From Thesis to Publication

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ANZIBA Doctoral Colloquium, 15 April 2014

Why publish from your thesis?

- Only way to have an academic career
- Competitive advantage at hiring time
- Feedback from international experts
- Develop skills, particularly revision and “compression”
- Facilitate academic networking
- Self-confidence and “School of Hard Knocks”
Journal publication

- The critical criterion for academic career advancement
- A tough game – need to be “thick-skinned”
- You need to start early
- Reviewing inconsistent – advantage in having several papers “out there”
- Journal rankings

Why write & present conference papers?

- Networking
- Conferences are fun
- Establish the “basics” of a paper
- Feedback from peers
- Reviews from international experts
- Develop self-confidence and presentation skills
- AS A STEPPING-STONE TO JOURNAL PUBLICATION
- Note: Universities are increasing accountability for conference attendance, in expectation of a published paper resulting
My thesis publications

- Outputs
  - 1 "A" journal equivalent paper (Journal of Applied Psychology)
  - 2 "B" journal equivalent papers
  - 8 papers in "C" equivalent or lower journals
  - 1 Occasional Paper
  - 3 book chapters
  - 5 conference presentations

Yvonne McNulty, PhD
Yvonne McNulty’s thesis publications

- Thesis: “Expatriate Return on Investment in Global Firms” Monash University 2010 (part-time student)
- Outputs
  - 3 “A” journal papers (JWB, IJHRM, MIR)
  - 3 papers in process, targeting “A” journals (JIBS, IJHRM, HRM)
  - 1 “B” journal paper (ISMO)
  - 3 non-refereed journal papers
  - 6 book chapters
  - 15 conference papers
  - 1 management book
  - 7 awards
  (note: outputs from 2004 to 2014)

Inkson/McNulty/Tharenou tips

1. If you want to be an academic, work your socks off to get published
2. Choose supervisors who publish in good journals
3. Join professional associations, go to conferences, network
4. Review for conferences and journals
5. Apply the 2 for 1, 3 for 1, 4 for 1 principle: conference paper, journal article, book chapter etc. Move your paper through a gradient of forms
6. Slice your research into paper-sized chunks, and plan what to do with them
7. Draft and submit papers as well as thesis chapters
8. Invite respected academics to comment on your drafts, and listen to them
9. Collaborate with supervisors and others, but ALWAYS be first author
10. Read articles in journals you want to publish in, and note their content, style, etc.
11. Watch for Special Issues you can fit your work into
12. Accept all invitations to publish
13. Attend all doctoral workshops you can
14. Manage your time: if you have teaching, try to do it well but don’t let it dominate
15. Learn the craft of writing, particularly conciseness
Skill 1: Planning for Publication

- Define content of paper (e.g. abstract)
- Study possible journals, e.g. editorial policy, sources you’ll be citing, acceptance rates, ranking, informal reputation, style (read articles in it), make choice
- Enlist co-authors (if applicable) and allocate contributions
- Set interim and submission target dates
- Write the plan down (preferably where it can’t be missed!)
- Set time aside
- Keep several outputs going simultaneously
- Have contingency plans for rejection (and grow a thick skin!)

Skill 2: “Slicing up the Pie”

- Lit reviews - “propositions” papers – substantive findings
- Different studies from same thesis
- Different sections/topics from questionnaire
- Data sets from different companies, countries
- Qualitative vs quantitative
- Joining forces with other researchers
- Academic versus practitioner journals
Skill 3: Co-Authorship

• Big advantages in collaborating complementary talents, e.g. candidate’s data and hard work, supervisor’s experience and input to thesis, outsiders’ special expertise
• High output is easier, but be careful to protect yourself and your intellectual property. You should be either sole author or first author. Don’t let yourself be “ripped off”
• Complementarity and contribution are the key
• Google “Vancouver Protocol”
**TURNING THESIS INTO PAPERS**  
**YVONNE MCNULTY – PhD MONASH UNIVERSITY 2010**


**Chapter 2, lit review**

**Chapter 3, measurement framework for Expatriate ROI**

**Chapter 4, study of multinationals’ expatriate management practices**

**Chapter 5, study of expatriates**

**Chapters 4 and 5, methodology**
One book chapter (SAGE), 2014.

**Chapter 6, revised conceptual framework**

**Other outputs**
3 articles in process, all targeting A journals, 2 conference papers, 2 book chapters, 1 industry report, many industry presentations, many international press reviews & book reviews
15 Tips for Publishing from a Ph.D. Thesis

1. Join professional associations (ANZIBA, AIB, AoM, ANZAM) that inspire you to submit conference papers with your supervisors; target friendly conferences first, learn the ropes, then go for big international conferences like AoM, AIB. You gotta be in it to win it!

