

Writing for Peer Reviewed Journals

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Write for Audience

- Research Journals (basic research)
 - IBR, MBR, JIBS, IJoEM
- Applied Journals (research translated to practitioners)
 - HBR, CMR, SMR, BH
- Books
 - Scholarly and edited books
 - Textbook
- Cases (Ivey, HBS)
- Mass Audience (public impact)
 - Financial Times, Economist
 - Ex. <http://blogs.ft.com/beyond-brics/2014/09/10/guest-post-unchecked-religious-freedom-is-not-good-for-economic-development/>

Highly rewarded



Nice to have

How to Choose the Right Journal: An Author Perspective

- Fit (subject matter, cited articles)
- Impact (+)
- Ranking (+)
- Length of Time in Existence (+)
- Audience Academic/Practitioner
- Short Review Time (+)
- Acceptance % (-)
- Circulation (+)
- Presence in Online Databases (+)
- Internet Presence (+)
- Library Databases (+)

Typical Structure of Research Article

1. Title
2. Abstract
3. Introduction
4. Literature Review
5. Model/Hypotheses
6. Methods
7. Results
8. Discussions
9. Conclusion
10. References

1. Title

- Short and to the Point



[SITAT] **Institutions** and organizations

WR Scott - 1995 - [library.wur.nl](#)

The Wageningen UR Library Catalogue contains bibliographic data on books and periodicals held by the libraries of Wageningen University and Research Centre and some 15 associated libraries. Holding data are added to each record. ... Subjects covered include
[Siter av 16621](#) [Beslektede artikler](#) [Referanse](#) [Lagre](#) [Mer](#)

Economics and **institutions**

[GM Hodgson](#) - *Journal of Economic Issues*, 1988 - [Citeseer](#)

Abstract The use of the term institution has become widespread in the social sciences in recent years, reflecting the growth in institutional economics and the use of the institution concept in several other disciplines, including philosophy, sociology, politics, and
[Siter av 2583](#) [Beslektede artikler](#) [Alle 5 versjoner](#) [Referanse](#) [Lagre](#) [Mer](#)

A **resource-based** view of the firm

[B Wernerfelt](#) - *Strategic management journal*, 1984 - [Wiley Online Library](#)

Abstract The paper explores the usefulness of analysing firms from the **resource** side rather than from the product side. In analogy to entry barriers and growth-share matrices, the concepts of **resource** position barrier and **resource-product** matrices are suggested. These
[Siter av 25898](#) [Beslektede artikler](#) [Alle 34 versjoner](#) [Referanse](#) [Lagre](#) [Mer](#)

2. Abstract

Purpose

What are the reason(s) for writing the paper or the aims of the research?

Design/methodology/approach

How are the objectives achieved? Include the main method(s) used for the research. What is the approach to the topic and what is the theoretical or subject scope of the paper?

Findings

What was found in the course of the work? This will refer to analysis, discussion, or results.

Research limitations/implications (if applicable)

If research is reported on in the paper this section must be completed and should include suggestions for future research and any identified limitations in the research process.

Practical implications (if applicable)

What outcomes and implications for practice, applications and consequences are identified? How will the research impact upon the business or enterprise? What changes to practice should be made as a result of this research? What is the commercial or economic impact? Not all papers will have practical implications.

Social implications (if applicable)

What will be the impact on society of this research? How will it influence public attitudes? How will it influence (corporate) social responsibility or environmental issues? How could it inform public or industry policy? How might it affect quality of life? Not all papers will have social implications.

Originality/value

What is new in the paper? State the value of the paper and to whom.

3. Introduction

- Maybe the most critical part
- In a couple of pages, you need to explain:
 - Why is the phenomena important?
 - Which theoretical lens?
 - What was done before?
 - Where is the tension?
 - What is your contribution to resolving the tension
- Ask the “so what?” question
 - The more languages your speak, the higher the cultural intelligence
 - Global brands outperform local brands...

4. Literature Review

- Summarizes the theoretical approaches to the study of the phenomenon
- Put the literature into an excel sheet, ex. [Political Risk](#)
- Refer to the target journal in literature
- Organize the literature in a new way
- Tabulate and compare papers on key dimensions
- Establish your theoretical framework/s
- Are two theories better than one?
- Drive your model and **interesting** hypotheses

5. Model/Hypotheses

- Moderating and mediating effects
- Multilevel influences
- Curvilinear relationships
- Link to contribution promised in the introduction

6. Methods

- Appropriate Research Design
- Qualitative studies
 - Usually lack methodological rigor
 - See recent articles in SMJ, AoM
- Quantitative studies
 - Not too simple – ANOVA, correlations
 - Conventions in discipline – multi-level regressions, structural equations, etc
 - Not too complicated – neural networks, predictive analytics (depends on journal)
- If results are surprising or unexpected, expect scrutiny here (confirmation bias)

7. Results

- Insignificant results are usually not interesting
- Usually results support hypotheses, at least partially
- Show that results are robust
 - Combine with qualitative evidence, interviews
 - Compare results of panel with unbalanced sample
 - Results are not sensitive to alternative specification

8. Discussions

- Make sure they are long enough (authors run out of energy)
- Why are your results interesting?
- How have you contributed to the literature?
- What are the limitations of the study?
- How future research can benefit and be extended?

9. Conclusion

- Short 2 to 3 paragraph conclusion of findings
- Link back to the introduction, and to your promised resolution of the tension
- What do you want the reader to remember?

10. References

- Don't use Endnote ©
- Follow the journal's referencing guidelines
- Go beyond FT or ISI ranked journals
- Include references to target journal
- Include key authors in theoretical framework
- Consider the works of the ERB, EAB

Final Thoughts

- If you don't have experience in publishing, consider co-authors
- Consider replication studies, i.e., new sample, new context
- Review for target journals (see paper from reviewers point of view)
- Add co-authors based on complementarity of skills (quantitative, writing, theorizing)
- Do at least one article as a sole author
- Find the right journal "fit"
- Move up the journal ranking
- **Market your articles** on ResearchGate, Academia, Your University CreativeCommons (generate citations and reputation)

Become a reviewers at IJoEM

Registering on ScholarOne Manuscripts

- * Please log on to: <http://mc.manuscriptcentral.com/ijoem>
- * Click on 'Create Account'
- * Follow the on-screen instructions, filling in the requested details before proceeding
- * Your username will be your email address and you have to input a password of at least 8 characters in length and containing two or more numbers
- * Ensure your areas of expertise are selected. *This is crucial or we will not know how to assign you a review!*
- * Click Finish and your account has been created.

Become a reviewer at EJIM

Please send the following details to Joane at submissions@inderscience.com and myself ilan.alon@uia.no and we will then add you to our reviewer bank:

*Title [Dr/Prof/etc]:

*Name:

*Institution:

*Department (where applicable):

*Street or other address information:

*Town/City:

*Post code/Zip code:

*Country:

*Email:

*Areas of expertise: