

Marcin Dembowski

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Kaunas

May 2014



Agenda for the session

- About OUP
- Products ...
- To 'demystify' the publishing process
- To provide tips, insider knowledge and key questions to maximize your chances of publication
- Q&A session: ask anything!
- Follow-up: I'm always available to help
- To get you sharing your knowledge, i.e. to get you **writing**

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This month's features



Word of the day

capsule, n. and adj.

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Timelines

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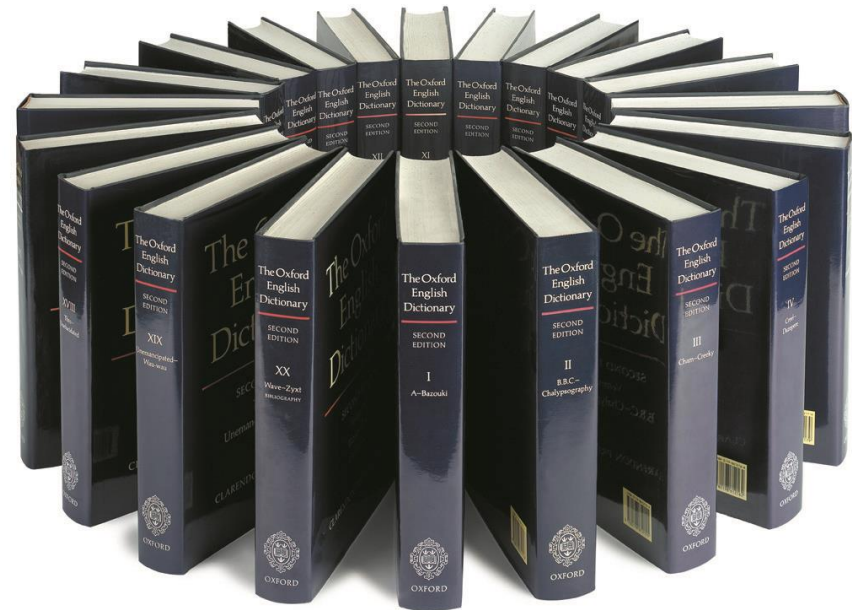
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WORD OF THE DAY

liminal

Pronunciation: 'lɪmɪn(ə)l



ADJECTIVE

relating to a process's transitional or initial stage....

