
2012 – UDD PhD and Junior Faculty Workshop

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WHAT IS THE GOAL FOR TODAY'S WORKSHOP?

9:00 - 9:10 Introductions

9:10 – 9:30 Developing a Professional Profile

9:30 -10:00 Publishing in International Journals – What Makes a Good Article? (Part 1)

10:00 – 10:30 Publishing in International Journals – What Makes a Good Article? (Part 2)

10:30 – 10:45 Submission & Revisions Process

10:45 -11:00 Reviewing Papers for an International Journal

IF TIME ALLOWS: Discussion of Papers' Ideas

Developing a Profile (1)

A - You MUST be part of an *intellectual club*, possibly more than one, and preferably at least an international one *(It's often not what you know but who you know)*

- Being part of GEM is a very good beginning but it is not enough

The Field Today: People

- AOM-ENT division has 2,557 members (6th largest of 25)
- ENT+Innovation&Technology-Overlap is 4,413 people (3rd largest after only OB and STRA)
- BCERC had more than 750 submissions
- USASBE has 1,000+ members

Developing a Profile (2)

B – Present your work at well established international conferences

Are you a member of the AOM? The AEA?

C – Submit to well established international journals

What are the top journals?

Do you know what they publish? Do you read them?

Do you know who the editors/associate editors are?

Do you have a personal relationship with any of the editors/associate editors?

Publishing in International Journals: What Makes a Good Article?

- 1. Tell readers what you will do**
 - 2. Tell readers what you do**
 - 3. Tell readers what you have done**
- READ what has been already published on that topic**
 - Know your targeted journal**
 - Take your work seriously (or others will not)**
 - The language, the language, the language**

*What are the **3** questions you should always ask yourself before you start writing?*

Q.1 What is your research question?

- A research question is a falsifiable statement whose answer is yet unknown
- If you are not able to list some possible answers you don't have a question
- This is the most important step on the process. It requires time, thinking, and reading. Most people skimp on this step and jump into the writing part. Big mistake!

Q.2 – Who is your audience?

- a. What disciplinary approach will you take?**
- b. What journal will you target? (1st choice, 2nd choice, etc)**
 - Don't forget to READ that journal**
 - Check out editors and editorial board**
- c. Are there *journal*s that will publish this type of article and topic?**

Q.3 – Is this RQ worth the time and effort?

- **What is already known about your topic and related areas and in related disciplines?**
-This will become your theoretical background
- **Who are the players?**
-These will be your potential feedback, readers, and REVIEWERS (Remember: Reviewers are always in a bad mood)
- **Do you have the chance to make a contribution sufficient to warrant publication in your targeted journal?**
- Remember: Overconfidence is the most common human bias

***IF THE ANSWER TO
QUESTION 3 PART C IS YES
WITH A NARROW
CONFIDENCE INTERVAL YOU
SHOULD START WRITING***

*What are the **10** necessary (though not sufficient) components of a good paper?*

- Abstract
- Introduction
- Theoretical background
- Hypotheses development (if applicable)
- Data description (if applicable) and descriptive statistics
- Description of method(s) and results
- Analysis and discussion of results
- Conclusion
- References
- Appendix and Exhibits (if applicable)

LET'S WRITE A PAPER

- ***TOPICS ANYONE??***

Important “guiding” questions:

- What is the exact research question being addressed? And where does it appear in the paper?
- What is the gap in the literature being addressed? And where does it appear in the paper?
- What is the original contribution of this article? And where does it appear in the paper?
- What makes the argument developed in this paper credible?
- In one minute, can you summarize this article for your 95-years old grandmother who does not have a PhD
- What is the strongest feature of this article?
- What is the weakest feature of this article?

The Abstract

- **Possibly the most important part of the paper**
- **Short and to the point (NO MORE THAN 200 WORDS)**
- **No references, no lingo (Grandma' Test - Could your grandma' read it?)**
- **What should it contain?**
 - **What the RQ is**
 - **Why your RQ matters**
 - **What the answer to your RQ is (Contribution)**
 - **Why your answer is GREAT!**

The Abstract (Example 1)

(178 words)

Levels of entrepreneurial activity vary considerably across countries. **RQ: We argue that, under certain conditions, the distribution of a population across age cohorts may have a significant effect on the aggregate level of entrepreneurship and, as a result, on economic growth.** Why does it matter? Because of rigidities in the mobility of resources and in the substitutability of employment choices across age groups, countries whose populations are excessively skewed toward old or young cohorts are likely to experience low levels of entrepreneurial activity. Although our argument is intuitive, Contribution: we develop a mathematical model that allows us to characterize precisely the conditions sufficient for the level of aggregate entrepreneurial activity to decrease as a population ages or becomes younger, and to identify all critical threshold values. Great answer: At a time when poorer countries confront unprecedented increases in population, while several developed ones see their populations aging, our study provides important insights on the relationship between demographic structure, aggregate entrepreneurial activity, and economic growth. More importantly, our paper helps understand why, among other things, many costly policy interventions, especially those of international aid organizations, have failed.

