Research Handbook of Expatriates

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Edward Elgar
PUBLISHING

Cheltenham, UK • Northampton, MA, USA

Published by
Edward Elgar Publishing Limited
The Lypiatts
15 Lansdown Road
Cheltenham
Glos GL50 2JA
UK

Edward Elgar Publishing, Inc.
William Pratt House
9 Dewey Court
Northampton
Massachusetts 01060
USA

A catalogue record for this book
is available from the British Library

Library of Congress Control Number: 2016957243

This book is available electronically in the **Elgar**online
Business subject collection
DOI 10.4337/9781784718183

ISBN 978 1 78471 817 6 (cased)
ISBN 978 1 78471 818 3 (eBook)

Typeset by Servis Filmsetting Ltd, Stockport, Cheshire

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Foreword

*J. Stewart Black, PhD**

My introduction to the world of expatriates came in 1978 when I became one. Up to that point I had never lived or worked outside the United States (US). Despite no previous experience or understanding, I moved to Japan to work full-time as a young missionary. What I encountered experientially then, we empirically know now: that on many if not most dimensions of culture, Japan and the US are quite far apart. Thus, I was introduced to the challenges and rewards of being an expatriate in a fairly intense way. The differences between the language, customs, culture and religion that I knew from the US and what I experienced in Japan could not have been greater. They were so large that early in my two-year experience I briefly thought about going back home. Ironically, it was getting close to quitting that actually inspired me to dig deeper and work harder to understand and speak the language, relate more effectively to the Japanese people, and adjust to the culture in general.

Nevertheless, because I lived in more rural parts of Japan and I saw very few other expatriates in Japan, my understanding of expatriation was based on my own experience and that of other missionaries who I knew. At the time, I had little to no idea what expatriation was like for athletes, business executives, government officials and so on in Japan, or in any other country for that matter. After two years I left Japan and returned to the US, fascinated not only with Japan but also with the whole issue of expatriation.

After earning a master's degree, I returned to Japan to work as a consultant in Tokyo. This time, in addition to my own experiences as an expatriate, I witnessed the experiences of many others, including TV personalities, business people, athletes and government officials, not just from the US but also from various other countries, as they lived and worked in Japan. I knew many of these individuals well enough that I also saw how their spouses and children experienced expatriation. In addition, my work as a consultant advising Japanese companies on their international expansions gave me significant exposure to the experiences of Japanese expatriates and their families in various parts of the world. In the process I became enamoured with trying to understand the nature of expatriation and the factors that made it more and less successful. As my good friends Yvonne and Jan point out in Chapter 1, the 'Introduction' of this *Research Handbook*, back in the 1970s research on expatriates was just getting started, and even into the 1980s there was no established body of theoretical or empirical work.

Frustrated that I had many more questions than answers about expatriates and expatriation, once again I returned to the US and began my own formal study and research of expatriates and expatriation, first as a PhD student at the University of California, Irvine, and subsequently as a faculty member at Dartmouth College. Some of that empirical work, with colleagues such as Hal Gregersen, Greg Stephens and the late Lyman Porter,

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and more especially the theoretical work with colleagues such as Mark Mendenhall, Gary Oddou and Hal Gregersen, had some reasonable impact on the field. However, most of my early work and that of various scholars at the time focused primarily on business managers and executives sent on international assignments, and to a lesser extent on their families. While this was and continues to be an important population of expatriates, the field has grown far beyond.

For one category of expatriates, there has been a return to the past: the study of non-corporate expatriates. Back in the 1960s and even 1970s, this was a primary category of focus. This category includes missionaries, international aid workers, government officials and military personnel. The resurgence of research about this group of expatriates is important.

Even in the area of corporate expatriates, we have also returned to the past in the study of what one might term 'career expatriates', or those who move from one international assignment to another. Back in the 1970s and 1980s many corporate expatriates had this career pattern, because once one was 'out of sight, out of mind' career-wise it was hard to go home. While this category never really disappeared, it changed. Whereas previously such an international assignment pattern was unlikely to elevate one to top corporate leadership positions, in some companies it now is the dominant path to such positions. As a consequence, research on this group has re-emerged with a strong focus on the career issues and not just the expatriation challenges.

Within the corporate expatriate category, there has been an important and necessary increase of focus not just on the 'primary' expatriate but also on the spouse and children. Importantly, this research has not only included the personal expatriation issues of these related individuals but has also focused on the interactive social systems effects.

While traditional corporate expatriates sent on assignment for three to five years have been, and remain, a key group, companies have increasingly sent individuals on short-term assignments. As a consequence, scholars have tried to understand the nature of this set of expatriates and explored what is similar and different for them versus the more traditional international assignee.

As companies have globalized and recognized the value of a network of leaders around the world who have personal knowledge of and relationships with each other, they have increasingly brought foreign nationals into corporate and 'home' office locations in the form of 'inpatriation'. As this activity has grown, so too has the research on it and our understanding of the experience of this category of expatriates.

In addition, as more individuals have moved from temporary to permanent or localized status in a given country, scholars have increasingly studied this group of expatriates. This growing body of research is trying to understand what is similar or different for those living and working in a 'foreign' country on a very long-term rather than short-term temporary basis. In addition, scholars in this area are trying to understand the nature of work role adjustment when aspects of general cultural adjustment have been rendered less relevant because the individuals have already resided in the country for some time.

What is perhaps the newest set of expatriates for study are those who have self-initiated their expatriation rather than having been sent by an organization. Changes in work visa status and approval processes within the European Union in particular, as well as other countries such as Singapore, have given rise to individuals being able to move to a new country on their own in search of job and career opportunities. Scholars in this area are again trying to understand the expatriate experience for this set of people, and how it is similar to or different from the other categories mentioned.

From my perspective, this increase in the types of expatriates and the study of them is exceedingly helpful for the field. As is true of any scientific field, we need a pool of related yet diverse subjects in order to determine, from a theoretical standpoint and supported from an empirical perspective, what is common across types and what is unique by type. For a scientific field, this requires some scholars and researchers to look deeply within certain types of expatriates and, once enough is known within types, for other scholars to look across types.

In my view, this *Research Handbook* is a key step in that process. We now have enough research on particular types of expatriates that whole chapters in this *Research Handbook* can be dedicated to a review of that research, such as Chapter 9 in which Jan Selmer, Maike Andresen and Jean-Luc Cerdin focus on self-initiated expatriates. With the collection and review of the literature on the various categories and types of expatriates, it becomes easier to hypothesize about what is common and different, and why. This broader theory building is critical for the development of the field.

As Thomas Hippler, Arno Haslberger and Chris Brewster note in Chapter 4, the expatriate adjustment process, including the direct and interactive effects, can be conceptually quite complicated. However, this is true of any important social process. In social sciences there is no precedent for explaining 100 per cent of a phenomenon. Rather, what is needed is an understanding of the phenomenon across enough different situations that a theory can be built that identifies the dynamics that are relatively constant and why, as well as identifies dynamics that are heavily influenced by situational factors and what the most influential factors are and why. This theory building work needs to result in clearly articulated and testable hypotheses. This in turn enables the more consistent, and often more correct, operationalization of the key variables in the theory. All of this then subsequently enables the reliable comparability of results across studies.

While early work, such as my own with colleagues Mark Mendenhall and Gary Oddou, has tried to nudge the field in this direction with some modest success, more work is needed. For example, the two major meta-analytic studies done to date (Bhaskar-Shrinivas et al., 2005; Hechanova et al., 2003) used our theory as the organizing model, and while the results largely supported the theory, there were important non-significant findings. The authors of these meta-analytic studies pointed out that some of the non-significant findings may simply have been a function of different operationalization of variables rather than any underlying flaw in the theory. This is impossible to know until the field progresses to the point where different theories competing to explain the phenomenon are clear enough and contain both testable hypotheses and recommended operationalization of variables that they can engender better empirical studies that result in more definitive accumulation of evidence.

In pulling together this *Research Handbook*, Yvonne McNulty and Jan Selmer have helped the field to take an important step in this direction. The extant literature, both theoretical and empirical, is today large enough that consolidating it is a requisite step. This is exactly what the *Research Handbook of Expatriates* has done. It now remains the challenge of all scholars interested in this domain to leverage this monumental work and press forward with better theories containing testable hypotheses and solid operationalization of variables to drive better empirical work. I am confident that this new generation of theoretical and empirical work is forthcoming and that the *Research Handbook of Expatriates* will play a pivotal role in its emergence.

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Preface

This book arose out of a need for an expatriate research text that combined and synthesized more than 50 years of expatriate studies in one handbook. To convey a sense of the extensiveness of expatriate research, the book is organized around the most important domains in the field: its historical roots, types of expatriates, contemporary expatriate challenges, expatriates in diverse (non-corporate) communities, conducting expatriate studies, and future directions. In this volume, our aim was to have scholars contribute in particular content areas for which they are already, or are becoming, known. This has resulted in chapter contributions from well-known and 'famous' scholars, as well as those who will undoubtedly be famous in the future. The goal of the *Research Handbook* is: (1) to provide readers with a solid working understanding of the field of expatriate studies; and (2) to help readers acquire a cutting-edge understanding of the key findings and issues across a broad range of expatriate research areas, from scholars who are experts in those areas. The *Research Handbook* is primarily intended for use in international human resource management, global business, international business, and international management courses at all degree levels (undergraduate, MBA, MA and PhD). In addition, scholars from other fields interested in expatriate studies will appreciate the comprehensiveness of the topics published here.

A great deal of time and effort was devoted to making this *Research Handbook* as accessible as possible. We accomplished it by ensuring that the chapter structure was consistent throughout, with nearly every chapter containing an introduction and overview, extensive review of extant literature and relevant theories, current debates, suggestions for better use of theories and empirical data (gaps), and areas for future research. We specifically requested that each set of authors position their chapter as being written by an expert whose voice we wanted to hear. The result is the most comprehensive collection of chapters by authors specializing in expatriate studies in any publication to date. All the authors can attest to the rigorous peer review and editing process their chapter underwent (often through multiple revisions) before being deemed 'good enough' for publication. We are thankful to all of them for their flexibility, patience and good-naturedness.

The vision for this book was borne out of Yvonne McNulty's desire to help establish expatriate research (once and for all) as its own field of study. It is not to suggest that it was not already, but that there was yet to be published a comprehensive summary of the field's contribution. She shared this vision at the Academy of Management Meeting in Philadelphia in 2014 with Francine O'Sullivan, a publisher of management books at Edward Elgar Publishing, who was very supportive of the idea and waited six months for a proposal to be developed. Jan Selmer graciously agreed to be co-editor and we have subsequently shared the editorial duties between us, including selection of chapter topics and authors, management of the review process, chapter revisions, editing and graphic design. In a project that has taken well over two years to complete, we have had only one disagreement along the way (about the picture on the cover!). There is much to be said for choosing collaborators wisely, including our publisher, who it has been nothing short of wonderful to work with.