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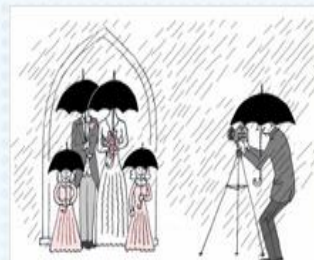
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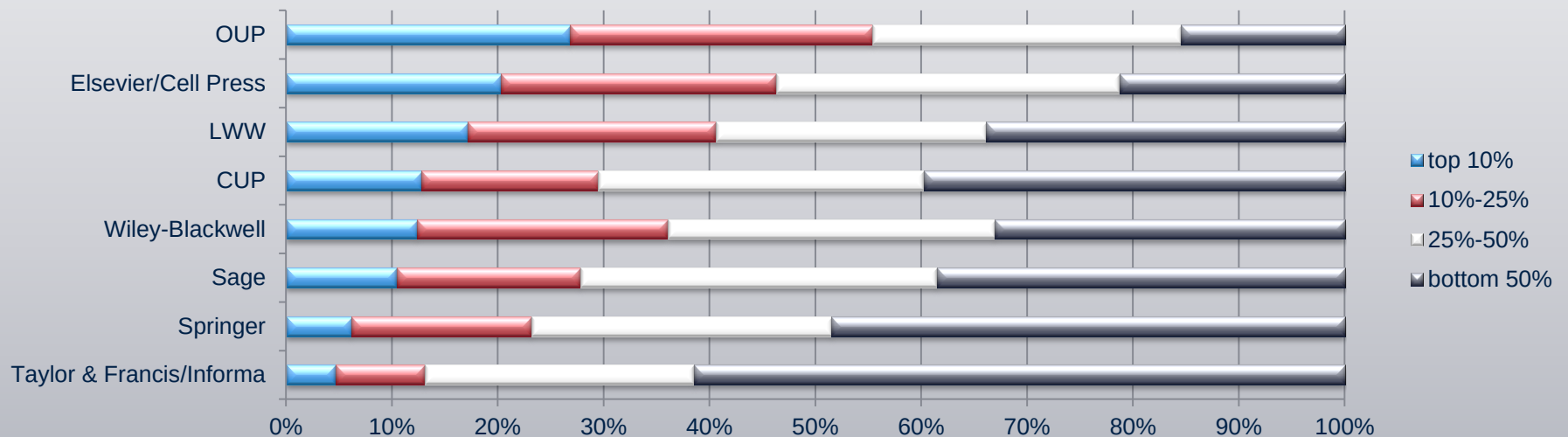
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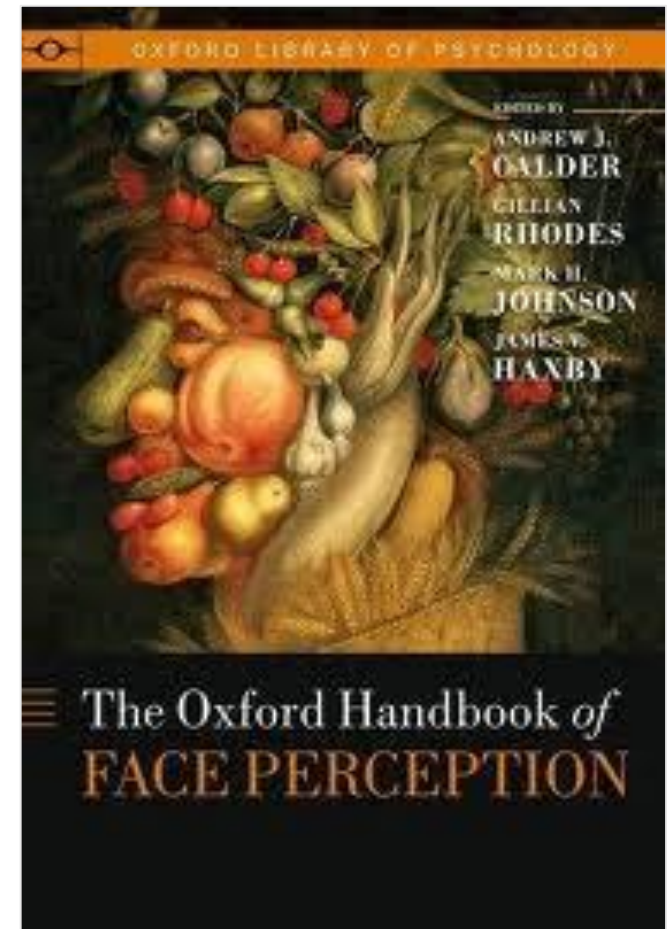
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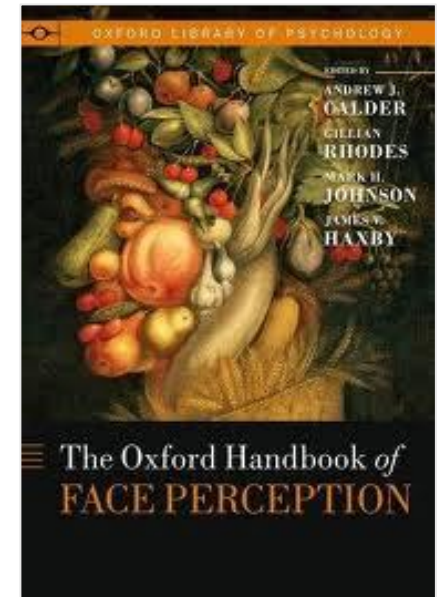
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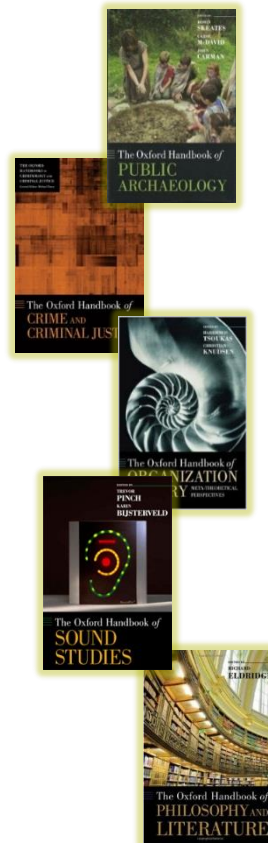
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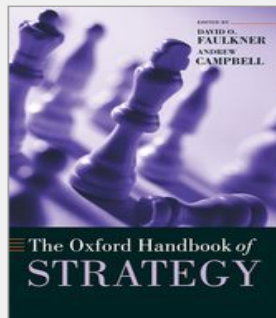
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Oxford Handbook of Strategy - Oxford Handbooks



