Submit your articles successfully
The Business Journals Approach
Joshua Tufts
Wiley
Business Research Overview
Output Summary - Latin America

- Research Output
- Funding
- Open Access
- International
Business Research Overview

Output Summary - Mexico

- Research Output
- Funding
- Open Access
- International
Instituto Tecnologico y de Estudios Superiores de Monterrey

- High Impact
  - 1st in Mexico
  - 21st in Latin America
- Strong international collaboration
- Steady output
Introduction to Publishing
In the beginning…

- Reading
- Interest and questions
- More reading
- Hypothesis
- Design a study
- Collect data
- Analyze results
Introduction to Publishing

Breakthrough!
Business Journals publish…

• Original Research
  • New results, methods, and theories
  • Actionable

• Case studies
  • Analysis of particular practices/techniques
  • Cross-business or country comparisons

• Commentary
  • Views from Practice
  • Impact of new laws/regulations
  • Shorter, less technical

• Reviews
  • Overview of a topic
What Editors look for

- Scope
  - Abstract and Introduction
- Interest to audience
  - Practitioners
  - Academic
- Significance
- Advance the field
- Rigor
Publishing in English

- Spelling and punctuation
- Grammar
- Use of tense
- Clarity and brevity
- Title, Abstract, and Introduction
- Wiley English Language Editing Service
- Ask a colleague
- Read…a lot!
Peer Review Process

1. Author submits article
2. Author submits revised manuscript
3. Article assessed by editor
4. Revisions required
5. Sent to reviewers
6. Reviews assessed by editor
7. Further review needed?
8. Accepted
9. Rejected
10. Production
11. Publication
Purposes of Peer Review

• Expert verification
• Improve the quality of the paper
• Assess the significance of findings
• Determine originality
What Reviewers look for

- Quality
- Conceptual Mastery
- Research Methods – Technically Sound
  - Design and analysis
- Clarity
- Implications
- Conclusions supported
Common review questions

- Appropriateness of topic
- Conceptual Adequacy/Mastery of Relevant Literature
- Technical Adequacy
- Clarity of Presentation
- Significance of Contribution to the Field
- Probability of Successful Revision
- Abstract and Title
Introduction to Publishing
Selecting a Journal
Selecting a Journal

- Human Resource Management
- Human Resource Development Quarterly
- Employment Relations Today
- Thunderbird International Business Review
- Global Business and Organizational Excellence
- Strategic Change: Briefings in Entrepreneurial Finance
- Journal of Corporate Accounting & Finance
- Nonprofit Management and Leadership
- Conflict Resolution Quarterly
- Journal of Labor and Society
- Remediation
- Environmental Quality Management
Selecting a Journal

Business  Economics  Management  Finance

Strategy  Marketing  Organizational Behavior  Accounting

Ethics  Leadership  Administrative Science  Information Technology

International Business  Human Resources
Reasons for choosing a journal

• Scope
• Reputation
• Impact Factor
• Prior Experience
• Speed
• Peer Review/Acceptance Criteria
• Peer or Institutional Recommendation
Factors influencing journal awareness

- Read an article
- Recommended by a colleague
- Abstracting and Indexing
  - Web of Science
  - Scopus
Ask yourself…

• What journals am I reading/citing?
• Where did I get the idea for my research?
• How oriented towards practice is my research?
  • Traditionally academic
  • Practitioner-based
  • Bridge
• What factors matter to me?
• Has anyone else read my paper?
## Selecting a Journal

<table>
<thead>
<tr>
<th>Factors</th>
<th>Journal X</th>
<th>Journal Y</th>
<th>Journal Z</th>
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<tr>
<td>Style</td>
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<td>Peer Recommendation</td>
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<td>Size of Journal</td>
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<td>Reputation</td>
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<td>Other Factors</td>
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Writing your Manuscript
Before you start

