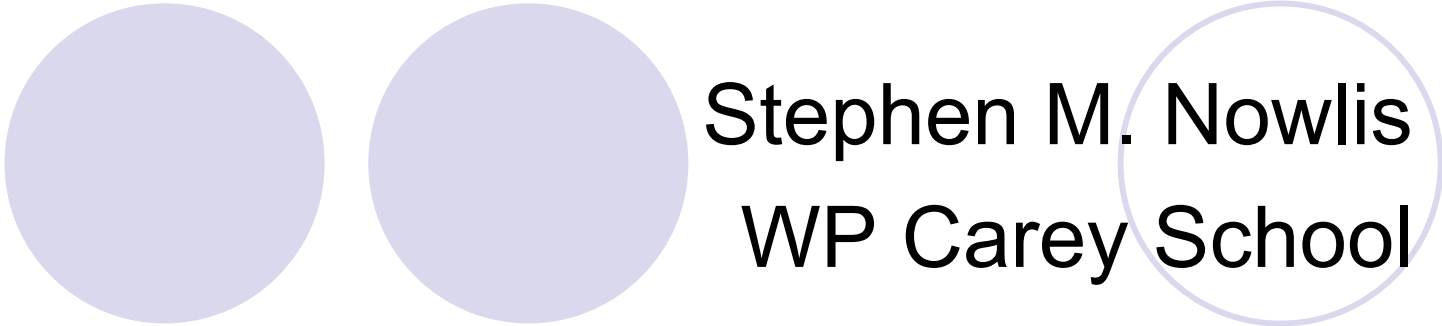




Insights into the review process



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Experiences



- Associate Editor at JCR, 2002-
- On the editorial boards at JMR, Marketing Letters, JM
- Reviewed for conferences
- My own papers going through the review process

Common mistakes in the review process

- Most papers rejected on the first round
- Lack of theory
 - Most common reason for rejection at JCR
 - Why, when, how
 - Must go beyond a mere “new context” of a theory from another discipline
 - In behavioral research, we often look for
 - Moderators
 - Mediators
 - Alternative explanations
 - The creation of a new framework or theory development

Common mistakes



- We can often tell when a paper came from a dissertation
 - Too much literature review
 - Too many needless citations
 - Too much detail on the methods
 - Not enough motivation
 - Not enough theory creation
- Methodology
 - Perhaps surprisingly, papers are rarely rejected for this
 - Even though the reviewers might point out many weaknesses
- Revisions
 - Not following the advice of the Editor
 - Giving no reasons for doing this

What helps you get through the review process

- Have an interesting idea!!!!
 - That gives you more leeway in the review process
 - A paper with strong theoretical and marketing implications is what I believe helps
 - Counter-intuitive, non-obvious results
 - Broad theoretical appeal

What helps

- How can you come up with an interesting idea?
 - Be creative!
 - Look for competing predictions
 - That is why it is important for you to strive for a good idea up front
 - Idea → prior research works better for me than
 - Prior research → idea
- Have an idea with “legs”
 - Strong theoretically
 - New area of research
 - Long-term advantages to this



What helps



- Get feedback

- How do you know if your idea is interesting?

- Listen to your advisor, faculty, other PhD students, at conferences, friends, family, etc. Are you really passionate about your idea? Are others? Really listen to people – they want to help you.

- Present your research at conferences, other schools, and at your own school

- Make sure your paper is critically read by others before it is submitted

- But, don't be a perfectionist either – get it out for review!



Some of my own experiences

- Some reviews are hard and some are relatively easy
 - Try not to take criticisms personally
 - Be open to criticism
- If a paper is rejected, it might fit at another top journal
 - If not, that's also okay
- Good to have multiple ongoing projects



Some of my own experiences

- My toughest review
 - One paper went through 7 rounds of revisions at JMR
 - Change of Editor
 - Importance of persistence once you get a revision request
- Have always tried to go above and beyond what the Editor and reviewers wanted