

Dynamics Of World-Class Business Research

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

By

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Presentation Outline

Section # 1

World-Class Business Research

Section # 2

US Business Research Culture: A Case Study

Section # 3

Publication Strategy

Section # 4

Contents of a Good Paper

Section # 5

Service to the Academia

Section # 6

Criminality in Scholarship

Section # 7

Dynamics of Review Process

Section # 8

**Academy for Global Business Advancement ---
Serving the Humanity Since 2000**

Section # 9

AGBA's Advice For Success in Your Career

Section # 10

Question and Answer Session

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
- 

World-Class Research

- 12 Subject Areas (Within the Field Of Science) Aggregating Individuals to Institutions, Institutions to Places (Locations), and Places to Countries
- There are About 12,000 World-class Scientists, Working at 429 Institutes; Located in 232 Places, and Based in 27 Countries
- Almost Half of These Scientists are Spread Between 50 Institutes, in 5 Countries, Most (87%) Being in the USA.
- The Top 20 Institutions Contain Nearly 30% of The Scientists and are All Located in the USA With the Exception of University College London (Ranked 8th), And The University Of Cambridge (Ranked 12th).
- **Source: “Higher Education Meeting International Business Demand”, CIHE, December 2005, UK, (Editorial).**

Development of World Class Theory, Model or Scale

Section 1

- 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
- 

- Structure
- Specification
- Testability
- Empirical Support
- Richness
- Simplicity



- 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???

- 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



World-Class Scholar

- He/She is Known in The Community of Scholars For His/Her Leadership in A Particular Field Of Study Via His/Her Theory, Model, Scale Etc.
- The Rank of an Scholar Depends Not Only On The Level Of His/Her Own Achievements, But Also On His/Her Ability to Understand the Achievements of Others.



Example: Rajan Varadarajan: Head, Department of Marketing, Texas A&M


- *Cited as having published the most number of articles (14) in the Journal of Marketing during the twenty-five year period, 1980-2004 [Source: Schmidt, J. (2006), "An Exploration of the Journal of Marketing Over the Past Quarter Century." Working Paper, Univ. of Oklahoma].*
- *Cited as leading contributor to strategic marketing literature between 1986 and 2005 [Source: Vassinen, A. (2006), "The Concept of Strategic Marketing in Marketing Discourse: A Bibliometric Study." Unpublished Masters Thesis, Helsinki University of Technology. A bibliometric analysis of 423 articles related to strategic marketing, published in 37 journals between 1986 and 2005].*
- *Ranked 24th out of 922 scholars who had published in the Journal of Marketing, Journal of Marketing Research and Journal of Advertising Research during the period 1990 through 1996 on the basis of average annual citations (Proceedings of the 2003 American Marketing Association Marketing Educators' Summer Conference, pp. 198 - 203).*
- *Ranked 21st in a list of most productive marketing faculty during the period 1991- 1998: Number of articles published in Journal of Marketing, Journal of Marketing Research, Journal of Consumer Research, Marketing Science, Journal of the Academy of Marketing Science, and Journal of Retailing (Journal of Marketing Education, Vol. 22, August 2000, pp. 99-107).*

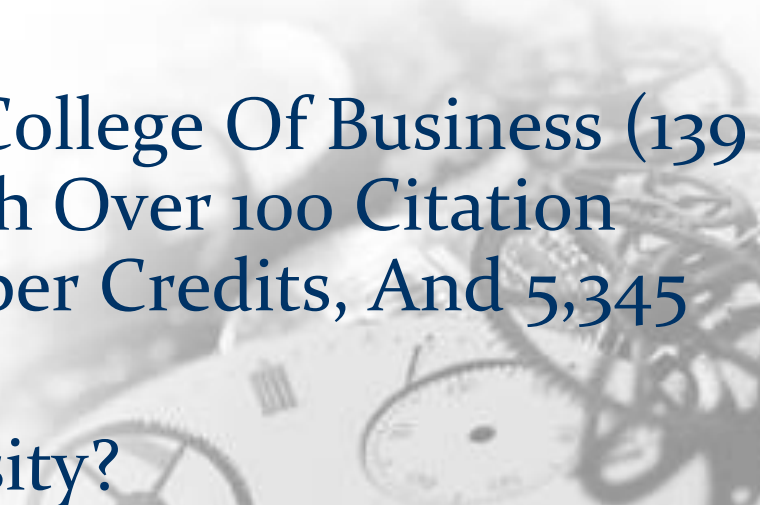
- **We are Tier-1**

- Texas A&M offers more than 120 undergraduate degree programs and 240 master's and Ph.D. programs, as well as a doctorate in veterinary medicine.
- Consistently a Top 10 school for number of National Merit winners enrolling.
- We stand at the top statewide in student retention and graduation, making Texas A&M the university of choice for students from all walks of life.
- One out of every ten veterinarians in the United States graduated from the Texas A&M College of Veterinary Medicine and Biomedical Sciences.
- With five campus locations, the university library system has access to over 4 million volumes and 400,000 e-books. It ranks 13th nationally among academic libraries in U.S. public institutions and 2nd in spending on electronic serials.

Utah State University

- In fact, USU is the #1 public university in the West (and top five in the nation) on *Forbes'* list of America's Best College Buys (2010).
- USU has sent more student experiments into space than any other university in the world.
- USU students are admitted to medical and dental schools at a rate of nearly 30 percent above the national average each year.
- Ten major ski resorts, many of which hosted sites for the 2002 Winter Olympics, lie within a two-hour drive of campus.
- USU's undergraduate research program is the second oldest in the nation, behind only MIT.
- USU's brand-new Caine College of the Arts is headed by Craig Jessop, longtime director of the Mormon Tabernacle Choir.
- USU has provided distance education for more than 110 years. Now, the program offers nearly 50 degrees statewide, including the only distance-delivered doctorate.
- Prominent USU alumni include U.S. Senate Majority Leader Harry Reid, Football Hall of Famer Merlin Olsen, Nike Brand president Charlie Denson, and more.
- The Huntsman School of Business is the West's oldest continuously operating business college.
- USU students study abroad in more than 140 partner institutions around the globe.

