

HOW TO GET PUBLISHED AS A PHD STUDENT — AND HOW TO GET YOUR WORK CITED?

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HOW DO YOU GET IMPACTFUL PUBLICATIONS?

1. Only pursue research that you personally find valuable and cool.

- Valuable: what can genuinely improve society?
- Cool: **something you will tell your friends about** (not a niche topic).
- Often, supervising and publishing research from Master's theses allows you to explore topics outside your research agenda.

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Research article ● *Open access*
**Are men intimidated by highly
educated women? Undercover on
Tinder**
Brecht Neyt, ... Stijn Baert
December 2019

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HOW DO YOU GET IMPACTFUL PUBLICATIONS?

2. If you can't describe the article's contribution in 3 sentences, there is a huge problem.

- Research is about substantial knowledge expansion.
 - Incremental research rarely makes a difference to a career.
 - Don't waste your professional life moving dots and commas in the formulas of other researchers.
- A method is only a means, not a goal: **being the first to apply a certain method to a topic is never a contribution in itself.**
 - Explain why that method allows you to do something different or better.
- (No international editor cares about Flanders or Belgium: being the first to do something on Flemish/Belgian data is never an argument.)

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3. A cool title is always a plus.

- Hook the reader so they don't switch to another article.
- Not too narrow: **it should immediately signal societal relevance and/or academic relevance** (contribution).

Never mind I'll find someone like me – Assortative mating preferences on Tinder

Sexual orientation stereotypes and job candidate screening: why gay is (mostly) OK

Mister Sandman, bring me good marks! On the relationship between sleep quality and academic achievement

Career lesbians. Getting hired for not having kids?

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4. Your introduction is the most important part of your article.

- A good introduction does the following (all other elements just support this goal):
 - setting the scene (centrality claim: why the literature you contribute to is important for society);
 - what is known in literature and what are the gaps (first is a build-up to the second);
 - what we do (research question(s) and method) and how this contributes to the literature (i.e. what gaps does it fill).
- It should convince editors and reviewers to read further.
- **If, at the end of your introduction, they are not convinced that your research is both societally and academically relevant, they will never be convinced.**

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5. Style and substance reinforce each other.

- If I, as an editor or reviewer, see typos, redundant whitespace (...) on your first page, or sloppy, inconsistent tables, the chance that I make a positive decision is ~0.
 - The delivery of your manuscript signals ambition and conscientiousness.
- Don't spend time learning or working in LaTeX if you're more proficient in Word.

Factors That Influence Perceptions of Research Quality in Economics

Tyler Kjorstad

Abstract

We designed an online survey experiment to examine how academic economists assess research quality. Participants were randomly assigned to view one of six economics manuscript cover pages that varied by document editor (Microsoft Word vs. LaTeX) and the inclusion of a spelling or grammar error. Several insights emerge. Although many participants believe that papers written in LaTeX are viewed more favorably than those written in Word, there is little evidence of this. In contrast, the presence of a single spelling or grammar error reduces perceptions of research impact, competence, and even the quality and importance of the underlying research question itself.



HOW DO YOU GET IMPACTFUL PUBLICATIONS?

6. Prepare a submission tree so that you don't have to reconsider your target journal after a rejection.

- Identify about 20 potential journals, ranked in order of preference.
 - Make sure that the first 5 to 10 journals are outlets you would genuinely be happy to publish in.
 - Publication should be reasonably likely at journals ranked around positions 5 to 10 on your list.
- Send a polite email to the editor if you have not heard back for three months.

# Liam	# Louis	# Stijn	Journal	2023 JIF	2024 FEB Points	Country	Hits ("unemployment")	Guidelines	Opmerkingen
5	1	1	Journal of Population Economics	6,6	12	US	NA	NA	
/	2	2	Socio-Economic Review	4,5	20	UK	496	10.000	"Excluding abstract, tables, and appendices"
3	3	3	European Economic Review	3,1	12	NL	1.445	NA	SB: Verwijs hier in cover letter naar feit dat
1	6	4	European Sociological Review	3,6	12	UK	1.003	8.000	"Justification is needed for longer articles"
7	7	5	Journal of Business and Psycholog	5,6	12	US	NA	8.000	
11	9	6	Labour Economics	2,5	7	NL	1.310	NA	
/	/	7	ILR Review	3,4	20	US	2.178	10.000	"Excluding online appendices"
8	8	8	Journal of Economic Behavior & O	2,6	7	NL	884	NA	
9	10	9	Social Science Research	3,2	7	US	640	NA	Vignette Shi & Wang die ook slechts bepe
14	11	10	Industrial Relations: A Journal of E	2,1	5	UK	671	NA	SB: Slechte ervaringen in het verleden, lar

HOW DO YOU GET IMPACTFUL PUBLICATIONS?

7. Don't revise heavily after a (first) rejection with referee reports.

- The chances are very high that the editors and reviewers at the next journal will have completely different expectations.
 - **Never leave a rejected manuscript on your desk for more than one week.**
 - Any (cosmetic) improvements that cannot be made within that week are unlikely to substantially improve your chances on a revise and resubmit decision.
- Only start revising if certain comments have been a reason for 3 rejections.
- Before submitting, ask a senior colleague with editorial experience to evaluate your manuscript as an editor would.
 - Ask for 3 reasons why (s)he would reject it. You may still be able to address some of them.

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8. With a few extra hours of time in academic valorisation, you can make the months of time spent on the research work itself yield much more.

- **An impact factor is only about expected impact. Go for real impact: citations!**
- Send direct emails to peers who publish on the topic.
- Maybe you can ask your supervisor to pay the open access fee?

Dear X --

At some point in the past you expressed your interest in our study in which we test the soccer myth suggesting that a particularly good moment to score a goal is just before half time.

The final version of this study was published a few days ago in Plos One:
<https://doi.org/10.1371/journal.pone.0194255>.

For the moment, I am finalising some other studies on the determinants of performance in soccer. I will keep you updated with respect to this work.

Best regards.

Y

HOW DO YOU GET IMPACTFUL PUBLICATIONS?

9. Societal valorisation pushes academic impact.

- Distribute your research through a press release, both in your own country, in your native language, and internationally in English.
 - The press office of your university is paid to guide you through this.
- Your research will be found more often by researchers if it is widely picked up by society.
- **You also gain more insight into what is socially urgent through the questions you are asked by society, which typically also interest editors and reviewers.**
 - Who knows, there might be some funding for your postdoc!

HOW DO YOU GET IMPACTFUL PUBLICATIONS?

10. Be visible as a researcher.

- Unknown is unloved!
- Why not create a simple website when your first manuscript is online?
- **By searching for one publication of yours, one can end up at another.**

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<https://devoslouise.com/>

<https://www.stijnbaert.eu/>

<https://www.elinemoens.be/>