

Strategies & Techniques of Quality Research

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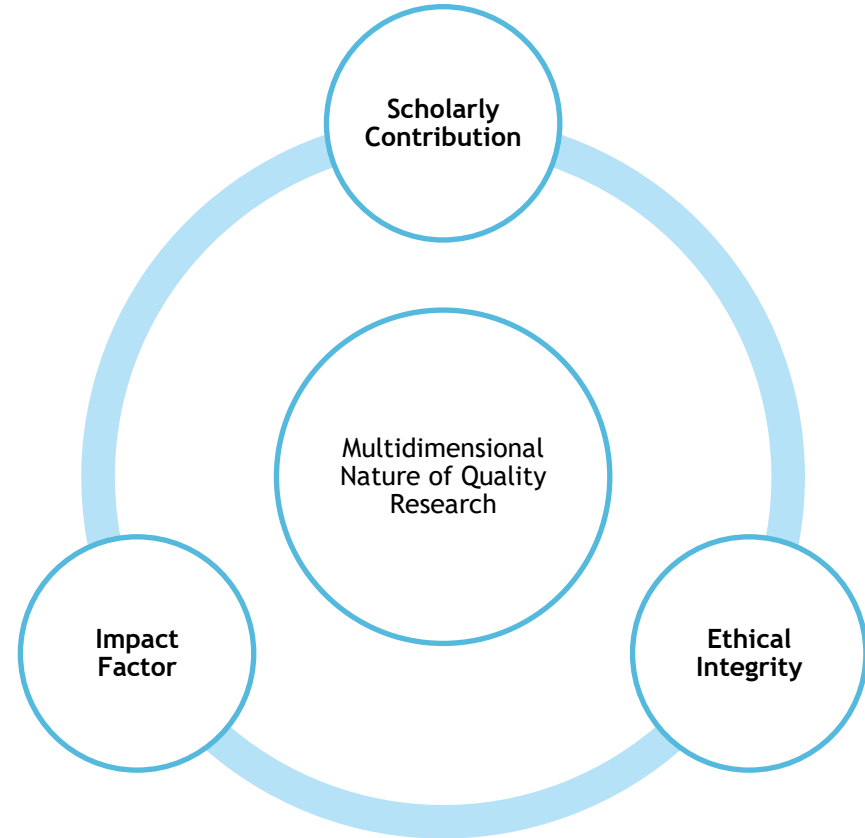
QUALITY RESEARCH

- Historically, quality research was defined primarily by the rigor of methodology and reproducibility.
- Now, research is not just about methodical rigor (validity, reliability), but also about its significance in contributing to the advancement of knowledge, practical application, and societal impact.



NATURE OF QUALITY RESEARCH

- **Scholarly Contribution:** How it pushes the boundaries of existing knowledge.
- **Ethical Integrity:** The transparency in methods, data handling, and interpretation.
- **Impact Factor:** The real-world or societal contribution of the research.



CRAFTING A STORY



“YES!” answer to these questions

- 1 Can I explain the story of my paper in 2 min in nonacademic language?
- 2 Is my story focused, straightforward, and not complicated?
- 3 Is my story about a theory or practice, not about a sample or method?
- 4 If I have a story on method or sample, do I explain why this matters theoretically?
- 5 Did I present the paper before submitting it?
- 6 Do figures and diagrams add substantively to descriptions and explanations in the text?



KNOWING YOUR AUDIENCE



“YES!” answer to these questions

- 1 Do I stay within the recommended word length of the journal?
- 2 Did I check the latest editorials in the journal?
- 3 Can I write down three names of scholars that I would like to read the article?
- 4 Did I check relevant forthcoming articles published on the website already?
- 5 Do I refer to articles published in the journal to which I am submitting?
- 6 Did I read the journal's style guide and prepare my manuscript accordingly?

