

Publishing in innovation journals

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The value of PHD days

- 1995 University of Aalborg event – Keld Laursen (Aalborg doctoral student) and Keith Sequiera (SPRU doctoral student)
- Lundvall, Metcalfe, Witt – senior faculty



The value of PHD days

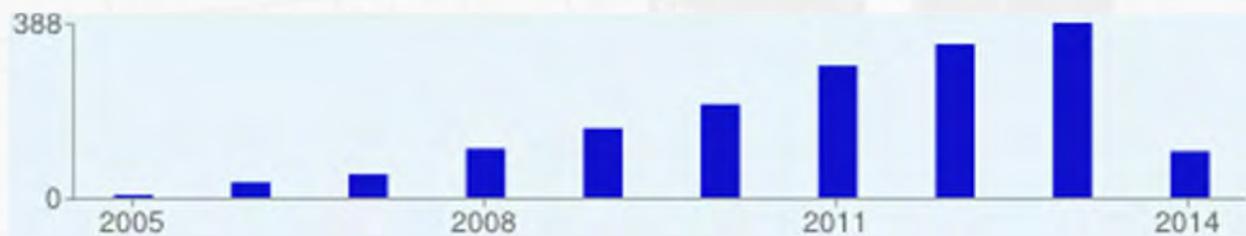
- Keld Laursen
 - 2001 started to collaborate
 - 2004 RP, 2005 CJE, 2006 SMJ, RegStu 2011, 2014 RP....
- Keith Sequiera – Cabinet, DG Research



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Overview

- The dark art of academic publishing
- The ‘maturing’ market for ideas in innovation studies
 - Where?
 - Who?
 - How?
- Integrity in publications

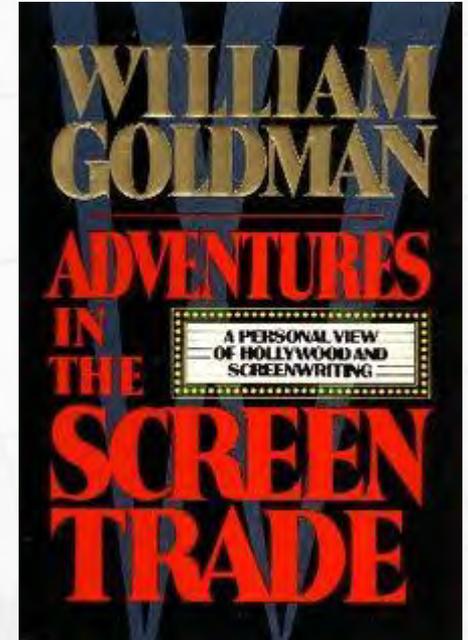
Is there 'rule for riches' in academe?



Efforts to develop theories that, when applied, will always generate sustained strategic advantages clearly are foolish (Barney, 1991)

The dark arts

- “Nobody knows anything.....
Not one person in the entire
motion picture field knows
for a certainty what's going
to work. Every time out it's a
guess and, if you're lucky,
an educated one.”



The role of publications in academic life

- Publications are the currency of academic life
- By publishing, you claim credit for your work and ideas
 - Writing is fun, interesting and challenging
 - Ability to choose an interesting topic, but also the ability to make your evidence credible to others working your area
 - The ‘gold standard’ – a novel paper in a good journal that gets cited by others – 100 citations in 10 years
 - Publications build your brand, reputation and legacy

The role of publications in academic life

- There is a clear pecking order in academe between people and places
 - The highest status places have the most productive researchers
 - Academic institutions are risk adverse (especially in Europe)
 - The academic labour market is fluid
 - The rewards for achievement are tremendous
- Where you work, whether you are promoted or retained, your workloads where you work...all are determined by your publications

A star scientist

- **Toby Stuart**

- Completed PHD in 1995 at Stanford with Joel Podolny as supervisor
- Placed at University of Chicago – 1995-2003 – promoted to associate professor in 1999, full professor in 2000
 - AJS 1995, 1996; 2000; 2001; SMJ 1996; 2000; ASQ 1998, 1999, 2000; 2003; ICC 1999; Man Sci 2002; RP 2003;
- Moves to Columbia in 2004-2006
 - Science 2006; AJS 2006
- Moves to Harvard Business School – 2006-2012
 - JEBO 2007; ASQ 2007; RP 2007; ASQ 2008; JIE 2009
- Joins UC Berkeley in 2012
 - SMJ 2013; Man Sci 2013; AMJ 2013



