

Converting Research into Practice

DBA

Doctor of Business Administration
University of Wales Trinity Saint David

Instructor - Dr Alice Te

Day 5 - 18 January 2025

What we have covered in Day 4

How to write a Dissertation – a Practical Guide

Concerns of the Examiners

Homework – Draft your Research Proposal

Day five – Jan 18

Sharing on your draft Research Proposal

Publication of Academic Papers

Publication of Academic Books

Recap of this Module

Final Words

Sharing on your draft Research Proposal

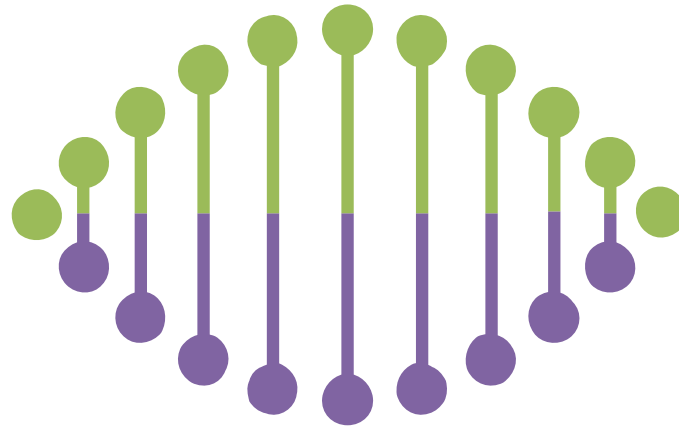


Key Questions

1. Which **area** or **field** are you interested in and capable to do?
2. What is the main **purpose** of your research?
3. Where is the research **field**? E.g. in an organization, community.
4. Would it likely to be a **qualitative** or **quantitative** study? Or mixed method?
5. What is the **unit of analysis**? E.g. individuals, groups, organizations

More Questions

1. What is the **key concept(s)** of your study?
2. In what way(s) is your study **significant**?
3. What is the research **aim(s)**?
4. Name **one theory that** you will discuss in the literature review.



Publication of Academic Papers



Why publish Academic Papers

Mandatory requirements for some programmes / universities for graduation

For **survival** (tenure) / **promotion** for academic staff

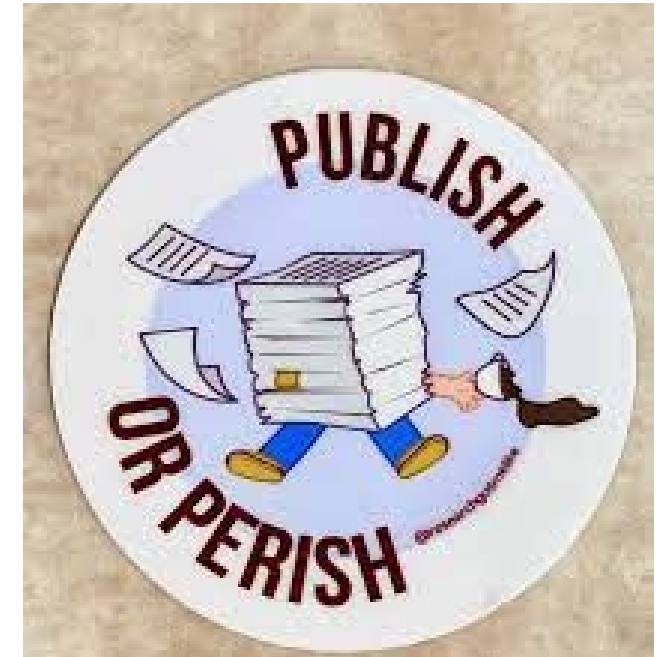
Why publish Academic Papers

1. Contribution to Knowledge

- allow you to contribute to the body of **knowledge** in your field
- by sharing your research findings, insights, and theories, can advance understanding and potentially **address gaps** in existing literature
- publishing add value to the **academic community** and help shape the future direction of research

2. Professional Credibility

- enhance your professional **credibility** and **reputation**
- demonstrate your **expertise** in a specific area
- showcase your ability to conduct rigorous research
- listed on **resumes** and academic profiles, providing evidence of scholarly achievements and enhancing career prospects



Why publish Academic Papers

3. Networking and Collaborations

- open doors for **networking** and collaborations with other researchers, scholars, and practitioners in the field
- allow you to connect with like-minded individuals, share ideas, and establish relationships with experts in their area of interest
- **collaborative opportunities** may arise from published work, leading to joint research projects, conference presentations, or consulting engagements

4. Academic and Professional Recognition

- recognition and **awards** in academic and professional community
- prestigious journals, conferences, and organizations often acknowledge outstanding contributions through **citations**, or invitations to present research findings
- such recognition brings visibility and validates your expertise and research capabilities



Why publish Academic Papers

5. Personal and Intellectual Growth

- the process of preparing and publishing academic papers requires students to engage in **critical thinking**, **problem-solving**, and systematic analysis
- challenge you to refine the research questions, gather and analyze data, and articulate the findings in a coherent and compelling manner
- engage in the publication process promotes **personal** and **intellectual growth**, strengthening research and communication skills

6. Dissemination of Knowledge to wider audience

- allow you to share the findings with a **wider audience** beyond the immediate academic community
- enable the work to reach **practitioners**, **policymakers**, and other stakeholders who can benefit from the insights and recommendations
- dissemination of knowledge helps bridge the gap between theory and practice, fostering **evidence-based decision-making**



Why publish Academic Papers

7. Long-Term Impact

- published research has the potential for long-term impact on the field and society
- can influence future research, shape **policies**, and inform **business practices**
- by contributing to the scholarly discourse, students have an opportunity to make a **lasting impact** on their field of study and influence positive change



Why publish Academic Papers

Publishing academic papers is **an essential aspect of the DBA journey**, as it not only benefits students **individually** but also enriches the **academic community** and promotes the advancement of knowledge in the field.

It is a valuable opportunity for students to share your research findings, contribute to your chosen discipline, and establish yourself as **respected scholars** and **practitioners**.





Four examples of published articles

Part of the thesis is published before graduation

1. A case study of the critical success factors for organizational change of a public listed corporation: Hong Kong Broadband Network

<https://www.emerald.com/insight/content/doi/10.1108/PAP-10-2018-010/full/html>

Citation:

Li, E. (2018), "A case study of the critical success factors for organizational change of a public listed corporation: Hong Kong Broadband Network", *Public Administration and Policy*, Vol. 21 No. 2, pp. 152-165. <https://doi.org/10.1108/PAP-10-2018-010>

2. Hong Kong students entering Mainland China universities: a review of the admission scheme

<https://www.emerald.com/insight/content/doi/10.1108/PAP-06-2018-003/full/html>

Citation:

Te, A.Y.C. and Postiglione, G.A. (2018), "Hong Kong students entering Mainland China universities: a review of the admission scheme", *Public Administration and Policy*, Vol. 21 No. 1, pp. 50-67. <https://doi.org/10.1108/PAP-06-2018-003>



Four examples of published articles

Part of the thesis is published before graduation

3. A review of the strategic planning process in the Hong Kong Police Force
<https://www.emerald.com/insight/content/doi/10.1108/PAP-06-2020-0027/full/html>

Citation:

Cheung, H.-y. and Yu, E. (2020), "A review of the strategic planning process in the Hong Kong Police Force", *Public Administration and Policy*, Vol. 23 No. 3, pp. 245-258.
<https://doi.org/10.1108/PAP-06-2020-0027>

4. The quality of environmental KPI Disclosure in ESG Reporting for SMEs in Hong Kong

Citation:

Yip, A. & Yu, W. (2023). "The Quality of Environmental KPI Disclosure in ESG Reporting for SMEs in Hong Kong", *Sustainability*, Vol. 15 No. 4, 3634.
<https://www.mdpi.com/2071-1050/15/4/3634>

Acknowledged the Publication in the Thesis

This is to acknowledge that some of the information contained in this thesis was published in a co-authored article, Te, A. Y. C. & Postiglione, G. A. (2018). Hong Kong students entering mainland universities: a review of the admission scheme. *Public Administration & Policy*, 21(1), 50-67.

Extracted from “Acknowledgement” in the PhD thesis “Educational Choice and Intra-country Cross-Border Student Mobility: Hong Kong Students’ Pursuit of Undergraduate Education in Mainland China”, The University of Hong Kong 2019, by Alice YC Te

Types of Academic Publications

1. Journal Articles

- a specific type of academic publication that presents **original research** findings, analysis, and scholarly discussions within a particular field of study
- typically published in a **peer-reviewed scholarly journal**

2. Conference Papers/Proceedings

- presented at academic conferences and often published as part of conference proceedings
- share research findings, methodologies, and theoretical contributions in a **concise format**

3. Books and Book Chapters

- provide **in-depth exploration** of a specific research topic, theory, or field of study
- book chapters are standalone sections within edited volumes focus on a particular aspect of a broader subject



Types of Academic Publications



4. Theses and Dissertations

- comprehensive research works submitted by students as part of their academic degree requirements, such as a **Master's thesis** or a **Doctoral dissertation**
- original research and contribute to the existing body of knowledge in a specific field

5. Research Reports

- present findings, conclusions and recommendations of specific research projects
- often commissioned by organizations, **government** agencies, or **research institutes** and typically provide detailed analysis and recommendations based on the research conducted



6. Working Papers

- **preliminary** research papers circulated within academic and research institutions
- typically used to share early-stage research findings, methodologies, or theoretical frameworks and receive feedback from peers **before formal publication**



Types of Academic Publications



Policy Brief

7. Case Studies

- present detailed analyses of **specific** events, organizations, or phenomena
- provide rich descriptions, explore complex issues, and often serve as valuable resources for **teaching and learning**, typically developed by universities or large research institutes

8. White Papers and Policy Briefs

- publications that address specific policy issues or provide **recommendations** for policymakers, typically developed **by governments**
- aim to bridge the gap between research and practice by presenting evidence-based analyses and suggestions for policy implementation



What are Academic Journals

Definition of academic journals remains consistent today

- scholarly publications that contain articles written by **experts** and **researchers** in specific fields of study
- serve as a platform for the **dissemination of original research**, theoretical discussions, and critical analyses within academic and scientific communities

Key features

- follow a **peer-review process**, where submitted articles are evaluated and reviewed by experts in the respective field before acceptance and publication
- such rigorous review process ensures the **quality** and **validity** of the research published in the journal



What are Academic Journals

- cover a wide range of **disciplines**, such as natural and social sciences, humanities, engineering, medicine, and business, etc.
- a **platform** for researchers to share their work with the academic community, receive feedback, and engage in discussions and debates with other experts in their field
- in the digital age, academic journals are often available in **both print** and **electronic** formats – online access providing greater accessibility to researchers worldwide. New features such as advanced search capabilities, interactive multimedia content, and rapid dissemination of research findings

Navigating academic publishing of
Journal Articles:

Perspectives of an **Author**,
Reviewer, and **Editor**



What have I done/am I doing?

- Author of a doctoral dissertation, conference papers, **journal articles**
- Author of an academic **book**
- Guest Editor of Special Issue for academic journal
- **Reviewer** of articles for various academic journals
- **Managing Editor** of an academic journal
- Teaching various courses from Bachelor to Doctoral students
- Supervising Doctoral students



Extracted from my CV

Research Outputs 1

Te, A.Y.C. (2023). Strategies on Human Resource Development in Public Governance to Promote Socio-Economic Development in China's Greater Bay Area, *Presented at 2023 EROPA Conference – The Role of Public Governance in Socio-Economic Recovery and Development towards the Sustainable Development Goals*, 16-20 October, Hanoi, Vietnam

Te, A.Y.C. (2022). *Choosing Chinese Universities: A Negotiated Choice for Hong Kong Students*, Routledge, UK & US, 204 pages.

<https://www.routledge.com/Choosing-Chinese-Universities-A-Negotiated-Choice-for-Hong-Kong-Students/Te/p/book/9781032022741>

Te, A.Y.C. (2022, September). Human Resources Risk Management for Public Organizations during and post-COVID period. *Presented at EGPA 2022 Conference, Asia-Europe Dialogue - HR development, skills promotion, reforms of public sector personnel system in digital age & post-COVID period*, 7-9 September, Lisbon, Portugal.

Te, A.Y.C. and Postiglione, G.A. (2022). Editorial of Special Issue, *Asian Education and Development Studies*, 11(1), 1-6. <https://doi.org/10.1108/AEDS-01-2022-289>

Te, A.Y.C. (2022). Trans-contextualized cross-border student choice under “one country, two systems” from Hong Kong to Mainland China for higher education. *Asian Education and Development Studies*, 11(1), 55-68. <https://doi.org/10.1108/AEDS-04-2020-0057>

Te, A.Y.C. (2019, April). Why and how Hong Kong students crossing border to study in Mainland universities – a case of east-east student mobility. *Proceedings of Comparative and International Education Society (CIES) Conference 2019*, San Francisco, U.S.

Te, A.Y.C. (2018, April). Hong Kong Students Crossing Border to Public Universities in Mainland China as Pragmatic Opportunists. *Proceedings of American Educational Research Association (AREA) Annual Meeting 2018*, New York City, U.S.

