

# Publishing Your Work in (High Ranking) Journals

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## 1. Decide you want to do it

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## 2. Select a Target Journal

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- The journal you choose is likely to be one that you cite from or find you read more often than others
  - Understand where your work is located in disciplinary fields
  - Check the journal's home page to see issues of interest and the sorts of work it favours – empirical, qualitative, theoretical etc.
    - You need a journal with referees that will understand what you are trying to say.
    - Check last edition of previous year of the journal for a list of referees that the journal has used.
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## 5. Think

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- Work out how your research might contribute to, elaborate or refute extant knowledge.
    - Critically appraise
    - Learn to think theoretically
    - Think about the big questions
  - Rethink your data as evidence in a theoretical argument.
  - Identify the gap in knowledge that you intend to fill.
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## 6. Position Yourself Theoretically

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- Imagine that your task is to convince the six most prominent people in your field that you have something useful to say.
  - Write one sentence that encapsulates the paper's contribution to theory
  - Write the title of the article you are going to write. Will it catch their attention?
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## 8. Develop an Outline

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- It must follow the journal's style and structure conventions. Typically:
    - Introduction 5%
    - Literature Review 30%
    - Data, evidence 40%
    - Discussion 20%
    - Conclusion 5%
  - Use the full word count but do not exceed it.
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## 9. Build a Paper

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- Write a first rough draft in one hit without referring to your data or endnote files.
  - Work on it until you have the bones of an argument.
    - This will play off the literature you have read and justify your one sentence gap statement.
  - Now fill the argument with data, evidence and explanation.
  - Keep writing to integrate the ideas and the data.
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## 9. Build a Paper (cont)

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- Leave it for a week
  - Read your work.
  - You will realise it is complete rubbish.
  - Redraft
  - Read your work.
  - You will realise it is complete rubbish.
  - Redraft
  - Read your work.
  - You will realise it is complete rubbish. ....
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## 9 Build a Paper (cont)

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- Do not under-estimate the amount of work involved
    - Read, edit and revise 8,000 words takes a full day.
    - Expect to revise 20 – 30 times.
  - It's 'cooked' when your voice shines through – knowledgeable, authoritative, sure of your ground. Unwavering.
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## 9. Build a Paper (cont)

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- When the paper is finished, you won't feel embarrassed about giving it to someone else to read
    - at least one (trustworthy) colleague who knows the topic
    - at least one lay reader who can tell you if it makes sense.
  - Encourage them to be critical. Listen hard. Take their comments seriously.
  - Do not take critical comments personally.
  - Redraft
  - Polish, polish, polish
  - Send it to an independent proof reader.
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## 10. Submit

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- The submission process is deliberately impersonal (to promote impartial assessment)
  - Do not be put off by this process's studied disinterest in you and your work.
  - Follow the automated instructions to the letter.
  - Print and save where you can – keep a record of submission date. Put a date in your diary to follow-up in the event of no news.
  - Expect to hear nothing for six months.
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## 11. Referee's Reports

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- Your paper will be read by three referees, one of whom will be editor or editorial board member
  - Referees make two reports:
    - one confidential, to the editor,
    - the other for the author.
  - Referees will be sent your manuscript and asked to comment by a set date (usually four weeks). This can be onerous.
  - Some reports may be three lines, with a recommendation to reject, others give three pages of detailed comments.
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## 11. Recommendation to the Editor

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- Overall Recommendation
    - Based mainly on contribution to the literature
  - Other evaluative statements from you detailed knowledge eg
    - I have just refereed another version of this paper for another journal
    - This authors appears to have used X's paper as a template, simply inserts A instead of B
    - Admissions – author send me an earlier version of the paper ..
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## 12. Recommendations to the Author

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- Referees are requested to comment on scientific and scholarly merit and presentation. The primary consideration is that the paper should advance knowledge; it should be judged as a whole from this point of view. Please consider the following points whilst preparing your review.
    - Originality -
    - faults in empirical or theoretical reasoning?
    - Structure and form
    - Readability
    - Title and abstract
    - Tables and Figures
    - Calculations
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## 14 Revisions

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- ❑ If you are asked to for revise, your revision should address the referee's comments but maintain your original thrust.
  - ❑ ... there is no need to capitulate if you think you are right.
  - ❑ ... but if you stick to you guns, you'll have to convince the editor of your superior knowledge or analysis.
  - ❑ Resubmit
  - ❑ Print version may appear a year later, sometimes more.
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## ... for a Second Tier Journal

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Best Paper in 2003 - Markus Hassler

**Crisis, Coincidences and Strategic Market Behaviour:  
The Internationalization of Indonesian Clothing Brand  
Owners**

"This paper by Markus Hassler encapsulates the essence of a good 'Area paper'. It is theoretically informed, placing analysis of the Indonesian clothing industry within the global commodity change framework. It utilises a sound methodology to provide original insight into the trading activities of Indonesian brand-owners. It is well structured and clearly presented and it does all of this within the word limit! This paper is proof that is possible to produce a theoretically grounded, methodologically rigorous and informative empirical paper in 5,000 words."

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Professor Mike Bradshaw, University of Leicester

.. And Finally

Watch your back!

The End