

GETTING STARTED IN BUSINESS EDUCATION RESEARCH

DIFFERENCES IN BUSINESS RESEARCH VS BUSINESS EDUCATION RESEARCH

The difference between business education pedagogical research and business research is that:

1. The aims of business education pedagogical research is primarily about the enhancement of business education. It does not have to work as long as you can justify the data and evidence - why it did not work, with what control factors etc. The results can often be used as a contribution to the existing work and data. The results of business education pedagogical research are often used as part of a framework, model or evidence for the enhancement of teaching and learning;
2. Can often be based on theory, literature, or someone else's work;
3. Can be qualitative and/or quantitative;
4. Does not always require a lot of money to research the subjects;
5. Often involves human perception or experience, thus ethics approval is required.

HOW TO GET STARTED?

If you are a business teacher who is interested in establishing research in business education, a good and common way to start is to reflect on your own teaching experience and your students' learning experience. Reflecting on your teaching may help you come up with research topics close to your teaching practice and experiences. For example, if you are teaching a large class, you may want to examine the effectiveness of the pedagogy that you have applied in your class to engage students. By reflecting on your teaching, you will not just come up with good research topics for business education, you will also be able to enhance your course, your curriculum using innovative and appropriate pedagogies, and become an excellent business teacher. Your teaching will be backed up with evidence from different sources. Thus, teaching and learning and the scholarship of teaching and learning in business education should come hand in hand. This is known as a research-teaching nexus.

SOME POINTS TO CONSIDER WHEN CONDUCTING BUSINESS EDUCATION PEDAGOGICAL RESEARCH

1. Focus and Relevance
 - Are the research questions or propositions clearly stated and addressed?

- Are the research questions relevant and important to business education research or practice?
 - Is it feasible to investigate the research questions given your teaching and learning context and environment?
2. Context and Contribution
 - Is the research situated within relevant bodies of knowledge?
 - Does the research contribute to new knowledge?
 - What previous works have been included as literature reviews?
3. Research Methodology
 - Are the research designs, methods, theories, and/or practices appropriate to answer the research questions?
4. Results and Generalizability
 - Are there original ideas or results supported by clear reasoning and compelling evidence?
 - Are there original ideas or results of general significance?
5. Conclusions
 - What is next?
 - What impacts can the results bring to business education?

HOW TO PUBLISH IN BUSINESS EDUCATION

BEFORE WRITING A JOURNAL ARTICLE, DO A CONFERENCE PRESENTATION.

For teachers who are new to research in business education, it is advisable to first submit your paper to a conference for presentation. Conference audiences can often provide some good feedback; based on the feedback, you can then revise the conference submission as a journal submission.

SELECTING AN APPROPRIATE JOURNAL

It is also advisable to research your selected journal before preparing your manuscript for submission by:

- Studying the journal's guidelines for authors.
- Knowing and understanding the journal's criteria.
 - Are your objectives compatible with the journal's aims and criteria? (It is an encouraging sign if you notice that the journal of your choice have published similar articles on your topic previously.)
- Looking at journal impact factors: This will give you an idea on the quality of the journal and how difficult it will be to get your paper accepted.

PREPARING MANUSCRIPT FOR SUBMISSION – GENERAL STRUCTURE OF A JOURNAL ARTICLE

| Section | Components | Purpose |
|-------------------|---|--|
| <i>Title page</i> | Title Abstract Keywords | <ul style="list-style-type: none"> Attract readers' attention. Useful Tips: Be specific, keep it informative & concise. Tell readers what has been done & what are the main findings. Use as an index for your manuscript. |
| <i>Main text</i> | Introduction Literature Review Methods Results Discussion | <ul style="list-style-type: none"> Provide a context to convince readers that you clearly know why your work is useful. Report the results of previous research that has been carried out on your topic of interest. Provide sufficient detail about your study to enable readers to evaluate its appropriateness or replicate your study. Typically made up of 3 subsections: participants, materials/testing instruments, procedures. Present your findings to the readers. Use figures and/or tables to present findings when appropriate. Summarize significant findings. Interpret your findings: Explain to readers what the results mean. Compare results to previous research. Discuss the implications of your study. |
| <i>Conclusion</i> | | <ul style="list-style-type: none"> Include a brief restatement of the different sub-sections in the main text. Conclude the overall discussion & implication. Highlight how your research contributes to the current knowledge in the field and recommend further research. |
| <i>References</i> | | <ul style="list-style-type: none"> Present the list of publications you cited in the main text. |
| <i>Appendix</i> | | <ul style="list-style-type: none"> Attach any supporting materials (e.g. survey). |

