



## Publish or Perish?

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## Presentation Outline



- My “credentials”
  - I recently conducted a study on Australian publication patterns in Economics & Business
    - Full results published in “Australian Research Output in Economics & Business: High Volume, Low Impact?” *Australian Journal of Management*, December 2005
  - Tools on my website: [Journal Quality List](#) and [Publish or Perish](#)
- Cross-country comparison of research quality & quantity
- Publishing in good journals
  - Journal rankings: why?
  - The three Ps: performance, practice, persistence
- Getting cited
  - Citation analysis: why?
  - The three Cs: communication, collaboration, care

## Australian publication patterns: Methodology



- Cross-country comparison of research quantity & quality
  - Quantity/volume: number of papers
  - Quality/impact: number of citations/paper
    - not a perfect measure, but there is a strong correlation between journal impact scores and perceived journal quality
  - ISI Web of Knowledge Essential Science Indicators 1997-2007
    - Countries with < 500 papers excluded
    - Country and institutional rankings
- Publications in top 20 Business journals
  - ISI Web of Knowledge Web of Science 1956-1995 and 1996-2006
  - Both total number of publications and per capita

## Country rankings ISI data Econ. & Business (Jan 2008)



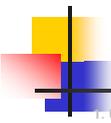
Citations per paper (rank by no of papers)

1. USA	7.24 (1)	12. Norway	3.86 (17)
2. Israel	5.60 (13)	13. New Zealand	3.70 (18)
3. Sweden	5.29 (11)	14. China (HK)	3.60 (10)
4. Switzerland	5.16 (14)	15. Italy	3.59 (9)
5. UK	4.92 (2)	16. Ireland	3.56 (22)
6. Canada	4.86 (3)	17. Finland	3.55 (20)
7/8. Belgium	4.80 (12)	18. South Korea	3.54 (15)
7/8. Netherlands	4.76 (6)	19. Australia	3.42 (5)
9. Denmark	4.41 (16)	20. Austria	3.22 (21)
10. France (15)*	4.34 (7)	21. Spain	3.22 (8)
11. Singapore	4.07 (19)	22. Germany	3.18 (4)

Purple: countries scoring six or more places higher on citations per paper than on # of papers

Red: countries scoring six or more places lower on citations per paper than on # of papers

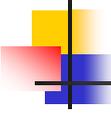
\* France is significantly influenced by INSEAD (10.55 cpp); without INSEAD France has 3.59 cpp, still ranks 7<sup>th</sup> in terms of # of papers, but 15<sup>th</sup> in terms of cpp