This *Research Handbook* contains six parts. It begins with an introductory chapter, which is followed by 24 chapters on different areas of expatriate research written by noted scholars in each of these topical areas. We used the editorial board listing in the *Journal of Global Mobility* as well as a list of publications in the same journal as a starting point to help identify the experts in our field and the most critical issues and topics. This initial review then led us to network with our colleagues to find and invite new expatriate researchers to join this prestigious endeavour. We hope that readers of this *Research Handbook* will come away with not just an extensive understanding of the field of expatriate studies, but also with excitement and passion for new ideas in expatriate research.

Yvonne McNulty
Jan Selmer
2017

Acknowledgements

We thank Francine O'Sullivan at Edward Elgar Publishing for her ongoing support of this project; the authors for working so hard to write chapters that would meet our exacting standards; our mentors and colleagues who provided much needed advice and 'free reads' along the way, often at very short notice; and our families who have given us healthy distractions and nutritious meals as we (too often) toiled past midnight to get things done. The editors are also grateful to Singapore University of Social Sciences and Aarhus University (Denmark) for providing resources that supported the project from start to finish. We would also like to thank the authors of this *Research Handbook* for participating in the peer-review process.

We dedicate this book to the memory of two colleagues: Professor Nina Cole at Ryerson University (Canada), an inaugural Associate Editor at the *Journal of Global Mobility* and a colleague and friend with a passion for expatriate studies, who passed away after a long illness on 29 December 2015; and Professor Michael Harvey at University of Arizona (USA), a highly respected and distinguished author in our field and a colleague and mentor to many, who passed away suddenly on 30 July 2016.

PART VI

FUTURE DIRECTIONS IN EXPATRIATE RESEARCH

25. Publishing research on expatriates: advice for PhD candidates and early career researchers

Jan Selmer and Yvonne McNulty

INTRODUCTION

> Today, publish or perish is hitting virtually all colleges and universities. As much as we may love to teach, without publishing we may not get a faculty position, tenure, and promotions. Publishing often affects our salaries and ability to move to a new position.
> (Lussier, 2010, p. vii)

> Most management scholars . . . are passionate about publishing good work in good journals in order to make a difference in the current body of organizational knowledge. [W]e also are motivated to do good work for the instrumental reasons of gaining a job, tenure and promotion. To a large degree, we measure whether we achieve our goals through our success in publishing . . . When a paper that we have labored over is rejected, it tells us that we have fallen short of the standards by which individuals are admitted into the eminent group [of successful academic researchers]. For faculty in research universities, the catchy phrase, 'publish or perish,' accurately describes the expected and required strategy for success. Without peer-reviewed publications, our careers will either come to a halt or change radically.
> (Day, 2011, p. 704)

One of the most effective ways for academics to demonstrate a contribution to new knowledge is to publish their research. Publishing in journals, conference proceedings and book chapters is an important form of scholarly communication that advances knowledge and derives results useful for practice. Publishing, especially in refereed journals, is also considered an important – if not essential – 'ticket to ride' if you wish to pursue an academic career in the expatriate studies field; in other words, no publishing, no academic career. As the quotes above suggest, publishing is the key criterion by which most academic institutions determine their faculty's value, and it has become the primary academic currency that is also valid internationally (Bedeian, 1996). While an abundance of articles and books have been devoted to the topic of how to write and publish in academia (e.g., Belcher, 2009; Boice, 1990; Croucher, 2015; Cummings and Frost, 1995; Huff, 1998; Lussier, 2010; Murphy, 1996), including a plethora of guides on journal and publisher websites (for example, Emerald at http://emeraldgrouppublishing.com/authors/index.htm), only a handful of articles relate specifically to publishing in the field of expatriate studies (e.g., Harzing, 1997, 2001). The most common way that many of us learn how to publish is to attend talks and workshops organized by doctoral committees or to be blessed with an exceptionally generous doctoral supervisor who 'shows us the ropes' (see Macauley and Green, 2007), otherwise a PhD graduate is unlikely to enter the academy with the necessary skills and knowledge required to negotiate the complex academic networks of authors, publishers, editors and editorial boards.

It was our idea to write a chapter that could provide a detailed account of publishing in the field of expatriate studies using our own experiences as active scholars publishing in this area: those of a very experienced, extensively published and widely respected semi-retired professor (Jan), and an early to mid-career researcher with a growing publishing profile (Yvonne). Our experiences are also based on extensive editorial board experience at peer-reviewed journals (a combined total of 12 journals between us), which includes managing a (newly launched) academic journal since 2013 at the *Journal of Global Mobility*, with Jan as editor-in chief and Yvonne as associate editor.

This chapter is designed to give voice to perspectives about publishing in the field of expatriate studies. We are nonetheless mindful that our experiences are related within the context of the institutions where we were trained and have since worked (for example, in Northern Europe, Hong Kong, Singapore, China and Australia) and are not necessarily generalizable across all geographies. It is balanced, however, by us both publishing in United States (US) and non-US journals and by serving on editorial boards across a range of publishers in different countries. It is further balanced by offering the perspectives of others in a table of resources (see Table 25.1). We strongly suggest that you check with your institution to clarify differences in publishing requirements pertinent to your particular situation compared to what you read here. While the chapter has been written with late-stage PhD and early career researchers in mind who may be new to learning the ropes about publishing, others may find the content equally helpful. Our intention is to provide a step-by-step guide that acknowledges the publish-or-pressure principle and a how-to guide for publishing research about expatriates, taking into account pros and cons that the publish-or-perish dilemma presents. We also provide an extensive list of references of the best books, articles, chapters, editorials and commentaries in the field of management that can help you to write and to get published in the expatriate studies field. Our goal is to provide a roadmap to explain not just how it can be done, but how it can be done well.[1]

We begin by discussing the publish-or-perish dilemma, including the challenges that female academics face in balancing work–family obligations as a result of the pressure to publish high-quality scholarship. We then discuss what to publish, including current research themes and where research on expatriates is most needed. This is followed by a discussion of how to publish, from engaging in the peer-review system and selecting co-authors, to the importance of building a publishing pipeline, the practice of writing, and learning to embrace rejection. Next, we discuss where to publish expatriate research, from conference proceedings and new outlets to specialist journals, and the pros and cons of each. We conclude with some personal reflections on the future of academic research on expatriates, and personal recommendations for further reading about getting published.

PUBLISH-OR-PERISH

There are not many aphorisms that enjoy more familiarity than ‘publish-or-perish’ in the academic world. For some it is an accepted principle of the profession; for others a dilemma as to whether (or not) to accept it as a fundamental requirement of their job;

[1] In order to provide meaningful examples, we use our own experiences to explain key concepts and to elaborate on key points. This does not imply that we are the experts but only that we feel far more comfortable discussing our own pitfalls and mistakes than those of our colleagues.

Table 25.1 Selected resources for how to write and publish expatriate studies

Resource/location	Description of resource	Recommended for	
		Writing	Publishing
Books and Journals			
Belcher, Wendy Laura (2009), *Writing your journal article in 12 weeks: A guide to academic publishing success*, Thousand Oaks, CA, Sage.	Helps authors overcome anxieties and produce publications essential to succeeding in their fields. Each week, readers learn a particular feature of strong articles and work on revising theirs accordingly. At the end of twelve weeks, they send their article to a journal. Focuses specifically on humanities and social science journal articles.	✓	✓
Clark, Timothy, Mike Wright, and David J. Ketchen Jr (2016), *How to get published in the best management journals*, Cheltenham, UK, Edward Elgar.	Draws on insights from top journal editors and leading scholars in the field to provide a treasure trove of tips for publishing in the best management journals. Offers candid insights that are often held as secrets among senior faculty. Takes the reader behind the scenes of the journal review process.	✓	✓
Connelly, Rachel and Kristen Ghodsee (2011), *Professor mommy: Finding work-life balance in academia*, Lanham, MD, Rowman & Littlefield Publishers, Inc.	Provides practical suggestions from the authors' experiences together with those of other women who have successfully combined parenting with professorships. Written in clear, jargon-free prose with concise chapters for the time-constrained academic.		✓
Croucher, Richard (2015), *Publishing your research in scholarly journals: A street fighter's guide*, Amazon Digital Services LLC.	A short book, based on extensive editorial experience, to help those interested in publishing their research in scholarly journals or who are already doing that and wish to improve their performance. Provides systematic and practical advice and tips in a grounded way.		✓
Harzing, Anne-Wil (2011), *The publish or perish book: Your guide to effective and responsible citation analysis*, Melbourne, Australia, Tarma Software Research Pty Ltd.	Companion to the software program Publish or Perish (PoP), intended for all academic and non-academic readers who want to make better use of the PoP software and the Google Scholar database in general. Explains how to conduct effective searches for	✓	✓

	authors, journals, and research topics, conduct literature reviews and bibliometric studies, and select journals for publication.		
Journal of Scholarly Publishing, University of Toronto Press – https://www.utpjournals.com/Journal-of-Scholarly-Publishing.html	Published quarterly, *JSP* targets the unique issues facing the scholarly publishing industry today. Provides a balanced look from solutions to everyday publishing problems to commentary on the philosophical questions at large.		✓
Lussier, Robert N. (2010), *Publish don't perish: 100 tips that improve your ability to get published*, Charlotte, NC, Information Age Publishing Inc.	Written at the basic level for doctoral candidates and new faculty by an experienced professor in the management discipline. Tried and proven methods to get published.		✓
Silvia, Paul (2014), *Write it up! Practical strategies for writing and publishing journal articles*, Washington, DC, American Psychological Association.	Practical and revealing look at how productive researchers write strong articles. Offers systematic approaches to picking journals; cultivating the right tone and style; managing collaborative projects and coauthors; crafting effective Introduction, Method, Results, and Discussion sections; and resubmitting papers to journals.	✓	✓
Silvia, Paul (2007), *How to write a lot: a practical guide to productive academic writing,* Washington, DC, American Psychological Association.	Explains that writing productively does not require innate skills or special traits but specific tactics and actions. Shows readers how to overcome motivational roadblocks and become prolific without sacrificing evenings, weekends, and vacations.	✓	
Websites			
Academy of Management (2011), '*The Ethics of Research and Publishing*' – https://www.youtube.com/watch?v=I3wEmi1rMeQ&list=PL65B059BC12E75502.	YouTube eight-part series exploring questions in academic research and publishing on topics ranging from authorship, slicing data in publications, publishing, conference papers and presentations, and reviewing manuscripts to global ethics and plagiarism.		✓

Table 25.1 (continued)

