

## HINTS FOR PUBLISHING – THE GOOD PAPER



During the Cambridge conference, I had the opportunity to attend a session entitled “The good paper” organized by Matthias Holweg, where current and past editors of leading journals -Martin Christopher (International Journal of Logistics Management), Steven Brown (IJOPM), and Morgan Swink (Journal of Operations Management)- shared some hints to help the conference participants get their papers published. Here I summarized some of the points I collected during their presentations, in no particular order:

- In the literature review part of the paper, if you cite papers from different time periods, you should put them in context, explaining why they were relevant at the time, and make a connection among them, rather than dropping a list of names in your own paper. In particular, when you refer to an "ancient" classic paper, you should make some criticism on it, because the situation in your paper is going to be different to what it was at the time the paper was written.
- A good paper "tells a story". You should be able to show that (1) the readers know the preliminaries of the story, (2) you make very clear what your point is, and (3) you explain how the two previous items are related.
- POM is theory driven. A paper is either exploratory (to develop theory) or explanatory (to test theory). In both cases, it is about making propositions: at the beginning of the explanatory paper or at the end of the exploratory one.
- In papers based on case studies, make sure you triangulate, do multiple interviews, in order to eliminate bias as much as you can. In grounded theory, using semi-structured interviews, do enough of them until you reach saturation.

- Using published papers in the journal you want to publish as templates for your own paper can be quite useful.
- The pyramid principle provides the three elements for writing: Situation, Complication, and Answer.
- A qualifier for an interesting paper is to motivate the reader at the beginning, front-loading the paper with an attractive research question and a good coverage of the literature. At the end of the paper discuss the results and speculate about competing hypothesis and future research leads.
- A good paper must be interesting, true, checked for biases, well-written, robust, engaging, and with takeaways for the intended readers.

