

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

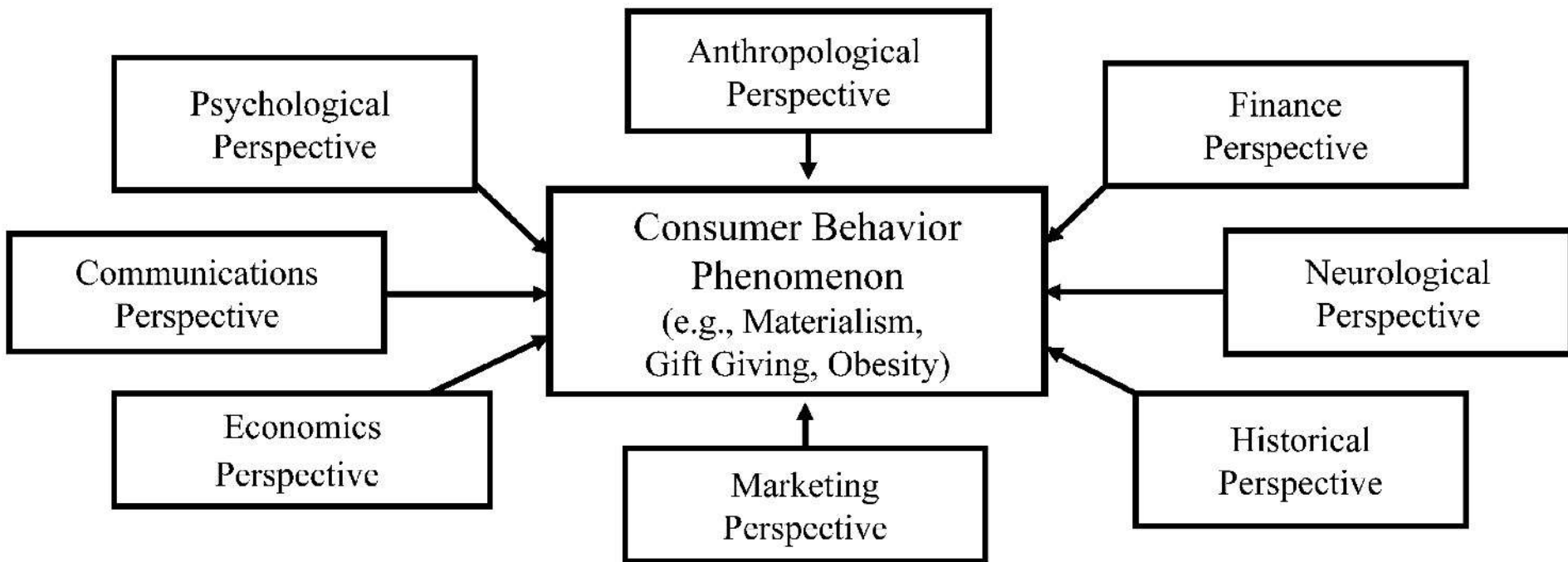
- What is good research?
- How to be productive?
- Impact metrics
- Open access journals and online data collection platforms
- Review issues

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



MacInnis, D. & Folkse, V. 2010.



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 **conceptualization; or data analysis;**
- Leader in the **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?



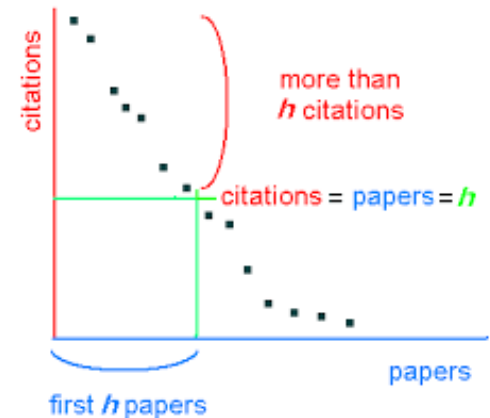
Google Scholar Citations

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

	All	Since 2016
Citations	24527	12648
h-index	78	58
i10-index	207	190

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 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

