



Agenda

- What is the value of publishing?
- Paper quality. How to identify good papers?
- Co-authorship.
- The structure of the paper.
- Title.
- Abstract and keywords.
- Introduction.
- Literature review.
- System model & problem statement.
- Methodology/ Methods and data.
- Findings/ results.
- Discussion.
- Conclusion.
- Limitations.
- Future agenda.
- Acknowledgments.
- Publication journey.
- Ethic. Plagiarism. Co-authorship.



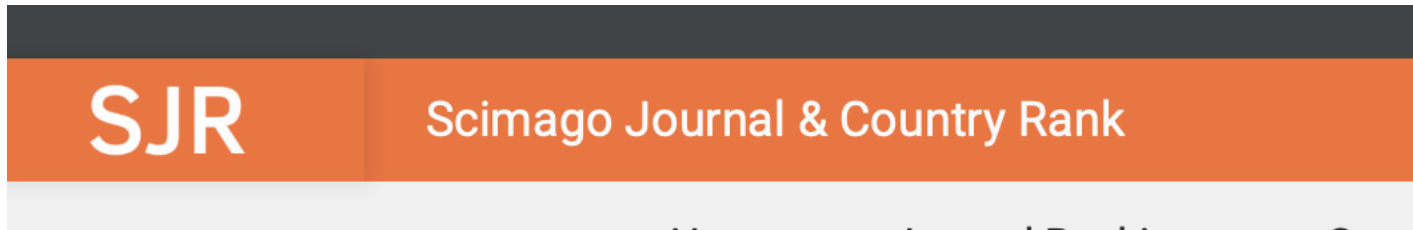
What is value of publishing?

- Career development in academia. Ticket to the high ranking universities.
- Career in business. University-based approach.
- Policymakers consultations. Policy-oriented papers (forecasts, scenario-building).
- To get funded. Travel grants and conferences.
- PhD = 3 paper (middle or high ranking journals).



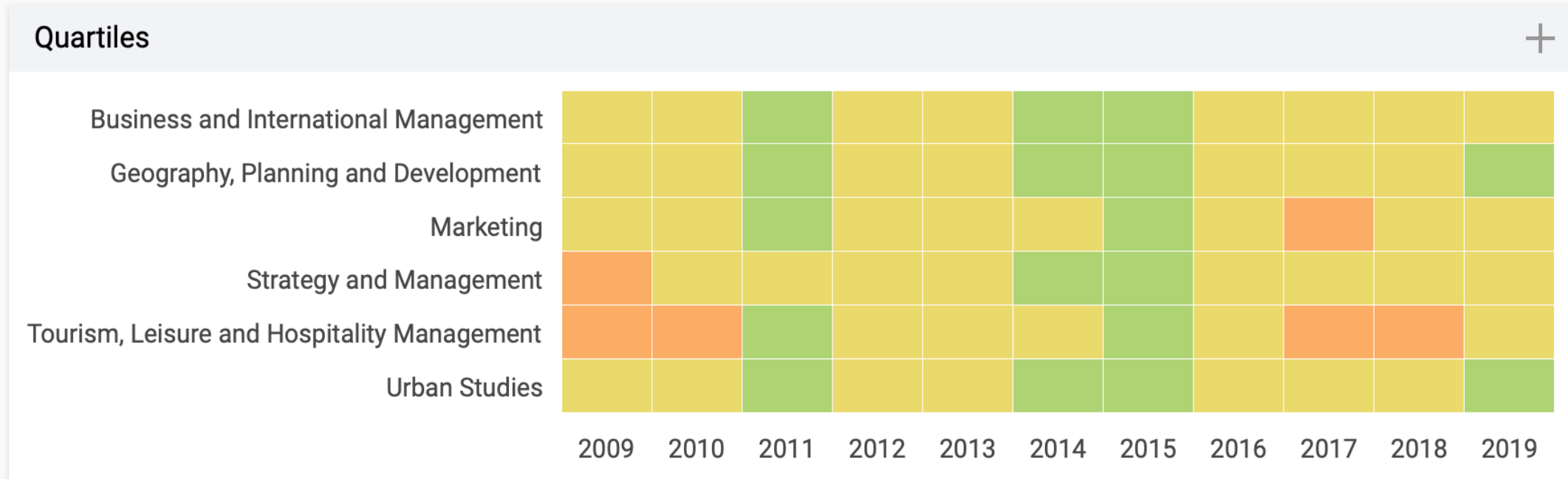
Paper quality. How to identify good papers?

