



Getting Your Research Published
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March 2024

Ming-Ai (London) Institute
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Purpose of Session

- to explore ways to create time and space to publish and generate academic writings
- to share methods, techniques and strategies to improve writing productivity and dissemination
- to increase student engagement through effective writing productivity

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Session Coverage



1. Why write for publication?
2. Types of Writing
3. What journals to target and how to identify them?
4. What is the process of getting articles published?
5. Dealing with the Emotions of Getting Published or not!

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Why write for publication? (1/2)



1. Writing for publication allows us to share our passion for our subject with others who have similar interests.
2. It enables us to disseminate discoveries and practice to peers within the same profession.
3. Writing as a process helps develop our own critical thinking and promotes reflexivity.
4. It advances educational practice through allowing us to share what we know both within our teaching and with a worldwide audience.

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Why write for publication? (2/2)



5. It creates a 'community of thinkers' within a subject area and gives contributors a sense of belonging.
6. It offers the opportunity to have our work constructively critiqued by informed peers.
7. There is considerable prestige attached to writing for publication. It is one means of cementing our professional reputation as an 'expert' in our field.
8. It is a job and career requirement for entry and progression in academia.

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Types of Writing



1. Books and book reports
2. Translations
3. Essay
4. Research paper or research article
5. Conference paper
6. Academic journal
7. Dissertation and Thesis - These are written to obtaining an advanced degree at a college or university.
8. Abstract - This is a short summary of a long document.
9. Explication - This is a work which explains part of a particular work.

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International Journal of Business Performance Management

 This journal also publishes Open Access articles



Editor in Chief
Prof. Jonathan Liu

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1 (5 Year Impact Factor 0.9)
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CiteScore
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What journals to target and how to identify them? (1/2)

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What journals to target and how to identify them? (2/2)

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1 Star Paper

“Nationally recognized”

- Useful knowledge, but no lasting impact
- Incremental advances, established techniques, conform with existing ideas
- Has influence inside the UK
- Applied work has influenced policy or practice

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2 Star Paper

“Internationally recognized”

- Useful knowledge, but no lasting impact
- Incremental advances, established techniques, conform with existing ideas
- Has influence outside the UK
- Applied work has influenced policy or practice

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3 Star Paper



“Internationally excellent”

- Makes important contributions to the field at an international level
- Contributes important knowledge, ideas and techniques with lasting impact, but no new paradigms or fundamental new concepts
- for applied work, led to significant change to policies or practices

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4 Star Paper



World leading in terms of originality, significance and rigour.

Some of the following characteristics:

- Agenda setting
- Major influence on a research theme or field
- Great novelty in developing new thinking, new techniques or novel results
- New paradigms or concepts for research
- Major changes in policy or practice with respect to applied research

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Journal Ranking (1/2)



Journal ranking is widely used in academic circles in the evaluation of an [academic journal](#)'s impact and quality. Journal rankings are intended to reflect the place of a journal within its field, the relative difficulty of being published in that journal, and the prestige associated with it.

Good as an indicator BUT not absolute measure

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Journal Ranking (2/2)



- Measures
 - Stars, Impact Factors, Eigenfactor, H-index
 - Scopus, Web of Science, Academic OneFile
- Systems
 - ABDC Australia Journal Quality Lists
 - Finland Julkaisufoorumi (JUFO)
 - Norwegian Scientific Index
 - Chartered Association of Business Schools

