

SCIENTIFIC WRITING AND THE ACADEMIC PUBLISHING PROCES

04-06 February 2012

Faculty

- [Professor Nicolai J Foss](#), Copenhagen Business School and Norwegian School of Economics (NJF)
- [Professor Keld Laursen](#), Copenhagen Business School and Norwegian School of Economics (KL)

Course Purpose and Teaching Style

Continuous publishing in academic journals has increasingly become not only a condition of getting a job, subsequent tenure, and possible promotion, but also a necessity for most academics employed by universities and business schools. The purpose of this course is to provide an introduction to academic publishing in a hands-on and “how to do it?” oriented manner.

The course covers issues such as: Why are journals the dominant vehicles for disseminating research? What is the journal hierarchy in management research? What are the ethical issues in connection with publishing? How to choose a journal that is optimal for my research? What constitutes a valuable contribution to research? In what style should it be written? How do I address an editor? What do the reviewers look for?

At the end of the course, students will be familiar with the requirements for publishing articles in various types of outlets in management and related fields.

The course mixes lectures with exercises.

Required Readings

- Cantwell, J. and Eden, L., 2010. Code of Ethics for the Journal of International Business Studies. (http://www.palgrave-journals.com/jibs/jibs_ethics_code_2012.pdf).
- Colquitt, J. & Cindy P. Zapata-Phelan. 2007. Trends in Theory Building and Theory Testing: A Five-Decade Study of the Academy of Management Journal. *Academy of Management Journal*, 50: 1281-1303
- Eisenhardt, K. 1989. Building theories from case study research. *Academy of Management Review*, 14(4): 532-550.
- Floyd, S.W., Schroeder, D.M., Finn, D.M. (1994. Only if I'm first author: Conflict over credit in management scholarship. *Academy of Management Journal*, 37(3): 734-747.
- Hamermesh, D. 1992. The Young Economist's Guide to Professional Etiquette. *Journal of Economic Perspectives*, Volume 6, Number 1, Winter 1992-Pages 169-179
- Eden, L. 2010. Letter from the Editor-in-Chief: Scientists behaving badly. *Journal of International Business Studies* 41(4) 561-566.
- Mangematin, V., Baden-Fuller, C., 2008. Global Contests in the Production of Business Knowledge: Regional Centres and Individual Business Schools. *Long Range Planning* 41, 117-139. <http://dx.doi.org/10.1016/j.lrp.2007.11.005>.
- Rindova, V. 2008. Publishing theory when you are new to the game. *Academy of Management Review*, 33: 300-303.
- Whetten, David A. 1989. What constitutes a theoretical contribution?. *Academy of Management Review*, 14: 490-495.

Papers that will be distributed during the course

- Hargadon, A., Sutton, R.I., 1997. Technology Brokering and Innovation in a Product Development Firm. *Administrative Science Quarterly* 42, 716-749. doi 10.2307/2393655.

- Lichtenthaler, U., Ernst, H., 2009. The Role of Champions in the External Commercialization of Knowledge. *Journal of Product Innovation Management* 26, 371-387. doi 10.1111/j.1540-5885.2009.00666.x.
- Lichtenthaler, U., Ernst, H., Hoegl, M., 2010. Not-Sold-Here: How Attitudes Influence External Knowledge Exploitation. *Organization Science* 21, 1054–1071. doi 10.1287/orsc.1090.0499.
- Oxley, J.E., Sampson, R.C., 2004. The scope and governance of international R&D alliances. *Strategic Management Journal* 25, 723-749. doi 10.1002/smj.391.

04 FEBRUARY: PUBLISHING RESEARCH IN MANAGEMENT: THE SCENE (KL)

0900-1200: *Outlets and Impact*

Topics covered: Alternative types of outlets: Monographs, book chapters, and journal articles; Journal hierarchies; citations; tools such as ISI, Google Scholar, Publish or Perish; impact factors, H-index, i10, etc.

