Developing a Strategy for Getting Your Research Published in the Best Journals Possible

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The Problem

• Over the years academics from outside the mainstream Western Countries have often found themselves being at a disadvantage in penetrating the academic and practitioner journals of the Western academic community.

• As the tectonic shifts in the world economies continue in our current environment, academics from the emerging and emerged economies of Asia, Latin America, and Africa will no doubt need to play a bigger role in moving the global academic community forward.
Purpose of the Workshop

• To explore a series of steps that can aid authors in getting their research into the best outlet that is possible.
  – Increase **Impact and Visibility** for authors and their institutions
• Provide insights gained over the years and interviews with a number of Journal editors regarding successful publication in their journals.
• Explore ways in which academics can further facilitate the process of publishing in mainstream journals and increase the prestige of journals from their own countries.
The Journals of Focus
Agenda

• The Nature of Quality of Life and Implications for Researchers in Publishing Their Work
• Understanding the Journals and Editorial Perspectives
• Break
• Leveraging Networks for Research Productivity
• Group Work
  – Problem Delineation
  – Developing Strategies and Tactics for Publishing Success
• Conclusions
Begin with an Understanding that the Process is about Communicating and Operating in a Marketplace!!

- Research
- Insights
- Paper Development

Culture

Individuals

Academic and Professional Market Dynamics

Marketplace
- Competition
- TM
"The two words "information" and "communication" are often used interchangeably, but they signify quite different things. Information is giving out; communication is getting through."

~ Sydney J. Harris (1917-1986) 
American journalist & writer
Focusing The Process

- Networking
- Professional Delivery
- Understanding the Journal

Focus
Sometimes the Difficulty of Publication Lies in the Very Nature of Quality of Life (QOL) Itself

“...there are as many Quality of Life definitions as there are people”

• Lui 1976
Theories and Models

• “Theories are nets to catch what we call ‘the world:’ to rationalize, to explain, and to master it. We endeavor to make the net finer and finer.”

• (Karl Popper (1959) *The Logic of Scientific Discovery*, p.59)
Theories and Models

The purpose of a theory is to increase scientific understanding through a systematized structure capable of both explaining and predicting phenomena.”

(Hunt 1976)
Theories and Building Models

• Theories often deal with abstract concepts and complicated relationships that are difficult to understand.

• As noted, the nature of QOL Creates a lack of focus often in the research.

• Models can help in gaining insights to those relationships.
Value of Theory Based Models

• Frame of Reference
• Road Map
• Integrates Findings
• Directs Future Research
• Provides Insight!
  – Competitive Advantage
The Concept of QOL

- Sirgy, Samli, and Meadow (1982) recognize the decomposition of QOL into *means* and *ends*
The Concept of QOL

• Means and Ends
  – “Means can be classified as economic, political, technological, environmental, health and safety, organizational, consumptive, educational, and social”
  – Levels of analysis are:
    • Individual
    • Group
    • Society
    • World
The Concept of QOL

• Means and Ends
  – *Ends* are long term desirable end states
  – For a developing economy the issue really has to deal with a variety of, groups, society, and world institutions.
Establishing the Contribution (cont’d)

A. Positioning the study in the extant literature
   - Contribution to theory (conceptual)
   - Contribution to method (methodological)
   - Contribution to practice (substantive)
B. The contribution continuum

1. Straight replication
2. Replication and extension
3. Integrative review (e.g., meta-analysis)
4. Developing a new theory to explain an old phenomenon – compete one theory against another – classic theory testing
5. Identification of a new phenomenon
6. Develop a grand synthesis – integration
7. Develop a new theory that predicts a new phenomenon
C. The contribution-to-length ratio

1. Biting off more than you can chew
2. Programmatic research (study 1, 2, 3, ... n)
Focusing The Process: Understanding the Journal

Focus

Networking

Professional Delivery

Understanding the Journal
Know Your Audience

• Understand the Outlet and Editorial Review Board
  – Visit the publication’s website and visit the editorial review boards members website
  – Identify the mix of academic versus professional members
  – Rankings of journals
  – Social Science Index use
Researching the Outlets: Understanding The Quality of Life Journals

