Publishing in top journals
How to avoid a desk-reject?

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Program

- Fri 19.15-20.30: Dinner
- Fri 20.30-22.00: Boot-camp opening
- Sat 08.15-09.00: Breakfast
- Sat 09.30-13.00: Titles & abstracts [coffee 11.00-11.30]
- Sat 13.00-14.00: Lunch
- Sat 14.00-17.30: Introductions [tea 15.30-16.00]
- Sat 17.30-late: Free
- Sat 19.15-20.30: Dinner and free evening
- Sun 09.00-9.45: Breakfast
- Sun 10.00-13.00: Conclusions [coffee: 11.00-11.30]
- Sun 13.00-14.00: Lunch
- Sun 14.00-16.00: Odds & ends, general discussions [tea: 15.30-16.00]
We all learn in different ways

• Experiential or reflective, individual or collective
  • Listening to lectures to gain key information or working with materials on your own
  • Writing on your own in isolation or writing with others around you
  • Working with mentors or talking and brainstorming with other participants
  • Walking/thinking on your own or walking/thinking with others
• There is a structure to the bootcamp
  • If this doesn’t work for you feel free to opt out for a few hours, but do check back with the group regularly
  • And do remember that the ultimate goal is writing, playing with ideas is nice, but it has to lead to something

The context

• Rising number of publications, scientific output doubles every 9 years
• Pressured editors & pressured reviewers
  • Remember: these are academics just like you, with many competing demands
• Increasing rejection rates
  • Most journals in Business - even those that are not 4* - accept <10% of their submissions
  • Desk reject rates have increased dramatically and can be up to 70-80% for some journals
Editorial decisions

- It is relatively easy for editors to separate out the bottom 60% of the submissions
- It is also relatively easy to pick the top 1-5% of the submissions
- The difficulty lies between 5% and 40%
  - There might only be a small quality difference between manuscripts in this category, but the editor needs to make a binary decision: yes/no
- Our aim is to ensure that this binary decision falls into the “send out for review” category

1. **Pick the right outlet for your paper (homework)**
2. Craft a memorable and descriptive title
3. Ensure the abstract is easy to read and guides the editor to the “right” reviewers
4. Make the introduction a mini-version of the paper
5. End the paper on a high note with a strong conclusion and summary of contributions
6. Use references strategically
7. Write a good letter to the editor to help the editor see the paper’s contribution and pick the right reviewers
8. Unless you are a “natural” writer, get the paper edited/proofread

How to avoid a desk-reject (1)
• Academic journals are communities revolving around academic conversations
  • In submitting to a journal you are trying to join a conversation
  • This means acknowledging your conversation partners
• Unfortunately, many journals submission are of the following type:
  Hello, you have never heard of me before, but please listen to this exciting, completely unrelated, thing I have to tell you. I haven’t bothered to listen to anything that any of you said before, but I presume you are dying to hear what I have to say anyway.

**How to avoid a desk-reject (2)**

• The bootcamp is not just about improving your paper with help of your mentors
• It is also about building a supportive community of researchers who help each other
• In your 1-2 minute introduction, please explain
  • Which general disciplinary area your paper (and your research more generally) is in
  • Which methodological skills you have
  • Whether you are hoping to set up new projects/apply for funding in specific areas

**Introducing yourself:**
**Use your introduction wisely**
SATURDAY MORNING
Titles and abstracts

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**How to avoid a desk-reject**
2. Memorable titles

- A title needs to be descriptive:
  - Include the main concepts and research question
  - If the country context is unusual, include the country
  - If the research method is unusual, include the method
  - Better to “prepare” reviewers than to spring a surprise on them
- However, a slightly unusual title combined with a descriptive sub-title might attract interest and make the paper memorable
  - “The benefits of being understood”, “Do I have to be one of you”, “Insider Knowledge or Insider Liability?”, “Does it matter who I am?”
  - “Won’t localize or can’t localize” (can’t cook, won’t cook)
  - Might matter more *after* publication, but could still make the paper stand out in the review process
- Differs by discipline
  - Economics and Finance seem to prefer shorter and less “quirky” titles
  - As for every aspect of the process: check your target journal

