

**Academia de Studii Economice din Bucuresti**  
**Facultatea de Management**



**HOW TO GET THE BEST FROM YOUR  
Ph.D. Dissertation: **strategies  
and methods to publish your  
literature review in JCR-  
ranked journals****

**WHEN**

**[Monday, October 31]  
[16:30-18:00],**

**WHERE**

**[Room 1516, Faculty of  
Management]**

**Instructor: ·**

**prof. Miguel González-Loureiro ·  
(U. of Vigo-Spain)**



**Research Seminar**

**who should  
attend**

- PhD students (at any stage of development)
- Recent PhD with interest in publishing in JCR-ranked journals (ISI-WoS)

**aims**

- To learn a tested (and accepted) methodology in order to publish a systematic literature review, even in large datasets (thousands of articles)

**what you need**

Bring a laptop/tablet with you

Interest in publishing academic papers

A research topic (or a brief idea of it)

Curiosity (it is not a must-have, but will help ask the right questions)

Just 1,5 hours of your time

# HOW TO GET THE BEST FROM YOUR Ph.D. Dissertation: **strategies and methods to publish your literature review in JCR-ranked journals**

Instructor: Assist. Prof. Miguel González-Loureiro (University of Vigo, Spain)

## Why?

Over the last years, we strive to get our research published since the very early beginning of our research career. **Achieving a Ph.D. by publishing three articles** is a modality of increasing interest. In this case, it is recommended to publish an article related to the background and two empirical articles from the data collected.

While the latter articles are easier to publish (journals would rather prefer empirical rather than purely theoretical or positioning papers), there is a **need to improve our abilities to publish literature review articles**. Some strategies are time-consuming processes of gathering empirical papers in order to, for instance, perform a meta-analysis.

In this context, mapping the intellectual structure of a research domain will give further insights and the rationale to get the empirical part published.

## How?

The workshop will help increase your research abilities, ranging from performing a structured search in the main databases (namely, ISI-WoS and Scopus), downloading the results to an excel sheet to obtaining a visual map of that intellectual structure. Articles using this method has appeared in JCR-ranked journals in recent years (see list below), so **the workshop is based on the instructor's experience and will provide some hints to increase the likelihood of being published**. The method used in the final part is a certain correspondence analysis (HOMALS) in SPSS.

Workshop structure:

### **1. Systematic literature review: key notions and expected results**

- a. Stepwise method to conduct a systematic literature review
- b. What the “intellectual structure of research” is
- c. What a journal's editor and reviewer will expect to find: main structure of the paper

### **2. Planning the search and data extraction**

- a. ISI-WoS: refining searches and extracting data
- b. Scopus: refining searches and extracting data

### **3. Building the map**

- a. Building the dictionary of descriptors: **Wordstat software** for content analysis
- b. The matrix of articles x descriptors: how to fill in
- c. The result: mapping the intellectual structure of a research field (**HOMALS**). GoF: Inertia

Example of some references using this method (all JCR-ranked journals):

- López-Duarte, C., González-Loureiro, M., Vidal-Suárez, M. M., & González-Díaz, B. (2016). International strategic alliances and national culture: Mapping the field and developing a research agenda. *Journal of World Business*, 51(4), 511-524.
- Gonzalez-Loureiro, M., Kiessling, T., & Dabic, M. (2015). Acculturation and overseas assignments: A review and research agenda. *International Journal of Intercultural Relations*, 49, 239-250.
- Gonzalez-Loureiro, M., Dabic, M., & Kiessling, T. (2015). Supply chain management as the key to a firm's strategy in the global marketplace: Trends and research agenda. *International Journal of Physical Distribution & Logistics Management*, 45(1/2), 159-181.
- Gonzalez-Loureiro, M., Dabic, M., & Furrer, O. (2015). A content and comparative analysis of strategic management research in the Baltic area: A research agenda for qualitative studies. *Baltic Journal of Management*, 10(2), 243-266.
- Dabic, M., González-Loureiro, M., & Furrer, O. (2014). Research on the strategy of multinational enterprises: key approaches and new avenues. *BRQ Business Research Quarterly*, 17(2), 129-148.
- Furrer, O., Thomas, H., & Goussevskaia, A. (2008). The structure and evolution of the strategic management field: A content analysis of 26 years of strategic management research. *International Journal of Management Reviews*, 10(1), 1-23.