The Oxford Handbook of Strategy: A Strategy Overview and Competitive Strategy

Edited by Andrew Campbell and David O. Faulkner

Abstract

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Bibliographic Information

Print Publication Date: Apr 2006
Published [online](#): Sep 2009

ISBN: 9780199275212
DOI: 10.1093/oxfordhb/9780199275212.001.0001

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Andrew Campbell is a Director of Ashridge Strategic Management Centre and active as a consultant on strategic issues for major corporate clients. He is also a visiting professor at City University. He holds an MBA from the Harvard Business School where he was a Harkness Fellow and a Baker Scholar.

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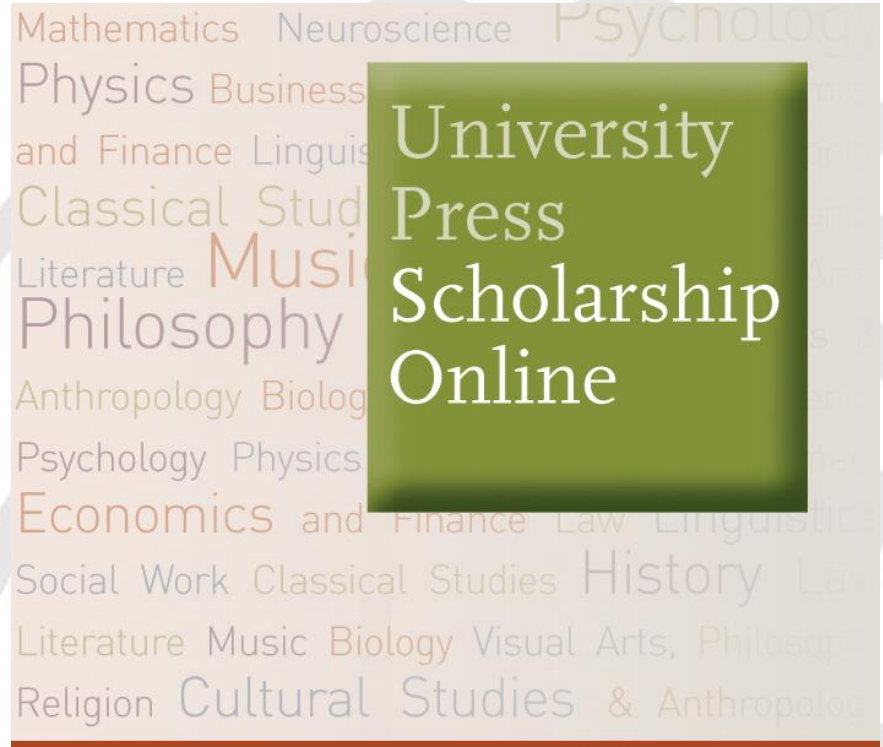
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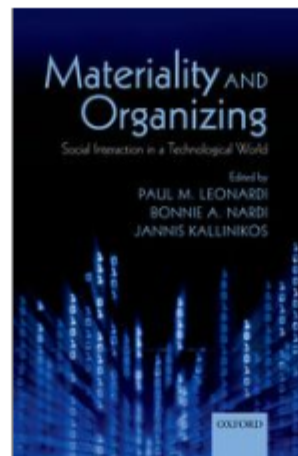
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Paul M. Leonardi, Bonnie A. Nardi, and Jannis Kallinikos

