

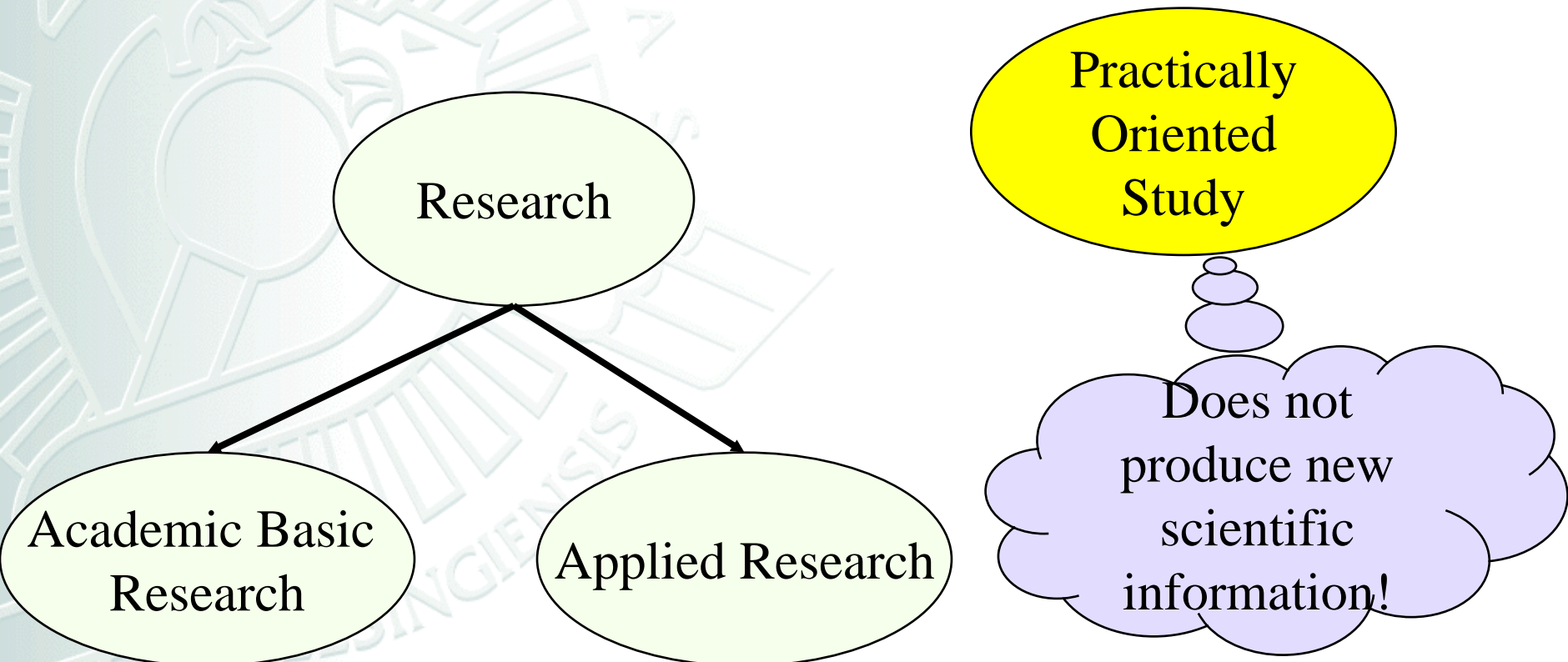


# Writing Scientific Papers and Publishing in Refereed Journals

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# What is Research?

- Activity producing results, which scientists publish as scientific papers



# Example: Calls to Service Numbers of Mobile Operators

Practical  
Orient.  
Study

- To collect information about calls to service numbers
- To classify customers based on their calls
- To create customer profiles according to their calls
- To understand and explain the behavior of customers
- To build a model to explain the impact of mobile technology on the behavior of human beings

Research

# Research → Good Research

- Good Research

- To produce new knowledge based on scientific research with an aim to contribute to your own scientific field



- Research results to be evaluated by the scientific community (i.e. are submitted for possible publication)
- Acceptance of scientific community means that the articles have to be published in good refereed journals and are widely cited

# Criteria for Good Research

- New ideas (innovative – not imitated)
- Importance of research problem
- Scientific methods
- Logical argumentation
- Scientific writing, publishing
- Promotion of research results (conference presentations etc.)

