

Faculty of Business & Law

**The Faculty would like to extend an invitation to all academic staff and
RHD students to attend a seminar on:**

Publishing in Top Tier Journals: A Totally Different Perspective

BY

Kwaku Atuahene-Gima

**Professor of Marketing and Innovation,
China Europe International Business School (CEIBS), Shanghai, China**

Date: 15th December 2009

Location: Callaghan Campus - OASIS Room (SRS203)

Time: 2pm to 4pm

Please RSVP by email to: PA-PVCBL@newcastle.edu.au

Please RSVP by Wednesday 9th December

Afternoon tea will be provided

SEMINAR Overview

Publishing in Top Tier Journals: A Totally Different Perspective

Editor of a “top” journal: “Although a very interesting paper on a timely topic, I have decided to reject your paper because of the lack of theoretical contribution. We have a longstanding policy at this journal to publish only manuscripts that offer a new and significant contribution. In addition several research design problems detract from the intended contribution.”

Author’s questions:

- How do I know whether my research idea makes a new and significant contribution before I start the work?
- What are these research design problems and how do I overcome them in my work?
Lack of theory, limited theoretical contribution, and research design problems are the main reasons why research papers to get rejected at the very top journals. I have attended many presentations on “How to Publish in Top Journals” but always come out still not knowing the “HOW” to overcome these hurdles.
- How do I determine in advance whether my research question or idea will make a theoretical contribution?
- How do I know whether the theoretical contribution, if any, is new and significant?
- How do I write up and position a theoretical contribution?
- How do I design my research to ensure the required rigor?

Based on my own trench warfare experience in dealing with the very top journals in Strategic Management, Management, Marketing, and Organization Science and my experience as a reviewer and editorial review board member of several journals, I will attempt to answer these questions in the hope of providing specific “What to Do” guidelines.

TAKE AWAY: A simple check list of “How to determine a new and significant theoretical contribution in advance”, that I have found useful in my work.

Professor Kwaku Atuahene-Gima BIO

An award-winning author, Kwaku's work has been published in leading academic journals such as *Journal of Marketing*, *Journal of Product Innovation Management*, *Academy of Management Journal*, *Management Science*, *Organization Science*, *Strategic Management Journal*, and others. His work has also appeared leading practitioner journals such as *R&D ? Technology Management* and in the Best Paper proceedings of the Academy of Management. Kwaku has been recognized worldwide for his contributions to marketing and innovation knowledge. He is consistently ranked among the top marketing/innovation management scholars in the world. A recent ranking placed him as number 4 among the top 1,179 innovation management scholars worldwide. His work has received a Citation of Excellence for Highest Quality and for outstanding contribution to knowledge by Annbar. His research work has won several awards. Kwaku is on the Editorial Board of the *Journal of Marketing*, *Journal of Product Innovation Management*, *Journal of International Marketing*, *Australasian Marketing Journal*, *Critical Perspectives on International Business*, and formerly on *Journal of the Academy of Marketing Science* (2001-2003) and *Industrial Marketing Management* (1997-2005) boards.

Kwaku has conducted workshops on "*How to Publish in Top-Tier Journals*" to faculty and doctoral students at numerous universities. Kwaku was an invited Speaker and Panelist on the topic "*Getting Published from Outside North America*" organized by the Academy of Management in New Orleans (August 2004); and at the Asia Academy of Management Professional Development Workshop on the topic "*Triumphs and Challenges of Getting Asia-related Research Published in Reputable Journals*" in New Orleans, August 2004. He serves as an ad hoc reviewer for journals such as the *Journal of Marketing*, *Academy of Management Review*, *Strategic Management Journal*, *Organization Science*, *Academy of Management Journal*, and *Journal of International Business Studies*, and others as well as for the Academy of Management and American Marketing Association, and European Marketing Academy Conferences.