Resource/location	Description of resource	Recommended for	
		Writing	Publishing
Emerald Publishing Group, '*For Authors: Support and Services*' -http://emeraldgrouppublishing.com/authors/index.htm.	Get practical tips and guidance on how to get work published and maximize dissemination. Hear what editors themselves look for in papers and contact experienced copy editors to help improve your paper. Includes a comprehensive set of "How to..." guides with advice direct from the publisher to maximize the chances of acceptance by your chosen journal.		✓
Articles			
Ahlstrom, D. (2015), 'Successful publishing in academic and scientific journals: Framing and organizing the scholarly paper', *International Journal of Higher Education Management*, 2(1), 106-120 – [download] http://ijhem.abrmr.com/admin/content/pdf/i-3_c-28.pdf.	Suggests that researchers in the social sciences are not well-trained in the situating, organizing, and writing of manuscripts and how they should be framed for publication. Addresses how to write clear introductions which form the basis for a complete and well organized manuscript that will improve the chances of publication.	✓	✓
Bedeian, A. (2003), 'The manuscript review process: The proper roles of authors, referees, and editors', *Journal of Management Inquiry,* 12(4), 331-338.	Reports the editorial experiences of 173 lead authors of articles published in the *Academy of Management Journal* and *Academy of Management Review*, over the period 1999 to 2001, to explore and critique their experiences during the manuscript review process. Reports that almost 25% indicated that in revising their manuscripts they made changes they felt were incorrect. Describes the proper roles of authors, referees, and editors.		✓

Cloutier, C. (2016), 'How I write: An inquiry into the writing practices of academics', *Journal of Management Inquiry*, 25(1), 69–84.	Discusses academic writing as a daily practice. Offers a lens through which researchers-as-writers can examine their own writing practices, and by so doing, expand their personal repertoires of practices and approaches for producing meaningful texts.	✓	
Daft, Richard L. (1995), 'Why I recommended that your manuscript be rejected and what you can do about it', in L.L. Cummings and Peter J. Frost (eds), *Publishing in the organizational sciences*, Thousand Oaks, CA, Sage, p.164-182 – http://sk.sagepub.com/books/publishing-in-the-organizational-sciences-2e/n14.xml.	Seminal article looking at the reasons for failure in the journal submission process by analysing the review process. Suggests that the review process is central to scholars' growth and development and can have an enormous impact, either positive or negative. Proposes seven guides for overcoming common manuscript problems.		✓
Day, N. (2011), 'The silent majority: Manuscript rejection and its impact on scholars', *Academy of Management Learning & Education,* 10(4), 704-718.	Explains why negative emotional responses to rejection are normal and predictable, and suggests ways the individual and the broader academic system can address the issue.		✓
Horn, S. (2016), 'The social and psychological costs of peer review: Stress and coping with manuscript rejection', *Journal of Management Inquiry*, 25(1), 11–26.	Examines the effects of peer rejections on individual scholars as (1) a threat, and (2) a challenge to scholarly identity. Draws on data from 411 international business scholars to highlight the extensive social and psychological costs of peer-review mechanisms.		✓

Table 25.1 (continued)

Resource/location	Description of resource	Recommended for	
		Writing	Publishing
'*Publishing in AMJ*', 2011 (Vol. 54) and 2012 (Vol. 55)	Seven-part series in which the editors give suggestions and advice for improving the quality of submissions to the *Academy of Management Journal*.		✓
Reio, T. (2011), 'Toward expert publishing practice', *Human Resource Development Review* 10(2), 119–122 – [download] http://hrd.sagepub.com/content/10/2/119.full.pdf.	Based on the experiences of an editor at *Human Resource Development Review* working with reviewers and authors in developing and publishing quality scholarship. Looks at the key characteristics of manuscripts that warrant rejection as opposed to those that merit publication.	✓	✓
Segalla, M. (2008), 'Publishing in the right place or publishing the right thing: journal targeting and citations strategies for promotion and tenure', *European Journal of International Management* 2(2), 122–127 – [download] http://citeseerx.ist.psu.edu/viewdoc/download?doi=10.1.1.627.913&rep=rep1&type=pdf	Critiques the publication of scientific research in `high quality' journals and the effects of the business school ranking system.		✓

and for still others it can be a problem in terms of attempting to achieve the kinds of publication success required for promotion (see Segalla, 2008 for an important critique). While in academic circles publish-or-perish is considered a principle of the profession, recent debates and commentaries suggest that it may in fact be a dilemma, and at worst, a problem (Adler and Harzing, 2009). What do we mean by this? The publish-or-perish principle has become a way of life in academia (Darnill, 1996; Day, 2011; Denning, 1997; De Rond and Miller, 2005) but it was not always this way. In the late 1960s, when Jan started his academic career at a university in Northern Europe, publishing academic articles on business administration was almost unheard of. Yes, one could write a few research reports and an odd scholarly book, but at that time he had not met a single academic colleague who had published an article about management in an international, peer-reviewed academic journal. Since their universities were not demanding it, few academics did it. Worse, not many of his colleagues had any idea how to do it, even if they had wanted to, due to lack of practice. This has changed dramatically.

Today, the pressure to publish research articles is considerable all over the world, but more so in the USA and other Anglo-Saxon countries (Van Dalen and Henkens, 2001; see George, 2012). Although heavily criticized (Adler and Harzing, 2009; Fanelli, 2013; Feller, 2002), assessing and differentiating publishing achievements has been simplified with the growing plethora of indices ranking academic outlets and their content (for example, Google Scholar, Social Science Citation Index, Web of Science, Scopus; Harzing, 2011). Publishing requirements have also been delineated by academic role. Teaching–research academics, for example, are meant to be scholars for whom developing new knowledge of a high academic standard in their field of expertise is a key role. Publish-or-perish is thus meant to be viewed as less a punishment than a pleasurable outcome of furthering their field's knowledge and excellence. The scientist-practitioner role also allows for researching, consulting, practice and business engagement, that adds to academic life and enhances teaching by making it more relevant. Conversely, many universities have 'teaching only' positions that do not require publications output but instead provide careers for excellent teachers without the need to develop new knowledge and research.

During our academic careers we have met many colleagues in the field of expatriate studies, as well as in other fields, who think that the pressure to publish research articles is mistaken (that is, a problem), especially since quite a few feel forced to do so in top-tier academic journals (Adler and Harzing, 2009; George, 2012). Most likely, some have had unhappy experiences trying to publish at this level and have subsequently given up altogether, lowered their expectations or altered their career ambitions (Day, 2011; Graham and Stablein, 1995). But there are also those who, having overcome the publish-or-perish dilemma, have adopted the principle as an academic career requirement and simply got on with it, although not without some sacrifice or reassessment of their career ambitions. While they, too, have likely encountered unhappy moments along the way, they have also learned to live with it and address it, with as little guilt and compromise as possible, and may even enjoy the challenge. We include ourselves in the latter.

While publish-or-perish is likely to remain a principle of the academic profession, we do not intend for it to seem like a punishment despite the fact that it can, at times, feel like an onerous undertaking. With a combined 50-plus years of publishing experience between us, we can attest that publishing becomes easier the more often you do it, and that once the necessary publishing skills are acquired, it can actually be a lot of fun, especially when working among teams of co-authors. There is nonetheless an ongoing debate about whether it is the quality or quantity of academic publications that matters more. In the Australian scene, quality overrides quantity as fostered by Excellence in Research for Australia (ERA)[2] where publishing in unranked, C or even B journals is often frowned upon. Doing so can result in a discipline ranking of 1 or 2 (both below world standards), for which a university will be punished. In many countries, there is an unspoken rule that it is better not to publish journal articles at all than to publish low-quality ones.

Consequences of Publish-or-Perish

What are the consequences of the ever-present pressure to publish? Some are inherently positive, for example a more stimulating intellectual environment (De Rond and Miller, 2005), particularly in conference proceedings, such as at the European Academy of Management (EURAM) with its dedicated expatriate management track, where new research ideas are typically introduced before being improved and published in journals. Without publishing, the field of expatriate management may not develop since new research findings may be unknown to others working on the same or similar topics (Clapham, 2005).

But the pressure to publish, particularly for promotion, may also lead to a focus on productivity rather than innovation (see Wright, 2016), where academics feel pressured to quickly churn out incremental output at the expense of research that is significant and of substance (see Bedeian, 1989; Bouchikhi and Kimberly, 2001; Denning, 1997; Mowday, 2011; Segalla, 2009). Davis (2015, p. 179), in his editorial about organizational research which we believe also applies to the field of expatriate studies, suggests that it can lead to a publishing system, that is:

> guided by standards of what journals will publish and what gets rewarded in scholarly careers. This system can promote novelty rather than truth and impact rather than coherence. The advent of big data, combined with our current system of scholarly career incentives, is likely to yield a high volume of novel papers with sophisticated econometrics and no obvious prospect of cumulative knowledge development.

Other negative consequences arising from efforts to publish quickly and/or to increase one's citation index include ethical issues of conference paper 'double dipping' (Lewellyn et al., 2016), and plagiarism, self-plagiarism and self-citations (Bretag and Carapiet, 2007; Bretag and Mahmud, 2009; Callahan, 2014; Honig and Bedi, 2012; Martin, 2013; see Harzing, 2011 for an excellent critique).[3] It can also lead to irresponsible scientific behaviour such as 'slicing and dicing', that is, publishing multiple papers from the same data set by carving it into tiny slices (see Honig et al., 2013; Schminke and Ambrose, 2011; and Bedeian et al., 2010); or 'cooking data', that is, falsifying results (Koocher and

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2 The Australian Research Council (ARC) is responsible for administering the ERA, Australia's national research evaluation framework. The ERA identifies and promotes excellence across the full spectrum of research activity in Australia's higher education institutions. See http://arc.gov.au/excellence-research-australia.

3 A recent blog post at Harzing.com (http://www.harzing.com/publications/white-papers/authoring-esi-highly-cited-papers) tells the story of a bogus 'Super Author' engaging in unethical self-citation practices; for example, 85 per cent of the 512 citations to the Super Author's work come from the same journal, and 94 per cent of the 169 articles citing the Super Author's work come from the same publisher.