**WHO
IS YOUR
AUDIENCE**



AVOIDING VAGUE WORDING



“YES!” answer to these questions

1 Am I explicit about what is novel in my paper?

2 Did I perform a search in the journal to which I am submitting using the key terms in my manuscript?

3 Is each sentence in the entire manuscript no longer than two lines?

4 Are figures and diagrams comprehensible without reference to the written text?

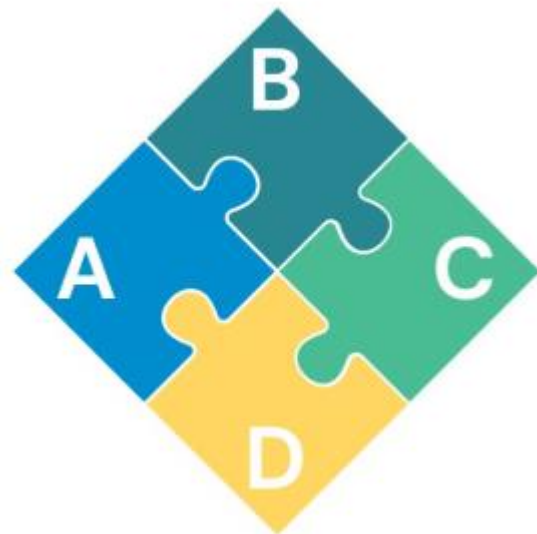
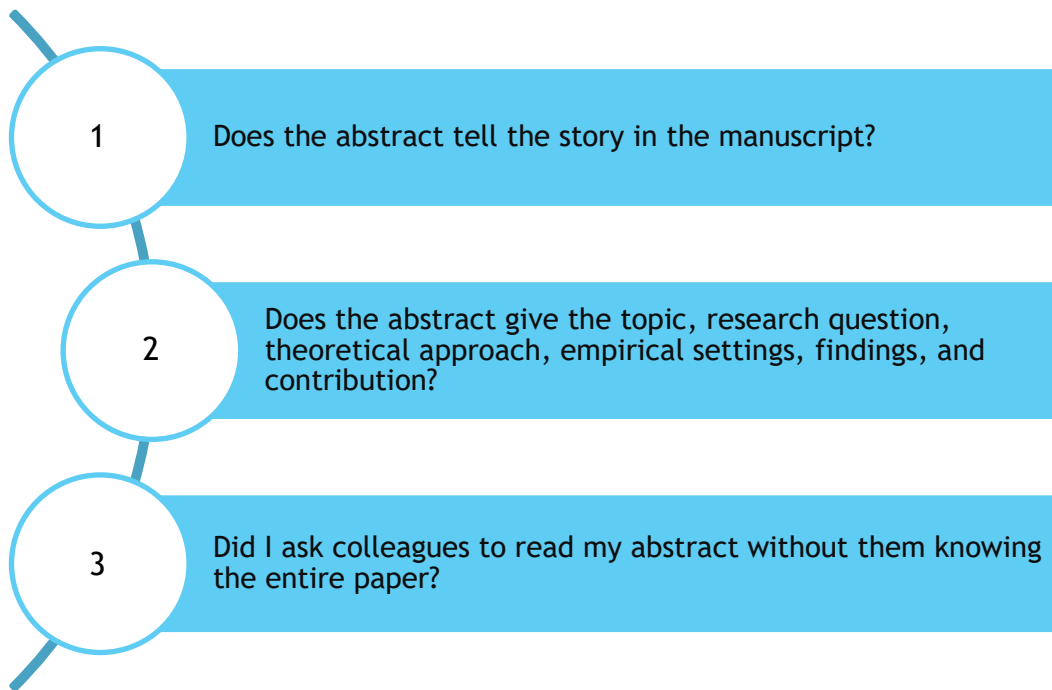
5 Do I limit the number of abbreviations and acronyms in my article?



