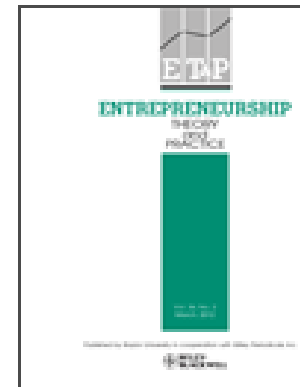
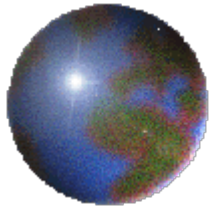


# *Scholarly publishing –*

*How to publish in top-tier journals*



By Professor Trond Randøy,  
University of Agder, Norway



## *Focus on Emerging Research Areas: examples from entrepreneurship*

1. Social entrepreneurship
  1. Such as microfinance, health, education
  
2. International entrepreneurship
  1. Such as among immigrants, int. students
  
3. Entrepreneurship in SMEs, microfirms
  1. Family firms, informal sector



# *The publishing life cycle: 1-5 years!*

Randøy, T. Strøm, R. Ø. and  
Mersland, R. (ETP) 2015

- ⊕ The research problem – the idea: 2009
- ⊕ First draft: September 2010
- ⊕ Working paper: October 2010
- ⊕ Conference presentation: October 2010 (Belgium)
- ⊕ Submit to journal or invitation to book: Submitted Sept.2012
- ⊕ Accept, resubmit, or reject: Accepted Dec.2013  
Print version 2015



# *Top-tier journals Entrepreneurship*

## **John Carroll University Classification**

**Level I** Journal of Business Venturing 2. Small Business Economics 3. Entrepreneurship: Theory & Practice 4. Journal of Small Business Management

**Level II** 1. Entrepreneurship, Innovation and Change 2. Family Business Review 3. International Journal of Entrepreneurship Development, Education and Training 4. International Journal of Entrepreneurship 5. International Journal of Technological Innovation and Entrepreneurship 6. Journal of Developmental Entrepreneurship 7. Journal of Enterprising Culture 8. Journal of Entrepreneurship Education 9. Journal of Private Enterprise 10. New England Journal of Entrepreneurship 11. Small Business and Enterprise Development

**Level III** 1. Economic Analysis: A Journal of Enterprise and Participation 2. Enterprise and Innovation Management Studies 3. Entrepreneurship Development Review 4. Journal of Entrepreneurship 5. Journal of International Business and Entrepreneurship 6. Journal of Technology Transfer 7. Small Enterprise Research: The Journal of SEANZ 8. Studies in Cultures, Organizations and Societies

Good source: <http://www.harzing.com>



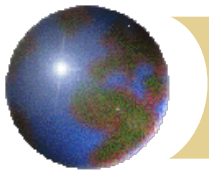
## *Prerequisites to scholarly contribution:*

- ⊕ Creativity: *identify* interesting research problem
- ⊕ Theoretical understanding: ability to *create* new theory
  - ⊞ Positioning in relation to existing theory
- ⊕ Methodological skills: Testing theory
  - ⊞ commonly discipline-based
- ⊕ Language skills: a good story teller
- ⊕ The ability to respond to critique – responding to reviewers



## *Journal content*

- ⊕ Research problem
- ⊕ Motivation
- ⊕ Positioning
- ⊕ Theory and hypotheses
- ⊕ (Methodology)
- ⊕ Results
- ⊕ Conclusions, limitations, future research



# The research problem

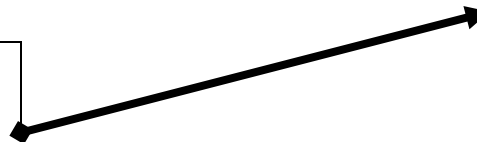
## ✦ *Combine title and research problem:*

- ✦ *The impact of Entrepreneur-CEOs on Microfinance Institutions (ETP)*
- ✦ *Ownership Structure, Founding Family Leadership, and Performance in Norwegian SMEs (JBV).*

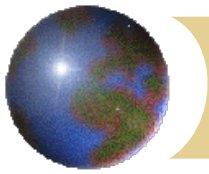
## ✦ *Make the research problem visible:*