Keith-Spiegel, 2010). There is also the questionable practice of hypothesizing after the results are known ('HARKing'), that is, presenting a post hoc hypothesis (one based on or informed by one's results) in a research report or article as if it were an a priori hypothesis (Bosco et al., 2016; Kerr, 1998). Scientific misconduct is viewed extremely seriously, as a recent example illustrates in Singapore involving three research scientists linked to fraud:

> Their research was hailed as a breakthrough in the fight against killers such as obesity and diabetes. But now, at least three scientists working in top Singapore institutions and funded by major government organisations have been linked to scientific fraud in what could emerge as one of the biggest such cases here. So far, two of the researchers have left their posts and another has had his PhD revoked, and six of their papers have been retracted . . . Scientific misconduct is taken very seriously as false information can have a knock-on effect. In the current case, the retracted papers have already been cited by other researchers in their studies. NTU [Nanyang Technological University] said it was obliged to urgently correct the literature as part of its responsibility to the community. (Lin Yangchen, 2016, p. 3)

Women in Academia

The publish-or-perish dilemma is one that potentially affects female academics more than their male colleagues, due to the deeply held belief that 'breadwinner professors' with publishing responsibilities do not raise children. In their insightful book, *Professor Mommy: Finding Work–Life Balance in Academia*, Rachel Connelly and Kristen Ghodsee (2011) provide solid evidence and much-needed honesty (based on their own experiences) that 'faculty mothers' have for a long time struggled to find their place in academia and to be successful in doing so.[4] Indeed, while a recent study found that motherhood enhanced faculty women's engagement with their careers (Laney et al., 2014), other research shows that women who have children at a younger age are less likely to attain tenure, and have lower publication rates (Mason and Goulden, 2002). Moreover, while 41 per cent of full-time faculties in the US are female, more women are in the assistant professorship and lecturer or instructor ranks than those in the associate and full professor ranks (US Education Department, 2005). On the flip side, those who postpone having children for the sake of their careers face other potential challenges such as significantly reduced chances of childbearing or infertility, or needing to use medical interventions to do so. As the authors suggest:

> Between graduate school, postdoctoral fellowships and the tenure track, women often lose the thirteen or fourteen years of their life that are most physiologically optimal for childbearing because they are consumed with the demands of research, teaching and publication. Those who decide not to postpone motherhood face seemingly insurmountable challenges and often outright discrimination in the academy. (Connelly and Ghodsee, 2011, p. 4; see also Hewlett, 2002)

Decisions regarding when to have children, how many to have, or opting out of family life altogether (childlessness) can weigh heavily on the minds of young faculty women in terms of their ability to publish high-quality scholarship that can lead to professional success.[5]

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[4] Also see Anne Sigismund Huff's (1990) insightful article, 'Wives – of the organization', and Marta B. Calás and Linda Smircich's (2007) response, 'Does everybody still want a wife?'.

[5] This is not to suggest that pursuing an academic career is not also challenging for male academics with children, but to instead highlight that the responsibility for primary caregiving for children typically falls on

Institutional Fit

A very important aspect of publishing research is, first and foremost, to have a clear understanding of a particular university's publishing requirements, whether you are already on the faculty or thinking about applying for a job there. Notably, these obligations may not be quantified or even documented in writing. Lussier (2010) refers to 'institutional fit' as potentially the biggest barrier to academic career success; universities tend to have very different publishing requirements and it is critical to assess whether the requirements are a good fit with your own experience, skills, and current and future abilities. Since there tends to be some self-deception involved, a realistic assessment is crucial; being too optimistic about your own ability can lead to embarrassing failure (for example, an inability to get tenure). Being overwhelmed by publishing (and other academic career) requirements can similarly result in physical and psychological burnout, as can the mistaken belief that excellent teaching scores or extensive administrative or community service will make up for a weak publishing record. Lussier (2010) advises that you should not hesitate to leave a current employer for a better institutional fit, even if it means moving to a less prestigious but more realistic university setting or into a more suitable academic role, despite that it may impact on career goals and ambitions either temporarily or permanently.

Yvonne, for example, began her academic career as a working mother of two at an international university in Singapore in a full-time, tenure-track assistant professor position. While she enjoyed the teaching–research role, the demands of juggling work with her family life (that is, raising two young children under six, in a foreign country, with a husband frequently away on business trips) were often overwhelming. She switched to a part-time associate faculty (adjunct) role which she held for five years, before returning full-time as senior lecturer at a local Singapore university.[6] Our point is that institutional fit sometimes means temporarily forgoing the prestige (and struggle) of a job at a top-ranked university in order to find a role that works better for all facets of one's academic and personal life. No one option may be better than another; decisions about institutional fit are often a matter of catering to the needs of your family at different points in their lives. If you are a 'faculty mother' thinking about temporarily leaving the tenure track, it is important to remember that doing so does not amount to career failure, despite the sometimes enormous pressure to return to it as the only acceptable marker of academic success.

WHAT TO PUBLISH

Most academics agree that finding a niche area to publish in is one of the simplest ways to build a publications track record. A niche is a field of interest; for example, in our case here, expatriates. One way to decide on a niche topic is to think about areas in which you

women and wives, particularly in light of their pregnancy and breast-feeding role. For personal perspectives about integrating work and non-work in academia, see Quinn et al. (1996) and Huff (1996).

[6] The telling of this story is not to suggest that leaving the tenure track was an easy decision. Yvonne recommends three books that were especially helpful at the time and since: *Daring Greatly: How the Courage to be Vulnerable Transforms the Way We Live, Love, Parent and Lead* (2012) and *I Thought It Was Just Me (But It Isn't): Making the Journey from 'What Will People Think?' to 'I Am Enough'* (2007), both by Brene Brown; and *The Professor Is In: The Essential Guide to Turning Your PhD into a Job*, by Karen Kelsky (2015).

are personally interested or in which you have some experience. Another is to take up an opportunity offered by a colleague to work together on a project, which can be a good way to get started on a niche topic. Jan's approach to finding a niche topic is to 'dig where you stand' and, by being an expatriate academic in Singapore and then Hong Kong, adjustment issues and the emerging dominance of China were as close to his personal situation as one could get. Hence the selected expatriate research niche he chose early in his career, which became a natural choice with high face validity. Yvonne has similarly focused her research on business expatriates and their families given her personal exposure to this community as the expatriate wife of a corporate chief executive officer.

Lussier (2010) suggests that while finding a niche is important, it is also critical to assess whether the topic is publishable at a level you can publish at; top-tier journals generally require newer and greater contributions to theory and knowledge than lower-ranked journals, and for a topic to catch and hold a reviewer's or editor's attention it must generally take on a 'grand challenge' or 'change the conversation' about that topic in some new and novel way (Colquitt and George, 2011). In Jan's case, in the mid-1990s, he started a specialization on expatriate adjustment, especially in China, which was a neglected niche despite the upturn of the Chinese economy acting as a magnet for foreign companies and their expatriates. Until today, it has resulted in more than 30 publications in mid- to top-tier journals. Yvonne has had similar success with her doctoral research on expatriate return on investment (ROI), which had never been studied before, resulting in nine articles and 12 conference proceedings; today she is the 'go-to' author whenever a book chapter or review about expatriate ROI is required (e.g., McNulty, 2014). Similar examples can be found across a range of international human resources management (IHRM) topics including strategic IHRM (Peter Dowling, Helen De Cieri), global talent management (Dave Collings), reconfiguration of expatriate adjustment (Thomas Hippler, Arno Haslberger), comparative IHRM (Chris Brewster), expatriates in Aidland (Anthony Fee), military expatriates (Kelly Fisher), repatriation (Mila Lazarova) and inpatriates (B. Sebastian Reiche).

It is a good idea to check with colleagues, senior professors, mentors and editors whether a topic idea is a good one that can be published. Conferences (including conference programmes) at, for example, regular meetings of the US Academy of Management (AOM), Australia and New Zealand Academy of Management (ANZAM), EURAM, British Academy of Management (BAM) and European Group for Organizational Studies (EGOS) are an excellent way to find out the latest hot topics in expatriate studies and to discuss ideas with like-minded and interested colleagues (including potential reviewers of your work).

Current and Emerging Themes about Expatriates

Looking at current themes in extant literature on expatriates, Chapter 3 of this *Research Handbook* provides an overview of major and minor themes. Besides the completely dominating theme of Adjustment, the next-largest theme is Expatriates in China, followed by Cross-Cultural Training, Careers, Women Expatriates, and Repatriation which are almost of the same size. These aggregations of topics in major themes reflect historical developments (see Kraimer et al.'s 2016 review) as well as current events, and you may prefer to search for less well-developed areas of research on expatriates when deciding what to publish, as for example suggested by the minor themes of Expatriate Academics, Security Issues, Third-Sector Expatriates, and Mentoring. As predicted by their rate of expansion, some of the minor themes can be characterized as especially ‘hot’ and may soon become major themes: for example, Chinese Expatriates, Talent Management, Language, Expatriate Academics, and Security Issues.

One of the most needed areas of research about expatriates is a focus on the realities of their day-to-day life. While most academics decide on a topic that interests them personally, some go directly to the source (expatriates and their managers) to ask what is troubling and relevant to them. Although rarely done, the findings of such studies tend to be founded on real problems and issues in the everyday lives of internationally mobile individuals. McEvoy and Buller (2013), for example, found that international human resource managers are most concerned with determinants in the decision to accept an offer of expatriation, why expatriates show so little interest in training, and perceived equity in rewards and benefits. While these studies may be less theoretically ground-breaking than they are descriptive, research of this type nonetheless provides valuable insight into the nuances and pitfalls of expatriation that academics have a tendency to idealize, generalize or ignore. At the very least, studies of this kind tend to be really interesting (Bartunek et al., 2006); interesting research, in turn, can inspire others to do additional scholarly work, and is likely to have a higher impact on the field by addressing more socially important issues (Barley, 2006; Davis, 1971; Dutton and Dukerich, 2006; see Starbuck, 2010 for an excellent critique). Examples of interesting research in expatriate studies can be found in this *Research Handbook*, for example, expatriates’ safety and security during crisis (Chapter 8) and sports expatriates (Chapter 18). Other examples of emerging themes that we consider interesting include how individuals engaged in rotational, commuter and frequent business travel employment navigate work–life balance (e.g., Baker and Ciuk, 2015), the experiences of expatriate children (e.g., Weeks et al., 2010), diversity-related issues among non-traditional expatriates (for example, lesbian, gay, single parent, female breadwinners, split families; McNulty and Hutchings, 2016), and the extent to which stresses and strains of expatriate life result in burnout (Bhanugopan and Fish, 2006; Westman and Etzion, 2002). Our point is that the most-needed research on expatriates is not necessarily more incremental studies about adjustment, mentoring, and organizational support; rather, it is studies that uncover the often brutal reality of expatriates’ everyday existence. The fast-developing theme on Security Issues is a prime example of how scholars in our field have responded to the increased threats of terrorist attacks and other emerging hazards that expatriates face (e.g., Czinkota et al., 2010). Another is Yvonne’s ongoing research looking at the devastating causes and consequences of expatriate divorce (McNulty, 2015).

Gap-Spotting versus Problematization

Although a majority of new topics published in expatriate studies, like in most of the social sciences, is generated by ‘gap-spotting’ or, rather, ‘gap-filling’ (that is, adding to extant literature), new ways of generating interesting research questions would be through problematization by identifying and challenging assumptions underlying existing literature (Alvesson and Sandberg, 2011; Locke and Golden-Biddle, 1997; Sandberg and Alvesson, 2011). While gap-spotting and gap-filling may be conducive for supplementing and enriching previous research findings, and to settle issues of diverse opinions and incoherent results (commonly found in expatriate typology, taxonomy and replication studies; e.g., Andresen et al., 2014; Shaffer et al., 2012; Salamin and Davoine, 2015), problematization is an opportunity to break completely new ground, typically using exploratory conceptual modelling, critiques of theory and theory building (see Callahan, 2010 for guidance). Obviously, problematization takes longer and is a much more difficult task but, when done well, it is generally easier to publish in top journals, and the impact of such articles is generally far higher than gap-spotting and gap-filling studies. Recent examples in expatriate studies include Shaffer and Harrison's (2001) development and testing of a spouse adjustment model, Takeuchi's (2010) critical review of expatriate adjustment research, Kraimer et al.'s (2012) extension of expatriate turnover theory during repatriation, and Reiche et al.'s (2009) cross-level model of expatriates' use of social capital to create inter-unit intellectual capital.