WRITING A CLEAR ABSTRACT



“YES!” answer to these questions



DISTINGUISHING LITERATURE REVIEW AND THEORY



“YES!” answer to these questions

- 1 Does the literature review clearly frame my research question in terms of prior research?
- 2 Is my literature review focused on work relevant to my specific research question, the key constructs, and chosen theoretical lens?
- 3 Do I identify a specific theory, define key constructs, and delineate relevant premises/assumptions?
- 4 Do all references used in the text refer to the statement made in that particular sentence?



SPELLING OUT THEORETICAL MECHANISMS



“YES!” answer to these questions

- 1 Do I rely on a well-defined theoretical model?
- 2 Do I present a compelling logic, to support my hypotheses?
- 3 Do I rule out alternative explanations for the findings I report?
- 4 Do my hypotheses have a counterfactual?
- 5 Do I avoid hypotheses that include more than one relationship?
- 6 Do I minimize the use of quotations to make my argument?



ISOLATING THEORETICAL CHANNELS EMPIRICALLY



“YES!” answer to these questions

- 1 Are my hypotheses predicated on a theoretical argument?
- 2 Do my hypotheses constitute tests of theoretical relationships?
- 3 If I test for moderating/interaction effects, do I discuss the economic effect size of the total effect?
- 4 Do I address endogeneity?



MATCHING CONSTRUCT & EMPIRICAL MEASURE



“YES!” answer to these questions

- 1 Do I discuss how methods and measures are suitable?
- 2 Do I describe how I arrive at my sample?
- 3 Do I explicitly explain adapting existing measures to my study context?
- 4 Do I write down the names of the variables in full in the tables and figures?
- 5 If I use AI tools to collect my data, am I transparent on the process and coding?
- 6 Do I include references to the data sources in the paper?