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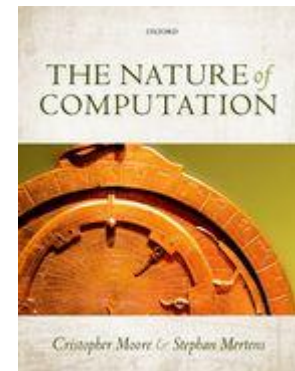


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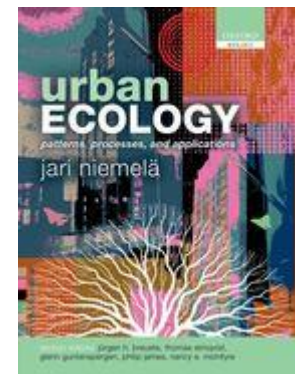
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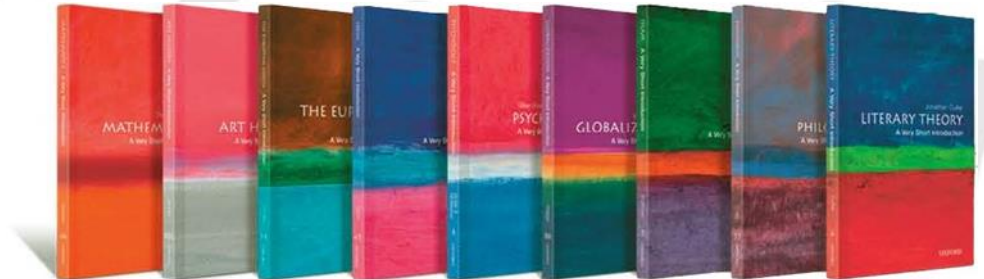
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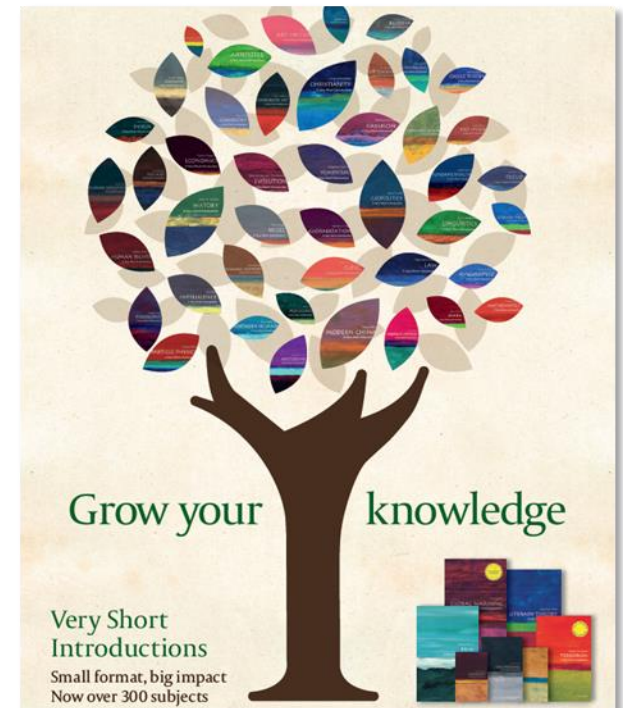
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Michelangelo Merisi da Caravaggio

Clare Robertson

Introduction

Michelangelo Merisi (b. 1571–d. 1609) was one of the founders of the Baroque style. The extraordinary nature of his art and the lurid details of his life. After an apparently unfinished apprenticeship in Milan, Caravaggio moved to Rome. Initially, he struggled to establish a career, but with one of the city's most successful painters, the Cavaliere d'Arpino, but he was then patronized by Cardinal Francesco Maria Del Monte. Under his patronage, Caravaggio developed a new style rooted in naturalistic observation and the use of tenebrism (strong contrasts of light and shadow), which rejected the prevailing values of mannerist artists, such as the Cavaliere. At first he painted genre works, particularly ambiguous works about young boys accompanied by still-life objects. Primarily a painter of religious works, his first public works were highly acclaimed, such as the decoration of the Contarelli Chapel in San Luigi dei Francesi (1599–1602) and of the Cerasi Chapel in the Vatican Museums.

