Special Seminar
“Publishing in International Academic Journals: Insights from a Manuscript Reviewer”

Presented at
Faculty of Business Administration
Chiang Mai University, Thailand

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Editorial Boards I Have Served On

• Management Communication Quarterly
• Communication Education
• Journal of International and Intercultural Communication
• Communication Journal of New Zealand
• FLLT Journal (Foreign Language Learning and Teaching)
Refereed Journals/Publications I have Reviewed For

- Management Communication Quarterly
- Communication Education Journal
- Journal of International and Intercultural Communication
- Communication Journal of New Zealand
- FLLT Journal (Foreign Language Learning and Teaching)
- International Journal of Intercultural Relations
- International Journal of Management Education
- Journal of Australia and New Zealand Academy of Management
- Proceedings of conferences of the Australia New Zealand Communication Association
- Proceedings of conferences of the New Zealand Communication Association
- Edited book of New Zealand and Australia communication case studies
Refereed Journals I Have Published In

- Journal of Business Communication
- Business Communication Quarterly
- Journal of Intercultural Communication
- Journal of Studies in International Communication
- Australian Journal of Communication
- Communication Journal of New Zealand
Why Consider Publishing Internationally?

Publish or perish!

• Thai scholars (i.e., YOU) have something to contribute on the world stage.

• Publishing internationally is becoming more and more important to Thai universities.

• It is good for your career.
Preview

• The publishing process
• Reasons for rejections
• Preparing the manuscript
• Increasing the chances of success
• Dealing with editors and reviewers
The Publishing Process

• It involves peer review.
• It can be unpleasant.
• It can take a long time.
Submit paper

Basic requirements met?

[Yes]
Assign reviewers

[No]
Collect reviewers' recommendations

REJECT

[Reject]
Make a decision

[Revision required]

[Accept]

ACCEPT

REJECT

Revise paper

[Re-submit]

From Bethan Keall, Earth and Energy Publishing Director July 2012
Outcomes

• Accept
• Accept with minor revision
• Revise and re-submit
• Reject
Why Are Manuscripts REJECTED?

- Insignificant contribution
- Poorly designed study
- Poor writing style/quality
Dealing with Rejections

• If rejected because it wasn’t the right kind of journal, submit to an appropriate journal.

• If rejected for other reasons, revise according to editor’s comments and submit to another journal.
Preparing the Manuscript
Choosing the Journal

- Aims and scope
- Accepted types of articles
- Journal quality and reputation
- Readership
- Current hot topics
- Time frame (frequency, online first, journal’s review process)
- Acceptance/rejection rate
- Institution’s restrictions

DO NOT submit your manuscript to more than one journal at a time!
The International Journal of Accounting

The aims of The International Journal of Accounting are to advance the academic and professional understanding of accounting theory and practice from an international perspective and viewpoint. The journal...

View full aims and scope

Editor: R. Abdel-Khalik
View full editorial board

Announcements

Getting Your Paper Noticed

At Elsevier we are committed to supporting authors and reviewers. We have developed several series of freely-available, bite-sized training webcasts containing some useful tips and tricks on a range of valuable topics.

Most Cited Articles

Type of earnings management and the effect of ownership structure, firm size, and corporate-governance practices: Evidence from Indonesia

Sriag, S.V. | Utama, S.

Does Convergence of Accounting Standards Lead to the Convergence of Accounting Practices? A Study from China

Peng, S. | Tandkar, R.H.

The impact of family-firm structure and board composition on corporate transparency: Evidence based on segment disclosures in Malaysia

Wan-Hussin, W.N.
The International Journal of Accounting

The aims of The International Journal of Accounting are to advance the academic and professional understanding of accounting theory and practice from an international perspective and viewpoint. The journal recognizes that international accounting is influenced by a variety of forces i.e. governmental, political and economical.