Extracted from my CV

Research Outputs 2

Te, A.Y.C., & Postiglione, G.A. (2018). [Hong Kong students entering Mainland China universities: a review of the admission scheme](https://doi.org/10.1108/PAP-06-2018-003). *Public Administration and Policy*, 21(1), 50-67. <https://doi.org/10.1108/PAP-06-2018-003>

Postiglione, G.A., Ma, Y., & Te, Y.C. (2017). Institutionalizing liberal education in China: Obstacles and challenges. In Godwin, K. A., & Pickus, N. (Eds.), *Liberal arts and sciences innovation in China: Six recommendations to shape the future*. (pp. 49-59). US: Boston College Center for International Higher Education.

Te, Y.C. (2017, September). A Study of the Impacts and Implications of an Innovative Admission Scheme for Hong Kong Students to Study in Universities in Mainland China. *Proceedings of 2017 EROPA Conference on the Role of Public Governance in Achieving SDGs*, Seoul, Korea.

Te, Y.C. (2016). Literature Review on International Student Choice: Reverse Flow of Students Studying in Mainland China. *Research Studies in Education*, 14, 77-89, Hong Kong.

Qin, Y., & Te, Y.C. (2016). Cross-Border Higher Education in China: How the Field of Research Has Developed. *Chinese Education & Society*, 49(4-5), 303-323. <https://doi.org/10.1080/10611932.2016.1237851>

Postiglione, G.A., Qin, Y., & Te, Y.C. (2016). Hong Kong's Cross-System University Partnerships. *Chinese Education and Society*, 49(4-5), 288-302. <https://doi.org/10.1080/10611932.2016.1237850>

Te, Y.C., & Fong, P. (2014). A Study on the Application of Outcome-based Teaching and Learning in Higher Education in Hong Kong. Presented at Conference on Self-financing Tertiary Education: The Way Forward, Federation for Self-financing Tertiary Education, 13 November 2014.

Extracted from my CV

Research Outputs 3

Te, Y.C., & Fong, P. (2014). An examination of the critical success factors for Hong Kong's universities to set up branch campuses in Mainland China. Presented at 16th Annual Conference of the Hong Kong Sociological Association, HKIED, 5 December 2014.

Te, Y.C., & Postiglione, G.A. (2014). Two Systems Academic Collaboration in Higher Education. Presented at the University Presidents Roundtable (Shenzhen) and the 5th Annual Conference on Chinese-Foreign Cooperation in Running Schools, Xiamen University's Research Center of Sino-foreign Cooperation in Running Schools, 11 November 2014.

Te, Y.C. (2008). Booklet on Workplace English, South China Morning Post.

Awards and Scholarships

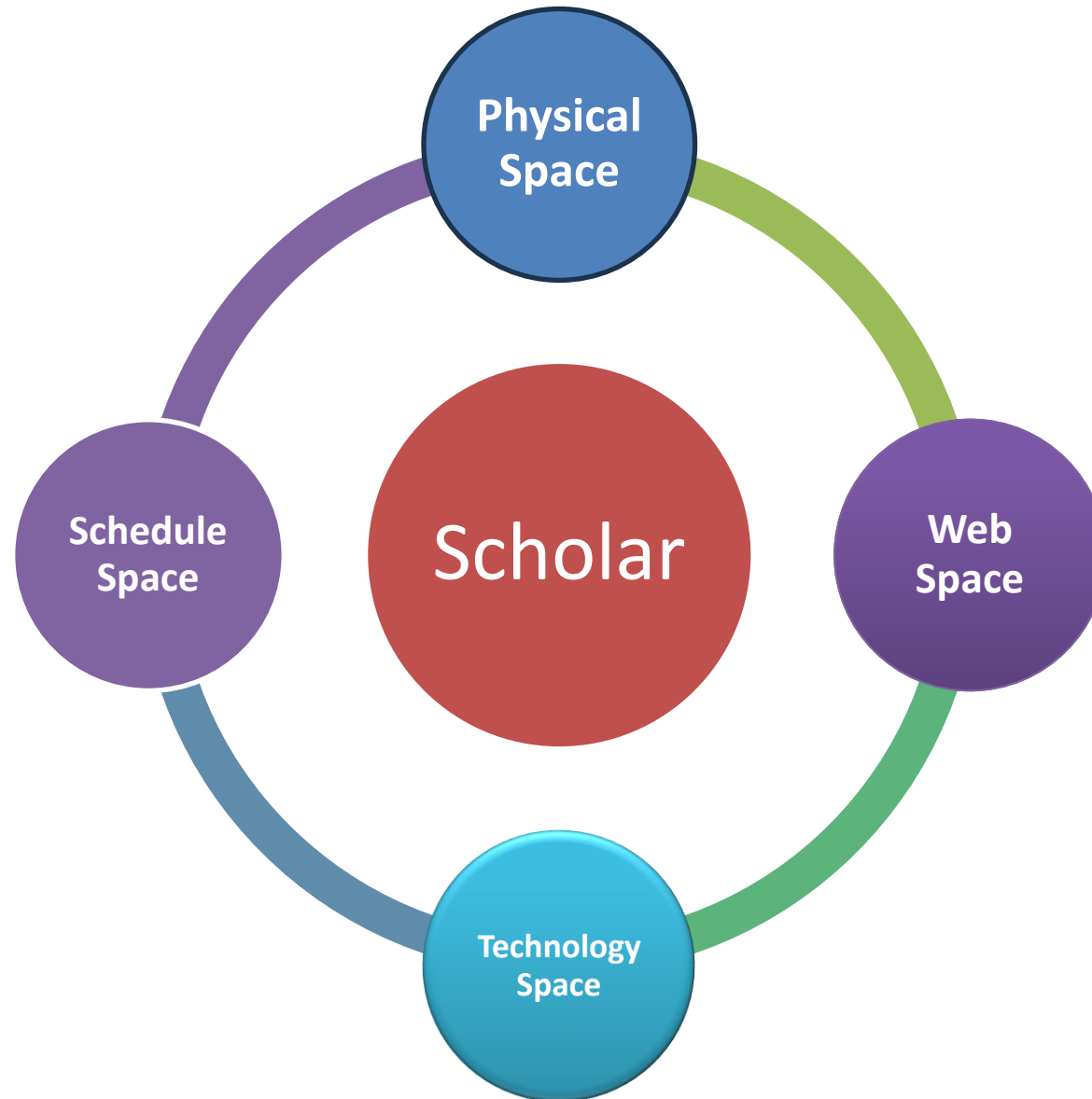
Top Ten Best Research of “2022 The First Fudan University Education Research of International Doctoral Researcher Forum”, **paper** on “Decision-making of Hong Kong students’ pursuit of higher education in Mainland China”, by **Fudan University Education Forum**, January 2022.

Emerald Literati Award – 2019 Highly Commended Award on the paper “Hong Kong Students Entering Mainland China Universities: A Review of the Admission Scheme” published in Public Administration and Policy.

2017 Research Postgraduate Student Publication Incentive Award, by the Faculty of Education, The University of Hong Kong, on the paper “Cross-Border Higher Education in China: How the Field of Research Has Developed” published in Chinese Education and Society.

2015-2019 Postgraduate Scholarship, awarded by The University of Hong Kong.

Creating Time and Space



Web space - Dissemination

- Google Scholar
- ORCID
- ResearchGate

The **ORCID** is a nonproprietary alphanumeric code to uniquely identify authors and contributors of scholarly communication as well as ORCID's website and services to look up authors and their bibliographic output.



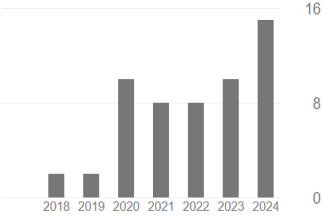
Te Y.C. Alice

HKU
在 hku.hk 的电子邮件经过验证
Higher Education

关注

引用次数

	总计	2019 年至今
引用	56	53
h 指数	4	4
i10 指数	1	1



标题

引用次数

年份

Cross-border higher education in China: How the field of research has developed

Q Yunyun, YC Te Alice

Chinese-Foreign Cooperation in Running Schools, 75-95

32

2019

Hong Kong students entering Mainland China universities: a review of the admission scheme

AYC Te, GA Postiglione

Public Administration and Policy 21 (1), 50-67

9

2018

Hong Kong's cross-system university partnerships

GA Postiglione, Q Yunyun, YC Te Alice

8

2019

ORCID

Connecting research and researchers

SIGN IN/REGISTER

English

alice te yc

Q

Is this you? [Sign in to start editing](#)

Printable version

Name

Alice Y.C. Te

Activities

Collapse all

Education and qualifications (1)

Sort

University of Hong Kong: Hong Kong, HK

ResearchGate

Home

Questions

Jobs

Search for research, journals, people, etc.

Q

🔔

✉️

💬

1





Alice Y.C. Te

Edit

Doctor of Philosophy · Part-time Lecturer at The University of Hong Kong

Hong Kong | Website

Research Interest Score

33.5

Citations

40

h-index

3

Citations over time



My Research Practices

1. Choose a topic

- manageable, doable with certain time frame
- why do it?
 - significance, passionate about what you write
 - go deep rather than go wide

2. Support

- find collaborators who have similar interests and communicate regularly
- active in professional associations

3. Be a lifelong learner

- aim for high quality research
- set the goal on number of publication for each year

How to decide WHICH Journal to go for

- Researchers may prioritize publishing articles in journals with **higher Impact Factors** to gain visibility and recognition within the academic community
- Two most commonly used **metrics** to assess the influence, significance & impacts of academic journals
- Differences in their background, calculation and scope:
 - 1. Journal Impact Factor** - by Clarivate Analytics, based on Web of Sciences
 - 2. CiteScore** – by Elsevier, based on Scopus



Journal Impact Factor (JIF)

- published by **Clarivate Analytics** for journals indexed in the **Web of Science database**
- calculated **annually** based on the number of citations that articles published in a journal receive in the preceding **two years**
- The Formula:
$$\text{Impact Factor} = (\text{Number of citations in year X}) / (\text{Number of articles published in years X-1 and X-2})$$
- For example, Impact Factor for a journal in 2025 would be calculated based on the citations received by articles published in that journal in 2024 and 2023
- **Quartiles** are assigned based on the distribution of journals within specific field
- Top 25% of journals in terms of JIF are categorized as **Q1**, the next 25% as **Q2**, the next 25% as **Q3**, the bottom 25% as **Q4**



Some Academic Journals in Management

- Academy of Management Journal
- Academy of Management Perspectives
- Academy of Management Review
- Business perspectives and research
- Business Research
- California Management Review
- European Journal of Management and Business Economics
- Harvard Business Review
- Human Relations
- International Journal of Management Reviews
- Journal of Business Research
- Journal of Management
- Journal of Management Studies
- Long Range Planning
- Management and Organization Review
- Management Learning
- MIT Sloan Management Review
- Organization Studies
- Strategic Management Journal

Academy of Management Review

Journal's Impact IF Trend

Display 5 records per page

Year	Journal's Impact IF
2023-2024	Check our Real-Time IF and IF Prediction Results
2021-2022	13.865
2020-2021	12.638
2019-2020	8.365
2018-2019	10.632

Trend

Journal Impact Factor - Examples

Journal's Impact IF

2023-2024

16.400

Academy of Management Review

Journal's Impact Ranking

Category	Different Categories	Quartile	Rank	Percentile
Business, Management and Accounting - General Business, Management and Accounting		-Q1	-4/216	-98%
Business, Management and Accounting - Management of Technology and Innovation		-Q1	-10/271	-96%
Business, Management and Accounting - Strategy and Management		-Q1	-14/456	-97%

CiteScore of a Journal

Scopus
CiteScore™ metrics

- metric published by Elsevier, based on the Scopus database, for journals indexed in Scopus
- calculation for the current year is based on the number of citations received by a journal in that year for the documents published in the journal in the past three years, divided by the documents indexed in Scopus published in those three years
- calculated and updated on a monthly basis
- **Quartile 1 (Q1)** = 25% of journals with the highest CiteScores in that category
- Q2 for the next 25%, Q3 for the next, Q4 for the bottom 25%

Journal Impact Factor/CiteScore

- the use of the metrics as a sole measure of a journal's quality or influence has been subject to **criticism**
- both metrics have their own strengths and limitations
- intended to be used as tools to assess the **relative** influence and visibility of journals **within their respective databases**
- can be influenced by factors such as the **size of the field**, publication practices, and citation patterns, and may not accurately reflect the quality of individual articles or the impact of specific research contributions
- we should consider other factors, such as the **relevance** of a journal to our research area, **reputation** of editorial board, quality of individual articles when making decisions about where to publish our research



CiteScore™

How to Choose Journals



- Journal Impact Factor
- Acceptance/rejection rates
- Reputation within the discipline
- Review process
- Balance between high-impact and high chance of acceptance

Types of Journals

1. Traditional Journals

- readers have to pay subscription fee when ordering the journal, or through the libraries which have subscribed the journals

2. Open access journals

- all papers are OPEN for access by everyone in the journal website
- either the authors or the journal owners pay the “Article Processing Fee”



Manuscripts Review Process

Three types

- **Double-blind** peer reviews – authors and reviewers are both anonymous – most commonly adopted
- **Blind** review – authors do NOT know who reviewers are, but reviewers may know who the authors are
- **Non-blind** review – used in some journals, magazines