- Number Of Citations During The Census Year To Articles Published In The Preceding X Number Of Years
Divided By
 - Number Of Articles Published In Those X Number Of Years
- 

- The Use Of Citation Counts As A Measure Of Success
 - University Of Georgia College Of Business Has 103 Faculty Members (2 With Over 100 Citation Credits), With Total Paper And Citations Of 322 And 1,641 Respectively.
 - University Of Michigan College Of Business (139 Faculty Members, 16 With Over 100 Citation Credits), Collects 493 Paper Credits, And 5,345 Citation Credits.
 - How About Your University?
- 

Section # 2

US Business Research Culture: A Case Study



1000 US Universities Choose Your Own League

A Plus -- League:

- Ivy League (10 universities: e.g., Harvard)
- Non-Ivy League (Private): (About 10 universities e.g., MIT)
- Public Ivy League (About 10 universities e.g., University of California at Berkeley)

A - League:

- Great Private (About 20 universities e.g., University of Southern California)
- Great Public (About 20 universities e.g., University of California at Los Angeles)

A Minus- League:

- Great Private (About 30 universities e.g., Rice University)
- Great Public (About 30 universities e.g., Texas A&M University)

B League:

- Great Private (About 50 universities e.g., University of Rochester)
- Great Public (About 50 universities e.g., Utah State University)

C - League:

- Good Private (About 100 universities e.g., Texas Christian University, AACSB Accredited)
- Good Public (About 100 universities e.g., University of Texas at Tyler, AACSB Accredited)

D - League:

- OK Private (About 200 universities e.g., University of Dallas, Hate AACSB)
- OK Public (About 200 universities e.g., Minot State University, Hate AACSB)


E - League:

(200 Plus Universities --- Lousy Universities --- Any Body Can Walk in, NEVER AACSB)

F --- Grade League:

(200 Plus Universities --- Degree Mills, You Buy Degrees, NEVER AACSB)

AACSB Accredited Doctoral Programs Across the US

- Less Than 100 Doctoral Programs for 1000 Universities, Institutes and Colleges Across USA
 - Case Study: Texas
 - Old: The University of Texas at Austin
 - New: The University of Texas at San Antonio
- 

Non-AACSB Accredited Doctoral Programs Across the US

- South University
- Walden University
- Argosy University
- University of Phoenix



Texas Doctoral Programs in Business Administration

Section 2

- **A – League:**
 - University of Texas at Austin
 - Texas A&M University
 - Texas Tech University
 - University of Houston
 - Rice University
 - Note: GMAT: 700 Plus and Salary, USD\$150,000 for 9 Months
- **B -- League:**
 - University of Texas at Dallas
 - University of Texas at Arlington
 - University of North Texas
 - Note: GMAT: 650 Plus and Salary, USD\$120,000 for 9 Months
- **C – League:**
 - University of Texas at San Antonio
 - Texas A&M International University
 - University of Texas at Pan American
 - University of Texas at El Paso
 - Note: GMAT: 600 Plus and Salary, USD\$100,000 for 9 Months



Section # 3

Publication Strategy



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



- **Stability:**
Journals That Have Withstood the Test of Time are Often The Most Prestigious and Have Built a Loyal Following.
- **Accessibility:**
Accessibility to Other Researchers is an Important Consideration to Those Wishing To Add To Their Citation Record or Engage in Scholarly Dialogue.
- **Audience:**
A Journal's Editorial Style Provides Information On The Type Of Readership It Attracts.
- **Review Process:**
 - (i) Rigor Of The Review Process;
 - (ii) How Long The Process is Likely To Take
 - (iii) The Likelihood Of Acceptance.

- Certain Top Journals Are Controlled By Certain Academic Clans
- Importance of a Country
- Sample Size
- Writing Style
- Editor's Preferences, Priorities And Focus
- Non Business Journals Such As:
 - Journal of Psychology
 - Journal of Sociology
 - Journal of Consumer Research



- 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)
- 

Parameters for Publication in Top Tear Journals

Your Research Should Develop A
New Theory Or Model Or Scale




Unknown Top Journal

- No Body Knows About The Journal Of Retailing Across Asia-Pacific.
- It is The Oldest Business Journal in the USA And is Rated As A.



Reasons For Choosing A Particular Journal

- (1) Reputation of The Journal
 - (2) Readership
 - (3) Impact Factor
 - (4) Speed Of Publication
 - (5) Reputation Of The Editorial Board
 - Honest Evaluation Of Your Own Paper.
 - Of Course Start High, But Not All Babies Can Become The President Of The US.
- 


- Scientific:
 - High Quality Of Reviewing
 - Fair Process
 - High Probability Of Acceptance
 - Visibility (Readership)
 - Citations
 - Recognition By Peers (Superiors)



What Does The Journal Want?

- Scientific:
 - High Quality Research Papers
 - Novelty (Unique Theory, Model Or Scale)
 - Visibility (Readership)
 - Citations
 - Recognition By Peers



- 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!!!!!!!!!!!!
- 


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


Selecting Your Area of Scholarship

- If You Have A Solid Hit In One Area, Say Export Marketing, Then Redouble Your Efforts To Publish Your Name As An Expert In That Field Before You Move Into Another Field.
- Normally, You Should Not Select More Than One Field Of Specialization For Top Quality Journals.
- If You Have Published No Paper In One Area For 5 Years, Then Under AACSB Rules, You Are Not Qualified To Teach In That Field.
- Sending All Papers To Top Journals Is Risky.
- Sending All Papers To Low-quality Journals Is Also Undesirable.
- Your Resume Should Contain Some Publications In Top Journals.
- Quantity Of Publication Also Is Important Along-with Quality.
- Having 3 Papers In 3 Different Journals Is Better Than Three Papers In One Journals, If The Relative Quality Of The Journals Is The Same.


- Consider Whether To Co-author Your Manuscript With A Veteran Scholar
- An Effective Way For A Newcomer To Bear The Clans Is To Join Them By Collaborating With A Clan Member.
- Find Seasoned Co-authors With Publication Experience And Share The Glory.
- Working With Your Supervisors Is An Excellent Idea, At Least For The First 5 Years After Receiving Your Doctorate.
- Acting Alone Is A Risky Strategy.
- With Seasoned Co-authors, The Probability Of Acceptance Will Increase Substantially.
- Through Your Co-authors, You May Be Introduced To An Established Group Of Scholars.
- You Will Also Learn How To Fine-Tune Your Papers.

