



Course Title: How to Publish in A-Journals / Summer Term 2023

Lecturer: Professor Dr. Marc Fischer

Course number	14266.0205
Location/Room	Room 4.301, 4 th floor, SHS
Time	(1) Wednesday, April 12, 2023, 14:00 - 20:00 p.m. (2) Wednesday, May 10, 2023 14:00 -20:00 p.m. (3) Wednesday, June 21, 2023, 14:00 – 20:00 p.m. (4) Friday, July 21, 2023, submission of term papers
Credit Points	6 ECTS
Type of course	Doctoral seminar / Section Management
Course Language	English

1. Objectives

Publishing in A+ journals is tough. Unfortunately, it is not sufficient to have a brilliant idea and execute the research project in line with the international state-of-the-art. You also need to be an excellent writer and reader! Writing refers to introducing the research problem, positioning your work relative to the literature, synthesizing your main findings, etc. Reading refers to understanding the messages in the reviews once the manuscript comes back from the review process.

In this seminar, we will focus on training two skills:

- (1) Writing a powerful introduction including the positioning relative to the literature
- (2) Understanding reviews and drawing conclusions for revising the manuscript

We will address questions such as

- What are success factors of publishing in top tier journals?
- How to pick relevant research?
- Which kinds of contributions exist?
- How to position your research relative to the literature?
- What are stylistic means for a powerful introduction?
- Which strategy to follow for the submission process?
- How to read between the lines in review reports?





2. Structure of the seminar

The seminar includes two components:

- 3 Sessions for discussion in classroom
- Term paper on introduction and positioning an individual research project chosen by the participant

Session 1 – Experiences from the publication process with discussion

In the first session, I will present my thoughts and experiences of the publication process in top tier journals. I will cover various aspects, e.g., success factors of top tier journals, identifying contributions, submission strategies, managing the review process, etc. Participants are expected to bring in their own experiences, questions, and reflections on the publication process.

Timing: 6 hours

Required preparation: Reading of Session 1 literature list

Session 2 – Introducing and positioning papers

In the second session, we will analyse how authors successfully introduce their research problems and position their paper relative to the existing literature. We will do this on the basis of five selected articles from top tier journals (see reading list for session 2). You need to prepare 1 slide per article where you summarize how the authors structured their introduction and problem setting. You need to answer the following questions

- What raised your interest in the article?
- Which stylistic means for the introduction was used?
- What is the type of major contribution of the article?
- What kind of relevance is claimed and how is it shown?
- Which approach was used to position the work relative to the literature?

Timing: 6 hours

Required preparation: 1. Reading of Session 2 literature
2. Preparation of 1 summary slide per article





Session 3 – Understanding and responding to reviews

In the third session, we will analyse the review reports of a paper submitted to a top tier journal and craft a revision strategy. The manuscript and review reports of the reading list for session 3 are the basis for this task. You need to prepare 2 slides. The first slide summarizes your learnings from the reports. With your second slide, you outline your revision strategy. You need to address the following questions

- What is the tonality of the reviews?
- How do you weigh the reviews relative to each other?
- What are the main issues?
- Are they consistent across reviewers?
- Which issues are critical, which could be covered in the review notes?
- What are your options for addressing the critical issues?

In addition, you present a research project of your own. Based on the discussion of session 2, you need to prepare 2 slides of introduction that shows the relevance and kind of contribution of your research. Furthermore, you are expected to prepare a 1-slide summary of how you position your research relative to the literature.

Timing: 6 hours

Required preparation:

1. Reading of Session 3 literature
2. Preparation of 2 summary slides
3. Preparation of 3 slides introducing and positioning of your research project

Term paper

Using feedback from session 3, you submit a draft proposal of a research project of your choice. In this proposal, you introduce the research problem and contribution and position the paper relative to the existing literature. The draft must not exceed 6 pages and must adhere to the following formal guidelines:

- Maximum of 6 pages excluding title page, references, tables, and figures
- 1 inch margin on each side
- 12 pt Times New Roman
- Double-spaced
- Tables and figures appear at the end





Timing: approx. 4 weeks

Required preparation: 6-page introduction and positioning draft of own research project

3. Reading list

Session 1

Davis, Don (2001), "Ph.D. Thesis Research: Where do I Start?", Columbia University.

Hauser, John (2003), "How to Get Your Article Accepted", University of Florida.

Holbrook, Morris B. (1986), "A Note on Sadomasochism in the Review Process: I Hate When That Happens," *Journal of Marketing*, 50(3), 104-108.

Levy, David and Michael Schlomowitsch, "Special Report: How to Get Published".

Reinartz, Werner J. (2016), "Crafting a JMR Manuscript," *Journal of Marketing Research*, 53 (1), 139-141.

Sawyer, Alan G. (1988), "How to Write a Painful Marketing Manuscript: Pros and Cons," *Journal of Marketing Education*, 10, 49-53.

Staelin, Richard (2003), "A Prior Editor's Guidelines on Readability." University of Florida.

Session 2

Anderson, Eric, Song, Lin, Duncan Simester, and Catherine Tucker (2015), "Harbingers of Failure," *Journal of Marketing Research*, 52(5): 580-592.

Xueming Luo, Siliang Tong, Zheng Fang, and Zhe Qu (2019), "Frontiers: Machines vs. Humans: The Impact of Artificial Intelligence Chatbot Disclosure on Customer Purchases," *Marketing Science*, 38(6): 937-947.

Hovy, Dirk, Shiri Melumad, and J. Jeffrey Inman (2021), "Wordify: A Tool for Discovering and Differentiating Consumer Vocabularies," *Journal of Consumer Research*, 48(3): 394-411.

Nadler, Amos, Peiran Jiao, Cameron J. Johnson, Veronika Alexander, and Paul J. Zakc (2018), "The Bull of Wall Street: Experimental Analysis of Testosterone and Asset Trading," *Management Science*, 64(9): 4032-4051.





Christof Naumzik, Stefan Feuerriegel, and Markus Weinmann (2022), "I Will Survive: Predicting Business Failures from Customer Ratings," *Marketing Science*, 41(1): 188-207.

Session 3

Selected manuscript and review reports.

4. Prerequisites

Target audience: Ph.D. students majoring in marketing and related fields

Prerequisites: Own research project (may be at different stages)

5. Relevance for study programmes

CGS students and WiSo faculty Ph.D. students

Maximum number of participants: **8**

6. Registration

Registration is mandatory. Please contact Christa Körner, Room 4.422, Tel. 8676,

E-mail: koerner@wiso.uni-koeln.de

Final date for registration: **Friday, March 31, 2023**

7. Teaching staff

Professor Dr. Marc Fischer

8. Coordination/Contact

Christa Körner (koerner@wiso.uni-koeln.de), Tel. 8676

