

# Designing Research For Publication

choose to type their own résumé for each job application. This approach sends a message to the recruiter that the student is taking special pains for this job—no mass-produced résumé here.

## Interview Success

By preparing their own résumés, students develop strong product knowledge and strengthen their personal confidence. Their positive attitudes about the product will make for more successful interviews. Ley and Sandler found that "students' success in the initial career placement hinged significantly on their capacity to present themselves in a winning manner—lucidly outlining their career objectives and their plans for pursuing those objectives and why a position with a particular company appealed to them, all within a 15- to 20-minute interview."<sup>4</sup>

**Career success.** Most students want a successful career, but the definition of success is different for each individual. That is why each student must have a clear conception, reflected on the résumé, of what constitutes career success. A résumé that makes a clear career statement will help the student find the proper entry-level position with the right hospitality firm. If educators encourage students to use a product-marketing approach to résumé writing, most students can begin to experience career success in their first jobs. □

<sup>4</sup>Ley and Sandler, p. 44.

## Designing Research for Publication

**One of the chief barriers to the publication of empirical research findings is poor research design. Here are some of the common pitfalls of research studies, and how to avoid them**

by Robert C. Lewis  
and Abraham Pizam

THE NEED for empirical research for the hospitality industry has probably never been greater than it is today. Empirical research—pragmatic studies with managerial applications—is often performed on a proprietary basis for individual hospitality companies. But what is needed are good *nonproprietary* research studies that will benefit the entire industry.

We contend that hospitality educators should take up this gauntlet—to design and publish useful research that demonstrates what can be done, why it is worthwhile, and how it can be applied. Academia has the tools and knowledge to do this.

But the research must be accurate, reliable, and valid; its findings must be generalizable to situations other than the one being studied; and the research must be reported clearly. The world is full of descriptive studies drawn from biased samples, and studies that leave readers saying, "So what?" When reporting on a study, a researcher must not only develop sound findings but also demonstrate what these findings mean to the industry.

In this article, we discuss how to design a research study that produces results worth publishing. Most manuscripts based on poorly conducted studies are rejected, and reviewers and editors know full well how heartbreaking that rejection must be to the author. *If only this or that had been done.* But one cannot go back and make changes in such things as samples, questionnaires, or measuring scales after the data have been collected. The major requirement for a proper research study is a basic knowledge of research design.

### Rejection Slips

Although editors cringe at poorly written manuscripts, writing quality is usually not the chief reason

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**Designing research for publication** is an essential skill for any academic or professional in the field of research. The process involves not just conducting research but also presenting it in a manner that meets the standards of academic rigor and clarity required by peer-reviewed journals. In this article, we will discuss the key elements of designing research for publication, including understanding the target audience, formulating a research question, selecting appropriate methodologies, ensuring ethical considerations, and effectively communicating the findings.

# Understanding Your Target Audience

Before diving into the research process, it is crucial to understand who will read your work. The target audience can vary widely based on the field of study, the specific journal, and the nature of the research. Knowing your audience helps tailor your research question, methodology, and presentation style.

## Identifying the Audience

- Researchers and Academics: These readers expect rigorous methodologies and comprehensive discussions.
- Practitioners: Professionals looking for practical applications of research findings may prefer concise summaries and actionable insights.
- General Public: If the research has broader implications, consider simplifying complex jargon and presenting findings in an accessible format.

## Choosing the Right Journal

Selecting an appropriate journal is vital for successful publication. Consider the following factors:

1. Scope and Focus: Ensure that your research aligns with the journal's thematic focus.
2. Impact Factor: Consider the journal's reputation and readership, which can influence the visibility of your work.
3. Open Access vs. Subscription: Decide if you want your research to be freely accessible or behind a paywall.

## Formulating a Research Question

A well-defined research question is the backbone of any study. It guides every aspect of the research design and helps maintain focus.

## Characteristics of a Good Research Question

- Clear and Concise: Avoid ambiguity; the question should be easily understood.
- Researchable: Ensure that the question can be answered through empirical investigation.
- Relevant: The question should address a gap in the existing literature or a pressing issue in the field.

## Examples of Research Questions

- Quantitative: "What is the impact of social media marketing on consumer purchasing behavior?"
- Qualitative: "How do patients perceive the effectiveness of telemedicine during the COVID-19 pandemic?"

## Selecting Methodologies

The choice of methodology is critical as it directly affects the validity and reliability of your findings. The methodology should be aligned with your research question and objectives.

## Types of Research Methodologies

1. Quantitative Research: Utilizes statistical, mathematical, or computational techniques. Common methods include surveys, experiments, and data analysis.
2. Qualitative Research: Focuses on understanding human behavior through interviews, focus groups, and content analysis.
3. Mixed Methods: Combines both quantitative and qualitative approaches to provide a comprehensive understanding of the research problem.

