

Publish or Perish

The Art and Science of Publishing Journal Papers



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Business Systems and Analytics, La Salle University, United States

Honorary Professor, University of Paderborn, Germany

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<http://tavana.us/pop.pdf>

PUBLISHING SINS FOR AUTHORS

1. Plagiarism

Copying text, figures, data, or ideas without proper credit or citation.

2. Duplicate Submission

Submitting the same manuscript to more than one journal at same time.

3. Duplicate Publication

Publishing the same or substantially similar paper in multiple journals.

4. Excessive Self-Citation

Artificially inflating citation counts through unnecessary references to one's own work.

5. Misuse of AI or Automated Tools

Submitting AI-generated content without disclosure or accountability.

PUBLISHING SINS FOR REVIEWERS

1. Plagiarism of Unpublished Work

Using or appropriating ideas, data, or methods from a manuscript under review.

2. Forced Self-Citation

Pressuring authors to cite reviewer's work for personal gain rather than scholarly relevance.

3. Conflict of Interest

Reviewing a manuscript authored by close colleagues collaborators, or co-authors without disclosure.

4. Misuse of AI or Automated Tools

Submitting AI-generated reviews without critical human evaluation or exposing confidential manuscripts to AI systems.

5. Biased Reviewing

Accepting or rejecting a manuscript based on personal, institutional, or ideological bias rather than academic merit.

Research brings success to your academic life

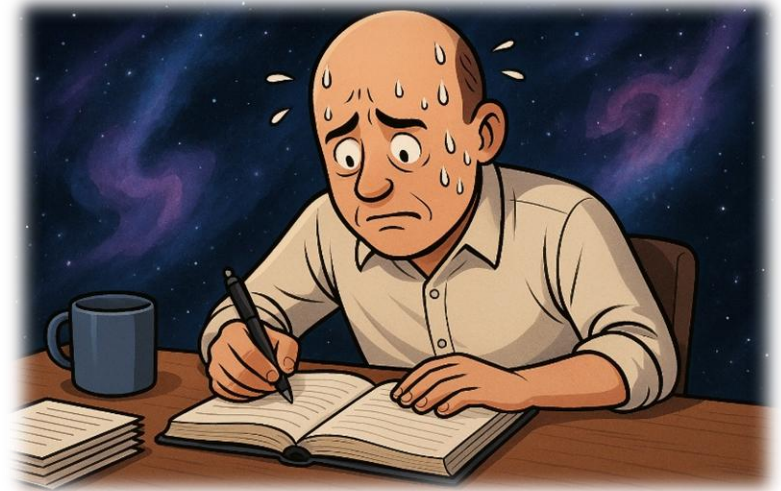
Writing a Journal Paper is a Journey that:

- Will take longer than you expect
- Will force you to leave your comfort zone as you:
 - Learn new ideas
 - Develop new skills
 - Encourage new publishing relationships; and
 - Understand the volatility of the review process



Research is Fun

1. Writing journal papers requires hard work and patience - it is worth the effort!
2. Nobody is perfect - everybody sweats!
3. Don't put all your eggs in the same basket - work on different papers simultaneously and have papers at different stages of completion!
4. If you "fail" it is not the end of the world!



Collaborate with others!