2. Review for conferences and journals – accept every single invitation to review. Reviewing is the number one way to learn how to write and publish better because you learn:
   a. how to critique and apply critical analysis to other work, and then apply it to your own work
   b. that the quality of papers submitted to journals is often quite low, which then inspires you to realize you have a fairly good shot at getting your own paper published. Reviewing others’ work builds your confidence and debunks the myth that you can only submit a ‘perfect’ paper to a journal
   My reviewing work led to threes awards during my Ph.D.:
      o 2010 Outstanding Reviewer Award, Personnel Review, Emerald Literati Network Awards for Excellence
      o 2005 Best Reviewer Award, International Management Division, US Academy of Management Meeting, Honolulu, Hawaii, USA.

3. Phyllis Tharenou taught me that a paper is never just ONE paper to be published only once; there is always a 2-for-1, 3-for-1, or even a 4-for-1 (if you are really lucky) to be gotten out of any paper. This means publishing a conference paper that is then improved for a journal and/or book chapter – a good example is my first academic paper: (a) written and submitted to AoM 2004 in New Orleans, and accepted to present, which then; (b) won best paper, and then; (c) was published in a special issue of International Studies of Management and Organisation Journal in 2004 [ranked B], and then; (d) published as a book chapter in 2006 with Palgrave-Macmillan. This approach (1) increases the number of publications on your CV, and (2) gives you fantastic exposure to ‘free reads’ – reviewers that provide feedback on your work.

4. Another Phyllis ‘ISM’ is to get as many ‘free reads’ on your papers as possible. Never turn down an invitation from a respected academic willing to review your work. BUT, never (ever!) make promises to a reviewer that in exchange you will give them authorship (this is unethical). Grow a thick skin and get used to constructive criticism. IT IS NOT PERSONAL; feedback is designed to improve your paper and your writing skills. No one wants to see you fail; everyone truly does want to see you succeed.

5. Choose supervisors that publish regularly in good journals. If your supervisors don’t publish or don’t have a publishing track record, you won’t publish from your Ph.D. It’s really as simple as that. If you are thinking about entering into
an academic career in Australia or NZ, you need to publish. No if’s, no but’s.

A fantastic book on publishing is:


[see attached book review I did for JMO]

When I graduated with my Ph.D. in 2010 with a lot of publications, many of my peers that were desperate to get faculty positions starting saying to me, “you’re so lucky to have so many publications” or “my supervisors never pushed me to publish and I now regret that I didn’t speak up and say something.” My response was always the same: **opportunity + hard work = luck** (no one gets a free pass on a publication, not even the most senior academics – go ask Kerin Inkson or Peter Dowling!). Then I would ask them at what point during their Ph.D. they decided they wanted to be an academic, and the answer was always the same – about a month ago, or around the time I graduated. My best advice is to figure our very early in your Ph.D. if you want to have an academic career or whether you want to go into industry. Industry does not demand publications, but in academia it is a must. So, if you decide early you are going to be an academic, publish your little heart out, early and consistently. Don’t complain about your supervisors – do something about it. It is not their job to publish your papers – it’s your job, and good supervisors will train you how to write and get published (mine were fantastic).

6. You must ALWAYS be first author on any publication from your thesis work – this is not just ethical, but it is inspiring when you get most of the glory from your hard work by being first author. Consider, for example, when citations appear like this: McNulty et al. (2010) …. - if you are second or third author on your own doctoral work, your name doesn’t get mentioned in the citation when it is cited twice or more in a paper. Bummer! Plus, the more your name is out there getting cited, the easier it is for senior academics in your field to get to know you and your work. Your name then starts to mean something.