- After Submission Of The Manuscript, If You Realize That Changes To Authorship (E.G., Altering The Order Of Authorship Or Adding/Removing A Name) Are Needed, Please Follow These Steps:
- Acquire Change Of Authorship Form From Your Journal; And
- Have ALL Authors Sign It And Send It To Your Editor-in-Chief

- Present Your Papers At Regional, National, And Global Conferences.
 - You May Get Surprisingly Valuable Feedback.
 - Do Not Distribute Unpublished Papers To Strangers At Conferences.
 - Some Bad Eggs Might Steal Your Ideas And Submit A Closely Related Paper to a Journal Sooner Than You Do.
- 

- There Could Be A Hundred Scholars In Your Field, Who Are Major Players In Your Field.
 - Try To Listen To Their Presentations At Conferences To Know The Future Direction Of Their Research.
 - Try To Know Their Mental Framework, As They Are Defining The Frontiers Of Knowledge In Your Field.
 - Try To Network With Them At The Personal And/Or Professional Levels by Attending Conferences.
- 

Few Advisory Tips

- Do Not Use Fancy Fonts Or Expensive Bond Paper.
 - Do Not Cite Too Many Of Your Own Papers.
 - Do Not Thank Famous People In The Acknowledgement.
 - Do Not Put Your Name And Affiliation On Every Page Of The Paper.
 - Do Not Mention The Year, When The Study Was Conducted.
 - Do Not Indicate How Often The Paper Has Been Revised.
 - Do Not Submit Two Or More Papers To The Same Journal At The Same Time.
 - Do Not Brood Over Ways To Get Even With The Referees Or The Editor.
 - Writing A Rebuttal Letter To The Editor Rarely Reverses The Decision.
 - The Referee Has To Defend It, Even If It Was A Bad Report.
 - When The Referee Successfully Defends The Report (In The Eyes Of The Editor), You Lose Any Capital You May Have Accumulated.
- 

- It Publishes Hundreds of Business Journals.
- It is Launching Almost One Business Journal Every Month
- Its *International Marketing Review* Is Rated As B Journal, Whereas Its *Journal Of Islamic Banking* is Rated As Zero.

Section # 4

Contents of a Good Paper



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



- 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!!!!!!!

- Title Page Must Contain The Full Title Of The Article; Author(s) Name(s); All Departments And Institutions In Which The Work Was Done; An Abbreviated Title For The Running Head; And The Corresponding Author's Name, E-mail, And Physical Address For Correspondence. Only One Author May Be Designated As The Corresponding Author.
- Title:
 - 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.

- **Authors**

List All Authors' Full Names As They Should Be Known.

Include A Brief Itemized List Of How Each Author Contributed To The Study. Do Not Include Any Specific Titles (e.g., Ph.D., , MD, And Prof. Are Not Needed).

- **Contact Information**

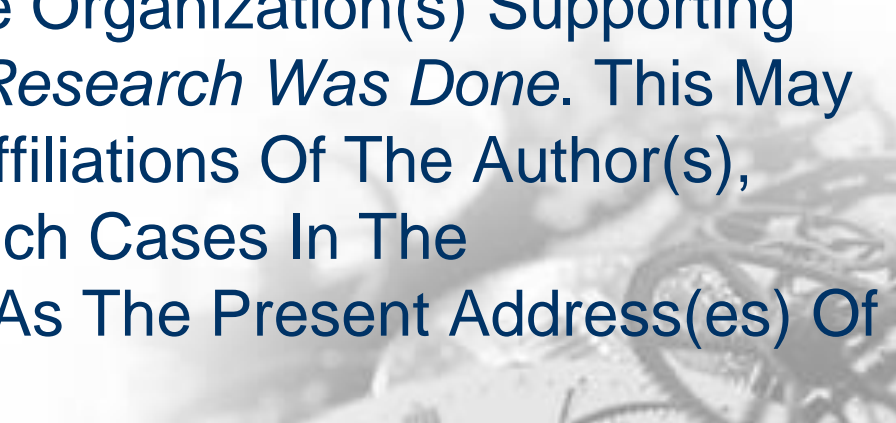
Only One Author May Be Designated As The Corresponding Author. A Full Address For Correspondence Must Be Included, With A Current, Valid E-mail Address For The Corresponding Author. The Address Of The Sole Corresponding Author (There Must Be Only One Corresponding Author) Will Appear On The First Page Of The Article, If The Article Is Accepted For Publication.

Running Head

- The Running Head Is An Abbreviated Version Of The Title, Which Will Appear At The Top Of Every Page Subsequent To The First Page. Running Heads Must Not Exceed 60 Characters Including Spaces Between Words.

Affiliation

List All Departments And Institutions In Which The Scholarly Work Was Carried Out, With City And State Or Country. Identify Each Author's Affiliation By Superscript Numbers Matched To The Appropriate Institution. Affiliation Must Reflect The Organization(s) Supporting The Author(s) *While The Research Was Done*. This May Differ From The *Current* Affiliations Of The Author(s), Which Will Be Listed In Such Cases In The Acknowledgment Section As The Present Address(es) Of The Author(s).




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.
- 

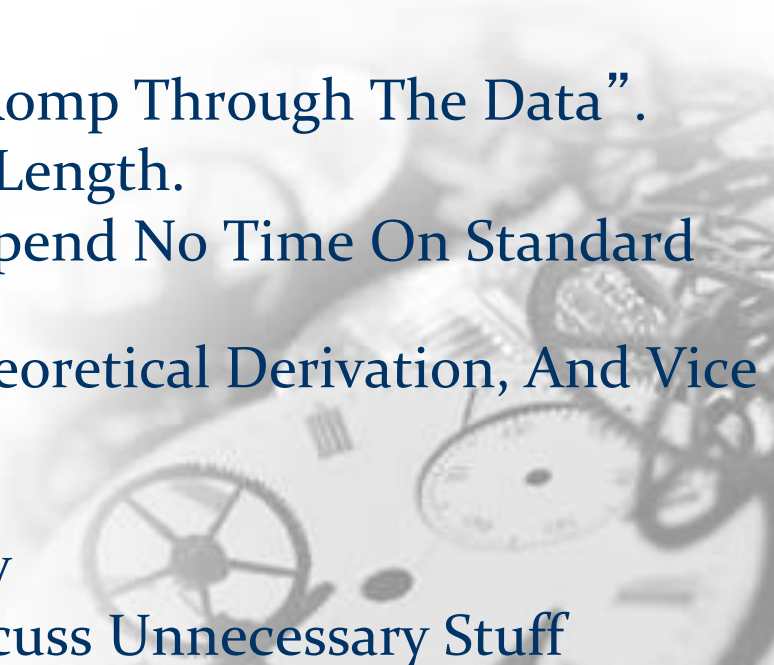
- Research Question.
 - Research Objectives
 - Graphical Representation Of Your Model.
 - Mathematical Representation Of Your Model
 - Hypotheses (Extension Of Existing Work, Or Novel Way Of Looking At Issues With Your Hypotheses)
- 

- **Use of Humans and/or Animals in Experiments**
- All animal or human studies must contain an explicit statement that the protocols were submitted to, and approved by, an institutional review board or committee or that the protocols were performed under a license obtained from such a committee, board, or governing office.
- The research involve the use of human beings must adhere to the principles of the:
 - Declaration of Helsinki;
 - Title 45, U.S. Code of Federal Regulations, Part 46, Protection of Human Subjects, Revised June 23, 2005.
 - Research involving animals must adhere to Guiding Principles in the Care and Use of Vertebrate Animals in Research and Training.

