

PhD course syllabus

Crafting and publishing impactful papers in respected journals

(7.5 ECTS)

Teachers

Professor Tony Fang tony.fang@sbs.su.se
Professor Fredrik Tell fredrik.tell@fek.uu.se

Course coordinator

Helene Olofsson helene.olofsson@sbs.su.se

(May 2024)

Purpose

The purpose of this course is to provide PhD students with hands-on training and guidance on how to craft and publish impactful papers in internationally respected journals.

Unique features

The course goes beyond traditional methodology courses by focusing on PhD students' practical crafting and publishing skills. Specific advice concerning various phases of paper writing/publishing processes is highlighted in detail. Real-life cases are discussed and learned from the different perspectives of authors, supervisors, peer reviewers and journal editors. The course aims to capture the new trend of academic publishing that moves from number to *both* number *and* impact and that of scholarship that shifts from theory to *both* theory *and* practice.

Course content

The course consists of the following main components:

1. Overview of various approaches to crafting and publishing impactful academic papers.
2. Analysis of drivers behind high-quality and high-impact papers.
3. Design and craft a single-authored paper (research note) with high ambition levels.

Learning outcomes

The following learning outcomes are to be achieved upon successful completion of the course:

1. Distinguish between disruptive vs. consolidating knowledge production in scientific research.
2. Understand various approaches to impactful academic publishing.
3. Assess critically scholarly contributions in terms of academic rigor and societal relevance.
4. Develop practical skills for crafting and publishing impactful papers in respected journals.

Teaching and learning activities

The course takes the hybrid (online/offline) form of teaching and learning. It consists of lectures, seminars, individual and group exercises, presentations, and written assignments. Apart from the teaching by course leaders (Tony Fang and Fredrik Tell), several other researchers will be invited to teach in this course. The course language is English.

Assessment

1. Active participation in lectures and seminars (Assessing learning outcomes 1 and 2).
2. A reflective essay (1000 words, coauthored, assessing learning outcomes 1, 2 and 3).
3. A research note (6000 words, single-authored, assessing learning outcomes 1, 2, 3 and 4).

Organization

The course gives 7,5 ECTS credits. The course consists of seven sessions with lectures and seminars spanning six months (autumn 2024–spring 2025). The first two occurrences are hybrid sessions that take place synchronously online as well as offline at the Stockholm Business School (Albano campus of Stockholm University), whereas all other sessions are held in zoom. The time specified in the table is Central European Time (Sweden/France/Germany): <https://time.is/sv/CET>

Session	Time & Venue	Form	Content
Lecture	Wed, Nov 20, 2024, 13:30-17:00, Boardroom, Floor 6, Bldg 2, Albano Campus	Hybrid Stockholm/zoom	Vision, aspiration, courage, psyche, sacrifice, research ethics, etc.
Lecture	Tue, Dec 10, 2024, 13:30-17:00, Boardroom, Floor 6, Bldg 2, Albano Campus	Hybrid Stockholm/zoom	Disruptive vs. consolidating knowledge
Seminar	Fri, Jan 24, 2025, 09:30-16:30	Zoom	Presentation of reflective essay on disruptive vs. consolidating research in your discipline (1000 words; coauthored) and feedback
Seminar	Fri, Feb 28, 2025, 09:30-16:30	Zoom	Midway presentation of research note (3000 words; single-authored) and feedback
Lecture	Fri, Mar 14, 2025, 13:30-16:30	Zoom	Methodology, empirical presentations, analyses, conclusions, etc.
Lecture	Fri, Apr 11, 2025, 13:30-16:30	Zoom	Submission, revision, RR, publication ethics, etc.
Seminar	Fri, May 23, 2025, 09:30-16:30	Zoom	Final presentation of research note (6000 words; single-authored) and feedback

Examination

The examination takes the form of two written assignments, namely, a reflective essay (1000 words) and a research note (6000 words) that builds on the reflective essay. To pass the course, the students must have participated in *at least 85%* of all the scheduled activities. Performance is examined individually and graded in terms of Pass or Fail.