Rigour–Relevance Debate

There has been an ongoing debate for decades about the rigour–relevance gap in management research and how to overcome it to better benefit practitioners (Daft and Lewin, 2008; Gulati, 2007; Hambrick, 1994; McGahan, 2007; Kieser et al., 2015; Rynes et al., 2001; Rynes et al., 2007; Thompson, 1956; Zhang et al., 2015). The debate centres on doing academic work that is useful for both research and practice, thus being rigorous *and* relevant (Cohen, 2007; Latusek and Vlaar, 2015; McGahan, 2007). Some assert that this gap is fundamentally unbridgeable because it is difficult to integrate knowledge that has been generated across and within different contexts, and almost impossible to expect that 'managers as co-researchers' will adhere to the rigour that academic scholarship requires (cf. Kieser and Leiner, 2009; 2012, p. 14). Others maintain that it can be overcome (cf. Hodgkinson and Rousseau, 2009; Shani and Coghlan, 2014; Tyler, 2006), albeit with a radical rethink. One approach that can be helpful to overcome the rigour–relevance gap in expatriate research is through scholar-practitioner professionals: people who are academically trained and who work in practice or as practice consultants, using theory and research to solve practical problems (Scully-Russ et al., 2013). Another is to focus less on trying to bridge or resolve the gap, instead using tensions associated with the gap itself to improve scholarly research and theorizing (see Bartunek and Rynes, 2014). While research with practitioners is still considered the optimal approach, the reality is that these research collaborations tend to be fraught with dangers and pitfalls for academic scholars and practitioners alike, as discussed in Chapter 21. Nevertheless, even if practitioners are not directly involved in research about expatriates, the managerial implications are of vital significance (see Bazerman, 2005; Mohrman et al., 2001), but often lacking. Indeed, commentaries (e.g., Bartunek and Rynes, 2010; Doh, 2010; Geletkanycz and Tepper, 2012; Kieser and Leiner, 2009) suggest that the 'implications for practice' section that typically comes at the end of a manuscript is little more than a 'tick the box' exercise to be done as quickly as possible, albeit poorly and with 'rhetorical features' that render their utility to practitioners as 'useless' and 'trivial' (Bartunek and Rynes, 2010, p. 100).

Research Design and Methodological Fit

The research design of a study aiming to be published is often a key factor in the decision to desk reject a manuscript (that is, the manuscript will not even be sent out for a first review) because, once decided upon, the design of a study cannot be altered during the revision process (see Geringer et al., 2002 for best practice in IHRM research). Decisions relating to methodological fit, construct validity, and model testing and development are key areas that frequently lead to manuscript rejection (Bono and McNamara, 2011). Methodological fit is particularly important (see McGrath, 1964), being defined as 'internal consistency among elements of a research project – research question, prior work, research design and theoretical contribution' (Edmondson and McManus, 2007, p. 1155).

Common methodological mistakes in expatriate studies that can result in manuscript rejection include the use of inappropriate sample selection (for example, student participants, particularly undergraduates; Bello et al., 2009; Wintre et al., 2001), sampling procedures that are not appropriate to the research question (Bono and McNamara, 2011), and common method variance arising from rater effects, items effects or context effects (Conway and Lance, 2010; Podsakoff et al., 2003). A key reason for manuscript rejection in the field of expatriate studies in particular, and especially in top-tier journals such as the *Journal of International Business Studies*, is that a study is not 'sufficiently international'. In other words, while a study may be international in nature and based on single or multiple countries, it does not have enough (or any) 'cross-border or cross-cultural implications that generate new advances and developments' (Tung and Witteloostuijn, 2008, pp. 181–182). Notably, journals differ (even among the top tier) as to their interpretation of what it means to conduct an 'international study' (for example, see Kirkman and Law, 2005 for a different set of criteria for the *Academy of Management Journal*), thus a careful reading of editorial guidelines – before submission, and ideally before you begin writing – is crucial (see Reio, 2011; Rynes et al., 2005).

A number of excellent articles and books critique the advantages and disadvantages of choosing and then trying to publish studies from among a variety of research methods, such as:

- qualitative approaches (see Cassell and Symon, 2004; Creswell, 1998; Denzin and Lincoln, 2005; Golden-Biddle and Locke, 2006; Lee, 1999; Marshall and Rossman, 2006; Maxwell, 2005; Morgan and Smircich, 1980; Rossman and Rallis, 2003; Silverman and Marvasti, 2008), including case studies (see Eisenhardt, 1989; Eisenhardt and Graebner, 2007; Ellet, 2007; Ghauri, 2004; Siggelkow, 2007; Stake, 2005; Travers, 2001; Welch et al., 2015; Yin, 2009) and grounded theory (see Glaser, 1998; Strauss and Corbin, 1990);
- quantitative approaches (see Anderson et al., 2015; Bernard, 2000; Neuman, 2003; Saunders et al., 2007; Swift and Piff, 2014; Tabachnick and Fidell, 2013);
- multi-method approaches (Miles and Huberman, 1994); and
- mixed-method approaches (see Creswell, 2003; Creswell and Clark, 2007; Hesse-Biber, 2010a, 2010b; Jick, 1979; Sale et al., 2002; Sweetman et al., 2010).

Qualitative research is generally more difficult and time-consuming to conduct (Morse, 2002), much harder to write up (Pratt, 2009; Tracy, 2010), and takes longer to publish (see Gephart, 2004; Doz, 2011 for critiques, and Elliott et al., 1999 for guidance). It is nonetheless a very useful approach that Yvonne has adopted in most of her research, given that the unit of analysis is predominantly at the individual level (expatriates) where storytelling (Stake, 2005), sense-making (Glanz et al., 2001) and ethnography (Foley and Valenzuela, 2005; Van Maanen, 1988) provide the rich data needed to write compelling and interesting articles. Jan, on the other hand, has a preference for quantitative expatriate research and has stuck to it predominantly over the course of his 50-year career, having published more than 130 such articles, with a few exceptions (see for example Lauring and Selmer, 2010 for a recent ethnographic study).

Especially needed in the field of expatriate studies is research adopting underutilized or novel methods.[7] Barley (2006, p. 17) suggests that:

> Some papers are interesting precisely because their methods are so different from the ubiquitous secondary data sets, attitude surveys, and interviews of top managers that provide most of the grist for our field. Particularly interesting to me are methods that get close enough to behaviour to show how people wittingly or unwittingly build and maintain their social worlds.

One of the most under-utilized methodological approaches in expatriate research is longitudinal (panel) studies (see Barley, 1990; Ployhart, 2010), defined as those in which 'data are collected from a single sample at multiple points in time [to] provide the most direct and conclusive measure of change within an individual across time' (Fee et al., 2013, p. 300). Aside from the costs and time commitments required for researchers and participants, and despite calls for more longitudinal studies in international management in general (Caligiuri and Di Santo, 2001; Harrison et al., 2004; Mendenhall et al., 2002), and in expatriate research specifically (Hippler et al., 2015), only a handful of longitudinal expatriate studies have been published (e.g., Anderzen and Arnetz, 1997; Caligiuri et al., 1998; Fee and Gray, 2012; Fee et al., 2013; Firth et al., 2014; Reiche, 2012; Kraimer et al., 2012; Suutari and Brewster, 2003; Takeuchi et al., 2005; Tharenou, 2008; Tharenou and Caulfield, 2010). More are clearly needed. Journal editors are particularly interested in longitudinal data because they are inherently interesting and usually high impact resulting from their causal design (Burgelman, 2011).

Also needed are interdisciplinary studies (see Dunning, 1989; Molloy and Ployhart, 2012), defined as research that draws on and integrates ideas and methods from two or more disciplines, from which findings and conceptualizations could not have been obtained by relying on one discipline alone (Cheng et al., 2009). The field of career studies is particularly good at using interdisciplinary approaches (e.g., Khapova and Arthur, 2011; Lawrence, 2011; Parker et al., 2009) to extend theory and research with new methods and ideas, providing good examples as to how it can also be done in expatriate studies. Another interesting but underutilized approach is publishing research with meaningful null results (that is, those produced through rigorous research design; see Fanelli, 2011; Landis et al., 2014), which can often 'serve as key information for the usefulness and/or validity of the theory in question . . . to advance science and practice' (Landis et al., 2014, p. 164).

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[7] See, for example, Worthen's (2014) study using craigslist ads to recruit respondents for qualitative interviews.

Nailing the 'Theoretical Contribution'

In contrast to an article that contains a weak 'managerial implications' section (and which still gets into a journal), a manuscript that fails to explicitly convey a study's contribution to theory can be difficult to get published (see Suddaby, 2014).[8] Research that extends, builds, develops and tests theory is especially needed in the field of expatriate studies given that the management field more generally (Ghoshal, 2005; Hambrick, 2005; Hitt et al., 2007), and the IHRM discipline most particularly (see Chapter 2 of this volume), has been criticized for being atheoretical and guilty of poor theoretical and conceptual development (see Colquitt and Zapata-Phelan, 2007 for a critique). Crafting the 'theoretical contributions' section takes skill and patience, with pure theory papers being even tougher to write and far more difficult to get published (Kilduff, 2006; Okhuysen and Bonardi, 2011; Rindova, 2008; Thomas et al., 2011). This is partly because what constitutes a theoretical contribution – 'a well-ordered whole, with a clear logic and explicated causal mechanisms' (Rindova, 2008, p. 300) – is a specialized skillset beyond the initial doctoral training of most scholars (see, for guidance, Eisenhardt and Graebner, 2007; LePine and Wilcox-King, 2010; Locke, 2007; Sandberg and Tsoukas, 2011; Sutton and Staw, 1995; Tung, 1991; Welch et al., 2011). Our own experience is telling: while Jan has published only two theory papers in his long and distinguished career (see Cerdin and Selmer, 2014; Selmer et al., 1998), Yvonne has been toiling away at her first theory paper since 2011, with only recent success. Our point is that the crafting and publishing of theory papers is based largely on tenacity and painful experience – that is, multiple manuscript rejections and ridiculous amounts of self-doubt – before finding success (Weick, 1989; Whetten, 1989). To do it well, Rindova (2008, p. 300) suggests: 'what makes a contribution novel is not that no one in the field ever thought about a given idea but that the idea is articulated, organized, and connected in a way that suggests new directions for researchers, who, hopefully, are already thinking about it'.

HOW TO PUBLISH

Publishing expatriate studies requires more than just writing a manuscript. There are other factors that can be just as important, such as finding co-authors, instilling the habit of 'writing practice', building a publishing pipeline, and developing a publishing strategy.

