

Dynamics Of World-Class Business Research

**How To Publish Your Scholarship
in World-Class Journals ???**

Presentation Outline

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Section 1

World-Class Business Research

World-Class Research!!!!

- Globalization,
- Endemic Style of North American Capitalism Dominating the World Economy,
- End of Cold War and the Demise of Former USSR
- Opening Up of China
- Expansion of EU
- Growing Dominance of English as the Lingua Franca of Science, Engineering, Medicine, and Business
- World-Class Research in Terms of Originality, Significance, And Rigor

Section 1

Development of World Class Theory, Model or Scale

- Development of World Class Theory, Model or Scale is A Like A Thermometer That Can Measure Any Human' s Temperate Anywhere Across the World
- Similarly, A World Class Business Theory, Model or Scale is Designed to Measure Any Business Firm' s Progress/Problem Anywhere in The World
- Doctoral Programs in Business are Designed To Generate Such World-Class Research Theories, Models or Scales

Section 1

Outcome of World Class Research in Business ?

- Agency Theory
- Bass Model
- Capital Asset Pricing Model
- Conjoint Analysis
- Decision Theory
- Game Theory
- Linear Programming Model
- Modigliani And Miller Propositions
- Multi-attribute Model
- Portfolio Theory
- Queuing Theory
- SERVQUAL Model (Zeithaml, Parasuraman And Berry)
- CETSCALE Model (Shimp And Sharma)

- Question:

How Many Similar Models Doctoral Programs at Your Institution Have Produced for the Benefit of the World???

Section 1

Defining the Frontiers of Your Research

- Empirical Research or Applied Research
- Focused Research or Un-Focused Research
- Research in One Field Vs. Research in Multiple Fields
- Research Within One Focused Area of a Field (e.g.,
 - Field --- Marketing
 - Sub Field--- International Marketing
 - Focused Specialty: Entry Mode



Section 2

US Business Research Culture: A Case Study



Section 3

Publication Strategy

Section 3

Motivations For Academic Publishing

- (1) To Enhance Reputation,
- (2) To Attain Tenure Or Promotion, And/Or
- (3) To Initiate A Scholarly Dialogue.

Ranking of Journals

- A-- Class Journals
(e.g., Journal of Marketing)
- B -- Class Journals
(e.g., International Marketing Review)
- C -- Class Journals
(e.g., Journal of Global Marketing)
- D -- Class Journals
(e.g., Asia Pacific Journal of Marketing and Logistics)
- ISI List of Journals
(e.g., African Journal of Business Vs. Journal of Marketing)

Section 3

Parameters for Publication
in Top Tear Journals

**Your Research Should Develop A
New Theory Or Model Or Scale**

Section 3

Journal Selection

- ISI Listing
- Cable's Directory
- Business Database (e.g., Proquest)
- ISSN
- Major University As A Publisher
- Major Association As A Publisher
- Major Company As A Publisher
- Journal Websites
- Conclusion: ----- Life Is Tough!!!!!!!!!!

Section 3

Mandatory Submission Fee

- Top Journals Do Not Require it
- A Good Journal Must Not Require it.



Section 4

Contents of a Good Paper

Section 4

Typical Outline For An Empirical Paper

- Title
- Abstract With Key Words
- Introduction
- Literature Review (Theory -- Or Theoretical Basis)
- Model (Framework)
- Hypotheses
- Data
- Results
- Managerial Implications
- Conclusions
- References

Section 4

Cover Letter

- A Typographical Error On The First Page Of Introduction Indicates That The Author Is Sloppy, And Careless.
- Such Errors, Omissions, Or Mistakes On The Cover Letter Lead Referees And Editors, Rightly Or Wrongly, To Conclude That The Paper Should Be Rejected.
- They Conclude That The Author Is Likely To Be Sloppy In Substance As Well.
- If You Don' t Proofread Your Own Introduction, Why Expect The Referees To Spot And Correct All The Errors?
- Do Not Depend On Spell-checkers!!!!!!!

Section 4

Title Page

- Giving A Title To A Paper Is Like Naming Your Child.
- The Title Should Be Short.
- Title Should Be Sexy To Catch The Attention.
- Never Try To Squeeze The Contents Of The Paper In The Title.
- Make The Title Succinct And Informative. The Title Must Not Exceed 160 Characters, Including Spaces Between Words.

Abstract

Abstract

- An Informative One-paragraph Abstract Of Not More Than 250 Words Must Accompany Each Manuscript.
- Write The Abstract Only After The Whole Paper Including Conclusion Is Written.
- The Referees Read It More Often Than Any Other Paragraph In The Paper.
- In 15 Seconds, You Have To Convince The Referees (And Readers) That They Should Proceed With The Rest Of The Paper.
- What Is The Question?
 - Can You Describe (To Yourself) What You Have Done That Is New In Two Sentences?
 - Not: Joe Did This, Al Did That, And I Am Doing This Variation.
 - Novelty As A Basis Of Your Paper.

Keywords

- Include Three To Five Words Or Short Phrases Relevant To The Article.