## Sampling Techniques

Choosing the right sampling technique is crucial for obtaining representative data. Common techniques include:

- Random Sampling: Every individual has an equal chance of being selected.
- Stratified Sampling: The population is divided into subgroups, and samples are drawn from each.
- Convenience Sampling: Samples are taken from a group that is easily accessible, though this may introduce bias.

## Ensuring Ethical Considerations

Ethics in research is paramount. Researchers must ensure that their work complies with ethical guidelines to protect participants and maintain integrity in research.

## Key Ethical Principles

- Informed Consent: Participants should be fully informed about the research and must voluntarily agree to participate.
- Confidentiality: Personal information should be kept confidential and used only for research purposes.
- Minimizing Harm: Researchers should take steps to avoid physical, psychological, or emotional harm to participants.

## Review and Approval

Before commencing research, obtaining approval from an Institutional Review Board (IRB) or Ethics Committee is often required. This review process helps ensure that ethical standards are upheld.

## Data Collection and Analysis

Once the research design is in place, the next step is data collection and analysis. This stage requires careful execution to ensure the validity of results.

### Data Collection Methods

- Surveys: Useful for gathering quantitative data from a large population.
- Interviews: Provide qualitative insights through in-depth discussions.
- Observations: Allow researchers to gather data in natural settings.

### Data Analysis Techniques

1. Descriptive Statistics: Summarizes the basic features of the data.
2. Inferential Statistics: Makes inferences about populations based on sample data.
3. Thematic Analysis: Identifies patterns and themes within qualitative data.

## Writing and Presenting the Research

The final stage of designing research for publication involves writing and presenting your findings effectively.

# Structure of a Research Paper

A typical research paper includes the following sections:

1. Abstract: A concise summary of the research, including the problem, methods, results, and conclusion.
2. Introduction: Introduces the research question and provides background information.
3. Literature Review: Discusses existing research related to the topic and identifies gaps.
4. Methodology: Describes the research design, methods, and procedures.
5. Results: Presents the findings in a clear and organized manner.
6. Discussion: Interprets the results, discusses implications, and suggests future research.
7. Conclusion: Summarizes the main points and reiterates the significance of the research.
8. References: Lists all sources cited in the paper.

## Tips for Effective Writing

- Clarity and Precision: Use straightforward language and avoid jargon.
- Active Voice: Prefer active voice over passive to make the writing more engaging.
- Consistent Formatting: Follow the journal's formatting guidelines meticulously.

## Peer Review Process

Once the manuscript is ready, it is submitted to a journal. The peer review process is a critical step in ensuring the quality of published research.

## Understanding Peer Review

- Single-blind Review: The reviewers know the authors' identities, but the authors do not know the reviewers.
- Double-blind Review: Both the reviewers and authors remain anonymous to each other.
- Open Review: The identities of both authors and reviewers are known to each other.

## Responding to Feedback

After submission, authors may receive feedback from reviewers. Here's how to handle it:

1. Read Feedback Carefully: Understand the criticisms and suggestions.
2. Revise Accordingly: Make necessary changes to improve the manuscript.
3. Provide a Response Letter: Address each comment from the reviewers in a response letter, outlining how you have modified the manuscript.

## **Conclusion**

Designing research for publication is a multifaceted process that requires careful planning, execution, and presentation. By understanding the target audience, formulating a clear research question, selecting appropriate methodologies, ensuring ethical standards, and effectively communicating findings, researchers can enhance their chances of successful publication. Mastering these components not only contributes to the advancement of knowledge in the field but also establishes the researcher as a credible contributor to ongoing scholarly conversations.

## **Frequently Asked Questions**

### **What are the key components of a research design for publication?**

The key components include a clear research question, a comprehensive literature review, a defined methodology, data collection methods, analysis plan, and ethical considerations.

### **How do I formulate a research question that is suitable for publication?**

A suitable research question should be specific, measurable, achievable, relevant, and time-bound (SMART). It should also fill a gap in existing literature or address a significant problem.

### **What is the importance of a literature review in research design?**

A literature review helps to contextualize your research, identify gaps in existing knowledge, justify the significance of your study, and guide your methodology.

### **How can I ensure my methodology is robust for**

## **publication?**

To ensure robustness, clearly define your research design (qualitative, quantitative, or mixed methods), justify your choice, detail your procedures, and address potential biases and limitations.

## **What ethical considerations should I include in my research design?**

Include informed consent, confidentiality, risk assessment, and approval from relevant ethics committees. Ensure that your research adheres to ethical guidelines relevant to your field.

## **How can I effectively collect data for my research?**

Choose appropriate data collection methods such as surveys, interviews, or experiments based on your research question. Ensure that your methods are reliable and valid for your specific study.

## **What role does data analysis play in research design?**

Data analysis is crucial for interpreting results and drawing conclusions. It should align with your research questions and methodology, using appropriate statistical or thematic analysis techniques.

## **How can I enhance the chances of my research getting published?**

Enhance your chances by ensuring your work is original, contributes to the field, follows the journal's guidelines, and is well-written and thoroughly proofread before submission.

