【臺灣大學圖書館學科服務】
2025-05-21 (二) 「年輕學者期刊撰稿、審查與編輯之路」

-- 期刊論文編輯與審查
　報告 2:30 - 3:05；Q&A 3:05 - 3:15

-- 期刊論文撰稿
　報告 3:15 - 3:50；Q&A 3:50 - 4:00

報告人　林修葳
總圖書館 B1 國際會議廳

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## 年輕學者期刊撰稿、審查與編輯

Riding down the experience curve (Toyota)?

-- 撰稿能力養成 【如何越來越會寫？為何他那篇會被刊登?】
-- 審查能力養成 【看了好久不知道怎麼寫審查報告? 審查是挑毛病對嗎?】
-- 編輯能力養成 【我適合幫編輯特刊? 期刊? 國科會複審委員可以推薦助理教授審查正教授計畫?】

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•期刊論文編輯與審查

■ 期刊編輯～學者對編輯的期待
■ 論文審查

報告　　　　　　2:35 - 3:05；
Q&A　　　　　　3:05 - 3:15；

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## 學者對編輯的期待 What are expected of an editor?

**Types of editor** 【系統或AI 能取代哪些<u>編輯</u>功能?】

- **Production editor** ~ who <u>oversees production processes</u> leading up to the release of a publication.

- **Line editor** ~ who works through a manuscript, line-by-line, with a <u>focus on style</u>, <u>consistency</u>, and overall <u>readability</u>.

- **Copy editor** ~ who reviews the text that writers produce to <u>correct errors in grammar</u>, <u>punctuation</u>, & <u>spelling</u>

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## Production Editor 等的任務 & 作者

- 相似度比對

  --文獻探討單元的相似度~文獻探討文字的【引用】

- 期刊的查證

-- 【期刊編輯的頭痛時間】研究結果代表性? 歸類邏輯? 對公序良俗衝擊? 如 日本___血型與個性關聯之研究; 出生地為____ CEO 之ESG 重視度高之研究

-- ChatGPT 【它除了會無中生有地編造司法判決,也】會虛增參考文獻論文。

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## Production Editor 等的任務 & 作者

- 用字的檢查

  -- Assumption 或 Maintained Hypothesis 【認定的假設】

  -- Hypothesis 【欲檢測的假說】

- 格式的檢查

  -- Spearman Rank Correlation + Pearson Correlation

  -- 數理證明的呈現;

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## 論文緒言【 Attention Getter 的自由度】
## 以下摘自 **Malmendier & Tate (2008)** "Who makes acquisitions? CEO overconfidence and the market's reaction"

*Many managements apparently were overexposed in impressionable childhood years to the story in which the <u>imprisoned handsome prince is released from a toad's body</u> by a kiss from a beautiful princess.*

*Consequently, they are certain their managerial kiss will do wonders for the profitability of Company T 【 arget 】 . . .*

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> *We've observed many kisses but very few miracles. Nevertheless, many managerial princesses remain serenely confident about the future potency of their kisses-even after their corporate backyards are knee-deep in unresponsive toads.*

-Warren Buffet, Berkshire Hathaway Inc.
**Annual Report, 1981**

> **The teacher said in reply**: "*Sometime before the end of five years*:

1. The King might change his mind and pardon me.
2. The King might forget that he sentenced me to death.
3. The King might die. // 4. I might die.
5. I might teach the horse to talk.
*In any event*, *I gain five years*."

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**Types of editor** 【系統或AI 能取代哪些編輯功能?】【續】

> **Developmental editor** ~ who guides authors in **conceiving the topic**, **planning** the overall **structure**, & **developing an outline**

> **Substantive editor** ~ who **makes or suggests changes to the title**, **language**, and **style**, making or suggesting **bigger changes to the organization of the paper**.

• Imagine that you are writing a novel for a publisher, you may understand why there are many types of editors **_before_** your novel is **published**.

