Enhancing Relevance, Quality, and Impact of Scientific Research

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Instructor Profile

Dr. Binshan Lin is the BellSouth Corporation Professor at Louisiana State University in Shreveport (LSUS). He received his Ph.D. from the Louisiana State University in 1988. He is a nine-time recipient of the Outstanding Faculty Award at LSUS. Professor Lin receives the Computer Educator of the Year by the International Association for Computer Information Systems (IACIS) in 2005, Ben Bauman Award for Excellence in IACIS 2003, Distinguished Service Award at the Southwest Decision Sciences Institute (SWDSI) in 2007, Outstanding Educator Award at the SWDSI in 2004, and Emerald Literati Club Awards for Excellence in 2003.

Dr. Lin has published over 260 articles in refereed journals, and currently serves as Editor-in-Chief of *Industrial Management & Data Systems*.

Professor Lin serves as President of SWDSI (2004-2005), Program Chair of IACIS Pacific 2005 Conference, Program Chair of Management International Conference (MIC) 2006, General Chair of MIC Conference (2007 and 2008). In addition, Dr. Lin serves as Program Chair of Technology Innovation and Industrial Management (TIIM) International Conference 2009, Conference Director of TIIM Conference (2010-present), and Conference Director of MakeLearn International Conference (2012-present). Dr. Lin also serves as a vice president (2007-2009; 2010-2012) of Decision Sciences Institute (DSI).
The Objective of the Workshop

- *The purpose is to enhance* …
- 1. *Relevance*
- 2. *Quality*
- 3. *Impact*
What’s Your Unique Selling Point?
What Editors Want?

- When you submit a manuscript to an academic journal, you have two audiences to satisfy: first the editor and reviewers, and then the journal’s readers.
- You need to satisfy the 1st group so you can have the opportunity to appeal to the second.
- Editors are always dealing with matters of “fit,” and your article might be excellent – just not a good fit for several reasons.

- **Objective Function:** **Max Total Quality/Impact**

May 2012  
Dr Lin
Evaluation Criteria

- **Relevance** to the Field/Domain/Scope
- **Quality** of Content
- Originality
- Clarity of Writing
- Validity
- Overall **Impact**
Relevance...

- “It’s a good study and should be published — The Journal is just not the right venue for it.”

- “The authors perhaps need to read several published articles in the journal recently prior to submitting a manuscript to the journal.”
10 x 10 = 100

- 10 targeted journals
- 10 articles for each journal
- 10 x 10 = 100
**Quality** of Journal

- Has content which is **double-blind peer review**
- Has a good **reputation**
- Is a function of **quality of reviewers’ reports**
- Is a function of **turn around time**
- Is recommended by **colleagues**
- Has strong association with **professionals and academics**
- Harzing’s **POP**
- Is **Scopus**-indexed
- Is **ISI**-indexed with high **Impact Factor**
- Its country specific **ranking**
- Is a member of Committee on Publishing Ethics (COPE)
Quality of Paper Submission

- All submissions should be **high-quality** papers describing **original, unpublished** research in related areas.
- **Quality** of research and results, as well as on the **quality** of presentation by the author.
- Articles are original reports whose conclusions represent a substantial advance in understanding of an **important problem** and have immediate, far-reaching **implications**.
- **Writing**: Paper should be written clearly and simply so that they are accessible to readers in various disciplines.
- **Authors’ Guidelines**: Compliance is **100%**.
The Reputation

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<th>Choice</th>
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<tbody>
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<td>Right Decision</td>
</tr>
<tr>
<td>Acceptance Decision</td>
<td>Right Decision</td>
<td>$\beta = \text{Type II error}$</td>
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$H_0 = \text{It is a good quality paper}$
As authors, we want *transparent* and *fast*!

- A fast rejection is almost *as good as* an acceptance.
  - Proceed quickly to your next alternative
  - Death sentence
- A fast rejection is better than a *long excruciating* acceptance.
- Many journals released turn around time.
“Author Experiences with the IS Journal Review Process”  

![Diagram showing time spent in the review process](chart.png)
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Fast Queuing
How Should Journals Be Evaluated?