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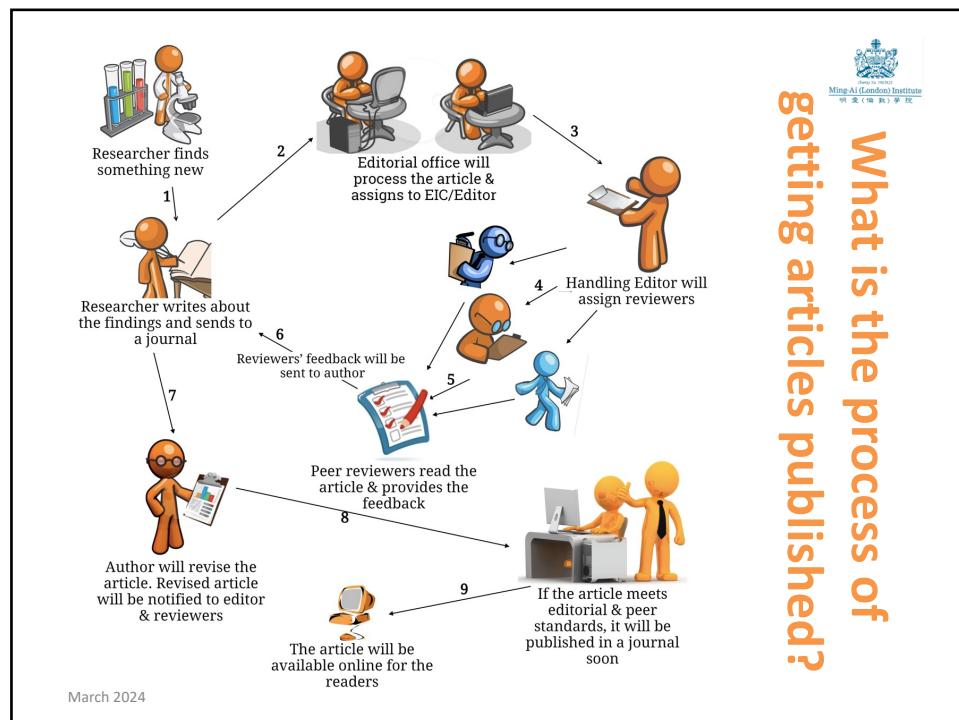
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How to select the right journal? (1/2)



Choosing a journal to publish in is an **investment decision**. A good choice can enhance the impact of your work and your reputation

- Factors to consider are relevant readership, recent articles, communicative, societies and internationality, likelihood of acceptance, circulation, time from submission to publication
- What type of paper are you planning to write i.e. practice paper, research paper, case study, review, viewpoint? Check first what type of paper the journal accepts.
- Be **political** (e.g. national vs. international) and **strategic** (e.g. five articles in 'low ranked' journals vs. one in 'top ranked' journal)
- Do you have an open access mandate?

<http://www.emeraldinsight.com/openaccess.htm>

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How to select the right journal? (2/2)



- Research the papers that have been published in your target journal.
 - Cite them in your work
- Understand the editor's perspective / orientation. Do they want something on the 'real world'? What are the paradigm and rhetoric of the papers / editors?
 - Understand the associate editors, one of them is likely to be a key referee
- **Don't submit a paper to a top journal too soon**. You should **only** submit polished work that has been presented several times and incorporated the critical feedback of colleagues from Staff seminars (internal and at other unis), Conferences and your networks
- Don't treat a journal submission as a chance to get some good comments on your paper – get comments from informed friends / colleagues first to allow for revisions before you submit to a journal

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Some Rules:



1. Target the most appropriate journal outlet
2. Make the paper look appealing (paragraphs, space on page, easy to read tables, ...)
3. Writing as clear and concise as possible
4. Make your contribution to the existing literature crystal clear in the Introduction
 - Why is it important to study the question you are addressing?
 - How do your findings advance our knowledge on this topic?

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What makes a good paper?



- 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
- Internationality/Global focus
- **Adherence to the editorial scope and objectives** of the journal
- A good title, keywords and a well written abstract

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In Summary a Good Paper has...



- **Good content**
 - Content and results: your job
- **Good writing skills:** Structure, flow, argument, ...
 - Logical, clear, succinct, consistent, ...
- **High Standard**
 - Your best efforts
 - Compared with others, yours is better
 - Don't fool with the reviewers!

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The Introduction is vital...