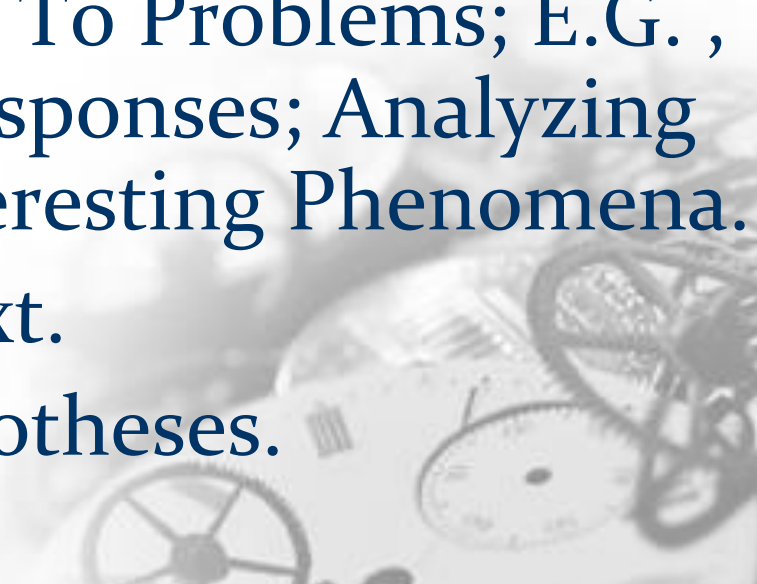
- Lengthier if Novel, Shorter if Data Are Well Known.
 - Descriptive Statistics, Often Can Clarify Issues.
 - Use Sophisticated And Sexy Inferential Statistics. SEM Is Very Sexy These Days. Everybody Is Using It These Days To Impress Others.
 - Check Out The Types Of Statistics Used By Eminent Scholars in Your Field in 2011 and 2012.
- 

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.
- 

- 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.
- 

Conflicts of Interest

- All Sponsorships (Full Or Partial) Of Your Research And All Funding Sources Supporting The Work And All Institutional Or Corporate Affiliations Must Be Disclosed In The Manuscript.
- Authors Are Required To Disclose Any Potential Conflict Of Interest, Financial Or Otherwise (E.G., Consultancies, Stock Ownership, Equity Interests, Patent-licensing Arrangements, Lack Of Access To Data, Or Lack Of Control Of The Decision To Publish, Or Any Other Potential Conflict).

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

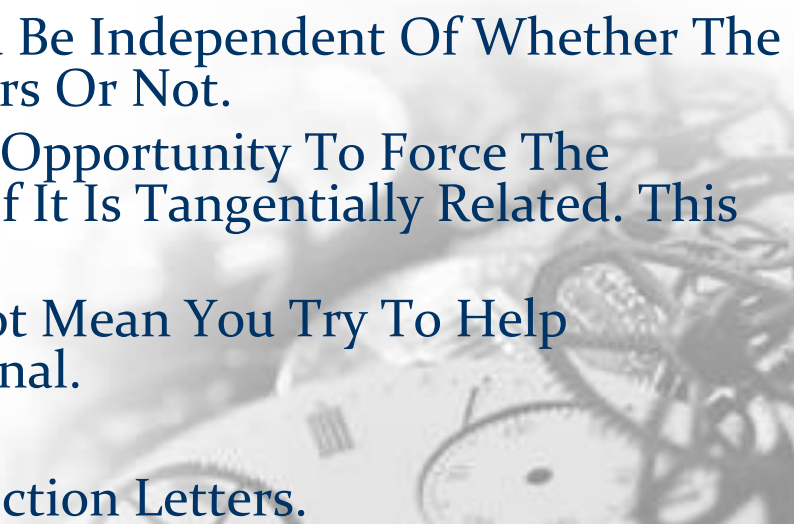
Service to the Academia



Being a Good Referee

- Are You Qualified To Judge?
- If You Write An Article On A Given Subject, Editors Often Assume You Are An Expert In That Area.
- You Might Become A Referee For Papers On Similar Topics.
- Do Not React Even If The Author Attacks Your Previous Contributions.
- Remember The Days When You Were A Tadpole And The Referees Were Gentle To You.
- Focus On The Merits, Not On The Immaturity Of The Writer.
- Science Advances Because The Next Generation Is Immature And Willing To Experiment.
- If You Consistently Recommend Rejection, Then The Editor Recognizes You As Stingy, And Overly Critical Person.

Good Review Report

- You Are Not A Butcher.
 - Your Role Is Not Finding Only Faults In The Paper.
 - Your Job Is To Act As A Referee, Umpire And Judge.
 - Do Not Demoralize The Authors.
 - Make Constructive Comments (E.G., How To Streamline The Arguments, What Parts Should Be Cut, And Help The Authors Publish The Paper).
 - Your Recommendation Should Be Independent Of Whether The Authors Have Cited Your Papers Or Not.
 - Do Not Use The Report As An Opportunity To Force The Author(s) To Cite Your Paper If It Is Tangentially Related. This Is Unethical.
 - Being A Good Referee Does Not Mean You Try To Help Everybody Publish In The Journal.
 - Be Fair And Firm.
 - Even Noble Laureates Get Rejection Letters.
- 

- Instead Of Stating:

Wrong: “The Authors Made A Mistake”,

- You Can Say:

Right: “You Cannot Obtain The Same Results By Replicating This Study Elsewhere”.



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.

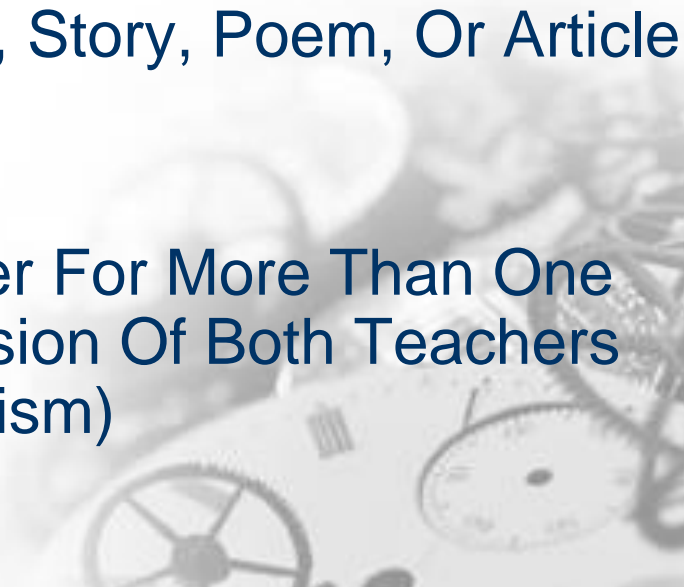
The "Word" Plagiarize Means To "Steal And Pass Off As One's Own (The Ideas Or Words Of Another).

