

## SYLLABUS

### **Framing Papers for Scholarly Publication in Organization Studies**

Spring, 2015

Class dates: March 12, March 19, March 26, April 2, April 16, April 23, April 30 from 13:00-17:00

Location: Seminarraum UNK-E-2, Universitätsstr. 84, 8006 Zürich (Tram-Station Winkelriedstr., Lines 9 & 10).

Instructor: William McKinley, Professor of Management, Southern Illinois University at Carbondale

Instructor's e-mail: [decline@siu.edu](mailto:decline@siu.edu)

### **Course Objectives and Procedures**

The purpose of this course is to give doctoral students practice in crafting manuscripts that are intended for publication in scholarly journals. These papers can either be theory development papers, of the type published in *Academy of Management Review*, or empirical studies. The course is targeted primarily at track B and C doctoral students in the business disciplines, e.g., management, marketing, and accounting. However, the course would also be suitable for track A doctoral students in business or in other social science disciplines, such as sociology, psychology, anthropology, or political science.

This course reflects the instructor's belief that most business doctoral students receive little training in the craft of writing publishable papers, and they can benefit from such exposure. Given the pressures to publish in refereed journals that doctoral students face, as well as the difficulty of getting informal scholarly input from colleagues, a course such as this can be helpful. In particular, in European universities, students and professors are under increasing pressure to publish in English-language journals, and the course is directed toward that goal.

**If you wish to take the course, please inform Professor McKinley ([decline@siu.edu](mailto:decline@siu.edu)) by February 15.** Please include a short summary (no more than one page) of your Ph.D. topic and the paper you would like to develop in this course. Based on those summaries, the instructor will assign papers to the initial critique sessions (see Course Outline and Schedule below). After these assignments have been made, the instructor will return a revised version of the syllabus to each student, so that each participant will know when his/her paper is scheduled for in-class critique.

**By March 9, each student should e-mail the instructor and Christian Voegtlin ([christian.voegtlin@uzh.ch](mailto:christian.voegtlin@uzh.ch)) a copy of the paper to be critiqued.** These papers (double-spaced) should be developed at least to the level of a short paper or extended abstract of the type that is submitted to many conferences in organization studies (about 3000 words). An example would be the short papers that are required for submission to the European Group for Organization Studies (EGOS) conference. However, if a longer draft is available, the student could submit that as well.

The papers should include a title page, an abstract, and references for the works cited, as well as the text of the paper. Please use the reference and citation format specified in the *Academy*

*of Management Review* Style Guide for Authors (see the *AMR* website or any January issue of the journal). *Please number all pages in your manuscript.* Once these papers have been received, copies will be distributed by e-mail to each student in the course.

## **In Class**

The course will be taught as a seminar on March 12, March 19, March 26, April 2, April 16, April 23, and April 30. During the first class session, the instructor will provide an introductory lecture on the process of framing scholarly manuscripts for publication, and also discuss the details of the journal review process in the business disciplines. The students will have a chance to ask questions and discuss problems they have encountered in pursuing scholarly publication.

On March 19, we will begin the main agenda of the course, which is to assist each student in developing the paper submitted on March 9. There will be three sessions for critique of the first drafts. During those sessions, the instructor and the students will provide comments on each of the papers. Depending on the number of students taking the course, this could include discussion of 1-3 papers per session.

After each student's paper has been critiqued, his/her job will be to revise the paper and resubmit it to the instructor and the other students for a second round of review. The revised papers should incorporate the comments received in the first round, and should be full-length manuscripts, with all necessary figures and tables that would be expected in a paper under journal review. If you are unsure about the format of papers in management journals, see recent issues of the *Academy of Management Journal* or the *Academy of Management Review* for examples.

Critique of the revised papers (the second round) will be on a four-week cycle. Those papers initially reviewed on March 19 will be reviewed again on April 16, and so on. In order to permit adequate time for reading the revised manuscripts, each student should submit his/her revision to all course participants one week before the second round of comments is scheduled.

At the end of the course, the student will have a paper that has gone through two rounds of "friendly review," and is ready for further input by the student's personal network of colleagues. Most of the manuscripts will be in good shape for conference presentation at that point, though not all may be ready for journal submission. However, the student will have a foundation that can be developed to produce a potentially publishable manuscript.

As noted above, either theoretical or empirical papers can be submitted in this course. However, if a student decides to produce an empirical paper, (s)he should make sure that the methods and results are presented in such a way that they can be understood by a social science academic who is not necessarily a specialist in the student's discipline.

