Publishing in High-Impact Journals

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Outline of presentation

- Introduction
- Format of an article
- Finding a suitable journal
- Submission outcomes
- Web of Science, Scopus-listed journals

Introduction

Importance of Publications

- Price of an article: $1,000? $50,000? $100,000? ....
- My own experience of appointment; contract renewal; promotion;
- Your wonderful work will not be known to the rest of the world unless you get it published

**Communicate your message through publication**

Type of manuscripts

- Conference Paper
- Research Note/Short communication
- Concept paper
- Research Paper
  - Quantitative/Qualitative or mixed
- Review paper
- Case study

Format of an Article

1) Title
2) Abstract (plus Keywords)
3) Introduction
- Statement of the problem
- Research objectives and Research Questions
- Justification for the study
- Significance of the study

4) Literature Review
5) Methodology
6) Data Analysis
- Results

7) Discussion
8) Managerial Implications
9) Conclusion (Limitations and Future Works)
10) Acknowledgement
11) References
12) Appendices

General Structure of a Research Article
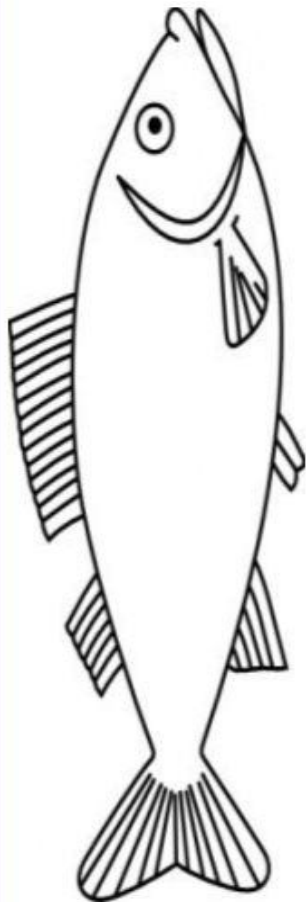
- **Title**
- **Abstract**
- **Keywords**

Make them easy for indexing and searching! (informative, attractive, effective)

- **Main text (IMRAD)**
    - <u>I</u>ntroduction
    - <u>M</u>ethods
    - <u>R</u>esults
    - <u>A</u>nd
    - <u>D</u>iscussions

Journal space is not unlimited, more importantly, your reader's time is scarce.

Make your article as concise as possible.

- **Conclusion**
- **Acknowledgement**
- **References**
- **Supplementary Data**

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Four questions in manuscript preparation

What is the problem?   INTRODUCTION

What has been done   LITERATURE REVIEW

Research Gap

What did you do?   METHODS

What did you find?   RESULTS

What does that mean?   DISCUSSION

Title

- The title must be short, clear, focused and accurate.
  - Title plays a vital role in citations
  - Electronic searches are based on title and key words
  - Length: usually around 7 – 15 words
  - Clear: mention all the key variables that will be investigated (the dependent variable / main variable mention at the beginning of the title)
  - Focus and accuracy: The topic must be specific and must encapsulate the content of the paper
  - Should not contain rarely used abbreviations

Tip: Remember the readers are the potential authors who will cite your article

Examples of good titles

- Writing high quality papers: Views from researchers

- Determining key capabilities of a firm using Analytic Hierarchy process

- A decision aid in warehouse site selection

- Employee motivation: A Malaysian perspective

- How can managers reduce employee intention to quit?

Titles that are poorly formed

- The analytic hierarchy process at Dar-Al-Hekma
- Application of MCDM approaches in airlines industry

Abstract

- Should be a brief summary of about 150 – 300 words.

- past (perfect) tense and passive voice

- short and concise sentences in 1 paragraph

- no citations, tables, equations, graphs, references or quotations ete

- The abstract must start with

  a) a statement indicating the situation, problem or issue that will be studied and the rationale (why) the research should be undertaken.

  b) then, indicate the variables involved and how these will be measured.

  c) indicate what data analyses will be undertaken

  d) results and the results will help explain or
          solve the issue

  e) recommendation for further research.

Tip: Abstract can be written at the end. First time write it freely and subsequently edit substantially.

