JIBS PDW Discussion: Publishing in IB

✓ Scope of JIBS
✓ What is International Business
✓ Conducting IB Research
✓ Get Published in top IB Journals
JIBS: Leading IB Journal

- Dynamic Competition among journals
  - Editors want influential papers
  - Irrelevant the source – key is potential to wow!

- Editorial Team
  - Represents multiple disciplines
  - Home countries
  - Research Paradigms
  - Common Goal: Make JIBS Influential
Acceptance rate: approximately 6% - 8%
Receive over 700 submissions per year
Publish 9 issues per year
Articles published per year: 60 – 75
Average turnaround about 75 Days
Typically get 2 to 3 reviewers
Editors not vote tabulators
Resources for authors

- JIBS Statement of Editorial Policy
- Instructions for Contributors
- Guidelines for Reviewers
- Role of Keywords
The following types of research methods are appropriate for *JIBS*:

- Quantitative and qualitative
- Conceptual and empirical hypothesis-testing papers
- Mathematical modeling papers are welcome
- Experiments (typically not with students)
JIBS Editors look for?

Contribution

Does the paper add to our cumulative knowledge surrounding the challenges and opportunities faced by multinational enterprises?

Theory

Are mechanisms linking independent & dependent variables carefully specified, plausible and (indirectly) observable?

Data

- Does data “match” theory?
- Are empirical tests sufficiently sophisticated to rule out alternate hypotheses and control for potential confounds?
Conducting IB Research: 
What is international business?

General Concepts:
- Multinational Companies
- Economic Transactions Across Borders
- Cross-Country Comparisons
What is **not** international business?

- Business outside the USA, UK, Germany, Australia, etc.
  - Replicating studies in a new country.
What is not international business?

- International business test: Substitute the location analyzed in the paper with Sydney, Australia
  - Does it still sound like international business?
  - Is the study international or just conducted in a different laboratory?
  - Simply changing the laboratory from domestic to international not IB
- Examples:
  - Independent Directors in MNCs
  - Role of political connections in Indonesia
How to publish IB research?

• Once you select your group and have something **interesting** to say, say it!
  – Write, get comments from colleagues, rewrite, get comments from colleagues, rewrite
  – Present the paper at other universities, rewrite, get comments from colleagues, rewrite
  – Now Ready For First Submission
• Persistence and Effort: Keys to success
• Most papers in top journals – 1st rejected elsewhere
How to publish IB research?

- Welcome to the peer review process!

Most scientists regarded the new streamlined peer-review process as ‘quite an improvement.’
What does it take?

• Less than one in 10 submitted papers is accepted for publication at *JIBS* and other top-tier journals

• What does it take to make it through the peer review process?

• 3 Key Attributes (Effort; Persistence; Thick Skin)
When writing a paper with the goal of having it accepted for publication, there are several steps one can take to increase the chances of successful publication:

1. Select a **new, useful topic** that makes a contribution to our knowledge of IB

2. **Collaborate** with other scholars

3. **Follow** the journal’s **policy guidelines**

4. **Understand** the peer **review process**
1. Selecting a Topic

The Problem should:
- Address a new and interesting question
- Challenge conventional wisdom
- Be counter-intuitive
- Make a contribution to / advance current thinking
- Reconcile anomalies between theory and/or evidence – solve puzzles

Where do you find ideas? Read, go into the field, attend conferences, talk to people who are interested in your research area.