- **Journal Citation Report (JCR)**
- **Perceptual Rankings**
- **Accessibility**
Impact of Journal

- Journal **Impact Factor** in year $t$
  
  $$= \frac{(\text{Cites to recent articles in } t-1 \text{ and } t-2)}{(\text{Number of published articles in } t-1 \text{ and } t-2)}$$

- **Impact Factor** remains a widely used benchmark by authors to decide which journal to submit to

- **Other indicators** of journal performance for a multi-dimensional perspective
International Journal of Neural Systems

The International Journal of Neural Systems is a bimonthly peer-reviewed journal which covers information processing in natural and artificial neural systems. It publishes original contributions on all aspects of this broad subject which involves physics, biology, psychology, computer science and engineering. Contributions include research papers, reviews, short communications and Letters to the Editor.

International Journal of Information Technology and Decision Making

International Journal of Information Technology and Decision Making (IJITDM) provides a global forum for exchanging research findings and case studies which bridge the latest information technology and various decision-making techniques. It promotes how information technology improves decision techniques as well as how the development of decision-making tools affects the information technology era.
Real-Life Experience

- Investigating objective data and indicators
  - **I.F.** – JCR I.F. is widely used by scientists and funders to assess the quality/impact of publications
  - **I.F.5**
  - **H-Index**
  - **S.J.R.**
  - **Cites/Published Paper**
  - **# of Download**
Real-Life Experience

- How to enhance journal’s quality/impact
- How to enhance paper’s quality/impact
- How to attract the best manuscripts around the globe
**Impact:** Paper Download

- CFPs
- TOC
- Email alert has significantly improved usage, with each single email generating an average of **five** paper downloads.
- **Performance Measurement** of the Journal/Editor
H-index

citations = papers = \( h \)

more than \( h \) citations

first \( h \) papers
The h-index, pertaining to the body of a researcher’s work, is a more definitive indicator of overall quality.

The h-index of a scientist is the largest number of his/her publications cited at least $h$ times.
- "H-Index: A review focused in its variants, computation and standardization for different scientific fields" by Alonso, S. et al, 2009
- "Academic productivity of Australian academics and higher degree research students: What can we learn from the facts" by Marinova, D. 2006
It is said that if you know your enemies and know yourself, you will not be imperiled in a hundred battles.

Keep your friends close, and keep your enemies closer.

What is essential in war is victory, not prolonged operations.
Research: Knowledge Creation & Knowledge Sharing

- **Research:** an *activity* that contributes to the *understanding* of a *phenomenon*.

- The *phenomenon* is typically a *set of behaviors of some entity(ies)* that is found *interesting* by the researcher or by a group - a research community. *Understanding* in most research communities is *knowledge that allows prediction* of the behavior of some aspect of the phenomenon.

- Knowledge **Creation** & Knowledge **Sharing**
Design and Efforts

- Good research results require a careful and effective **design** of the research methodology & considerable evaluation **efforts**.

- **Quality** of research paper
- **Impact** of research paper

- How to **simplify** your message so that the **impact** comes though
What is Design?

- Design means "to invent and bring into being."
- Design deals with creating something new that does not exist in nature.
- Owen (1997) discusses the relation of design to research with reference to a conceptual map of disciplines with two axes: Symbolic/Real and Analytic/Synthetic.
- The **target** of research product.
- **Random Shooting?**
**Major Components** of Research Designs

- **What** is the problem?
- **Why** it is important/significant?
- **How** did you solve it?
- **What** have you found?
- **What** do you recommend?

- **Quality** of research paper
- **Impact** of research paper
Major Components of Research Designs

- Research Questions
- Research Objectives
- Theory
- Data and Data Analysis
- Research Results & Discussions
- Conclusion: Research Contribution + Managerial Implications + Future Research Directions + Research Limitations
Quality Issues: A Review Report Example

- “The quality of measurement is highly in doubt. A merely half page of description of measurement design and procedure is inadequate.”
- “Need to clearly explain what scales are adopted and why, and how they are revised to fit the current research.”
- “For the scales developed solely for this research, a description of procedure and the report of reliability and validity test results are necessary.”