Need for the study

CRITICAL SUCCESS FACTORS OF THE CHALLENGES IN PROVIDING QUALITY EDUCATION: A STUDY ON MALAYSIAN PRIVATE HIGHER LEARNING INSTITUTIONS

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ABSTRACT

The issue of quality education in higher learning institutions is timely and crucial due to the Malaysian government's aspiration to turn the country into a centre of educational excellence in the Asian region. Quality education acts as an indicator of the institution's ability to provide tertiary education to the society as well as an instrument for the nation's economic growth. To date, numerous studies have been conducted to measure the quality of education in higher learning institutions in Malaysia. However, the task of identifying the challenges faced by these institutions in providing quality education and the critical

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Fundamentally, the owners and administrators of private HLIs not only face stiff competition within the industry, but are also struggling with limited resources to achieve the quality standards that have been established by the MOE and Malaysian Quality Assurance (MQA) (Yaakob *et al.*, 2009). These Malaysian practitioners concur with the views of Belle (2009), Eric (2007) and Donald (2003) that ensuring high quality standards in higher education constitutes one of the major challenges faced in order to remain sustainable in this highly competitive, global era. Yet, despite being

Need for research

acknowledged as one of the major challenges faced by HLIs, few researchers have attempted to explore the issue in depth. Hence, this study attempts to identify the most critical areas (challenges) faced by Malaysian private HLIs in providing quality education and how such challenges should be solved (critical success factors). By using the Analytic Hierarchy Process (AHP), these challenges and critical success factors are then assessed to determine their ranking and contribution in advancing quality in Malaysian private HLIs.

Evaluating organisation core competences and associated personal competencies using analytical hierarchy process

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Abstract

Purpose – This paper seeks to introduce an integrated framework to determine the relationships between organisation core competences and associated personal competencies.

Design/methodology/approach – At first organisation core competences are determined by conducting internal and external benchmarking exercises, respectively, employing the "collectiveness" and "uniqueness" measures using key capabilities as a basis. Subsequently a pair-wise comparison using the Analytic Hierarchy Process (AHP) is conducted to assess related personal

1. Introduction

The importance of core competence management is widely recognised in the literature and there is a consensus that organisational competitiveness relies on organisational core competence (Hamel and Parahalad, 1990; Drejer, 2000). Despite the rich literature on core competence, vague definitions and exchangeable usage of the relevant term is common amongst academics and practitioners (Hafeez *et al.*, 2002a). This ambiguity is mainly due to the lack of a constructive identification process (Tampoe, 1994). A concrete organisational process to identify it is still sought (Javidan, 1998). The literature is divided on how to identify organisation core competence (Hafeez *et al.*, 2002b, 2004).

Core competence is often recognised in the form of tangible and intangible assets. Organisations should pay equivalent amounts of attention to its employees' competencies once it starts to pursue core competences track (Vergenhenegouwen *et al.*, 1996). However, the intangibles' contribution and value-added to competitive advantage is much more critical and influential (Hafeez and Abdelmeguid, 2003). With stress on the significance of intangible assets role, Whitehill (1997) points out that tangible assets offer decreasing competitive advantage against intangible assets and therefore organisations must focus on their intangible assets such as patents, brands, organisational or process knowledge to build competitive advantage. We feel that organisational core competences evaluation is not complete unless the portfolio of underlying personal competencies that make up the essential fabric of core competence is determined. The core competence evaluation process illustrated in this paper highlights how organisational human resources (or intangible assets) blend in with tangible resources to develop a core competence at the organisational level.

In this paper, we introduce an integrated structured framework comprised of two key stages. First, the goal is to identify core competences, then to match them with the most related appropriate personal competencies. The Analytical Hierarchy Process (AHP) is used to deliver robust and consistent results.

Significance of the study

- a) Contribution your research will make to your area of research, or
- b) Impact: indicate potential practical or policy implications of your research.
- c) Intellectual merit:

  i) How your research will make an original contribution,

  ii) How it will fill gaps in existing research,

  iii) How it will extend understanding of particular topics.

Tip: Do not overuse the terms such as "novel", "first time", "first ever", "paradigm shift".

