“Publish or perish”
What makes me different
strategy
(străt’ ə-jē) n.
1. Plan of action
designed to achieve
a particular goal.
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.

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.

MACQUARIE BUSINESS SCHOOL | DEPARTMENT OF ACCOUNTING AND CORPORATE GOVERNANCE
Critical Thinking

- Insight, Critique, Transformative Redefinition (Change)

Doing Critical Management Research

Mats Alvesson and Stanley Deetz
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
Understanding the attributes of published articles

Construction of research articles in the leading interdisciplinary accounting journals

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

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
Academic writing myth:

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

(Sword, 2009, p. 330)
The Writer’s Diet Test

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.)

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 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.

Your Result

get action plan

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.
"That's all Folks!"