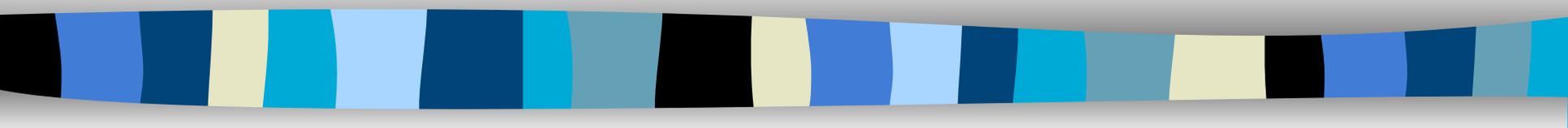


# Portrait of a Successful Publisher

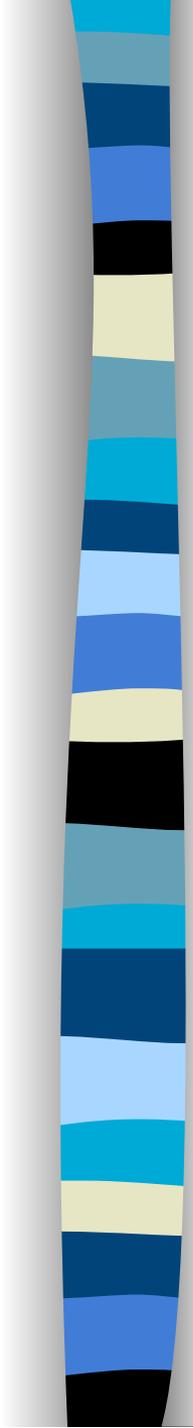


AMA Winter Doctoral Symposium ~ Path to Publication

**Greg W. Marshall**

Crummer Graduate School of Business, Rollins College, USA

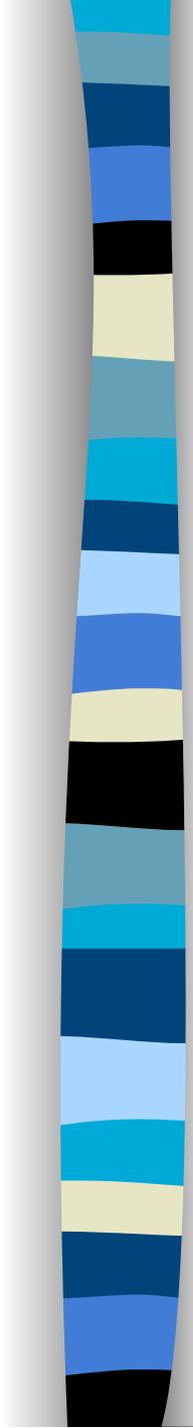
Marketing Group, Aston Business School, UK



# Careers are created

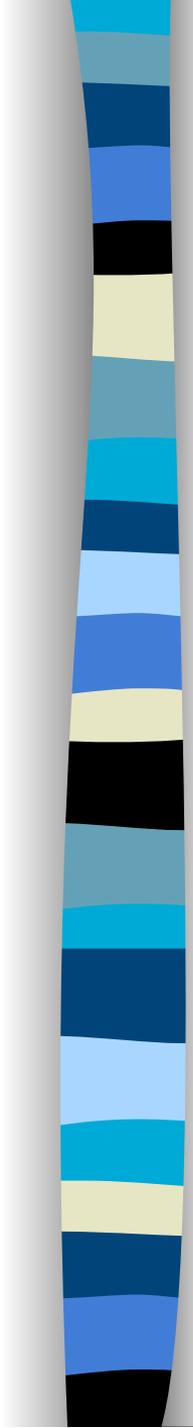
“The most important think you must understand and accept, as a basic axiom, is that you and only you can create your career in academia.”

Robert F. Lusch, “Creating a Successful Career: Guidelines and Suggestions for Recent Doctorates in Marketing,” *Journal of Marketing Education* (Spring 1982), pp. 2-6.



