

# HOW TO PUBLISH IN ACADEMIC JOURNALS: WRITING A STRONG AND ORGANIZED INTRODUCTION SECTION

David Ahlstrom

The Chinese University of Hong Kong

## ABSTRACT

Publishing in quality academic journals is challenging. Authors who want to improve their chances of publishing in management and allied business and social science journals can save themselves much time and frustration by ensuring that manuscripts are consistent with the journal's aims and scope and what the field requires in terms of addressing unanswered research questions or improvements to current theory and evidence. It is well-understood if a manuscript lacks theoretical grounding or makes significant methodological or research design mistakes, it will likely be rejected. Researchers in the social sciences are typically well-trained in methods, statistical analysis, and research design. But many scholars have much less training on the situating, motivating, and organizing of manuscripts, particularly in the all-important introduction of the paper. Oftentimes, an author may face rejection of his or her manuscript not because of bad data or methods, but because of major framing and organizational issues with the paper, as well as a lack of clear contributions. These problems are addressed within the context of writing a clear research question and introduction section, which form the basis for the overall organization of the paper. Numerous helpful sources are also provided.

**Keywords:** Research, Academic writing, Journal articles, Research question, Paper organization, Publishing.

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## INTRODUCTION

Writing and publishing good quality academic articles is a demanding task. Researchers face many challenges from getting the right data and analyzing it correctly to positioning the paper clearly and showing its contributions to current theory and evidence in its area. Authors who want to improve their chances of publishing in the business and allied social sciences journals can save themselves much time and frustration by ensuring that their manuscripts are well-designed and analyzed, as well as being properly formatted consistent with the target

journal's requirements. There is much research dedicated to helping researchers with many of the nuts and bolts basics of doing research, composing papers, and writing dissertations (e.g. Heppner and Heppner, 2003; Huff, 1999, 2008; Cummings and Frost, 1985, 1995). Sage Publications has also provided a great deal of work on research design and methods and other helpful support topics (e.g. Lewis-Beck, Bryman, and Liao, 2003).

Most authors understand that when a paper is not grounded theoretically or has significant methodological or research design flaws, it is

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