7. If time permits, follow the process of publishing a paper first at a friendly domestic conference (ANZAM, ANZIBA), then go for a big prestigious international conference (AIB, EGOS, AOM), and then send it off to a journal. Along the way you have accrued three publications, incorporated reviewers’ feedback at each step, and acquired (or been forced to endure) lots and lots of practice at writing. It is critical that each paper in this process has a DIFFERENT TITLE. Note: Part-time enrolment fits better with publishing as you go because of the long lead in time to review/publish in journals. I had time to publish (8 years part-time to complete my doctorate) so I came out of the PhD with more publications than many of my full-time peers because of it.

8. Publish early and consistently because practice makes perfect. Consider a literature review = conceptual paper; first study = empirical paper; second study = empirical paper; consider case studies from your data; consider a
methodology paper if you have a novel approach. Many parts of your thesis can be published, in time, as long you learn how to write well.

9. Go online and subscribe to journals in your field via the Table of Contents alert system (it’s free); READ journal articles regularly – you then get a feel for the language, style, dryness, layout, flow, and the overall ‘wow’ (or ‘how did this get published’) feeling that papers often leave you with.

10. Keep a look out for special issues. Subscribe to the AIB list-serve (it’s free). Special issues are a fantastic way to get your papers into journals that are focusing on your topic and otherwise hard for a novice to get into. In fact, many (maybe all?) of my pre-graduation journal articles were in special issues. It is not easier to get published in a special issues because the same rules apply (rigor, flow, overcoming ‘so what’), but if the SI is on your topic, or your empirical data can be adjusted to fit the topic, then this is often a great way to get a big A or A* journal on your CV because there is often less competition (a smaller pool of papers from which the selected papers will be chosen). My JWB paper is a great example of this – I wanted JWB on my CV, so I used a sub-set of the data from study two and wrote a paper for JWB about it.

11. Another Phyllis-ISM: Never, ever pass up an opportunity to publish just because it’s not in the journal you exactly had in mind. The saying, “a bird in the hand” comes to mind here. For example, we had planned that my 2004 Academy Best Paper would probably go to IJHRM (A) or even HRM (A*) but then the ISMO special issue appeared, and the editor was very keen to publish the paper, so we accepted, even though it is a B journal. For us, it was more important to get the paper published and move on to the next stage, than to have the paper hanging around for months (or years) and distracting us.

12. Attend every doctoral workshop you can – I attended 5 over eight years, plus one paper development workshop. At these events, network with your peers; come prepared; bring a stack of business cards and hand them out as you meet people; dress appropriately; make an impression; don’t complain; don’t ever rubbish your supervisors or institution (no matter how much those around you are moaning about it); and always ask a question (be known). Meet the journal editors – they actually want doctoral research published in their journals because it is often fresh, new and innovative.

13. Don’t teach too much – go adjunct if you can afford it. Teaching gets in the way of publishing during your Ph.D. Academics do not get promoted for teaching; good teaching + excellent research/publications will get you promoted way before excellent teaching + good research/publications.

14. The best advice I received from Helen de Cieri is to read others’ work and learn the craft by observing how they write. This doesn’t mean COPYING their work! The best ‘workshop’ on learning to write is following the lead from your favourite academic authors – how do they position their argument? How do they write up an introduction? How do they bridge between one paragraph to another / from one heading & section to another? How do they
conclude an argument or section and move onto the next? Eventually you do find your own 'voice' and 'style', through practice.

My favourite academic author is Phyllis Tharenou (no surprise!) because she is CONCISE and AVOIDS WAFFLE – every word, every sentence counts – brevity is everything when a journal imposes a strict word count. Plus, her work is rigorous to a fault and therefore always citable.

My favourite management author is Kerr Inkson (again, no surprise!) because he is CONCISE and CREDIBLY PROVOCATIVE. When Kerr writes, you are convinced of the argument not just because of the evidence presented but because his writing is a combination of succinctness (no waffle), pushing the boundaries (provocative), and his own VOICE always shines through. Kerr’s work has a unique style and a unique voice. Consider this introduction to a 2003 CDI paper:

*It is popularly believed that ``travel broadens the mind’’. Does it? If it does, then travellers’ career potential should be enhanced.*

*Globalisation continues. Companies internationalise. Media exposure increases peoples’ awareness of other countries. Images of life abroad draw culture-seekers like magnets. International travel becomes cheaper. Tourism grows. Although the growth in travel experienced a downward ‘blip’ following the events of 11 September, 2001, the long-term trend is inexorable. People spend more and more time away from their home country. Careers become more geographically mobile. Yet there has been little research on the relationship between international travel and career development.*


When I read Kerr’s work, I feel that he is sitting in the room with me – such is the power of his voice that comes through the writing. It is as though he is right there with me, talking me through the topic or argument. AMAZING!