- Survey questions
- Sample Size
“You need to **clarify** what you **actual contribution** is – what is it that you have done that has not been done before? This needs to be **made explicit** in the paper, at the moment this aspect is confused.”
Impact Issues: A Review Report Example

- “The paper is readable. But it does not show any thing **original**. It does not show any **significant contribution** to the IS field. The authors failed to categorize their paper in the IS field. They talked about DSS success. The word “Success” in “IS” is a big word.”

- “The paper looks like the authors **assemble many variables from IS field** and decided to test those in a Taiwan website. Next the authors pretend that their paper is original.”

- “What **lessons** did I learn from reading this manuscript?”
Finding Your **Impact** Niche

- Journal reviewers have a limited amount of **time**.
- You don’t want to make the reviewers work to **understand** your manuscript.
- You must **convince** the reviewers **early** on of your research’s importance.
- **How** to build impact
- **Where** to build impact
- Lessons from the Steve Jobs approach to **design**
Diamond Cutting ...
Choosing a Right Title

- A Study on E-Books Learning Achievement in XXX
- What Factors Drive Smart TV?
- Mobile Applications and 4G Wireless Networks: A Proposed Framework for Analysis
- Does Systems Integration Impact Innovation and Customer Satisfaction?
- Knowledge Circulation Process and Its Impact on User Acceptance of Knowledge Management Systems
- Just Right Outsourcing: Understanding and Managing Risk
- A Comparison Study between Different Cell Layouts Based on Part Assignment in XXXX
- Managing coopetition through Horizontal Supply Chain Relations
- Multi-Source Multi-Destination Coordination for Multi Item EOQ Model with Price Discount & Partial/Full Truckload Freight Policy
- Designing e-Government Services: Key Service Attributes

Best Examples: [http://hbr.org/archive-toc/BR1205](http://hbr.org/archive-toc/BR1205)
Max $f(R, Q, I)$

- **Model #1:** $W_1 R_i + W_2 Q_i + W_3 I_i$

- **Model #2:** $R_i * Q_i * I_i$
1. *Asia Pacific Journal of Management* (APJM)

- APJM (ISSN: 0217-4561): 4 issues per year
- Vol. 29 in 2012
- **Unique Attributes:** rigor + relevance + uniqueness
  
- H-index = 74
- Cites/Paper = 24.49
- **ISI-ranked journal (2010 Impact Factor = 3.36)**
- In the SSCI
2. *Behaviour & Information Technology* (BIT)

- **BIT** (ISSN: 0144-929X): 6 issues per year
- Vol. 30 in 2011
- **Unique Attributes:** The *BIT* deals with the human aspects of IT and reports original R&D on the design, use and impact of IT in all its forms. Its strictly refereed papers come from a variety of disciplines, including psychology, cognitive science, computer science, ergonomics, sociology, management education and training.
- Online submission at [http://mc.manuscriptcentral.com/bit](http://mc.manuscriptcentral.com/bit)
- H-index = 74
- Cites/Paper = 24.49
- *ISI-ranked journal (2009 Impact Factor = 0.767; 2010 Impact Factor = 0.835)*
3. *Computers & Industrial Engineering* (CIE)

- **CIE** (ISSN: 0360-8352): 8 issues per year
- Aims at an audience of researchers, educators and practitioners of industrial engineering and associated fields. It publishes original contributions to the development of new computerized methodologies for solving industrial engineering problems, and applications of these methodologies to problems of interest to the broad industrial engineering and associated communities.
- Online submission at [http://ees.elsevier.com/caie/](http://ees.elsevier.com/caie/)
- H-index = 79
- Cites/Paper = 37.61
- **ISI-ranked journal** (2010 Impact Factor = 1.543; 2009 Impact Factor = 1.491; 2008 Impact Factor = 1.057)
4. **Computers in Human Behavior** (CHB)