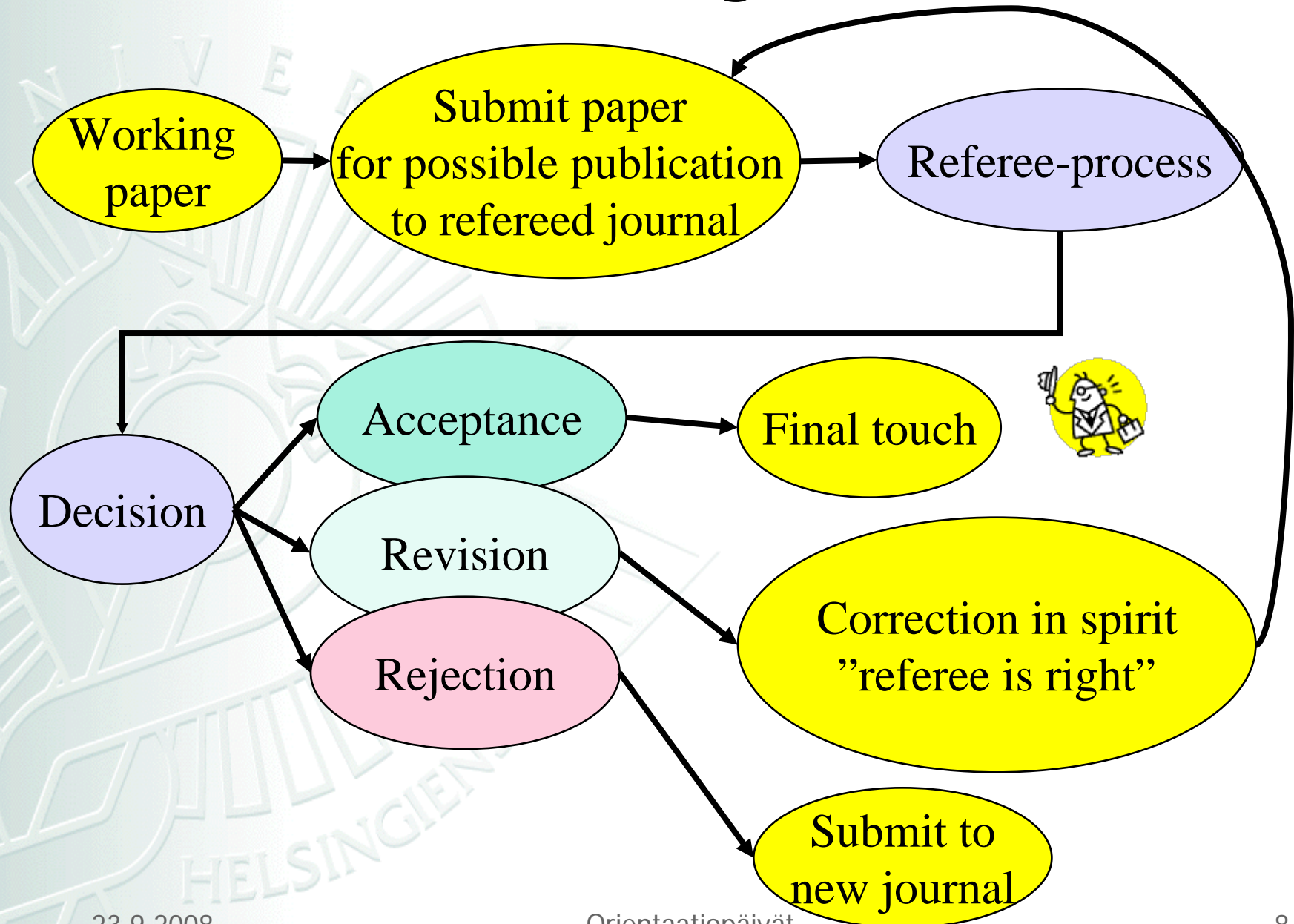
# Guidelines for Good Scientific Writing