2. Improving your title

- We’ll split into 4 equal groups
  - We will go through each of the titles to sharpen their focus of and make them more attractive to a broader audience
- Search your title in GS, if you get many similar ones, make it more unique
- Sleep-inducing empty waffle words to avoid
  - Examining the relationship between ..., the effect of ..., the influence of ... towards a framework of ..., a comparison of ...
  - Between ... and ... also suggest relationship and is much punchier
  - Indicate what the effect/influence is
  - Towards a ... suggests you are not there yet
2. Title transformations

**OLD**: The Professionalization project in HRM: a conflict between national institutional influences and organisational institutional motive bases

- Issues with the old title
  - "Professionalization project" and "organisational institutional motive bases" unclear
  - Title is long and has an overload of nouns
  - Title sounds quite academic, passive, and distant

**NEW**: The Human Resource Professional: caught between national and organisational institutional dynamics

**NEWER**: "Hidden in plain sight" HRs role in workplace conflict as a source of organisational professional power

(for HRMJ call for papers for special edition entitled "Situating Human Resource Management Practices in their Political and Economic Context")

2. Title transformations

**OLD**: The Role of Cultural Brand Assets in Destination Branding

- Issues with the old title
  - There are (too) many articles on destination branding already
  - No reference to the unique contribution, i.e. city branding
  - No indication that the study looks at more than one destination

**NEW**: What makes a City Unique? Cultural City Assets in Three Cultural Destinations
How to avoid a desk-reject

3. Polished Abstracts

• Many journals have strict word-counts for the abstract (usually 100-200 words)
• Abstract is crucial for an editor to decide which reviewers to ask, so include as many pointers as possible
• An abstract needs to include:
  • Research background [can be short/implicit]
  • Research gap [can be short/implicit]
  • Research topic/question
  • Theory you draw on [if any]
  • Research methods
  • Results [give actual content, not something like “we present our results which confirm/conflict with prior research”]
  • Implications for theory & practice [can often be left out in 100 word abstract]
3. Example: new concept


3. Example: data emphasis

3. Improving your abstract (1)

- Pair up with your neighbour and review each other’s abstract
- Find highly cited papers in your field and look at the abstract for ideas for good practice
- Make a list of keywords and ensure they are either in the title or the abstract
  - Keywords should include: key concepts + method, level of analysis, and context if it is unusual, unique, or a key contribution

3. Improving your abstract (2)

- Send your abstract to the gym!
  - Cut flabby fat [waffle words]
  - Tighten and tone up, make every word count
  - Nearly every abstract can be improved by cutting words
    - Most of us clutter our writing with qualifiers and irrelevant digressions; although this can be tolerated in the main text it is often fatal in the abstract
    - Cutting words makes you focus on the essentials
- Some specifics
  - Don’t use abbreviations in your abstract
  - Most journals don’t like references in abstracts
  - Good words to use to highlight your contribution: reframe, reinterpret, reformulate, bridges, shift in focus, profound implications
SATURDAY AFTERNOON
Introductions

1. Pick the right outlet for your paper (homework)
2. Craft a memorable and descriptive title
3. Ensure the abstract is easy to read and guides the editor to the “right” reviewers
4. **Make the Introduction a mini-version of the paper**
5. End the paper on a high note with a strong conclusion and summary of contributions
6. Use references strategically
7. Write a good letter to the editor to help the editor see the paper’s contribution and pick the right reviewers
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**How to avoid a desk-reject**
4. Introduction

- The role of introductions differs by discipline
  - In Economics & Finance they are often short, 1-1.5 page (double-spaced)
  - In Management & Marketing they are typically longer, around 3 pages (double-spaced)
  - In most disciplines they are a mini-version of the paper

- The abstract, introduction and conclusion are the three most important sections of the paper
  - Editors/reviewers read them to decide whether to desk-reject/review a paper
  - Readers read them to decide whether they want to read the full paper (and sometimes only read these!)
  - It is not unusual to spend 1/3 of your writing time on perfecting these sections and write half a dozen versions

4. Components of intro

- Establish an area to research by:
  - Highlighting the importance of the topic (in real life), and/or
  - Making general statements about the topic, and/or
  - Presenting an overview on current research on the subject.