- Indexed journals
- Scopus / WoS/ Impact factor
- Reviewing process as quality filtration mechanism



Paper quality. How to identify good papers?

Journal of Place Management and Development



The structure of the paper

- Title
- Authors
- Abstracts
- Keywords
- Introduction
- Literature review
- Methodology/ Research design
- Findings/Results
- Discussion
- Conclusion
- Limitations
- Future agenda
- Reference list



Title

Choose a Right Title

- The title should be very specific, not too broad.
- The title should be substantially different from others.

“Topology control for multihop wireless networks”, *IEEE Trans. on Comm*, 93.

“Topology control of multihop wireless networks using transmit power adjustment”,
infocom'00.

“Distributed topology control for power efficient operation in multihop wireless networks”, *infocom'01*.

- Avoid general / big titles, e.g.,

“Research on data mining”,

“Some research on job assignment in cluster computing”,

“A new framework for distributed computing”,

.....

Source: How to Write Good Research Articles. Prof. Xiaohua Jia



Abstract

- Purpose/ Problem
- Design/methodology approach
- Findings
- Originality/value
- Practical value



Abstract

Sell your research! First information when searching paper from database (in some cases the only open information regarding your paper).

- Informative
- Attractive
- Intriguing

Around 100-250 words

- Purpose/ Problem
- Design/methodology/approach
- Findings
- Originality/value
- Practical value



Abstract. Structured

Purpose: The main purpose of this study is to examine and clarify relationship between dimensions of satisfaction that have impact on revisit intention of museums visitors in the context of major city event and reveal the most significant ones applying a structural equation model and conditional inference tree.

Design/methodology/approach: The paper utilizes face-to-face survey research at «Long Night of Museums» Saint Petersburg, 298 questionnaires were completed. Empirical part of research is based on structural equation modeling (SEM) and completed by conditional inference tree.

Findings: This study showed direct effect of satisfaction from major city event on revisit intention of museums visitors. Moreover, both SEM and conditional inference tree demonstrates that attractiveness and atmosphere revealed to be the most impactful dimensions on intentions to revisit.

Originality/value: This is the first attempt to integrate perceived value and satisfaction regarding a museum in the context of a major city event and revisit intention regarding a museum into one model and test it empirically. The study includes newly developed dimensions of evaluating perceived value and satisfaction, as well as special focus on satisfaction dimensions – atmosphere. Another point of originality is provided by using a conditional Inference Tree modelling, that capture in depth the intention formation process. This study provides an opportunity to advance our understanding of visitors decision-making process.

Practical value: The results of the study allow museum managers to understand how to create a revisit intention among visitors to appreciate the benefits of participating in major city events.

Abstract. Semi-Structured

Central to the entire discipline of entrepreneurship is the construct of perceived opportunities. This construct reflects peoples' perception of their opportunities to become entrepreneurs. To this day, the question of what particular factors influence perceived opportunities is left unanswered. Apparently, a context plays a considerable role, cultural context among others. Culture defines peoples' mentality, influencing their perception and behavior. This applies to entrepreneurship as well. However, as surprising as it may be, researchers have not treated the influence of culture on perceived opportunities in much detail.

Thus, the aim of the present research is to test our core hypothesis that postulates that society's propensity to generate a certain level of perceived opportunities will depend on culture.

This study analyzes data from 55 countries, using panel data for the 2004-2017 period, and this data is drawn from three main sources: (1) The GLOBE project, which evaluates a culture according to 9 basic dimensions, and using the division between values and practices; (2) the GEM project, which provides information on perceived opportunities; and (3) we added control variable - GDP per capita for each country in matched perceived opportunities-culture data set obtained from OECD database.



Abstract. Semi-Structured

We apply principal component analysis to reveal main independent cultural determinants or components that effect on the entrepreneurial opportunity perception. As the first step of principal component analysis, 5 components was determined based on eigenvalues. We applied OLS regression where dependent variable is the entrepreneurial opportunity perception and independent variables are formed 5 components from the previous analysis. Following the literature, we also control for GDP level and for each year form 3 groups of countries, those with small, medium and high level of GDP.