Student's Plagiarization




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!
- 

- 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?**
- 

How to Avoid Plagiarism...

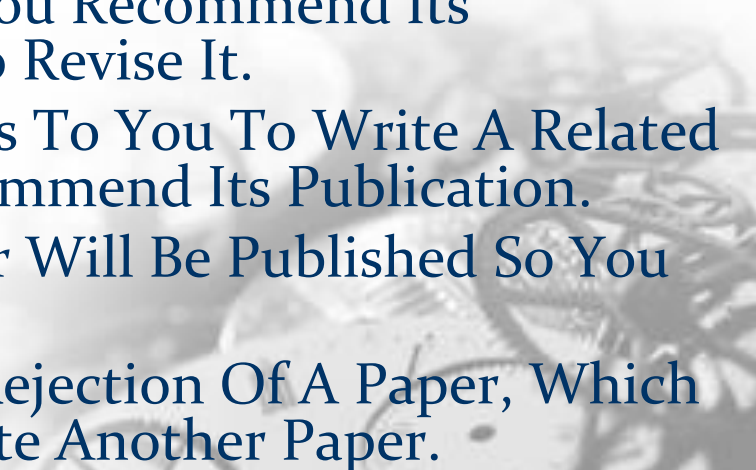
- Use Your Own Words And Ideas
 - **Always** Give Credit To The Source Where You Have Received Your Information
 - If You Use Someone's Exact Words - Put Them In Quotes And Give Credit Using **In-text Citations**. Include The Source In Your References
 - If You Have Paraphrased Someone's Work, (Summarizing A Passage Or Rearranging The Order Of A Sentence And Changing Some Of The Words)-**always Give Credit**
 - **Take Very Good Notes**--write Down The Source As You Are Taking Notes. Do Not Wait Until Later To Try And Retrieve The Original Source
 - Avoid Using Someone Else's Work With Minor **"Cosmetic"** Changes
- 

Section 6

- 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.



Reviewer's Plagiarization

- Make Sure That You Do Not Plagiarize And Steal The Ideas In The Paper, Either Consciously, Unconsciously Or Subconsciously.
 - “Hm... I Can Do Better Than This Author Without Making All These Stupid Mistakes. In Fact, I Am Going To Do It”.
 - If You Want To Borrow Some Ideas From The Paper, Even If It Is Badly Written, Make Sure You Recommend Its Publication And Explain How To Revise It.
 - If The Author Gave Enough Ideas To You To Write A Related Paper, Perhaps You Should Recommend Its Publication.
 - Ask The Editor, When The Paper Will Be Published So You Can Cite It.
 - It Is Unethical To Recommend Rejection Of A Paper, Which Gives You Creative Ideas To Write Another Paper.
- 

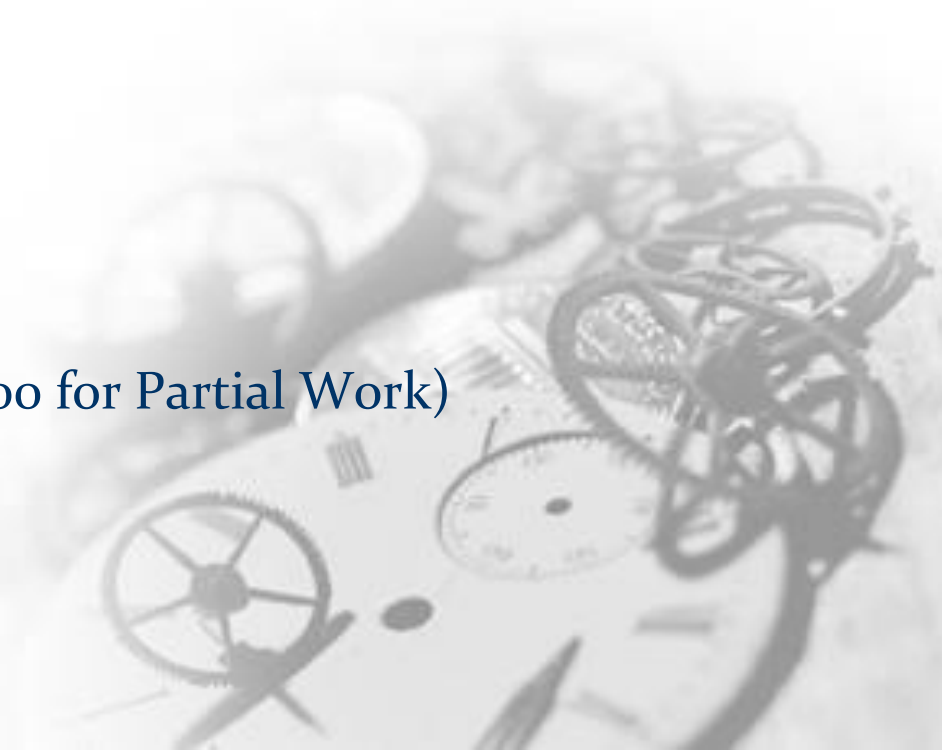
Stopping Plagiarization

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)



- **Authorship**
 - **Editor And Reviewer Conflict Of Interest**
 - **Duplicate Publication, Plagiarism, Falsification**
 - **Prior Publication**
 - **Fraud**
- 

- The Editors Wish To Know That Each Author Has Made An Important Scientific Contribution To The Study And To Be Thoroughly Familiar With The Original Data.
- Free Riders
- Your Teachers Are Co-authors.
- The Editors Also Expect Each Author To Have Read The Complete Manuscript And To Take Responsibility For The Contents And Completeness Of The Manuscript And To Understand That If The Paper, Or Part Of The Paper, Is Found To Be Faulty Or Fraudulent, That He/She Shares Responsibility With His/Her Coauthors.

