

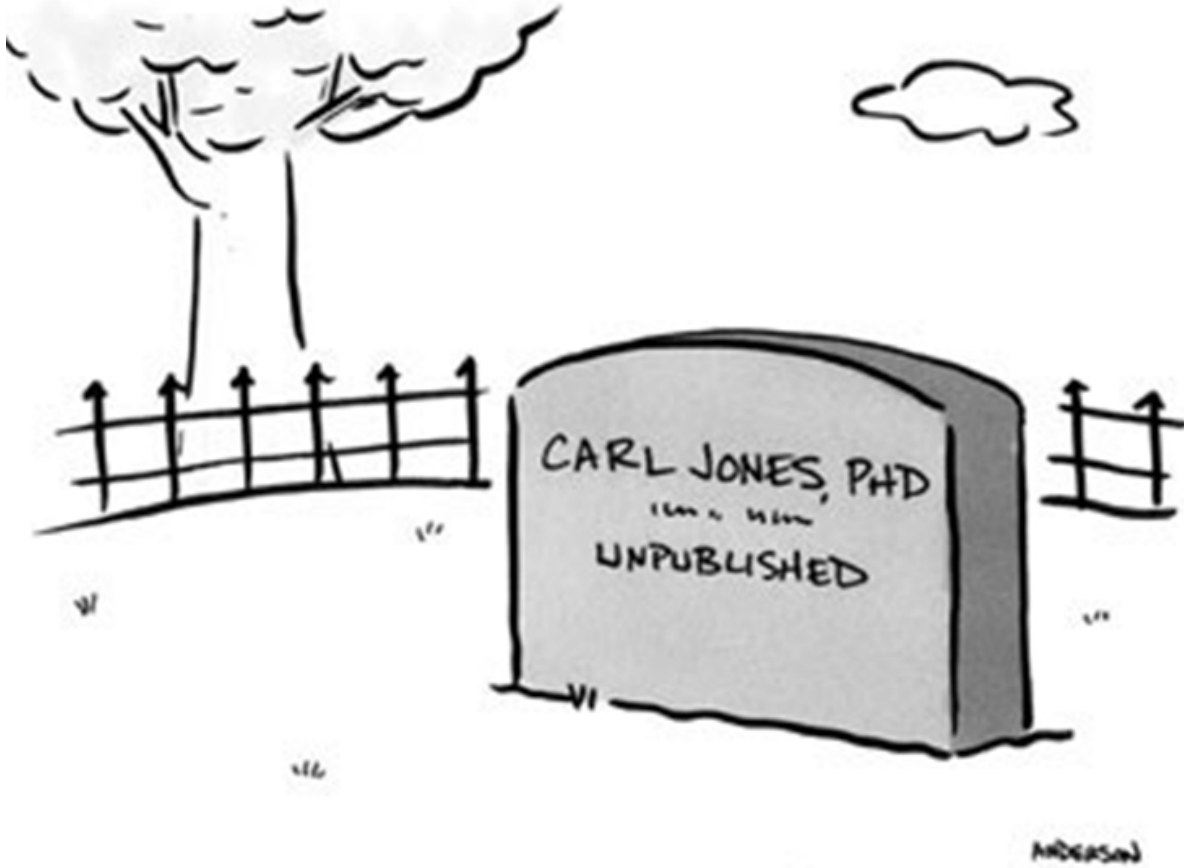
Developing a Strategy for Publishing

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MACQUARIE UNIVERSITY

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“Publish or perish”



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What makes me different

manufacturing
ENGINEERING

A PUBLICATION OF ADVANCED MANUFACTURING MEDIA



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strat•e•gy

(strāt' ə-jē) n.