Networking Tips

- Build and expand a network of co-authors
- Write with experienced researchers



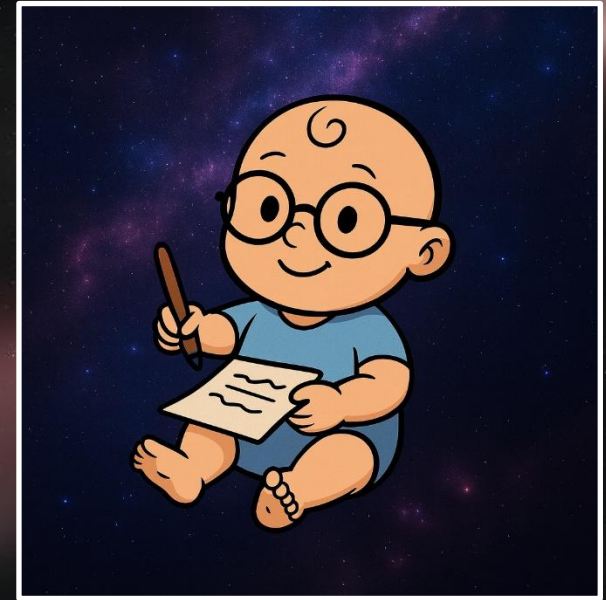
Co-authoring with experienced researchers
can be a rewarding experience!

Ten Lessons About Writing Journal Papers Your Mother Never Taught You

PLOS Editorial by Madjid Tavana (October 2021)

<https://yoursay.plos.org/2021/10/ten-lessons-about-writing-journal-papers-your-mother-never-taught-you/>

Writing journal papers is as much an art as a science. You need a bit of both when writing a journal paper. Many editors and reviewers make up their minds after a few minutes of browsing your paper.



1. **Added Value:** Introduce a unique point of view to stand out. You can build on an existing concept, but you still need to say something new.
2. **Language:** Simplify your writing style and avoid spelling, grammar, and punctuation errors. Write short sentences and paragraphs, use the active voice, and don't repeat yourself.
3. **Acronyms:** Expand an acronym once in the abstract and upon the first use in the body of your manuscript only if it appears three times or more. The expansion is not necessary if the acronym is well established in the field (e.g., IT for Information Technology). Remember, acronym overuse reduces readability.

4. **Title:** Make it as concise as possible (maximum 20 words) with no acronyms.
5. **Abstract:** Write it as one paragraph with 150-250 words. Avoid equations and mathematical notations. Minimize acronyms. Only use a reference if the paper is an extension, rebuttal, or counterpoint to a cited reference. Stick to the point and make that point powerfully. Tell the reader what your research is about, what methods you used, and what you found.
6. **Keywords:** Use four to six keywords. Keywords should be specific and singular.
7. **Introduction:** Hone your first sentence, begin with generalities, gradually narrow your focus, and make sure to highlight your contribution.
8. **Equations:** Number the equations consecutively in parentheses. Refer to them only by numbers in the text—e.g., “as seen in (5)” —except for when the equation number begins a sentence, such as “Equation (5) shows.”
9. **Figures and Tables:** Make figures and tables self-explanatory. Meaningful captions should be placed directly below a figure and above a table. Use high-quality figures with good resolution.
10. **References:** A good rule of thumb is to include twice as many references as pages in your manuscript. For example, A 25-page paper should cite around 50 references. Refer to academic journals and always go back to the original source. References should be reliable, relevant, and current.

A Good Paper has....

1. A timely topic and a novel idea
2. A clearly defined problem
3. Well-articulated contributions
4. A comprehensive and relevant literature review
5. Transparent data, methods, and models
6. Rigorous analysis
7. Meaningful results
8. Insightful discussion and implications
9. Simple, clear, and compelling writing
10. Logical organization and professional presentation
11. Effective tables and figures
12. Appropriate and sufficient references



Ten Quick Paper-Writing Tips Every Author Should Know



Tip 1

Choose the Optimal Environment to Get Started



Set up an organized workspace, set aside dedicated writing time, and build a workflow that supports momentum.

Tip 2

Sell Your Paper (Title and Abstract)



Craft a title that signals your contribution clearly, and write an abstract that conveys what was done, why, how, key findings, and the significance.

Tip 3

Build a Strong Funnel-Shaped Introduction



Begin broadly with the problem, narrow to the gap, and end with your objectives and contributions.

Tip 4

Provide a Cookbook with the Study's Ingredients (Methods)



Describe data, procedures, and analytical choices transparently, ensuring reproducibility and methodological rigor.