Publication Process

Authors: log into the System to upload the manuscript

Editorial Office: check for issues such as plagiarism, author identification, author guidelines, and etc. (1 to 2 weeks)

Editor:

1. check for author identification, fit, relevance, significance, and potential for publication
2. Send the manuscript to a panel of 2 to 3 reviewers based on the fit and expertise of the reviewers (2 to 3 weeks)



Publication Process

Reviewers:

- Accept or decline the invitation to review (2 to 3 weeks)
- Accept the invitation and review the manuscript (1 month)
- Make recommendations about the manuscript:
major revisions, minor revisions, or reject

Editor: Make decision about the manuscript (1-2 weeks)

Author: Revise the manuscript (if major or minor revisions)
(1 to 2 months)

Editor: Send back to the same reviewers if possible

Reviewers: 2nd cycle

Average cycle: 2-4
rounds of revisions
(6 months – 2 years)



Manuscript – Typical Review Outcomes

1. Reject

- quality, insignificance
- irrelevant – may direct to other journals

2. Major Revisions required

- with detailed recommendations for specific improvements

3. Minor Revisions required

- after addressing the minor concerns, publishable

4. Accept

- publishable after a thorough proof-read and edits



Authors focus on the following



Follow the journal format – in Author Guideline



Write clear and concise academic English



Prepare a good Abstract



Design a good organization



Admit the limitation of the research



Check consistency, grammars, citations and references

Manuscript - Reviewers' Critiques

- Poorly written manuscript - **grammar**, citations, reference errors
- Failure to follow **journal guidelines**
- Poorly organized – lack of **coherence**
- Lack of **consistency** among the multiple authors
- Problems of the research design, methods, instruments or analysis
- **Missing** important and/or theoretical foundations, literature, alternatives, perspectives
- **Exaggerated**, unwarranted or vague claims, not supported by a current literature review or deep analysis

Manuscript - Editor's Role

1. Rely on reviewers

- Rarely overturn a review panel's recommendation
- Reviewer quality and reliability are known after a few reviews

2. Select a **balanced review panel**

- Experience, expertise in methodology, subject expertise

3. **Help authors**

- Interpret and prioritize reviewer recommendation
- Find alternative publication venues

4. Other roles of an editor

- Journal's strategic growth
- Special issues, board members, reviewers, awards, communication with Publisher

Manuscript – Editor's Perspectives

- English is **clear, concise** and **coherent**
- Familiar with the Journal guideline
- Genuine **contribution to the knowledge** base
- Topic is **significant**
- Literature review on the topic is up-to-date
- Research method is well designed
- Data are well presented
- Study likely to generate interest amongst readers
- Will likely be cited by other scholars in the field – **IMPACT**

How to Draft your Manuscript



Start from the Journal requirements –
check thoroughly



Write an Abstract - different formats
for different journals



Construct the overall structure –
headings



Insert sub-headings for each section –
brief of the substance



List key points – extracted relevant contents
from your draft thesis chapters



Submitting a Manuscript

- **Customize** for the journal
- May find a **Special Issue** of a journal (with specific theme)
- **Send** an abstract to the editor
- Complete the research and write-up
- Ensure the abstract, introduction and reference are fit
- **Proofread** before submission
- Respond to reviewers timely and thoroughly

Manuscript – Writing Style

- Write in **clear and concise** academic English – need to edit
- Write to help people understand
- Avoid using strong words, e.g. always, very, never... ..
- Pay attention to spelling, typos
- Strictly follow Referencing style

Resources: <http://owl.english.purdue.edu/owl>

How to Handle Rejection

Editors' ideal

- Good English, high readability
- The manuscript should inspire the readers by adding something **NEW**.
- Have to reject because

Author – Responding to Reviewers

- Look at all comments and feedback
- Develop a **plan of action** to improve the manuscript
- While working on the responses to feedback and improving the manuscript, build a separate **table** (or in bullets) to each comment or suggestion of each reviewer, arrange the table by reviewers
- Submit the responses to the reviewers **on time** as recommended by the journal

Example of Reviewer Recommendation

- Reconsider the use of the term “educational technology integration”. I am not sure it communicates precisely what was intended, and it seems to have a somewhat different meaning at various places in the paper.

Example: Author 1 response

- We carefully reviewed its use.

Example: Author 2 response

- We now offer a more precise definition of the term “educational technology integration” and have adjusted its use to be consistent throughout the paper. Thanks for pointing out the fuzziness of the term and its use in the paper. Please see the revised text highlighted in yellow on pp. xx-xx.

Different Platforms for submissions

1. ScholarOne Manuscripts (Clarivate Analytics)

- a widely used submission and peer review system
- utilized by numerous publishers and journals across various disciplines
- allowing authors to submit their manuscripts and track the review process

2. Manuscript Central (Aries Systems)

- a submission and peer review platform utilized by many scholarly publishers and journals
- provide a comprehensive workflow management system for authors, editors, and reviewers.

Different Platforms for submissions

3. Editorial Manager (**Elsevier**)

- solely by Elsevier journals
- offer a user-friendly interface for authors to submit their manuscripts, track the progress of their submissions, and communicate with editors and reviewers

4. EJPRESS (**Springer**)

- used by Springer journals
- enables authors to submit their manuscripts, track the status of their submissions, and communicate with the journal's editorial team

Different Platforms for submissions

5. Open Journal Systems (**Public Knowledge Project**)

- an open-source platform used by many academic journals
- provide a comprehensive system for online journal management, including submission, review, editing, and publishing.

6. Editorial Express (**Begell House**)

- a manuscript submission and peer review system used by several scientific and engineering journals published by Begell House

7. EasyChair

- **conference management** system that is also used by some journals for manuscript submission and review
- offer a user-friendly interface for authors and reviewers to manage the submission and review process

A close-up photograph of a hand operating a computer mouse on a wooden desk. In the foreground, a large, three-dimensional '@' symbol made of cardboard stands upright. The background is softly blurred, showing a white wall and some indistinct shapes.

Common Features of these platforms

An **Online** journal management system

Multiple functions:

1. Manuscript **Submission** - by authors
2. Editorial management for **Peer Review**, editing and **publishing**
 - reviewers have to complete the Review Report online
 - authors and editors to track the progress of manuscripts
3. **Email system** for communication between editors, authors and reviewers

Example – ScholarOne Manuscripts

ScholarOne Manuscripts™

Instructions & FormsHelp

PUBLIC ADMINISTRATION AND POLICY

[Log In](#)[Reset Password](#)[Create An Account](#)

🕒 For your security, you have been logged out due to inactivity.



Log In

User ID

[Create an Account](#)

Password

[Reset Password](#)

Welcome to the submission site for

Public Administration and Policy

To begin, log in with your user ID and password.

If you are unsure about whether or not you have an account, or have forgotten your password, go to the [Reset Password](#) screen.

Need help? [click here](#)

Quality is at the heart of what Emerald Publishing does. Acting with integrity and transparency, we seek to build partnerships with authors, editors and readers alike.

Example – Author's dashboard

ScholarOne Manuscripts™

Alice Te ▾

Switch to a different account ▾

Instructions & Forms

Help

Log Out

PUBLIC ADMINISTRATION AND POLICY



[Home](#) [Author](#) [Review](#) [Editorial Assistant Centre](#)

Author Dashboard

Author Dashboard

[Start New Submission](#) >

[5 Most Recent E-mails](#) >

Start New Submission

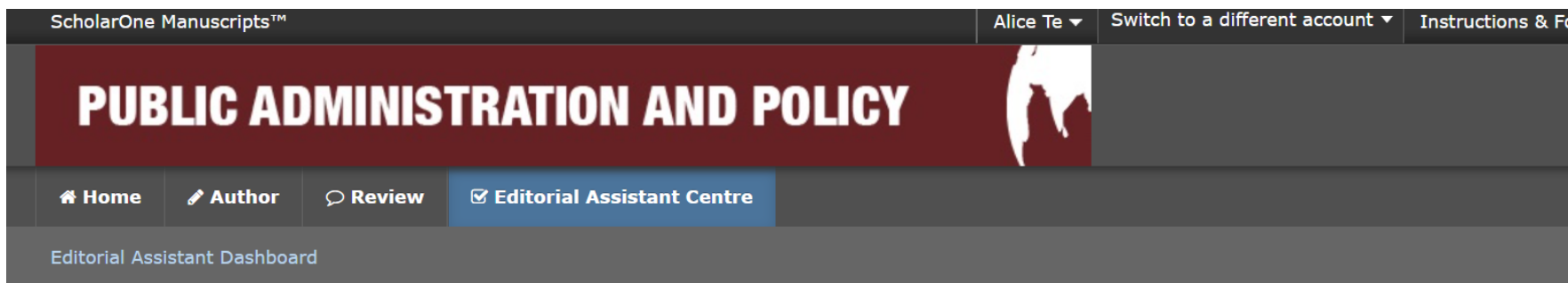
Use of inclusive language

We encourage all authors to choose language that is inclusive and respectful. Submissions should not contain anything that might imply that one individual is superior to another on the grounds of race, gender, culture, sexuality, or any other characteristic, and inclusive language should be used throughout. Authors should ensure that writing is free from bias, for instance by using 'he or she', 'his or hers', 'him or her', or the singular gender-neutral 'they, theirs or them'. Further Information on our inclusive language policy can be found in the author guidelines.

Traditional submission allows you to upload files that were created from many sources.

[Begin Submission](#)

Example - Editor's Dashboard



Dashboard

You can access manuscripts in each peer review status by clicking on the status queue title. The number next to each status queue title indicates the number of manuscripts in that status. You may search for specific manuscripts with the Quick Manuscript Search form or conduct an "Advanced Search" by clicking the link below (the advanced search form will display at the bottom of the screen). For tips on conducting searches, click the following link:

[Read More ...](#)

Editorial Assistant Lists	Quick Search - Show Advanced Search
You may click on the manuscript list title to view a full listing of manuscripts in each status, or click on the number next to the list to jump directly to the first manuscript in the list. 1. Regular Issue 3 Awaiting EA Checklist 12 Awaiting Reviewer Selection 6 Awaiting Reviewer Invitation 3 Awaiting Reviewer Assignment 10 Awaiting Reviewer Scores 0 Overdue Reviewer Scores	You may conduct a wildcard search by adding an asterisk (*) to the end of the search string. For example, to view a list of all of the manuscripts whose titles begin with the words "neuroscience" or "neurology" simply type "neuro*" in the Title field and click "Search." Saved Search: Select...  Edit Manuscript ID: External Manuscript ID: Title: Author's First

Paper Types

1. Research paper

- papers which report on any type of research undertaken by the author(s)
- may involve the construction or testing of a model or framework, action research, testing of data, market research or surveys, empirical, scientific or clinical research.

2. Viewpoint

- any paper, where content is dependent on the author's opinion and interpretation, similar to journalistic pieces.

3. Technical paper

- describes and evaluates technical products, processes or services

4. Conceptual paper

- will not be based on research but will develop and test hypotheses
- papers are likely to be discursive and will cover philosophical discussions and comparative studies of others' work and thinking



Paper Types

5. Case study

- describe actual interventions or experiences within organizations
- may be subjective and will not generally report on research
- a description of a legal case or a hypothetical case study used as a teaching exercise

6. Literature review

- should only be used if the main purpose of the paper is to annotate and/or critique the literature in a particular subject area
- may be a selective bibliography providing advice on information sources or it may be comprehensive in that the paper's aim is to cover the main contributors to the development of a topic and explore their different views.

7. General review

- provide an overview or historical examination of some concept, technique or phenomena
- more descriptive or instructional ("how to" papers) than discursive



Some Practical Tips

- Write a **Cover Letter** – show your uniqueness, worth consideration
- Do recommend reviewers – **which MAY help**
- Opposed reviewers, only when absolutely needed

Author Recommended Reviewers:	
Author Opposed Reviewers:	
Author's Cover Letter:	

Author's Cover Letter:	Dear Editor-in-Chief, Following up on your email reply dated 26 November 2023, through this email we submit the revised manuscripts that we have completed with the title "Deconcentration Policy Model for General Government Affairs to Support National Cohesion in Indonesia". I believe that the findings of this study will make a valuable contribution to the field of public administration and governance policy, particularly in the context of General Government Affairs.
------------------------	--

Some Practical Tips

Number of WORDS – example: 7000 words

Article length / word count

Articles should be up to a maximum of 7000 words in length. This includes all text, for example, the structured abstract, references, all text in tables, and figures and appendices.

Format of Abstract

- One paragraph – unstructured
- Structured – e.g. 4 mandatory sub-headings

Structured abstract

All submissions must include a structured abstract, following the format outlined below.

These four sub-headings and their accompanying explanations must always be included:

- Purpose
- Design/methodology/approach
- Findings
- Originality/value

Example - Reviewer Report 1

Part One

1. **Quality of content:** Statement and analysis of research problems, completeness and breadth of literature review, citation of appropriate range of literature sources, containing significant work in the field, and articulations of findings.
Rate 1 2 3 4 5 best
Comments:
2. **Organization:** Build on an appropriate base of theory, concepts, or other ideas, with logical sequence, appropriate methods, clear and analysed results, and conclusions adequately tie with other parts of the paper.
Rate 1 2 3 4 5 best
Comments:
3. **Originality, significance, value and impact:** Contribution to knowledge, bridging the gap between theory and practice, usefulness of research findings on practice or teaching, influencing public policy, or solving a practical problem.
Rate 1 2 3 4 5 best
Comments:

Example - Reviewer Report 2

4. **Quality of Communication**: Clarity of expression and readability, such as sentence structure, jargon use, acronyms, grammar, and citations., citation of appropriate range of literature sources, containing significant work in the field, and articulations of findings.

