

Chapter 4. A lifetime journey towards profound academic impact

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This chapter highlights how writing is a continuous journey towards achieving profound academic impact. Focusing on what high impact within the finance domain looks like, the chapter also explicates how high impact academic writing has some idiosyncrasies when spanning across the different fields of business.

4.1 Academic writing as a journey of continuous development (Saba Shahzadi)

Writing for academic journals does not possess an independent set of skills or a strategy adopted once and for all. Driven by a motive, it is sorted and accomplished through continuous development. Russell (2007) suggests that formal schooling for imparting writing skills to people can bring about a lifetime of contribution in professional as well as intellectual aspects of modern culture. In the business realm of the academic journals, the end product of a piece of writing should be able to have a profound academic impact. Academic impact of a business article constitutes a contribution which is verifiable and recognizable to society as well as economy.

As per Broby (2018), the fast paced innovations happening in the business world and financial markets sometimes outpace apparently the novel ideas of research when it comes to writing in business academia. The thoroughness and diligence exhibited by peer review in academia is overrun by considering the enormity of the practical finance. As for academic impact, it should not be restricted to the prediction of an outcome but it also encompasses a much clearer impact on the policy making. Froot et al. (1993) assert that the quantifiable societal impact covered by finance research includes better risk management in the business world. According to Jensen and Meckling (1976), finance research helps to alleviate the agency problems arising between a manager and the shareholders of his business.

Writing business articles entails the traditional approach of following the set of rules including format and pattern provided by academic journals (Jalalian & Aslam, 2012). Boaz and Ashby (2003) suggest that the type and quality of a research article stem from the research design, objectives, framework, methodology, and consistency of results. These along-with data analysis techniques like correlation and regression work as a hallmark for arriving at a quantifiable result in financial research.

Where quality research warrants publishing in an impact factor/top research journal, it is hard to say what defines quality in research (Smith et al., 2004). A study encompassing a very well explored literature section and a meticulous peer review may have all the standards of a quality research and yet, it may carry very little relevance. A quality business study however mostly requires secondary data as well as a blend of methodologies and latest statistical analyses robust enough to strengthen the results. The secondary data include financial and economic numbers which are available to download from online sources or organization/company portals. Spectral GMM estimation and Stochastic frontier approach are among famous techniques of data analysis in secondary data collection (Chacko & Viceira, 2003).

Top journal editors from various domains were asked to provide guidelines for getting published in an academic journal few of which are laid down below:

1. Proceed with the logical order of events
2. Your work should be an embodiment of the main argument
3. Get your work checked by a native English speaker
4. Do not restrict your work to your region. Think about the international context
5. Match the scope of your work with that of the target journal
6. Follow the submission procedures of a journal
7. Take your time before drafting your response to a reviewer
8. As challenging as getting your work published is, the finished article will be what your viewers see.

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4.2 High impact for academic writing in Finance (Talal Sorour)

Writing in academic journals in the business domain might be a challenging job for some researchers and academics, as there are couple of issue that the researchers might face, such as not finding interesting question to work with. Although, the most common challenge the faces researcher is publishing their journals as many journals end up being rejected. Hence, in this paper I will discuss why Writing in academic journals in the business domain might be challenging? In addition, I will pin point the issues through the finance field.

The aiming to Writing in academic journals may have couple of issues as Bradbury, M. 2012 tried to answer what are the issues in writing and publishing in the finance field as he explores through a content analysis and opinion survey. As he analyzed 66 reviews of 33 manuscript submitted to the top accounting and finance journals and concluded that many papers were rashly submitted to the wrong journals and other were lack of proper contribution and lack of proper follow ideas. Hence, publishing in finance journals was challenging to some researchers. Moreover, researcher publishing in financial journals may face a couple of issues regarding difficulties of publishing in quality journals. Hence, Macdonald and Kam (2007) have argued in their article that the priority aims and the focus of publishing have changed from what to publish concerning academics knowledge to where to publish concerning journals ranking. As it is obvious, that researchers prefer high quality journals. Hence, Baden 2000 pointed a complex issue as how to define quality journal. As it is well know that top university are concerned in publishing in top journals as the classifications of top universities usually relay on where they publish their work. Moreover, Jhonson 1994 argues that it is a fact that high quality papers are published in a high quality journals. In fact, they are considered high quality papers because they were published in a high quality journals. Moreover, in the same arguments Armstrong and Sperry 1994 found a strong link between the ranking of business schools and their publication in high journals concerning the quality of their financial research in term of citations. Although, publishing in a high quality journals has many benefits as Flagg et al. (2011) found out that PhD candidates who are not in the top universities ranking can improve their academic futures research productivity by publishing in a high journals.

There is no concept on how to measure quality journal other than the number of citation and the quality of the insights. Although, Oltheten E., Theoharakis V., Travlos N.G. 2005 Analyzed 862 surveys answered by finance academic in the world and found out that there is no major differences regarding insights concerning the top four-finance journal. Hence, using probit model specification these authors find that journal quality insights for journals other than the top four journals significant

differences across the geographical regions, journal affiliation, level of seniority, research interest. His findings illustrates that it is not an easy task to select research output outside of the top journals. On the other hand, in the finance field there are several concentration such as corporate governance, international capital markets financial economics etc. hence, in terms of publishing in a quality journals does the concentration matter? Are there specific areas or topics in the financial field preferred more than others? Borokhovich et al. (1998) answered those questions as he found in his article that the high quality finance journals prefer certain topics or areas, and the young researcher's awareness of that fact influenced their future concentration carriers in the academic emptions. In the same context, the authors found a fact that papers based on corporate finance concentration are more likely to be published in a high quality journals than papers that concentrate on financial institutions. Furthermore, Borokhovich et al. (2000) had the same conclusion when they used social science citation index SSCI to rank the quality of papers. Paper that had citing's of other papers outside the financial field displayed a higher effective factor than those which did not.

There are different types of academics researchers with different categories as Faria 2003 hypothesized a process to categorize economists into two groups, a group that seeks quality or influence which is measure by the number of citation and the other group seek quantity or profusion, which is measured by the number of publication. Faria 2005 article focused on the same issue was discussed, but this time the economists are deciding whether to publish in international or national journals. Faria 2003 and Faira 2005 recommended in the theoretical model in both papers that the best strategy is to find a balance between quality and quantity and national and international journals.

Writing in academic journals in the business domain might be a challenging job for some researchers and academics depending on the aim of the quality of the journal, although, finding the right journal for the right concentration field is one of the solutions. Hence, as the higher the journal quality the more chances it get rejected researchers are encouraged to diversify between journals and find a balance between high quality journals and standard journals and national journals and international journals.

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