- Social Indicators Research
- Journal of Happiness Studies
- Applied Research in Quality of Life
- Journal of Macromarketing
Social Indicators Research

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Journal of Happiness Studies

- An interdisciplinary journal devoted to the scientific understanding of subjective well-being
- Examines both cognitive evaluations of life and affective enjoyment of life
- Addresses the conceptualization, measurement, prevalence, explanation, evaluation, imagination and study of happiness
- Spans a broad range of disciplines
- NOW ACCEPTED BY ISI

The peer-reviewed Journal of Happiness Studies is devoted to scientific understanding of subjective well-being. Coverage includes both cognitive evaluations of life such as life-satisfaction, and affective enjoyment of life, such as mood level. In addition to contributions on appraisal of life-as-a-whole, the journal accepts papers on such life domains as job-satisfaction, and such life-aspects as the perceived meaning of life.

The Journal of Happiness Studies provides a forum for two main traditions in happiness research: 1) speculative reflection on the good life, and 2) empirical investigation of subjective well-being. Contributions span a broad range of disciplines: alpha-sciences, philosophy in particular; beta-sciences, especially health related quality-of-life research; and gamma-sciences, including not only psychology and sociology but also economics.

The journal addresses the conceptualization, measurement, prevalence, explanation, evaluation,

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Applied Research in Quality of Life

- Offers conceptual, methodological and empirical papers addressing quality-of-life studies in applied natural and social sciences
- Guides decision making in a variety of professions, industries and sectors
- Examines outcome assessment techniques based on well-being, human satisfaction, human development, happiness, wellness and quality-of-life
- Official journal of the International Society for Quality-of-Life Studies (ISQOLS)
- Applied Research in Quality of Life (ARQOL) presents conceptual, methodological and empirical papers dealing with quality-of-life studies in the applied areas of the natural and social sciences. It aims to publish papers that have direct implications for, or impact on practical applications of research on the quality of life. The articles are crafted from interdisciplinary, inter-professional and international perspectives. ARQOL guides decision making in a variety of professions, industries, nonprofit, and government sectors, including healthcare, travel and tourism, marketing, corporate management, community planning, social work, public administration, and human resource management. It helps decision makers apply performance measures and outcome assessment techniques based on such concepts as well-being, human satisfaction, human development, happiness, wellness and quality-of-life. ARQOL is the official journal of the International Society for Quality-of-Life Studies (ISQOLS). www.isqols.org
- Related subjects: Medicine, Political Science, Social Sciences, Well-being
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The *Journal of Macromarketing* features six topical sections, each with its own Editor. These sections address topics on which the *Journal of Macromarketing* has published most extensively. Authors are encouraged to submit manuscripts for these categories:

- Competition, Markets, and Marketing Systems
- Marketing Ethics and Distributive Justice
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- Marketing History
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To learn more about the Mission and Vision of the *Journal of Macromarketing* please go to the website.
Focusing The Process: Professional Delivery

Networking

Understanding the Journal

Professional Delivery

Focus
What the Editors Have to Say

- Getting Past the Desk Reject
- Working within the Review Process
- Getting the Manuscript Published
- Developing an Ongoing Stream at the Journal
What the Editors Have to Say

FOCUS
THEORY
CONTRIBUTION
LITERATURE
METHOD
FORMAT
PROFESSIONALISM
RESPONSIVENESS
FOCUS: The Issue is only tangentially related to Quality of life

- the topic is only tangentially related to QOL (i.e., QOL is not a central concept) this is the biggest tool. Given the fuzzy edges of QOL research, a lot of people just take a shot with our journals and the shots are often wide of the mark.

- Lots of times I write 'I think this manuscript would be better placed in a standard psychology, economics or geography journal'.
What the Editors Have to Say

• **THEORY:** Little or no time is spent developing or connecting to existing theory.
  
