Today’s and Tomorrow’s Publication Scene

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IJHM

- Established in 1982
- Dr. Abe Pizam
  - Co-editor 2002-2006
  - Chief Editor 2007
  - Now Emeritus Chief editor
- Impact factor of 6.7
Today’s game plan

- What is good research?
- How to be productive?
- Impact metrics
- Open access journals and online data collection platforms
- Review issues
What is good research?

- quartet of identity aspirations
  - Interdisciplinary vs. multidisciplinary
  - scholarly mandate,
  - broad relevance,
  - and high quality.

- high quality implies more than just rigor
  but also replicability
Consumer Behavior
A MODEL OF CONSUMER BEHAVIOR AS AN INTERDISCIPLINARY PROCESS

- Psychological Perspective
- Communications Perspective
- Economics Perspective
- Anthropological Perspective
- Consumer Behavior Phenomenon (e.g., Materialism, Gift Giving, Obesity)
- Marketing Perspective
- Finance Perspective
- Neurological Perspective
- Historical Perspective
How to be a productive writer?

- Make a schedule
- Set realistic goals
- Keep track of your work
- Reward yourself
- Build good habits
- Use time efficiently
Where should you publish?

- "High-impact journals"
- Return on investment
- More likely to be cited
- Important for external funding
- Hospitality vs. mainstream?
Authorship issues

Criteria for authorship

- Substantial contributions to the \textit{conceptualization}; or data analysis;
- Leader in the \textit{intellectual content};
- Agreement to be accountable for all aspects of the work
  - accuracy or integrity of any part of the research project
- Relative contribution of each co-author
  - self-serving biases in teamwork
- Acknowledge help from others
How to develop a cohesive narrative to showcase intellectual leadership?
Google Scholar Citations

- a simple way for you to keep track of your citations

<table>
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<tr>
<th>Citation Metrics</th>
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<tr>
<td>i10-index</td>
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</table>
H-index

- Introduced by Hirsch in 2005
- an index to quantify an individual's scientific research output

**Advantages**
- isn't skewed upwards by a small number of highly-cited papers..

**Disadvantages**
- Results can be skewed by self-citations
- Results aren't comparable across disciplines
Yes, your papers seem to have lots of citations, but I've checked: They're all self-citations...
Ethics of Self-citations?

- the unintended effects of the pressure to publish
- doing well according to the metrics is a pre-condition for moving up the academic career ladder
- opportunistic self-citations
Ethical challenges

- Effect sizes might be inflated due to “researcher degrees of freedom”
- Selectively omitting studies or conditions
- Selective use of covariates
- Selective removal of cases
Open Access

- provides access to high quality, peer-reviewed journals.
- free of charge; all data is freely available.
- 47 hospitality journals + 133 tourism journals
- But typically they charge a fee to publish
To increase transparency

- Research Data deposit and citation encouraged
- Research Data deposit, citation and linking (or Availability Statement) encouraged
- Research Data deposit, citation and linking (or Availability Statement) required
- Research Data deposit, citation and linking (or Availability Statement) required; Research Data peer reviewed prior to publication
Preregistration of studies

- a one-page document answering basic questions such as:
  - What question will be studied? What are the predictions?
    What data will be collected, and how will they be analyzed?

- does not preclude generating new hypotheses
  - But avoids HARKing = hypothesizing after results are known
Mturk – crisis?

• Data quality?
• Bots=semi or fully automated codes to automatically respond to surveys
• International IP addresses
Remedies to data quality issues

- Instructional manipulation checks problematic
  - Easily recognizable to professional survey takers
- Better measures
  - Year of born at the beginning, age at the end
  - Select state and city of residence
  - reCAPTCHA
  - Open-ended questions
- IP Hub to weed out fraudulent respondents
  - Block them
Prolific

- 33% commission
- 40,000 active participants
- More naïve participants
- Free demographic screening
- Ethical rewards = min $6.5 per hour
Reviewing a paper

- Contribution; theoretical and managerial
- Prioritize comments
  - Distinguish between major and minor concerns
- Strive to be impartial
- Be diplomatic
- Alternative explanations
  - How are such accounts consistent with most of the data?
- Share suggestions for improvement in a precise manner
FAQs - reviewing

- What if a paper is very similar to a project I am currently working on?
- What should I do if I know who the authors are?
- I saw something in the paper that I think is incorrect (e.g., a calculation, the use of a method). Is it okay to ask a colleague about it?
- What should I do if I receive a paper to review that I already have reviewed for another journal?
- How much weight should I place on statistical/methodological errors or inconsistencies?
- How should I deal with a nonsignificant result ($p = .15$) for a key dependent variable?
FAQs – responses to reviewers

- how do I handle disagreements with reviewers
- What do I do when reviewers disagree with one another?
- When is it okay to write the editor to ask for clarifications?
- Is it okay to ask for an extension?
- The editor rejected my paper. Under what circumstances can I write back to the editor and request another opportunity?
COVID-19 Impact

• Special issues on COVID

• “virtual events”
  - Will there be a return to large-scale in-person conferences?

• More data sharing given limitations in data collection?

• Extra time on tenure track
Thank You for Listening