There are several important areas where this study makes an original contributions: (1) the study has gone some way towards enhancing our understanding of interconnections of perceived opportunities and culture; (2) the study apply analysis of cognitive aspects of entrepreneurship on cross-national level; (3) this is the first study to undertake principal component analysis for studying interconnections of perceived opportunities and culture.



Abstract. Unstructured

Journal of Small Business Management 2011 49(2), pp. 283–304

Defragmenting Definitions of Entrepreneurial Opportunity*

By David J. Hansen, Rodney Shrader, and Javier Monllor

We examined 19 years worth of definitions of entrepreneurial opportunity and opportunity-related processes. We found 56 articles in six entrepreneurship-focused publications, with a total of 49 conceptual definitions and 32 operational definitions. Among those definitions, we identified 25 distinct conceptual and 12 operational elements of opportunity plus 48 conceptual and 39 operational elements of opportunity-related processes. We found considerable fragmentation across conceptual and operational elements. However, based on commonalities among conceptual definitions, we developed six composite conceptual definitions of opportunity and eight composite conceptual definitions of opportunity-related processes, which we hope will help reduce the fragmentation of the entrepreneurial opportunity literature.



Keywords

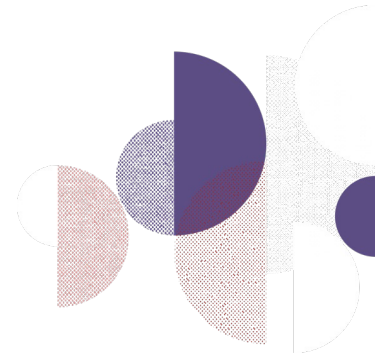
Be specific

Keywords: Long Night of Museums, Major City Event, Museum, Revisit Intention, Satisfaction, Perceived Value, Conditional Inference Tree, SEM.



Introduction

What to include?



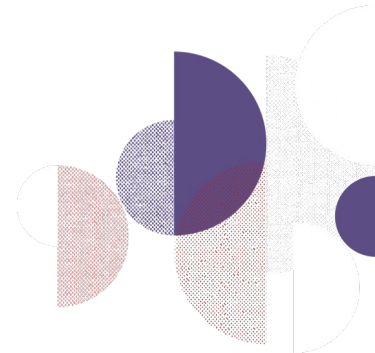
Introduction

- Aim
- Gap – identifying gap is not a reason to conduct research!
- Topicality
- Background/ context creation
- Research question/ hypothesis / novelty - avoid "so what" question.
- Methods?
- Results?
- Structure of the paper
- Contribution (practical, theoretical)
- Research plan, approach, idea

Statistics?

Facts?

References?



Literature review

What is the main idea of literature review?

- Describe literature
- Show state of art
- Distinguish group of scientists – pro/cons
- Indicate your niche



Literature review

- Description vs critical discussion.
- Show insight and connections of different theories with your topic.
- State of art.
- Classify and synthesize research, identify conflicting approaches.
- Hallmark in the field.
- Where you are in the debate and why.



Methodology and methods

- Section structure?
- Do we need mini literature review in methodology part?



Methodology / Methods and Data

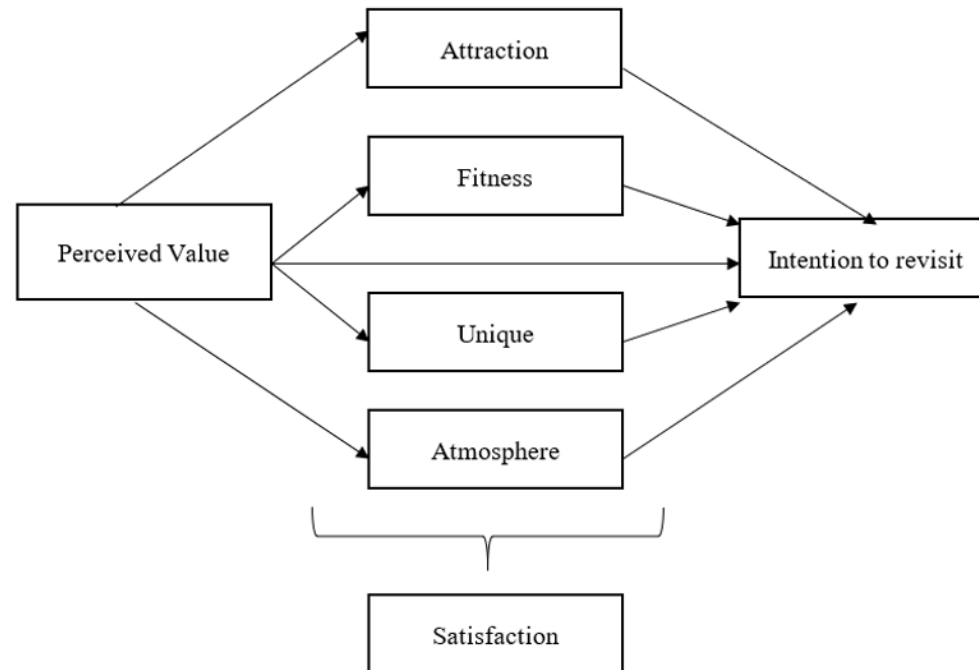
- Previous research (methods and approaches used).
- Criticism.
- Argumentation.
- Your research logic and steps.
- Connection with RQ and aim.
- Theory and methods.
- Description of the model and process.
- Constructs.
- How to measure constructs.
- Variables/Indicators of measuring theoretical model and concepts.