The journal attempts to assist in the understanding of the present and potential ability of accounting to aid in the recording and interpretation of international economic transactions. These transactions may be within a profit or nonprofit environment. The journal deliberately encourages a broad view of the origins and development of accounting with an emphasis on its functions in an increasingly interdependent global economy, and welcomes manuscripts that help explain current international accounting practices, with related theoretical justifications, and identify criticisms of current practice.

Benefits to authors
We also provide many author benefits, such as free PDFs, a liberal copyright policy, special discounts on Elsevier publications and much more. Please click here for more information on our author services.

Please see our Guide for Authors for information on article submission. If you require any further information or help, please visit our support pages:
http://support.elsevier.com

Hide full aims and scope

Editor: R. Abdel-Khalik
View full editorial board
Management Communication Quarterly

Management Communication Quarterly (MCQ), peer-reviewed and published quarterly, is an essential resource for scholars of organizational and managerial practice and offers valuable and timely insights for professionals, consultants, and trainers. MCQ publishes conceptually rigorous, empirically-driven, and practice-relevant research from across the organizational and management communication fields and has strong appeal across all disciplines concerned with organizational studies and the management sciences.

Impact Factor: 0.875
Ranked: 107 out of 158 in Management and 33 out of 72 in Communication
Source: 2011 Journal Citation Reports® (Thomson Reuters, 2012)
Structuring the Manuscript

General structure

• Title
• Abstract
• Key words
• Main text (IMRAD)
  • Introduction
  • Methods
  • Results (or Findings)
  • (And)
  • Discussion
• Conclusion
• (Acknowledgments)
• References
• (Supplemental data)

NOTE: The components are not usually written in that order.
Guide for Authors

Introduction

The aims of The International Journal of Accounting are to advance the academic and professional understanding of accounting theory, policies, and practice from the international perspective and viewpoint. The Journal editorial recognizes that international accounting is influenced by a variety of forces, e.g., governmental, political, and economic. Thus, the primary criterion for manuscript evaluation is the incremental contribution to international accounting literature and the forces that impact the field.

The Journal aims at understanding the present and potential ability of accounting to aid in analyzing and interpreting international economic transactions and the economic consequences of such reporting. These transactions may be within a profit or non-profit environment. The Journal encourages a broad view of the origins and development of accounting with an emphasis on its functions in an increasingly interdependent global economy. The Journal also welcomes manuscripts that help explain current international accounting practices, with related theoretical justifications, and identify criticisms of current policies and practice. Other than occasional commissioned papers or special issues, all the manuscripts published in the Journal are selected by the editors after the normal double-blind refereeing process.

Contact Details for Submission

1. Manuscripts should be submitted to the Editor, A. Rashad Abdel-Khalik, The International Journal of Accounting. Electronic submission is required. Submitted manuscripts should be sent to clera@illinois.edu

2. All manuscripts must be double spaced and numbered consecutively, including an abstract of approximately 100 words, and relevant key words for indexing. Papers must be neither previously published nor submitted elsewhere. Authors are responsible for obtaining permission from the copyright holders (usually the publisher) to use any quotations, illustrations, or tables from another source.

3. The authors' full name, affiliation, and, when applicable, postal and e-mail addresses should appear only on the title page. Identification information should not appear elsewhere in the manuscript.

4. All tables, figures and illustrations should accompany the manuscript on separate pages, one page each. Captions should include information that clearly describes the contents of each table or figure. All figures must be submitted in camera-ready copy. All should be called out in text and indication given to location. For example:

| INSERT TABLE 1 HERE |

5. Footnotes should be numbered consecutively throughout the manuscript with superscript Arabic numerals. They may be presented at the bottom of the related pages or collected in a separate file at the end of the text.
Title

• The title should:
  – Attract attention (i.e., be the “hook”).
  – Clearly describe the article.
  – Answer the questions *what, how, (with whom, where / in what context)*.
  – Be as short as possible.

