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PGR Course unit outline 2022/23

Unit code:	BMAN80142
Title:	Navigating the publication process
Credit value:	5 credits
Semester:	Semester 2
Course Coordinator contact details:	Anders.Gustafsson@bi.no
Other staff involved contact details:	N/A
Pre-requisites Co-requisites Dependent course units Restrictions	N/A

Course unit overview

The goal of the course is to help create an understanding on how to navigate a paper from submission to publication in social science. The workshops will support PGRs in identifying and attending to common mistakes throughout the process. The course is designed around the particular needs of PGRs who have limited knowledge regarding academic publishing.

Aims

Getting to know the fundamentals of publishing papers in a peer-review journal in social sciences.

Objectives (Learning outcomes)

On completion of this unit successful students will be able to:

Understand how to structure a paper and how to communicate with editors, area editors, and reviewers in order to maximize the chances of navigating through a publication process. This includes knowledge and some skills of
- Selecting the right journal
- Knowledge regarding specifics of the review process
- How to communicate with editors and reviewers
- How a typical paper is structured and why

Syllabus content

General information of a publication process
What goes where and why in a paper targeting a journal in social sciences
Do's and don'ts when communicating with editors/reviewers
Writing reviewer comments

Methods of delivery

Lectures	3 hours per week over 3 weeks
Seminar/Tutorial/Workshop/Lab Hours	9 hours
Independent Study	41 hours

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Total Study Hours	50 hours

Reading List

Pre Reading: Holt, K. (2019). Wendy Laura Belcher: Writing Your Journal Article in Twelve Weeks: A Guide to Academic Publishing Success..

Core Text:
Corley, K. G., & Gioia, D. A. (2011). Building theory about theory building: what constitutes a theoretical contribution?. *Academy of management review*, *36*(1), 12-32.

Jaworski, Bernard J., and Ajay K. Kohli. "Conducting field-based, discovery-oriented research: lessons from our market orientation research experience." *AMS Review* 7.1 (2017): 4-12.

Nahata, Milap C., and Eugene M. Sorkin. "Responding to manuscript reviewer and editor comments." (2019): 959-961.

Snyder, H. (2019). Literature review as a research methodology: An overview and guidelines. *Journal of Business Research*, *104*, 333-339.

Whetten, D.A. (1989), "What constitutes a theoretical contribution?", Academy of Management Review , Vol. 14 No. 4, pp. 490-495.

Zeithaml, V. A., Jaworski, B. J., Kohli, A. K., Tuli, K. R., Ulaga, W., & Zaltman, G. (2020). A theories-in-use approach to building marketing theory. *Journal of Marketing*, *84*(1), 32-51.

Assessment

Mode of Assessment	Length required	Weighting within unit
1. **Reflections on how select a journal in the participant's on field. Submission deadline: Feb 27 (24 hours before the next session)**	500 words	30%
2. **Outline and reflections on a skeleton of a paper (what goes where and why). Submission deadline: April 29**	1000 words	70%
3. **Review a review and be able to discuss on the session March 21**		
Submission will be via Blackboard/Turnitin.		

Feedback methods

In addition to feedback being provided by peers and the course convenor within the workshop sessions, the assessment task is divided into two so that PGRs will receive feedback from part 1 prior to the submission of part 2, given the second task builds on the first.

PGRs will receive a link for a course unit evaluation questionnaire after the completion of the course. In addition PGRs are encouraged to provide feedback through emails and conversations at any time.

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Provide details of how, and in what form, feedback will be provided on your course unit (both formative and summative) and the timescale for doing this. Please note that you have already provided details of this within your course outline. As highlighted in the University policy on feedback, an opportunity for formative feedback must exist in all course units.

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14thMarch, then 28th March, then 25th April

The goal of the course is to help create an understanding on how to navigate a paper from submission to publication in social science. The plan is also to point towards common mistakes throughout the process. The course is designed to target fresh/new scholars that has limited knowledge in publishing.

Lecture 1
- The competitive landscape of publishing
- The overall process of publishing
    - o Regular issue vs special issues
    - o What is the "best journal" in your field
    - o What to publish
    - o The importance of selecting the right journal and how do you know that you have
    - o How do you get passed the first gate (getting sent out for review)
    - o The importance of a letter to the editor
    - o Suggesting reviewers

- **Task; Describe the journal landscape in your field.**
    - o What are the best journals and what are their profile(s)
    - o How do you come to the conclusion that these are the best journals
    - o What does the complete map of journals look like
    - o What are other potential target journals for your area

Lecture 2
- The review process
- The review process from an editorial perspective - What is an editor looking for and why
- The review process from an author's perspective – what is the editor trying to tell you
- The review process form the reviewer's perspective
- What happens in the first round of decision, the first R&R, second R&R, third R&R

Task, to the next session read a review and be prepared to discuss

Lecture 3
- The importance and purpose of each component of a paper
    - o Abstract
    - o Introduction
    - o Literature review (the JAMS table approach)
    - o Theory (what is it really?)
    - o Method (qualitative and quantitative)
    - o Analysis
    - o Theoretical implications
    - o Managerial implications

Task; Do a skeleton of a paper on something you are working on alternatively want to work on. Describe briefly the content (related to your research) in each heading mentioned below (do insert an abstract of the research).

This should include
    - o Abstract

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- Introduction
- Literature review
- Theory (
- Method
- Analysis
- Theoretical implications
- Managerial implications