Literature Review

- Review all relevant literature in the area especially those that have direct impact on your study

- Start with a broad background and then narrow it down to your field of study

- Emphasize on recent articles (e.g., past 5 years)

Tip: Cite only relevant references, otherwise the reviewer may not have a clue what actually you are writing

Methodology

- Identify the population
- Sample: Who will be the sample (unit of analysis)
- Sampling: How the sample will be selected.
- Instrument: What instrument / questionnaires will be used? How was the instrument designed?
- Pre-study, pilot study (validity and reliability)
- Data Collection Procedure:
- Proposed data analysis (based on the research questions or hypothesis)
  - MR, SEM, IPA, ANOVA, MANOVA, LR, AHP, Cluster Analysis, Data Envelopment Analysis, etc
- Avoid using personal pronoun such I or We (except qualitative research). Also use past tense

Data Analysis

- ❑ Must be based on the research questions you have formulated

Sample APA Reporting of Demographic Information for 4 Subsamples

Table 1
Demographic Characteristics of Samples

Variable	Parent BERS–2 (n = 89)		Teacher BERS–2 (n = 59)		Parent BASC–2 (n = 75)		Teacher BASC–2 (n = 65)	
	n	P	n	P	n	P	n	P
Age (years)	M = 9.7	SD = 3.0	M = 9.6	SD = 3.2	M = 9.7	SD = 2.4	M = 9.4	SD = 3.1
Gender								
Male	54	60.7	33	56.9	47	63.5	39	60.0
Female	35	39.3	25	43.1	27	36.5	26	40.0
Race/ethnicity								
White	70	78.7	34	59.6	53	71.6	32	50.0
Black/African American	12	13.5	17	29.8	13	17.6	21	32.8
American Indian or Alaskan Native	1	1.1			1	1.4	2	3.1
Asian	4	4.5			5	6.8		
Hispanic/Latino	7	7.9	6	10.5	8	10.8	7	10.9
Native Hawaiian or Pacific Islander	1	1.1			1	1.4	1	1.6
Other					2	2.7	1	1.6
Region								
Northeast	44	51.2	38	64.4	36	50.0	31	47.7
South	30	34.9	9	15.3	22	30.6	9	13.8
Midwest	6	7.0	10	16.9	9	12.5	14	21.5
West	4	4.7	2	3.4	5	6.9	11	16.9
Eligibility	11	12.4	18	31.6	8	10.8	19	30.2

Note. BERS–2 = Behavioral and Emotional Rating Scales–2; BASC–2 = Behavior Assessment System for Children–2; P = percent; Eligibility = eligibility for free or reduced lunch.

Table 1

Bivariate Correlations, Means, and Standard Deviations for Structural Model Variables

Variable	1	2	3	4	5	6	7	8	9	10
1. Peer acceptance/rejection+	—									
2. Chronic peer abuse	−.32**	—								
3. Peer abuse (concurrent)	−.27**	.34**	—							
4. Chronic peer exclusion	−.65**	.36**	.35**	—						
5. Peer exclusion (concurrent)	−.39**	.26**	.30**	.52**	—					
6. School avoidance++	−.19**	.24**	.19**	.17**	.23**	—				
7. Classroom participation++	.40**	−.18**	−.15**	−.39**	−.31**	−.28**	—			
8. Achievement++	.35**	−.14**	−.10*	−.30**	−.17**	−.23**	.50**	—		
9. Aggression	−.45**	.31**	.18**	.47**	.17**	.08	−.29**	−.27**	—	
10. Withdrawn behavior	−.19**	.08	.08	.28**	.17**	.03	−.10	−.09	.12*	—
M	0.12	0.83	0.59	1.50	1.31	0.00	0.01	0.11	0.35	0.24
SD	0.96	1.07	0.48	1.50	0.53	0.30	1.04	9.12	0.47	0.37
R^2		.14		.48		.05	.27	.26		