- Identify a research niche by:
  - Opposing an existing assumption, and/or
  - Revealing a gap in existing research, and/or
  - Studying the topic in a new context (but explain why)
  - Just because something hasn’t been studied before, doesn’t mean it needs to be studied. You need to answer the “so what” question.

- Place your research within the research niche by:
  - Stating the intent of your study,
  - Outlining the key characteristics of your study,
  - Describing important results, and
  - Giving a brief overview of the structure of the paper.
4. The most common mistake: polyfilla research

- Title includes the key concepts and research question (or sometimes the key conclusion)
- Abstract unpacks each of these elements, but also includes a background/context, methods, results, and implications
- Introduction is a complete mini-version of the paper
  - Emphasis is on context, brief lit review showing research gap, research question and key study contributions
  - Methods, results and implications are only discussed briefly, if at all, as these have separate sections in the manuscript

4. Title, abstract & intro should work in harmony
SUNDAY MORNING
Conclusions, Overall Article Structure & References

1. Pick the right outlet for your paper (homework)
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3. Ensure the abstract is easy to read and guides the editor to the “right” reviewers
4. Make the introduction a mini-version of the paper
5. **End the paper on a high note with a strong conclusion and summary of contributions**
6. **Use references strategically**
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8. Unless you are a “natural” writer, get the paper edited/proofread

How to avoid a desk-reject
5. Conclusion

- Don’t don’t don’t end your paper with limitations
  - Do you end a meeting with a reminder of all the things you didn’t agree about?
  - Do you end a social occasion with all the things that you disliked?
- Most journals expect a concluding section or paragraph
  - Typically between 10 lines and 1 page
  - Includes concise summary of the entire paper
  - Reiterates your key contributions in a few sentences
- Provides a strong final sentence with a key take-away, preferably indicating what you want to see changed as a result of your paper
- A reader should be able to grasp your key messages by reading only the abstract and conclusion

Other manuscript elements (1)

- Other elements are not discussed in the boot-camp but still important
  - Exact content details and length of different sections differ by discipline/journal and research method, use your “model articles”
- Literature review
  - Make sure this is focused on your key concepts and research question(s) + demonstrates how your article fills a research gap
  - It is not about showing off everything you read or a detective story about your struggles in finding the right framing
  - Don’t meander, don’t waffle, don’t wander into tangentially related areas
• Methods
  • Provide a comprehensive discussion of the sample, measures, and method of analysis, explain any unusual samples/measures/analyses

• Results
  • Usually the most straightforward section that simply reports your results

• Discussion
  • Very important in Management (& Marketing?) journals with strict structure: summary, contributions to theory, managerial/societal implications, limitations & suggestions for future research
  • Usually less important and extensive in Economics, Finance, Sociology, History, but certain elements of the above might still be expected

Other manuscript elements (2)

6. The role of references

• 90-95% of the references are simply there to support your arguments on a sentence-by-sentence level
• However, you can use references strategically, especially in the introduction
  1. Reference key and recent publications in the journal you submit to
     • but do so for legitimate reasons, not to “flatter” or “bribe” the editor
     • https://harzing.com/resources/publish-or-perish/tutorial/paper-submission/pre-submission-check
  2. Reference the editor/reviewers (only if appropriate!)
  3. Reference core methodological publications that align with your research philosophy
     • Every research method has its own core authors (e.g. Miles & Huberman for qualitative data analysis)
  4. Reference core theoretical publications (e.g. Bourdieu social capital, Tajfel social identity theory)
• Used in this way references are “signposts”
  • They are signals that you are part of the same conversation
  • They are shortcuts that can save you hundreds of words
SUNDAY AFTERNOON
Odds & ends: letter to the editor & proofreading

1. Pick the right outlet for your paper (homework)
2. Craft a memorable and descriptive title
3. Ensure the abstract is easy to read and guides the editor to the "right" reviewers
4. Make the introduction a mini-version of the paper
5. End the paper on a high note with a strong conclusion and summary of contributions
6. Use references strategically
7. **Write a good letter to the editor to help the editor see the paper’s contribution and pick the right reviewers**
8. [Unless you are a “natural” writer, get the paper edited/proofread]
9. [More things you could and probably should do]