The Abstract (Example 2)

(166 words)

Why does it matter? High failure rates and low average returns suggest that too many people may be entering markets as entrepreneurs. Great answer (a): Thus, anticipating how one will perform in the market is a fundamental component of the decision to start a business. RQ: Using a large sample obtained from population surveys conducted in 18 countries, we study what variables are significantly associated with the decision to start a business. Contribution: We find strong evidence that subjective, and often biased, perceptions have a crucial impact on new business creation across all countries in our sample. The strongest cross-national covariate of an individual's entrepreneurial propensity is shown to be whether the person believes herself to have the sufficient skills, knowledge and ability to start a business. In addition, we find a significant negative correlation between this reported level of entrepreneurial confidence and the approximate survival chances of nascent entrepreneurs across countries. Great answer (b): Our results suggest that some countries exhibit relatively high rates of start-up activity because their inhabitants are more (over)confident than in other countries.

The Introduction

- **What is the exact RQ being addressed?**
- **Why does your RQ matters?**
- **What is the gap in the literature being addressed (i.e., what is the context for your RQ)?**
- **What is your answer to the RQ (i.e., what is the original contribution of this article)?**
- **What do you do to answer your RQ?**
- **Why is your answer GREAT?**

Use and expand abstract but do not replicate

Assigned questions:

- What is the exact research question being addressed? And where does it appear in the paper?
- What is the gap in the literature being addressed? And where does it appear in the paper?
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The Theoretical Background

- What is already known about your topic and closely related areas
- How do you depart from and contribute to the topic at the conceptual level
- This section may include the development of hypotheses or propositions and your related theoretical developments
- This section is very important because it sets the tone for the paper. From this section, reviewers start forming their opinion whether or not you know what you are talking about

Hypotheses development (if applicable)

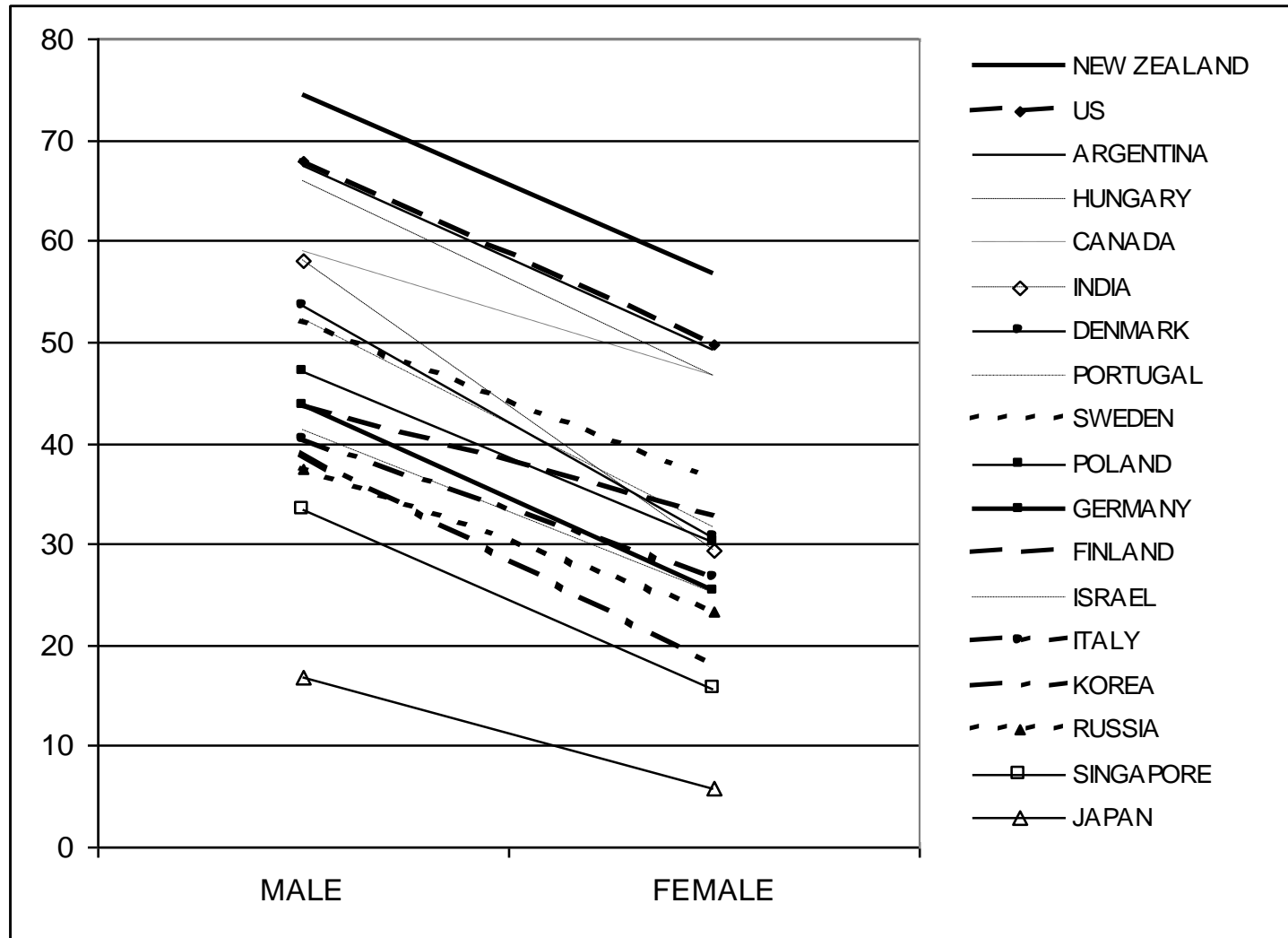
- Depending on the type of paper, hypotheses or proposition development may require a separate section
- **Important: Hypotheses MUST be falsifiable.** Since Popper, we don't like non-falsifiable theories (thus hypotheses and propositions)
- A *hypothesis* is a suggested explanation for an observable phenomenon or a logical proposal predicting a possible causal relation between phenomena
- A *proposition* is a statement that is either true or false
- A hypothesis motivates a research activity. A proposition is the conclusion of a research activity.