Rate 1 2 3 4 5 best

Comments:

5. **Overall comments**: Strengths and weaknesses of the paper and suggestions for revision

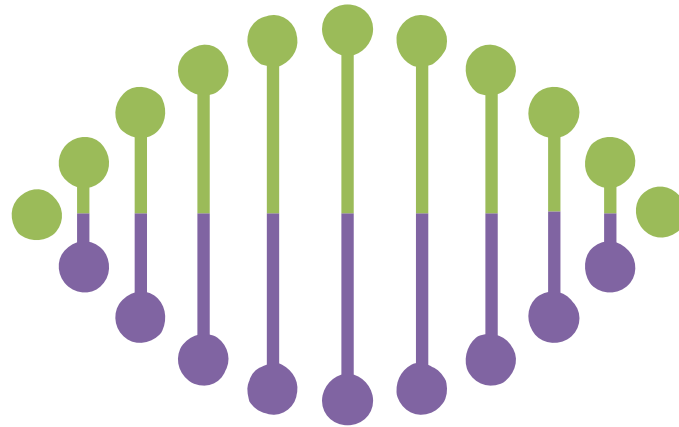
Rate 1 2 3 4 5 best

Comments:

Example - Reviewer Report 3

Part Two: **Recommendations**: (Please select one only)

- (1) _____ Accept with no change
- (2) _____ Accept with minor revision
- (3) _____ Accept with major revision
- (4) _____ Reject (please indicate main reasons):
 - _____ (a) contribution not significant
 - _____ (b) not appropriate for this journal
 - _____ (c) Others: _____



Publication of Academic Books

Why publish Academic Books

1. Comprehensive Exploration

- allow researchers to delve deeply into their research topics or areas of expertise
- unlike journal articles, which are typically limited in length, books offer a more extensive platform to present comprehensive analyses, theories, and findings
- enable authors to provide a **thorough exploration** of a subject, incorporating various perspectives and offering a holistic view

2. Longevity and Permanence

- have a longer lifespan compared to other forms of academic publications
- often considered as **enduring contributions** to the field and can remain relevant for years or even decades
- **frequently referenced** by other scholars, providing a lasting impact and recognition for the author's work



Why publish Academic Books

3. Knowledge Dissemination

- contribute to the dissemination of **knowledge** and research findings to a broader audience
- have the potential to reach not only academic researchers but also **students**, **practitioners**, **policymakers**, and the **general public** interested in the subject matter
- help **bridge the gap** between academia and the wider community by making research accessible to a wider readership

4. Synthesis and Integration

- offer an opportunity to synthesize, integrate, and connect various research findings, theories, and perspectives
- authors can bring together existing knowledge in a cohesive manner, providing a comprehensive overview of a topic or field
- this synthesis can help readers gain a **deeper understanding** of the subject and identify relationships between different aspects of research.



Why publish Academic Books

5. Influence and Thought Leadership

- establish the author as an expert and a thought leader in the field
- enhance the author's **reputation**, **credibility**, and influence within the academic community and beyond
- contribute to shaping the discourse and direction of the field, allowing authors to make a significant impact on the development of knowledge and scholarship

6. Career Advancement

- have a positive impact on an author's career trajectory
- enhance opportunities for **promotion**, **tenure**, and **professional recognition** within academic institutions
- often valued in academic hiring processes, grant applications, and evaluation of **research productivity**



Why publish Academic Books

7. Intellectual Legacy

- provide a **tangible** intellectual legacy for authors
- serve as a **record** of their research, insights, and contributions to the field
- allow authors to leave a lasting mark on their subject area, influencing **future generations** of researchers and scholars



A Worthwhile Endeavour

- It is important to note that publishing an academic book requires a significant investment of **time, effort, and research expertise**.
- However, the benefits of publishing a book can be substantial, both in terms of **personal** and **professional satisfaction**, as well as the **impact** on the academic community and society as a whole.





Challenges and Considerations

1. Time and Effort

- a substantial undertaking that requires a significant investment of time and effort
- authors need to commit to a rigorous research process, literature review, data analysis (if applicable), and structuring their arguments in a coherent manner.
- the process of writing, revising, and editing a book manuscript can take months or even years.

2. Publishing Process

- process of getting an academic book published can be lengthy and competitive
- authors need to identify suitable publishers and submit book proposals
- the proposal typically includes an overview of the book's content, target audience, market analysis, and the author's qualifications.
- publishers often have specific criteria and guidelines for book proposals, and acceptance is not guaranteed.



Challenges and Considerations

3. Peer Review

- often undergo a peer-review process similar to that of journal articles
- publishers will send the manuscript to subject-matter experts for evaluation and feedback
- peer reviewers may provide suggestions for revisions, identify gaps or weaknesses, and assess the book's overall quality
- authors should be prepared to address reviewer comments and make revisions accordingly

4. Intellectual Property Considerations

- authors need to be mindful of intellectual property rights and ensure they have proper permissions for citing and reproducing copyrighted material, such as images, tables, or excerpts from other works
- understanding copyright laws and obtaining necessary permissions is crucial to avoid legal issues during the publication process



Challenges and Considerations

5. Target Audience and Marketability

- authors should consider the target audience and marketability of their book.
- important to identify the **potential readership**, understand their needs and interests, and tailor the book accordingly.
- publishers often consider the marketability and commercial viability of a book when deciding whether to publish it.
- authors may need to demonstrate the relevance and potential demand for their work.

6. Collaboration and Co-authorship

- some academic books are collaborative efforts involving multiple authors
- coordinating and managing collaboration among authors can present challenges such as aligning research approaches, coordinating writing styles, and ensuring consistency throughout the book



Challenges and Considerations

7. Open Access and Copyright Choices

- authors should consider the publishing model and licensing options available
- open access publishing allows for wider accessibility, but authors may need to consider the associated costs and potential impact on revenue or royalties
- choosing the appropriate copyright license can impact how the book can be used, shared, and adapted by others

8. Promotion and Visibility

- authors should be prepared to take an active role in promoting their book
- publishers may have marketing efforts, but authors can also engage in self-promotion through conferences, speaking engagements, social media, and academic networks.
- building visibility and awareness of the book can be crucial for its success and impact

Advices



Navigating these challenges requires careful **planning**, persistence, and collaboration with publishers, editors, and peers.



Authors should also seek **guidance and support** from experienced researchers, mentors, and publishing professionals to enhance their chances of success in publishing an academic book.

How to publish an Academic Book



Steps to publish an Academic Book

1. Idea Generation:

Identify a **research topic** or area of expertise that you believe warrants an in-depth exploration and that aligns with your scholarly interests and expertise. **Consider gaps** in the existing literature or emerging research areas that could benefit from a comprehensive book-length treatment.



2. Research and

Writing: Conduct thorough research on the chosen topic, review relevant literature, collect and analyze data (if applicable), and develop a **coherent argument** or narrative for your book. Organize your thoughts, outline the **structure** of the book, and start writing the manuscript.



3. Publisher Identification:

Research and identify potential publishers that **specialize** in your subject area or have a strong track record in publishing academic books. **Consider factors** such as the publisher's reputation, distribution channels, editorial support, and their fit with your book's content and **target audience**.



Steps to publish an Academic Book

4. Book Proposal:

Prepare a book proposal to pitch your idea, include an **overview** of the book's content, objectives, target audience, market analysis, and an author biography highlighting your credentials and expertise. Publishers may have specific **guidelines** for book proposals.



5. Submission:

Submit your book proposal to the selected publishers according to their submission guidelines. Be prepared to provide any additional materials requested by the publisher, such as **sample chapters** or a detailed table of contents.



6. Peer Review & Contract:

If book proposal accepted, the publisher will send your manuscript to **peer review**. Reviewers will evaluate the quality, originality, and suitability of your work. After addressing any revisions suggested by the reviewers, proceed to contract negotiation, involving royalties, and other contractual terms.



Steps to publish an Academic Book

7. Manuscript Preparation & Editing

Editing: Once contract finalized, need to complete your manuscript according to the publisher's **guidelines**, formatting the manuscript, addressing any feedback or revisions requested by the editor, and ensuring the manuscript adheres to the publisher's style and formatting requirements.



8. Copyediting and Proofreading

Proofreading: The publisher will assign a copy editor to review and edit your manuscript for clarity, grammar, style, and consistency. After copyediting, you will receive the edited manuscript for your review and approval. May need to address queries or suggestions made by the copy editor.



9. Production and Design

Design: The publisher will handle the production and design aspects of your book, including cover design, typesetting, and formatting. They will create a print-ready version and, if applicable, an e-book version of your book.



Steps to publish an Academic Book



10. Publication and Promotion:

Once the production process is complete, the publisher will officially publish and release your book. They will distribute it through their established distribution channels, make it available for purchase, and promote it to the target audience. As the author, you can also actively participate in promoting your book through book launch, conferences, book signings, social media, and other marketing channels.

How to turn **your**
thesis into
a publishable
Academic Book



From Thesis to a BOOK - What are the differences

A Monograph

1. Scope and Focus

- thesis is for a specific academic committee, on a **narrower** research question
 - academic book aims to provide a comprehensive exploration of a topic of expertise
 - you may need to expand the scope, **delve deeper** into the subject matter, and consider the broader implications and applications of your research
-

2. Structure and Organization

- thesis follows a specific structure: introduction, literature review, methodology, results, and conclusion
- academic book has **greater flexibility** in structuring the content
- need to reorganize and reframe the material to create a **coherent narrative** that flows well for a broader readership
- reorder chapters, add new sections, integrating additional research or perspectives

From Thesis to a BOOK - What are the differences

3. Literature Review

Theses typically include a comprehensive literature review to situate the research within the existing scholarly discourse. When adapting a thesis into a book, you will need to reassess and **update the literature review** to incorporate new research, recent publications, and relevant advancements in the field. This ensures that the book reflects the most current state of the research landscape.

4. Audience Considerations

A thesis is primarily written for an academic audience, such as thesis advisors, committee members, and examiners. In contrast, an academic book aims to reach a broader readership, including scholars, researchers, students, and professionals interested in the subject matter. You will need to **adapt the language, tone**, and level of technical detail to make the book accessible and engaging for a wider audience without sacrificing scholarly rigor.

From Thesis to a BOOK - What are the differences

5. Writing Style and Narrative

Theses often adopt a more formal and technical writing style suited for academic evaluation. In contrast, academic books generally require a **more engaging, reader-friendly writing style**. You may need to revise and rephrase sections of your thesis, add explanatory examples, and ensure that the book maintains a cohesive narrative that captures the interest of readers.

6. Originality and Contribution

While the thesis represents an original contribution to knowledge, transforming it into a book provides an opportunity to further refine and develop your ideas. You can expand on certain aspects, explore alternative perspectives, and consider the broader implications of your research. The book should highlight the **unique contribution** your work makes to the field and provide a **more nuanced and comprehensive analysis** compared to the thesis.

From Thesis to a BOOK - What are the differences

7. Citations and References

Theses often rely heavily on citations within the academic literature to support arguments and demonstrate familiarity with existing research. In the book adaptation process, you may need to revise and update your citations to incorporate a broader range of sources, including **recently published** books, relevant chapters, and other scholarly works.

8. Length and Depth

Theses are typically shorter in length compared to academic books. While the length of an academic book **can vary** depending on the publisher and subject matter, you will generally have the opportunity to expand on the ideas presented in your thesis and provide more in-depth analysis, examples, and case studies.

Which Publisher to choose

Which **types** of publishers?

- International, regional or local
- Disciplines
- Top tier or

Criteria

- Chance of accepting our book proposal
- Impact, readership – What is **your objectives?**
- Time required



International Publishers

- **Cambridge University Press:** Cambridge University Press is highly regarded for its academic publications across various disciplines, including humanities, social sciences, and sciences. They publish textbooks, monographs, reference works, and journals.
- **Oxford University Press:** Oxford University Press is known for its extensive collection of academic books in various areas, including humanities, social sciences, natural sciences, and professional subjects. They publish textbooks, scholarly monographs, reference works, and journals.
- **Harvard University Press:** Harvard University Press is recognized for its scholarly publications in various disciplines, including history, law, philosophy, and social sciences. They publish both academic monographs and trade books.

International Publishers

- **MIT Press:** MIT Press focuses on publishing books in the fields of science, technology, and the arts. They have a reputation for publishing high-quality works that explore the intersection of technology, society, and culture.
- **Princeton University Press:** Princeton University Press publishes academic books in the humanities, social sciences, and natural sciences. They are known for their rigorous selection process and commitment to publishing influential works.
- **Chicago University Press:** The University of Chicago Press is renowned for its publications in the humanities, social sciences, and natural sciences. They publish academic books, journals, and reference works.