1. Plan of action
designed to achieve
a particular goal.

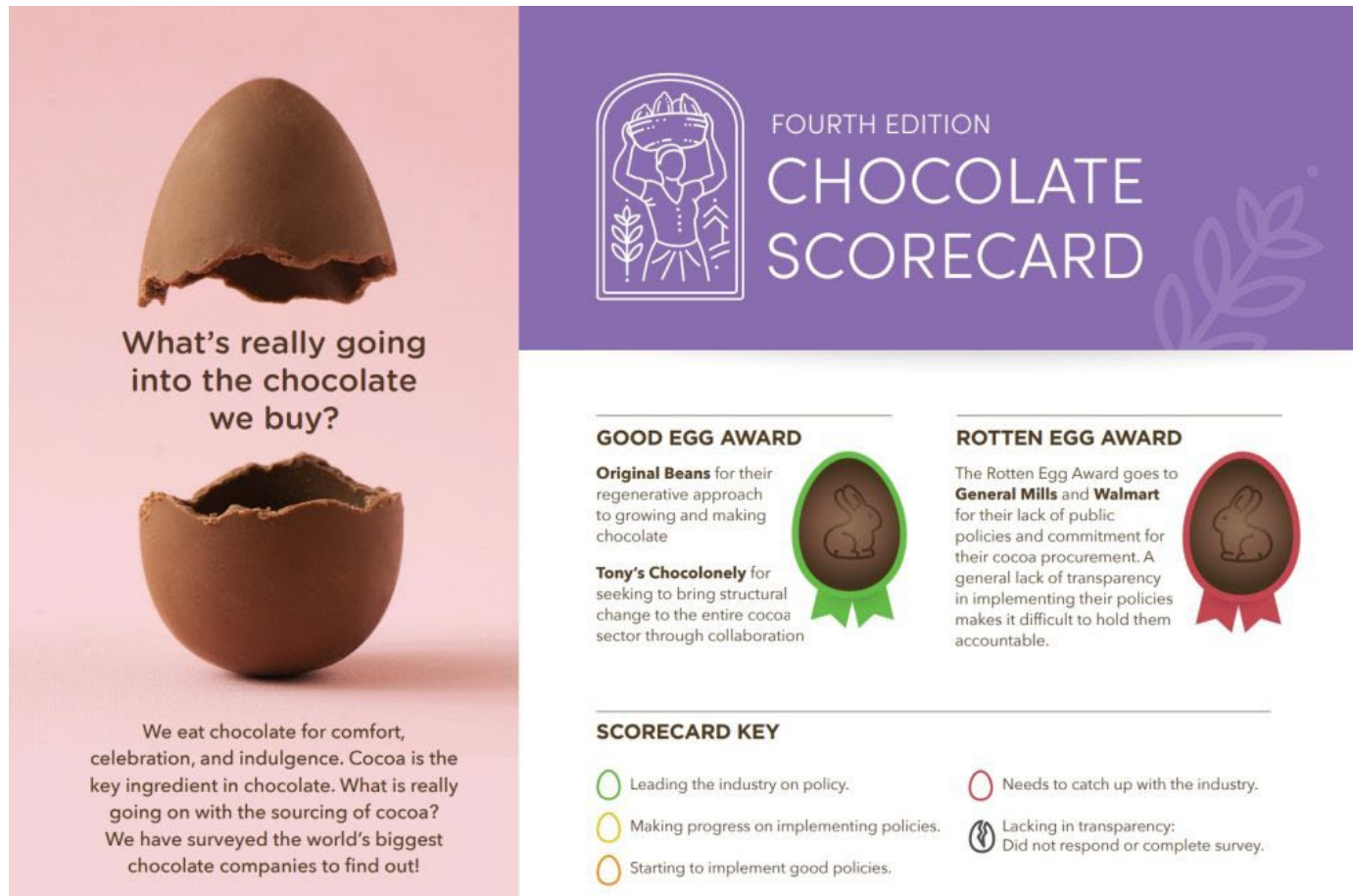
— *Academic* —
**RESEARCH,
PUBLISHING**
- & -
WRITING
— — — — —
CRITICAL THINKING
and **STRATEGIES FOR**
BUSINESS SCHOLARS



JOHN DUMAY

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Avoid Gap Spotting Research important social issues – Modern Slavery



What's really going into the chocolate we buy?

We eat chocolate for comfort, celebration, and indulgence. Cocoa is the key ingredient in chocolate. What is really going on with the sourcing of cocoa? We have surveyed the world's biggest chocolate companies to find out!

FOURTH EDITION CHOCOLATE SCORECARD

GOOD EGG AWARD

Original Beans for their regenerative approach to growing and making chocolate

Tony's Chocolonely for seeking to bring structural change to the entire cocoa sector through collaboration

ROTTEN EGG AWARD

The Rotten Egg Award goes to **General Mills** and **Walmart** for their lack of public policies and commitment for their cocoa procurement. A general lack of transparency in implementing their policies makes it difficult to hold them accountable.

SCORECARD KEY

- Leading the industry on policy.
- Making progress on implementing policies.
- Starting to implement good policies.
- Needs to catch up with the industry.
- Lacking in transparency: Did not respond or complete survey.

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Critical Thinking

- Insight, Critique, Transformative
Redefinition (Change)



