Top five reasons why papers get rejected

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Savage Chickens

by Doug Savage



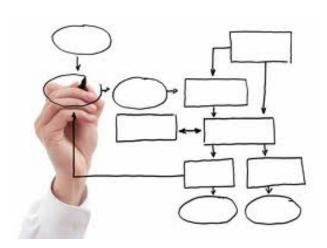


- Contribution is weak
- Hypotheses are intuitive (obvious)
- New insight will interest few readers
- There are no actionable implications
 - Managers
 - Public policy makers
 - Consumers





- Conceptualization is weak
- Rationale for hypotheses not convincing
 - Doesn't lead to hypotheses
 - Hypotheses seems like a stretch
- No "overarching framework"
 - Little common across hypotheses





- Measures are flawed
- Lack even face validity
 - Surveys
 - Archival data
- Manipulations manipulate more than just the construct
 - Experiments

Failed selling effort Scale item: "the salesperson's failed selling effort was due to ..." attribution 1. using unusually poor selling strategies; Strategy 2. using selling methods different from the ones normally used; 3. spending more time asking questions rather than making a presentation 4. devoting unusually little effort; Effort 5. working less hard than normal; 6. being less persistent than normal Note: The scale was measured on a nine-point format where: 1 = did not contribute to the failure at all; 9 = did contribute to the failure a great deal Source: Sujan (1996) Table AI. Failed selling effort measurement scale items

[Need correspondence among constructs, theorizing and measures]



- Generalizability is suspect
- An effect likely to hold only in rare cases when a host of conditions exist









"Reason" # 5

- Writing is bad
- Makes life difficult for reviewers
- Negative halo doesn't buy you slack



[2-line sentences; ½ page paragraphs; scholarly but for grandma]

• It's painful, but if you avoid these 5 reasons . . .

... you become rich and famous!



Thorsten Hennig-Thurau, Victor Henning, &

Henrik Sattler

Consumer File Sharing of Motion Pictures





Thank you!