  • the manuscript reports a descriptive research study (with no theory) based on a sampling technique that renders the results ungeneralizable
  
  • the theory chosen has no real connection to what the QOL issue is
What the Editors Have to Say

• **CONTRIBUTION**: There is no clear indication how the manuscript contributes to the extension of knowledge

• the manuscript reports a mere replication study in a different cultural setting without making a good case of how the findings contribute to the QOL research literature
What the Editors Have to Say

• **LITERATURE:** The reviews are incomplete and do not use literature from the journal that the submission is sent to.

• the manuscript seems to be the literature review section of a thesis/dissertation in which the literature review is not truly an integrated/comprehensive review but a mere introduction of the theoretical concepts introduced in a conceptual model (which is not part of the submitted manuscript) with citations.
What the Editors Have to Say

• **METHOD:** Selecting the appropriate methods for the tie back into the theory and consistent with extension of existing previous work.

• In general the methods pieces are not bad, but the reporting of the process can at times be lacking and not give insights on why the method was chosen
What the Editors Have to Say

• **FORMAT:** Getting the manuscript into the correct format that is spelled out in the submission guidelines of the journal.

• the manuscript is very poorly written and not formatted in APA style leads to desk reject

• I use this sometimes for poorly written mss but never for format. I the ms looks promising, we can always get the right format.

• Gives an indication that the manuscript may be being sent to multiple outlets and being shot-gunned if it is in the format of a different journal.
What the Editors Have to Say

• **PROFESSIONALISM:** Making the manuscript readable and professional looking.

• Professionalism matter in the look and read of a manuscript. A manuscript that is full of grammar and spelling errors is poorly received. Authors with English as a second language often run afoul of sentence structure, grammar, and spelling.

• In today’s world of cut and paste, be VERY careful regarding plagiarism.

• Ethics regarding multiple submissions concurrently.

• The forms and submission guidelines should be followed.
What the Editors Have to Say

• **RESPONSIVENESS:** Being responsive to the what the editors and reviewers have said.

• Timeliness of the response and communication with the journal is important. When resubmitting the manuscript authors should respond in writing to EACH of the reviewer comments and tell the editor how they feel they have fixed the problem identified.
Focusing The Process: Networking

Professional Delivery

Networking

Understanding the Journal

Focus
Build Your Networks

• Look for Conferences that provide outlets in post conference publications (further editorial review, but you are identified as one who attended) You also meet the editorial review board members

• Internet and social media Facebook
  • The relations with various societies

• Look for Partners for Research
  – Today is all about richness of data
  -use social media and web conference
Group Work

• Identify issues that you believe are hindering authors from publishing in the Journals?
• What things are needed to solve the current problems?
• What tools are available for advancing the process?
Agenda

• The Nature of Quality of Life and Implications for Researchers in Publishing Their Work
• Understanding the Journals and Editorial Perspectives
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Conclusions
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- Academic and Professional Market Dynamics
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Bangkok, Thailand
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Agenda

• Identify Stream of Research
• QOL related Journals- SIR APPLIED JOURNAL MACRO ISOQOLS
• Understand the Outlet and Editorial Review Board
  – Visit the publication’s website and visit the editorial review boards members website
  – Identify the mix of academic versus professional members
  – Rankings of journals
  – Social Science index use
• Build Relationships
• Look for Conferences that provide outlets in post conference publications (further editorial review, but you are identified as one who attended) You also meet the editorial review board members
  • Internet and social media facebook
  • The relations with various societies
• Look for Partners for Research’
  – Today is all about richness of data
  – Use social media and web conference
• Focus
  – Do NOT SHOTGUN submissions
  – Do NOT submit multiples at the same time
• Theory
  – Know the literature and appropriate theory base
• Literature
  – Use databases such as proquest Mintel etc.
  – Cite work from the journals you are preparing the manuscripts for
• Professional
  – Citations NO errors in typing
  – Use professional copy editors if english is second language
  – FOLLOW INSTRUCTIONS OF THE PREPARATION (Many journals have different formats)
• Rise of Journals and E Journals
• Plagiarism