- CHB (ISSN: 0747-5632): 6 issues per year
- The journal addresses both the use of computers in psychology, psychiatry and related disciplines as well as the psychological impact of computer use on individuals, groups and society.
- Online submission at [http://ees.elsevier.com/chb/](http://ees.elsevier.com/chb/)
- Submission guidelines: [www.elsevier.com/wps/find/journaldescription.cws_home/759/authorinstructions](www.elsevier.com/wps/find/journaldescription.cws_home/759/authorinstructions)
- H-index = 87
- Cites/Paper = 40.68
- Editorial Board: [www.elsevier.com/wps/find/journaleditorialboard.cws_home/759/editorialboard](www.elsevier.com/wps/find/journaleditorialboard.cws_home/759/editorialboard)
- **ISI-ranked journal (2010 Impact Factor = 1.865; 2009 Impact Factor = 1.677)**
5. *Expert Systems with Applications* (ESWA)

- *ESWA* (ISSN: 0957-4174): **12** issues per year
- *ESWA* is a **refereed international** journal whose focus is on exchanging information relating to **expert and intelligent systems** applied in industry, government, and universities worldwide.
- Online submission at [http://ees.elsevier.com/eswa/](http://ees.elsevier.com/eswa/)
- Submission guidelines: [www.elsevier.com/wps/find/journaldescription.cws_home/939/authorinstructions](http://www.elsevier.com/wps/find/journaldescription.cws_home/939/authorinstructions)
- H-index = 85
- Cites/Paper = 42.86
- Editorial Advisory Board: [www.elsevier.com/wps/find/journaleditorialboard.cws_home/939/editorialboard](http://www.elsevier.com/wps/find/journaleditorialboard.cws_home/939/editorialboard)
6. Industrial Management & Data Systems (IMDS)

- **IMDS** (ISSN: 0263-5577): 9 issues per year
- **IMDS** aims to improve managerial skills by promoting awareness of **new technology and related concepts** and their **implications** for new products and processes.
- Online submission at [http://mc.manuscriptcentral.com/imds](http://mc.manuscriptcentral.com/imds)
- Most recent issue: [www.emeraldinsight.com/journals.htm?issn=0263-5577](http://www.emeraldinsight.com/journals.htm?issn=0263-5577)
- H-index = 65
- Cites/Paper = 21.83
- Editorial Advisory Board: [www.emeraldinsight.com/products/journals/editorial_team.htm?id=imds](http://www.emeraldinsight.com/products/journals/editorial_team.htm?id=imds)
- ISI-ranked journal: *ISI Impact Factor 2010 = 1.569; ISI Impact Factor 2009 = 1.535; ISI Impact Factor 2008 = 0.945*
- The **IMDS** received 347,184 full text downloads globally in 2010 - an average of 951 downloads per day
- The **IMDS** received 334,672 full text downloads globally in 2009 - an average of 917 downloads per day
- Acceptance rate = 10 - 12%; Turnaround Time = 4 - 6 weeks
- In the past 12 months, **IMDS** received more than 580 manuscripts

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“Improving Managerial Skills by Promoting Awareness of New Technology and Related Concepts”

4 Objectives:
✓ (1) being rigorous
✓ (2) managerially relevant
✓ (3) international
✓ (4) multidisciplinary
http://www.scimagojr.com/journalrank.php?area=1400&category=1404&country=all&year=2010&order=cpd&min=0&min_type=cd

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7. Information & Management

- *I&M* (ISSN: 0378-7206): 8 issues per year
- “The International Journal of Information Systems Applications”
- Online submission at [http://ees.elsevier.com/infman/](http://ees.elsevier.com/infman/)
- H-index = 134
- Cites/Paper = 81.81
- *ISI-ranked journal (2010 Impact Factor = 2.627)*
8. *International Journal of Information Technology and Decision Making* (IJITDM)

- **IJITDM** (ISSN: 0219-6220): 6 issues per year
- The *IJITDM* provides a **global** forum for exchanging research findings and case studies which bridge the **latest information technology** and **various decision-making techniques**.
- H-index = 23
- Cites/Paper = 7.10
- **ISI-ranked journal** *(2008 Impact Factor = 0.953; 2009 Impact Factor = 1.312; 2010 Impact Factor = 3.139)*
9. International Journal of Mobile Communications (IJMC)

