Presentation Outline

- My “credentials”
  - I recently conducted a study on Australian publication patterns in Economics & Business
  - Tools on my website: [Journal Quality List](#) and [Publish or Perish](#)
- Cross-country comparison of research quality & quantity
- Publishing in good journals
  - Journal rankings: why?
  - The three Ps: performance, practice, persistence
- Getting cited
  - Citation analysis: why?
  - The three Cs: communication, collaboration, care
Australian publication patterns: Methodology

- Cross-country comparison of research quantity & quality
  - Quantity/volume: number of papers
  - Quality/impact: number of citations/paper
    - not a perfect measure, but there is a strong correlation between journal impact scores and perceived journal quality
  - ISI Web of Knowledge Essential Science Indicators 1997-2007
    - Countries with < 500 papers excluded
    - Country and institutional rankings

- Publications in top 20 Business journals
  - Both total number of publications and per capita

Country rankings ISI data
Econ. & Business (Jan 2008)

Citations per paper (rank by no of papers)

<table>
<thead>
<tr>
<th>Rank</th>
<th>Country</th>
<th>CPP</th>
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</tr>
</thead>
<tbody>
<tr>
<td>2.</td>
<td>Israel</td>
<td>5.60</td>
<td>13.</td>
<td>14. China (HK)</td>
<td>3.60</td>
<td>14.</td>
<td>Switzerland</td>
<td>5.16</td>
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<tr>
<td>3.</td>
<td>Sweden</td>
<td>5.29</td>
<td>15.</td>
<td>Italy</td>
<td>3.59</td>
<td>16.</td>
<td>Ireland</td>
<td>3.56</td>
</tr>
<tr>
<td>5.</td>
<td>UK</td>
<td>4.92</td>
<td>17.</td>
<td>Finland</td>
<td>3.55</td>
<td>18.</td>
<td>South Korea</td>
<td>3.54</td>
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</table>

Purple: countries scoring six or more places higher on citations per paper than on # of papers
Red: countries scoring six or more places lower on citations per paper than on # of papers
* France is significantly influenced by INSEAD (10.55 cpp); without INSEAD France has 3.59 cpp, still ranks 7th in terms of # of papers, but 15th in terms of cpp
Top 153 universities in Economics & Business ranked by CPP 1997-2007*

1. University of Chicago 16.68
2. Harvard University 14.67
3. MIT 14.24
5. University of Pennsylvania 14.21
6. Stanford University 13.74
7. Carnegie Mellon 12.82
8. Princeton 12.19
9. Univ. of Maryland 11.68
10. Northwestern University 10.63
20. INSEAD 10.55 (1st non-NA)
22. University of Zürich 10.36
36. University of Sussex 9.09
47. Stockholm School of Economics 8.70
50. Universitat Pompeu Fabra 8.46
63. Stockholm University 8.01
72. Free University Brussels 7.69
75. Tel Aviv University 7.38
76. University of Cambridge 7.04
87. Hebrew University Jerusalem 6.75
96. London School of Economics & Technology 6.17
99. Wageningen University 6.21
112. University of Edinburgh 5.82

* Top 153 universities; after top-10 only non-NA universities are included; institutions with <200 papers excluded

Top-20 journals

Table 4

Top-5 journals in each business & economics sub-discipline according to impact score

<table>
<thead>
<tr>
<th>Finance &amp; Accounting</th>
<th>JCR 2005</th>
<th>Marketing</th>
<th>JCR 2005</th>
</tr>
</thead>
<tbody>
<tr>
<td>Journal of Accounting Economics</td>
<td>3.444</td>
<td>Journal of Marketing</td>
<td>2.411</td>
</tr>
<tr>
<td>Review of Finance Studies</td>
<td>2.300</td>
<td>Marketing Science</td>
<td>1.898</td>
</tr>
</tbody>
</table>

Economics

| Academy of Management Journal | 3.343 | Quarterly Journal of Economics | 4.794 |
| MIS Quarterly | 2.831 | Journal of Economic Perspectives | 2.677 |
| Strategic Management Journal | 2.723 | Economic Policy* | 2.250 |
| Administrative Science Quarterly | 2.721 | Economica* | 2.250 |

Note: * These journals were added as two higher-ranked journals were already included under Finance & Accounting.
Change in top publications (top-20 journals) over time

Change in the number of top-20 publications

- France
- France (- INSEAD)
- Netherlands
- Australia
- Germany
- UK

Time period


Number of publications

0 50 100 150 200 250 300 350 400 450 500 550 600

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Change in top publications (top-20 journals) over time

Change in the number of top-20 publications per capita

Reasons for Australian publication pattern (1)?

- Lack of resources for research
  - Australian public universities match US private universities for proportion of income drawn from tuition fees
    - Tuition fees generally not invested in research
    - Universities spend a lot of time and resources on attracting fee-paying (international) students
    - Student/staff ratios are very high
  
- Australian universities generally do not reward academic high-flyers
  
- Australian context might be less interesting to international researchers
  
  - This doesn’t explain why the articles in top journals that didn’t deal with Australia also received few citations
Reasons for Australian publication pattern (2)?

- Business education in Australia has shorter history than NA and UK
- Local management practices might lag behind and hence provide for less innovative research
- **BUT:** all these reasons apply to some extent to the Netherlands and the UK as well
- What is unique to Australia:
  - Focus on quantity over quality of research (1 DEST point for an ASQ publication, 1 DEST point for ANZIBA conference paper)

Reasons for Australian publication pattern (3)?