Tip 5

Present, Interpret, and Acknowledge Limitations (Results and Discussion)



Describe data, procedures, and analytical choices transparently, ensuring reproducibility and methodological rigor.

Tip 6

Use Tables and Figures that are Self-Explanatory



Use clear labels, titles, and notes so readers understand each element without referring back to the text.

Tip 7

Return to the Source (References)



Cite foundational and recent relevant work; avoid citation padding; follow the journal's exact formatting requirements.

Tip 8

Define a List of Target Journals to Choose One



Match your paper's theme and method with journals publishing similar work, and check where your key references appear.

Tip 9

Write a Convincing Cover Letter



Concisely highlight novelty, relevance, and journal fit in a respectful, professional tone.

Tip 10

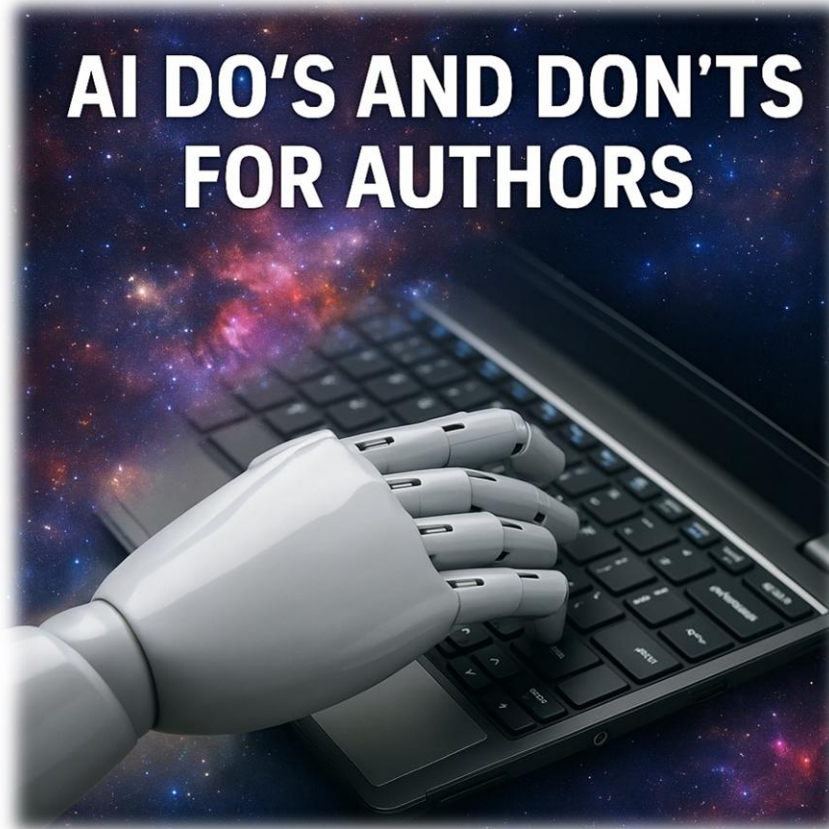
Don't Get Frustrated When Responding to Reviewers



Approach every comment constructively; prepare a detailed point-by-point response; remain polite even when disagreeing.