Increasing importance of journal lists

- Journal quality is judged by many things – impact factor, reputation, history, editorial team...
- Lists of journals graded by ‘quality’ are increasingly common and used (for good and ill!):
 - National lists (see Anne Harzing’s website for a list of list)
 - UTDallas (no innovation journals)
 - FT45 (no innovation journals)
 - ABS list (RP and JPIM 4*: R&D Man, Technovation, ICC 3*)
- The status of innovation studies – not inside mainstream management, innovation and e’ship journals considered ‘field journals’ (good Bs), but innovation is a core part of many A journals (SMJ, AMJ, Org Sci, AMR, Man Sci, ASQ)
- A journal status is magnified by lists – value and status of top publications has increased

Innovation journals

- Research Policy
- Journal of Product Innovation Management
- R and D Management
- Technovation
- Technological Forecasting and Social Change
- New Technology, Work and Employment
- IEEE Transactions in Engineering Management
- Industrial and Corporate Change
- International Journal of Innovation Management
- Industry and Innovation
- Prometheus
- Futures
- Technology Analysis and Strategic Management
- Science and Public Policy
- Journal of Evolutionary Economics
- Economics of Innovation and New Technology International
- Journal of Technology Management
- Journal of Technology Transfer
- Creativity and Innovation Management
- International Journal of Entrepreneurship and Innovation Management (IJEIM)
- European Journal of Innovation Management
- International Journal of Technology Management and Sustainable Development
- Structural Change and Economic Dynamics
- Scientometrics
- Journal of Engineering and Technology Management
- Journal of High Technology Management Research
- Innovation: Management, Policy and Practice
- International Journal of Entrepreneurship and Innovation Management
- International Journal of Foresight and Innovation Policy International
- Journal of Innovation and Technology Management
- Journal of Technology Management in China Research
- Technology Management: international journal of research management
- International Journal of Technology and Globalization International
- Journal of Technology Intelligence and Planning International
- Journal of Technology Policy and Management International
- Journal of Technology Transfer and Commercialisation
- International Technology Management Review
- Social Studies of Science
- Science Technology & Human Values
- Research Evaluation
- Science and Public Policy

Research identity



Working in the shadow of failure

- Most papers are rejected, most papers are rejected more than once, many accepted papers should have been rejected...
- The more ambitious you are as a scholar, the more likely you are to be rejected again and again
- For every paper, an author has published, they have had at least two rejections
 - I have published 44 academic papers, and therefore I have had at least 88 rejections!
 - 16 years as an academic, which means I have had 5.5 rejections per year
 - One of my papers was rejected 8 times, after in four cases after multiple rounds of review at good journals
 - It still hurts and it hurts anew each time, but overtime it hurts little less each time

The pain of publishing

- Laursen and Salter, 'The paradox of openness', *Research Policy*, forthcoming
- First draft written in 2005, follower and related paper to Laursen and Salter 2006 (SMJ) and Laursen and Salter (2005, not published)
 - Presented at AOM 2006 – Symposium on open innovation
 - Submitted to Man Sci in 2007, desk rejected
 - Submitted to Org Sci in 2007, high risk R&R, revision rejected 2008
 - Submitted to SMJ in 2008, R&R, revision rejected 2009
 - Re-wrote (again!) – new data, framing and text - and then submitted to RP in 2013, after three difficult rounds it was finally accepted in December 2013
 - So, it took 8 years, over 100 versions of the paper, 8 presentations, 8 rounds of review at journals...

The skills required to be a successful researcher are similar to the skills required to get a good suntan.

Keith Pavitt, 2001



Getting into *Research Policy* (same rules apply elsewhere)



- One of the leading journals in the field of innovation studies (Fagerberg and Verspagen, 2009)
- Published some of most influential papers on innovation (Martin, 2012)
- Journal impact factor (JIF) of 2.85
 - Puts 16th among the world's top Management journals
 - 5-yr IF of 4.39 places *RP* 11th in world's top Economics journals
- Strong focus on phenomenon – not just another management journal
- Broad range of interests and methods

What do *RP* Editors look for?