- Editors And Reviewers Should Avoid Making Decisions On Papers For Which They May Have A Potential Conflict Of Interest, Financial Or Otherwise. Reviewers Who Are Collaborating With The Author, Or Who Are Working On Very Similar Research, Should Recuse Themselves From Reviewing A Paper For Which They Have A Conflict.
- Editor-in-chief Must Not Publish His/Her Own Paper In His/Her Journal.

Duplicate Publication and Falsification

- The Journals Accept Only Papers That Are Original Work, No Part Of Which Has Been Submitted For Publication Elsewhere.
- Taking Material From Another's Work And Submitting It As One's Own Is Considered Plagiarism.
- Taking Material (Including Tables, Figures, And Data; Or Extended Text Passages) From The Authors' Own Prior Publications Is Considered Duplicate Publication Or Self-plagiarism And Is Not Permitted.
- The Prohibition Against Duplicate Publication Includes Data From Control Experiments. Repetition Of Control Experiments Is Scientifically Warranted When The Methodology And/Or Conditions Have Changed, Even To A Minimal Degree (E.G. Operator Variability, Seasonal Variability, Diurnal Variability; Day To Day Variability, Genetic Drift, As Well As Other Factors).


- Reviewers Have A Responsibility To Report Suspected Duplicate Publication, Fraud, Plagiarism, Or Concerns About Animal Or Human Experimentation To The Editor-in-chief. A Reviewer May Recognize And Report That He/She Is Refereeing, Or Has Recently Refereed, A Similar Or Identical Paper For Another Journal By The Same Author(s).
- Readers May Report That They Have Seen The Same Article Elsewhere, Or Authors May See Their Own Published Work Being Plagiarized. In All Cases We Address Ethical Concerns Diligently Following An Issue-specific Standard Practice As Summarized Below.
- In Serious Cases Of Fraud That Result In Retraction Of The Article, A Retraction Notice Will Be Published In The Journal And Will Be Linked To The Article In The Online Version. The Online Version Will Also Be Marked “Retracted” With The Retraction Date.

Section # 7


Dynamics of Review Process



The Need for Peer Reviews

- Ensure **Quality**, Checking That No Mistakes In **Logic** Have Been Made
 - Ensure That The Work Is **Original** And **Significant**
 - Ensure That The Research Methodology Is Sound
 - Ensure That The **Results** Presented Support The **Conclusions** Drawn
 - Ensure That No Errors In Citations To **Previous Work** Have Been Made
- 

The Review Process

- The Paper Is Assigned To An **Editor**
 - The Editor Selects **Reviewers**
 - The Reviewers Are Contacted And **Asked** To Review Your Paper
 - The Reviewers **Review** Your Paper
 - You Receive The Reviews, **Modify**, And Resubmit
 - The Editor And The Reviewers **Review** Your Paper (Again)
 - The Editor Makes His **Decision**
- 

Review Determinants

- I. Ratings
 - a) Suitability Of The Topic
 - b) Content
 - c) Presentation
 - d) Overall Rating
- II. Recommendation (Accept, Or Reject)
- III. Detailed Comments For Improvements



Suitability of the Topic:

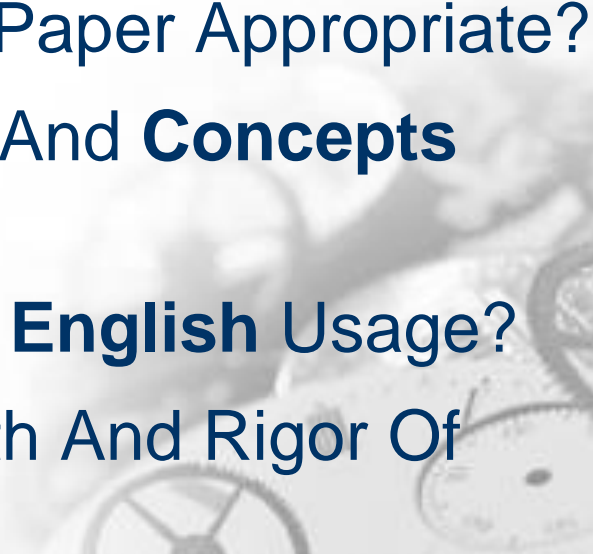
- Is The **Topic Appropriate** For Publication In These Transactions?
- Is The **Topic Important** To Colleagues Working In The Field?



Contents:

- Is The Paper **Technically Sound**?
 - Is The **Coverage** Of The Topic Sufficiently Comprehensive And Balanced?
 - How Would You Describe The **(I) Technical Depth, (ii) Rigor And (Iii) Substance** Of The Paper?
 - How Would You Rate The **Technical Novelty** Of The Paper?
- 

Presentation:

- How Would You Rate The Overall **Organization** Of The Paper?
 - Are The **Title** And **Abstract** Satisfactory?
 - Is The **Length** Of The Paper Appropriate?
 - Are **Symbols, Terms, And Concepts** Adequately Defined?
 - How Do You Rate The **English** Usage?
 - Rate The Quality, Depth And Rigor Of References (Citations)
- 


Overall Rating:

- How Would You Rate The **Appropriateness** Of This Paper For Publication In This Journal?
 - How Would You Rate The **Technical Contents** Of The Paper?
 - How Would You Rate The **Novelty** Of The Paper?
 - How Would You Rate The Theoretical Foundation, Framework, And Model Of The Paper?
 - How Would You Rate The Literary **Presentation** Of The Paper?
- 

Recommendation

Code	Recommendation
A+	Publish Unaltered
B+	Publish In Minor, Required Changes
B -	Review Again After Major Changes
R	Reject (A Major Rewrite Is Required; Encourage Resubmission At A Later Time.)
R	Reject (Paper Is Not Of Sufficient Quality Or Novelty To Be Published In This Transactions.)
R	Reject (Paper Is Seriously Flawed; Do Not Encourage Resubmission.)


Detailed Comments

- Please State **Why** You Rated The Paper As You Did In Different Sections
 - This is The “**Meat**” Of The Reviews
 - Typically, Two Paragraphs To Multiple Pages (Some Reviewers Can Get *Very* Detailed)
 - Your Changes And Responses Will Be Based On These Detailed Comments
- 

- I. Review Criteria
 - a) Originality And Significance
 - b) Accuracy And Clarity
 - c) Appropriateness
- II. Recommendation
- III. Detailed Comments



Originality And Significance

- Does The Paper Contain Enough **New Material** To Warrant Publication?
 - Does The Paper Contain Enough **Significant/Useful Material** To Warrant Publication?
 - Is The Work Placed In The **Proper Context**?
 - Are There Adequate **References**?
- 

Review Criteria

Accuracy And Clarity

- Is The Scientific Development **Sound**?
- Are The **Conclusions** Supported By The **Evidence**?
- Is The Paper Clearly Written, And **Assumptions** And **Procedures** Clearly Stated?
- Is The Paper Reasonably **Self-contained**?
- Are Values Given For Important **Experimental Parameters**?
- Are The **Figures** And **Tables** Effectively Presented Using Most Modern Statistical Analyses (E.G., SEM) Used By The Top Scholars In The Field?