How to avoid a desk-reject
7. Editor and reviewers

- Some journals allow you to pick your Associate Editor
  - Mainly content based, so usually the choice is obvious
  - If you have more than one AE in your area, research their work carefully
  - Check whether the AE has published in your field

- Some journals ask for reviewer suggestions
  - These CANNOT be your co-authors, friends or anyone else who might have a conflict of interest
  - Name at least 3-4 reviewers, but 5-6 is ideal as ½ to ¾ will refuse
  - Pick at least half from the editorial board
  - Feel free to explain why you picked them
  - Editor will generally use at least one of these
  - Check whether your reviewers have published in your field
    - Don’t include gratuitous citations, editors and reviewers will see through this, but always ensure you cite relevant work

7. Letter to the editor

- This is not optional nor an afterthought to be written in a hurry!!
- Include the usual formulation about research ethics (not submitted to another journal etc., look at the website for exact details)
- Explain why you decided to submit your manuscript to that particular journal and why it is worth the editor’s time to consider it
  - Why would your paper be of interest to the readers of that journal? How does it contribute to the conversation?
  - What are the strengths of your paper? What are its main contributions?
  - Why is the research site/method particularly interesting/relevant?
- List who would be appropriate reviewers for the paper and why?
- Treat the editor with respect
  - Remember the editor is an academic just like you, only MUCH MUCH busier. Make their life easier, not more difficult
  - An editor can be your best friend, but you need to give them a reason to be, make them excited about your paper
8. Language editing

- Very few of us are “natural” writers
- Every paper can benefit from a language edit
- This is true even for native English speakers!
- A good editor improves your English and clarifies your writing
- If you are a non-native English speaker language editing is essential
- English is a relatively simple language to speak
- But, ... it is a very difficult language to write correctly (even for some native speakers!)
- In my opinion the only way to learn is to read, read, and read ...
- ... and write a lot, but try to learn actively while writing

8. Common problems

- Many languages do not have articles or do not differentiate between definite and indefinite articles; distinction between these is crucial in academic writing (East Asian, Finnish)
- Many languages have fewer tenses than English; again distinction between tenses is crucial in academic writing (East Asian)
- Word order in the sentence in English is different from that in many other languages (incl. similar ones such as German and Dutch)
- Punctuation can completely change the meaning of a sentence in English (German)
- English vocabulary has more (subtle) nuances than many other languages; there are sometimes a dozen words meaning almost, but not quite, the same
  - Some words in English can have two virtually opposite meanings (e.g. sanction)
- We have great resources at the business school
  - David Kernohan, who is not only an excellent editor, but also enjoys editing. Please do get in touch with him, he is expecting your email!
  - Christine Eastman, who is offering a course on writing professionally and developing a persuasive, powerful and unique voice
9. More things you could and probably should do (1)

- Get your name and work known, it might give you the additional 10% needed to change the binary decision from no to yes
- Network at conferences:
- Use social media strategically:
  - https://harzing.com/blog/2019/01/fostering-research-impact-through-social-media
- Get (senior) academics who published in the journal as co-authors
  - Their input in the actual writing might only be 10%, but it may be the 10% that changes the binary decision from no to yes

9. More things you could and probably should do (2)

- Before submission get a “friendly reviewer”, an academic in the field who can give you the same kind of feedback reviewers can, but is “on your side”
  - You need good networks to achieve this as you are asking for a BIG favour; you also need to be willing to return the favour
- Get advice from peers, not just seniors
  - Anyone can read an abstract and introduction
  - Boot-camp participants should be prepared to read a colleague’s work
- Once in the R&R phase, put yourself in the shoes of the reviewers every single time, don’t try to “set them right”
  - If they don’t understand something, you have to write more clearly or mention it at a different place in the manuscript
EXAMPLES OF TITLES, ABSTRACT AND CONCLUSIONS

The persistent myth of high expatriate failure rates

Of Bears, Bumble-Bees, and Spiders: The Role of Expatriates in Controlling Foreign Subsidiaries

Are our referencing errors undermining our scholarship and credibility? The case of expatriate failure rates

When Knowledge Wins: Transcending the Sense and Nonsense of Academic Rankings

Practicing what We Preach

The Geographic Diversity of Editorial Boards

Hablas vielleicht un peu la mia language? A comprehensive overview of the role of language differences in headquarters–subsidiary communication

Document categories in the ISI Web of Knowledge: Misunderstanding the Social Sciences?