Methodology / Methods and Data

- Description of the model and process.
- Constructs.
- How to measure constructs.
- Variables / Indicators of measuring theoretical model and concepts.

Figure 2 Theoretical framework for predicting revisit intentions.



Methodology / Methods and Data

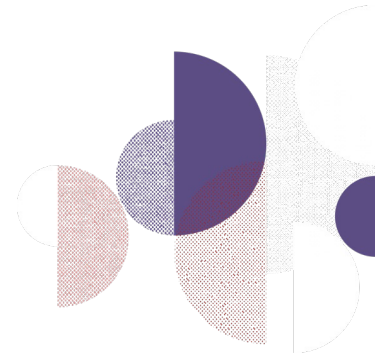
Table 1. CFA for attraction, fitness, unique

Construct	Question	Que
Attractiveness	Here my mood improves.	3.44
	This place has many interesting objects that I would like to observe.	3.48
	I enjoy every moment here.	3.13
	I would like to spend more time here.	2.81
<u>Atmoshere</u>	Spaciousness of the museum helped me enjoy the Long Night of Museums here.	3.37
	Here I appreciated the opportunity to interact with other visitors.	2.73
	Creativity of the event here helped me enjoy staying in this place.	3.41
	Light effects used in the event helped me enjoy staying here.	2.67



Data

- Data description.
- Data limitation.
- Sample size.
- Sample argumentation and reliability.



Results

- Description and Interpretation.
- What and what does it mean?
- Are results statistically significant?
- Causality.
- Relevance to theory.



Discussion

- To put your research in the context of previous research.
- To show that your research has revealed something new and where your results confirm the results of previous research.
- Comparative analysis.



Conclusion

- Aim and results interconnection.
- Limitations.
- Future research agenda.
- Contribution (theoretical).
- Practical implication.



Limitations

What is the function of limitations?
Describe what you have failed to research.
Anticipate reviewer comments))

Examples.

- Specific sample. Question of generalization.
- Specific context. Question of generalization.
- Time limitations.
- Methods. Relyability.
- Focusing on one gap/ side/ aspect.



Future agenda

How we can use future agenda?

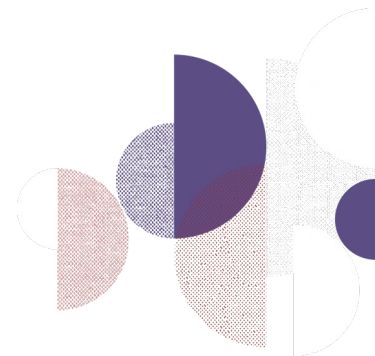


Future agenda

New gaps?

New samples?

New context?



Acknowledgments

when measuring visitors' satisfaction. In shaping visitors' satisfaction, emotions, such as the pleasure to be in a particular location, are more significant than cognitive aspects, such as the theme of the exhibition.

* **Acknowledgments:** The authors would like to thank “Fondazione di Venezia” for providing them with data used in the analysis. The usual disclaimers apply.

Acknowledgement

The authors thank the Ministry of Science and Technology in Taiwan for financially supporting this research under Contract No. MOST 104-2410-H-018 -029 -MY2.



Thank you!