Note. One "plus" sign represents standardized scores; two "plus" signs represent residual scores (see Method section for complete description).
* $p < .05$. ** $p < .01$.
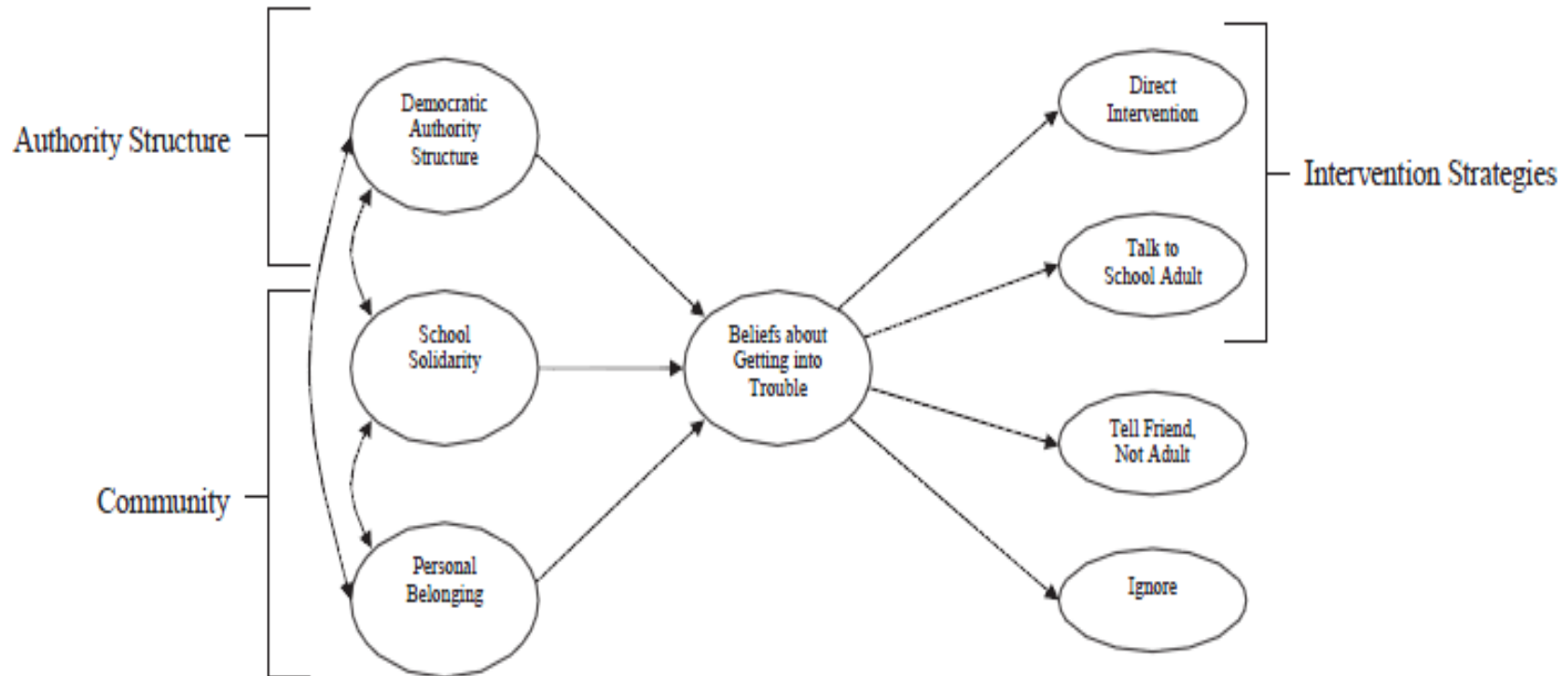
Example of Figure: APA format

Figure 1. Conceptual model of the mediated relationship between students' perceptions of the school climate and their expressed willingness to intervene in the dangerous intentions of a peer. The direct paths linking the school climate predictor constructs to the four response strategy outcome constructs and the covariates were omitted from the figure to maintain readability; however, these paths were estimated in the analysis.

Discussion

- Hardest section to write, but it is also the most important.
- Answer the question posed in Introduction
- Correlation of your finding with the existing knowledge
- Discrepancies between new results and previously reported results.

Discussion and relating to existing literature

State your own finding

Compare your findings with other studies

It seems that Malaysian workers are not much concerned about the appreciation of their work done compared to the above factors. This is in sharp contrast to their counterpart in the US. All the while, "full appreciation of work done" has been overwhelmingly favored by the American workers. Overall, it is observed that monetary incentive plays a major role in motivating Malaysian employees. This is clear from the higher ranks assigned to "high wages" and "promotion". Therefore, when the question of choice is put forward they prefer to go for monetary incentives in lieu of appreciation by

Source:

Employee motivation: a Malaysian perspective

Rafikul Islam and Ahmad Zaki Hj. Ismail
*Department of Business Administration,
International Islamic University Malaysia,
Kuala Lumpur, Malaysia*

Conclusion

- Identify key findings and application
- Should not be summary of the work done (Abstract has taken care of that)

Conclusion

- How the work advances the field from the present state of knowledge.