- Write from the reader's point of view
- Write with clarity using illustrations and examples
- Write logically, precisely, and objectively
- Write "as simply as possible - but not simpler"  
(Albert Einstein)
- Cover the subject completely
- Correctness and consistency
- Be convincing
- Keep up reader's interest
- Revise, revise and revise

# Channels for Publishing

- Refereed Journals
- Books and Book Chapters
- Conference Proceedings
- Discussion and Working Papers
- Research Reports
- Management Oriented Papers
- Book Reviews

# Publishing Process





# Referee-Process

- Currently papers will normally be submitted electronically through a journal's web page. (**Never** submit your paper to more than one journal at the same time.)
- An editor or an associate editor familiar with the topic will process the paper.
- Editor (Associate Editor) sends the article to 2-3 referees – not known to the author. (In some cases, the editor will reject the paper immediately, if the language is poor or the topic is not relevant to the journal.)
- The referees recommend acceptance, revision, or rejection. Reviews may be in conflict.



# Referee-Process ...

- Editor (Associate Editor) makes the decision: acceptance, (major/minor) revision, or rejection. (The paper is very seldom accepted as such. If not rejected immediately, the paper has usually to undergo 1-3 revision rounds.)
- If rejected, make a revision and submit it to a new journal. (Acceptance rate usually varies between 10-60%.)

# Guidelines for Preparing the Revision

- The revised paper will be resent in most cases to the same referees. Thus ...
  - take the comments into account as well as you can!
  - prepare a response letter in which you respond to the referees' comments point by point!
  - Avoid saying that the referee is wrong even though it is true. You may always blame your poor writing and say that you have improved the wordings in the revision.
  - **Be always positive and grateful that somebody has evaluated your paper without any compensation !!!!**

# What Aspects do the Referees Focus on?

- Is the topic of the paper suitable to the journal?
- Does the paper need a revision?
- Is the work original?
- Does it contain a contribution and is the contribution clearly presented?
- Is the paper free of errors, and are the methods correctly applied?
- Is the paper clearly written? Is the title appropriate? Is the abstract good? Are the references complete?
- Could it benefit from condensation or expansion?

# What Kind of Papers are Accepted?

- “Articles must be readable, well-organized, and exhibit good writing style. Other important criteria are originality and significant contribution including the capacity to provide generalizations within the framework of application-oriented methods.”  
(Management Science)

# Which Journal ?

- Submit your paper always to a good journal. (Do not over-/underestimate your contribution! Ask your supervisor for advise.)
- A good journal = a journal which is cited much.
- Most of good journals are listed in ISI Web of Science Data Base.
- Various research institutes and universities have their own lists of "good" journals (see, e.g. HEC School of Management, Wirtschaftsuniversität Wien, French National Committee for Scientific Research, Bocconi University, EconPapers (RePec))

# Impact Factor

- **ISI** – journals have an annually published impact factor, which describes the “impact” of the journal, more precisely ...
- The journal impact factor is a measure of the frequency with which the “average article” in a journal has been cited in a particular year. (For the papers published in year  $t$ , the impact factor counts the citations in years  $t+1$  and  $t+2$  divided by 2.)
- At HSE, the rector has defined that a “top” journal is one with an impact factor  $\geq 1$ .
- To find ISI Web of Science go to *HSE home page* → *Library* → *Digital Campuslibrary* → *ISI Web of Science*.

# Summa Summarum

- Choose a relevant and interesting research topic!
- Conduct your research professionally!
- Communicate your results effectively!
- Publish in good journals!
- Promote your paper in various forums! (You market yourself via scientific achievements.)



# Summa Summarum ...



- Your paper gets noticed and read.
- Your paper is cited.
- Follow-up research is conducted based on your paper.
- Young scholar will become known in the scientific community. (Your recognition in the scientific community depends on the achievements of your scientific works.)
- "Friends" help open doors for you, but you have to earn the respect of the scientific community yourself.