Introduction

- Provide A Brief Overview Of The Scope And Relevance Of The Study, Especially With Regard To Previous Advancements In Related Fields.
- It Is Not A Literature Review. It May Cite Things That Motivate, But Should Never Review Them.
- It Is A Statement Of The Problem, Its Background, And Importance
- Introduce The Subject.
- Be Concise.
- Justify Your Work.

- To Show Something New, Not To Show You Can Repeat Others' Work.
- To Derive Or Motivate Your Empirical Work
- To Clarify Your Idea In Readers' Minds
- Describe Theoretical Foundation Of Your Research.
- No Phony Theory Please.

Literature Reivew

- Founders and pioneers of your field of research
- Promoters of your field of research over the years
- Current top scholars of your field of research

Theory Building

- Your proposed model must be supported by at least One Theory rooted in Philosophy, Psychology, Sociology, Economics, Or Cultural Anthropology.
- Some Outstanding Theories are:
 - Theory of Planned Behavior
 - Theory of Reasoned Action
 - Agency Theory
 - Theory of Competitive Advantage of a Nation
- Will your proposed model/framework modify, expand or refine any existing Theory.

- Research Question.
- Research Objectives
- Graphical Representation Of Your Model.
- Mathematical Representation Of Your Model
- Your Dependent, Independent, Moderating And Mediating Variables must be clearly identified.
- Hypotheses (Extension Of Existing Work, Or Novel Way Of Looking At Issues With Your Hypotheses)
- The logic and rationale of every hypothesis must be explained with background information supported by adequate references.

Data

- Lengthier if Novel, Shorter if Data Are Well Known.
- Descriptive Statistics, Often Can Clarify Issues.
- Use Sophisticated And Sexy Inferential Statistics. SEM Is Very Sexy These Days. Everybody Is Using It These Days To Impress Others.
- Check Out The Types Of Statistics Used By Eminent Scholars in Your Field in 2019 and 2020.

Figures And Tables

- Figures Should Illustrate Specific Points
- Reviewers Place Great Importance To The Quality Of Figures.
- A Good Figure Is Worth A Thousand Words.

Results

- Provide The Experimental Data And Results As Well As The Particular Statistical Significance Of The Data.
- Check The Top Journals In Your Field And See What Statistical Techniques And Analyses Have Been Used By Top Scholars In Your Field And Try To Use The Same In Your Own Research.
- Should Not Be A “Breathless Romp Through The Data”.
- Results Must Be Discussed At Length.
- Stress/Discuss The Original; Spend No Time On Standard Results.
- Results Must Be Linked To Theoretical Derivation, And Vice Versa
- Present Results Logically
- Split Into Sections If Necessary
- Avoid The Temptation To Discuss Unnecessary Stuff

Managerial Implications

- Various Tests For Robustness Of Results, But Only Major Ones.
- Minor Checks Go In Footnotes.
- Explicit Applications To Problems; E.G. , Simulating Policy Responses; Analyzing Implications For Interesting Phenomena.
- Put Data Into Context.
- Revisit Original Hypotheses.
- Do Not Speculate.

References

- Include References To Authors Who Are Known To Like Your Papers
- Perhaps They Might Become Referees.
- Include References To Scholars With Whom You Have Had Favorable Correspondence.
- Editors Often Select Referees From Your References.
- An Article Is Considered “Important” If It Is Cited 30 Times Or More By Other Scholars Across The World.
- Cite Some of Your Own Related Papers, Provided That They Were Published Or Have Been Accepted For Publication In A Prestigious Journal.
- Do Not Cite Your Own Unpublished Papers Or Publications In An Obscure Journals.
- The Editors And Referees May Conclude That The Current Paper Also Should Be Published In Such Low Quality Journals.
- Do Not Cite Your Own Dissertation. The Referees Will Know You Are Inexperienced.



Section 5

Service to the Academia



Section 6

Criminality in Scholarship

What is Plagiarism?

Plagiarism Means Using Another's Work Without Giving Them Credit And Saying That It Is Your Own.

The “Word” Plagiarize Means To “Steal And Pass Off As One's Own (The Ideas Or Words Of Another).

Examples of Plagiarism...

- Copying And Pasting Text From Online Encyclopedias
- Copying And Pasting Text From Any Web Site
- Using Photographs, Video Or Audio Without Permission Or Acknowledgement
- Using Another Student's Or Your Parents' Work And Claiming It As Your Own *Even With Permission*
- Using Your Own Work Without Properly Citing It!

More Examples of Plagiarism...

- Quoting A Source Without Using Quotation Marks-even If You Do Cite It
- Citing Sources You Didn't Use
- Getting A Research Paper, Story, Poem, Or Article Off The Internet
- Turning In The Same Paper For More Than One Class Without The Permission Of Both Teachers (This Is Called Self-plagiarism)
- **Can You Think Of More?**

- Don't Take Things That Aren't Yours.
- If You Do, You Will Pay Dearly Later When Your Work Is Published.
- You Are Lucky If The Paper Is Not Published.
- Some Developing Countries Practices 30% Tolerance For Plagiarization We Practice ZERO % Plagiarization Across The US. ---- See The Issue.