Finding – and Keeping – Co-Authors

The loneliest time in an expatriate scholar's publishing career is often during the doctorate when, in many instances, the research must be sole-authored to satisfy the requirements of a 'writing-and-research apprenticeship' that eventually leads to a graduate's successful

[8] It does not suggest that theory is all that matters; rather, that it is an important part of a well-rounded paper (see Schwarz and Stensaker, 2014 for a critique). Further, controversy abounds as to what 'theory' actually is, especially in the peer-review process where recommendations for 'more theory' are often made; in reviews, it is frequently used to (wrongly) suggest that more literature needs to be cited, which can inevitably result in a lack of development of new ideas (see commentary by Hambrick, 2005).

entry into the academy.[9] Truth is, once the doctorate has been awarded, you need never sole-author again if you do not wish to. But selecting a co-author(s) is somewhat like choosing a matrimonial partner; it may last for life but could also quickly come to an end in a messy separation or divorce. Like marriage, finding good co-authors must be approached carefully, with patience and maturity, and by doing your homework before deciding that they are the one (that is, checking with other co-authors what it is like to publish with this particular person). Our own experience has taught us that it is important to work with scholars who: (1) have a good track record of publications in quality outlets that you aspire to emulate; (2) are preferably better than yourself (senior scholars can be excellent mentors); (3) are willing to do quality work (check their prior publications to be sure); and (4) can deliver on time and meet deadlines (absolutely crucial). We would add that it is critical to work with people who are good communicators and who will email ahead of time if a deadline needs to be postponed or if they are struggling with some aspect of the research and/or writing; finding out at the last minute or after a deadline has been missed that there are issues frequently signals the end of a co-authoring relationship. Needless to say, select people who also are interested in expatriates and/or your topic, and who complement your own skills and strengths.

Working with co-authors needs management, whether you plan a single article or a series of publications. General agreements ahead of time on author sequence (taking turns as the first author is common among long-term partnerships),[10] number of publications, target outlets, and timing and deadlines will simplify team management. It may also be worthwhile to agree on how to allocate the work, to increase productivity based on everyone's respective strengths and workload demands; Jan, for example, and especially in recent years, is typically researching and designing the survey instrument, conducting the quantitative analysis and then writing the 'method' and 'results' sections, whereas Yvonne usually tackles 'the first five pages' (the 'hook'; see Grant and Pollock, 2011), 'discussion/implications' and referencing. Important decisions must ideally be a matter for the team, in a participative manner, and especially when disagreements arise. In an honest and insightful commentary, Bartunek and Rynes (2014, p. 1196) explain how a recent disagreement during the publishing of their article nearly ended their own writing partnership:

> We (the authors) are very good friends. We have collaborated on research projects multiple times over the past 15 years. We expected that collaborating on this essay would go as smoothly as our other joint projects have gone. But somehow this particular collaboration was different. We discovered that we had very different ideas of what the essay should be about. As a result, it has gone through wildly varying drafts, with frequent disagreements about emphasis. These disagreements produced several impasses that delayed the final product and at one juncture threatened to unravel our friendship. In the end, it was mostly our desire to preserve our friendship and learn

[9] This is the requirement in Australia where Yvonne obtained her PhD. Notably, in some countries there could be two authors of a dissertation (Jan, for example, co-authored his dissertation in mathematical programming in Sweden). Dissertation by publication, which has become quite popular, implies even more than two authors, some of them already senior (sometimes as supervisor) to the candidate. In Denmark, this is solved with a 'declaration of co-authorship' stating each author's contribution. These declarations are also used in promotion cases.

[10] Author order matters in some countries, but not in others. In most Northern European countries, for example, it is more or less irrelevant; authors will get the same research rating, financial benefit or career impact wherever they are in the author sequence.

from the tensions we were experiencing that kept us struggling with the article. We reminded ourselves that we were sitting on the same side of the table as we critiqued each other's drafts.

In expatriate studies, team writing is alive and well, as both temporary and long-term partnerships. Classic examples include co-authors J. Stewart Black, Hal Gregersen and Mark Mendenhall; Margaret Shaffer and David Harrison; Michael Dickmann and Noeleen Doherty; Vesa Suutari and Chris Brewster; and Jan Selmer and Jakob Lauring (who together have produced more than 40 journal articles in international, peer-reviewed academic journals since 2009).

Developing Writing Habits

There are a number of personal writing habits that can help you get published. The most important is to make time for writing on a daily or weekly basis (see Cloutier, 2016 for an inspiring account). Writing must be prioritized, rather than undertaken ad hoc and squeezed in only when everything else has been completed (for example, exam marking, lesson preparation, and so on). If you are serious about publishing (and if you are reading this chapter, then we assume you are), the practice of writing must become an effortless, and preferably daily, habit even if it consists of little more than 15-minute chunks. At a recent AOM[11] doctoral consortium, John Hollenbeck led an impassioned and inspiring session about 'The Three 50%'s of Writing': the initial 50 per cent is framing the issue(s) in the first five paragraphs (a successful manuscript will have five paragraphs that change the way we think, or what we believe, about a topic), followed by a second 50 per cent which presents the main idea(s) in the body of the manuscript, with a final 50 per cent being the writing style (often overlooked but absolutely critical). Based on his experience as a journal editor, Hollenbeck explained that: (1) editors look at the first five paragraphs as an indication as to whether to 'reject or keep reading'; and (2) resubmitting a revised manuscript is an act of persuasion that, when done well, usually leads to acceptance and publication. Jan holds the view, as founding editor-in-chief of the *Journal of Global Mobility* and as a reviewer for many other academic research journals, that the introductory part typically signals the quality of the rest of a submitted manuscript; a brilliant paper very seldom follows a poorly constructed and non-convincing introduction.

The practice of writing can be aided by specializing in a particular expatriate topic and by consistently writing on the same theme(s), thus building a profile as an expert. Aside from getting the recognition, it also simplifies the amount of work required since you become familiar with the expatriate literature within a specialist area, including new research, which you will then be on the lookout for. Presenting conference papers can further improve the quality and skill of writing because it provides a 'free and friendly

[11] A helpful way to get published is to become familiar with journal editors. One of the best – and easiest – ways to access these highly sought-after (and busy) people early in your career is to attend a doctoral consortium or seminar as a PhD student, as these forums nearly always have a journal editor (or two) participating. The editors give very generously of their time to meet with doctoral candidates in an exclusive peer-group setting that later in your career you might never have the chance to experience again. As a general rule of thumb, we encourage PhD candidates and early career researchers (ECRs) to attend as many consortiums as time and money permit, with a preference for attending those at high-quality, international conferences; for example, AOM, the Academy of International Business (AIB), EURAM, BAM, ANZAM.

read' on initial manuscript ideas before submitting an improved version to the much tougher audience of journal editors and reviewers. Moreover, volunteering to peer-review conference and journal articles can help new student writers overcome their lack of confidence by: (1) illustrating how, and more importantly how not, to write an article; and (2) exposing them to new research ideas and topics well before they appear in print (see Bedeian, 2003; Carpenter, 2009; Hartel and Arndt, 2011 for guidance). An article by Sullivan et al. (2010) on 'The why, what, and how of reviewer education: A human capital approach' provides solid advice as to 'why doctoral students need to be educated in order to be effective reviewers, what major topics should be covered in this training, and how certain techniques can be used to educate students while also enhancing their human capital and future career success' (ibid., p. 393).

Building a Publishing Pipeline

To be able to achieve a steady flow of expatriate publications, it is necessary to establish a publishing pipeline with something on the go at every stage (Moss et al., 2007). The six publishing pipeline stages are: (1) first manuscript draft (papers still being written); (2) submitted; (3) under review; (4) revise and re-submit (R&R); (5) acceptance; and (6) in-press (see Lussier, 2010 for an excellent overview and tips for building a pipeline). A healthy publishing pipeline will ideally have a number of papers active at every stage; thus, while you are waiting on an editorial decision for a newly submitted paper or one that is under review, work can continue on a paper at another stage in the pipeline, that is, completing a first draft or proofing an in-press article. The process is an excellent way to ensure that time spent writing is focused and productive. Crucial to its success are two key elements. The first is to visually organize the pipeline in such a way that, at a glance, you can see upcoming gaps that need to be plugged (for example, by using an Excel spreadsheet, e-mail inbox folders, or folders in MS Explorer); this has the added advantage of directing you to where next to devote your writing time and attention (for example, getting more first drafts written or pushing a backlog of R&Rs through to acceptance), with a minimum of fuss and organization. The second key element is to ensure that manuscripts are targeted at a range of ranked journals as opposed to sending every paper to a top-tier journal (this excludes, of course, Ivy League universities where nothing but top-tier will do; see Starbuck, 2005 for a critique). The advantage is that as manuscripts at mid-ranked journals have slightly lower rejection rates and are generally quicker to publish, you are setting up little 'wins' ('quickies') along the way to keep yourself motivated while waiting for the big payback from the top-tier journals. This is psychologically important given that the extremely challenging and brutal three- or four-year slog of top-tier journal publishing can depress and derail even the best of us. The most effective publishing pipelines are those that have a steady flow of ideas among various teams of co-authors in order to continuously feed them. Needless to say, both Jan and Yvonne have been using publishing pipelines for many years.

Developing a Publishing Strategy

A publishing strategy requires careful planning of two key elements: authorship and publishing outlets. Strategizing article authorship requires an understanding of the requirements of your (potential) institution. It is a common but often unspoken rule that some universities require faculty to demonstrate on their CV evidence of a range of authorship: sole-authored, co-authored, first-authored, and so on. It then allows selection and promotion committees to ascertain that a candidate can: (1) write high-quality research on their own (no riding of others' coat tails); (2) work in a team; and (3) lead a team of authors (take charge, leverage team dynamics and control politics). Typically, doctoral candidates in the Southern European countries are expected to publish articles arising from their PhD with the senior supervisor's name first and the researcher's name further down the list. Conversely, in the business discipline in Australia, PhD candidates who publish their work with supervisors are usually required to be first author (see the Vancouver Convention for guidelines),[12] to signal that they have done the majority of the idea conceptualization and the writing of the manuscript; that is, they have been the driver for getting the research done and getting the article published. At other institutions, second-author status often implies that this person contributed less to the manuscript than the first author, or that they played a mentoring or supervisory role but that their contribution was still critical. Third-, fourth- and fifth-author (and so on) status naturally suggests decreasing amounts of work and contribution. It is for this reason that some scholars tend to avoid co-authoring with more than three on a paper, given the diminishing returns and unspoken message it conveys. While first-author status remains country-specific, it is often highly sought-after (and in some cases fiercely contested, especially when egos come into play) because naming conventions when referencing three or more authors dictate that shortened citations (for example, the use of 'et al.') will only retain the first author's name, thus keeping them in the spotlight and increasing their profile while omitting the rest of the team. Limiting authorship on a paper to only two people has the same effect because shortened citations are not used on two-author papers. Our point is that author sequence is not a problem as long as everyone understands the convention.