Data description (if applicable) and descriptive statistics

- **A detailed and precise description of the data, their collection method, and their statistical properties**
- **A justification of why the data are suitable to test your hypotheses/study**
- **Descriptive statistics (They are very powerful – Take the time to find simple and effective ways to show your data)**

EXAMPLE

Sufficient skill perceptions



Description of method(s) and results

- A detailed and precise description of the method you have chosen
- A convincing justification of why the method is suitable for your purpose and, hopefully, superior to the available alternative (This is very important. This is where most empirical papers crash – Note: The fact that someone else has used the method is never an acceptable justification)
- Simple and well organized description of your results

Assigned questions:

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Analysis and discussion of results

- Interpret your result and analyze them in strict adherence to the RQ
- Do not torture your results to make them say what you were hoping they would say
- Sometimes the best result is no result
- Note: If you don't buy it, nobody else will!
- Discuss shortcomings of your data and method and their implications for your results (This is the best way to preempt criticisms – Make it as difficult as possible for reviewers to say you are wrong)
- If, given what you have, any of the shortcomings can be addressed, then you should address it. Don't leave it for “further research”

Assigned questions:

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Conclusion

- **Brief**
- **Summary of RQ and why it matters**
- **Summary of what your original contribution is**
- **Opportunities for further research (only real ones)**

- **Remember: Your grandma' should be able to read and understand your abstract and also most of your introduction and conclusion (don't confuse obscurity with depth – don't try to sound erudite – don't try to impress your readers: talk to them!)**

Assigned questions:

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References

- **Consistent, precise and complete**
- **Only necessary ones**
- **Avoid self-citations as much as possible**
- **Don't forget: The journal, the editors, the editorial boards, the main players in the area**

Submission Process

- Proof read and check for readability
- Check journals for standards
- Add only the figures and tables that are necessary (Shorter articles are read more often)
- Have paper read by colleagues before submitting
- Make all data and routines available
- Don't forget to include appropriate acknowledgments
- Add brief cover letter

Revisions Process

- Cover letter to editor
- Answer each point raised by each reviewer
- Remember: You are wrong – They are right
- Answers' document is as important as revision in text

What if you get a rejection?

Reviewing Papers for an International Journal

Why it is important to do reviews:

- part of the job
- learn what is being written
- network/develop reputation with editors

What should a good review look like?

What should never go in a review?

GOOD LUCK!
(You'll need it)