Microsoft Academic (Search): a Phoenix arisen from the ashes?

Microsoft Academic is one year old: the Phoenix is ready to leave the nest

Health warning: might contain multiple personalities—the problem of homonyms in Thomson Reuters Essential Science Indicators

The mystery of the phantom reference: a detective story
3. Example: long abstract


3. Example abstract: new concept

3. Example abstract: data emphasis

Background: The importance of language differences in multinational companies (MNCs) can hardly be overlooked.

Research gap/topic: This article therefore provides the first large-scale quantitative overview of language competencies, policies and practices in MNCs.

Method: It is based on data from more than 800 subsidiaries, located in thirteen different countries with headquarters in more than 25 different countries, which were aggregated into four distinct home country clusters.

Results: This comprehensive study allows us to differentiate prior conceptual or case-based findings according to home, host and corporate languages...

Implications for management: ...and to develop managerial implications which vary according to the different country clusters.


3. Example abstract: review paper

Background: When conducting international research projects, scholars face a myriad of challenges that reach beyond those encountered in domestic research.

Research topic: In this paper, we explore the specific issues related to international survey research, focusing on the different stages of the research process that include defining the study population and gaining data access, survey development, data collection, data analysis, and finally publication of the results.

Method/results: For each stage, we review the pertinent literature, provide illustrations based on examples from our own research projects,...

Implications: ... and offer possible solutions to address the inherent challenges by formulating suggestions for improving the quality of international survey research.

3. Example abstract: different field


• **Background**: Thomson Reuter’s ISI Web of Knowledge (or ISI for short) is used in the majority of benchmarking analyses and bibliometric research projects.

• **Research gap**: Therefore, it is important to be aware of the limitations of data provided by ISI.

• **Research topic**: This article deals with a limitation that disproportionally affects the Social Sciences: ISI’s misclassification of journal articles containing original research into the ”review” or ”proceedings paper” category.

• **Method**: I report on a comprehensive, 11-year analysis, of document categories for 27 journals in nine Social Science and Science disciplines.

• **Results/implications**: I show that although ISI’s ”proceedings paper” and ”review” classifications seem to work fairly well in the Sciences, they illustrate a profound misunderstanding of research and publication practices in the Social Sciences.

5. Example abstract: Summary + advocacy


• **Summary of research topic**: Our comparative study of publications, citations, h-index and hI across 146 academics from five major disciplines was the first to present a comprehensive longitudinal and cross-disciplinary comparison across three major sources of citation data: Web of Science, Scopus and Google Scholar.

• **Result 1 (data quality, factual)**: Our longitudinal analysis showed a consistent and reasonably stable quarterly growth for both publications and citations across the three databases.

• **Take-away 1 (fairly boring, factual)**: This suggests that all three databases provide sufficient stability of coverage to be used for more detailed cross-disciplinary comparisons.

• **Result 2 (application across disciplines, problematizing)**: Our cross-disciplinary comparison of four key research metrics (publications, citations, h-index, and hI, annual - an annualised individual h-index) across five major disciplines (Humanities, Social Sciences, Engineering, Sciences and Life Sciences) showed that both the data source and the specific metrics used change the conclusions that can be drawn from cross-disciplinary comparisons.

• **Take-away 2 (advocacy, strong recommendation)**: We thus argue that a fair and inclusive cross-disciplinary comparison of research performance is possible, provided we use Google Scholar or Scopus as a data source, and the recently introduced hI, annual - a h-index corrected for career length and co-authorship patterns - as the metric of choice.
5. Example abstract: future research focus

Contribution 1 with implicit summary (methods): We believe that our study has made two significant contributions. First, we showed that any study examining the impact of any distance dimension on any empirical phenomenon using any distance-based approach would need to include several carefully chosen home and host countries to be able to differentiate the effect of distance from the effect of home or host country context.

Contribution 2 with implicit summary (context): Second, we established empirically that home and host country context has a significantly higher explanatory power for entry mode choice, and quite possibly for many other International Business phenomena, than the Kogut and Singh based distance concept.

