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MARKETING

Unterstützt durch die Wirtschaftsfakultät und Graduate School der OvGU

How to Get Published in International Journals: The (Bumpy) Road to (Possible) Success

Forschungs-
kolloquium der
FWW

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(<http://international-marketing.univie.ac.at/>)

While most business and management academics appreciate the importance of getting published in international journals, relatively few actually manage to do so and even fewer manage to do it repeatedly over time. Although several factors are responsible for this pattern, one important factor seems to be lack of understanding of how such journals actually "tick" and how this affects an author's chance in "getting a foot in the door". Drawing from 25+ years of personal experience as an author, editor, editorial review board member and ad hoc reviewer, this presentation seeks to offer some insights into (a) the context within which a review of a submitted paper typically takes place, (b) the nature and demands of the reviewing process, and (c) things to do (or not to do) to maximize the chances of a successful outcome. The talk is particularly targeted to young scholars and doctoral students interested in an academic career but also to more experienced researchers seeking to strengthen their publication portfolio and enhance their reputation.

Adamantios Diamantopoulos is Chaired Professor of International Marketing at the University of Vienna, Austria. He is also Visiting Research Professor at Loughborough University, UK, Visiting Professor at the University of Ljubljana, Slovenia and Senior Fellow at the Dr Theo and Friedl Schöller Research Center for Business & Society, Nürnberg, Germany. During the academic year 2012-13 he was the Joseph A. Schumpeter Fellow at Harvard University, USA. His main research interests are in international marketing and (quantitative) research methodology, and he is the author of some 200 publications in these areas. His work has appeared, among others, in the Journal of Marketing Research, Journal of International Business Studies, Journal of the Academy of Marketing Science, International Journal of Research in Marketing, Journal of Service Research, Journal of International Marketing, Journal of Retailing, MIS Quarterly, Organizational Research Methods and Journal of Business Research. He sits on the Editorial Review Boards of a dozen academic journals and acts as a referee for several professional associations and funding bodies. In 2000, he was elected Fellow of the British Academy of Management. In the 2012 research performance evaluation by the Handelsblatt newspaper, he was ranked #4 in terms of "Lifetime Achievement" amongst a total of 3016 business administration academics in Germany, Austria and Switzerland.
(<http://blog.handelsblatt.com/handelsblog/2012/09/17/die-top-fakultaten-fur-bwl/>).