There are many outlets where scholars in the field of expatriate studies can publish their work. Beyond using the journal ranking system to determine these outlets,[13] or the book ranking system for monographs and chapters,[14] a good publishing strategy will determine where to publish based on two further criteria: (1) an international versus national or regional journal (for example, *Journal of International Business Studies* versus *Asia Pacific Journal of Management*); and (2) a US versus non-US journal (for example, *Journal of World Business* versus *European Journal of International Management*). If you have your heart set on a job at a US university (even one day in the future), then be sure to publish at least some of your work in US journals as American institutions can be parochial about this publishing criterion (see George, 2012). There are several specific types of outlets for

[12] More information can be found by reading 'Recommendations for the conduct, reporting, editing, and publication of scholarly work in medical journals' (2015) at http://www.icmje.org/icmje-recommendations.pdf.

[13] See, for example, Australian Business Dean's Council (ABDC) in Australia (http://www.abdc.edu.au/pages/abdc-journal-quality-list-2013.html), 'ABS international guide to academic journal quality in the UK' (http://www.bizschooljournals.com/), Harzing's 'Journal quality list' (JQL) (http://www.harzing.com/resources/journal-quality-list), and the 'Financial Times Top 45' (FT45) (https://next.ft.com/content/3405a512-5cbb-11e1-8f1f-00144feabdc0).

[14] See Zuccala et al. (2015). Note that, like journals, book publishers vary in their quality and ranking; see https://expatacademic.wordpress.com/2010/11/23/who-in-the-world-is-dr-muller/ for an interesting debate about 'vanity press' publishers.

academic research that we outline below in order of prestige and standing, explaining the pros and cons of each. Do not forget that determining where to publish should be dictated by the requirements of your university.

Journals are of two types: refereed (peer-reviewed, usually double-blind) and editor-selected (non-refereed). Most of the academic research journals in the area of expatriate studies tend to be refereed, using a double-blind peer-review process where the editor selects reviewers, usually two or three, but neither the author nor the reviewers know the identity of the other party. Nevertheless, some very respectable academic journals are editor-selected, such as the *Harvard Business Review*. Bridging journals (for example, *Business Horizons*, *Organizational Dynamics*, *Global Business and Organizational Excellence*) and practitioner journals (for example, *HR Magazine* at the Society for Human Resource Management, SHRM; and *Mobility* at the Worldwide Employee Relocation Council) are often (but not always) non-refereed, and the editor selects the articles to be published, working directly with the author(s) on drafts. While there has been an ongoing debate about the effectiveness and outcomes of the peer-review process (e.g., Ashford, 1996; Bedeian, 2004; Driver, 2007; Mahoney, 1977; Miller, 2006; Raelin, 2008; Starbuck, 2003), to date it remains the backbone, and preferred method, of publishing in the field of expatriate studies (see Palmer, 2006).

Currently, most previously printed journals have shifted to an alternative electronic format, and authors may now receive an electronic copy of their published article instead of a printed one if they wish (Prabha, 2007). Journal articles accessible online through library subscriptions has become the most common way to source papers (Tenopir et al., 2009). When targeting journals as a publication outlet, there should be a matching of the journal's aims and scope with your manuscript, both in terms of the type of content (empirical, conceptual, review, theoretical) and the quality of that content. If needs be, contact the editor of the target journal if you are not sure about the fit (you can find their contact details online at the journal's webpage along with its mission and aims). Before submitting a manuscript, be sure to check that it has been written following all author guidelines and that it has the exact formatting required by the journal (Klingner et al., 2005; Lussier, 2010), as it shows respect for the editor's and reviewers' (unpaid) time.

Two advantageous and potentially quicker ways to publish an article are via special issues and specialist journals. A special issue appears in a more general journal (for example, *Human Resource Management*) and is focused on a particular topic or theme that is guest-edited by a team of expert authors in that area (Jan and Yvonne have both published articles in special issues, as well as guest-edited special issues for which we are able to add an introductory editorial article as a publication on our CV). If an author's area of expertise is especially niche, special issues are an excellent way to break into a field and/or to position your research among other (often high-profile) experts in the same field. Segalla (2009, p. 411) points out that special issues can receive higher citation counts as, by their nature, articles on a sole topic or theme are grouped together and can be found more easily:

> One of the great pleasures of editing a special issue for a journal is the opportunity to collect in a single volume the most interesting work on a specific theme. This provides a useful service for academic researchers and practitioners who certainly appreciate having a collection conveniently presented for easy discovery and citation.

Selection and promotion committees do not always view special issues in a good light as they are commonly perceived as being slightly easier to get a paper into, given that the number of authors you are competing with to get a paper accepted to a special issue is usually lower than for a general issue. Membership to list-serves (for example, AIB-L, CAREERNET, ENTREP, IMD-L, LDRNET-L, OB LIST, HRDIV-NET) is a good way to find out about a special issue call for papers (CFP) in expatriate studies. Occasionally special issues can be invitation only, to honour the passing of an esteemed colleague or to celebrate an important anniversary (for example, *Journal of World Business*'s 50th Anniversary edition in January 2016), or they can proceed with an open competitive call for papers much like a general issue (for example, *Management International Review*'s 50th Anniversary edition). In journals dedicated to publishing articles exclusively about a specific area of study (specialist journals), editors and members of editorial boards are all experts in that field. For example, in the field of expatriate studies, there is only one academic research journal that exclusively focuses on this topic: the *Journal of Global Mobility: The Home of Expatriate Management Research*. The advantage of submitting manuscripts to the *Journal of Global Mobility* is that not only will editors who are experts in this field receive the manuscript, but it will also be sent out to expert reviewers. As opposed to more general journals (for example, the *International Journal of Human Resource Management*, *Journal of World Business*, *Human Resource Management*, *Thunderbird International Business Review*, *Cross Cultural and Strategic Management*), this may prove to have decisive advantages since editors of non-specialist outlets may have neither the appropriate knowledge nor the teams of reviewers to evaluate a specialist manuscript in an appropriate way (see Segalla, 2008 for a critique). For authors submitting to specialist journals, this typically means that rather than receiving generic feedback of limited usefulness, specialist reviewers can provide crucial advice for developing the manuscript to a higher level. This regularly occurs at the *Journal of Global Mobility* and is what the journal is becoming known for, where developmental reviews are common and initially submitted manuscripts tend to improve considerably before they are published. Table 25.2 lists 22 academic journals that have published at least ten articles on expatriates during a 15-year period between 2000 and 2014. It illustrates that these may be suitable outlets for publishing expatriate studies since they have done so in the recent past, with the exception (potentially) of niche journals such as *International Tax Review*, *Compensation and Benefits Review* and *Journal of Travel Medicine* which will only publish expatriate studies related to their respective specialty.

Chapters in edited scholarly books are not uncommon in expatriate studies. Such chapters are usually refereed, by either a double-blind or an author-known review process, and the latter is the case for the chapters in this *Research Handbook*. Chapters are typically summaries or reviews of a particular field of enquiry and provide author(s) with more flexibility and freedom to voice their opinion or assert their expertise than they would be afforded in a refereed journal article. For this reason, authors are more often invited to write a chapter than to be found responding to an open call for papers. Chapters are generally, but not always, considered a less rigorous piece of writing. Many authors will avoid publishing new empirical data in chapters because edited books often do not show up in database searches, thus limiting the paper's opportunity to be found and cited.

Books (also known as monographs) can be of two kinds: authored or edited. In the latter case, the editor(s) invites authors to contribute chapters or sends out an open call

Table 25.2 Academic journals for publishing expatriate studies: annual average of articles on expatriates published[1]

Journal name[2]	Number of articles[3]	Volumes published[3]	Annual average of articles on expatriates published[4]
1. *Journal of Global Mobility*	30	2	15.0
2. *The International Journal of Human Resource Management*	170	15	11.33
3. *Journal of World Business*	40	15	2.67
4. *Human Resource Management*	24	15	1.6
5. *International Tax Review*	22	15	1.47
6. *Thunderbird International Business Review*	22	15	1.47
7. *Cross Cultural and Strategic Management* (formerly *Cross Cultural Management*)	20	15	1.33
8. *Personnel Review*	20	15	1.33
9. *International Studies of Management and Organization*	19	15	1.27
10. *Journal of International Business Studies*	18	15	1.2
11. *Career Development International*	17	15	1.13
12. *Compensation and Benefits Review*	13	15	0.87
13. *International Business Review*	13	15	0.87
14. *Journal of Management Development*	13	15	0.87
15. *Journal of Travel Medicine*	13	15	0.87
16. *Academy of Management Journal*	10	15	0.67
17. *Asia Pacific Business Review*	10	15	0.67
18. *Human Resource Development International*	10	15	0.67
19. *International Journal of Manpower*	10	15	0.67
20. *Journal of International Management*	10	15	0.67
21. *Journal of Managerial Psychology*	10	15	0.67
22. *Management International Review*	10	15	0.67

Notes:
1 Builds on the same database as Chapter 3 of this volume.
2 Number of articles ≥10.
3 Published 2000–2014.
4 Number of articles/volumes published.

for chapters on a list-serve or e-mail list. Both kinds of books are usually peer-reviewed before publication, either by a team of reviewers or by a series editor. Although edited books (particularly handbooks such as this one) are gaining in popularity within our area, authored books have historically tended to target practitioners with a focus on practical advice rather than research-based evidence (see, e.g., McNulty and Inkson, 2013; Thomas and Inkson, 2009). Due to technical advances in the electronic distribution of books and book chapters by publishers, books are gaining in popularity along with other new forms of outlets for expatriate research.

Conference proceedings are becoming electronic and some do not even have complete proceedings such as, for example, the AOM annual meeting that only publishes the top 10 per cent of 'best papers' in the proceedings (a high honour indeed, considering that more than 2000 papers are accepted from more than 10000 submissions, of which approximately 200 are then deemed 'best papers'). Proceedings are nearly always refereed, but to get published in the proceedings you typically need to have participated in the conference in question. A scholar may also become the editor of the proceedings (which counts as a publication in and of itself), but it is most of the time reserved for the chairperson of the conference or allocated to another member of the organizing team.

There are today several new and novel ways of publishing expatriate research such as electronic journals, open access journals and by self-archiving. Electronic journals are those that exist only in electronic form and can only be accessed online; there is no printed copy (Tenopir et al., 2009). Some people view electronic journals as implying that the journal is inferior, which is actually not the case; the field of physics, for example, is dominated by online journals and there is nothing wrong with either their prestige or their rigour. Open access journals make their full content available free of charge to anyone, often referred to as 'gold' open access (Atchison and Bull, 2015; Laakso, 2014), rather than charging an annual subscription fee to university libraries or individuals to allow them membership-only access to the journal's content. Although open access journals do not charge fees in exchange for access, publishers finance their publications by other means, usually by an article processing charge (APC) borne by the author (which may or may not be reimbursed by their institution). Open access means that articles can be found more easily online and potentially receive a higher number of citations. It is important to note here that bogus electronic open access journals do exist (also known as 'fake journals', 'hoax publications' and 'predatory publishers').[15] These clever scams solicit articles via spam e-mail and, using false credentials, claim to review and publish articles within four to 30 days, for a fee as little as US$150. Buyer beware! (And please do read Harzing and Adler's 2016 study of 45 predatory open access journals in the broader field of business and management, which equally applies to the field of expatriate studies.)