International Publishers

- **Routledge** (Taylor & Francis Group): Routledge is a leading publisher in the humanities and social sciences, covering a wide array of subjects such as literature, philosophy, psychology, sociology, and education. They offer textbooks, handbooks, and scholarly monographs.
- **Springer**: Springer is a major publisher of academic books in science, technology, engineering, mathematics (STEM), and other related fields. They cover a diverse range of subjects and publish both textbooks and scholarly monographs.
- **Elsevier**: Elsevier is a leading publisher in the fields of science, technology, medicine, and social sciences. They publish a wide range of academic books, including textbooks, reference works, and research monographs.



International Publishers

- **Palgrave Macmillan**: Palgrave Macmillan specializes in publishing academic books in the humanities, social sciences, and business. They cover a broad range of subjects and offer both textbooks and scholarly monographs.
- **Wiley**: Wiley publishes a wide range of scholarly journals, books, and online resources across numerous disciplines, including science, technology, medicine, social sciences, and humanities.



International Publishers

- important to note that the influence and reputation of publishers can vary across different academic disciplines
- there are many other reputable publishers that specialize in specific fields or sub-disciplines
- Authors should carefully consider the **focus** and **target** audience of their work when choosing a publisher that **aligns with your research area and goals.**

Publishers in Hong Kong

Hong Kong University Press

diverse fields: humanities, social sciences, business, and science
known for producing high-quality research monographs,
textbooks, and reference works

The Chinese University Press

a wide range of scholarly books in various disciplines:
humanities, social sciences, and natural sciences
strong focus on Chinese culture, history, language, and literature

City University of Hong Kong Press

across various disciplines: humanities, social sciences, business,
and science

emphasize interdisciplinary research and offer a range of
scholarly works: monographs, edited volumes, and conference
proceedings

Publishers in Hong Kong

Hong Kong Baptist University Press

focus on publishing books in humanities, social sciences, and cultural studies

publish academic works that explore the cultural heritage, history, and social issues of Hong Kong and the wider region

The Education University of Hong Kong Press

known for publishing educational research and books related to teacher education, curriculum development, and educational policy



Publishers in Hong Kong

- These publishers play a significant role in disseminating academic research and scholarship related to **Hong Kong** and the broader Asian region.
- They contribute to the academic discourse by publishing works that explore various topics, from history and culture to social sciences and education.
- Researchers and scholars in Hong Kong often consider these publishers when seeking to publish their academic books.



Other Regional Publishers

- **National University of Singapore Press** (NUS Press): NUS Press is affiliated with the National University of Singapore and is a leading academic publisher in Southeast Asian studies. They publish scholarly books on topics related to Southeast Asian history, culture, politics, and social sciences. NUS Press has a strong reputation for producing high-quality works that contribute to the understanding of the Southeast Asian region.
- **Kyoto University Press**: Kyoto University Press is a prominent academic publisher based in Japan. They publish scholarly books across various disciplines, including humanities, social sciences, natural sciences, and medicine. The press focuses on publishing research that advances knowledge and promotes scholarly exchange.



Other Regional Publishers

- **University of Tokyo Press:** University of Tokyo Press is affiliated with the University of Tokyo, one of Japan's premier universities. They publish academic books in a wide range of disciplines, including humanities, social sciences, science, technology, and medicine. The press is known for its rigorous academic standards and publishes works by leading scholars in their respective fields.
- **Seoul National University Press:** Seoul National University Press, associated with Seoul National University in South Korea, is a renowned academic publisher. They publish books in various disciplines, including humanities, social sciences, natural sciences, and engineering. The press aims to disseminate research that contributes to scholarship and addresses contemporary issues.



Other Regional Publishers

- **University of Malaya Press:** University of Malaya Press is affiliated with the University of Malaya in Malaysia. They publish academic books and journals in diverse fields, including humanities, social sciences, science, technology, and medicine. The press is committed to promoting scholarly research and publications that highlight the regional context and the unique challenges faced in Malaysia and Southeast Asia.

These regional publishers play a crucial role in showcasing research and scholarship specific to their respective regions. They contribute to the academic discourse by publishing works that provide insights into the **history, culture, politics, and social dynamics of their particular areas of focus**. Researchers often consider them when seeking to highlight regional perspectives or engage with **specific regional topics**.

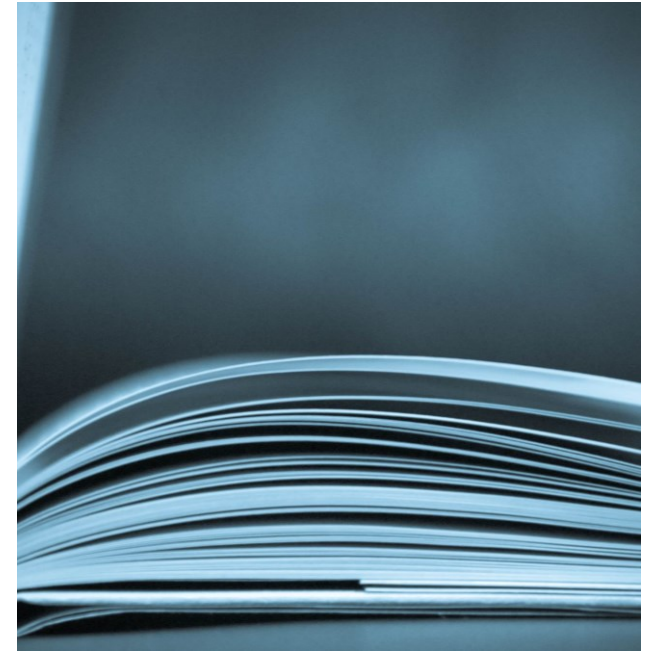
How to write a Good Book Proposal

1. Overview and Summary

- begin with an **introduction** that clearly states the purpose and significance of your book
- explain the **research question**, the gap it fills in the existing literature, and the contribution your work makes to the field.
- provide an overview by summarizing the structure of the book and the main arguments or themes it explores

2. Literature Review

- conduct a literature review that demonstrates your familiarity with existing scholarship in the field
- highlight the key theories, concepts, and debates relevant to your work and discuss how your monograph builds upon or challenges existing research



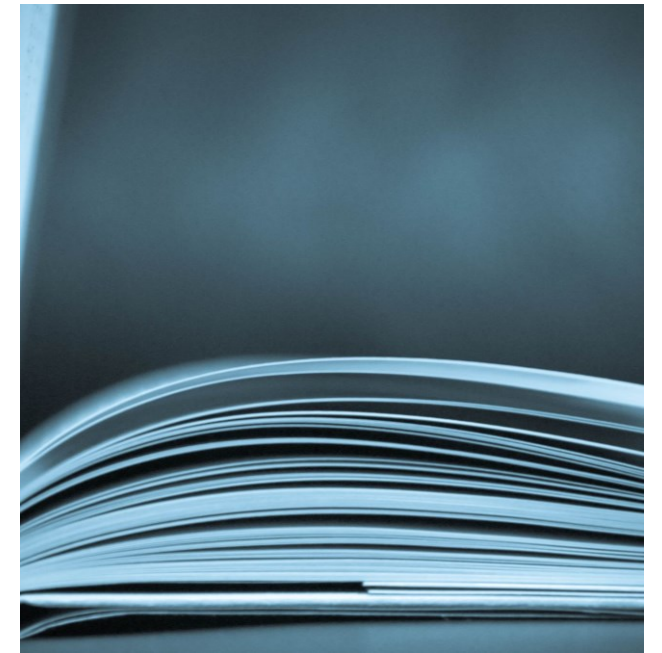
How to write a Good Book Proposal

3. Methodology

- describe the research methodology and approach used in your study
- explain the rationale behind your chosen methods and how they enable you to address your research question effectively
- discuss any **unique or innovative aspects** of your methodology that set your monograph apart from existing works

4. Chapter Outline

- provide a detailed chapter outline - present the content of **each chapter** and how they contribute to the overall argument or narrative of the book
- ensure that there is a **logical and cohesive** flow between chapters
- include brief summaries of each chapter to give the reader a clear understanding of the content and organization of the monograph



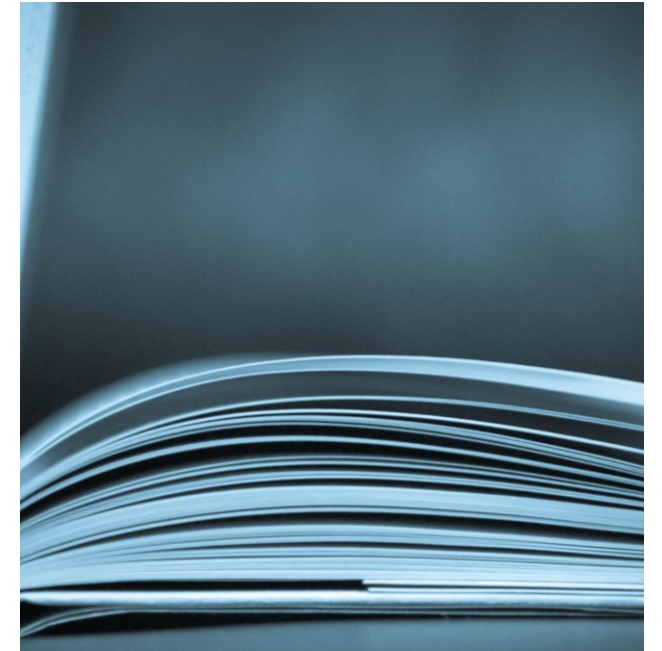
How to write a Good Book Proposal

5. Sample Chapters

- include one or two sample chapters that showcase your writing style, analytical rigor, and the quality of your research.
- choose chapters that best represent the core arguments or findings of your monograph

6. Significance and Contribution

- clearly articulate the **significance** and **originality** of your work
- explain how your monograph **fills a gap** in the existing literature and contributes to the advancement of knowledge in the field.
- highlight any new perspectives, theoretical frameworks, or empirical findings that make your monograph **unique** and valuable.



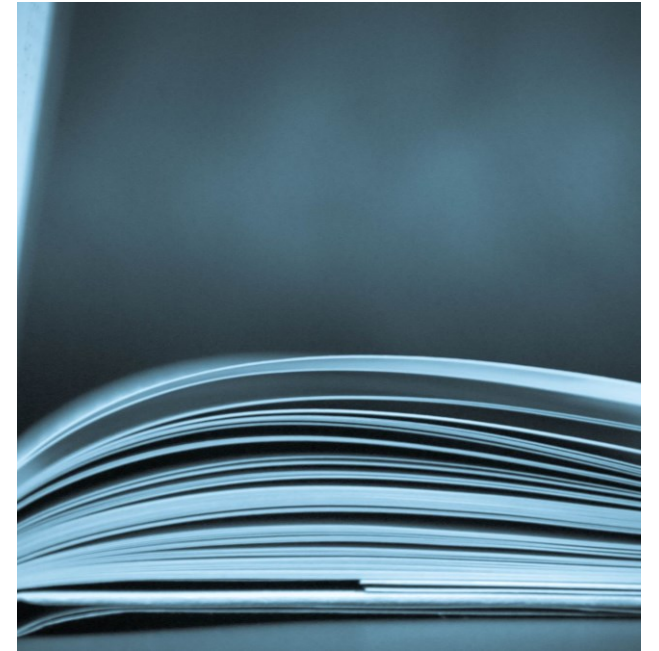
How to write a Good Book Proposal

7. Target Audience

- identify the intended audience for your monograph, such as scholars, researchers, or professionals in a specific discipline or subfield
- explain how your work addresses their interests, needs, or challenges.

8. Timelines and Completion Plans

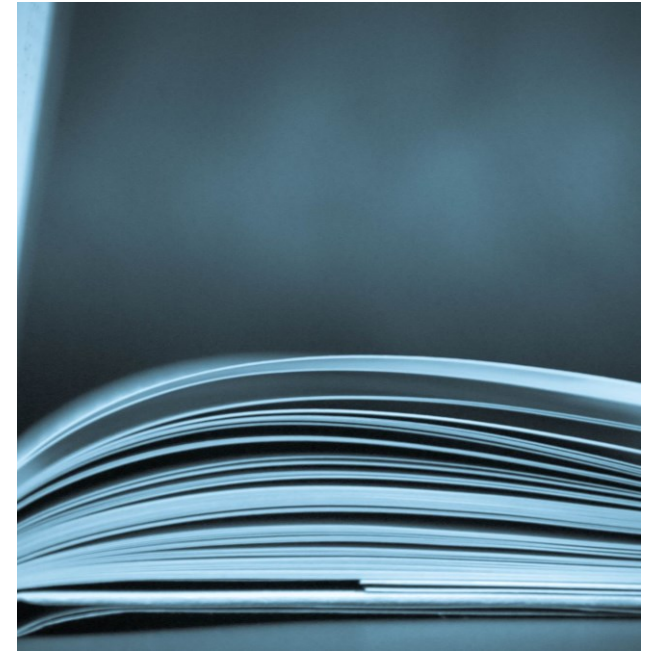
- provide a realistic timeline for completing the monograph, including milestones for research, writing, revisions, and submission
- ensure that the timeline aligns with the expectations of the publisher



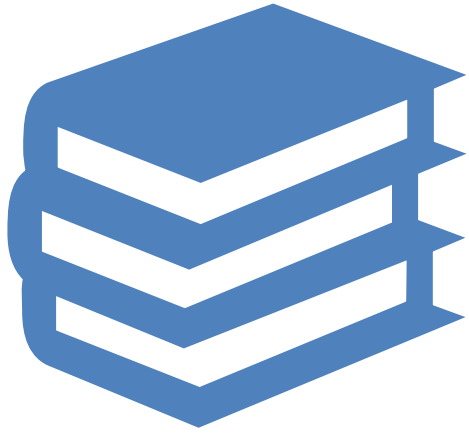
How to write a Good Book Proposal

9. Professional Presentation

- pay attention to the structure, organization, and formatting of your proposal
- present your ideas in a **clear, concise**, and **engaging** manner
- proofread your proposal thoroughly to eliminate any spelling or grammatical errors
- ensure that it adheres to the specific guidelines and requirements of the publisher you are submitting to



How to write a Good Book Proposal



- Remember to **tailor** your book proposal to the specific publisher or academic press you are targeting.
- Familiarize yourself with their **submission guidelines** and **requirements** then **customize** your proposal accordingly.
- A well-crafted book proposal for a monograph can significantly enhance your chances of securing a publishing deal and reaching the intended audience for your research.