- Get organized
- Read the Author Guidelines of your intended journal
- Word processor set to English
  - Don’t write then translate, write in English
- Read other articles published in that journal
- Outline the high level points of your work
- Implications of your work
Writing your Manuscript

Writing backwards

• Figures and Tables
• Conclusions
• Discussion
• Results/Findings
• Methods
• Theoretical Framework/Hypothesis Development/Literature Review
• Introduction
• Abstract
• Title
Figures and tables

- Clear title: Data, variables, sample
- Clean presentation
- Use color if appropriate
Conclusions

- Contribution to the overall topic
- What does your study demonstrate?
- What are possible future directions?
- Short and direct

7 CONCLUSION

Contrary to some previous empirical findings and numerous essays, this study reports a positive relationship between rigor and practitioner-rated relevance. However, the strength of the relationship is not especially strong, thus indicating that there is room for institutional and individual work to encourage research that is both rigorous and relevant. Interestingly, and contrary to the prevailing viewpoint, relevance was a stronger predictor of academic legitimacy than was rigor. This empirical evidence demonstrates that the supposed primary and dominant force behind gaining respect from other academics (rigor) failed to predict academic legitimacy when put up against relevance. In sum, this empirical examination of rigor and relevance makes meaningful contributions to the continuing debate regarding the relationship between rigor and relevance in academic management research while at the same time offering new insights in the researcher-practitioner divide.

Writing your Manuscript

Discussion

• Ask yourself: What does it all mean?
  • How did your study improve on the existing research?
  • What do your findings indicate? What is there evidence of?
  • Why are your results interesting?
  • What surprised you?
  • What questions did you answer?

• Implications
  • What should change because of your research?
  • What can be translated into action?
  • What should an executive do because of your research?

• Limitations
  • Be realistic and honest.

• Present tense when interpreting results
  • Our study shows that...

• Differentiate between past and present studies
Writing your Manuscript

Results

• Past tense
• No discussion, just presentation
• Sub-headings as related to hypothesis or variables
• Logical order and flow; easy to refer back to
• Clearly explain the contents of your tables
• Include all relevant results, supporting or contrasting
• Hypothesis supported?
• Be objective
“Tables 3 and 4 report the means, standard deviations, and correlations for the study and control variables from Samples 1 and 2, respectively. Table 3 reports a positive, significant relationship between relevance ratings and practitioner-granted legitimacy of academic journals (r = .12, p < .05) and between relevance ratings and education (r = .16, p < .01). Table 4 reports an overall mean of the practitioner relevance variable of 3.69, indicating that, on average, the meta-analytic findings included in the survey were viewed as quite relevant to the managers who participated.”

Methods

- Step by step presentation of your research process in past tense
- How did you get your data?
- What criteria did you use for selecting a sample?
- What are your measures?
- What analysis did you perform?
- Were any problems encountered?
- Reproducible
- Don’t repeat details of established methods, cite the literature
Background and Introduction

• Theoretical Framework/Hypothesis Development/Literature Review
  • Existing research on the topic, in the journal and elsewhere
  • What you are building upon
  • How you knew your research was needed – why the existing research isn’t sufficient
  • Show your mastery of the topic
  • Current
  • Write in past tense

• Introduction
  • Describe what you’ve set out to achieve in your research
  • Relevance to the journal and field
  • Practical implications of studying this topic
  • Present tense
Abstract and Title

• Abstract
  • Past tense, stands alone
  • Essential findings and keywords in the first two sentences
  • Less than 250 words, 7-10 sentences
  • Key methods, significant results, implications, conclusions
  • Use keywords 3-6 times

• Title
  • Exciting and specific
  • “View from the roof: view from the first floor”
    • The importance of pay in employee motivation: Discrepancies between what people say and what they do
  • Singular description of the project
  • Less than 15 words
  • Use keywords
Writing your Manuscript

References

• Main publications your work is based upon – don’t overcite!
• What is already known about the topic, supporting or contrasting?
• Follow the journal style – APA 6th edition is most common
• Software