Generative Artificial Intelligence

AI DO'S AND DON'TS FOR AUTHORS



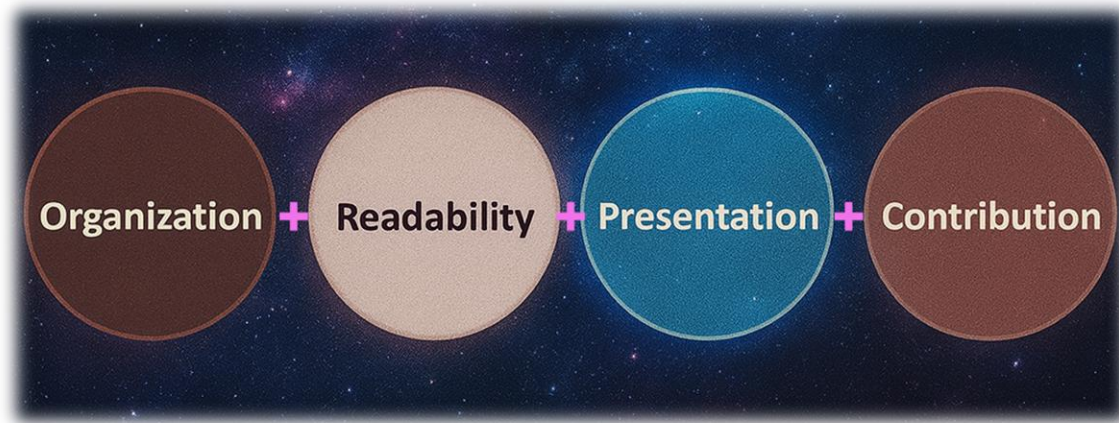
The AI Do's....

- 1. Use AI as a thinking partner, not a writing partner**
Employ AI for idea generation, concept mapping, literature exploration, keyword suggestions, or identifying gaps—never for producing publishable text.
- 2. Keep full human oversight**
Review, fact-check, and critically evaluate every AI output. Authors are fully responsible for accuracy, originality, ethics, and legality.
- 3. Disclose all AI use**
Provide an AI transparency statement upon submission, including tool names, purpose of use, and supervision level. Basic spell-check does *not* require disclosure.
- 4. Verify AI-generated references and claims**
AI can fabricate citations or mix details across papers. Always confirm references from original sources and validated databases.
- 5. Use secure, privacy-respecting tools**
Avoid systems that use your manuscript as training data. Ensure terms of use protect confidentiality, intellectual property, and unpublished data.
- 6. Use AI to support your research process, not to replace it**
Let AI organize information but ensure all analysis, interpretation, and conclusions come from you.

The AI Don'ts....

- 1. Do not let AI generate, write, or translate manuscript text**
Any sentence touched by AI becomes AI-generated content. Under many policies, this is not allowed and must not appear in a submitted manuscript.
- 2. Do not rely on AI for factual accuracy**
AI can hallucinate facts, produce incorrect statistics, or misrepresent concepts. Never trust AI-generated claims without independent verification.
- 3. Do not allow AI to produce references, citations, or data**
Never insert AI-generated citations into a bibliography; never use AI-created or AI-altered data, images, or figures. This is research misconduct.
- 4. Do not upload confidential or unpublished material into public AI tools**
Manuscripts, data, patient information, or proprietary material must never be submitted to open systems that may store or train on your inputs.
- 5. Do not hide AI involvement**
Even minor, non-textual uses must be transparent. Never claim a manuscript is fully human-written if AI influenced its development.
- 6. Do not let AI replace core scholarly work**
AI cannot think, critique, evaluate evidence, design methods, interpret results, or make scientific judgments. Those tasks belong exclusively to authors.

Winning Paper



Strong presentation helps a borderline contribution survive, while weak presentation kills an excellent one.

Presentation makes or breaks the paper!

Preparing Your Manuscript

1. **Adopt a common journal style (such as APA)**
2. **Reference strategically**
 - Go to the original source
 - Reference articles that are widely cited
 - Cite articles from the journal to which you are submitting
**if you do not – you are giving the editors a reason to say your paper
“does not fit their overall scope”**
3. **Include a cover letter**
4. **Keep it simple**
5. **Write your abstract and then rewrite over and over**
6. **Get help from colleagues**

Before Submitting Your Paper

- Check the journal's instructions to authors
- Check the most important parts of your paper:
 - Title
 - Abstract
 - Keywords
 - Tables and Figures
 - References
 - Highlights (Elsevier)