Course registration, cost, and logistics

This PhD course is free of charge and open to all PhD students from all disciplines. To register for the course please email the PhD program coordinator at SBS: Helene Olofsson helene.olofsson@sbs.su.se

Literature

Book

Wright, M., Ketchen, D. J. Jr, & Timothy, C. 2020. *How to get published in the best management journals* (2nd edn). Cheltenham, UK: Edward Elgar.

Special issue

Special forum on theory building. *Academy of Management Review*, 1989, 14(4) (October).

Articles

Berg, J. M., Raj, M., & Seamans, R. 2024. Capturing value from artificial intelligence. *Academy of Management Discoveries*, 9(4). Guidepost.

- Calderon-Monge, E., & Ribeiro-Soria, D. 2024. The role of digitalization in business and management: A systematic literature review. *Review of Managerial Science*, 18(2): 449–491.
- Cohen, W. M., & Levinthal, D. A. 1990. Absorptive capacity: A new perspective on learning and innovation. *Administrative Science Quarterly*, 35(1): 128–152.
- Edmans, A. 2023. The end of ESG. *Financial Management*, 52(1): 3–17.
- Fang, T. 2003. A critique of Hofstede’s fifth national culture dimension. *International Journal of Cross Cultural Management*, 3(3): 347–368.
- Fang, T. 2005-2006. From “onion” to “ocean”: Paradox and change in national cultures. *International Studies of Management & Organization*, 35(4): 71–90.
- Fang, T. 2012. Yin Yang: A new perspective on culture. *Management and Organization Review*, 8(1): 25–50.
- Gioia, D. A., Corley, K. G., & Hamilton, A. L. 2013. Seeking qualitative rigor in inductive research: Notes on the Gioia methodology. *Organizational research methods*, 16(1): 15–31.
- Heckman, J. 1979. Sample selection bias as a specification error. *Econometrica* 47(1): 153–161.
- Hofstede, G. 1998. Geert Hofstede’s peer review of Tony Fang’s manuscript submission to OS.
- Kozlov, M. 2023. Disruptive science has declined—Even as papers proliferate. *Nature*, 613, 225.
- Knight, G. A., & Cavusgil, S. T. 1996. The born global firm: A challenge to traditional internationalization theory. In Cavusgil, S. T., & Madsen, T. (Eds.), *Advances in International Marketing*, Vol. 8, JAI Press, Greenwich, CT, pp. 11–26.
- Knight, G. A., & Cavusgil, S. T. 2004. Innovation, organizational capabilities and the born-global firm. *Journal of International Business Studies*, 35(2): 124–141.
- Meyer, K. M., Fang T., Panibratov, A., Peng, M. W., & Gaur, A. 2023. International business under sanctions. *Journal of World Business*, 58(2): 101426.
- Park, M., Leahey, E., & Funk, R. J. 2023. Papers and patents are becoming less disruptive over time. *Nature*, 613, 138–157.
- Podsakoff, P. M., MacKenzie, S. B., Lee, J.-Y.; Podsakoff, N. P. 2003. Common method biases in behavioral research: A critical review of the literature and recommended remedies. *Journal of Applied Psychology*. 88(5): 879–903.
- Prencipe, A., & Tell, F. 2001. Inter-project learning: processes and outcomes of knowledge codification in project-based firms. *Research policy*, 30(9): 1373–1394.
- Rajgopal, S. 2021. Integrating practice into accounting research. *Management Science*, 67(9): 5430–5454.
- Snyder, H. 2019. Literature review as a research methodology: An overview and guidelines. *Journal of business research*, 104(C): 333–339.
- Tell, F. 2004. What do organizations know? Dynamics of justification contexts in R&D activities. *Organization*, 11(4): 443–471.
- Tung, R. L. 2023. To make JIBS matter for a better world. *Journal of International Business Studies*, 54(1): 1–10.
- Tung, R., Zander, I., & Fang, T. 2023a. The Tech Cold War, the multipolarization of the world economy, and IB research. *International Business Review*, 32(6): 102195.
- Tung, R. L., Knight, G., Ghauri, P., Prashantham, S., & Fang, T. 2023b. Disruptive knowledge in international business research: A pipe dream or attainable target? *Journal of International Business Studies*, 54(9): 1589–1598.
- Van de Ven, A., & Johnson, P. 2006. Knowledge for theory and practice. *Academy of Management Review*, 31(4): 802–821.