Advocacy (clear call for action): Consequently, we recommend that studies in International Business focus first and foremost on home and host country context and resist the temptation to use (cultural) distance as a catchall concept, thus avoiding an illusion of causality, ...

Managerial implications: ... which ultimately hinders the potential of International Business research to provide useful guidance to managers on key International Business phenomena.


5. Example: Short conclusion

High-level summary: In this article we have provided the first large-scale empirical analysis of the language barrier and its solutions.

High-level results: Our conclusions mirror Feely & Harzing’s conceptual article in that it is important to "understand the language barrier well and to mix and match the solutions into a blend that is right for the company context” Feely & Harzing’s (2003:50).

High-level managerial implication: Most importantly though, MNCs should take the language barrier seriously. Only then will MNCs be able to progress in tackling the language barrier and increase their competitiveness on a global scale.

5. Example: theory focused conclusion

- **Research background/gap:** To date, the expatriate literature has rarely focused on HCEs’ experiences.
- **Research topic:** Based on the context of ethnically similar expatriate-HCE interactions, we have identified ethnic identity confirmation as a key factor that influences their relationships. We specifically focused on HCEs and investigated their ethnic identity confirmation.
- **Research method + high-level results:** Using both an experiment and a quasi-experimental method, we have demonstrated that HCEs’ ethnic identity confirmation is an important facilitator influencing HCEs’ attitudes towards expatriates.
- **Wider conceptual/theoretical implications:** This concept also captures an overlooked interpersonal dynamic - ethnic identity confirmation - among HCEs and expatriates who share the same ethnicity. It, thus, provides a promising new perspective in exploring interactions between expatriates and HCEs.


5. Example: context/action focused conclusion

- **Context 1:** An increased emphasis on formal research evaluation means that academics in more and more countries are expected to publish in top journals.
- **Context 2:** Their ability to do so might be compromised by the fact that the largest proportion of the gatekeepers in these journals are part of a dominant group.
- **Research gap:** It is therefore important to understand the level of international diversity in editorial boards as well as the factors influencing this diversity.
- **High-level results:** Our study, the first large-scale investigation of this phenomenon, found that encouraging progress has been made in the area of international diversity.
- **Action needed:** However, continued active management by editors, professional associations and individual academics alike is necessary to ensure that our editorial boards properly reflect the diverse management community.

2. Title transformations

**OLD**: The Professionalization project in HRM: a conflict between national institutional influences and organisational institutional motive bases

**Issues with the old title**

- "Professionalization project” and "organisational institutional motive bases” unclear
- Title is long and has an overload of nouns
- Title sounds quite academic, passive, and distant

**NEW**: The Human Resource Professional: caught between national and organisational institutional dynamics

**NEWER**: "Hidden in plain sight” HRs role in workplace conflict as a source of organisational professional power

(for HRM call for papers for special edition entitled “Situating Human Resource Management Practices in their Political and Economic Context”)
2. Title transformations

OLD: Human resource development, knowledge management and technology transfer in developing countries: A combinatory exploration

Issues with the old title

- Too many concepts, so unclear what the exact focus is (technology transfer)
- No reference to the unique type of data analysis (QCA which is fairly new in IB and ideally suited for small samples)

NEW: Whither small data? A qualitative comparative analysis of technology transfer in developing countries

OLD: The Role of Cultural Brand Assets in Destination Branding

Issues with the old title

- There are (too) many articles on destination branding already
- No reference to the unique contribution, i.e. city branding
- No indication that the study looks at more than one destination

NEW: What makes a City Unique? Cultural City Assets in Three Cultural Destinations
2. Title transformations

**OLD**: What is the role of technology in facilitating and enhancing social online learning in the field of teacher education?

**NEW**: Facilitating and enhancing social online learning in the field of teacher education through technology

**NEWER**: Developing a pedagogy of computing through technology and social learning

Notice how much more concise the title has progressively become while covering the same focus!