Table 4
Portfolio of key capabilities for Company A

Functional areas	Key capabilities
Manufacturing	Process technology
	Economies of scale
Sales and marketing	Pricing
Performance management	Performance review

8. Conclusion

Core competencies are valuable capabilities of a firm. By fully exploiting its core competencies the firm can establish competitive advantage in the marketplace. In our view the process of core competence identification is to start with the key capability analysis. This paper presents a structured framework for determining the key capabilities using analytic hierarchy process (AHP). The AHP is utilized due to its ability for taking into account both the qualitative and quantitative measures. We employ a balance platform using both financial and non-financial measures for capabilities evaluation. The framework is illustrated and validated using a case study. The results obtained are to be exploited by Company A to fill in their competence blackholes and enhance their operational and strategic business performance.

We view our framework as a tool to generate guidelines for strategic decision-making, such as capability development or outsourcing non-core capabilities, as well as focusing and repositioning on the basis of competence portfolio, and/or diversification with regards to new products, services or markets. The framework should be viewed as an effective benchmarking exercise based upon the 'inward' as well as 'outward' factors. The framework is generic in nature, and is suitable to be exploited for identifying key capabilities of a service or public sector organization.

References

[1] C.K. Prahalad, G. Ha... corporation, Harvard Bu...

Contribution

Acknowledgments

Ensures those who helped in the research are recognised

(you want them to help again, don't you?)

Include individuals who have assisted with your study, including:

- Advisors
- Financial supporters
- Proofreaders
- Typists
- Suppliers who may have given materials

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References

- [APA](#)
- Harvard
- Chicago
- Turabian

Papers that high-impact journals publish

- Address a challenging problem whose solution has considerable impact on the discipline
- Demonstrate considerable familiarity with the topic and its literature
- Express the problem with mathematical modelling, visualization, or empirical experiment
- Well written: complete; good use of English; clear formatting; high-quality graphics
- Strictly adhere to the standards of research in the discipline
- Develop an innovative solution
- Discover something new, counter-intuitive or controversial
- Work at the state-of-the-art in the discipline

Benchmarking a model paper

- ❑ Download papers that are very well-written (maybe from webofscience database)
- ❑ Identify the structure, style, presentation, type of analysis, etc.

Having multiple analysis

- [A sample paper](A%20sample%20paper)
  - [Its acceptance letter](Its%20acceptance%20letter)
- Qualitative + Quantitative
- Quantitative
  - QFD + AHP
  - SEM + ANOVA + MANOVA
  - MR + LR
  - SEM + LR
  - FA + MR + ANOVA

Covering letter

- A sample
- Highlight the main theme of the paper
- Language has been proofread
- No concurrent submission
- Possible referees

Finding the right journal

- Determine and list the ISI journals that normally publish articles in your area

- [Access the website and read the Aims and Scope](), manuscript submission guidelines

- Check what type of articles they have published (this may be clear from the titles)

- Read about 10 articles in your area published by the journal in the past 3 years to get a feel of the type of paper published, the style of writing and the format.

- Check the journal's Impact factor/Quartile

Tips: Articles in your Reference section may lead to choose the right journal.

Dealing with reviewers' comments

3 scenarios:

a) Outright rejection

b) Major corrections

c) Minor corrections

(very rarely outright acceptance without corrections)

Common reasons for rejection

- The study is just confirmation of previous research i.e. not novel

- The problem tackled is too shallow

- Poor experimental design

- Targeted journal is not suitable

- Weak writing/presentation and language

What leads to acceptance ?

- **A**ttention to details
- **C**heck and double check your work
- **C**onsider the reviewers' comments
- **E**nglish must be as good as possible
- **P**resentation is important
- **T**ake your time with revision
- **A**cknowledge those who have helped you
- **N**ew, original and previously unpublished
- **C**ritically evaluate your own manuscript
- **E**thical rules must be obeyed

– **Nigel John Cook**
Editor-in-Chief, *Ore Geology Reviews*

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Predatory Journal

- Do not submit your article (that you have prepared after hard work) to any non-credible journal.

Ethics in Publishing

- Plagiarism
- Duplicate publication
- Duplicate submission
- Fabrication of data
- No proper acknowledgement of the people who have helped you

Thank you for your time!

Wishing you happy and successful publishing in high quality journals!

IOUCRIS, 26-27 August, 2022