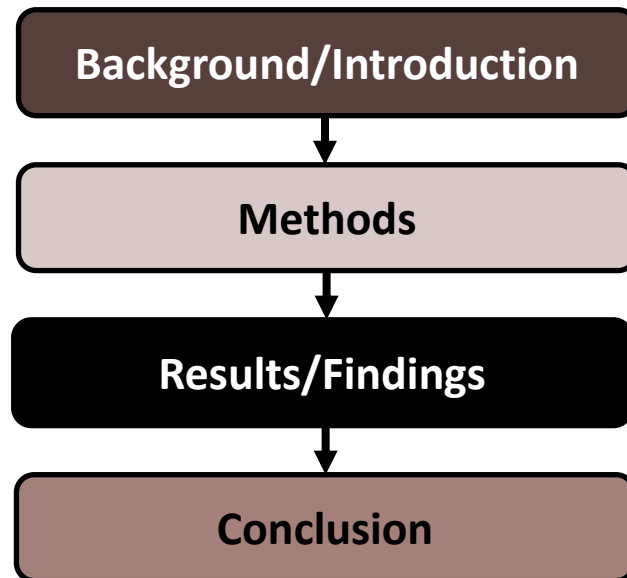
Title

The title is the first thing the reader sees about your paper.

1. The fewest possible words that describes your work (Maximum 20 words)
2. Important in literature searching
3. Should not include extra words
4. Should not include abbreviations
5. Should be specific
6. Should be jazzy
- 7. Should attract attention!**

Abstract

- Think about the abstract, write it first, re-write it in the middle, and finalize it before submission.
- The abstract should summarize the paper in one paragraph.

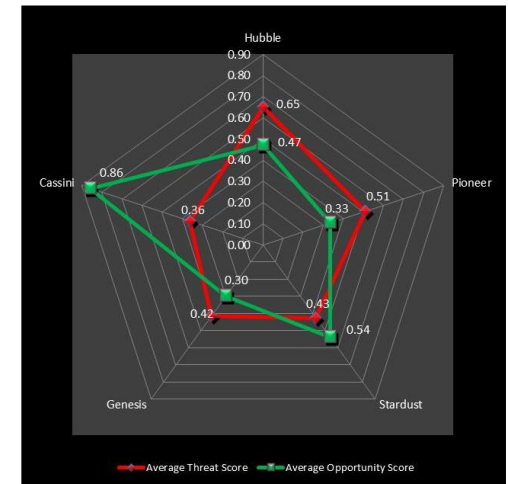
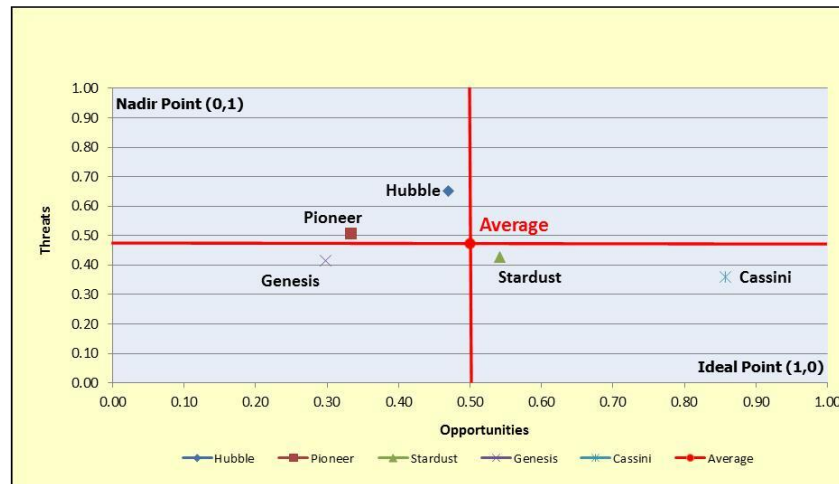


