



FME3520 Crafting a Publishable Paper for Scientific Journals 7.5 credits

Utforma ett publicerbart papper för vetenskapliga tidskrifter

This is a translation of the Swedish, legally binding, course syllabus.

If the course is discontinued, students may request to be examined during the following two academic years

Establishment

Course syllabus for FME3520 valid from Autumn 2012

Grading scale

Education cycle

Third cycle

Specific prerequisites

Ph. D. student

Language of instruction

The language of instruction is specified in the course offering information in the course catalogue.

Intended learning outcomes

By the completion of this course participants will have the knowledge about:

- How academic journal work
- What are the assessment criteria for publication of journal article
- What is a “contribution to knowledge”
- Review process for publication of scientific articles
- Developing a publishable paper
- Findings ideas
- The structure of paper
- Testing ideas and papers
- How Editors and Reviewers are looking for in a publishable paper

Course contents

1. To introduce you to the basic methods and measurements of research, including scientific method, research design, and measurement in business and management research in general, and academic research in marketing in particular.
2. To provide you with a foundation for conducting research and publishing this research as a dissertation or journal articles.
3. To give you a functional understanding of what is necessary to conduct publishable research.
4. To give you a practical, “first taste” of conducting a piece of research that you will then write up and submit to a peer-reviewed academic journal.
5. To hear from the editors and reviewers of journals what editors and reviewers are looking for in a publishable paper.

Course literature

Books

Alreck P.L., & Settle R.B. (1995). *The survey research handbook* (2nd ed.). Chicago: Irwin.

American Psychological Association. (1994). *Publication manual of the American Psychological Association* (4th ed.). Washington, D.C.: American Psychological Association.

Blalock, H.M., Jr.(Ed.) (1985). *Causal models in the social sciences* (2nd ed). New York: Aldine De Gruyter.

Bruning, J.L. & Kintz, B.L. (1987). *Computational handbook of statistics* (3rd ed.). Glenview: Scott, Foresman & Co.

Cohen, J. (1988). *Statistical power analysis for the behavioral sciences* (2nd ed.). New Jersey: Erlbaum.

- Cohen, J., & Cohen, P. (1983). *Applied multiple regression/correlation analysis for the behavioral sciences* (2nd ed.). Hillsdale: Lawrence Erlbaum.
- Cook, T.D., & Campbell, D.T. (1979). *Quasi-experimentation: Design and analysis issues for field settings*. Boston: Houghton Mifflin.
- Festinger, L., & Katz, D. (Eds.) (1966). *Research methods in the behavioral sciences*. New York: Holt, Rinehart and Winston.
- Gibaldi, J. (1995). *MLA handbook for writers of research papers* (4th ed.). New York: The Modern Language Association of America.
- Hair, J.F., Jr., Anderson, R.E., Tatham, R.L., & Black W.C. (1995). *Multivariate data analysis* (4th ed.). Englewood Cliffs: Prentice Hall.
- Huck, S.W., & Cormier, W.H. (1996). *Reading statistics and research* (2nd ed.). New York: HarperCollins.
- James, L.R., Mulaik, S.A., & Brett, J.M. (Eds.) (1982). *Causal Analysis: Assumptions, models, and data*. Beverly Hills: Sage.
- Kaplan, A. (1964). *The conduct of inquiry*. San Francisco: Chandler.
- Kerlinger, F.N. (1986). *Foundations of behavioral research* (3rd ed.). New York: Holt, Rinehart & Winston.
- King, Stephen. (2000) *On Writing: A Memoir of the Craft*, London, UK: Hodder and Stoughton, New English Library
- Kirk, R.E. (1982). *Experimental Design: Procedures for the behavioral sciences* (2nd ed.). Belmont: Wadsworth.
- Nunnally, J.C., & Bernstein, I.H. (1994). *Psychometric theory* (3rd ed.). New York: McGraw-Hill.
- Pedhazur, E.J., & Campbell, D.T. (1991). *Measurement, design, and analysis: An integrated approach*. Hillsdale: Lawrence Erlbaum.
- Rudestam, K.E., & Newton, R.R. (1992). *Surviving your dissertation: A comprehensive guide to content and process*. Newbury Park: SAGE Publications.
- Turabian, K.L. (1996). *A manual for writers of term papers, theses, and dissertations* (6th ed.). Chicago: The University of Chicago Press.

Suggested Journal Articles

- Carman, J.M., "Consumer perceptions of service quality: An assessment of the SERVQUAL dimensions," *Journal of Retailing*, 66, 1, (1990), 33-55.
- Churchill, G.A., "A Paradigm for Developing Better Measures of Marketing Constructs," *Journal of Marketing Research*, 16, Feb, (1979), 64-73.
- Cronbach, L.J., "Coefficient alpha and the internal structure of tests," *Psychometrika*, 16, 3, September, (1951), 297-333.

Parasuraman, A., V.A. Zeithaml and L. L. Berry, "SERVQUAL: a multiple-item scale for measuring consumer perceptions of service quality," *Journal of Retailing*, 64, 1, Spring, (1988), 12-40.

Pitt, L.F., Watson, R.T., and Kavan, B.C. (1995) Service Quality—A Measure of Information Systems Effectiveness. *MIS Quarterly*, 19, 2 (June), 173–187

Berthon, P.R., Pitt, L.F., Ewing, M.T., and Carr, C. (2002) Potential Research Space In MIS: A Framework For Replication, Extension And Generation, *Information Systems Research*, 13, 4 (December), 416-427.

Coudounaris, D., Kvasova, O., Leonidou, L.C., Pitt, L.F., and Nel, D. (2009) Fifteen Good Years: An Analysis of Publications in Management International Review, *Management International Review*, 49, 5, 671-684

Pitt, L.F. (2008) "Paul Erdős, Kevin Bacon and I: In praise of co-authorship", *International Journal of Advertising*, 27, 2

Examination

Based on recommendation from KTH's coordinator for disabilities, the examiner will decide how to adapt an examination for students with documented disability.

The examiner may apply another examination format when re-examining individual students.

Ethical approach

- All members of a group are responsible for the group's work.
- In any assessment, every student shall honestly disclose any help received and sources used.
- In an oral assessment, every student shall be able to present and answer questions about the entire assignment and solution.