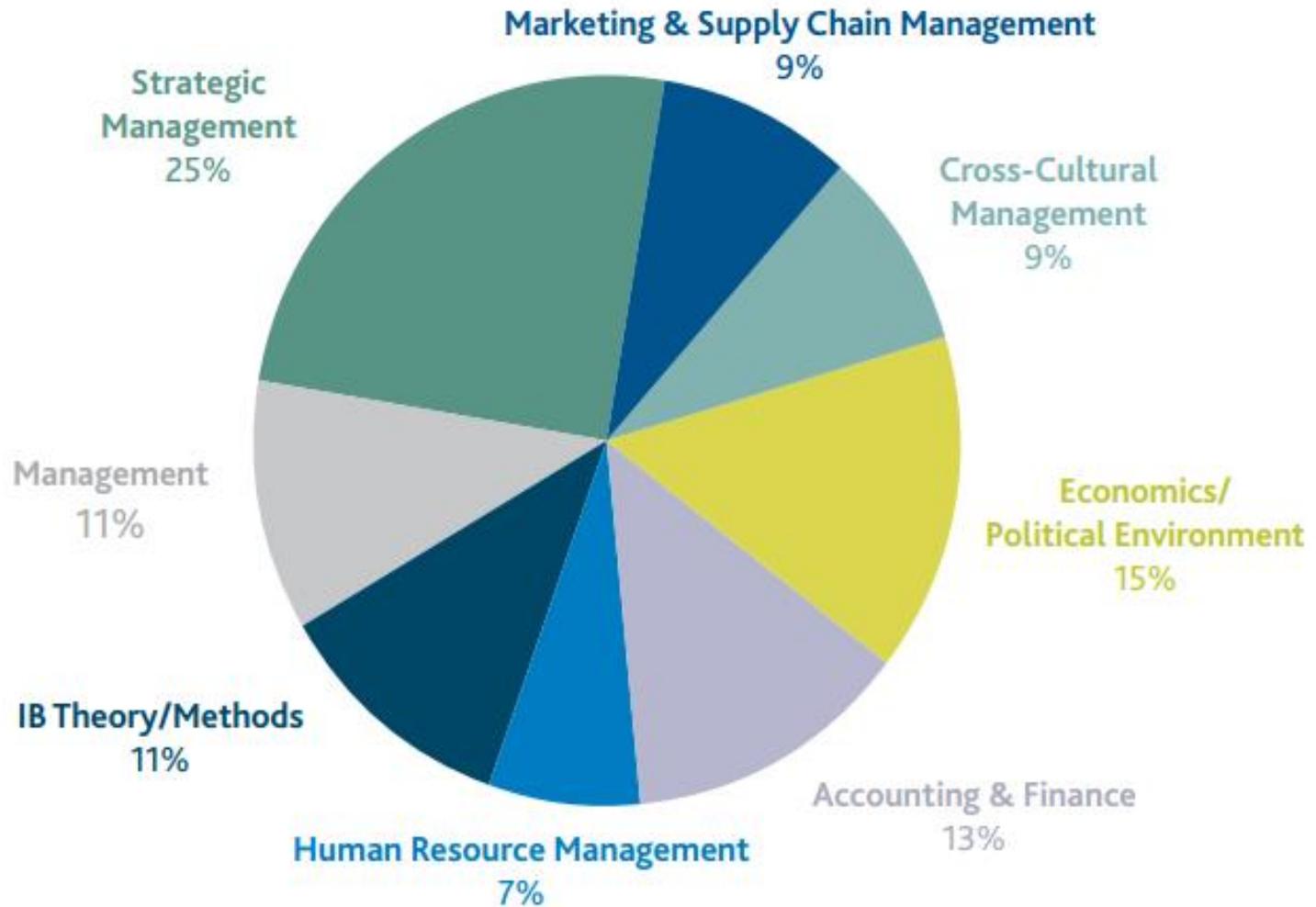
- *The activities, strategies, structures and decision-making processes of international organizations;*
- *Interactions between international firms and other actors, organizations, institutions, and markets;*
- *The cross-border activities of firms (e.g., intrafirm trade, finance, investment, technology transfers, offshore services);*
- *How the international environment (e.g., cultural, economic, legal, political) affects the activities, strategies, structures and decision-making processes of firms;*

JIBS Topic Areas, cont'd

- *The international dimensions of organizational forms (e.g., strategic alliances, M&As) and activities (e.g., entrepreneurship, knowledge-based competition, corporate governance); and*
- *Cross-country comparative studies of businesses, business processes and organizational behavior in different countries and environments.*
- Adapted from JIBS Statement of Editorial Policy, http://www.palgrave-journals.com/jibs/jibs_statement.html

JIBS welcomes submissions from across all business disciplines

Published articles in the past 5 years have covered:



Fit with *JIBS*

- Submitted manuscripts are evaluated for quality and fit with *JIBS* Statement of Editorial Policy.
- A submission must largely involve doing business in, or with, more than one country. (Thus, for example, studies on “doing business in X” are usually insufficient.)
- *JIBS* prefers innovative papers that start or redirect a line of inquiry and integrate across disciplines.
- Papers are welcome that combine and integrate theories and concepts from *different disciplines*.

Fit with *JIBS*, cont'd

- Conceptual and theory-development papers with no empirical content or only cases are welcome, but the theory development must be especially strong.
- Papers based on exploratory or qualitative research should aim at developing propositions or hypotheses.
- Papers are assessed in terms of contribution-to-length ratio.