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information, while starving for wisdom. The world henceforth will be run by synthesizers, people able to put together the right information at the right time, think critically about it, and make important choices wisely."

Think of a literature review as a jigsaw puzzle



Which journal to go for?

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Criteria You Might Look At:

- Rankings (example Thomson Reuters Impact factors; the Association of Business Schools ABS etc.)

Impact Factor Improvement, 2010 v. 2011

Over two-thirds of the titles on OUP list have increased their impact factor since last year.

Over 85% are in the top half of at least one subject category.



In 2010

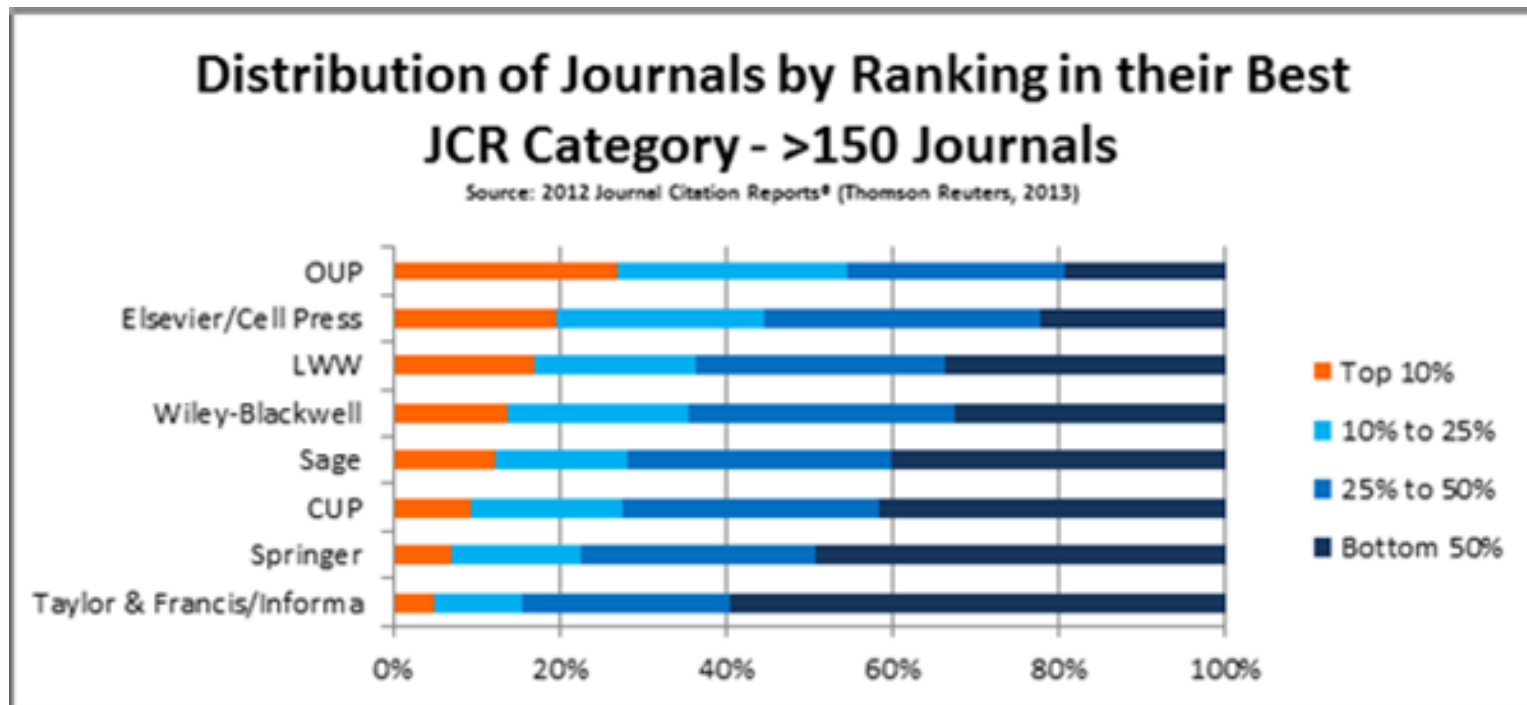
Top 10%:	25.7%
10%-25%:	28.9%
25% -50%:	25.7%
Bottom 50%:	19.7%