## Top 153 universities in Economics & Business ranked by cpp 1997-2007\*

<ol style="list-style-type: none"> <li>1. University of Chicago 16.68</li> <li>2. Harvard University 14.67</li> <li>3. MIT 14.24</li> <li>4. National Bureau for Economic Research 14.21</li> <li>5. University of Pennsylvania 13.74</li> <li>6. Stanford University 12.82</li> <li>7. Carnegie Mellon 12.25</li> <li>8. Princeton 12.19</li> <li>9. Univ. of Maryland 11.68</li> <li>10. Northwestern University 10.43</li> <li>20. INSEAD 10.55 (1st non-NA)</li> <li>22. University of Zürich 10.36</li> <li>32. London Business School 8.50</li> <li>38. University of Sussex 9.09</li> <li>47. Stockholm School of Economics 8.70</li> <li>50. University College London 8.59</li> <li>55. Universitat Pompeu Fabra 8.46</li> <li>56. University of Oxford 7.66</li> <li>63. Stockholm University 8.01</li> <li>66. HK University of Science &amp; Technology 7.96</li> <li>72. Free University Brussels 7.69</li> <li>75. Tel Aviv University 7.38</li> <li>79. University of Cambridge 7.06</li> <li>87. Hebrew University Jerusalem 6.75</li> <li>96. London School of Economics 6.17</li> <li>99. Wageningen University 6.21</li> <li>112. University of Edinburgh 5.82</li> </ol>	<ol style="list-style-type: none"> <li>113. Tilburg University 5.63</li> <li>115. Chinese University of Hong Kong 