- ✦ *Either explicit or implicit*
- ✦ *Unit of analysis: institutions*

CEO-founder



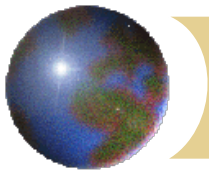
- ✦ Firm Performance:
  - More sustainable
  - Lower cost, more social impact(need to link to CEO)



# The research problem - continued.

- ⊕ *The issue of contribution: "so what?"*
  
- ⊕ *Sufficient Contribution?*
  - ⊞ *The results have been found other places*
  - ⊞ *Is the theory really new?*
  - ⊞ *Has important research been overlooked?*
  
- ⊕ *Overly narrow contribution?*
  - ⊞ *Adds a few variables in relation to past studies.*
  - ⊞ *Not surprising results (tautological)*
  - ⊞ *Why is this of interest?*





# Motivation

- ❏ *Use recent events (e.g., strong growth, financial crisis...) or recent public policy reports (OECD, UN etc)*
- ❏ *Use change of public policy (Indonesia...?)*

Microfinance is a global industry that has emerged over the last couple of decades, in which entrepreneurs play a prominent role. However, there is a lack of theoretical knowledge and empirical evidence of the impact of *entrepreneur* or *founder*, chief executive officers (CEOs) in microfinance institutions» Randøy, Merland & Strøm (2015) p.xx



# Positioning

- ✚ *What is your contribution in relation to past research?*
  - ✚ *Don't be too critical of existing research*
  - ✚ *Focus on theoretical "holes" or omitted variables*
  - ✚ *Are there overlooked contingencies?*

In this study, we argue that entrepreneur-CEOs in microfinance are different from typical for-profit entrepreneurs—and that their behavior can be interpreted through the theoretical lenses of mission-driven “motivated agents” (Besley & Ghatak, 2005).  
Randøy, Merland & Strøm (2015) p.xx



# Theory and hypotheses

- ✚ *All papers need to provide a theoretical contribution*
  - ✚ *Don't try to produce a "grand theory of everything";*
  - ✚ *Focus on what the paper adds to theory, i.e. the body of knowledge*
- ✚ *Provide a clear linkage between theory and hypotheses*



# Empirical contribution

- ❏ *Provide documentation of what has been done, including reference to sources.*
- ❏ *Try to be innovative;*
  - *I.e., multiple measures of important variables*



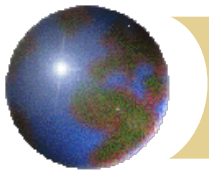
# Results

- ✦ *Apply the same format as the target journal*
- ✦ *Discuss the results in relation to hypotheses/theory*
- ✦ *Use the data!*
  - ✦ *Use multiple ways of reporting & different methods of analysis*
  - ✦ *Be aware that reviewers might see a potential in your data; be open to such inputs*



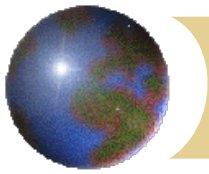
# Conclusions

- ✚ Implications for managers, public policy etc.
- ✚ The results of this study have several major implications. They highlight how founder-led firms can exploit their low agency cost status to use their board and insiders for strategic purposes. For instance, these capabilities can be used to get access to critical resources without any downside risk of incurring agency costs. (Randøy& Sanjay, 2003)
- ✚ Contribution to theory



## Limitations of study

- ⊕ Theoretical limitations?
- ⊕ Methodological limitations?
- ⊕ Time-wise limitations?
- ⊕ Can results be generalized?
  - ⊗ This study is not without limitations. .... the results may not apply to young, start-up firms using private equity only. Furthermore, to the extent that the growth objectives, legal framework, and motivations of principal actors are unique to Norway, the generalizability of this study may be suspect. (Randøy& Sanjay, 2003)



## Need for further research

“There are several limitations to this study that can motivate future research. First, there is the challenge of possible confounding effects, particularly as we attempt to attribute individual characteristics (the entrepreneur status) to organizational outcomes (MFI performance and costs). This also implies that we like to see research that move further “upstream” in theorizing how entrepreneurs and nonentrepreneurs CEOs might differ in how they accomplish their social missions – from”, Randøy, Mersland & Strøm, 2015..p.xx