- IJMC (ISSN: 1470-949X): 6 issues per year
- The objectives of the IJMC are to develop, promote and coordinate the development and practice of mobile communications
- E-mail submission
- Submission guidelines: www.inderscience.com/ijmc
- Most recent issue: www.inderscience.com/ijmc
- H-index = 34
- Cites/Paper = 10.79
- Editorial Board: www.inderscience.com/ijmc
- ISI-ranked journal (2010 Impact Factor = 0.940)
10. **IJPDLM** (ISSN: 0960-0035)

- Online submission at [http://mc.manuscriptcentral.com/ijpdlm](http://mc.manuscriptcentral.com/ijpdlm)
- Top 5 cited articles published across JBL, IJLRA, IJPDL and SCM in 2009 and 2008
- H-index = 88
- Cites/Paper = 33.90
- **ISI-ranked journal (2010 Impact Factor = 2.617)**
11. Internet Research (IR)

- IR (ISSN: 1066-2243): 5 issues per year
- Vol. 21 in 2011
- **Unique Attribute:** IR is an international, refereed journal that aims to describe, assess and foster understanding of the role of wide-area, multi-purpose computer networks such as the Internet.
- New Editor staring from 4/15/11.
- Online submission at [http://mc.manuscriptcentral.com/intr](http://mc.manuscriptcentral.com/intr)
- H-index = 87
- Cites/Paper = 27.82
- Editorial Board: [www.emeraldinsight.com/products/journals/editorial_team.htm?id=intr](http://www.emeraldinsight.com/products/journals/editorial_team.htm?id=intr)
- **ISI-ranked journal** (2010 Impact Factor = 1.15; 2009 I.F. = 0.844)
12. **Journal of Business Economics and Management** (JBEM)

- **JBEM** (ISSN: 1611-1699): 4 issues per year (5 issues in 2012)
- Vol. 12 in 2011
- **JBEM** is a peer-reviewed journal which publishes original research papers. It keeps the continuity of the Journal “Almanach des praktischen Managements in Mittel- und Ost-Europa”. JBEM has been published since 1999.
- Online submission at [http://mc.manuscriptcentral.com/sbem](http://mc.manuscriptcentral.com/sbem)
- Submission guidelines: [http://www.tandf.co.uk/journals/journal.asp?issn=1611-1699&linktype=44](http://www.tandf.co.uk/journals/journal.asp?issn=1611-1699&linktype=44)
- H-index = 20
- Cites/Paper = 2.80
- **ISI-ranked journal** (2010 Impact Factor = 3.866)
- Ranking - 4/101 (Business)
  Ranking - 7/304 (Economics)

- **JCIS** (ISSN: 0887-4417): 4 issues per year
- **Vol. 52** in 2011
- The aim of **JCIS** is to provide **academically robust papers, research, and critical reviews on the issues associated with computer information systems**. It is designed to be read by academics, scholars, professionals, practitioners, and those seeking an update on current experience and future prospects in relation to contemporary computer information systems.
- Email submission
- H-index = 42
- Cites/Paper = 9.27
  [http://iacis.org/jcis/review_board.php](http://iacis.org/jcis/review_board.php)
- **ISI-ranked journal: (2010 Impact Factor = 0.822)**
14. *Journal of Services Marketing* (JSM)

- *JSM* (ISSN: 0887-6045): 7 issues per year
- 25th Anniversary in 2011
- *JSM* is an academic journal written for both practitioners and scholars. The objective of the journal is to publish articles that enrich the practice of services marketing while simultaneously making significant contributions to the advancement of the discipline. Manuscripts accepted for publication must offer *meaningful implications and recommendations* for practitioners, but also must be *conceptually or theoretically sound* and offer *unique* research findings or insights that are not already recognized in the services marketing literature.