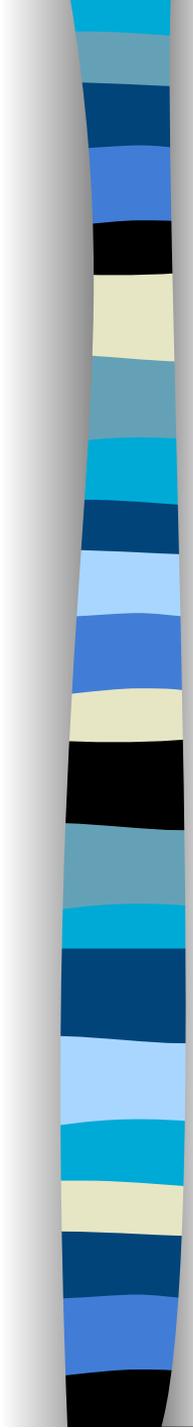
# “Portrait” is the right descriptor

- When you talk to folks that have been successful publishers over the long haul, their description of the journey is always nuanced with interesting twists and turns and many great backstories.
- But there are clearly some common themes that cut across the landscape.
- Like just about everything, in publishing it's the journey itself that is the real fun – oh, and getting the acceptance letter is fun too.



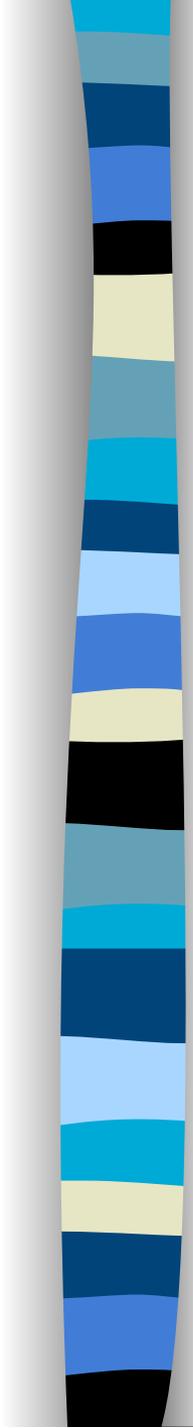
# Successful publishers

- Have a passion for scholarly research.
- Find and maintain mentors and advisors throughout their career – no publisher is an island.
- Just flat work hard – put in the necessary time and energy.
- Develop and execute a game plan for their scholarship.
  - Specific goals and time frames.
  - Demonstrate visible outcomes.



# Successful publishers are good jugglers of time and otherwise

- Stick to the knitting or play the field of topics – Profs. Hill and Morrin will provide insights here.
- Target journal mix and level - Profs. Biswas, White, Bowman, and Reed will speak to this.
- Team projects or solo hits – more later.
- The role of conferences and related opportunities.
- Demand for competent teaching continues to rise.
- We work in a business field of study, which creates special opportunities (and temptations).
- Good citizenship behavior is part of the predictor variable set – hopefully your being well socialized.



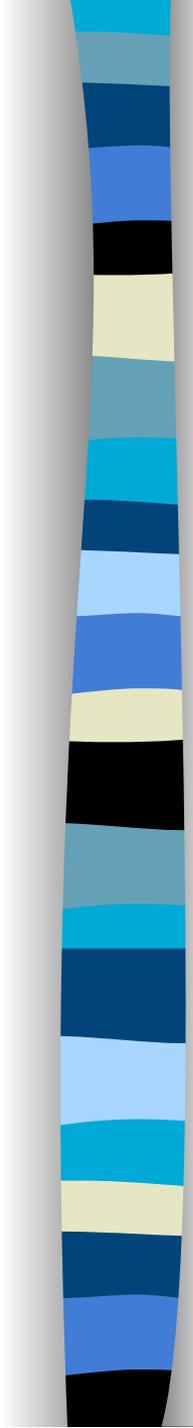
# Painting the portrait

- The watch words of success for young academics are “focus and finish” – cultivate a high need for closure.
- Build from your own strengths, interests, and passions.
- Simply chasing the next “hot topic” doesn’t really work very well – Prof. Frazier will share ideas about this at lunch.
- Fully leverage the dissertation.



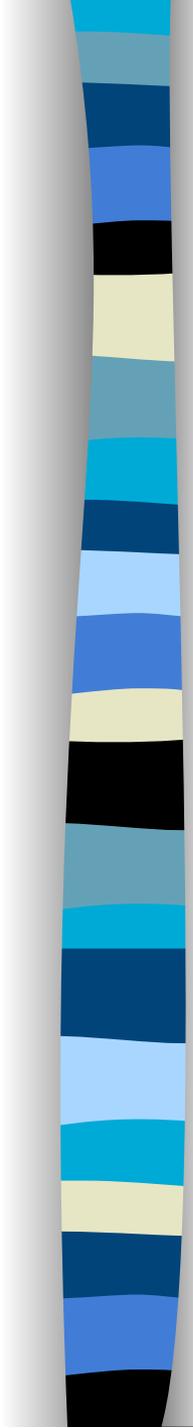
# Painting the portrait

- Work with multiple teams, but be sure you can manage this process effectively. Teams leverage resources.
- Seek out co-authors who add value and work on a disciplined schedule.
- Follow your instincts and be strategic about your career.
- Be cognizant of personal branding.