Keywords

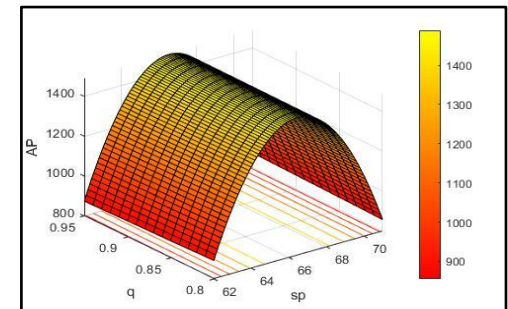
- **Purpose**
 - Categorize your paper during submission
 - Index your paper after publication
- **Rules**
 - Avoid overlap with title
 - Avoid acronyms
 - Spell out acronyms if you use them
 - Avoid single words
 - Avoid long keywords
 - Ideally 2-3 words

Figures and Tables

Use charts, figures, and tables effectively!



Choices	Average Opportunity Score	Average Threat Score	Euclidean Distance	Rank
Hubble	0.47	0.65	0.839	5
Pioneer	0.33	0.51	0.838	4
Stardust	0.54	0.43	0.626	2
Genesis	0.30	0.42	0.816	3
Cassini	0.86	0.36	0.387	1



Purpose of References

1. To give credit to others for their work
2. To add credibility to your work
3. To show how your work relates to previous work
4. Must have plenty (45-50)
5. Include references from the journal you are submitting
6. Avoid old references
7. Stick with academic journals
8. Minimize professional journals, proceedings, and websites
9. Make sure that all information is accurate
Remember, often authors whose work you cite will be chosen as your reviewers
10. Carefully follow the journal's instructions to authors
11. Use other articles in the same journal as models

What to Avoid in a Paper

- Superficial literature search (such as Wikipedia)
- Don't claim "very little" research is done unless you are 100% sure!
- Sloppy presentation:
 - Cross-check references
 - Make sure references are in right format
 - Make sure references are in right order
 - Make sure spelling of names is correct
- Sweeping generalizations
- Claims that cannot be substantiated
- Taking a side in a debate and ignoring the other side (remain objective)

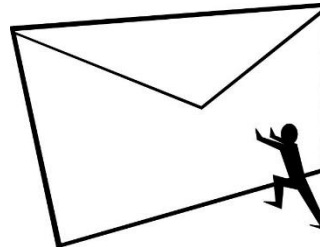
Corresponding Author

A corresponding author is the one to whom all the correspondence regarding the manuscript is sent, the one who is responsible for answering all the queries pertaining to the manuscript and, therefore, serves as the point of contact.

The Corresponding Author is the face of the paper!

THEREFORE

It should be the one who has the most experience and expertise in dealing with journal editors.



Review Process

- Most editors and reviewers typically make up their mind after 5 minutes browsing:
 - Title/author
 - Abstract
 - Keywords
 - Organization
 - **Presentation**
 - Conclusions
 - References

YOUR ACTIONS

- Make your points EARLY
- Bring up your results QUICK
- Highlight your contributions FAST



