Perspectives on Research Productivity

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What Does it Take

- Interest
- Passion
- Curiosity
- Persistence
- Scholarly Instinct
- Focus
The Medieval Scholar
Today’s Scholar
Topics of Widespread Interest Help

- Many more quality publication outlets for large fields
- But many researchers competing for the highest quality outlets
- Small fields have few outlets but fewer researchers too
Quantity and Quality

- Both are important
- But quality is what really differentiates
- Quality research is hard
- Not everybody can do it
- Quality more difficult to measure than quantity
  - Elements of subjectivity
Peer-review as Quality Control

• Submissions sent to journal managing editor
• In turn, sent to experts for critical appraisal
• Several iterations may occur
• Peer-review has been a gold standard
One Needs Thick Skin

Most scientists regarded the new streamlined peer-review process as “quite an improvement.”
How to Measure Quality Research Publications

- Peer-review is generally a prerequisite
- Ranking based on surveys
- Impact Factor
- Citations vs reads
- Ranking from analytics
  - SJR
  - Google Metrics
Business School Journal Rankings

• SJR, Google Metrics, Web of Science generally include business journals
• But specialists rankings exist too
  • Harzing.com
  • Australian Business Dean Council List
  • Many Business School produce their own lists
Academic Publishing

- Publishing incurs cost
- Previously, much of the cost borne by subscriptions, especially libraries
- Move to open access
- Required by many public funding agencies
- Open access associated with publication fees
Changing Models of Publishing, Predatory Publishing and the Internet

- Open access and the internet provides so much more to the global community than brick and mortar academic libraries.
- But there has been an explosion of internet journals, many of them of low quality without peer-review or only the most perfunctory review.
- The worst prey on researchers, especially untenured ones who need publication for career advancement.
- Beall’s List.
Training and Education

- The PhD is the “union card” of the academic researcher
- But plenty of good research is produced by others too
- Researchers learn tools:
  - literature review
  - theoretical analysis
  - quantitative methods
The Traditional Model

- Researchers submit to hard copy journals
- Managing editors send selected submission to expert peer-reviewers
- May entail multiple iterations
- Cost of publishing borne by subscriptions, especially academic libraries
- Access to literature largely a function of access to university libraries
New Model

• The internet has changed everything
• Open access journals are displacing subscriptions ones
• Many funding agencies require open access publication of research
• Open access associated with publication fees
Predatory Publishing

• Many online publishing outlets have emerged, many with little to no quality peer-review
• Some prey on researchers, especially those that depend on publication for career advancement
• Consumers of research, including professors, must be much more vigilant
• Beall’s List
Authorship

- Sole authorship has more weight than multiple authorship
- Number of author varies with field
- First author is usually the greatest contributor, but not always
- Sometimes last author in some fields is the driving force
- Must contribute in meaningful way to be considered an author
Editing

• Quality is associated with editing
• Quality publications are edited multiple times
• Clarity and efficiency of communication are key
• Important to get others to read your work and provide feedback
Grants

• Research grants are commonly peer reviewed
• Considered an excellent gauge of quality, especially from well recognized federal agencies such as NIH, NSF or others
• Many foundation grants are also well-regarded
• Publication is generally expected and associated with research grants
Contracts

- Contracts are not commonly peer-reviewed
- But they indicate your research skills are valued
- Both grants and contracts commonly include funds for “overhead”
- I can assure you that university provosts and presidents value this
Research Funding
Books

- Books are not commonly subjected to the same kind of peer-review but are important in some fields.
- They can promote one's visibility in any field but are not commonly recognized as substituting for peer-reviewed journals.
- Books can be self-published these days or produced by publishers.
Op Eds and Other Media Contributions

• Editorials are not peer reviewed, though they are generally rigorously edited.
• They provide a platform for reaching many people in the general population.
• They can have impact, but like books, are not substitutes for peer-reviewed articles in quality journals.
Leading Researchers are Well-Known

• Quality publishing is not enough
• One must interact with your research community in person
• Attend and present at conference and workshops
• Becoming known in your field is an important prerequisite for promotion to full professor
• National recognition is good but international recognition is often better
Different University Environments

- Research intensity varies among universities
  - Range from very research intensive to very teaching intensive
  - Expectations of both quantity and quality of research high at research institutions
  - But some research required just about everywhere if for no other reason than accreditation
Research Institute vs. University

- Research institutes are research intensive
  - Carnegie Classifications
- Generally driven by an agenda associated with funding
- Less academic freedom
- No teaching
  - Teaching and research are complements
Passion Again

- Let's come back to motivation
- Successful researchers love their work
- Many never give it up even when reaching retirement age
- The excitement can be learned
Indiana Jones and U of Pacific
Questions and Discussion