5.61</li> <li>116. University of Strathclyde 5.61</li> <li>117. Catholic University Louvain 5.58</li> <li>118. University of Munich 5.57</li> <li>120. Erasmus University 5.42</li> <li>122. University of Warwick 5.30</li> <li>125. University of Lancaster 5.19</li> <li>125. University of Amsterdam 5.15</li> <li>129. Vrije Universiteit Amsterdam 5.04</li> <li>132. University of Bath 4.96</li> <li>133. University of Auckland 4.94</li> <li>134. University of Groningen 4.92</li> <li>135. University of Nottingham 4.89</li> <li>136. University of Essex 4.80</li> <li>137. Catholic University Leuven 4.77</li> <li>140. City University Hong Kong</li> <li>141. National University of Singapore 4.49</li> <li>142. University of NSW 3.87 ('06 135; '07: 144)</li> <li>145. University of Maastricht 4.33</li> <li>146. University of Copenhagen 4.32</li> <li>147. Cardiff University 4.25</li> <li>149. University of Manchester 4.05</li> <li>150. University of London (Imperial College) 4.04</li> <li>152. University of Melbourne 3.96 ('06 140; '07: 148)</li> <li>153. ANU 3.59 ('06 141; '07: 149)</li> </ol>
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\* Top 153 universities; after top-10 only non-NA universities are included; institutions with <200 papers excluded

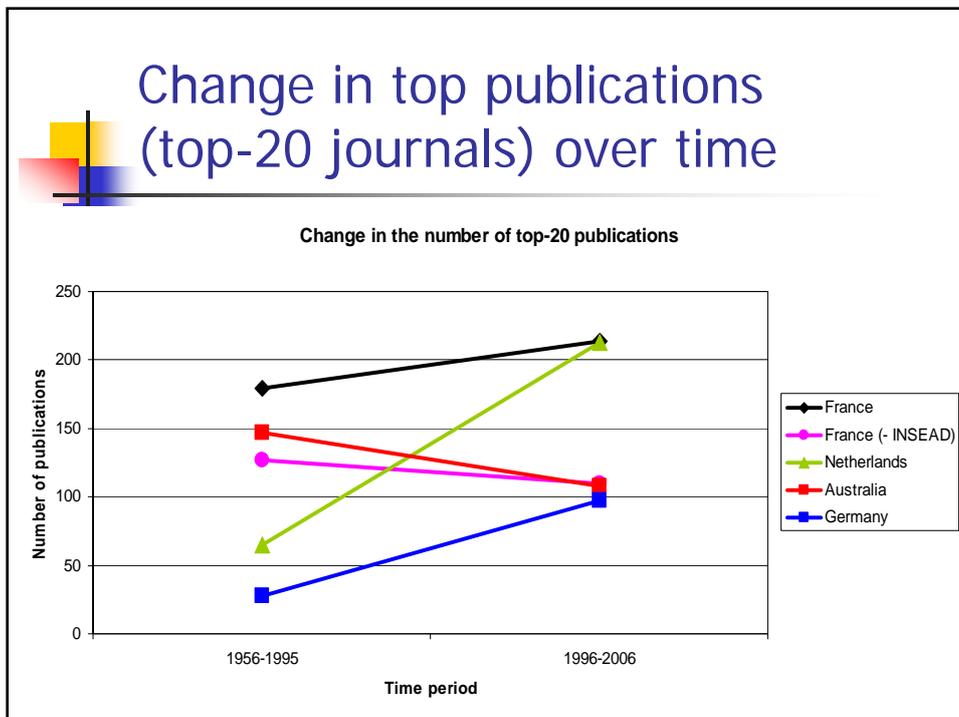
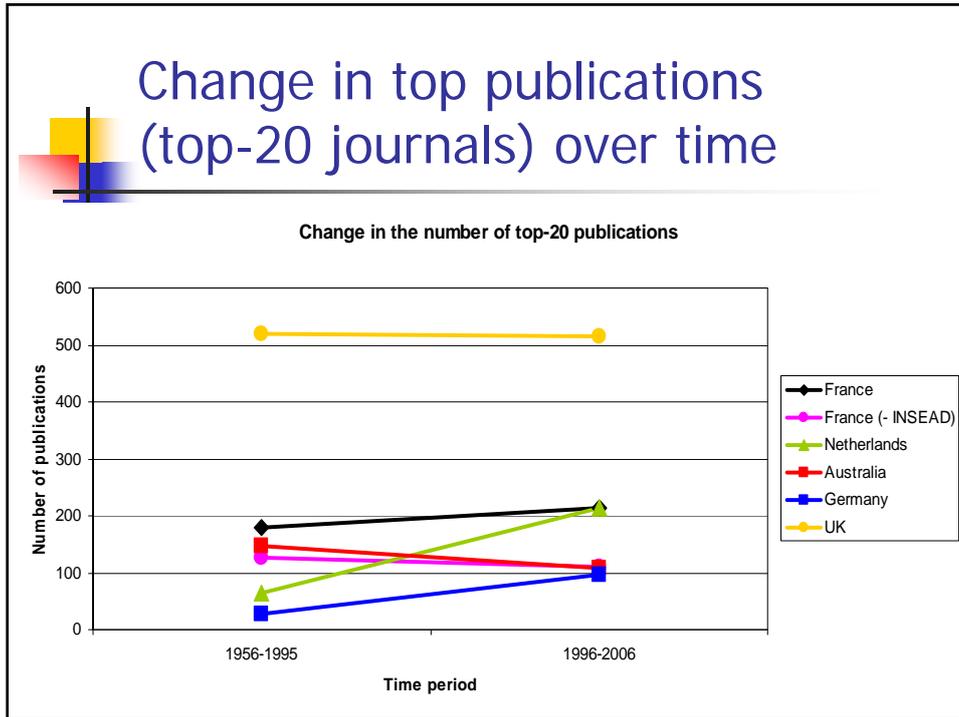