Is it:

- Well-written? Succinct? To the point?
- Is it long and windy, or a simple summary?
 - What type of Introductions does the journal publish?
- It will take many, MANY drafts to get right.
 - Write and rewrite your Introductions repeatedly.
 - Write and rewrite your Introductions repeatedly.

Editors desk rejections: where the question & answer do not seem that important for the journal

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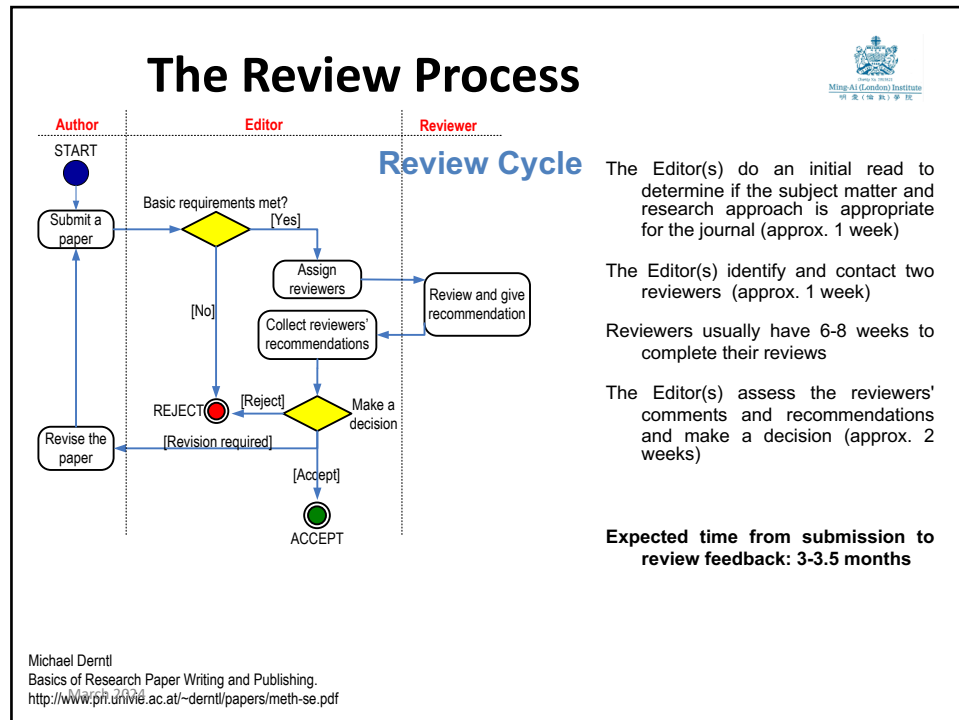
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<http://www.writersdigest.com/how-to-publish-a-book5>