Example – My Book Proposal to Routledge

ABOUT THE BOOK

Title: Hong Kong Students Choosing China for University:

Subtitle: A Negotiated Choice

Author: Alice Y.C. Te

Series: Studies on Education and Society in China



RATIONALE

1. Why do you think that there is a need for this book? Please provide a brief outline of the current context to your book, explaining – if relevant – how and why recent changes may have taken place to make your book more relevant now than ever before.

More students study outside of their locality than ever before. The Chinese mainland sends the most students out. Most go to the US and EU. Many of the best students study in Hong Kong. Similarly, lots of Hong Kong students study outside, some choosing China...

Example – My Book Proposal to Routledge



2. How long would it remain up-to-date? I expect the book to remain up-to-date for 5-10 years.

The book captured the situation at a strategic point and for several reasons, the pattern will remain so for 5 to 10 years...

SYNOPSIS

3. Please attach a synopsis, stating the mission and scope of the book. This should include:

- an overview of the book and a statement of its aim
- a list of chapter headings
- an abstract of each chapter
- a sample chapter, if available

Example – My Book Proposal to Routledge

4. Please indicate the approximate number of printed pages you envisage, (allowing 400 words per printed page) and state the number of line illustrations, photographs, and tables that would be included. State if (and why) colour would be required.
 - Approximate number of printed pages: 150
 - Approximate number of line illustrations: 10
 - Approximate number of photographs: 0
 - Approximate number of tables: 20
5. Please provide a **soundbite** (around 200 words) about your book, which could be used on the jacket of the book in order to draw the reader in.

Soundbite - 200 words

This book examines why and how Hong Kong students make the choice of studying in universities of Mainland China. How the macro political/policy, economic and socio-cultural contexts under “One Country, Two Systems” have encouraged such mobility? What types of mainland universities are most eager to attract these students and what are their recruitment strategies? Why and how some Hong Kong schools are keen in sending their students to China? How parents have extended their hands in shaping their children’ choice? Finally, what are the rationale and processes of the students in making the final decision? Drawing from an empirical study based on the perceptions and experiences of 51 students, this book unpacks the complexity and dynamics of Hong Kong students’ border-crossing venture as a negotiated choice. This book will appeal to researchers, university administrators, school principals and teachers, as well as parents and students who would like to get information about the policies and cases.

Final version

This book unpacks the complex dynamics of Hong Kong students' choice in pursuing undergraduate education at the universities of Mainland China. Drawing on an empirical study based on interviews with 51 students, this book investigates how macro political/economic factors, institutional influences, parental influence, and students' personal motivations have shaped students' eventual choice of university.

Building on Perna's integrated model of college choice and Lee's push-pull mobility model, this book conceptualizes that students' border crossing from Hong Kong to Mainland China for higher education is a trans-contextualized negotiated choice under the "One Country, Two Systems" principle. The findings reveal that during the decision-making process, influencing factors have conditioned four archetypes of student choice: Pragmatists, Achievers, Averages, and Underachievers. The book closes by proposing an enhanced integrated model of college choice that encompasses both rational motives and sociological factors, and examines the theoretical significance and practical implications of the qualitative study.

With its focus on student choice and experiences of studying in China, this book's research and policy findings will interest researchers, university administrators, school principals, and teachers.

Example – My Book Proposal to Routledge

READERSHIP

6. Who is the readership for this book, and what background do you expect them to have?

This succinct and comprehensive book is a qualitative study that will appeal to wide range of readers who are interested in Hong Kong society (which is receiving international attention in the media), as well as higher education in China (also a major topic of media interest)...

7. If you expect your book to be recommended on university or college courses, please provide us with the following additional information:

- the course titles
- an indication of the numbers in which they are run
- a selection of the institutions which teach them
- at what level, for eg: vocational/undergraduate/postgraduate/Continuing Professional Development
- whether your book would be a textbook, essential or recommended reading
- if possible, an idea of student numbers.

Evidence of a recent increase in the number of courses and/or student numbers is also useful to us, so do provide this if relevant.

Recommended reading for Undergraduate and Postgraduate programs...

Example – My Book Proposal to Routledge



COMPETITION

11. Please attach a list of competing and related books, including author(s)/editor(s), publisher and year of publication.

So far, no book has been published on similar topic about Hong Kong students studying in Mainland China universities. However, related books include: ...

12. How will your book differ?

The first book is a collection of articles covering various topics with focus on international students in China...

YOUR BACKGROUND

(1) Please attach a brief Curriculum Vitae to this questionnaire, listing previous publications if appropriate.

Please also provide your full postal address, email address and a daytime telephone number.

Example – My Book Proposal to Routledge



TIMESCALE

(2) Publication to an agreed deadline is fundamental to good publishing. When would you expect to be able to submit a complete manuscript?

December 2020

OTHER INFORMATION

(3) Can you suggest three people from whom we might solicit, in confidence, a review of this proposal. Please supply their names, addresses and email addresses if possible. Please do not suggest anyone who is likely to contribute to the proposed book, anyone who teaches at the same institution as yourself or, if your proposal is based upon your Ph.D. or other postgraduate dissertation, anyone involved in its supervision or assessment.

Reviewer Perspective

- Example of **Reviewer Guideline** for my book proposal

Thank you for agreeing to review this book proposal. Your help will guide our editorial decision. All comments will be treated as confidential and any extracts communicated to the author(s) will be strictly anonymous.

It might be useful to be aware of some of the ways in which Routledge publish books:

Monographs: a high-level product aimed at researchers and academics in a given subject area. Libraries around the world are the primary buyers of this product and the print run would be in the 100s. Critical success factors for monographs: is the work of **a high academic standard**? Is the material **cutting-edge and innovative**? Is the author a **recognised authority/expert in this field**? Does the material have potential for **international sales**, including the U.S.?

Textbooks:

- Example of Reviewer Guideline for my book proposal

The MARKET

2. Within which research sub-disciplines do you see the proposed book fitting?

Comparative Education, Higher Education, Asian Studies, China Studies.

3. Is the subject of the proposed book widely researched?

The proposed work is relatively novel – a strength, rather than a weakness.

4. Is research interest stable, growing or falling? Why?

Recent events in HK (umbrella movement, etc) as well as the National Security Law make it topical, at least for next few years.

5. Could the book be useful in teaching as well as research? If so, on what courses, at which levels?

It is more likely to be used as a reference, than a text

6. Are there any secondary audiences who might be interested in this book? Please give details.

Planners and policy makers, China scholars, international agencies,

7. Would the proposed book have an international appeal? If so, where and if not, why not?

It should have international appeal.

- Example of Reviewer Guideline for my book proposal

8. If this book were published, how would you recommend it to your library?

Not at all, Essential purchase, eBook

9. Would you ask students to read this book?

Yes, No

The PROPOSAL

10. Please summarize the aims of the book, as you see them

Push and Pull factors inducing HK students to choose a mainland HEI for their studies

11. What are the strengths of the proposed book?

Novelty; solid empirical base;

12. What are the weaknesses of the proposed book?

13. Does the proposed structure suit the aims of the book? Are any sections/chapters superfluous?

14. What are your thoughts about the current title?

15. Given the likely audience, how would you rate the writing style?

16. Is the content sufficiently global or international (if this is appropriate)? If not, what would make it so?

- Example of Reviewer Guideline for my book proposal

17. THE COMPETITION

18. Do you see a need for a book on this topic to be published at all?

Yes, No

19. What are the key competing books in this field? Please complete the table below, indicating how you currently use the book (Not at all; Desirable Reading; Essential Reading; Course Text):

As far as I am aware, there are no direct competitors...

20. FINALLY

21. Taking all of the above into consideration, would you recommend we offer a contract to publish this book?

Yes, No, Only with a revised proposal

22. Would you be willing to provide a quote that we can use to publicise this book, should we choose to publish it? If so, please provide the quote below including your name and affiliation (how you'd wish it to be presented for publicity purposes). Alternatively, we will contact you when we have a final manuscript and you can provide an endorsement at this stage.

I'd need to see at least a chapter or two, first...



Book Editor's Role

1. Manuscript Evaluation

- assess the viability and quality of the manuscript
- evaluate the book's content, structure, and scholarly contribution, providing feedback and suggestions for improvement

2. Developmental Editing

- work closely with the author to refine the book's content, organization, and overall argument
- provide guidance on strengthening the book's structure, clarity, and coherence, ensuring that the intended message is effectively communicated

3. Content Feedback and Revision

- offer substantive feedback on the manuscript's content, including identifying areas that require further development, clarification, or revision
- may suggest additional research, examples, or references to enhance the book's scholarly rigor and depth

4. Copyediting and Proofreading

- ensure the manuscript adheres to appropriate grammar, punctuation, and style guidelines
- correct errors, inconsistencies, and ambiguities, ensuring the text is polished and free from typographical mistakes



Book Editor's Role

5. Fact-Checking and Accuracy

- verify the accuracy of information, citations, and references
- may cross-reference sources, check factual claims, and ensure that the content meets scholarly standards

6. Style and Formatting

- ensure the book follows the publisher's preferred style guide or established academic conventions
- may assist with formatting citations, references, footnotes, headings, and other stylistic elements

7. Coordination with Authors and Reviewers

- facilitate communication between the author, reviewers, and other contributors involved in the book's development
- address author queries, relay feedback from reviewers, and help resolve any conflicts or concerns

8. Project Management

- oversee the project's timeline, coordinating various stages of the publishing process, such as submission, review, revision, and production
- keep track of deadlines, manage permissions, and work closely with production teams to ensure the book's successful publication



Post Publication - Publicity

- Send to university libraries – local, regional, international
- Send to departments of relative disciplines
- Send to public libraries
- Send to **ALL your acquaintances**, invite them to share
- Social media
- Book launch



香港公共圖書館
Hong Kong Public Libraries

中文(简体) 英文

Library Resources

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Search

Search
Advanced Search

Refine your search

Additional Terms

Add

Publication Year

2020 - 2029 (1)

2010 - 2019 (4)

2000 - 2009 (2)

1990 - 1999 (1)

Language

English (3)

No linguistic content (2)

German (1)

Latin (1)

Current Search: **alice te**

Results 1 to 10 of 10

Sort by Relevance

Select Page

1.



Choosing Chinese universities : a negotiated choice for Hong Kong students / Alice Y.C. Te.
Te, Alice Y. C.
Publication Abingdon, Oxon : Routledge, 2023.
Call Number 378.1980951 TEA
Series Title Education and society in China
5 lending copies are available on shelf at
06. City Hall (1 available)
12. Hong Kong Central (1 available)
31. Ping Shan Tin Shui Wai (1 available)
39. Sha Tin (1 available)
64. Tuen Mun (1 available)

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Sign in to get complete results and to request items | Sign in

0 selected | PAGE 1 | 1-10 of 1,783 Results

1



BOOK

Choosing Chinese Universities: A Negotiated Choice for Hong Kong Students
Te, Alice Y.C.; 2022
"This book unpacks the complex dynamics of Hong Kong students' choice in pursuing undergraduate education at the universities of Mainland China..."
Full text available online

2



BOOK

Choosing Chinese universities : a negotiated choice for Hong Kong students / Alice Y.C. Te.
Te, Alice Y. C.,; 2023
Check Online Resources

Library Search

JOURNAL SEARCH | DATABASE SEARCH | BROWSE | READING LISTS | HELP | LIBRARY HOMEPAGE

choosing chinese universities / CUHK / All

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0 selected | PAGE 1 | 1-10 of 2,621 Results

Personalize article relevance

1



BOOK

Choosing Chinese universities : a negotiated choice for Hong Kong students
Alice Y.C. Te.
Te, Alice Y. C.
Abingdon, Oxon ; New York, NY : Routledge 2023.
Online access

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NEW SEARCH | HKU LIBRARIES | ELECTRONIC RESOURCES | READINGLIST @HKUL | QUICK GUIDE | ASK A LIBRARIAN

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Save query

1



BOOK

Choosing Chinese universities : a negotiated choice for Hong Kong students / Alice Y.C. Te
Te, Alice Y. C.
Abingdon, Oxon ; New York, NY : Routledge Taylor & Francis Group 2023
Taylor & Francis ebooks
Online access

Recap of this Module



Outline of the five days (1)

Day one: Jan 4

- Overview of this module
- Differences between PhD and DBA
- What is expected from a Doctorate Research
- Research Ethics Process
- Dos and Don'ts in the Research Trajectory

Day two: Jan 5

- Conceptualise, design and implement a Research Project
- How to write a Research Proposal and its Assessment
- How to do a Qualitative Research
- **Homework** – think about YOUR interested area of research

Outline of the five days (2)

Day three: Jan 11

- Sharing on your interested area of research
- Some Contemporary Management Topics
- AI Applications in Business and HRM
- How to do a Pilot Study

Day four: Jan 12

- How to write a Dissertation – a Practical Guide
- Concerns of Examiners
- **Homework** - draft your Research Proposal

Outline of the five days (3)

Day five: Jan 18

- Sharing on your draft Research Proposal
- Publication of **academic papers**
 - from select the journal, draft the manuscript, to publication
 - publication process, editor and reviewer requirements
- Publication of **academic books**
 - benefits of publishing academic books
 - from identify potential publishers, write a book proposal, to publication
 - publication process, editor and reviewer requirements

Converting Research into Practice

Aims

- Develop advanced scholarship skills to create **new knowledge** through **empirical research** in the field of business and management;
- Write **academic papers** at a standard requisite for publication;
- Develop a systematic understanding of how to **translate research into practice**.