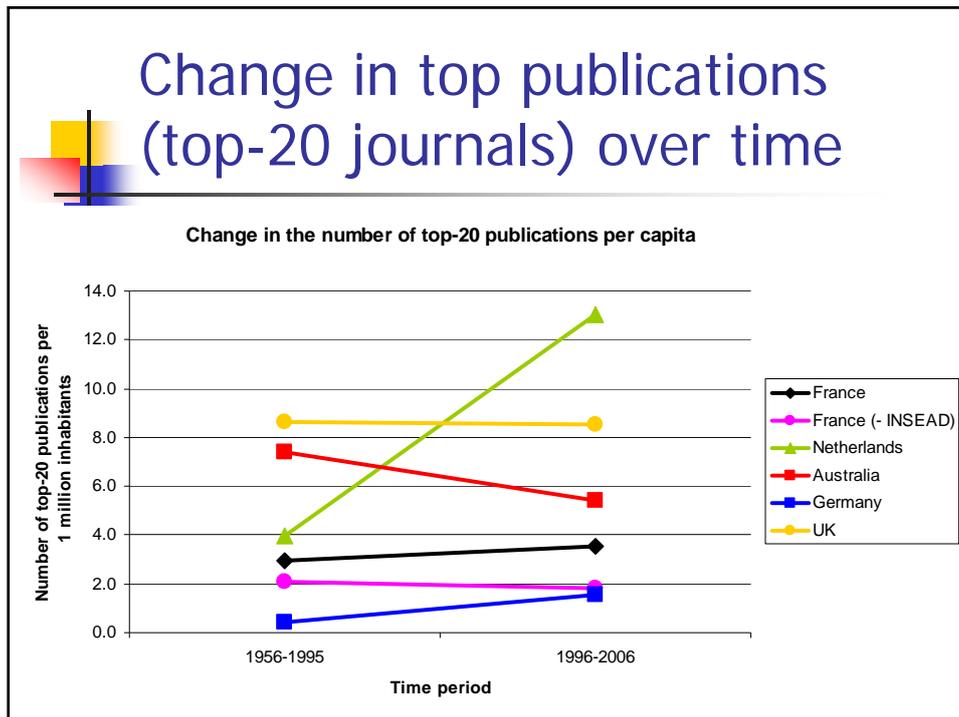

## Top-20 journals

**Table 4**  
Top-5 Journals in Each Business & Economics Sub-Discipline According to Impact Score

Finance & Accounting	JCR 2003	Marketing	JCR 2003
Journal of Accounting Economics	3.844	Journal of Marketing	2.611
Journal of Finance	3.267	Journal of Consumer Research	2.585
Journal of Financial Economics	2.723	Journal of Marketing Research	2.143
Review of Finance Studies	2.200	Marketing Science	1.898
Journal of Accounting Research	1.524	Journal of the Academy of Marketing Science	1.321
Management		Economics	
Academy of Management Review	4.415	Journal of Economic Literature	5.243
Academy of Management Journal	3.343	Quarterly Journal of Economics	4.756
MIS Quarterly	2.811	Journal of Economic Perspectives	2.677
Strategic Management Journal	2.723	Economic Policy*	2.250
Administrative Science Quarterly	2.721	Econometrica*	2.250

Note: \* These journals were added as two higher ranked journals were already included under Finance & Accounting.





## Reasons for Australian publication pattern (1)?



- Lack of resources for research
  - Australian public universities match US private universities for proportion of income drawn from tuition fees
    - Tuition fees generally not invested in research
    - Universities spend a lot of time and resources on attracting fee-paying (international) students
    - Student/staff ratios are very high
- Australian universities generally do not reward academic high-flyers
- Australian context might be less interesting to international researchers
  - This doesn't explain why the articles in top journals that didn't deal with Australia also received few citations

## Reasons for Australian publication pattern (2)?

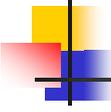


- Business education in Australia has shorter history than NA and UK
- Local management practices might lag behind and hence provide for less innovative research
- **BUT:** all these reason apply to some extent to the Netherlands and the UK as well
- What is unique to Australia:
  - Focus on quantity over quality of research (1 DEST point for an ASQ publication, 1 DEST point for ANZIBA conference paper)

## Reasons for Australian publication pattern (3)?



- Focus on quantity over quality might be aggravated by lack of research funding especially for Management & Commerce
  - M&C get 2.1% of ARC Discovery grants for 12.6% of total academic staff in Australia
  - Engineering & Technology get 14.5% of ARC Discovery grants for 6.9% of total academic staff in Australia
  - Dollar value of average **successful** grant is 66% higher for E&T
  - Forty times as many fellowships were awarded in E&T while there are only half as many academic staff in this area as in M&C
- The new RQF might redress the focus on volume
  - However, additional measures (e.g. research funding) are necessary to allow academics in Economics & Business to catch up with their international colleagues



## Conclusion?



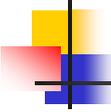
- UK academics in Business & Economics publish a lot of papers

But:

- They rank only 5<sup>th</sup> in terms of citations per paper
- Per capita they publish less in top journals than Dutch academics

So, let's look at:

- Publishing in good journals
  - Journal rankings: why?
  - The three Ps: performance, practice, persistence
- Getting cited
  - Citation analysis: why?
  - The three Cs: communication, collaboration, care



## Journal rankings: why?



- Being refereed is not enough
  - SMJ/AMJ/ASQ, three reviewers, reviews each 2-5 pages long, three revisions taking several weeks each
  - Unnamed, 1 reviewer, 10-line review, one 3-hour revision OR
  - Unnamed, ? reviewer, editor accepts without changes
- Acceptance rates give some indication
  - Difficult to calculate and compare across journals
  - Lower-level journals generally get lower-level submissions, so their acceptance rate might still be low
- Two main measures
  - Impact ratings (average citation per article)
  - Peer evaluation through surveys
  - The two measures show reasonably strong correlations