In 2011

Top 10%:	26.9%
10%-25%:	28.6%
25% -50%:	29.1%
Bottom 50%:	15.4%



Impact Factor Improvement, 2012



Criteria You Might Look At:

- Rankings (example Thomson Reuters Impact factors; the Association of Business Schools ABS etc.)
- Number of downloads (utility)
- Dissemination of journal (where it is read)
- Links to societies/associations
- Relevance of content and publishing ethos
- International

Questions to Ask Yourself When Choosing:

- What are your most important factors when choosing a journal?
- Which resources do you use to research the journals you publish in?
- Which rankings do you use? How important are they?
- Who do you ask for advice?
- What is the best journal in your field? Why?

PROCESS!!!!

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Putting A and B together to build up your work



Surviving peer review

Not always straight forward process

The Process

-
- Submission is an important step on the road to being published
 - Reviewers are selected for their expertise by the Editors
 - They do sometimes make mistakes and their opinions may not be valid
 - But generally they raise genuine concerns about the work – conceptualization, execution and/or interpretation of the work

The Process

-
- Their comments are aimed at maintaining the quality of papers publish in the journal, the overall journal reputation and ultimately at improving your work to attain a high standard of academic writing.

Process Conclusion:

-
- Identify a few possible target journals but be realistic
 - Follow the Author Guidelines: scope, type of paper, word length, references style, etc.
 - Find where to send your paper (editor, regional editor, subject area editor) ...
 - ... and how to send it (email, hard copy, online submission)
 - Send an outline or abstract to editor: is it suitable? how can it be made so?
 - Read at least one issue of the journal

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 Cambridge Journal of Regions, Economy and Society
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 CESifo Economic Studies
 Contributions to Political Economy
 European Review of Agricultural Economics
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 Journal of Financial Econometrics
 Journal of International Economic Law
 The Journal of Law, Economics, and Organization
 Oxford Economic Papers
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What makes a good paper?

HINT: Editors and reviewers look for ...

-
- Originality – what's **new** about subject, treatment or results?
 - Relevance to and extension of existing knowledge
 - Research methodology – are conclusions valid and objective?
 - Clarity, structure and quality of writing – does it communicate well?
 - Sound, logical progression of argument
 - So what?' factors!
 - Recency and relevance of references
 - **Adherence to the editorial scope and objectives** of the journal
 - A good title, keywords and a well written abstract

