A Guide To 100 Publishing Opportunities For Business Faculty

Reviewed by

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The purpose of this handbook is to provide a reference tool to help business school faculty target the proper journal for their research papers. It does not attempt to furnish an exhaustive list of business journals, but instead aims to identify and describe publishing sources of sufficient quality and reputation to meet "general" standards. A journal meeting general standards is one that would satisfy the promotion and tenure requirements at most accredited business schools.

Unfortunately, the authors do not discuss any objective criteria which would distinguish a general standard journal. Instead the selection of journals was based upon the opinions expressed by the deans of four accredited business schools as well as the faculty at California State. In spite of the subjective nature of the selection process, the list probably includes the journals that business school faculty would agree are among the 100 most influential and prestigious.

An alphabetical index allows quick location of information on any journal by title, while a second index categorizes journals by subject area in eleven major business disciplines. Each review includes information as to the editor, the sponsoring organization, circulation, readership, publication frequency and the address for submission of articles. In addition, there is complete information about the review process, turnaround time, and the approximate acceptance rate. The publication format requirements of each journal is also provided.

The most valuable portion of each review is an evaluation of the journal's editorial objectives and research focus. This paragraph or two provides an assessment of the journal's mission or purpose. The assessment is not vague or general but provides real guidance as to the kinds of articles the journal is likely to publish. For instance, the review of *Academy of Management Executive* (AME) includes the following appraisal of what the journal is

likely to publish:

The mission and purpose of AME is to provide a bridge or a link among theory, research and practice. This link is a rigid one, both in terms of assuring that statements regarding practice (a) are indeed related directly to what we know from theory and research that is generalizable and (b) can be written about in "why" terms--explaining behavior individually and organizationally...

Contributors should not simply explain to readers what worked or didn't work but, rather, they should provide the why.

These practical and straightforward evaluations of the kind of paper that is likely to receive consideration by a particular journal are an invaluable tool. They allow a researcher to adapt an article for the intended market or to find the proper market for the finished article. The inclusion of this evaluation is the main difference between this and other handbooks. Other guides may provide a more comprehensive listing of potential publishing resources, but they do not give the researcher as much help in targeting a market for their research.

Finally, the handbook devotes a chapter to the writing and preparation of research manuscripts. The chapter lists the most common writing mistakes made by researchers and offers some useful hints on how to correct them. These suggestions should prove useful in helping even experienced writers avoid some common mistakes. In summary, this handbook would be a useful addition to the personal library of every business researcher.

A Guide To 100 Publishing Opportunities For Business Faculty (ISBN 0-912201-22-3) was written by Professors Chris A. Betts and Joseph J. Penbera of California State University at Fresno. It can be published by the California State University Press at Fresno and can be purchased for \$19.95.