Be prepared to enter an existing conversation with other scholars: What story do you have to tell, and what data do you have to support your story? How does your story fit into the existing conversation?
2. Collaborate: Team-based Research

- Ideas get better with a **sounding board**

- If you are new to the game, **start with someone who has published before**

- Team research may not only be better but also faster - share ideas, resources and competencies – **create learning alliances**

- Internal seminar series:
  - Weekly Brown Bags
  - Cross-Disciplinary
3. Identification Strategies

- Research Ideal: Random Experiment
- IB: Observational Data
- Typical Specification
  - Performance = f(IB, controls)
  - FDI = f(Innovation, controls)
- Key Question: What causes variation in RHS Variable
- OLS Assumes it is random
- Expat Example
- Carefully consider how to address
- Typical Strategies
  - Fixed Effects
  - Matched Samples
  - Regression Discontinuity Design
4. **Understand the peer-review process**

- Initial screening done by Managing Editor and Reviewing Editor

- John Cantwell (Editor-in-Chief) covers the disciplines of Economics, History, Geography, Philosophy and Policy

- Mary Yoko Brannen (Deputy Editor) covers the disciplines of Sociology, Anthropology, Psychology, Linguistics & Policy

- Manuscripts are reviewed by the Reviewing Editor and Editor-in-Chief/Deputy Editor before being forwarded to Area Editors
1. Paper Submitted
2. Dual Screening by Central Editorial Team
3. Assigned to Area Editor
4. Area Editor – Review and Select Referees
5. Referees make recommendations (graded)
6. AE reads, takes all feedback, makes decision
7. Rejection or Revise and Resubmit
A typical pattern from submission to acceptance is as follows:

1. Author submission. Internal Review by Editors (six days)

2. Area editor assigns reviews, reviews come in. Editor writes decision letter (62 days)

3. Authors submit Revision 1. R1 sent to reviewers, review come in. Editor writes decision letter (62 days)

4. Authors submit Revision 2. R2 sent to reviewers, review come in. Editor writes decision letter (37 days)

5. Authors submit Revision 3. R23 sent to reviewers, review come in. Editor writes decision letter (17 days)

6. R4 stage is very rare (add 20 days)
## What Next? Steps After a Decision

Editor collects reviews and makes a recommendation

<table>
<thead>
<tr>
<th>If you get an R&amp;R</th>
<th>If you get a Rejection</th>
</tr>
</thead>
<tbody>
<tr>
<td>Celebrate – you are partly through the “eye of the needle”!</td>
<td>Don’t take the criticisms personally</td>
</tr>
<tr>
<td>Attend to all reviewer comments</td>
<td>Don’t appeal the decision – with rare exceptions</td>
</tr>
<tr>
<td>Return the revised manuscript with your responses within 4 months</td>
<td>Fix the manuscript before sending it to another journal</td>
</tr>
<tr>
<td>Odds from 10% now at 50%</td>
<td>Don’t bury it – every good paper has a home</td>
</tr>
</tbody>
</table>
Revising means to “see again”

Process of rethinking the manuscript

- Don’t just surgically insert sentences to answer each comment
- Refine your motivation for the study
- Reconsider the internal logic – what is key point?
- If Reviewer raises concern
  - Don’t just do the minimum
  - Think overkill on each comment
  - You want to wow! the reviewer in next round
Revising

Revision

- After “shock” fades, identify each issue in the comments of reviewers and the editor
- Re-write to accommodate comments (trees), and to comprehensively re-think approach (forest)

Revision Notes

- Explain “where & how” in revised text (page number) you responded to each comment
- Do not have to agree with or do everything reviewers ask, but respond to each point
- Do not criticize or act condescending to reviewer
Re-writing is 2 step-process

New Articulation

- Using reviewer feedback to develop deeper insights into own research
- Re-thinking purpose, contributions, etc.

New Communication

- Rewrite; Rewrite; Rewrite: Effectively revealing to others what researcher now better understands
- Recall that editors and reviewers are “donating” their time.
- They have their own projects and goals
Rejections and Appeals

General Thoughts
• Example: Moving to NUS
• Repeated game vs single period game
• Editors time

Appeal Types
• Egregious Reviews: Extremely Rare
• Topic interesting but revision substantial
  • Seek chance to attempt revision
  • Rarely successful but occasionally works
Summary

International Business
  Cross-Disciplinary Research
  Grounded in base disciplines
Research
  Identify interesting questions
  Carefully think about identification strategy
Publishing
  Rewrite! Rewrite! Rewrite! Rewrite! Repeat
  Focus on influencing the way people think