House Shopping

If the Outside Isn't Inviting, No One Walks Inside



House 1



House 2

First Impression

Editors Open Papers the Same Way We Enter Houses



House 1



House 2



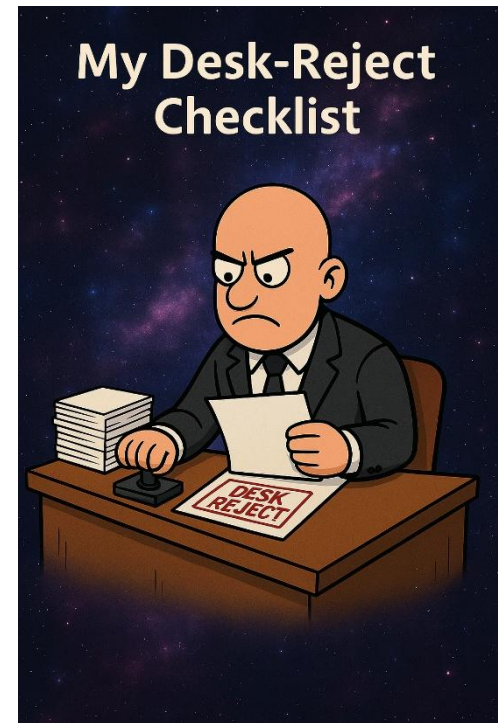
House 1



House 2

My Desk-Reject Checklist

1. **Within Scope:** Fits the journal's aims and audience.
2. **Novelty:** Addresses an important unanswered question.
3. **Sufficient Impact:** Meaningful contribution.
4. **Readable:** Clear and coherent writing.
5. **Well Organized:** Logical flow.
6. **Clean Presentation:** Professional and polished.
7. **Methodologically Sound:** Appropriate and rigorous methods.
8. **Ethically Compliant:** All standards fully met.
9. **Clear Results:** Well-presented and well-documented.
10. **Reasonable Conclusions:** Supported by the evidence.



The Reviewers Checklist

1. **Clear Question:** Focused aim and motivation.
2. **Relevance:** A topic that matters.
3. **Strong Literature:** Accurate and current references.
4. **Novelty:** A meaningful new contribution.
5. **Sound Theory:** A solid conceptual base.
6. **Rigor:** Appropriate and transparent methods.
7. **Quality Data:** Reliable and sufficient information.
8. **Insightful Analysis:** Correct and meaningful interpretation.
9. **Effective Visuals:** Clear and informative figures and tables.
10. **Good Presentation:** Clear writing and logical organization.
11. **Valid Conclusions:** Evidence-based claims.
12. **Consistency:** No errors or contradictions.



Questions on Suitability and Follow up!

1. Should I send an email to an Editor to find out if my paper is suitable for a Journal?
 - Absolutely NOT
2. What if I don't hear from an editor for some time (e.g., 6 months)?
 - You can send a VERY friendly reminder to the journal manager, associate editor or the editor, but don't be obnoxious.

NOTE: IF YOU DO NOT FOLLOW UP ON YOUR PAPER, YOU ARE SENDING A SIGNAL TO THE EDITOR THAT YOU DO NOT CARE IF YOUR PAPER GETS PUBLISHED OR NOT!

If You Are Invited to Revise Your Paper

1. If your paper is returned for revision, you are in good company
2. Look for clues from the editor (the final referee) as to how much revision is needed
3. Always show the editor and the reviewer(s) you are doing everything you can to improve the paper
4. If you are not invited to revise your paper, it's OK to get mad, but don't act on it!
5. It is a game, not personal!
6. Try to understand what the reviewers are really saying
7. If the reviewers did not understand your work, may be you didn't present it clearly

Revising Your Paper

1. Revise and resubmit promptly (within one month)
2. Include a cover letter
3. Address EVERY reviewer comment in details
4. Highlight your changes
5. Be positive
6. It's not good to disagree with a reviewer – the Editor is not on your side!
7. Resist the temptation to prepare a passionate response to points with which you disagree
8. Be respectful to the reviewers and do not contradict them (losing game)
9. Thank the editor and reviewers for improving your work
10. Seek advice and ask a colleague to review your response