- “What is the role of” changed to “through”
- “In the field of teacher education” changed to “pedagogy”
- Title is more assertive: “developing a” vs. “facilitating and enhancing”

2. Title transformations

**OLD**: "Does Microfinance really empower poor women in Malaysia? A Feminist Dialogue"

Issues with the old title

- Dialogue sounds a little non-committal and doesn’t clearly convey the critical nature of the article
- Some readers might be put off by the word feminist in the title, even though they might appreciate the feminist approach in the end
- New title is also punchier by the use of through and ‘’ instead of “does...really” and sounds more active

**NEW**: "Poor women’s ‘empowerment through microfinance’ in Malaysia? A Critique"
2. Title transformations

**OLD**: "Alternative approaches to offshoring and global scanning in MNEs: examples from the Bulgarian software industry"

**Issues with the old title**
- Rather boring empty words and not provocative/interesting (alternative approaches..., examples from...)
- Unfocused and unclear as it is not clear which conversation the paper contributes to (offshoring?, global scanning? country focus? industry focus?)
- New title provides clear positioning within the conversation of subsidiary roles in R&D internationalization
- New title gives an indication of the research question and key findings (strategic or black hole)

**NEW**: "The Role of Bulgarian subsidiaries in R&D Internationalization: Strategic or Black Hole"

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**OLD**: "The dynamics of the labour share in a world with heterogeneous capital"

**Issues with the old title**
- Not very clear. The ‘dynamics of the labour share’ was not really capturing the issue discussed in the paper
- Not comprehensive. Did not include a reference to technology, which was discussed at great length in the paper
- New title provides clearer description of what the explanatory variables and the dependent variable are

**NEW**: "Technology and heterogeneous capital: explaining the decline of the labour share"
2. Title transformations

- **OLD**: United we stand
- **NEW**: United we stand: On the benefits of coordinated punishment
- Although the old title is short and catchy (which many Economics journals like) it gives almost no information about the content of the article
- The new title is still catchy and quite intriguing
  - Benefits of punishment, sounds a bit contradictory for a lay reader, so invites further reading
  - Coordinated punishment, sounds like it is a specific concept, so anyone working on coordination or punishment is likely to be “captured”

2. Title transformations

- **OLD**: Building a theory of entrepreneurship and social progress
- **NEW**: How entrepreneurship influences social progress: A configurational approach across nations

- Issues with the old title:
  - Doesn’t fit with typical titles in the target journal
  - It is not clear what is the IV and what is the DV
  - Doesn’t mention the research method or sample
  - Sounds like a conceptual paper, whereas it is a large-scale empirical study
  - Sounds rather tentative (Building... as if you don’t think you will succeed)

- **NEW**: How entrepreneurship influences social progress: A configurational approach across nations
2. Title transformations

OLD: Social defences in occupational identity construction: A focus group study of nurses in training

Issues with the old title:
- Doesn’t mention the core concept of the article (compassion)
- Doesn’t mention the approach (psychosocial)
- Rather too many nouns linked by prepositions

NEW: ‘Compassion’ as social defence: A psychosocial focus group study of trainee nurses’ identity construction
- More active/agentic: “as social defence” instead of “social defences in”
- Clearer that this is about nurses’ identity

2. Title transformations

OLD: Student aspirations in tourism education - a capability approach

Issues with the old title:
- Title felt cumbersome, although capability approach underpins discussions, the study is more than that
- In a sense it has the simple agenda of understanding aspirations.
- Was slightly worried the new title was too simplistic
  - discussions with the mentors & other colleagues helped allay that worry
  - it felt more apt to what the paper is trying to attempt

NEW: Understanding aspirations in tourism students
3. Abstract transformations

- **OLD**: We investigate how different punishment schemes affect behavior in a team investment game. In our game, two investors have to choose whether or not to invest in a joint project. The allocator’s decision concerns how to divide the generated surplus between herself and the two investors, who are allowed to punish the allocator after observing the returned amount. We consider first the possibility of “uncoordinated punishment”, where each investor can unilaterally punish the allocator at a cost. In the case of “coordinated punishment”, both investors are required to punish to inflict some damage to the allocator; i.e., the allocator’s payoffs are unaffected if only one of the investors decides to punish. We show both theoretically and experimentally, that joint investment and returned amounts are enhanced when punishment is coordinated. Our experimental results lend support for the existence of coordinated punishment.

