

## ACADEMIC EXPRESSION

Professor: **SALVADOR CARMONA**

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Salvador Carmona is a Professor of Accounting and Management Control at IE Business School-IE University, where he serves as Dean of Faculty and Rector, respectively. His research adopts an interdisciplinary perspective to focus on management accounting and control and the organizational and social aspects of accounting systems. Salvador has got his research published in journals such as *Abacus*; *Accounting and Business Research*; *Accounting, Auditing and Accountability Journal*; *Accounting, Organizations and Society*; *Critical Perspectives on Accounting*; *European Journal of Operations Research*; *International Journal of Production Economics*; *International Journal of Operations and Production Management*; *Journal of Accounting and Public Policy*; *Journal of Business Ethics*; *Journal of Management Development*; *Management Learning*; *Organization Studies*; *Scandinavian Journal of Management*. He is an editorial board member of 14 international journals and a senior editor of Oxford Research Reviews. Salvador has been the editor-in-chief of *European Accounting Review* (2006-2011). Currently, he is the President of the European Accounting Association.

### PROGRAM

This seminar will expose you to the specifics of writing to publish through the analysis of selected published papers in business administration. We will discuss the entire process of paper crafting for different types of papers, including empirical and theoretical manuscripts as well as applied articles for managers. The focus will be on how to communicate effectively with your audience the results of your research. Thus, this is not a course on research design or any particular field of business, but a professional development workshop intended to help you understand the process of (and succeed in) publishing your research.

The seminar is participant-centered and will be dedicated to discussing the usual steps in the process of writing an academic paper. We will use some highly influential papers (exemplars) to illustrate what may be regarded as “best practices” in paper crafting. Please, make sure that you have previously read the assigned papers for each of the sessions (see Program). We will analyze in detail how to write, to present, and to review academic papers.

In order to strengthen your writing skills, you will be asked (i) to review some previous manuscripts to apply the input received in the seminar, and (ii) to prepare two proposals according to the following guidelines. With respect to the latter, you will be asked to take an area/chapter of your dissertation, or any other topic of your choice, and write the Introduction and Theoretical Framework for two pieces: i) one targeting a high profile academic journal (e.g., *Academy of Management Journal*, *Strategic Management Journal*, *Journal of Finance*) and ii) another one targeting a high profile professional journal (e.g., *Harvard Business Review*, *Sloan Management Review*, *California Management Review*). This exercise will be instrumental for you to experience how writing differs across different journals.

A preliminary version of these proposals will be presented in Sessions 7, 8 and 9. You will be scheduled for a 20- minute presentation plus 10-minute Q&A to share the preliminary versions of the two pieces with the class. Based on the feedback received, you will be asked to revise the two pieces and return them to the instructor by April 30, 2018 at the latest.

## **SESSIONS 1 - 2**

### GENERAL INTRODUCTION:

- Long-term research projects: portfolio.
- Target journals.
- The ethics of publishing.

### WRITING AN EMPIRICAL PAPER (1)

- We will jointly read and analyze Ferrier et al's (1999) manuscript in class.

*R.A.: Ferrier, W. J., Smith, K. G., & Grimm, C. M. (1999). The role of competitive action in market share erosion and industry dethronement: A study of industry leaders and challengers. Academy of Management Journal, 42(4), 372-388.*

## **SESSIONS 3 - 4**

### WRITING AN EMPIRICAL PAPER (2)

- We will jointly read and analyze Ferrier et al's (1999) manuscript in class (continued).

### WRITING A THEORETICAL PAPER (1)

- We will review Mayer et al (1995) and Carmona & Ezzamel's (2015) pieces. Please, make sure that you have read Mayer et al's (1995) piece before class.

*R.A.: Ferrier, W. J., Smith, K. G., & Grimm, C. M. (1999). The role of competitive action in market share erosion and industry dethronement: A study of industry leaders and challengers. Academy of Management Journal, 42(4), 372-388*

*R.A.: Mayer, R. C., Davis, J. H., & Schoorman, F. D. (1995). An integrative model of organizational trust. Academy of Management Review, 20(3), 709-734.*

*R.A.: Carmona, S. & Ezzamel, M. (2015). Accounting and Lived Experience in Gendered Workplace, Accounting, Organizations and Society (forthcoming).*

## **SESSIONS 5 - 6**

### WRITING A THEORETICAL PAPER (2)

### WRITING PAPERS FOR MANAGERS

- Please, read Hambrick & Fredrickson's (2001) piece before class.

### HANDLING THE REVIEW PROCESS

- Please, read papers quoted in Recommended Readings –Writing to Publish, before class.

R.A.: Hambrick, D. C., & Fredrickson, J. W. (2001). Are you sure you have a strategy?. *The Academy of Management Executive*, 15(4), 48-59

B.C.: Ashford, S. J., *The Publishing Process: The Struggle for Meaning*, in Frost, P.J. and Taylor, M.S. (eds), *Rythms of Academic Life: Personal Accounts of Careers in Academia* (Thousand Oaks: Sage), pp. 119-127.

B.C.: Murphy, K.R., *Getting Published*, in Frost, P.J. and Taylor, M.S. (eds), *Rythms of Academic Life: Personal Accounts of Careers in Academia* (Thousand Oaks: Sage), pp.129-134.

B.C.: Murnighan, J.K., *Revising and Resubmitting: Author Emotions, Editor Roles, and the Value of the Dialogue*, in Frost, P.J. and Taylor, M.S. (eds), *Rythms of Academic Life: Personal Accounts of Careers in Academia* (Thousand Oaks: Sage), pp.135-142.

## SESSIONS 7 - 9

PROPOSAL PRESENTATIONS

WRAP UP

## EVALUATION CRITERIA

Criteria	Percentage	Comments
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Class participation: 30%.

Proposals presented and defended in class: 30%

Final proposals: 40%

## RECOMMENDED READINGS

### Papers for Class Discussion

Carmona, S. & Ezzamel, M. (2015). Accounting and Lived Experience in Gendered Workplace, *Accounting, Organizations and Society* (forthcoming).

Ferrier, W. J., Smith, K. G., & Grimm, C. M. (1999). The role of competitive action in market share erosion and industry dethronement: A study of industry leaders and challengers. *Academy of Management Journal*, 42(4), 372-388.

Hambrick, D. C., & Fredrickson, J. W. (2001). Are you sure you have a strategy?. *The Academy of Management Executive*, 15(4), 48-59.

Mayer, R. C., Davis, J. H., & Schoorman, F. D. (1995). An integrative model of organizational trust. *Academy of Management Review*, 20(3), 709-734.

### Writing to Publish

Ashford, S. J., *The Publishing Process: The Struggle for Meaning*, in Frost, P.J. and Taylor, M.S. (eds), *Rythms of Academic Life: Personal Accounts of Careers in Academia* (Thousand Oaks: Sage), pp. 119-127.

Murphy, K.R., *Getting Published*, in Frost, P.J. and Taylor, M.S. (eds), *Rythms of Academic Life: Personal Accounts of Careers in Academia* (Thousand Oaks: Sage), pp.129-134.

Murnighan, J.K., *Revising and Resubmitting: Author Emotions, Editor Roles, and the Value of the Dialogue*, in Frost, P.J. and Taylor, M.S. (eds), *Rythms of Academic Life: Personal Accounts of Careers in Academia* (Thousand Oaks: Sage), pp.135-142.

See also posted material, especially on Publishing at AMJ / AMR Series at:

<http://aom.org/publications/AMJ/author-Resources.aspx>

<http://aom.org/Publications/AMR/Theory-Building-Resources.aspx>