The Realities of Getting Published

A Focus on Refereed and Non-Refereed Journal Articles

Mark C. Dawkins
Dean, Coggin College of Business
Distinguished Professor for Excellence
University of North Florida
Research productivity lies at the intersection of your strengths (i.e., competitive advantage) and your interests.

- How to get there?
  - Introspection
  - Need to spend the most time here (you may not feel productive, but you are!) ***

- WARNING!
  - It is difficult to convince others of the importance of your work if you are not convinced yourself.
The Missing Ingredient

Must identify area of broad appeal.

■ Who are your targeted audiences?

■ What factors underlie their interests?

■ Key is incremental contribution!
What’s next?

Must develop an in depth understanding of the relevant literatures.

- Where do the literatures stand?
- Where are the holes in the literature?
- Why are there holes?
- What can you do to fill them?
Kinney’s 3 Paragraphs

- What is the question?
- Why is it important?
- How are you going to address it?

Prepare 1-2 page document for colleagues to review and provide feedback.
What is your innovation?

- New Question
- New Data
- New Method

Your research should have at least 1. *** Remember that incremental contribution is key.
Single Authored vs. Co-Authored

- One is the loneliest number
- Misery loves company
- Three’s company
- Four is a crowd
How to Choose a Business Partner

Everyone should bring something to the table

- What are your partners’ relative strengths?
- What are your relative strengths?
- Are everyone’s interests aligned?
- Can you work well with these co-authors?
Research Stream – Rifle or Shotgun approach

Rifle Approach

- Benefits
  - Economies of scale
  - Establish reputation in an area

- Disadvantage
  - Non-diversified portfolio
Shotgun Approach

Benefits

- Add value on multiple dimensions to your department
- Bigger orchard; More fruit

Disadvantage

- Challenging to be competitive on multiple fronts
Setting Goals

- What do I want to look like....
  - In 1 year?
  - In 3 years?
  - In 5 years?
How to Plan For a Strong Research Start

- What should your portfolio look like?

- How many papers are too many to have in process at a time?

- How many are too few?
Top Ten Things to Avoid

10. Leaving your Ph.D. institution before you complete your dissertation
9. Choosing co-authors based on who your friends are
8. Dissertation or research paper paralysis
7. Conscious effort not to learn from a review
6. Underestimating how much time it takes to publish a paper
5. Evaluating the contribution of the paper after it’s written
4. Running Solo
3. Education stops with degree
2. No balance – Research/Teaching
1. Begin career planning in Year 5
Seven Examples from My Career

Example 1:


I did most of the empirical analyses
Linda did most of the writing and “packaging”
Example 2:


I did half of the empirical analyses
Neil did half of the empirical analyses
Linda did most of the writing and “packaging”
Example 3:


I did the initial empirical analyses, and Jide did the empirical analyses for the revision.

I did the initial writing, and Dahlia, Michael, and Jide helped write the revised paper.
Example 4:


Jide and Dahlia were doing the empirical analyses

Michael and I were doing the initial writing
Example 5 (note new author):


- Matt did the empirical analyses
- Michael and I did most of the writing
Example 6 (continuing with new author):


Matt and I did the empirical analyses

Michael and I did most of the writing
Example 7 (note another new author):


Matt and Don did the empirical analyses

I did most of the writing
Importance of Staying Busy

- I have submitted 2 papers this summer (1 to an academic journal, 1 to a conference with consideration for journal publication)

- Publishing research articles keep you mobile, so be an active researcher throughout your career.

- Also important to balance teaching, research, and service with family life and personal health.