15. Do it your own way – no one ever said you had to revise a chapter or read a draft only in your office! Time is precious, and you've got a lot to get done! If you have a flight coming up, revise your chapter on the plane instead of watching a movie. If you are reviewing a paper for a conference, take it to the dentist or doctor and read/review in the waiting room, on the bus getting there/going home, and so on. You would be shocked to know the places I have been when finalizing a revision for MIR, or IJHRM – on a bullet train to Suzhou in China, at one-hour swimming lessons for my daughters (me sitting on the sidelines buried in a thesis chapter with a pencil in hand), at the hairdresser (the biggest time-waster of all), in a Starbucks with 45-minutes between appointments and having nothing to do … my handbag always has some type of academic work in it (in a small plastic folder), and a little slim pencil case with a highlighter and a pencil.
Award-Winning PhD's: Publishing During Your Studies

Dr. Yvonne McNulty
Shanghai University

Dr. Denise Jackson
Edith Cowan University

ANZAM Doctoral Consortium
3-4 December 2012
Perth, Australia

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[ agenda ]

- Publish or Perish (It Really Is True)
  - publishing process
  - advantages of publishing
  - link between publishing and awards
  - resources
- PhD by Publication
  - concept
  - the process
  - policy in Australia
  - advantages
  - challenges
- Q&A

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Awards

- 2011 ANZAM Highly Commended Doctoral Dissertation Award
- 2011 Emerald/EFMD Highly Commended Award Winner of 2011 Emerald/EFMD Outstanding Doctoral Research Awards (Management and Governance)
- 2011 Cameron Prize in Education, University of Western Australia (Best piece of research submitted for a PhD)
- Best Paper Award by the International Journal of Management Education (Volume 8)
Awards (Yvonne)

- 2012 Best Paper, IM Division, US Academy of Management Meeting
- 2012 Finalist, Skolkovo Best Paper Award, US Academy of Management Meeting
- 2010 Finalist, Mollie Holman University Medal for Doctoral Excellence, Monash University
- 2010 Outstanding Reviewer Award, Personnel Review, Emerald Literati Network Awards for Excellence
- 2010 Best Paper, IM Stream, ANZAM Conference
- 2010 Best Paper, IM Stream, ANZAM Conference
- 2007 & 2005 Best Reviewer Award, IM Division, US Academy of Management Meeting
- 2004 Best Paper, International Management Division, Academy of Management Meeting, New Orleans, Louisiana, USA.

[publishing process]
Part-time vs Full-time PhD

**Part-time**

- more likely to publish by graduation
- more time available to publish while doing research and writing thesis
- more time available for lengthy review process
- more time to submit conference papers pre-journal submission

**Full-time**

- less time to publish
- decision - quality vs quantity?
- quality matters!
- go for one (A) publication by graduation
- at least one more paper submitted or in review at (A) publication
- at least one conference paper; international if you can

Supervisors

- ‘If you don’t publish, I won’t supervise your thesis’
- Publishing makes you attractive to supervisors, it earns respect
- Supervisors have to publish so make their life easier
- Publishing attracts top quality supervisors (‘famous academics’)
- Are you being pushed to publish (you need to be!)
- Does publishing make you squirm or break out in a sweat? (join the club!)
- Trust your supervisors - they know how to get published
- Negotiate authorship up-front - first, second, third
- You should be first author on EVERY paper from your doctoral research
Reviewing

- The single most important differentiator between those that do and do not publish
- Start with conferences (AIB, AoM, ANZAM) + [B] or [C] journals
- Always return reviews on-time
- Always do a good review (min. one page); be constructive
- Be honest with Editor
- Offer to be back-up/emergency reviewer (goodwill)
- Submit your own paper to journals you review for (leverage relationship with journal editor)

[benefits]
- Learn from others how to write
- Learn from others how not to write!
- Builds confidence when you see poor quality of many submissions
- Supervisors can recommend you for reviewing [A] journals (because many are Associate Editors)

Publishing Tips

- Join and leverage membership to “Academies”:
  - AoM, ANZAM, AIB, ANZIBA
  - Volunteer
  - Symposia, PDW

- Co-author:
  - Find collaborators at conferences; build relationships
  - Share the load, expertise
  - Choose carefully!