Review Criteria

Appropriateness

- Is The Paper **Appropriate** For This **Journal**?
- Is There A **More** **Appropriate** Journal?




Detailed Comments

- **Same Format** As In Other Journals
- This Is The “**Meat**” Of The Reviews
 - Typically, Two Paragraphs To Multiple Pages (Some Reviewers Can Get *Very Detailed*)
 - Your Changes And Responses Will Be Based On These Detailed Comments
- Detailed Comments Are A Vital Means Of **Communication** Between The Authors And Reviewers

Detailed Comments


Good Detailed Comments Contain:

- One-paragraph **Summary** (This Demonstrates That The Reviewer Understands The Main Points)
 - One Paragraph On The **Positives**
 - Multiple Paragraphs On **Major Negatives** (Or Potential Major Negatives)
 - Listing Of **Minor** Comments
- 

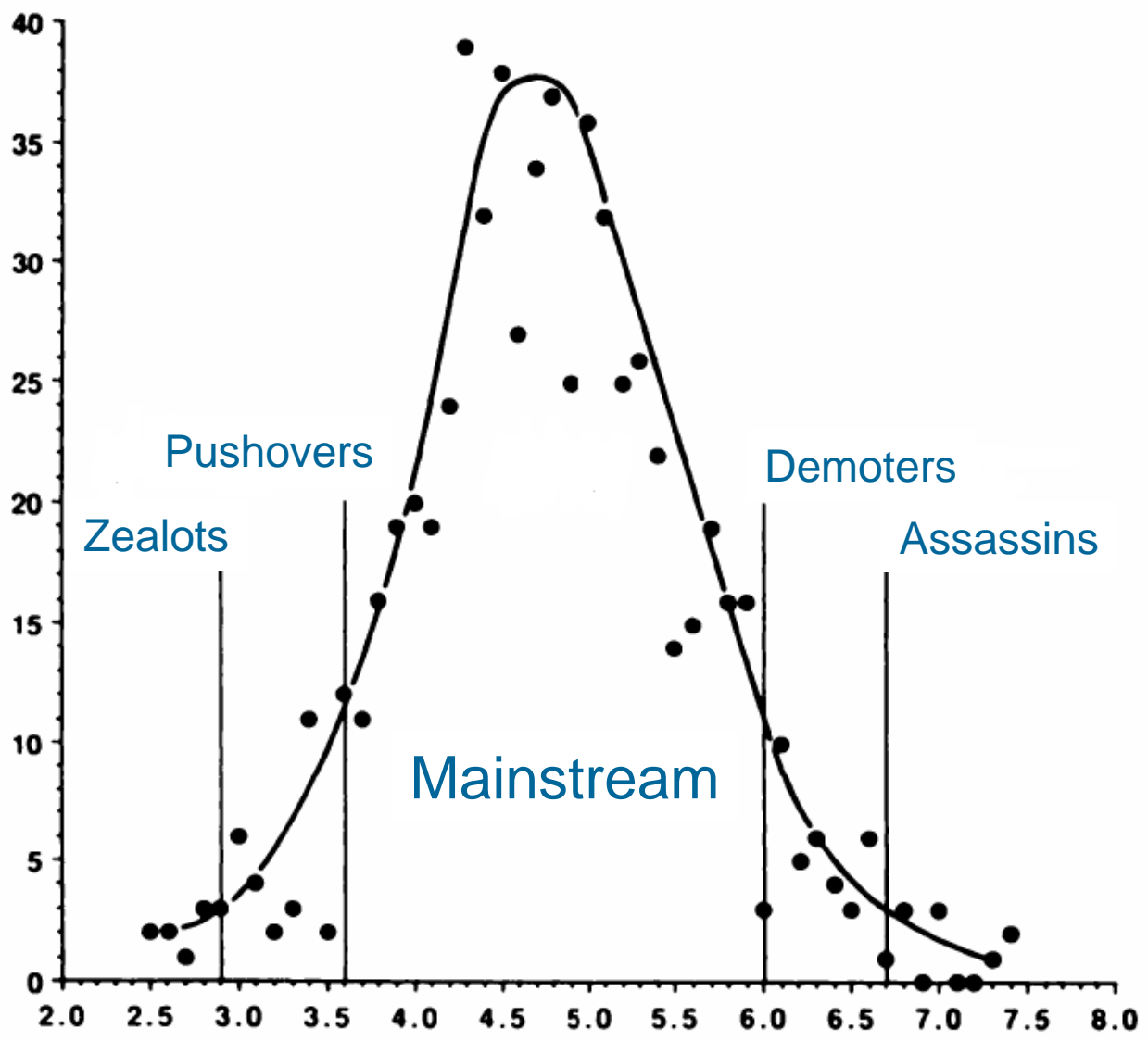
Detailed Comments

- Damon's Rule Of Thumb:
 - **Never Write** Anything In A Review That You **Wouldn't Say** In Person
- Try To **Balance** Criticisms With Encouragement:
 - Wrong Comment: *“The Author's Main Conclusions Are Terrible.”*
 - Right Comment: *“I Was Impressed By The Author's Novel Experimental Approach. However, I Do Not Feel That The Main Conclusions Are Supported By The Results.”*

Summary of a Good Review

- The Most Helpful Review Is One That **Articulates The Strengths** Of A Paper While Also Assiduously **Identifying The Limitations** Of The Manuscript That Can Be Addressed In A Revision.
 - Nevertheless, Even If A Paper Is Well Received Overall, Reviewer Comments On Manuscripts Are Commonly “**Negative.**”
- 

Number of Reviewers



Positive Review

Reviewer's Average Score on 10+ Papers

Negative Review

Digesting the Reviews

Four-step Process:

1. **Read** The Reviews Once, And Then File Them In A Safe Location
 2. **Don't Think** About The Reviews For At Least A Week (Instead Go Skiing, Golfing, Etc.)
 3. **Read** The Reviews Again
 4. **Discuss** The Reviews With Your Co-authors And Create A Plan-of-attack
- 

Deciding What to Change

1. You Must Address **All** Comments
 - You Can't Pick-and-choose Which Comments To Address
 - Even Minor Comments Need To Be Addressed