Section 6

Stopping Plagiarization

www.turnitin.com

Ghost Writers

- Websites:

 - www.thesis.com

 - www.dissertation.com

 - www.project.com

 - www.handout.com

- Tuition Centers

- Underground Writers

 - (\$10,000 for 100% Work, \$5,000 for Partial Work)



Section 8

Academy for Global Business
Advancement ---
www.agba.us

Serving the Humanity Since
2000

Section 8

Parameters for Publication in Second Tear Journals

- Your Attempts To Develop Your Developing Country And Solve Your Problems Are Welcomed. We Wish To Help.
- Your Sample Size. It Should Be Respectable.
- Your Literature Review Should Be Exhaustive.
- Your Model Should Be Based On Rationale, Logic And Argumentation.
- Your Hypotheses Should Be Authentic And Logical.
- Your Statistical Analyses Should Be Robust And Thorough.
- Your Conclusions And Implications Should Be Applicable On The Ground, And
- Future Directions Of Research Should Be Offered.

Section 8

Replication of Western Models for Publication in Second Tier Journals

- You Are Welcome To Replicate Western Models For Publication In Second Tier Journals.
- However, When You Replicate Western Models, Then Tell Reviewers Why Are You Doing It.
- Present Your Rationale, Logic And Argumentation.
- If The Original Research Used 2000 Sample Size in The USA, For Instance, Our Reviewers Would Like To See The Same Kind Of Sample Size in a Developing Country, As An Example.
- If Your Model Is Focusing On Firms, Then The Same Principle Applies. If The Original Research Was Based On A Sample Size Of 500 Firms in The US, Our Reviewers Would Like To See The Same Variety, Diversity And Richness Of Sample Size Across a Developing, As An Example.

Section 8

AGBA And Inderscience
Publishers Of UK/Switzerland

- Academy For Global Business Advancement (AGBA):
www.agba.us
 - Incorporated in the State of Texas as a Not-for-Profit Global Organization To Serve As A Bridge Between World-class Western Scholars And Upcoming Scholars From Emerging Countries
- Inderscience Publishers Of UK/Switzerland:
 - A Major Publisher Of More Than 100 Journals.
- Journal For Global Business Advancement
(Www.inderscience.com/jgba)
- Journal For International Business And Entrepreneurship Development (www.inderscience.com/jibed)
- (Listed in Cables Directory, ISSN, Websites And Business Databases such as Oscopus)



Section 9

AGBA's Advice For Success in Your Career

4 Skills Guarantee Professional Success

- Read What Top Scholars Are Doing in Your Field.
- Collaborate With Top Scholars
- Learn High Quality Statistics.
- Learn High Quality English

Example: English Proficiency

- Every Body Speaks English In The US. However, Most Of Americans Cannot Write Good English. See The Issue.
- Writing A Paper Is Like Stringing Pearls To Make A Necklace. There Is An Optimum Order For These Pearls To Form A Paper, And Some Pearls Are Better Left Out.

Writing English Properly

- Lot Of Great Scholarship (Emanating From Countries Such As Russia, Eastern Europe, China, Malaysia, Thailand, India, Indonesia And Nigeria Etc.) Does Not Get Published Because Of Poor English.
- Language Is A Stumbling Block.
- Distorted Language Obstructs The Road To Success Even For Eminent Scholars Having Well-known And Renowned Results.
- Language May Mutilate Or Even Nullify The Significance Of Results.

Writing English Properly

- Why This Matters?
 - Readers' Time Is Scarce
 - Readers Infer Substantive Sloppiness From Written Sloppiness
- English Is Easy At One Level, Very Difficult At Another; And It Can Be Bad At Several Levels:
 - Lowest Level --- So Bad That Reader Cannot Infer What You Are Doing. Reader Infers You Do Not Know Either
 - Next Level --- Repeated Subject-verb Disagreements, Incorrect Pluralization And Possessives, Etc.
- Next Level:
- Left-out Articles --- A Common Problem For Asian Language Speakers.
- Incorrect Prepositions.
- Incorrect Gerunds And Participial Phrases.
- For Instance: Do Not Use Your Own Slangs Such As “Ok Laaa In Malaysia” or “Yani in Arabic”.

Conclusion

- New Millennium:
 - The Business Research Market is Global, is Mobile, New Trends Easily Disseminate And Oust Traditional Ones.
- Knowledge is Global And You Are Welcome To Be A Global Player Today On The Global Stage.
- However, Learn the Global Norms, Global Standards And Global Parameters.
- Respect Them.
- You Cannot Write Your Own Rules.
- You Must Learn How to Play Global Sports Using Global Norms

Conclusion

- Word Of Wisdom -- “Publish Or Perish”
First Publish Few Papers From Your Doctoral Dissertation Before You Submit It For The Award Of Doctorate.
- AACSB Rules Are Going To Change The World Of Academia Across The World.
- US Based AGBA And Its Two UK Based Journals Are Ready To Assist You on the Global Stage and Realize Your Dreams of (i) Global Recognition, (ii) Global Fame and (iii) Global Professional Image.