LINKING QUESTION-THEORY-HYPOTHESES

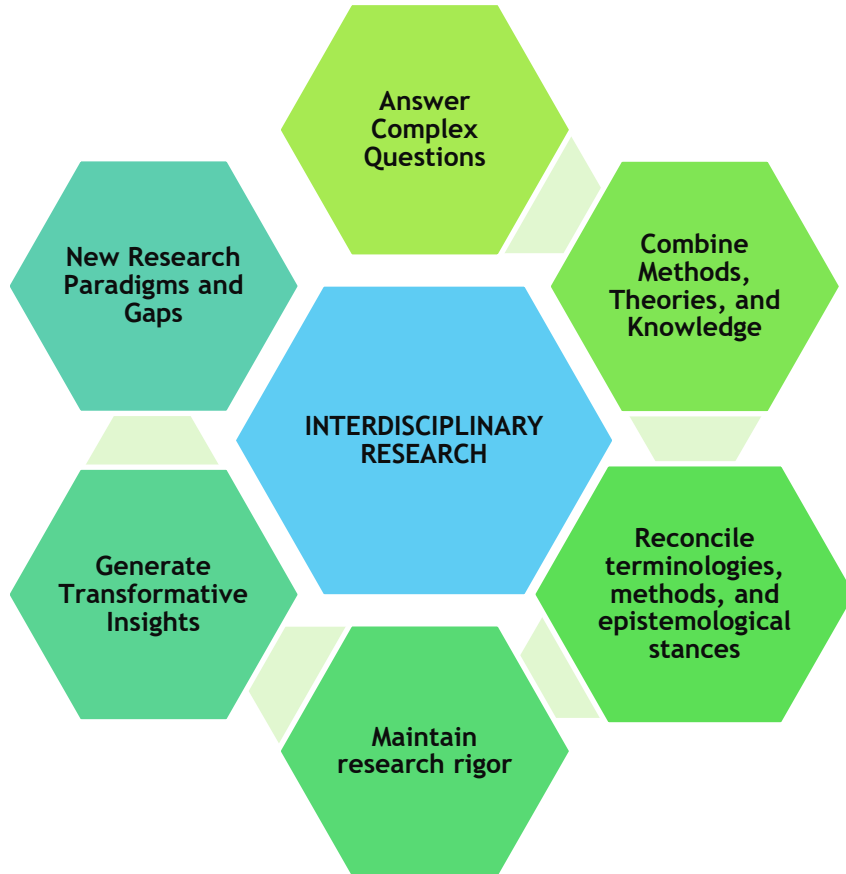


“YES!” answer to these questions

- 1 Do I explain novelty in a consistent manner in the abstract, introduction, and discussion sections?
- 2 Do I identify theoretical implications of my findings?
- 3 Do I identify practical implications of my findings, i.e., specific, actionable options?
- 4 If I read the practical implications independent of the rest of the manuscript, are they meaningful?
- 5 Do I clearly describe what I can explain and what I cannot explain of my study?



MULTI-DISCIPLINARY RESEARCH



TECHNOLOGY IN RESEARCH QUALITY



AI and machine learning are used to analyze vast amounts of data



Quality depends on data cleaning and processing of large/big data sets



Modern research technologies, like IoT and remote sensing, raise new ethical dilemmas (GDPR, consent, data sovereignty)

STRATEGIES FOR QUALITY RESEARCH

- **Start with a Clear Research Question**

Focused, specific, and researchable question drives the study's direction.

- **Conduct a Comprehensive Literature Review**

Identify gaps in current research and build on existing knowledge.

- **Choose the Right Study Design**

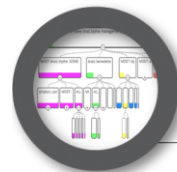
Select quantitative, qualitative, or mixed-methods based on the research goals.

- **Comprehensive Research Proposal/Plan**

Develop a robust research proposal or plan for the research.

- **Ethical Research Design**

Address consent, confidentiality, and the protection of participants' rights.