TIPS ON HOW TO INCREASE YOUR CHANCES OF GETTING PUBLISHED

- Abstract should be able to capture readers' attention with clear description of what the paper is presenting and what are the outcomes.
- Valid assessment of results, demonstrating what is being proposed does improve student learning (e.g. use of before & after test scores or control & experimental group for comparison).
- Methodology – ensure your methods are suitable for your research questions. (Are my methods able to collect data and evidences to provide me the results I need?)
- The paper should be readable:
 - Avoid spelling and grammar mistakes.
 - Follow a logical presentation format.
 - If your native language is not English, it is advisable for you to find a native speaker or someone who is good in English to proofread the initial draft of your paper.
 - Some journals have a word and page limit, make sure to comply with them.
 - Most journals prefer jargon-free writing; write as simple and to the point as possible.
- Demonstrate what is original and novel about your research. Highlight the contribution of your work to the field.
- Peer review by your colleagues. Welcome advice from people around you with potential valuable input. No matter how competent you feel, having your work seen through a different lens may help to spot flaws that you have not been able to identify.
- Aim high, but not too high. Aiming for top journals without a groundbreaking research study will lead to a lot of rejections and time wasting.

Reference and Resources

- Batchman, T. (2004). Getting published in the IEEE Transactions on Education. Retrieved from <http://ewh.ieee.org/soc/es/batchman.html>
- Chan, C. K. Y. (2012). Teaching in Engineering - I (the right elements) towards a scholarly approach. Retrieved from <http://engg.hku.hk/home/seminars/FSS/FSS2012-04-15.pdf>
- JournalPrep. (2012). How to write and publish an academic research paper: 101 Tips from Journal Prep.com. Retrieved from <http://journalprep.com/101-tips.php>
- National Business Education Association. How to Publish. Retrieved 17th February 2016 from https://www.nbea.org/newsite/publications/business_forum/howto_publish.html
- Stewart, D. (2008). Academic publishing in marketing: best and worst practices. *European Business Review*, 20(5), 421-434
- Wagner, B. (2012). Publishing in international journals: De-mystifying the process, reducing risk and improving success. *European Business Review*, 24(1), 20-27.
- West, L. (1992). How to Write a Research Report for Journal Publication. *Journal of Education for Business*, 67(3), 132-136.