Readings:

- Mangematin, V., Baden-Fuller, C., 2008. Global Contests in the Production of Business Knowledge: Regional Centres and Individual Business Schools. *Long Range Planning* 41, 117-139. <http://dx.doi.org/10.1016/j.lrp.2007.11.005>.

Exercise: ISI exercise using own laptops and ISI Thomson Reuters on-line.

1300- 1600: *Publication Ethics*

Topics covered: Publication ethics; what is acceptable and what is a “no go” in the publishing game? Which are the different types of misconduct? What are the consequences if misbehavior is detected?

Readings:

- Cantwell, J. and Eden, L., 2010. Code of Ethics for the Journal of International Business Studies. (http://www.palgrave-journals.com/jibs/jibs_ethics_code_2012.pdf).
- Eden, L. 2010. Letter from the Editor-in-Chief: Scientists behaving badly. *Journal of International Business Studies* 41(4) 561-566.

Exercise: Comparison of Lichtenthaler and Ernst (JPIM, 2009) to Lichtenthaler Ernst, and Hoegl (Organization Science, 2010).

5. FEBRUARY: THE "STANDARD PAPER" AND THEORY-BUILDING

0900-1200 (KL): *The Standard Paper*

Topics covered: The Gold Standard for the typical empirical management research paper: The Academy of Management Journal article; motivation: Who cares and why?—The paper’s front-end: Title, Abstract, Introduction (motivation, positioning).

Exercise: Discuss Oxley & Sampson (SMJ, 2004) as an example of the “Gold Standard”.

- Oxley, J.E., Sampson, R.C., 2004. The scope and governance of international R&D alliances. *Strategic Management Journal* 25, 723-749.

1300- 1600 (NJF): *Theory-building*

Topics covered: What is good theory in management research – and how is this reflected in the writing of the paper (specifically, “Theory Review/Background”, “Proposition/Hypothesis Development,” “Concluding Discussion” sections).

Readings:

- David A Whetten. 1989. What constitutes a theoretical contribution?. *Academy of Management Review*, 14: 490-495.
- Rindova, V. 2008. Publishing theory when you are new to the game. *Academy of Management Review*, 33: 300-303.

06 FEBRUARY: THEORY-BUILDING (CONT'D) AND MANAGING WRITING AND REVIEWS (NJF)

0900-1200: *Theory-building and Small N and Large N research*

Topics covered: Theory-building in the light of different types of management research. Is small-N research limited to theory-building? What is the role of large-N research in theory-building?

• **Readings:**

- Jason A. Colquitt & Cindy P. Zapata-Phelan. 2007. Trends in Theory Building and Theory Testing: A Five-Decade Study of the *Academy of Management Journal*. *Academy of Management Journal*, 50: 1281-1303.
- Eisenhardt, K. 1989. Building theories from case study research. *Academy of Management Review*, 14(4): 532-550.

• **Exercise:** Compare

- Oxley, J.E., Sampson, R.C., 2004. The scope and governance of international R&D alliances. *Strategic Management Journal* 25, 723-749.
- Hargadon, A., Sutton, R.I., 1997. Technology Brokering and Innovation in a Product Development Firm. *Administrative Science Quarterly* 42, 716-749.
-

1300-1400: *Managing the paper writing process*

Topics covered: The benefits and dangers of co-authorships, author priority, presenting ideas.

Reading

- Floyd, S.W., Schroeder, D.M., Finn, D.M. 1994. Only if I'm first author: Conflict over credit in management scholarship. *Academy of Management Journal*, 37(3): 734-747.

1415-1600: *Managing the Review Process*

Topics covered: How to write the editor; what goes on in the review process; types of reviews; how to best react to reviews.

Readings:

- Hamermesh, D. 1992. The Young Economist's Guide to Professional Etiquette. *Journal of Economic Perspectives*, 6: 169-179.