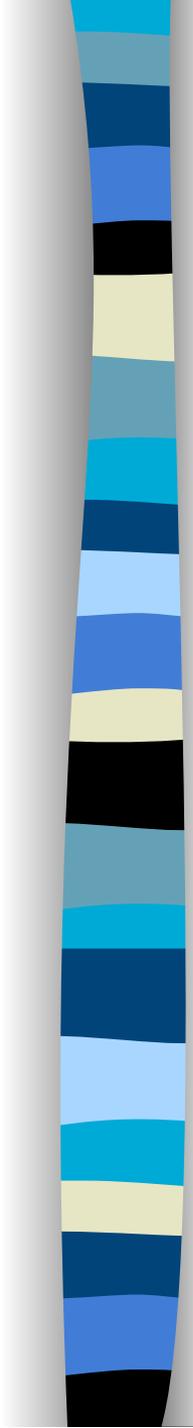
# Painting the portrait

- Your career doesn't "start" when you join a faculty...it continues.
- After you join a faculty, work to make connections with new coauthors there.
- Don't be a "lone wolf" – we refer to each other as "colleagues" for a reason.
- Being well networked within your focal domains of research is important.



# Painting the portrait

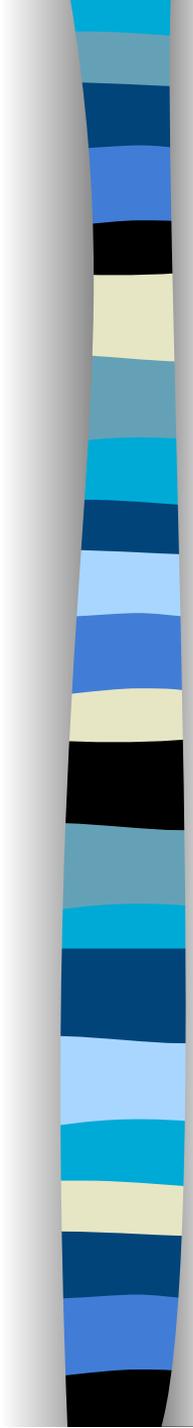
- Watch your time – idea-to-publication time frames can be daunting.
- But in tandem, don't rush through manuscript preparation and submit something before it's really ready for reviewers! Patience and planning pay off.
- Speaking of the publication process, take on a healthy attitude toward reviews and “rejection” – Profs. MacInnis and Kohli will be discussing more of these issues.



# Six “truths” about recognized marketing scholars

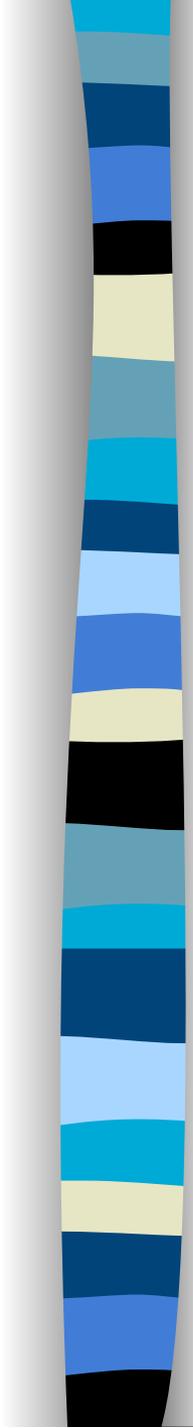
- They are disciplined – systematically, they program into their daily lives time to think and do research on a continuing basis.
- Quality of work is king.
- Most interact very regularly with businesses.
- Most have multiple mentors, and serve as a mentor to multiple younger scholars – there will come a time to “give back.”
- They have achieved continuity of impact over time.
- They learn from up-and-coming younger scholars.

Robert F. Lusch, “Creating a Successful Career: Guidelines and Suggestions for Recent Doctorates in Marketing,” *Journal of Marketing Education* (Spring 1982), pp. 2-6.



# Finishing touches to the portrait

- Ultimately YOU are the architect of your own successful publishing career.
- “Architect” is a good choice of words, because architects are in the unique position of having to blend the left brain analytical with the right brain creative in order to produce a meaningful body of work.
- Know thyself – leverage your own strengths along with those of others to successfully manage the research and publication aspects of your career.



**Thanks!**