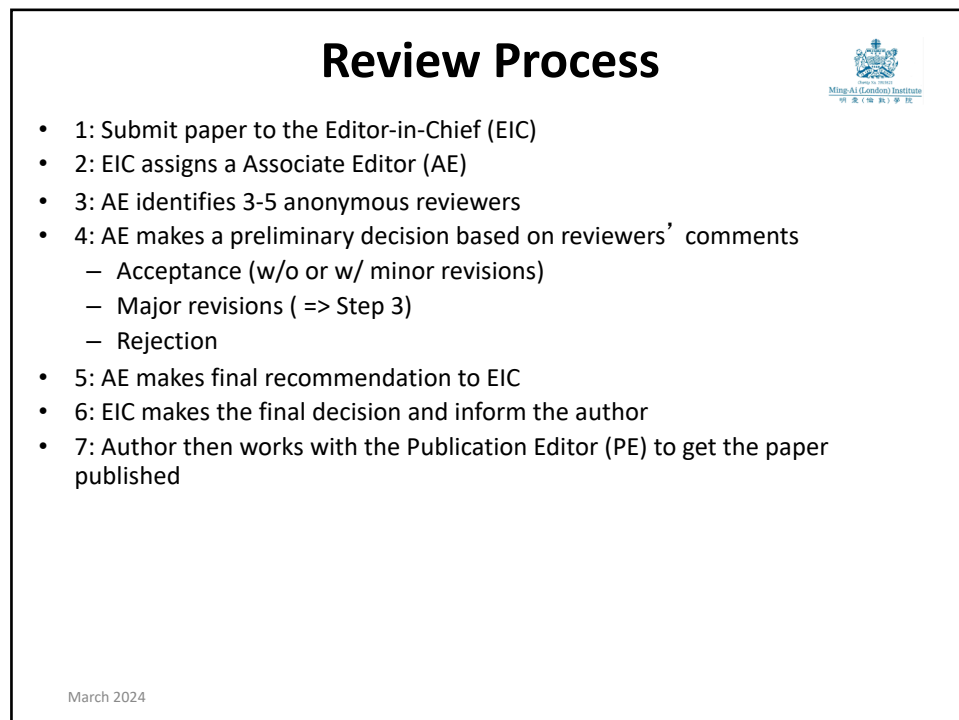


Dealing with the Emotions
of getting published?

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Reviewers



- Experts/peers with in-depth technical knowledge
- Gives objective and professional assessment and feedback
- Typical reviewers
 - People who published several papers on the same subject (e.g. by AE knowledge, your reference, ...)
 - People w/ different mix of background and seniority
 - (e.g. one big name, 1-2 active researcher, and 1-2 post-PhD type)
 - People who are within easy reach of the AE

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What Reviewers Want



Reviewers (partial) check list:

- Does the paper introduce a new problem or provide a new solution to an existing one?
- What is the main result of the paper?
- Is the result significant?
- Is the paper technically sound?
- Does the paper provide an assessment of the strengths and limitations of the techniques/result?
- Is the paper clearly written
- Does the paper reference appropriate related work?

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How to prepare a submission?



- Original contribution – stated clearly
- Literature review – comprehensive
- Methods – fully describe
- Analyses – fit for purpose
- Conclusions – engaged and robust
- **Think about:** beneficiaries and impact of your work to different domains

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A few misconceptions



- The more, the better
 - Many new ideas
- The bigger, the better
 - A revolution, paradigm shift, ...
- The more complex, the better
 - Lots of math, theory, and formulas
- The more selling, the better
 - First-ever, the best, breakthrough
- The more authoritative, the better
 - Excessive use of own references and previous work

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What gets published



- Significant theoretical contribution
- Substantial data
- Rigorous methods
- Engaging prose

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Desk rejection



- Editors **always** read the Introduction first to see what the paper is about and to make a judgement about the importance of the question and how interesting the findings are.
 - ~70% are desk rejected
- Ask yourself:
 - Have you phrased your paper to **make it difficult for the editor to 'desk reject' it?**
 - **How major is the contribution?** (This should influence which journal you should send it to)
 - **Are you being realistic?** Is it truly a major contribution?
- “If you never get a desk rejection then you may be shooting too low on average with your submissions” Anderson (2011, p.11, JHR editor)

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Common Wording Used in Outright or Conditional Rejection Letters	
Outright Rejection	Conditional Rejection
Submit to another journal	Unacceptable in its current form
Unsuitable for our readership	Will require major revisions
Insufficient priority at this time	Would be more suitable as a brief report
Relevant to a more specialized audience	This paper, while of interest, needs to be completely restructured
Although of interest to our readers, fundamental flaws in the study design preclude publication	The reviewers have raised serious concerns that need to be addressed
We do not accept unsolicited review articles	Manuscript would need to be revised to comply with the requirements of our journal