Your manuscript as submitted



... and after peer review and revision

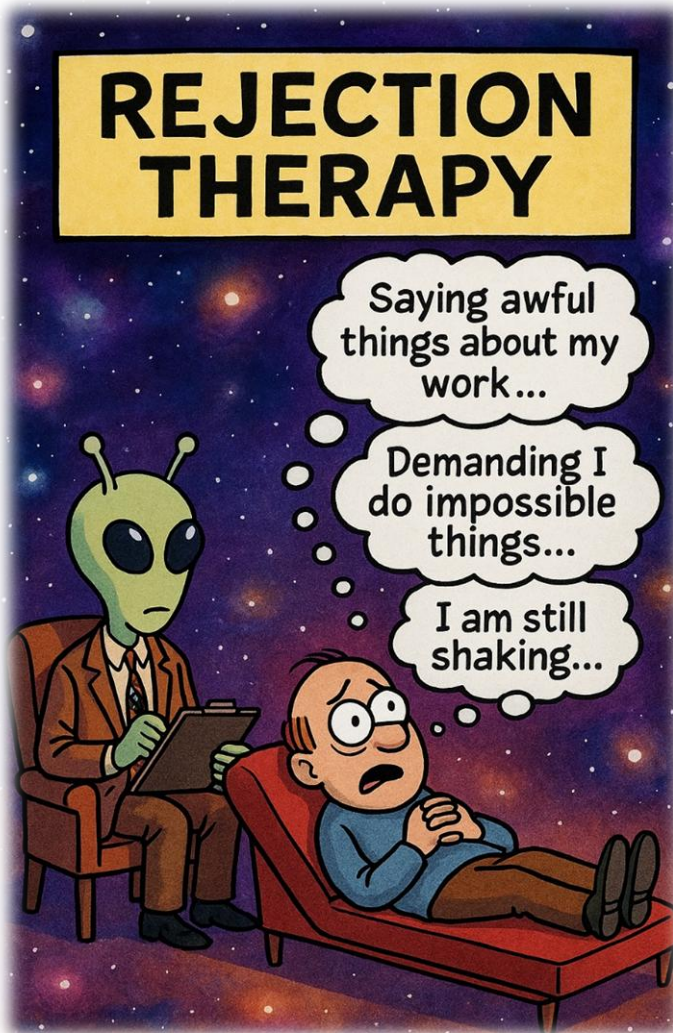


RED PEN / BLACK PEN
hinn puygeenbhaipou. shalch: cyin

Handling Rejection

1. Understand that most papers (over 70%) are typically rejected
2. No feeling of shame or losing face
3. Thank editors and reviewers for their dedications
4. Display class and style – walk away politely
5. Submit to another Journal
6. Rejection does not mean your work is not good!

Rejection Therapy

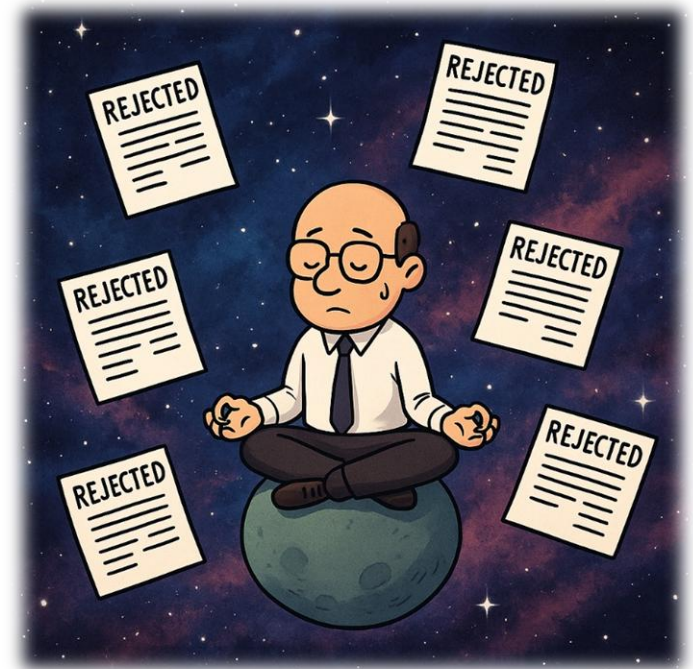


**And no,
You do not need
Rejection Therapy!**

What to Do with a Rejected Paper

There are several reasons a submission may be rejected, from insufficient scientific rigor to poor language quality. Many manuscripts are rejected because they are outside the scope.

1. Read rejection letter, take a deep breath, and don't send angry emails!
2. Return to it when you have calmed down
3. Take criticism into account (do not ignore it)
4. See your paper as a new paper
5. Don't sit on your paper and submit it to another journal quickly



Question on Disagreement

What if I disagree with an editor's decision?

Let it go and move on!

