

SIMA-SIM

SCHOOL OF RESEARCH METHODS

Online Short Course and Training (2 ECTS)

Inside the Academic Editorial Process

*How to Improve Your Skills to Perform a 'Perfect' Paper
Review*

Programme

*Reviewing is extremely important for **advancing research**.*

*A good reviewer could provide you with very innovative insights, refining your theory/conceptual section, making your methodology more rigorous, improving discussion to advance theory and practice, thus developing a manuscript towards an **outstanding** paper.*

*However, **performing and writing a good review is not an easy task**: it requires a good theoretical background, a deep knowledge about methods, and good analytical (and communication) capabilities.*

*The series of seminars composing this School are aimed at providing a **first overview about “how to review” papers**, via distinguishing between qualitative and quantitative ones. Finally, it aims at “replying to reviewers” and **be ready for your journey into the academic world**.*

HOW TO REVIEW A QUALITATIVE PAPER

13th February 2024, 16:00-17:00

Pasquale Massimo Picone is Associate Professor of Management at the University of Palermo. He has previously worked at the University of Bergamo and the University of Catania, where he obtained his PhD in Business Economics & Management. He has also held visiting positions at Texas A&M University and IE Business School in Madrid. His work has been published in various outlets such as *Academy of Management Perspectives*, *Global Strategy Journal*, *Corporate Governance: An International Review*, *Family Business Review*, *European Management Review*, *European Journal of Marketing*, *Long Range Planning*, and *International Journal of Management Reviews*. He is associate editor of *International Journal of Management Reviews*.

Content

The seminar will explore the publication process and the reviewer's role as a "learning exercise" on one hand and as a professional service to the academic community on the other. It aims to furnish Ph.D. students with essential tools and insights for evaluating literature reviews and qualitative research. Furthermore, the seminar seeks to enhance participants' communication skills essential for becoming proficient reviewers.

Teaching material

- Bansal, P., Smith, W. K., & Vaara, E. (2018). New ways of seeing through qualitative research. *Academy of Management Journal*, 61(4), 1189-1195.
- Barley, S.R. (2006). When I Write My Masterpiece: Thoughts on What Makes a Paper Interesting. *Academy of Management Journal*, 49(1), 16-20.
- Fan, D., Breslin, D., Callahan, J. L., & Iszatt-White, M. (2022). Advancing literature review methodology through rigour, generativity, scope and transparency. *International Journal of Management Reviews*, 24(2), 171-180.

HOW TO PEER REVIEW A QUANTITATIVE PAPER

29th February 2024, 15:00-17:00

Annamaria Tuan is Senior Assistant Professor of Marketing at the Department of Management of the University of Bologna. Her research interests focus on the intersection between Corporate Social Responsibility communication and Social Media Marketing with a focus on text analysis. Annamaria's research has appeared in various marketing and management journals including *Journal of Management Studies*, *Business & Society*, *Journal of Interactive Marketing*, *Psychology and Marketing*, *Journal of Business Ethics*. She is member of the Junior Faculty of Società Italiana Marketing.

Marco Visentin is Associate Professor of Management at the Department of Management, University of Bologna. His research interests include Consumer Behavior, Management of Business Relations and Ethics in Decision Making in Business. He has published in several international journals, including *Industrial Marketing Management*, *Business Ethics: A European Review*, *Journal of Interactive Marketing*, *Psychology & Marketing*. He is the coordinator of the Doctoral&Research Colloquium of Società Italiana Marketing.

Brief description:

The course on reviewing quantitative papers equips participants with essential skills to critically evaluate and provide constructive feedback on research articles in the management and marketing field.

Through practical examples of published papers, participants will develop hands-on experience in identifying common pitfalls, methodological flaws, and potential biases in quantitative research papers. The course emphasizes the importance of clear communication, guiding participants in articulating their feedback effectively to authors and journal editors.

Long description:

Which are the main steps to provide an effective review of a quantitative paper? Which are the main sections of the paper on which to focus on? How to reply to a review of a quantitative paper? Which are the main styles of answering? During the talk we will evaluate together some quantitative research article starting from the journal quality to the evaluation tools of the main sections of a research article, in order to understand and to critically evaluate what they should contain. We will provide examples from both the reviewer side and the author side in order to understand how to write a review and also how to reply to reviewers.

Through practical examples of published papers, participants will develop hands-on experience in identifying common pitfalls, methodological flaws, and potential biases in quantitative research papers. The course emphasizes the importance of clear communication, guiding participants in articulating their feedback effectively to authors and journal editors.