- Develop a research plan; have a publication strategy

Writers write!
- Practice the craft of writing
- Write every day (even 15 minutes) – you must be writing every week at least
- Write anything related to your PhD – chapters, paper ideas, papers, notes
- Review
- Seek friendly feedback – often
- Never miss a ‘free read’
Three steps to publishing

1. **local conference**
   - Test run your ideas in a friendly community
   - Get the hang of academic writing
   - Follow submission guidelines!
   - ANZAM, ANZIBA

2. **international conference**
   - Revise paper from local conference
   - Hone your academic writing
   - Do or die community
   - Follow submission guidelines!
   - AoM, AIB, [IFSAM]

3. **journal**
   - Revise paper from international conference
   - You do most of the work
   - Improve it based on reviewers’ + supervisors feedback
   - Grow a thick skin
   - Quickies vs waiting to die
   - Target best journal you think stands a reasonable chance
   - If you get R&R, do it ASAP
   - Never send a paper to two journals simultaneously
   - Draw on supervisors’ experience for R&R protocols

Advantages of publishing

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[**motivation**] why are you doing a PhD?

[**not for everyone**] takes a lot of time to write papers; do you have a publication strategy or research plan?

[**advantages of publishing**]
- enduring - on your CV forever!
- gives you an edge (competitive advantage)
- gets you promoted
- gets you global reach beyond your office/uni (without leaving home)
- builds confidence and self-esteem
- it’s addictive!
- gets you onto editorial boards
- the more you publish, the easier it gets

[**linking publishing & awards**]
[**publishing**] a form of legitimacy for your research
[**awards**] a form of legitimacy for your research

**[how publishing helps you win awards]**
- other academics have already deemed your research ‘worthy’ – reviewers, editors
- implied legitimacy that your research matters
- inspires confidence among judging panel when viewing your submission that your research is:
  - interesting
  - well-written
  - you/your research will build the award ‘brand’
**new journals**

Journal of Global Mobility:
The home of expatriate management research

[JGM] is the premier publishing outlet for authors and readers interested in topics and issues associated with expatriate management and global mobility.

JGM caters to a community of scholars and practitioners interested in theoretical and empirical perspectives of physical global mobility as well as antecedents, correlates and consequences of activities and phenomena associated with global mobility.
• Be a self-starter
• No one will make you publish
• YOU determine whether you publish
• Be in the game; you have nothing to lose
• Grow a thick skin; it is not personal!
• Are you ready to be lucky?

[hard work] + [opportunity] = [luck]
Dissertation Competitions

- **Barry M. Richman Best Dissertation Award (AoM)**
  Presented to the best dissertation submitted to the International Management Division of the US Academy of Management. A plaque and cash prize of $1000 is awarded to the author of the winning dissertation.

- **Emerald/EFMD Outstanding Doctoral Research Awards**
  Award-winning entries receive a cash prize of €1,500 (or currency equivalent), a certificate, a winners’ logo to attach to correspondence and the prospect of an offer of publication in the sponsoring journal - either as a full paper or an executive summary - at the discretion of the Editor(s). In addition, a number of Highly Commended Awards will be bestowed. There are 12 category entries.

- **ANZAM Best Doctoral Dissertation Award**
  To recognise exceptional doctoral dissertation research in the field of Management. The Award consists of a cash prize of A$1,500 and an opportunity to publish in the *Journal of Management & Organization*.

- **Richard N. Farmer Doctoral Dissertation Award (AIB)**
  The award is designed to reward superior doctoral dissertations in the field of international business. All finalists receive a travel stipend to allow them to present their research at the AIB annual conference (amount is announced in the call for submissions annually). The winner receives a plaque and an additional cash award (amount is announced in the call for submissions annually).

Everything about this book coming into ‘being’ is based on publishing-as-you-go, awards, co-authoring, building relationships, attending international conferences, and reviewing.