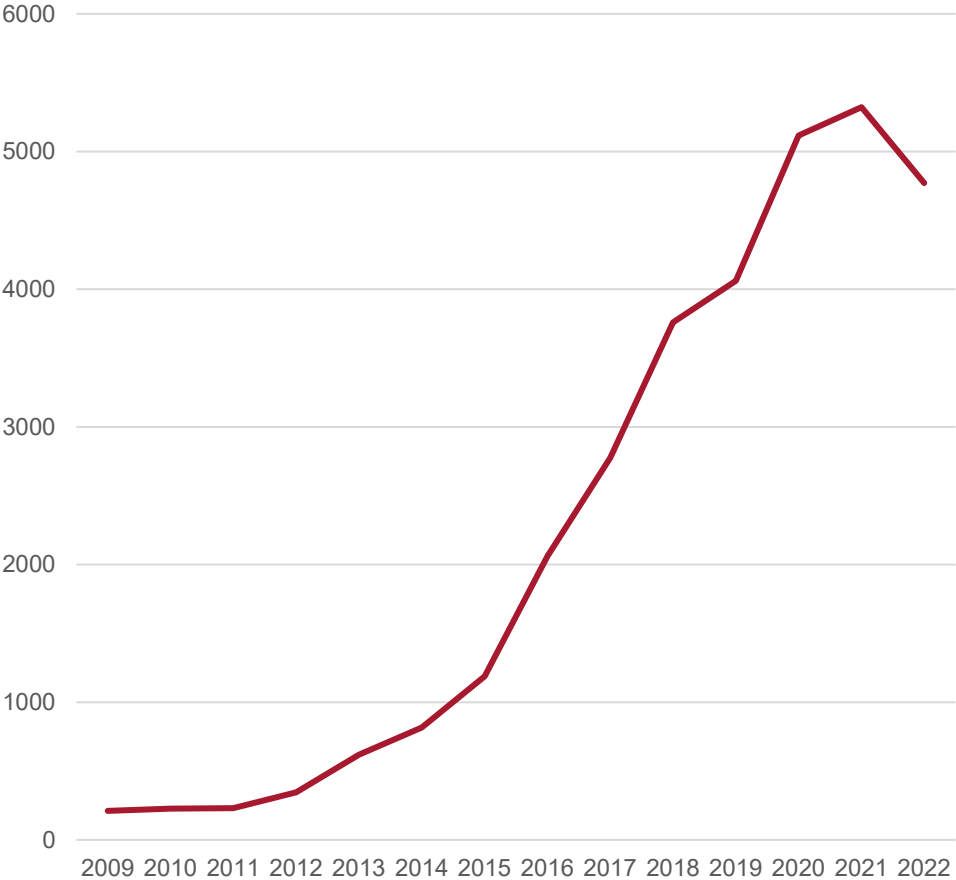
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Choosing a Target Journal

- Rule 1: Publish in journals familiar to you and your colleagues
 - Journals are a social system
 - My community:
 - AAAJ (APIRA), BAR, QRAM, Meditari, CPA, A&F (AFAANZ)
- Rule 2: Never submit a paper to a journal you are unfamiliar with.
 - Pub Phishing - a fraudulent practice in academia where scammers impersonate legitimate academic journals or publishers.
 - if a publication fee is asked for before you submit, there is a potential problem.



Open access and hockey stick journals



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Understanding the attributes of published articles

AAAJ
26,6

Construction of research articles in the leading interdisciplinary accounting journals

876

Charl de Villiers

*University of Waikato, Waikato, New Zealand and University of Pretoria,
Pretoria, South Africa, and*

John Dumay

University of Sydney Business School, Sydney, Australia

PAR
26,3

Writing an article for a refereed accounting journal

Charl de Villiers

*Department of Accounting, The University of Waikato,
Hamilton, New Zealand and*

*Department of Accounting, University of Pretoria,
Pretoria, South Africa, and*

John Dumay

*Department of Accounting & Corporate Governance,
Macquarie University, Sydney, Australia*

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Academic writing myth:

“that Impersonal = Objective = Scientifically Superior [language] still holds firm in many social scientists’ minds.

(Sword, 2009, p. 330).

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The Writer's Diet Test

The Writer's Diet

home **test** app book writespace help author BASE

The Test

Enter a text sample of between 100 to 1000 words, then click "run the test" to see your result. (To test a longer length document, download the free Writer's Diet app for MS Word [here](#).)

point you in the right direction.

To start you in the right direction, I will again reflect on my early academic career. As outlined in the previous chapter, I was a latecomer to academia. However, I have a research and publishing record equal to or better than colleagues with 10 or 20 years more experience. I put part of that success down to my engineering qualifications and MBA training in strategy. My engineering training taught me an important lesson. If I wanted to understand how something worked, I needed to pull it apart and then learn how to put it back together. My MBA training taught me that having a strategy is essential for knowing how to go about the process. I needed to know the end goal, what resources I had, and what resources were needed to achieve the goal.

run the test

Your Result

get action plan

<input type="checkbox"/> be-verbs				
<input type="checkbox"/> zombie nouns				
<input type="checkbox"/> prepositions				
<input type="checkbox"/> ad-words				
<input type="checkbox"/> it, this, that, there				

LEAN
This sample has 252 eligible words.

I find **that** most early career academics do not have a **clearly** defined research and publishing strategy. Often, they **are** guided by their ideologies and beliefs but have not thought **about** nor do they understand how the publishing game works. I call **academic** publishing a game because **it** appears **to** have some rules, like peer review and **publication** ethics. However, **academic** publishing has some unwritten rules and strategies **that** early career researchers may **be** unaware of. I do not intend **to** write the unwritten rules for you here. Rather, I will outline how I tackle the game **strategically**. Being more **strategic** **is** not the panacea **for** success, but **it** will help point you **in** the right direction.

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"That's all Folks!"