• Example:

  Value profiles and susceptibility to interpersonal influence: *A survey of student smokers at the University of Pretoria*
Abstract & Key Words

• The abstract:
  – Is the “window display” or “advertisement” for your article (another “hook”).
  – Summarises the content of the article.
  – Should be concise.
  – Is usually written last.

• The key words (or phrases):
  – Serve as more “hooks”.
  – Should reflect the discipline or sub-discipline, theme, research design and context of the article.

Keywords: Services marketing, service quality perceptions, customer satisfaction, culture, experimental study, students, Pretoria
Introduction

• Does it describe what the author hoped to achieve accurately?

• Does it explain why the research was done?

• Does it summarise relevant research to provide context?

• Does it clearly state the research questions or hypotheses?
Methods

• Are they described clearly and precisely?

• Is the description complete?

• Would another researcher be able to replicate the study?
Results (or Findings)

• Are they presented clearly and concisely?

• Are they organised for ease of reading (e.g., sub-headings if appropriate)?

• Are statistical results reported properly?

• Are tables and figures used where appropriate?

<table>
<thead>
<tr>
<th>TABLE 2</th>
<th>Mean Ethnocentrism Scores for Japanese and Americans by Sex *</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Japanese</td>
</tr>
<tr>
<td>Sex</td>
<td></td>
</tr>
<tr>
<td>Males</td>
<td>45.6</td>
</tr>
<tr>
<td>Females</td>
<td>41.8</td>
</tr>
</tbody>
</table>

*Standard Deviations are in parentheses. All row and column cell comparisons are significant (p<.001).
Discussion

• Does the author:
  – Interpret the results?
  – Compare results with literature?

• Or does the author merely repeat the results?
Conclusion

• Does the author:
  – Briefly summarise the study?
  – Present key conclusions and recommendations?
  – State how the findings apply to practice?
  – State suggestions for further research?
  – State to what extent the research questions have been answered?
  – State the limitations of the research?

• Do not introduce new material.
• Acknowledgments
  – Those who helped
  – Grant

• References
  – Correct (e.g., APA, Harvard)
  – Complete

• Supplemental data (in appendices)
  – Mentioned in the text
  – Ordered in the same order as they are mentioned
Increasing Your Chances of Success

• Follow the journal’s instructions to authors.
• Refer to articles published in the journal.
• Pay attention to details.
• Get a colleague (or two) to read the paper and give an honest opinion:
  – The “fit” with the journal
  – The quality of the paper (A, B+, B, etc.)
• Form or join a research syndicate.
“But My English Is Not Good!” 😞

• Improve the quality of English:
  – Get language help from the university’s language/writing centre, if there’s one.
  – Organise occasional manuscript-writing workshops.
  – Use commercial editing service (if you have the funds!!).

• Collaborate and co-author:
  – With Thai colleagues who have good English.
  – With international colleagues.
Dealing with Editors and Reviewers

• Don’t be put off by negative reviewers, extensive requests for changes.

• Revise! Incorporate (most) suggestions.

• Prepare a detailed letter describing what you did to revise.

• In the letter, also politely explain why you didn’t revise some of the things suggested.

• Re-submit!
<table>
<thead>
<tr>
<th>Reviewers’ Comments and Suggestions</th>
<th>What I Did to Address Them</th>
</tr>
</thead>
<tbody>
<tr>
<td>Update the literature review to include recent studies.</td>
<td>I added studies a, b, and c to the section on . . . and studies e and f to the section on . . .</td>
</tr>
<tr>
<td>The reference list is not complete, and some references are not presented accurately in the style</td>
<td>I went through the manuscript to ensure that all the sources cited are listed in the reference list. As a result, I added the five references that were missing. These are Smith and Jones (2013), Taylor (2010) . . . I also went through the reference list carefully and fixed all the errors.</td>
</tr>
<tr>
<td>required.</td>
<td>Etc.</td>
</tr>
<tr>
<td>Etc.</td>
<td>Etc.</td>
</tr>
</tbody>
</table>
Good Luck!!
Sources