 Interpreting Wording
 of Rejection

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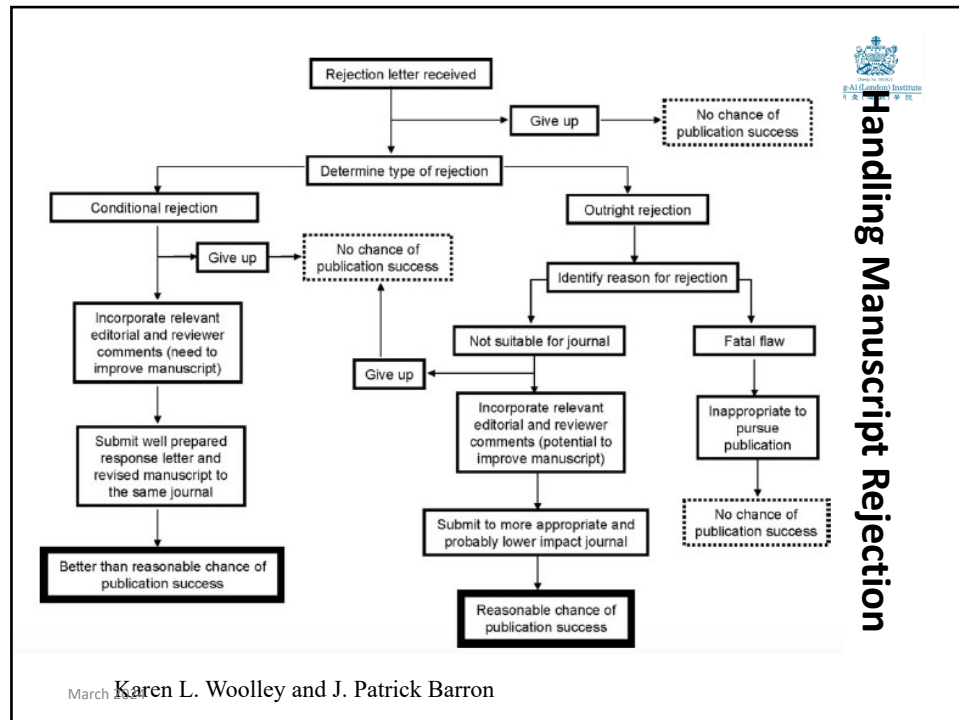
Receiving a rejection



- **Don't** immediately send it out to another journal
 - Referees may be mistaken when they suggest rejection, **but you don't want another referee to take the same view**. [Make changes](#) to the paper so they can't come to the same conclusion
 - Referee selection may seem random, but it often isn't; the same referee could referee your paper for a different journal!
- If the editor rejects the paper for the right reason (desk reject or after referee reports) and in good time, then thank them for their efforts
- Sometimes you'll receive a referee report that shows the referee didn't understand (or fully read) your paper. Instead of cursing the referee, consider why they didn't understand it – rewrite the section to improve clarity.

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Rejection is good!

Handling Manuscript Rejection

“Just had your paper rejected? Don’t worry — papers published after having first been rejected elsewhere receive significantly more citations on average than ones accepted on first submission.

- Source: Ball, P. (2012) “Rejection improves eventual impact of manuscripts,” Nature, downloaded from <http://www.nature.com/news/rejection-improves-eventual-impact-of-manuscripts-1.11583>

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Handling Rejections



- Understand that most papers (> 70%) are rejected by a premier journal
- No feeling of shame or losing face
- Thank AE/reviewers for their dedications
- Ask AE what changes I can make for
 - Resubmission, redirection to another journal
 - or withdraw
- Display class and style – walk away amicably
- Submit to another Journal or conference

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Key points to remember



- Publishing is a process not a goal
- It is trial and error
- It is about good communications
- It is both exciting and fun
- It is what academics do

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Some Key Tips

- Read many papers
- Write frequently: quality is everything
- Review frequently
- Learn to be objective about your work
- Believe that editors/reviewers are likely trying to be objective about your work
- Learn to expect and accept rejection
- Publishers offer support – use it!

Modified from Bourne PE. Plos Comput Biol 2005
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Publishers Offer Support

- Sage Author Resources

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- ▶ Valuable tips on refining search queries, utilizing databases, and critically evaluating sources
- ▶ Tools and resources that simplify the citation process and ensure consistency in your references

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Thank you for Listening



Questions Please

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