All code for: being in the game!
**PhD by Publication**

“based largely on the supervised research project, but examined on the basis of a series of peer-reviewed academic papers which have been published or accepted for publication, usually accompanied by an over-arching paper that presents the overall introduction and conclusions” (Park, 2007, p. 33)

- Derives from Northern Europe and predominant method
- UK: majority of universities offer but mainly by dissertation
- Northern America: rare

**Concept - Background**

PhD by publication:

“based largely on the supervised research project, but examined on the basis of a series of peer-reviewed academic papers which have been published or accepted for publication, usually accompanied by an over-arching paper that presents the overall introduction and conclusions” (Park, 2007, p. 33)
Concept – different forms

- PhD by Prior Publication (papers written prior to candidature)
- PhD by Publication (papers written during candidature)
- Hybrid PhD by Publication (combination of above)

Problem:
- Considerable variation in policies across Australian universities
- Lack of detail in guidelines

Concept – why by publication?

“doctorates by publication ... are a visible response to policy-led pressures for research productivity within the ‘performative’ university” (Boud & Lee, 2009, p. 7)

Growing pressure to publish on HDR students:
- Demonstrate that can align quality of thesis with standards of high-quality journals – performance measure
- Faculty research performance and income
- Academic selection in a softening labour market

Pressures on full-time academics to publish, achieve PhD and maintain work-life balance:
- Australian academics continue to underperform in publication output: workload, confidence, motivation, infrastructure (McGrail, Rickard & Jones, 2006)
Process for PhD
by dissertation
or publication
are very similar

- Identify an area of interest
- Summarise the literature within
  which it broadly situates
- Define the research question(s)
- Conduct research using an
  appropriate design and
  methodology
- Analyse and interpret the
  results
- Evaluate the contribution of the
  research with associated
  recommendations for future
  directions in the field.

Difference: format and impact of the
research output (Francis, Mills,
Chapman & Birks, 2008)

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Policy in Australia

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+ Thesis Format

1. Title, candidate declaration and acknowledgements
2. Abstract
3. List of publications (with evidence of review and copyright permissions)
4. Statement of contribution of others
5. List of candidate’s other relevant publications
6. Table of contents
7. Critical review
8. Papers in sequential order
9. Appendices

+ My personal strategy

- Converted literature review into three sole-authored papers: ERA ranked but lower quality journals
- Wrote three empirical papers (co-authored with supervisor): higher quality journals
- Wrote two discussion papers on application of findings in business schools with academic colleagues: medium quality
- Continually revising and resubmitting throughout
+ **Advantages**

- Disseminating new research in a timely manner (post PhD: saturation, lack of confidence, time constraints, supervisor unavailable)
- Examination
- Publication outcomes and track record
- More structured and more achievable milestones (Robins & Kanowski, 2008)
- Opportunities for co-authoring (networking therefore reducing isolation)
- Continual feedback on work from experts in the field (fosters perseverance, acceptance of critical comment, communication and meta-cognition)
- Successfully publishing during PhD enhances future scholarly activity (Green, Hutchison & Sra, 2001) and increases the chances of success in post-doctoral and competitive grant applications (Francis et al., 2008)

+ **Challenges**

- Institutional guidelines
- Supervisory support and load (Kamler, 2008)
- Co-authorship
- Less worthy - candidate contribution (Francis et al., 2008)
- Examination: familiarity with the process and difficulty in assessing contribution of each paper and candidate’s contribution
- Institutional support (writing groups, statistical groups, mentoring)
- Strong writing skills: confidence and mentoring
- The publication process: lack of familiarity, publishing prematurely and anxiety
- Timeframes and need for strong time management skills
- Changing direction?
- Journal selection - conflict with supervisors
- Problems of peer review process – time-consuming and subjective (Ware & Monkman, 2008)
- No ‘spare time’
References


PhD by Publication

AT THE "PHD WIDOWS" SUPPORT GROUP:

WHEN WE GOT MARRIED, MY HUSBAND SAID WE ONLY NEEDED A FEW MORE EXPERIMENTS TO GRADUATE...

BUT IT'S BEEN SO HARD, WITH THE MORTGAGE, AND THEN THE KIDS...

I'M SO SORRY, HOW LONG HAVE YOU BEEN MARRIED?

FIFTY HEARS, EVEN OUR GRANDPARENTS FINISHED GRAD SCHOOL BEFORE HIM...

GRADUATE... NOW...

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Q&A