Moreover, the talk emphasizes the evolving landscape of quantitative methodologies in management and marketing research, keeping participants abreast of the latest advancements and best practices. This ensures that reviewers are equipped to assess cutting-edge research and contribute to the continuous improvement of quantitative methodologies within the field.

Teaching material

Visentin, M., Tuan, A., & Prestini, S. (2021). Love or hate? Hotels' gay-friendliness and their intention to maintain or diminish the hotel digital service relationship with OTAs. *Industrial Marketing Management*, 98, 28-40.

Visentin, M., Tuan, A., & Di Domenico, G. (2021). Words matter: How privacy concerns and conspiracy theories spread on twitter. *Psychology & Marketing*, 38(10), 1828-1846

Tuan, A., Visentin, M., & Di Domenico, G. (2023). Bridging who they are with who they thought they'd be: the effects of Gen Zers' subjective well-being on their boycott responses to online and offline unethical situations. *Journal of Interactive Marketing*, 58(2-3), 248-267.

RESPONDING TO REVIEWERS AND WRITING RESPONSE LETTERS & ALL YOU WANTED TO KNOW ABOUT THE EDITORIAL PROCESS

14th March 2024, 16:00-17:00

Davide Ravasi is Professor of Strategy and Entrepreneurship and Director at the UCL School of Management, University College London. He uses qualitative methods, primarily grounded theory and case study, and makes extensive use of visualization tools to support data analysis and theory development. His research primarily examines strategic and organizational changes, with particular emphasis on how organizational culture and identity affect these changes or are affected by them. His work has appeared in the *Academy of Management Journal*, *Administrative Science Quarterly*, *Academy of Management Review*, *Organization Science*, *Organization Studies*, *Strategic Management Journal*, and the *Journal of Management Studies*, among others. He is currently an Associate Editor of the *Academy of Management Journal*

Content

Yes: you finally made it! You worked hard for months on your manuscript and, finally, you got an R&R! But... now what? Some requests seem reasonable; other comments just irritate you. Some are unclear; others contradict each another. They ask you to extend and clarify all sections, but at the same time to cut ten pages! And what if making R1 happy will alienate R2? “Aaaargh! I will never make it!” Don’t worry: you are not the only one feeling this way. While there is abundance of advice about how to review papers for academic journals, how to effectively handle reviews and write response letter remains an ancient practice, inaccessible to inexperienced scholars that do not have the advantage of collaborating with more seasoned ones. In this module, you will first be invited to watch a webinar where I share how I approach the revision process, and offer some tips about how to write response letters to the editors and reviewers, using correspondence from some of my papers as examples. We will then use a live session for Q&A and further discussion (please note that watching the webinar is essential; this content will not be replicated during the live session).

Teaching material

Webinar su YouTube: <https://www.youtube.com/watch?v=l0sW-EnQqbI>

HOW

Participants must attend all the modules, review the course material before class and engage in the online discussion.

The students are expected to revise one long paper and two short papers by **April 15th, 2024**.

The manuscripts will be selected among those submitted to the Sinergie-SIMA 2024 Management Conference (<https://www.sijmsima.it/>).

The evaluation process will be based on the satisfaction score expressed by the manuscripts' authors and students' self-assessment compared to senior scholars' reviews. All the participants are eligible for the Best Junior Reviewer Award of the Sinergie-SIMA 2024 Management Conference.

In order to receive the course diploma, the students must submit their reviews before the deadline and receive a satisfaction score of at least 3 over 5 for each review.

TARGET

- ➔ *Junior researchers (RTD a) and Senior Research (RTD b)*
- ➔ *PhD students*
- ➔ *Post-doctoral researchers*
- ➔ *Research assistants*
- ➔ *Master students*

Number of participants: 50

First booked, first served.

Registration deadline: February 9th, 2024

FEES

SIMA-SIM Member	Free
Non-SIMA-SIM Member*	100

*for those who are non-SIMA-SIM members, the fee includes the registration to the scientific associations SIMA SIM AIDEA

SCIENTIFIC COMMITTEE

Giovanni Battista Dagnino, *LUMSA*
 Rossella Chiara Gambetti, *Università Cattolica del Sacro Cuore*
 Elena Casprini, *Università di Siena*
scuola.sima.sim@gmail.com

ORGANIZING COMMITTEE – SIMA NEXTGEN

Elona Marku, *Università di Cagliari*
 Alba Marino, *Università di Messina*
 Gabriele Murtas, *Università di Bergamo*
simanextgen@societaitalianamanagement.it