- E-mail submission
- H-index = 95
- Cites/Paper = 37.07
- Editorial Board: [www.emeraldinsight.com/products/journals/editorial_team.htm?id=jsm](http://www.emeraldinsight.com/products/journals/editorial_team.htm?id=jsm)
- *ISI-ranked journal*
15. *Kybernetes*

- *Kybernets* (ISSN: 0368-492X): **10** issues per year
- *Kybernetes* aims to endow **cybernetics** and **general systems** with an authoritative voice of its own and to establish a competent international forum for the exchange of knowledge and information.
- 3-hard copies submission
- H-index = **34**
- Cites/Paper = **7.90**
- Editorial Board: [www.emeraldinsight.com/products/journals/editorial_team.htm?id=k](http://www.emeraldinsight.com/products/journals/editorial_team.htm?id=k)
- **ISI-ranked journal**: (2010 Impact Factor = **0.303**; 2009 Impact Factor = **0.308**; 2008 Impact Factor = **0.235**)

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16. **Management Decision** (MD)

- **MD** (ISSN: 0025-1747): **10** issues per year
- A journal with a long distinguished history presenting the best in management thought and practice for the commercial and intellectual advantage of managers and their advisors. **MD** was founded in 1963 at the time of the first wave of growth and development of business schools in the Western world, and has tracked thought on strategy, policy and decision making through that time.
- Online submission: [http://mc.manuscriptcentral.com/md](http://mc.manuscriptcentral.com/md)
- H-index = 71
- Cites/Paper = 31.55
- ISI-ranked journal *(2010 Impact Factor = 1.05; 2009 Impact Factor = 0.622)*
- Editorial Board: [www.emeraldinsight.com/products/journals/editorial_team.htm?id=md](www.emeraldinsight.com/products/journals/editorial_team.htm?id=md)
17. **Online Information Review** (OIR)

- **OIR** (ISSN: 1468-4527): 6 issues per year
- **OIR** is a refereed journal devoted to the broad field of online information in the academic, corporate, scientific and commercial contexts. It addresses issues related to online sources, systems and services, with a primary focus on **online and digital information creation, storage, retrieval and applications**.

- Online submission: [http://mc.manuscriptcentral.com/oir](http://mc.manuscriptcentral.com/oir)
- **H-index** = 37
- **Cites/Paper** = 7.87
- **ISI-ranked journal** (2010 Impact Factor = 0.991; 2009 Impact Factor = 0.935; 2008 Impact Factor = 1.130)
**18. Production Planning & Control (PPC)**

- **PPC (ISSN: 0953-7287): 8 issues per year**
- An international journal that brings together research papers on all aspects of **production planning and control and the management of operations in all industries**. The journal focuses on research that stems from an industrial need and can guide the activities of managers, consultants, software developers and researchers. It publishes accessible articles on research and industrial applications, new techniques and development trends.

- Online submission: [http://mc.manuscriptcentral.com/tppc](http://mc.manuscriptcentral.com/tppc)

- Submission guidelines:
  [http://www.tandf.co.uk/journals/journal.asp?issn=0953-7287&linktype=44](http://www.tandf.co.uk/journals/journal.asp?issn=0953-7287&linktype=44)

- H-index = 55
- Cites/Paper = 17.28

- **ISI-ranked journal** (2010 Impact Factor = 0.603; 2009 Impact Factor = 0.045; 2008 Impact Factor = 0.071)

19. Total Quality Management and Business Excellence (TQMBE)

- **TQMBE** (ISSN: 1478-3363): 12 issues per year
- Vol. 22 in 2011
- **TQMBE** is an international journal which sets out to stimulate thought and research in all aspects of total quality management and to provide a natural forum for discussion and dissemination of research results.
- E-mail submission
- **New Editor-in-Chief**
- Submission guidelines: [www.tandf.co.uk/journals/journal.asp?issn=1478-3363&linktype=44](http://www.tandf.co.uk/journals/journal.asp?issn=1478-3363&linktype=44)
- H-index = 36
- Cites/Paper = 12.62
- **ISI-ranked journal** (2010 Impact Factor = 0.387; 2009 Impact Factor = 0.299; the only quality management journal in the SSCI)
19 Journals

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http://www.tiim2012.umcs.pl/

MakeLearn International Conference in Celje, Slovenia, June 20-22, 2012.

http://makelearn.issbs.si/