- Evidence that author done homework first
 - e.g. checked website for scope of journal, instructions to authors etc.
- Then Editor asks 3 questions
 - 1. *Topic within scope?***
 - Is innovation/technology/R&D etc. at its heart?
 - Refers to literature familiar to *RP* readers – e.g. (recent) papers on same topic in *RP*?
 - Appropriate orientation (i.e. not too specialised) for *RP* and its readers?
 - Arrives at conclusions of interest to *RP* readers?
- If 'Yes', then move to Qu. 2
- If 'No', desk-rejection

What do *RP* Editors look for?

2. *High quality?*

- Important topic embedded in relevant literature?
 - Original – reader learns something new/unexpected?
 - Rigorous (and appropriate) methodology?
 - Systematic analysis?
 - Clear, significant, original, interesting conclusions?
 - Logical argument, substantiated assertions?
 - Specific policy/management implications?
 - Well written, good English?
- If 'Yes', then move to Qu. 3
 - If 'No', desk-rejection (~40% of submissions)

What do *RP* Editors look for?

3. Who to referee?

- Hard to find reliable, conscientious referees
- Don't want to bother unless article good enough
- References cited in paper
 - Chance to influence choice of referees
 - Chance to show potential referees you have appreciated and understood their work
- Think whom editors might ask to referee
 - Cited authors – make sure that cited correctly
 - Advisory editors – look at list
 - Experts on that topic – make sure you cite!

Response from *RP* editor

- ***If 'Revise and Resubmit'*** (~20% of submissions)
 - Read referees' comments very carefully
 - Don't expect much from the RP editor, as they tend to offer relatively little in their comments (although what they say is SUPER important!)
 - Decide which points you can respond to and revise
 - Prepare accompanying note to each ref explaining how and where you responded to each point
- Be prepared to R&R more than once!
- ***If rejected*** (~40% of submissions)
 - Learn from critical comments
 - Don't contest! Revise, improve & try another journal
- (When you referee a paper, remember what you look for and what you criticise)

Common mistakes of innovation scholars

- Not another patent paper
 - Econometric standard for patent papers is high and climbing
- Not another CIS paper
 - All the ‘easy’ CIS projects have been done – you need to be original with method or data
- Not another university-industry paper
 - We know a lot about this area; what is new about your paper?
- ‘Impressively detailed’ = boring, descriptive paper
 - A credible evidence does not have to be dull text, it can be written with care and attention to detail and still be engaging to the reader

Common mistakes of innovation scholars

- Hypotheses testing done badly
 - Ignorance of A journal template, poor or little argumentation for hypos - a ‘wannabee’ paper
- Below empirical threshold
 - Small number of interviews, small survey, well established measures retested on a new population...
- No engagement with theory
 - Tendency to assume phenomenon is all – it is not.
- Overly critical of that which came before
 - You may think your paper is better than prior efforts, but your paper could only exist because of prior efforts

Picking good projects

- High uncertainty – no one knows....
- Based on the literature, but not gap filling
- Sources of novelty
 - Data – suggestion boxes, crowdsourcing, etc.
 - Setting – country, industry, firm...
 - Unit of analysis – individual, project, multi-level...
 - Phenomenon – Big data, green energy, simulation, 3D printing...
 - Puzzles – theoretical, empirical...
- Strong empirical core – related projects – theory may find you

Going from A to B

- Top journals have a theoretical bent
 - Explanations build on core theoretical domains – network theory, RBV, RDT, expectancy theory, PLC, AC...
 - Identify mechanisms that lead to outcome
 - What drivers the key finding and how are they related to the mainstream theory (OI is not a theory!)?
- Measurement
 - Rich data – High N, suitable measures, tests for validity,
 - Increased focus on on identification and endogeneity – ruling out other explanations, reverse causality, sample selection, omitted variables...