## **What common pitfalls should I avoid in designing research for publication?**

Common pitfalls include vague research questions, inadequate literature review, poor methodology, lack of ethical considerations, and failure to follow publication guidelines. Avoiding these can improve the quality of your research.

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## **Tiffany Moree - Springfield, Missouri - (417) 863-9918**

Includes immediate family members, current & previous spouses, stepparents, and current & previous in-laws for Tiffany Moree.

## *Donald H McHaffie, 81 - Springfield, MO - Reputation*

Currently, Donald is married. Donald's personal network of family, friends, associates & neighbors include Norma Watts, Haley Gillespie, Andrew Doolittle, Judith Fick and Joan Bellmann.

## *McHaffie Family History - sortedbyname.com*

Sep 15, 2023 · Check Archives.com for EDGAR MCHAFFIE. [\$] MCHAFFIE, EDGAR J, born ABT 1915, and his bride MARGARET A, born ABT 1912, married 22 AUG 1965, and they had no ...

## **Donald Mchaffie (15 matches): Phone Number, Email, Address - Spokeo**

15 records for Donald Mchaffie. Find Donald Mchaffie's phone number, address, and email on Spokeo, the leading online directory for contact information.

## **Donald Mchaffie - Public Records - ClustrMaps**

There are 5 results for persons named Donald Mchaffie. View the latest known address, phone number and possibly related persons.

## **Donald McHaffie - Address & Phone Number | Whitepages ...**

View Donald McHaffie results including current phone number, address, relatives, background check report, and property record with Whitepages.

## **McHaffie Genealogy | WikiTree FREE Family Tree**

Are your McHaffie ancestors on WikiTree yet? Search 89 then share your genealogy and compare DNA to grow an accurate global family tree that's free forever.

## **Missouri Digital Heritage : Birth and Death Records**

Entering "William" will find records containing the first or last name of "William", "Williams", or "Williamson." The birth and stillbirth records search the name of the child, mother's name, ...

## **Donald L McHaffie, 69 - Fairland, OK - Has Court or Arrest Records**

Donald's ethnicity is Caucasian, whose political affiliation is unknown; and religious views are listed as Christian. Donald's personal network of family, friends, associates & neighbors ...

## *Donald Fitzgerald - Barnes Family Funeral Home*

Donald will be sadly missed but his loving memory will live on forever in the hearts of his wonderful family and friends. Donald is survived by his daughter Deborah McHaffie and ...

## *Watch Who the (BLEEP) Did I Marry?, Season 7 | Prime Video*

When Isaiah Carvalho meets NYPD officer Valerie Cincinelli, he thinks his dreams have come true. He soon learns she's not only cheating but also hired a hitman to kill him!

## *"Who the (Bleep) Did I Marry" Bad and Blue (TV Episode 2022) - IMDb*

Bad and Blue: Directed by Mary Bissell. With Brian Glennon, Jacqueline Hennessy. Isaiah Carvalho meets NYPD officer Valerie Cincinelli and thinks she's perfect, But discovers she's ...



## **Full Episode Recap | Who The Bleep Did I Marry - YouTube**

When Isaiah Carvalho meets NYPD officer Valerie Cincinelli, he thinks his dreams have come true. He soon learns she's not only cheating but also hired a hitman to kill him!

*Who the (Bleep) Did I Marry? - Wikipedia*

Who the (Bleep) Did I Marry? is an American documentary television series on Investigation Discovery. The series debuted on August 25, 2010. [1] The series tells the story of ...

## **Who the (Bleep) Did I Marry? - Spectrum On Demand**

"Who the (Bleep) Did I Marry?" tells the real stories of men and women who lived happy, seemingly normal lives with the people they loved -- and who they thought they knew.

*Watch Who the (Bleep) Did I Marry? | Netflix*

Meet men and women who thought they were happily married until they uncovered secrets about their spouse that would unravel their peaceful lives. Watch trailers & learn more.

*Watch Who the (Bleep) Did I Marry? Bad and Blue S7 E3*

Watch Who the (Bleep) Did I Marry? online. When Isaiah Carvalho meets NYPD officer Valerie Cincinelli, he thinks his dreams have come true; He soon learns she's not only cheating but ...

## **Prime Video: Who the (BLEEP) Did I Marry?, Season 7**

When Isaiah Carvalho meets NYPD officer Valerie Cincinelli, he thinks his dreams have come true. He soon learns she's not only cheating but also hired a hitman to kill him!

## **Who The (Bleep) Did I Marry? - TV Insider**

Times and dates can vary by TV provider. Men and women lived happy lives with the people they loved, until they discovered their secrets.

*Who The (Bleep) Did I Marry? Season 7 - Trakt*

Oct 16, 2022 · Pull back the curtain on bizarre double lives and see the real stories of men and women who thought they were happily married, until the day they uncovered a shocking secret ...

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