Writing your Manuscript

- Be consistent with style and format
- No typos or careless mistakes
- Concise and direct
- Objective
- Not overly technical
- Logical and readable flow
- Review your own manuscript – did you follow the Author Guidelines?
- Consider the reader
Manuscript Submission
Submission components

- Cover Letter
- Funding
- Conflict of interest
- Title
- Authors
- Abstract
- Keywords (5-7)
- Manuscript
- Figures
- Data
- Acknowledgements
- Biographies
- References
Cover Letter

• Speak to the Editor
• Based upon the Introduction and Conclusion
  • Significance
  • Major advance
  • Implications
• Why should this be published?
Keywords

• 15-20 keywords or phrases
• Title (1-2)
• Abstract (3-6)
• Sub-headings
• Keyword fields (5-7)
• Used throughout your article
• Subject specific abbreviations/acronyms
• Find specific keywords on Google Trends and Google Adwords keyword tools
• Natural flow
Submission process

• Author Guidelines
  • Requirements, Formatting, Length
  • Publishing Cues
• Electronic Editorial Office
• Patience
Submission review

- Initial screening and checklist
  - In scope?
  - Interesting?
  - All components present?
  - Quality presentation?

- Plagiarism check
Avoiding a desk reject

• Scope
  • Abstract and Introduction
• Interest
  • Practitioners
  • Academic
• Significance
• Formatting and Presentation
• Language
Surviving peer review

• Patience
  • 30-90 days to first decision

• Remain calm
  • Remember the point of peer review – it’s not personal!

• Respond quickly

• Don’t get discouraged
Receiving a decision

• Accept
• **Revise and Resubmit**
• Reject
• Referral
  • Don’t be afraid to ask!
Revise and Resubmit

- Address minor edits – spelling, grammar, language, style
- Major revisions – more or less detail, issues with analysis
- Address all comments
- Be polite, complete, and provide evidence
- Review for consistency and flow
- Timely
Manuscript Submission

Appeals

• Are any of the statements/arguments presented by the reviewers or Editors in support of their decision factually incorrect?
  • Professional and objective
  • Appeal to facts and provide data
  • Highlight the importance of your work
Production Process

• Accepted and sent to Production
• License Agreement
• Copyedited and Typeset
• Proofing and Corrections
• Early View
• Published in an issue
Open Access

- Gold vs. Green
- Author Compliance Tool
- Fully Open Access vs. Hybrid
- License agreement – Creative Commons
- Article Publication Charge
Post Publication

- Title, Keywords, Abstract
- Building links
- Promotional Toolkit for Authors
- Presenting your work
Maximize the impact of your published research!

9 promotional tools to help ensure your work gets seen, read and cited.

SEO
- Are your title and abstract clear and searchable? Have you used the most relevant keywords?
- Have you looked at off-page SEO strategies, such as link building, to promote your article?

Conferences
- Think of simple messages to promote your article at your next conference—whether networking with colleagues, or presenting formally.

Publicity
- Is your latest research newsworthy? Have you shared it with your local press office?

Networking
- If you run a blog, post about your article.

The Wider Web
- Update your faculty or professional website with an entry about your article.

Multimedia
- Talk directly to potential readers and create a short video or podcast which conveys the essence of your paper.

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- Sign up for journal content alerts, so you know when your article is officially published online.

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Altmetric has tracked 9,176,636 research outputs across all sources so far. Compared to these this one has done particularly well and is in the 98th percentile: it's in the top 5% of all research outputs ever tracked by Altmetric.
Publishing in Business Journals

• Selecting a Journal
  • Scope and Style of Journal

• Writing Your Manuscript
  • Author Guidelines
  • Type of Manuscript
  • Write backwards
  • Implications for Practice
  • Clear and Concise Presentation

• Manuscript Submission
  • Detail
  • Patience
  • Responsive
  • Promotion
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Questions?

Thank you!

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