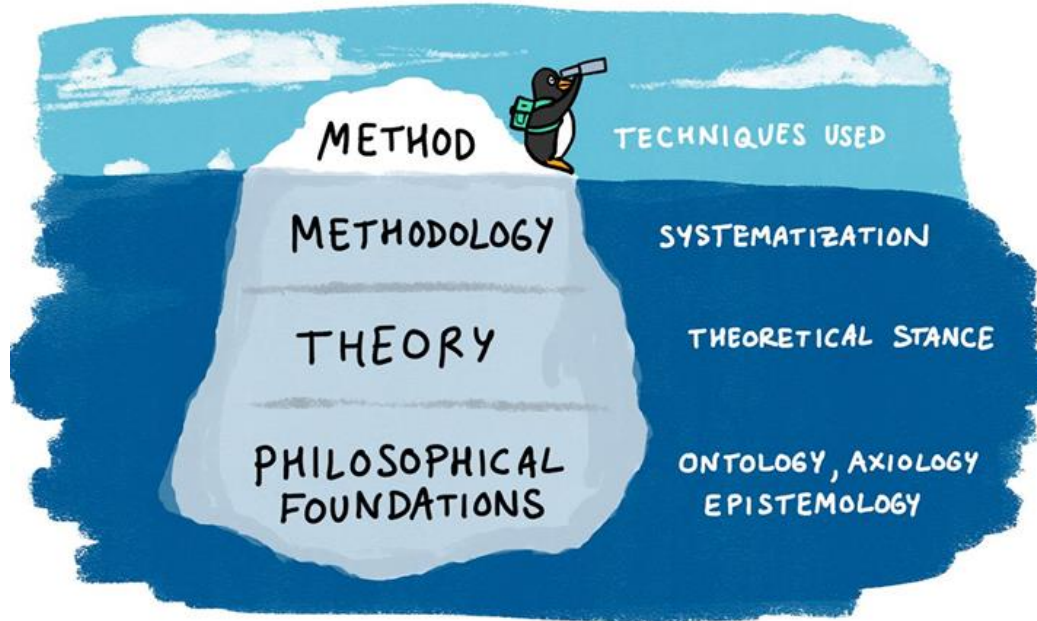


Overview

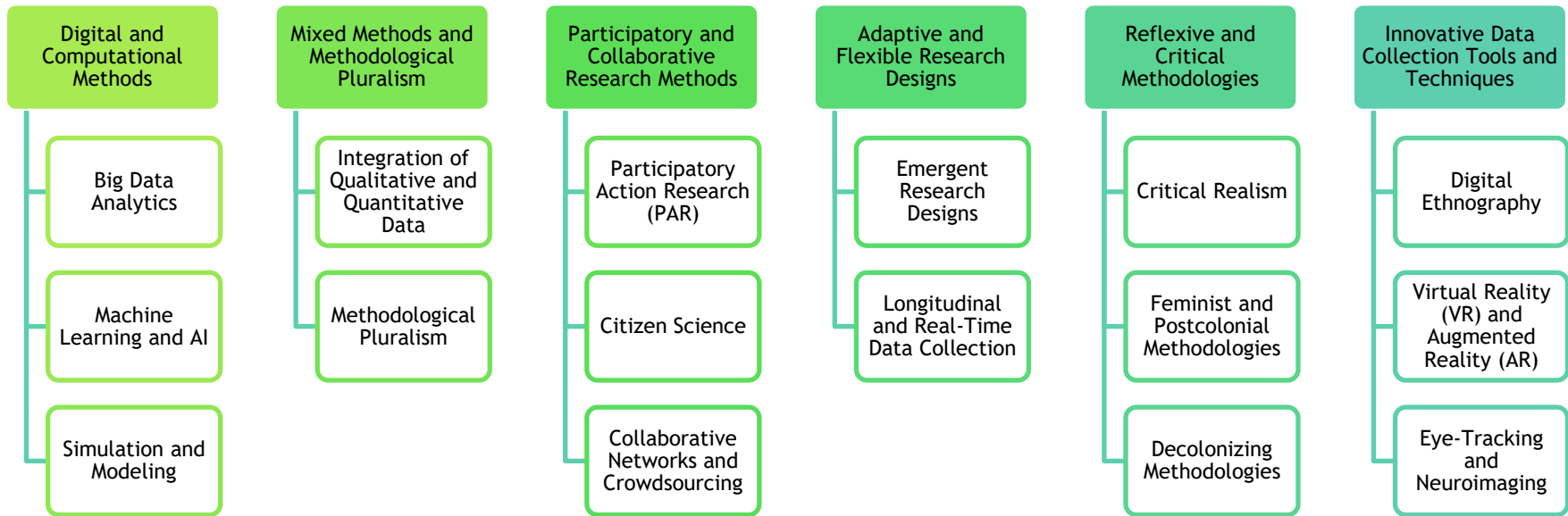
EPISTEMOLOGY IN SHAPING RESEARCH QUALITY



How do we know what we know?



METHODOLOGICAL INNOVATION



CRITICAL REFLECTION IN RESEARCH DESIGN



Collaborative Research

Critically reflect on own biases and how they influence their research design

Reflexivity and Bias

Researchers' cultural, personal, and institutional backgrounds

Self-awareness in Research

Shift towards collaborative research teams can also dilute individual biases

PEER REVIEW AND SCHOLARLY PUBLISHING

Open Science and Open Access Publishing:

Open access, quality and dissemination of research (e.g., accessibility vs. predatory journals)

Post-Publication Peer Review: Post-publication reviews offer more rigorous scrutiny and community-driven insights into research quality

Bias in Traditional Peer Review: Gender, nationality, and institutional affiliation bias; double-blind reviews



RESEARCH IMPACT AND CONTRIBUTION

Beyond Citation Metrics: Alternative metrics (altmetrics) for evaluating the impact of research, such as social media mentions, policy changes, and real-world application.

Community Engagement and Research: Working with communities can enhance research relevance and contribute to greater societal impact.

Long-term Research Impact: Measure and evaluate the long-term societal and environmental impact of research, beyond just the immediate academic circle.

Philip Kotler

Northwestern University · Kellogg School of Management

Skills and Expertise

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CONCLUSION



THANK YOU

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