Needless to say, this course will be intense, due to the compressed time frame. Therefore any student intending to take this course should immediately begin thinking about the topic of the paper (s)he intends to write. Manuscripts already in development are also welcome. The student should read the book by Anne Huff (2009) titled *Designing Research for Publication* as a guide for work on his/her manuscript. New and used copies are available on Amazon.com.

Supplemental readings that will be helpful are listed at the end of this syllabus. I particularly recommend the paper by Locke and Golden-Biddle (1997), because it describes techniques that successful authors have used in creating “opportunities for contribution” in their journal articles.

In order to make the in-class critiques manageable, each student should plan to limit his/her final paper to no more than 30 manuscript pages (double-spaced). At no time should a student submit a document longer than 30 pages for in-class critique. The 30-page limit does not include references.

*Because in-class critique plays a critical role in this course, students are expected to attend all class sessions and participate actively in the critique of their fellow students’ work, as well as in discussion of their own work.*

### **Text**

Huff, A. 2009. *Designing Research for Publication*. Thousand Oaks, CA: Sage Publications.

It will be to each student’s advantage to read the whole book as soon as possible. The book will not be formally discussed in class – it is intended as background reading for the course. For those who are new to the process of writing for scholarly publication, Huff’s book provides an excellent introduction to the craft, and it will familiarize the student with the basic parts of a scholarly paper.

### **Course Outline and Schedule**

<b>February 15</b>	<b>Initial expression of interest due to instructor</b>
<b>March 9</b>	<b>First draft of paper due</b>
<b>March 12</b>	<b>Introduction to course; instructor lecture</b>
<b>March 19</b>	<b>Critiques of first drafts (Session 1)</b>
<b>March 26</b>	<b>Critiques of first drafts (Session 2)</b>
<b>April 2</b>	<b>Critiques of first drafts (Session 3)</b>
<b>April 9</b>	<b>Easter Break (no class)</b>
<b>April 16</b>	<b>Critiques of revised papers (Session 1)</b>
<b>April 23</b>	<b>Critiques of revised papers (Session 2)</b>
<b>April 30</b>	<b>Critiques of revised papers (Session 3)</b>

## Supplementary Readings

- Beyer, J. M., Chanove, R. G., & Fox, W. B. 1995. The review process and the fates of manuscripts submitted to *AMJ*. *Academy of Management Journal*, 38: 1219-1260.
- Corley, K. G., & Gioia, D. A. 2011. Building theory about theory building: What constitutes a theoretical contribution? *Academy of Management Review*, 36: 12-32.
- Cummings, L. L., & Frost, P. J. (Eds.). 1985. *Publishing in the organizational sciences*. Homewood, IL: Richard D. Irwin.
- Cummings, L. G. & Frost, P. J. (Eds.). 1995. *Publishing in the organizational sciences* (2<sup>nd</sup> ed.). Thousand Oaks, CA: Sage Publications.
- Frey, B. S. 2003. Publishing as prostitution? - Choosing between one's own ideas and academic success. *Public Choice*, 116: 205-223.
- Frost, P. J., & Stablein, R. E. (Eds.). 1992. *Doing exemplary research*. Newbury Park, CA: Sage Publications.
- Golden-Biddle, K., & Locke, K. 1993. Appealing work: An investigation of how ethnographic texts convince. *Organization Science*, 4: 595-616.
- Kerr, S., Tolliver, J., & Petree, D. 1977. Manuscript characteristics which influence acceptance for management and social science journals. *Academy of Management Journal*, 20: 132-141.
- Locke, K., & Golden-Biddle, K. 1997. Constructing opportunities for contribution: Structuring intertextual coherence and "problematizing" in organizational studies. *Academy of Management Journal*, 40: 1023-1062.
- McKinley, W. 2010. Organizational theory development: Displacement of ends? *Organization Studies*, 31: 47-68.
- McKinley, W., Mone, M. A., & Moon, G. 1999. Determinants and development of schools in organization theory. *Academy of Management Review*, 24: 634-648.
- McKinley, W., Wood, M. S., and Moon, G. 2011. Low heed in organization theory. *M@n@gement*, 14(3): 186-212.
- Mone, M. A., & McKinley, W. 1993. The uniqueness value and its consequences for organization studies. *Journal of Management Inquiry*, 2: 284-296.