Engaged research

- Strong push for engaged scholarship in management (Van de Ven, 2002)
- Working with practitioners (managers and policy-makers)
 - Not easy – ‘underpaid’ and ‘unskilled’ consultants
 - More pressing problems and more interesting research
 - Apply some rigor or structure to their problems – ‘descriptives are good enough’
 - Change practices – sometimes?
- Impact assessment – becoming part of the audit regime around research (UK REF 20% weighting of score)

The real world of collaboration

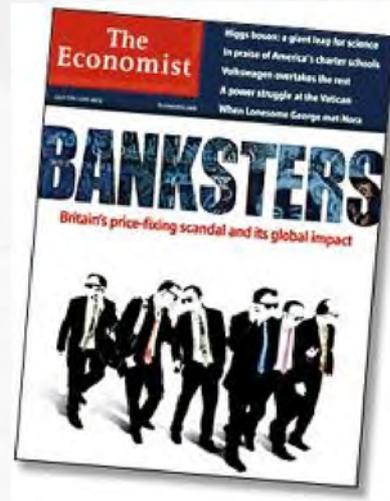
- Industry contact, long and hard sell to sign up, and agree NDA
- Open innovation project – leads to something else
 - 35 interviews, survey of 600 R&D staff, analysis of data
 - Papers: Org Sci 2014, JPIM, forthcoming, CMR 2014
- Relationship goes cold – follow-up study cancelled
- Contact becomes warm again
 - Project partner becomes CTO
 - Bring in system of ‘free time’ model, building our bootleg study
 - Want us to go to ‘shop-floor’ – look for unexpected issues
 - New study given go ahead
- Patience, credibility and mutual learning

Bootlegging



Doing research with integrity

- Rewards for achievement are high, but monitoring is low



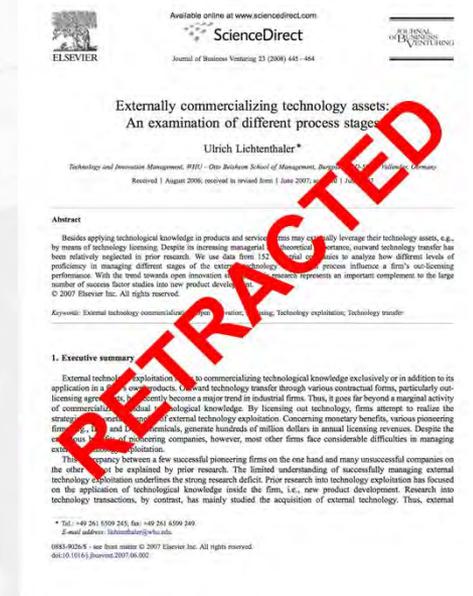
The star is born

- Ulrich Lichtenthaler – received doctorate at WHU in 2005
- Hired at WHU Post-doctoral research
 - Produces a stream of papers: RP 2007; JBV 2008; Org Stu, 2008; AMJ 2009; IEEE, 2007; TASM, 2009; SO! 2009, R&D Man 2009....
- ‘The boy who does everything right’ (Handelsblatt) - high position in ranking of German business professors and publishes 60 papers in 5 years!
- Appointed Chair of Organization, University of Mannheim
 - Continues with papers in: Org Science 2010; ICC, 2010; JPIM 2009, 2012, 2013; JMS, 2010, 2012; SMJ 2012, ETP, 2012; JETM, 2010...



A star collapses?

- Early 2012 – RP launches investigation, finds serious overlaps between papers, omitted variable bias, and false reporting of results in tables. Leads to 2 retractions from RP
- This sets off a stampede to the door – 14 retractions and counting at SO, AMJ, SMJ, JMS, ICC, JPIM, JMS, JWB, TASM, JBV...
- Case features in Bloomberg Business Week, Handelsblatt, RetractionWatch, and RP article by Ben Martin on research integrity
- WHU investigates Habilitation and then revokes teaching certificate and U of Mannheim launches investigation – *the case is continues....*



High integrity research

- Be open and honest about the limits and nature of your work
- Cite your (and others) prior work
- Control for past variables in new papers – build on what you know and what others know
- Don't be greedy – one good paper is better than five bad ones
- Write clean – do not copy text, borrow phrases, language or ideas from others, write with your own voice, never cut and paste from documents (yours or others!)
- Be willing to share data and research tools
- Accept failures in your research efforts
- Expect your co-authors to uphold these values
- If you think you have spotted poor behaviour, speak up and act

SEI Doctoral Consortium

- Consortium of European Business Schools (Bocconi, Imperial, LBS, CBS, ETH Zurich)
- Next one in Bocconi in September 2014 – open for institutional nominations
- Doctoral workshop
 - 20-25 doctoral students
 - Presentations by 2nd, 3rd and 4th year docs
 - ‘Tough love’ comments
 - Supporting merging European job market
 - Please apply...



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