

# **PUBLISHING YOUR RESEARCH: HOW TO PUBLISH IN SCHOLARLY JOURNALS?**

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“Academic success depends on research and publications”.

Philip Zimbardo

# PRESENTATION AGENDA

Introduction

Select an appropriate publication outlet

Requirement

Conclusions



# INTRODUCTION

- Many scholars, strive to do high-quality research that will advance their knowledge.
- submit our manuscript for publication in a peer reviewed/ Scopus journal.

# A. Peer Review Journals

- Peer Review is the critical assessment of manuscript submitted to journals by experts who are not part of the editorial staff.
- The goal of **peer review** is to **assess the quality** of articles submitted for publication in a scholarly journal. Before an article is deemed appropriate to be published in a peer-reviewed journal, it must undergo the following process:
  - The author of the article must submit it to the journal editor.
  - evaluating the quality of the submitted manuscript.
  - The peer reviewers check the manuscript for accuracy and assess the validity of the research methodology and procedures.
    - If appropriate, they suggest revisions. If they find the article lacking in scholarly validity and rigor, they reject it.

## B. Double blind review:

- **Meaning** that the reviewers of the paper won't get to know the identity of the author(s), and the author(s) won't get to know the identity of the **reviewer**.

## C. SCOPUS JOURNAL

- *What is Scopus Indexed Journals*

**Scopus** is the largest abstract and citation database of peer-reviewed research literature with over 21,000 titles from more than 5,000 international publishers.

- Elsevier is the owner of Scopus and is also one of the main international publishers of scientific journals, an independent and international Scopus Content Selection and Advisory Board was established to prevent a potential conflict of interest in the choice of journals to be included in the database and to maintain an open and transparent content coverage policy, regardless of publisher.

## SCOPUS Cont...

- Scopus also offers author profiles which cover affiliations, number of publications and their bibliographic data, references, and details on the number of citations each published document has received. It has alerting features that allows registered users to track changes to a profile and a facility to calculate authors' h-index.



# Searching for the Journal<sup>9</sup>

- [www.scopus.documents.com](http://www.scopus.documents.com)
- [SCOPUS JUNE 2017.xlsx](#)
- Library to confirm
  
- Referred to SBM List of Journals
- [SBM Journal List 03'17\\_w3.pdf](#)
- ABDC List
- [ABDC Journal List\\_14122016.csv](#)

# REQUIEEMENTS; Format

**Title**

**Affiliation**

**Abstract**

**Keywords**

- **1.Introduction**
- **2. Literature Review & Hypotheses Development**
- **3. Materials and Methods**
- **4. Results/Findings and**
- **5. Discussion**
- **6. Conclusions and Recommendations**
- **Acknowledgements**
- **References**

# TITLE

- **Normally 15 WORDS!**
- **•Brief (short & sharp) phrase describing/reflecting the contents of the paper.**
- **•Concise and informative.**
- **•Avoid abbreviations, prepositions and formulae where possible**

# Affiliations

- **Print authors' full names and affiliations, the name of the**
- **corresponding author along with HP/office phone**
- **(International Code), fax and e-mail information & complete current addresses**
- **• Be consistent with your own names for e-search databases/citation purpose**
- **Main author must be corresponding author (student can be a corresponding author)**
- **UUM affiliation “Universiti Utara Malaysia”**

# Abstract

- **100-250 WORDS**
- **Contain the following;**
- • **introductory statement, objective/s,**
- • **scope of the experiments/methodology,**
- • **major results/findings**
- • **conclusions (with research limitations/Implications (if applicable))**
- – **Exclusions/next steps, practical implications (if applicable) –**
- **Applications to practice/’So what?’ Social implications (if applicable)**
- – **Impact on society/policy/future**
- **work/suggestions/recommendations)**
- **Should be written in the past tense.**

# REQUIREMENT CONT....

## . 1. INTRODUCTION:

starts with some general information and highlight about dependent variable (e.g Enhancing business performance is undoubtedly very important in today's competitive environment. this is because....)..add more and you can write that e.g there are many variables that can contribute to business performance such as:                   A,                   B,                   C.

- talk about the variables and in the other paragraphs  
 - Then specify that despite their importance but there are less studies that examined the link between them and in which context. mention the gap and link the last sentence with next section literature review.

- Normally 1-1.5 pages
- • Provides insights to the current or past problem
- Objectives must be at last paragraph

# REQUIREMENT CONT....

## 2. LITERATURE REVIEW

- Start with the DV, define it and mention about its importance.
- The view of research on it and good if can find from your context.
- Mention again that several variables affect it such as:....next section highlight them
- \* Talk about independent variables: their definitions and importance. Also the their link with Dv based on past studies.
- Then state the hypotheses. H1: , H2:, ...

# REQUIREMENT CONT....

## 3. METHODOLOGY:

Starts with research objective again. Then mention your designed wether quantitative/ qualitative approach is used to collect the data....This is because.....Then talk about the population and sample size according to (e.g. Sekaran & Bougie, 2013).....Therefore the data is collected using survey from e.g 400 SMEs owner/manager at.....using ? sampling technique.

- next paragraph talk about measurement of variables: such as adopted/adapted from past research.
- Then what tool of analysis you use for data analysis and what test you use and why as compared to other tool.



# REQUIREMENT CONT....

## 4. DATA ANALYSIS AND RESULTS

- start with how many questionnaire distributed and how many got back. Then respondent profile...(e.g the respondent profile indicated that 47% of the respondents were male, while 53% where female). on age, it shows that 32% .....etc...
- Then talk about reliability (e.g Cronbach's alpha is used to calculate the reliability of measures. A has a Cronbach's alpha of 0.85 which is higher than the recommended value 0.7 as suggested
  - by Hair et al.,2013).
- Then Factor analysis. procedure used and how many items remaining.

## REQUIREMENT CONT....

4. In other Analysis e.g Regression, SEM it is important to mention about data screening methods, then model fit and values achieved for indices.
  - Then hypotheses based on regression table: The hypotheses were testing using regression which is generated from structural model....) The findings indicated that A has significant effect on B (B=..., CR= ,  $p < 0.5$ ), therefore, H1 is accepted.. Mention R square how much this variable explains variance in Dv...the results also indicated that...).

# REQUIREMENT CONT....

## 5.DISCUSSION:

- Mention the objective again. Then say what the result you got and who supported it in past research. If you want you can mention about the theory also which explains the relationship and your findings support it by bringing empirical evidence from the industry and country of your focus.

Make every paragraph for 1 hypothesis and discuss it in same way.

# REQUIREMENT CONT....

## **6. Conclusion & Recommendations**

Again the purpose of the study...what you found....what is the contribution from this finding...add the implications and suggestions for practitioners.

- mention what limitations of your study, what you suggest for future research.

## 7 steps to publishing in a scientific journal Shaikh , 2016

- **Do not rush submitting your article for publication**
- **Select an appropriate publication outlet.**
- **Read the aims and scope and author guidelines of your target journal carefully.**
- **Make a good first impression with your title and abstract.**
- **Have a professional editing firm copy-edit (not just proofread) your manuscript, including the main text, list of references, tables and figures.**
- **Submit a cover letter with the manuscript.**
- **Address reviewer comments very carefully.**

**“To get to know, to discover, to publish—this is the destiny of a scientific researchers.”**

**— François Arago**

THANK YOU