There are also so-called hybrid or author-pays models where publishers of subscription journals offer partial content available free of charge to anyone; this type of open access

[15] Jeffrey Beall, associate professor and librarian at the University of Colorado at Denver, has been following these journals and maintains an active blog (https://scholarlyoa.com) where he publishes an updated list of predatory publishers and journals, that is, those of questionable quality that require authors to pay publication fees. By 2016, the list included more than 1000 publishers and 1000 stand-alone journals. One particularly famous case reported is that of a paper entitled, 'Get me off your f––g mailing list'; see here for the story: http://www.vox.com/2014/11/21/7259207/scientific-paper-scam, and here: http://www.scs.stanford.edu/~dm/home/papers/remove.pdf.

is limited though to only those papers where authors have agreed to pay the APC to provide free access to their paper (Solomon and Björk, 2012), as is becoming increasingly common among many publishers in the expatriate studies field (for example, Taylor & Francis, Emerald). Fees are usually high. At Emerald, for example, you can publish your article via the Gold Open Access route for an APC of £995 or £1650, depending on the journal. Most authors will do this if their institution is providing the funds and/or they are mandated to make their work open access. If mandated but no funds are available, some publishers (for example, Emerald) will consider making an exception on a case-by-case basis (see http://emeraldgrouppublishing.com/openaccess.htm).

Self-archiving is the practice of depositing digital copies of your published work immediately upon publication in an open access repository online (for example, a personal website or institutional repository) (Jenkins et al., 2007). However, only articles in journals with a Sherpa-RoMEO 'green' publisher policy may be self-archived (Atchison and Bull, 2015; Mercer et al., 2007; Suber, 2012). Although copyright may be a problem, many publishers seem to acknowledge that copyright and open access can coexist in the scholarly publishing business (Coleman, 2007). Additional limitations from publishers may concern when content can be uploaded (upon publication, or some specified time afterwards, for example after a 24-month embargo), thus it is best to check the journal's homepage for more accurate information (Harnad et al., 2008; Laakso, 2014).

HANDLING MANUSCRIPT REJECTION

We end this chapter with advice about handling manuscript rejection, a sensitive issue that impacts on nearly all scholars in the expatriate studies field but which is rarely openly discussed (Ashford, 1996; see also Day, 2011 and Horn, 2016 for recent and timely exceptions). In short, although many scholars refuse to believe it, reviewers and editors actually want authors to succeed, even if when a manuscript is rejected it does not appear so. Unfortunately, too many authors at the point of rejection view editors as hostile and biased (see Miller, 2006), and perhaps even 'out to get them', based on a perceived but unfounded personal gripe (jealously, spite, politics, the wrong hair colour or shoe size; see Mahoney, 1977 for an early but still relevant critique about confirmatory bias). Whether authors perceive peer rejection as a threat or a challenge to their scholarly identity has been the subject of recent study (see Horn, 2016). Reio (2011, p. 121), in his editor's commentary about expert publishing practice in *Human Resource Development Review*, suggests that:

> We must take heed of what reviewers and editors tell us, without taking offense. We must remember that reviewers and editors will invariably make requests for clarification, recommendations for improvement, and more if you are fortunate enough to get an offer to revise and resubmit. Indubitably, these recommendations (remember, they are not commandments – there can be some wiggle room with editors) can sting, and too often novices miss the point that experts in the field are trying to help them present their work more skilfully . . . and for no charge whatsoever . . . Expert [writers] appreciate that risks must be taken to produce their best work; to my knowledge, there are no shortcuts.

Often, rejection, and especially a desk reject, is the result of choosing the wrong journal; for example, sending an empirical paper to *Academy of Management Review*, which publishes only non-empirical research, or to *Human Resource Management Review*, which publishes only reviews. In these instances, authors need to accept the rejection, because they did not read carefully enough a journal's scope and mission (which is always available online). Other times a manuscript can be rejected because the topic or theme does not match what the journal publishes; for example, sending a paper about expatriate adjustment to *Compensation and Benefits Review* but failing to link it to expatriate remuneration (see Kilduff, 2007 for an excellent commentary). If you waste an editor's time by not doing the required homework, a desk reject is almost always guaranteed (see Daft, 1995; Reio, 2011). Other time-wasters include:

- not proof-reading a manuscript for typographical, structural, stylistic and grammatical errors before submission (make a paper easy to read);
- exceeding the word count by thousands (not hundreds); if it cannot be said well enough within the word limit, get professional editing assistance;
- failing to obtain (and pay for) professional academic editing assistance to improve grammar, especially if English is not the author's first language (professionals always do a better job than asking a favour from an English-speaking friend);[16]
- poor referencing (for which there really is no excuse); and
- plagiarism, which requires no further comment other than *don't ever do it*.

Needless to say, presenting your work in its best light from the start should be an easy hurdle to overcome; however, many editors (ourselves among them) can attest to how infrequently authors actually do it.

Since it is very rare for editors to accept a manuscript 'as is' after the first round of reviews, receiving an offer of R&R is a positive outcome (yes, you heard right: positive). How could it be anything else? The editor likes the paper and believes it has potential but it is not yet ready for publication. The fact is, if an editor does not like a manuscript they will not use up precious editorial resources to improve it. At this point, authors need to develop a thick skin and to view manuscript feedback not as a personal attack on their abilities, but as objective constructive criticism designed to make a good paper even better (see Seibert, 2006 for a wonderful critique of the R&R process). The best way of coping with reviewers' feedback is to follow the successful habits of award-winning scholars in top-tier journals (see Rynes, 2006), that is, to sleep on it after the first read and to then come back to it a few days later for a second or third read once your nerves have settled and your publishing focus has been regained.[17] But first – and without fail – always e-mail an immediate thank-you note to the editor for the R&R 'opportunity', even if at this point it might not be clear how you will tackle what is being asked. Gratefully accepting the offer of an R&R, unless the requested changes are next to impossible to undertake, is the best way to get an article published. Critical to achieving this goal is to: (1) keep

[16] See, as examples, http://document-doctor.co.uk, http://manuscript-proofreading.com, http://perfectwording.net/home.html.

[17] This rule of thumb is especially important if the news is not good, that is, your manuscript has been rejected. Even if in the heat of the moment you feel like lashing out, you must never, ever send a nasty e-mail to an editor if you disagree with their editorial decision. Instead, take the time to calm down and compose your thoughts; you will thank yourself for it later.

to the deadline for returning the revised manuscript by the requested date, or ask for an extension in a timely manner before the deadline (not on the date it is due or after it has passed; always show respect); (2) mark up using Track Changes or highlighted text the changes that have been made (provide a clear roadmap); and (3) send back with the revised manuscript a detailed, point-by-point, respectful and courteous, separate revision report outlining each and every suggestion made by the reviewers and how it has been responded to, including that if you disagree on a point made, an explanation has been provided as to why (Klingner et al., 2005).

While the R&R process may be arduous enough, particularly if a manuscript R&R is classified by an editor as 'high risk', the threat of or actual rejection decision after the first round of reviews or at a later stage can feel devastating, especially following multiple exhausting rounds of revisions, as often happens at top-tier journals such as the *Journal of International Business Studies* and *Academy of Management Journal* (see Seibert, 2006; Bergh, 2006; and Agarwal et al., 2006 for honest accounts). A negative emotional reaction to this outcome is normal and to be expected (Day, 2011; Rynes, 2006). Adopting a bigger-picture perspective often helps: if the goal is to publish the article, then it is necessary to recover from the shock as quickly as possible and to move on by finding another suitable outlet. It is important to remember that no one is immune to manuscript rejection despite how easy it may seem for some authors to get their work published, which includes even the top and most prolific scholars in our field (for example, Chris Brewster, Jan Selmer and Vesa Suutari, among others). If they can get over it (and they have), so can you. In an insightful commentary, Segalla (2008, p. 122) suggests that 'one might speculate that less time spent worrying about publishing in the "right" journal can actually increase a researcher's productivity and leave extra time to improve pedagogical skills'.

Jan's personal rule about publishing is simply to publish every manuscript he writes, somewhere and somehow. Rather than getting hung up on the prestige of top-tier journals (see Starbuck, 2005 for an excellent critique), and even though it often means sending a paper out several times to new journals, sooner or later he has always been able to get a paper published. Over a 50-year career, his 'win some, lose some' approach has served him well, as we are sure it has for other widely published and 'famous' scholars in our field.

That brings us to the delicate but straightforward question of the publication strategy. Should you publish only your best pieces of research and strive only for high levels of scientific impact (see Judge et al., 2007), or follow in the footsteps of Jan and try to publish everything that you write? For some individuals and other institutional and country settings, the quality of a publication is of dominant importance, that is, this is the only thing that counts. Although it appears to be more common globally, for other scholars in other circumstances (for example, Yvonne) it is more of a balancing act, weighing a myriad of personal and institutional pros and cons against each other. Plus, there is little agreement as to what a 'high-quality' journal publication actually is, when often an author can be waiting years until citation statistics become available to determine the impact. Although many academics use the various journal ranking instruments as proxies for the quality of published articles (Garfield, 1996), analyses show that not all highly cited articles are exclusively found in top journals (Lariviere et al., 2014). Our point is that the quality issue of a publication strategy may to a large extent be a foregone conclusion, determined by predetermined circumstances and the test of time.

CONCLUSION

Most expatriate scholars are passionate about publishing good-quality work in good-quality journals to extend knowledge, which may also help practitioners. Fortunately, when selecting a topic in the field of expatriate studies, there is much to choose from. Major and minor themes abound, and finding something suitable for expatriate research should not be a problem. Besides the historically developed areas of research, 'hot' minor themes reflecting current events are fertile ground in search of researchers. Co-authoring and developing your writing habits will help to move an initial topic idea to a completed manuscript ready for submission. Specializing in specific theme(s) may simplify an author's work, while creating and maintaining a publishing pipeline will multiply publications over time. However, it is important to learn how to submit a manuscript appropriately and how to deal effectively, and patiently, with the R&R process. Besides publishing in conventional academic outlets such as journals, chapters in edited books, edited and authored books, and conference proceedings, there are also novel types of outlets. Academics can now publish their research in electronic journals, open access journals and through self-archiving. But for scholars interested in research on expatriates, the *Journal of Global Mobility*, the only academic research journal exclusively focusing on this topic, has a decided advantage since it is managed by experts, reviewed by experts and read by experts. To a considerable extent, current topics published on expatriates tend to be associated with new events and circumstances in the life and work of these international workers. Although new topics and themes may also in the future be generated through filling gaps in the literature or through other ways, relevant and significant new scholarly research on expatriates will most certainly be published as a response to changing developments and contexts. Hopefully, this chapter will facilitate the publication of your research on expatriates.

HIGHLY RECOMMENDED FURTHER READING

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