## Journal Quality List



- Originally developed in 2000 as response to ranking used by my then employer that ranked JIBS as "C" and MIR as "D/E"
- Continuously expanded and updated, now in its 28<sup>th</sup> edition
- Contains 18 different rankings of some 850 journals; SSCI impact scores excluded after warning from Thomson
  - Includes British, US, Dutch, French, Hong Kong and Australian rankings
- Is used all over the world
  - > 35,000 page hits a year
  - Downloaded by academics at e.g.: McGill, Toronto, MIT, Harvard, Stanford, INSEAD, Copenhagen Business School, Stockholm School of Economics, IESE, IMD, Chinese University of Hong Kong, Erasmus, Cranfield, Strathclyde, Warwick and LSE
  - Has been cited 20 times in ISI listed journals



## How to publish in top journals?



- **Perform**
  - Top journals have very high standards
    - Theory development
    - Research methods
  - Get research training if you need it (and nearly all of us do!)
- **Practice**
  - Start as student, learn from others; support your own students
  - Submit conference papers (but realise the difference between feedback at conferences and journal reviews)
  - **Never** send out a paper without some internal review
- **Persist, Persist, Persist**
  - Never give up, never surrender... (but grow a thick skin)
  - My SMJ was rejected at two journals before it was accepted at SMJ
  - Every paper will find a home
    - I have published every single paper I have ever written
    - But do think about the opportunity costs

## What can universities do?



- **Pay**, provide support for research
  - Implement a university/school research grant system,
    - Even small amounts (e.g. up to \$ 5000) can provide an impetus for research
    - Research students (MRes, PhD) form excellent research assistants; an additional reason to build up a PhD programme
  - Incentives for publications?
- **Promote**
  - Reward research performance through promotion
    - Promote on merit, not on length of tenure or service to the university
  - Make it easy for staff to develop their own staff pages on the web to promote their own work
- **Be patient**
  - Results cannot be expected overnight; doing good research and publishing it in top journals can take years
  - Yes you can “buy” top talent, but top talent is highly mobile, building up a sustainable group of good researchers might be a better strategy

## Citation analysis: why?



- **Why publish if nobody cites your work?**
  - Okay, it might still be read by students, managers, or academics who do not publish
  - But: academic research should contribute to academic discourse
  - And: it is very exciting to see your work cited ☺
- **How to measure citations?**
  - ISI web of science (NA, English-language, journal focus)
  - Google Scholar (broader focus, but some non-scholarly citations; see my [white paper](#) for a comparison)
- **Publish or Perish**
  - Designed to make GS a more useful alternative to ISI
  - Designed to empower individual academics by providing citation analysis with a wide range of metrics at a click of the mouse
  - As with ISI: don't take its results as absolute and think before passing a “verdict”; we are dealing with human beings, not machines!
  - **Do** send me feedback (but **please** read the help file first)

## How to get cited?



- **A**MJ: The most important determinant is the JIF!
  - But: my 3 of my 4 most-cited publications did not appear in ISI listed journals
- **C**ommunicate (they can't cite your paper, if they don't know it)
  - Website, the best thing I have ever done, online papers are cited more
  - Conferences, attend & **t**alk to people
    - volunteer for PDWs, discussant, session chair, committees
  - Email, ask for papers and send yours in return
- **C**ollaborate
  - Co-authored papers are cited more
  - Your collaborators will cite you in other projects
  - It often leads to better research **a**nd it's fun!
- **C**are
  - For your own reputation, it is your most valuable asset
  - For others; help wherever you can
    - Keep the promises you make at conferences
    - Alert collaborators to useful information & congratulate them on their achievements
    - **T**hank others for their help!

## What can universities do?



- **C**reate a research culture
  - Invite (international) academic visitors
  - Get involved in (international) collaborations
  - Run seminar series, even if they are very informal
- **B**e **c**onsiderate
  - Acknowledge that especially for areas such as HRM publishing in local journals is important for knowledge transfer to practice
  - Acknowledge that not all topics are easy to publish in top North American journals
- **C**elebrate
  - Achievements (in all forms)
  - Diversity; do not engage in head-to-head "competition" with North American academics, we can only lose