- **Some issues:**
  - The opening sentence is on the investment game but this is not new in the literature. The contribution is on coordinated punishment.
  - AER is for a general audience, so better present a broader problem (not so much focused on the “investment game” but on punishment; 67 words are used to describe the game setting)
  - I must be shorter! Word limit is 100 words.

- **NEW**: Coordinated punishment exhibits returns to scale but it also requires a specific number of punishers to be effective (otherwise, no damage is inflicted on the target). While societies often rely on this punishment device, its benefits are unclear compared with uncoordinated punishment, where punishment decisions are substitutes. We argue that coordinated punishment can prevent the free-riding of punishers and show, both theoretically and experimentally, that this may be beneficial for cooperation in a team investment game, compared with uncoordinated punishment.

3. Abstract transformations

- **OLD**: The present study sheds light on the role of cultural brand assets on branding a tourist destination. The purpose of this paper is to establish cultural brand assets as the fifth dimension of cultural brand destination brand equity and to identify which cultural factors are important for building destination brand equity. The model is tested on a sample of 1,158 international tourists, which visited the three major cultural destinations, namely Athens, Istanbul and Rome. Data were collected via a questionnaire. Analysis was undertaken using multi-group structural equation modeling. The five dimensions are important for the consumers’ evaluation of cultural destinations, since the model stands across the analyzed destinations, yet some items are destination-specific. The study assists practitioners towards getting a better understanding on which brand elements they should focus, in order to achieve favorable brand evaluations.

- **Some issues:**
  - The opening sentence deals with an over-researched topic (destination branding) rather than establishing the broader societal context.
  - The second sentence refers to a 5th dimension without mention the other four.
  - No clear identification of research gap. Too much emphasis on boring details of data collection and analysis.

- **NEW**: Culture and tourism are two of the six dimensions of place branding that play an important role in local economic development. In order for a place to become more attractive and competitive, identifying the cultural assets that are unique for it is of great importance. Nevertheless, so far there has been limited research in this subject area. This article provides the first large-scale, cross-country quantitative study investigating cultural city assets for three cultural destinations, namely Athens, Istanbul and Rome. Utilizing a model of destination brand equity data were collected via a questionnaire from 1,158 international tourists. Multi-group invariance analysis reveals that cultural brand city assets are significant for all three destinations under study, yet, some items are destination-specific. (still to be considered) The study assists practitioners towards a better understanding on which brand elements they should focus in order to achieve favorable city brand evaluations.
3. Abstract transformations

OLD: Tourism education has been exponential growing over the last few decades, with a rising global cohort and increasing number of programmes and institutions offering a range of theoretical and operational courses. It suffers from a long tail of relatively poor performance, fragmentation of student engagement and motivation as well as a perceived lack of intrinsic motivation, leading to frequently low expectations from employers and the students themselves. There is little recent research looking at the aspirations, employment perceptions and expectations of graduates from these programmes. This paper attempts to provide a biography of aspirations, expectations, enablers and barriers perceived by tourism student from a post 92 university in England. Underpinned by relevant theories and context, the qualitative study through interviews identifies the hopes, dreams, employment perceptions and support expectations for UG tourism students towards the end of their second year. Findings are mostly consistent with theories describing the concept of career aspirations as having multiple dimensions and being based within the realms of rationality, emotion, pragmatism or idealism. Uncertainty with regards to available opportunities and unrealistic ambitions support the need for interventions towards their capacity to aspire. Findings have implications for both research and academic practice.

Main problem: cluttered with unnecessary information. When discussing the purpose of what, why, how and when of the paper, I was able to eliminate many sentences that are not needed at an abstract level. The new abstract is much cleaner and punchier.

NEW: Tourism education historically suffers from poor student performance, disjointed engagement, and low motivation, leading to low career aspirations. Low aspirations tends to predominate amongst tourism students, with many having little interest in the industry as a long-term career option. This, in turn, affects employer perceptions and graduate employability. We use capability and uncertainty theory in this qualitative study to understand the aspirations, employment perceptions, barriers, and expectations of graduate students of a tourism programme at a post-92 British university. We find marked differences in aspirations and in clarity and appreciation of opportunities within the sample and suggest suitable interventions that can lead to greater engagement with the tourism industry and long-term employability.