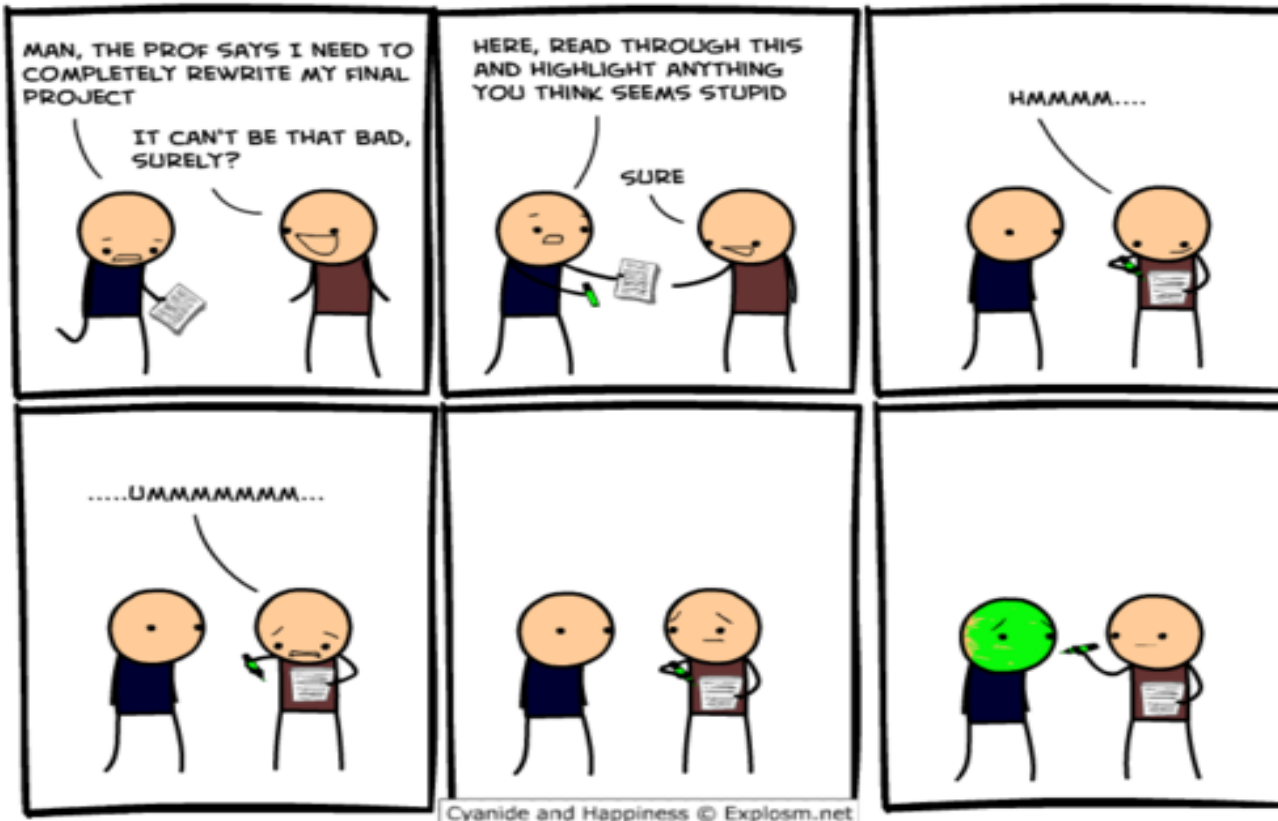
Co-authorship?

- With supervisor, different departments or institutions
- Exploits individual strengths
- Especially useful for cross-disciplinary research
- Demonstrates the authority and rigour of the research
- Increases potential pool of citations

But remember

- Ensure paper is edited so that it reads as one voice
- Identify the person responsible for closing the project
- Agree and clarify order of appearance of authors

Research is all about peer review to avoid desk rejection



Peer Review:

-
- Peer Review is important to assess your work before submitting it.
 - Have fellow colleagues, tutors, scholars look at your work and give you feedback to avoid desk rejection. You do not want to be refused by appearing uninformed concerning your submission.
 - Always expect that you would have to amend, alter and revise your paper to submit a more accurate version.

Plagiarism and referencing

-
- Plagiarism (from the Latin *plagium* meaning ‘a kidnapping’) is the act of taking someone else’s work and pretending it is yours. It is considered fraud!
 - It isn’t always detected in peer review but electronic tools can help

- A request for revision is good news!
 - You've avoided a desk reject and you are in the publishing cycle
 - Nearly every published paper is revised at least once
 - So now, *close the deal!*
- **Acknowledge** the editor and set a revision deadline
- **Clarify** if in doubt – 'This is what I understand your comments to mean...'
- Meet the revision **deadline**
- Attach a **covering letter** showing how you met the reviewers' requests (or if not, why not)

Dealing with the comments:

-
- Answer as completely as possible
 - Answer politely, be tactful and not with emotive language
 - Answer with evidence
 - If you feel the reviewer has misunderstood then address the point with a good argument explaining why the reviewer is mistaken
 - It may be the reviewers are conflicted on a point
 - It is ok to use one reviewer to argue against another

In case of rejection:

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DON'T

GIVE UP!

If your article is rejected

- **Ask why**, and listen carefully!
Most editors will give detailed comments about a rejected paper. Take a deep breath, and listen to what is being said
- **Try again!**
Try to improve the paper, and re-submit elsewhere. Do your homework and target your paper as closely as possible
- **Don't give up!**
At least 50% of papers don't get published. Everybody has been rejected at least once
- **Keep trying!**

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- Use a **short descriptive** title containing main keyword – don't mislead
- Write a clear and descriptive abstract containing the main keywords and following any instructions as to content and length
- Provide **relevant and known** keywords – not obscure new jargon
- Make your references **complete and correct** – vital for reference linking and citation indices
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