How to Get Published in the Best Entrepreneurship Journals?

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Who am I?

• Academic positions:
  – Elected in 2013 as an officer of the board of the Entrepreneurship division of AoM
  – Past president of the french academic association in entrepreneurship and innovation

• Editorial positions
  – Associate editor of JSBM
  – Editor of two academic french-speaking journals
  – Board member in around 20 academic journals
Agenda

• The macro foundations of « How to get published... »
• The meso foundations of « How to get published... »
• The micro foundations of « How to get published... »

Between the devil of the tenure tyranny...

“Enforcing the publish or perish rule, Dean McWit?”
...and the deep blue sea of the review process

Most scientists regarded the new streamlined peer-review process as 'quite an improvement.'

The macro foundations: YOU as an individual

- Background: education, personal history
- Values
- Aspirations
- What you know / don’t know
- What you like to do / don’t like to do
- Your strengths / weaknesses
- → be sure you know yourself well
The macro foundations: YOU as a researcher

- Strategic choices to make:
  - Supervisor
  - Field/topic
  - Monography or dissertation based on articles?
- → necessity to be clear about your aspirations, knowledge, competences, resources and the possibilities/opportunities of your environment
- Art vs. pleasure of writing (« Journalists need to deliver every day »)
- Art vs. learning in writing
- Networks: be aware of their importance
- Learning curve: be realistic

The macro foundations: YOU as a researcher

- Monography or article-based dissertation?
- Monography:
  - Why?
    - More in line with qualitative research
    - Completude and coherence of the manuscript which generally brings interesting insights to important topics and questions
    - The research process is probably easier to manage as the work is less fragmented
  - Main Challenge:
    - Turning a full manuscript into 2 or three papers
The macro foundations: YOU as a researcher

• Monography or article-based dissertation:
• Article-based dissertation
  – Why?
    • Publish or perish dominant logic
    • each paper is a smaller research piece
    • Working in team and notably with the supervisor(s)
  – Main Challenges:
    • Four articles at the minimum including conceptual / empirical contributions
    • Hard to avoid redundancies
    • What is the personal contribution of the PhD when several authors?

The macro foundations: YOU as a researcher

• Example: Thomas LANS’s dissertation (defense: fall 2009)
• Chapter 1: partly published in 2004 in *International Journal of Training and Development*
• Chapter 2: published in 2009 in *Human Resource Development Quaterly*
• Chapter 3: published in 2010 in *International Small Business Journal*
• Chapter 4: submitted in 2009 to *NJAS* (agricultural journal)
• Chapter 5: published in 2008 in *Management Learning*
• Chapter 6: not published, because it was the general conclusion of the dissertation
The macro foundations: YOU as a researcher

Hans Landstrom: "Making a career in entrepreneurship research"

It is ‘what you think’ that matters!

It is ‘what you write’ that matters!
• Make your research recognized through publications, and learn how to publish
  - create your own “voice” in papers and articles
  - choose your “conversation group” and journals (SCI)
  - make your publications easy to access (home page).

It is ‘who you knows’ that matters!
• Extend your publishing experience through collaboration with other researchers
• Create a social network
  - peers: use for review, but also in order to increase the number of citations
  - seniors: personal communication (make yourself “known”)
  - general: visibility (conferences/seminars/etc).
• Sell your ideas and publications (marketing).

The meso foundations: your research project(s)

• Three pillars for looking at the highest quality standards:
  – The research question
  – The research design
  – The research writing
The meso foundations: your research project(s)

• The research question:
  – Interesting
  – insightful
  – Novel and original (but not too much!)
• Gap-spotting or problematization?
• Be familiar with a literature accordingly to the area of investigation (state of the art, gaps, challenges, etc.) and an academic audience (ongoing – scientific – conversation)

The meso foundations: your research project(s)

• The research design:
  – Theoretical framework
  – Methods
  – Data
• Great level of coherence within the research design
• Strong alignment between the RQ and the research design
The meso foundations: your research project(s)

• The research writing:
  • Hans: « writing is the essence of research »
  • Get inspired reading papers published in top journals
  • Learn based on multiple experiences
  • Use your peers and your network members

The micro foundations: your paper(s)

• A set of advice:
  • Crucial positioning and signaling [conceptual] contribution
  • Read the journal, cite papers on topic as authors may be reviewers
  • Close attention to structure
  • Focus literature review on issues to be covered; justify theory[ies]
  • Over-arching framework upfront => Draw a model diagram
The micro foundations: your paper(s)

• Theory to develop hypotheses not previous empirical studies
• Avoid replicative and uninteresting hypotheses; Use controls
• Comprehensive explanation, justification of data, connect to theory, ‘industry standard’ methods
• Identify limitations but don’t commit suicide

The micro foundations: your paper(s)

• What can be learned from the book:
• Chap. 1: Thinking and writing for scholarly publication in entrepreneurship
• Chap. 2: Getting published in entrepreneurship journals
• Chap. 3: The review process
• Chap. 4: Getting published and cited in entrepreneurship: reflections on 10 papers
The micro foundations: your paper(s)

- Chap. 5: From idea to publication: managing the research process
- Chap. 6: Doing a literature review
- Chap. 7: Ethics and publishing in entrepreneurship research
- Chap. 8: Moving from the periphery to the inner circle: getting published from your thesis
- Chap. 9: Do European scholars have specific problems getting published in anglo-saxon journals?

The micro foundations: your paper(s)

- Chap. 10: How to publish qualitative entrepreneurship research in top journals?
- Chap. 11: Laying the foundations for Asia-focused research through qualitative research
- Chap. 12: Publishing cases in entrepreneurship research
- Chap. 13: Getting published in entrepreneurship policy
- Chap. 14: Positioning entrepreneurship research for general management journals
Finally, as editors and reviewers are fond of writing

GOOD LUCK!