

The Realities of Getting Published

A Focus on Refereed and Non-Refereed
Journal Articles

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The Big Picture

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.

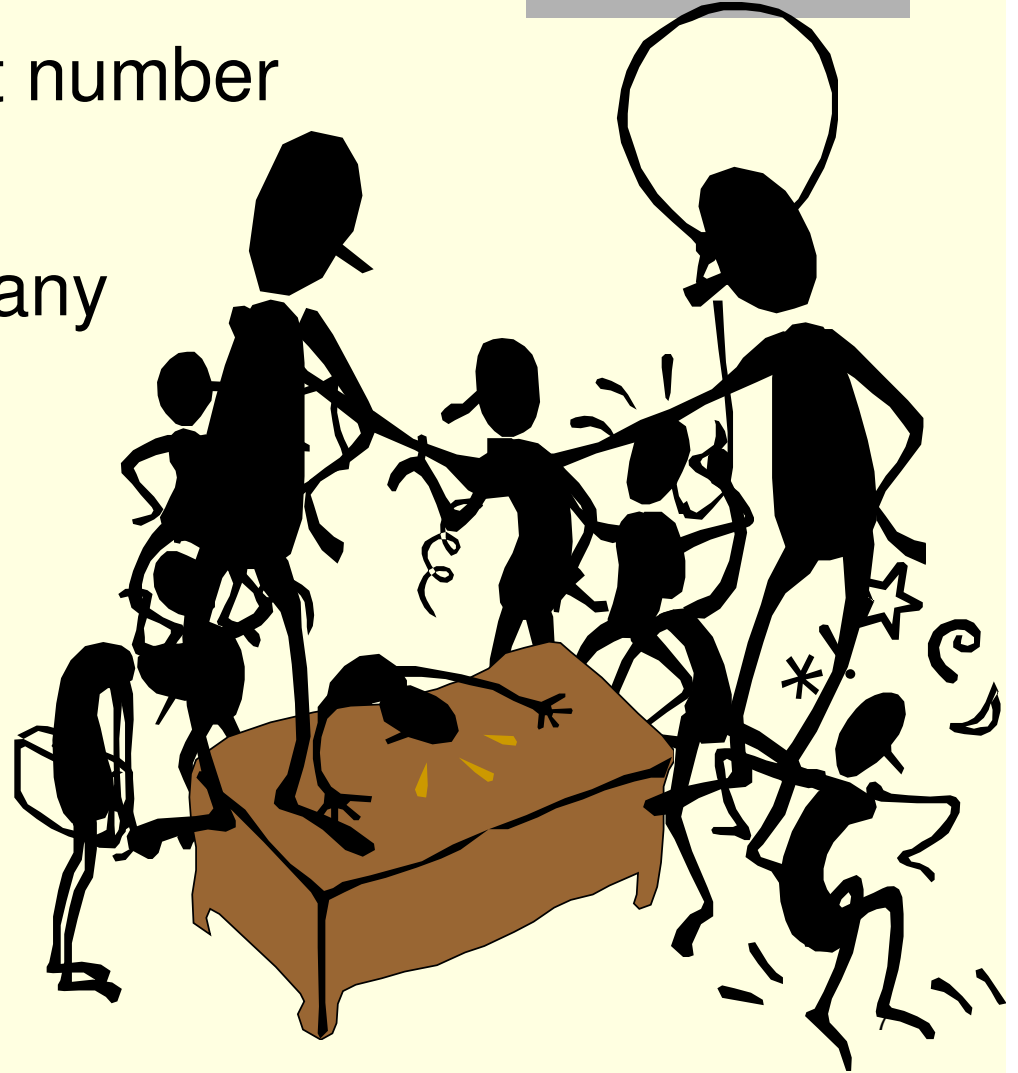
What is your innovation?

- 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

Research Stream – Rifle or Shotgun approach

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:
- Dawkins, Mark C., and Linda S. Bamber. "Does the Medium Matter? The Relations Among Bankruptcy Petition Filings, Broadtape Disclosure, and the Timing of Price Reactions to Bankruptcy Filings." *The Journal of Finance*, June 1998, 53 (3): 1149-1163.
- I did most of the empirical analyses
- Linda did most of the writing and "packaging"

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- Example 2:
 - Dawkins, Mark, Neil Bhattacharya, and Linda S. Bamber. “Systematic Share Price Fluctuations after Bankruptcy Filings and the Investors who Drive Them.” *Journal of Financial and Quantitative Analysis*, June 2007, 42 (2): 399-420.
 - I did half of the empirical analyses
 - Neil did half of the empirical analyses
 - Linda did most of the writing and “packaging”

- Example 3:

- Dawkins, Mark C., Jide Wintoki, Dahlia Robinson, and Michael T. Dugan. “Is Standard & Poor’s Core Earnings Useful? Evidence from Bankruptcy Prediction Models.” Rejected at *The Accounting Review*.
- 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

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- Example 4:
 - Dawkins, Mark C., Jide Wintoki, Dahlia Robinson, and Michael T. Dugan. “The Importance of Managerial Discretion in Earnings: GAAP vs Core Earnings.” Planned to submit to *The Accounting Review*, but no longer working together.
 - Jide and Dahlia were doing the empirical analyses
 - Michael and I were doing the initial writing

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- Example 5 (note new author):
 - Wieland, Matthew, Mark C. Dawkins, and Michael T. Dugan. “The Differential Value Relevance of S&P’s Core Earnings versus GAAP Earnings: The Role of Stock Option Expense.” Accepted on 5th round on 11/8/12 at the *Journal of Business Finance & Accounting*.
 - Matt did the empirical analyses
 - Michael and I did most of the writing

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- Example 6 (continuing with new author):
 - Wieland, Matthew, Mark C. Dawkins, and Michael T. Dugan. “The Association between Academic Pedigree and Top-6 Publications: A Joint Examination of PhD Institution and Employment Institution.” Submitted to *Accounting Perspectives* in June 2015.
 - Matt and I did the empirical analyses
 - Michael and I did most of the writing

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- Example 7 (note another new author):
 - Wieland, Matthew, Mark C. Dawkins, and Don Ariail. “A Longitudinal Study of Authors Who Publish in the Top-6 Accounting Journals.” Submitted to conference in June 2015.
 - 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.