

Slicing and Dicing your PhD : The master chef Guide to publishing from your PhD.



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Acknowledgement of Country

Griffith University acknowledges the people who are the traditional custodians of the land and pays respect to the Elders, past and present, and extends that respect to all Aboriginal and Torres Strait Islander peoples.

Outline of our workshop today

- What is a PhD thesis?
- Pros and cons of a PhD thesis for publishing
- Where can I publish
- Conferences
- Journals
- Reviews
- Book chapters
- Monographs
- Final Advice



What is a PhD thesis?

Pros and Cons of a PhD thesis

Pros

Usually something original (original contribution to knowledge)
Thinking time (unless you fill it with other things – teaching???)
Only time when you have extended time for research data collection

Cons

You generally have little research experience (it is supposed to be a learning)
Essential parts of the document may not be publishable (demonstration of learning)
It is time limited to get the PhD.

Publishing Chapters of a PhD thesis

1. Introduction – not publishable – generally a summary
2. Literature review – potential but needs to be a critical review
3. Theoretical Framework – potential depending on contribution
4. Data collection 1 – definitely but needs crafting
5. Data collection 2 – definitely but needs crafting
6. Discussion – may contribute to your literature review

There are significant variations to this but I like to think of it as a program of research demonstrating research training and contributing to your discipline's knowledge (has to have a theoretical component).

Issues to consider when publishing

- What is my motive?
- What do I really want for myself?
- What do I want my reputation to be?
- Sole authorship or co authorship?
- How many on the team?
- Who will read this if I choose this outlet?
- Citations
- Reputation for CV
- Balance of outputs
- What does the organization I work for want? High output medium quality or low output high quality.

Where to publish?

- Conferences
- Journals
- Book chapters
- Teaching books (case studies?)
- Monographs
- Journalistic outlets
- Others??



Conferences

- Good for exposing ideas to others
- Good for collaboration and to connect to other researchers
- Good to start your reputation with your colleagues / potential employers

- What not to do
- 12 minutes – don't do a comprehensive literature review – stand on the shoulders of giants – but don't repeat them
- Focus on model
- Focus on data / findings / analysis
- Identify areas for feedback.

- Issues to consider
- The silver bird academic.
- Location vs professional exposure
- Narrow vs broad conference
- Low to no citations

Journals

- Decide the journal (you need to do this before you start to research or early in the research process)
 - Fit (have they published on this topic previously)
 - Do you have a contribution – what is it in one sentence
 - Are the methods appropriate (have they published this type of research previously)
 - How many studies?
 - What is their expectation of a published article (data and analysis or full theoretical development plus empirical research).
 - Potential for good citation.
 - High rejection rate in good journals – slow to review.

Book Chapters (Edited Research Books)

- Generally this will be as a collaborator with a senior researcher (unless you are really really good at the conference part),
- Increasingly reviewed by other contributors (friendly review)
- Lower level of scrutiny – but still important to address issues
- Place for stuff that may not suit journals
- Generally, not an opinion piece
- Opportunity for a quick hit (quicker and more reliable than good journals)
- Opportunity to test the waters and try out new ideas.
- Potential for citation count on Google Scholar – but not elsewhere

Monographs (thesis as a book).

- Not generally the first choice for a Management academic
- Generally solo authorship
- Difficult to sell to a reputable book publisher (as a junior researcher)
- Some think it is a mark of achievement (but not many due to the lack of peer review)
- Generally low citation rates.
- May cost you money (check any contract for the small print).

Teaching Books

- An opportunity for some (depending on the academic track you want to take).
- Good for a teaching portfolio (scholarship)
- Case studies (can be quick to write)
- Low citation potential

Journalistic outlets

- An opportunity for some.
- Good for impact
- Generally not the first use of the material (e.g. report of findings of a study)
- Different writing style
- Low citations (but can be linked to other measures)

Final Advice

- Think about a publication strategy up front (in general terms).
- If you want to hit quality journals – apply a method that is publishable
- Don't underestimate the power of one big hit.
- Don't underestimate the power of a small hit.
- Engage with the discipline / your colleagues to help.
- Seek the advice of your supervision team.

QUESTIONS

DISCUSSION