**LIST OF BUSINESS EDUCATION JOURNALS**

| | Journal Title | Current Website Link | SJR 2014 | SCOPUS | Open Access |
|----|---|---|----------|--------|-------------|
| 1 | Accounting Education | http://www.tandfonline.com/toc/raed20/current | 0.386 | √ | X |
| 2 | Advances in Accounting Education: Teaching & Curriculum Innovations | http://www.emeraldinsight.com/series/aae | 0.117 | √ | X |
| 3 | American Journal of Business Education | http://www.cluteinstitute.com/ojs/index.php/AJBE | - | X | √ |
| 4 | Business Education Innovation Journal | http://www.bejournal.com/home.html | - | X | √ |
| 5 | E-journal of Business Education & Scholarship of Teaching | http://www.ejbest.org/ | - | X | √ |
| 6 | Marketing Education Review | http://www.tandfonline.com/loi/mmer20 | - | X | X |
| 7 | International Review of Economics Education | http://www.sciencedirect.com/science/journal/14773880 | 0.172 | √ | X |
| 8 | Issues in Accounting Education | http://aaajournals.org/loi/iace | 0.452 | √ | X |
| 9 | Journal of Accounting Education | http://www.sciencedirect.com/science/journal/07485751 | 0.284 | √ | X |
| 10 | Journal for Advancement of Marketing Education (JAME) | http://www.mmaglobal.org/publications/jame/ | 0.153 | X | √ |
| 11 | Journal of Advertising Education | http://journalofadvertisingeducation.org/ | - | X | X |
| 12 | Journal of Business Administration & Education | http://infinitypress.info/index.php/jbae/index | - | X | √ |
| 13 | Journal of Economics & Economic Education Research | http://www.alliedacademies.org/economics-and-economic-education-research/ | 0.116 | √ | X |
| 14 | Journal of Education for Business | http://www.tandfonline.com/toc/vjeb20/current | - | X | X |
| 15 | Journal of Financial Education | http://jfedweb.org/jfedpage.html | - | X | X |
| 16 | Journal of International Business Education | http://www.neilsonjournals.com/JIBE/ | - | X | X |
| 17 | Journal of International Education in Business | http://www.emeraldinsight.com/toc/jieb/8/2 | - | √ | X |
| 18 | Journal of Management Education | http://jme.sagepub.com/ | 0.413 | √ | X |
| 19 | Journal of Marketing Education | http://jmd.sagepub.com/ | 0.323 | √ | X |
| 20 | Journal of the Academy of Business Education | http://www.abeweb.org/jbe.html | - | X | X |
| 21 | The Journal of Economic Education | http://www.tandfonline.com/toc/vece20/current | 0.315 | √ | X |
| 22 | The International Journal of Management Education | http://www.sciencedirect.com/science/journal/14728117 | 0.228 | √ | X |


LIST OF OTHER JOURNALS WHICH ACCEPT BUSINESS EDUCATION RELATED PAPERS

| | Journal Title | Current Website Link | ISI Impact Factor 2014 | SJR 2014 | SCOPUS | Open Access |
|----|---|---|------------------------|----------|--------|-------------|
| 1 | Active Learning in Higher Education | http://alh.sagepub.com/ | - | 1.004 | √ | X |
| 2 | Assessment & Evaluation in Higher Education | http://www.tandfonline.com/toc/caeh20/current# | 0.610 | 0.839 | √ | X |
| 3 | Computers & Education | http://www.journals.elsevier.com/computers-and-education/ | 2.556 | 2.578 | √ | X |
| 4 | Higher Education | http://link.springer.com/journal/10734 | 1.151 | 1.098 | √ | X |
| 5 | Higher Education Research & Development | http://www.tandfonline.com/toc/cher20/current | 0.911 | 1.215 | √ | X |
| 6 | Higher Education, Skills & Work-Based Learning | http://www.emeraldgroupublishing.com/heswbl.htm | - | 0.249 | √ | X |
| 7 | Innovations in Education & Teaching International | http://www.tandfonline.com/toc/riie20/current# | 0.384 | 0.756 | √ | X |
| 8 | International Journal of Higher Education | http://www.sciedu.ca/journal/index.php/ijhe | - | - | X | √ |
| 9 | International Journal of Sustainability in Higher Education | http://www.emeraldgroupublishing.com/products/journals/journals.htm?id=IJSHE | 0.889 | 0.661 | √ | X |
| 10 | Journal of Further & Higher Education | http://www.tandfonline.com/loi/cjfh20 | - | 0.386 | √ | X |
| 11 | New Directions for Teaching & Learning | http://onlinelibrary.wiley.com/journal/10.1002/(ISSN)1536-0768 | - | 0.169 | √ | X |
| 12 | Practice & Evidence of the Scholarship of Teaching & Learning in Higher Education | http://community.dur.ac.uk/pestlhe.learning/index.php/pestlhe/index | - | - | X | √ |
| 13 | Research in Higher Education | http://link.springer.com/journal/11162 | 1.160 | 1.466 | √ | X |
| 14 | Studies in Higher Education | http://www.tandfonline.com/toc/cshe20/current# | 1.038 | 1.392 | √ | X |
| 15 | Teaching in Higher Education | http://www.tandfonline.com/toc/cthe20/current# | 0.433 | 0.592 | √ | X |