Learning Outcomes (1)

Upon the successful completion of this module, the student should be able to:

1. Create and interpret new knowledge through **original research** and advanced **scholarship**; to extend the forefront of business and management studies;
2. Demonstrate a systematic acquisition and understanding of a substantial body of **knowledge** which is at the forefront of business and management studies and organisational/management practice;
3. Conceptualise, design and implement a **research project** for the generation of new knowledge and understanding at the forefront of business and management studies and communicate the findings and contributions to academic practitioner audiences;

Learning Outcomes (2)

Upon the successful completion of this module, the student should be able to:

4. Conduct a **pilot study**, gather and analyse original empirical data and develop the findings to write a paper in the format of an academic journal article;
5. Write a research-based **academic paper** making that makes informed judgements on complex issues and makes a clear contribution to both business and management theory and organisational/management practice.

Research Proposal serves a Triple Goal

01

**Justify why
there is a need
for your
research**

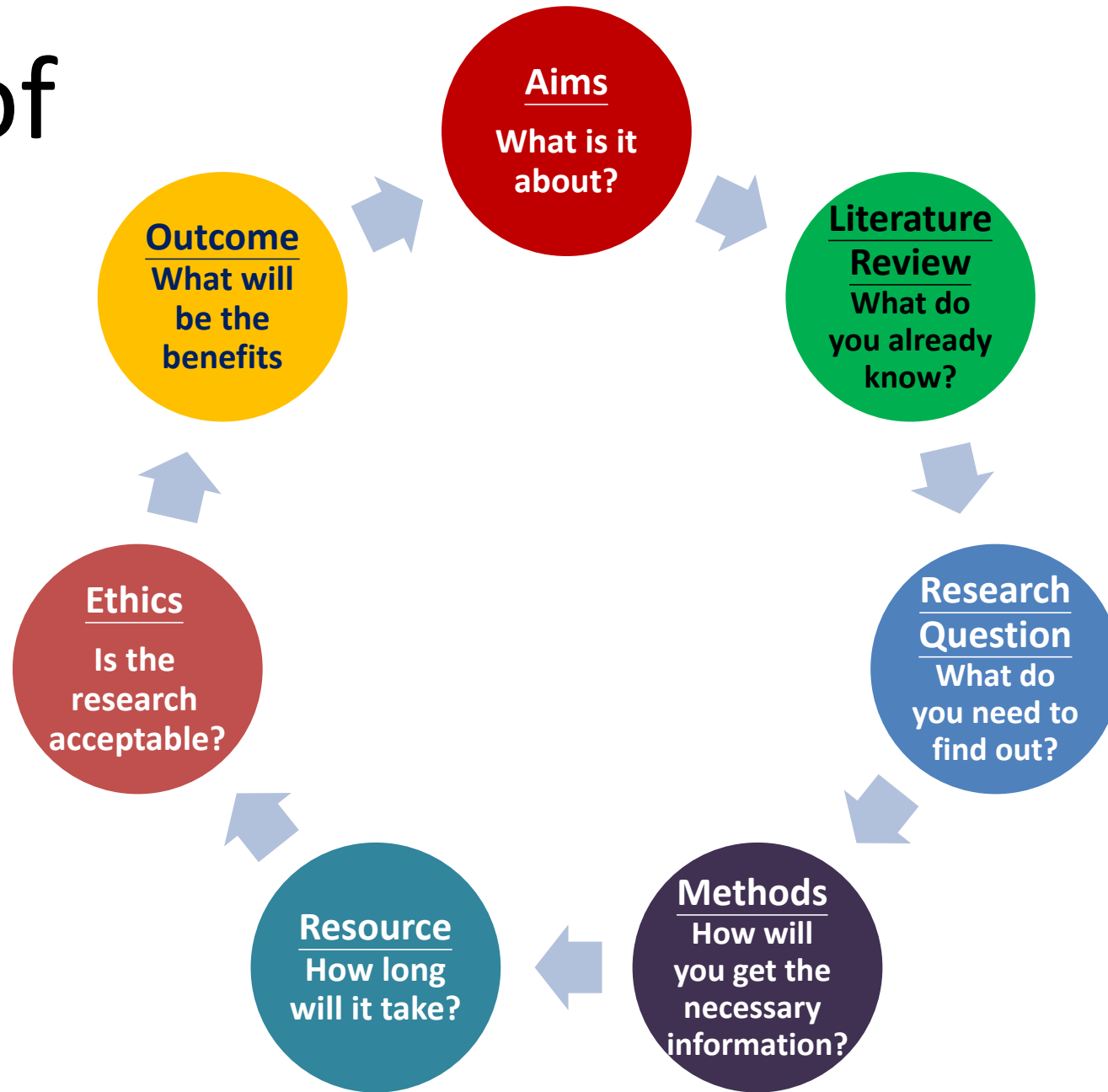
02

**Elaborate why
your research is
feasible**

03

**Explain the
perspectives of
your research**

The Logic of Research Proposals



Traditional Simple Structure of a thesis

Your Research Work	Chapter	Function of the Chapter
Identifying a research area in which you are interested. Identifying and exploring problems in this area and their importance.	 1. Introduction	Identify research area and its importance. Identify problems within this area and explain your interest in them.
Reading around the research area, identifying theoretical frameworks and gaps in the Research	 2. Literature review	Identify and review relevant literature and theory. Identify a gap in the research and explain how your research will fill the gap.
Specifying research questions . Identifying an appropriate theoretical framework. Devising a method for a specific study that you will carry out.	 3. Methods	Describe your research questions, your theoretical framework and key concepts, and the methods and materials used in your study
Carrying out a study that aims to answer your research questions and analyzing the results to produce findings	 4. Results/ Findings	Describe the results and findings of the study that you have carried out.
Considering the meaning and significance of your findings in relation to previous research.	 5. Discussion	Discuss and interpret your findings with reference to the literature review.
Reflecting on the overall contribution of your study to knowledge, its limitations and possibilities for future research.	 6. Conclusion	Discuss the contribution of your thesis to knowledge in your field, the limitations in your work and possibilities for future research.

Major Steps



**Confer your
DBA degree**

DBA

Doctor of Business Administration
University of Wales Trinity Saint David

Publication of Academic Papers

Publication of Academic Books



Converting Research into Practice Components

5-day classes

4, 5, 11, 12, 18 Jan
12:00 to 6:00 pm

Self-study

Assignment
submitted by
17 Feb 2025



Final Words



A photograph of a long, straight asphalt road stretching towards the horizon. The road has a dashed yellow center line and white edge lines. The landscape is flat with low-lying vegetation. In the distance, two power line towers are visible on either side of the road. The sky is filled with large, dark, dramatic clouds.

**“Begin with the end in mind.”
Stephen Covey**

Clarify Your Intentions

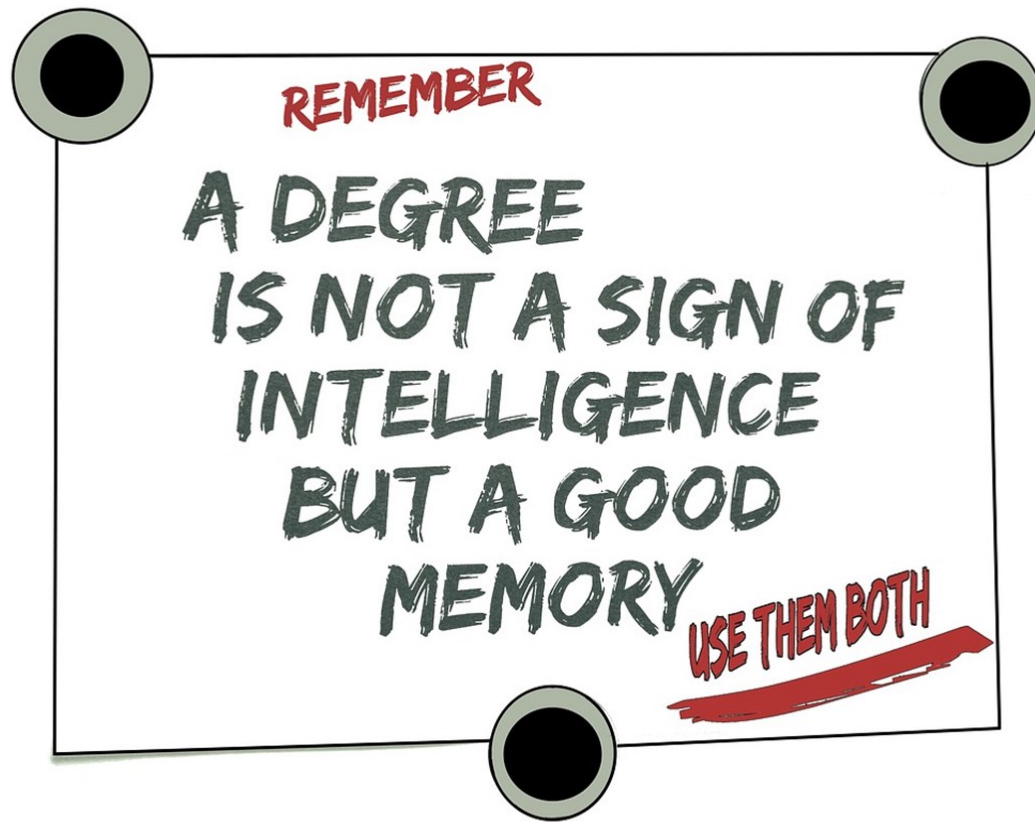
DBA - Doctor of Business Administration

The **highest** credential of business degree

- Networking opportunities
- Advancement of profession
- Change of career path
- For interest? Self development?

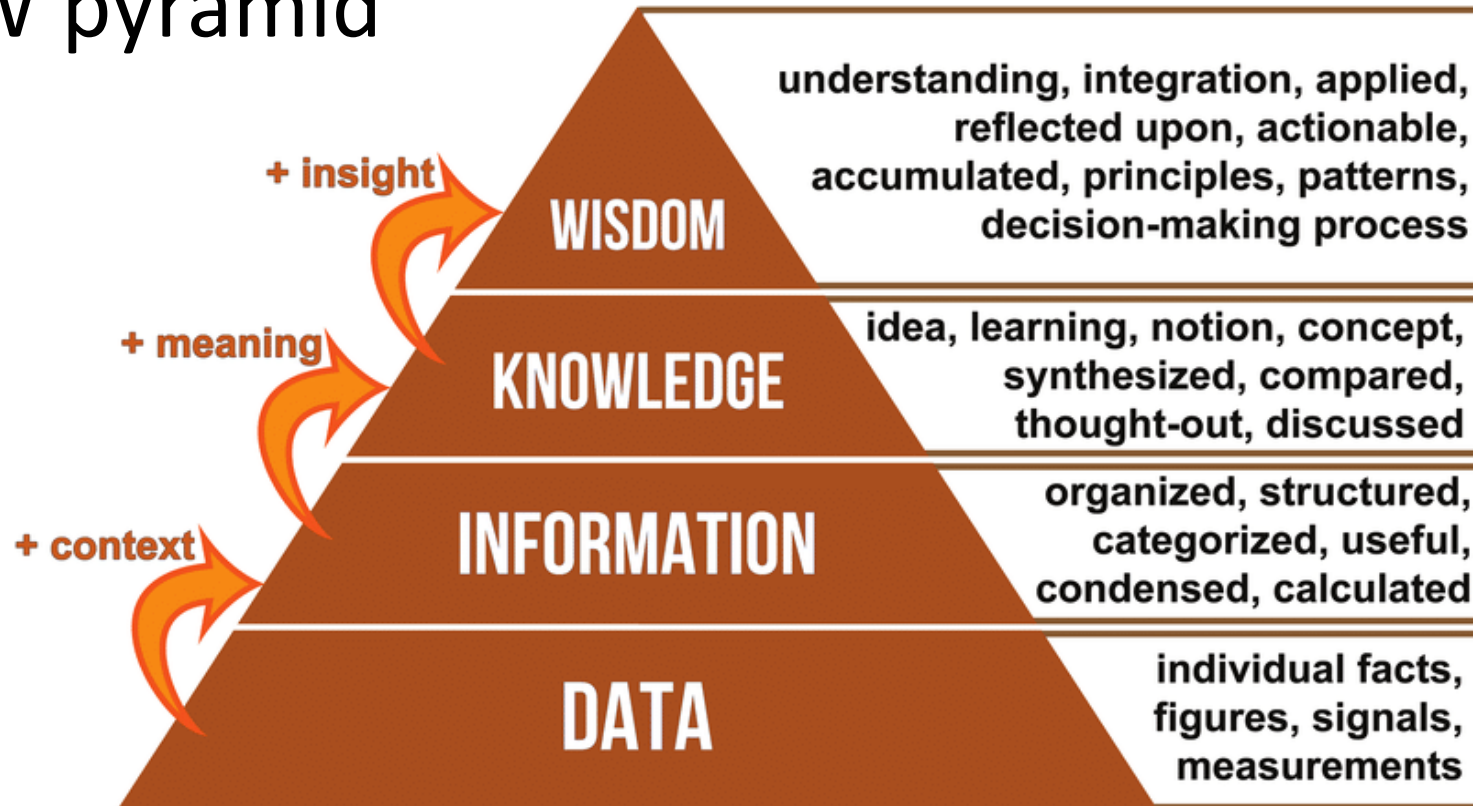


How much Time and Effort would you Commit?