 2. **Address** Does Not Always Mean **Change**
 - You And Your Co-authors Should Decide What To Change, And What To Defend
 - Often, Changing Is The Easiest Route (Demonstrates Openness To Suggestions)
- 

Deciding What to Change

3. Change Does Not Always Mean Revamp

- Easy Changes Include:
 - ✓ Rewording
 - ✓ Adding Extra References
 - ✓ Adding An Extra Paragraph, Table, Or Figure
 - ✓ Adding An Appendix
- More Difficult Changes Include:
 - ✓ Modifying Your Central Hypothesis
 - ✓ Modifying Your Main Algorithm
 - ✓ Redoing An Experiment

Deciding What to Change

4. Always Change Technical Errors


- It's The Reviewer's Job To Find These
- Even Minor Errors Can Cast Doubt

5. Always Change Errors In References

- Skilled Reviewers Know The History Better Than Newer Authors
- You Don't Want To Get Off On The Wrong Foot With Experts In The Field By Not Citing The Correct Papers In The Correct Order



Deciding What to Change

- 6. Always Change Parts Which Yielded “I Didn’t Understand”-type Comments**
- If The Reviewer Didn’t Understand It, The Readers Might Not Either
 - The Effort Required To Defend This Point Will Be More Than The Effort Required To Change The Paper
 - “I Didn’t Understand” Is A Polite Way Of Saying “You Didn’t Explain Clearly Enough”
- 

Deciding What to Change

7. **Always** change parts which are have been mentioned by **multiple reviewers**
 - If two or more reviewers make similar comments, the readers will likely have the same comments
 - Repeated comments stand out to the editor
 - The effort required to defend this point will be more than the effort required to change the paper



Revising the Paper

- **Divide** the comments into **two categories**:
 1. Easy changes
 2. Difficult changes
- Do the **difficult** changes **first**
 - This might take some time (especially if you need to repeat an experiment)
 - Easy changes might be eliminated
- **Consult** with your **co-authors** on changes

Communicating Your Changes


- Letter to the **editor**
 - Summary of changes/defenses
 - Write this last
- Letters to each of the **reviewers**
 - Responses to each comment
 - Write these first
- Letter to **typesetter** (optional)



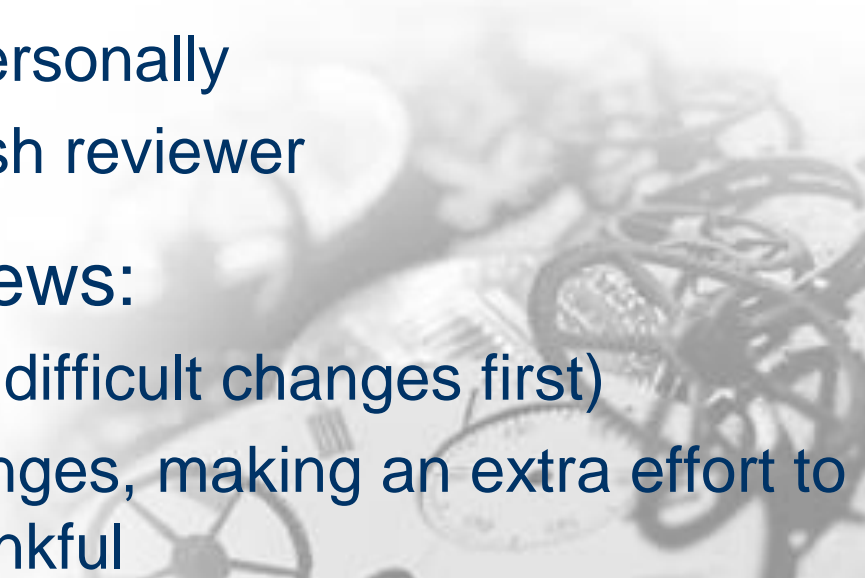
Letters to Reviewers

- Open by **thanking** the reviewer for his/her **time** during the review
- Then, add a **summary of changes**
- Next, make a dialogue-type list of comments and responses
 - For **changes**: Indicate location (page and paragraph numbers)
 - For **defenses**: Be polite and write professionally (don't write anything you wouldn't say in person)
 - **Thank** the reviewer abundantly (but don't overdo it)
- Close by **thanking** the reviewer **again**

How to be a Good Reviewer

- Evaluate the paper **honestly, objectively, and critically**
 - **Disclose** any potential **conflicts of interest**
 - **Identify** areas in which you are **not an expert**
 - Write **constructive** and **helpful** reviews
 - Maintain **confidentiality**
- 

Conclusions

- When **reviewing**:
 - Be critical of technical content
 - Make an extra effort to be nice when criticizing
 - When **digesting** reviews:
 - Try not to take things personally
 - Expect at least one harsh reviewer
 - When **addressing** reviews:
 - Divide and conquer (do difficult changes first)
 - Communicate your changes, making an extra effort to be professional and thankful
- 

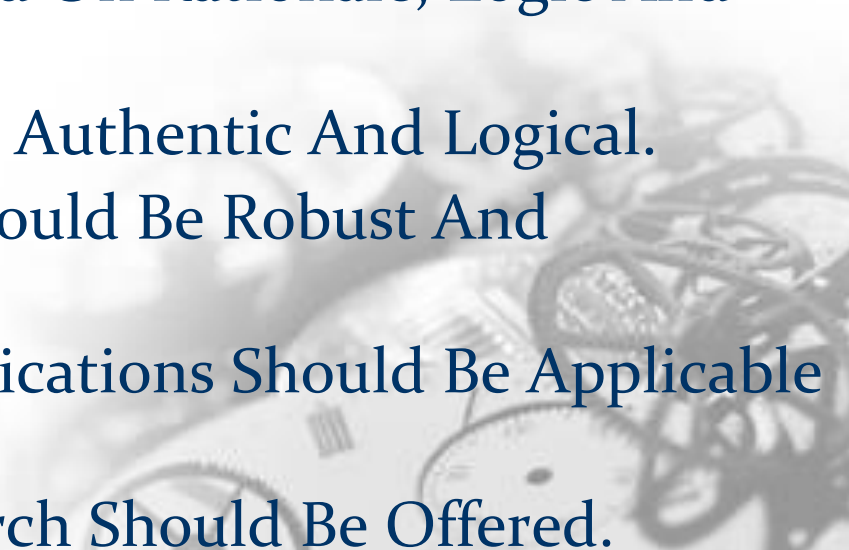
Section # 8

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- 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.
- 

- 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.

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(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”.

- 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
- 

- 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.

Section # 10

Question and Answer Session





Thank You !