- Focus on quantity over quality might be aggravated by lack of research funding especially for Management & Commerce
  - M&C get 2.1% of ARC Discovery grants for 12.6% of total academic staff in Australia
  - Engineering & Technology get 14.5% of ARC Discovery grants for 6.9% of total academic staff in Australia
  - Dollar value of average **successful** grant is 66% higher for E&T
  - Forty times as many fellowships were awarded in E&T while there are only half as many academic staff in this area as in M&C
- The new RQF might redress the focus on volume
  - However, additional measures (e.g. research funding) are necessary to allow academics in Economics & Business to catch up with their international colleagues
Conclusion?

- UK academics in Business & Economics publish a lot of papers
  But:
  - They rank only 5th in terms of citations per paper
  - Per capita they publish less in top journals than Dutch academics
  So, let's look at:

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- Publishing in good journals
  - Journal rankings: why?
  - The three Ps: performance, practice, persistence
- Getting cited
  - Citation analysis: why?
  - The three Cs: communication, collaboration, care

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Journal rankings: why?

- Being refereed is not enough
  - SMJ/AMJ/ASQ, three reviewers, reviews each 2-5 pages long, three revisions taking several weeks each
  - Unnamed, 1 reviewer, 10-line review, one 3-hour revision OR
  - Unnamed, ? reviewer, editor accepts without changes

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- Acceptance rates give some indication
  - Difficult to calculate and compare across journals
  - Lower-level journals generally get lower-level submissions, so their acceptance rate might still be low

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- Two main measures
  - Impact ratings (average citation per article)
  - Peer evaluation through surveys
  - The two measures show reasonably strong correlations
Journal Quality List

- Originally developed in 2000 as response to ranking used by my then employer that ranked JIBS as “C” and MIR as “D/E”
- Continuously expanded and updated, now in its 28th edition
- Contains 18 different rankings of some 850 journals; SSCI impact scores excluded after warning from Thomson
  - Includes British, US, Dutch, French, Hong Kong and Australian rankings
- Is used all over the world
  - > 35,000 page hits a year
  - Downloaded by academics at e.g.: McGill, Toronto, MIT, Harvard, Stanford, INSEAD, Copenhagen Business School, Stockholm School of Economics, IESE, IMD, Chinese University of Hong Kong, Erasmus, Cranfield, Strathclyde, Warwick and LSE
  - Has been cited 20 times in ISI listed journals

How to publish in top journals?

- **Perform**
  - Top journals have very high standards
  - Theory development
  - Research methods
  - Get research training if you need it (and nearly all of us do!)

- **Practice**
  - Start as student, learn from others; support your own students
  - Submit conference papers (but realise the difference between feedback at conferences and journal reviews)
  - **Never** send out a paper without some internal review

- **Persist, Persist, Persist**
  - Never give up, never surrender... (but grow a thick skin)
  - My SMJ was rejected at two journals before it was accepted at SMJ
  - Every paper will find a home
    - I have published every single paper I have ever written
    - But do think about the opportunity costs
What can universities do?

- Pay, provide support for research
  - Implement a university/school research grant system,
    - Even small amounts (e.g. up to $5000) can provide an impetus for research
    - Research students (MRes, PhD) form excellent research assistants; an additional reason to build up a PhD programme
  - Incentives for publications?

- Promote
  - Reward research performance through promotion
    - Promote on merit, not on length of tenure or service to the university
  - Make it easy for staff to develop their own staff pages on the web to promote their own work

- Be patient
  - Results cannot be expected overnight; doing good research and publishing it in top journals can take years
  - Yes you can "buy" top talent, but top talent is highly mobile, building up a sustainable group of good researchers might be a better strategy

Citation analysis: why?

- Why publish if nobody cites your work?
  - Okay, it might still be read by students, managers, or academics who do not publish
  - But: academic research should contribute to academic discourse
  - And: it is very exciting to see your work cited 😊

- How to measure citations?
  - ISI web of science (NA, English-language, journal focus)
  - Google Scholar (broader focus, but some non-scholarly citations; see my white paper for a comparison)

- Publish or Perish
  - Designed to make GS a more useful alternative to ISI
  - Designed to empower individual academics by providing citation analysis with a wide range of metrics at a click of the mouse
  - As with ISI: don’t take its results as absolute and think before passing a “verdict”; we are dealing with human beings, not machines!
  - Do send me feedback (but please read the help file first)
How to get cited?

- AMJ: The most important determinant is the JIF!
  - But: my 3 of my 4 most-cited publications did not appear in ISI listed journals
- Communicate (they can’t cite your paper, if they don’t know it)
  - Website, the best thing I have ever done, online papers are cited more
  - Conferences, attend & talk to people
    - volunteer for PDWs, discussant, session chair, committees
  - Email, ask for papers and send yours in return
- Collaborate
  - Co-authored papers are cited more
  - Your collaborators will cite you in other projects
  - It often leads to better research and it’s fun!
- Care
  - For your own reputation, it is your most valuable asset
  - For others; help wherever you can
    - Keep the promises you make at conferences
    - Alert collaborators to useful information & congratulate them on their achievements
    - Thank others for their help!

What can universities do?

- Create a research culture
  - Invite (international) academic visitors
  - Get involved in (international) collaborations
  - Run seminar series, even if they are very informal
- Be considerate
  - Acknowledge that especially for areas such as HRM publishing in local journals is important for knowledge transfer to practice
  - Acknowledge that not all topics are easy to publish in top North American journals
- Celebrate
  - Achievements (in all forms)
  - Diversity: do not engage in head-to-head “competition” with North American academics, we can only lose
The End!

Any questions or comments?