Data-Information-Knowledge-Wisdom Model

DIKW pyramid



Danny P. Wallace, a Professor of library and information science, explained that the origin of the DIKW pyramid is uncertain: The presentation of the relationships among data, information, knowledge, and sometimes wisdom in a hierarchical arrangement has been part of the language of information science for many years.



**KNOWN
TO OTHERS**

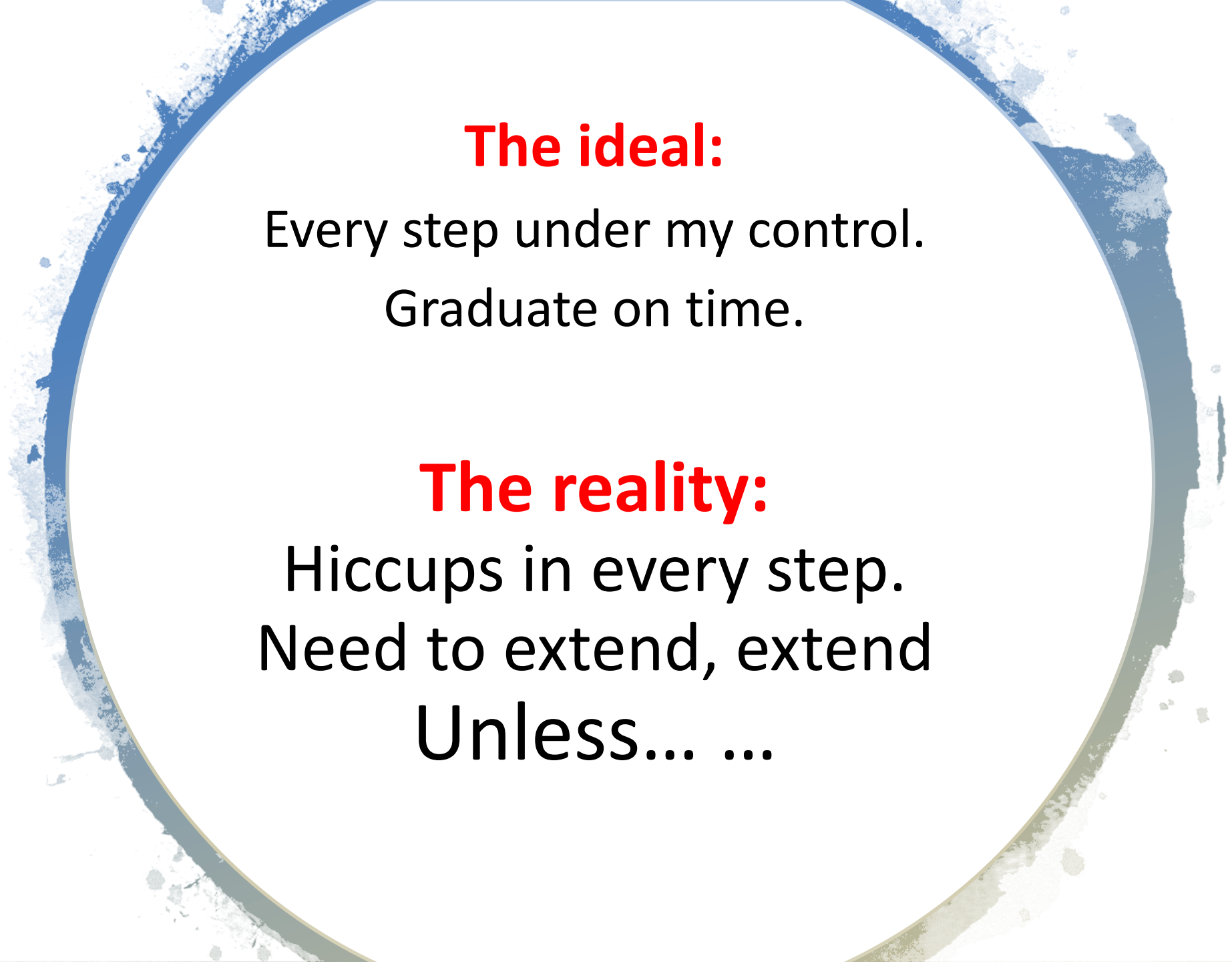
**KNOWLEDGE
&
SKILLS**

SEA LEVEL

**UNKNOWN
TO OTHERS**

ATTITUDE





The ideal:

Every step under my control.
Graduate on time.

The reality:

Hiccups in every step.
Need to extend, extend
Unless... ..

Time

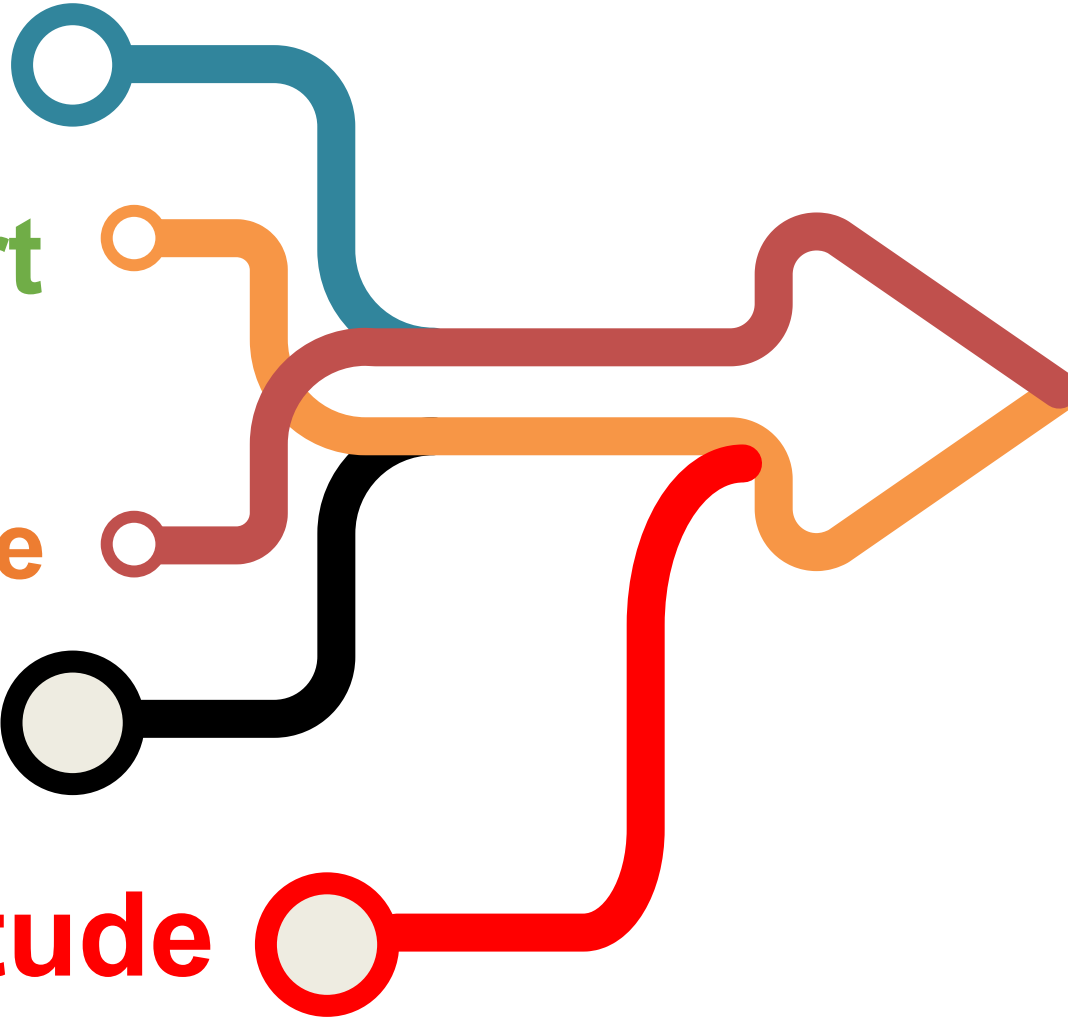
Effort

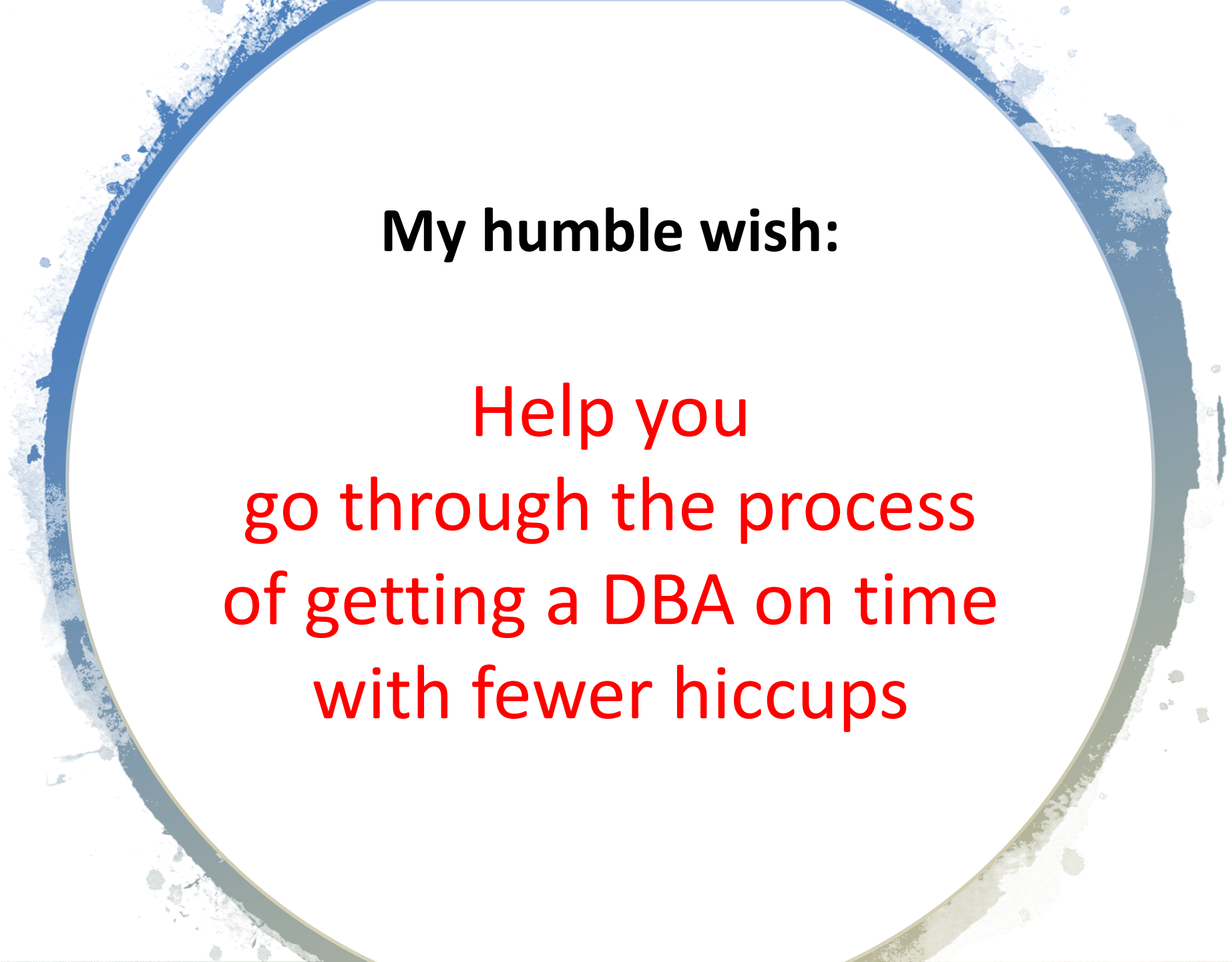
Knowledge

Skills

Attitude

**Critical
Success
Factors**





My humble wish:

Help you
go through the process
of getting a DBA on time
with fewer hiccups