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Cartoon by Nick Kim, Massey University, Wellington via Science and Ink
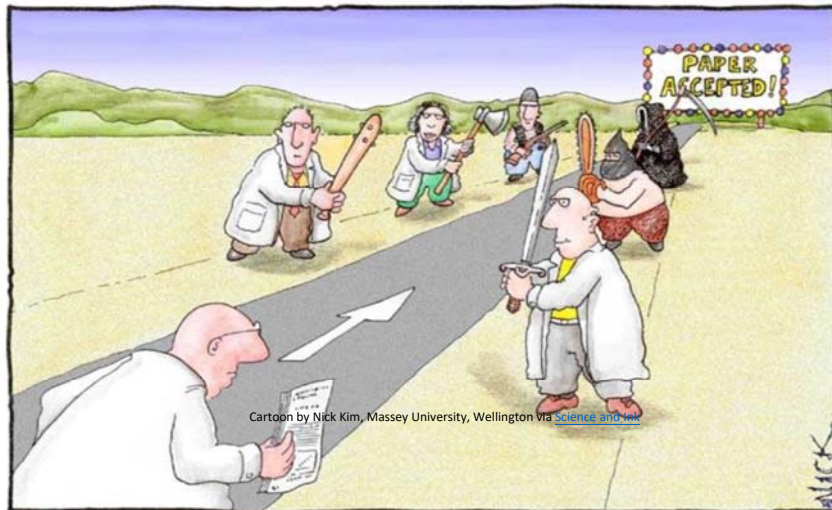
Most scientists regarded the new streamlined peer-review process as "quite an improvement."
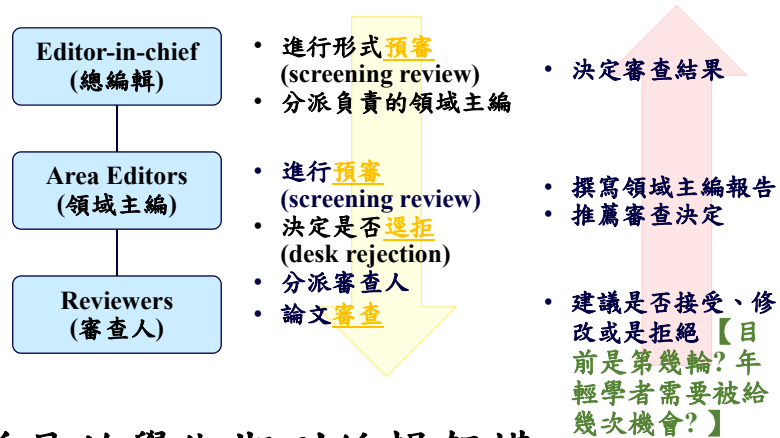
12

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# 學者對編輯的期待
# What are expected of an editor?

• As an editor for an academic journal, her role is more of **substantive editor** and less of development editor.

• But if an editor can play more of development editor in the review process, she would definitely help authors and the readers of the journal.

• Editor as a *Judge* and *Mentor*

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## Responsibilities of an Editor = ?

| | |
|---|---|
| **Editor-in-chief** (總編輯) | • 進行形式<u>預審</u> (screening review)<br>• 分派負責的領域主編 |
| **Area Editors** (領域主編) | • 進行<u>預審</u> (screening review)<br>• 決定是否<u>逕拒</u> (desk rejection)<br>• 分派審查人<br>• 論文<u>審查</u> |
| **Reviewers** (審查人) | |

• 決定審查結果

• 撰寫領域主編報告
• 推薦審查決定

• 建議是否接受、修改或是拒絕【目前是第幾輪? 年輕學者需要被給幾次機會?】

### 常見的學術期刊編輯架構

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期刊編輯的職責
## Responsibilities of Chief Editor and Area Editors

**Editor-in-chief** (總編輯)

**Area Editors** (領域主編)

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## Strategic Level Responsibilities of an Editor
### 期刊總編輯策略層級的職責

• Publish original, high-quality research papers & ensure the **accuracy** & **scientific credibility** of the **research papers** published in the journal. 畢竟期刊主要任務是傳遞知能

• 新研究面向 Pay attention to emerging research fields or research topics, and **promote the development** of these **emerging research fields** (e.g., actively invite scholars engaged in these emerging research fields to submit articles; **invite scholars with strong research performance to edit** relevant special issues)

• 擴增期刊影響力 Efforts to **enhance the academic influence of the journal** in related fields (e.g. by **increasing the number of citations** of articles published by the journal; organizing research workshops, etc.) 【投稿者宜留意: 編輯會在意論文被引用次數?】

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## Strategic Level Responsibilities of an Editor 期刊總編輯策略層級的職責

• Continuously improve journal-related processes (such as review process, editorial process of special issues) 【**Fairness 公正性；Efficiency 效率性**】, performance (such as review quality) and **journal development**. The **field editor group** (or editorial committee) should be invited to participate in discussing **improvement plans**

• **Increase the number of submissions** (for example, keeping her journal to be *listed on the first-level core journals* in Taiwan's journal evaluation of the Research Institute for the Humanities and Social Sciences, National Science and Technology Council; encouraging scholars with strong research performance to submit papers; cooperating with key domestic academic seminars, high-quality papers from fast track seminars, etc.) 【上 Citation Index …】,

## Strategic Level Responsibilities of an Editor 期刊總編輯策略層級的職責

- Subject to the availability of resources, promote academic research exchanges,

**-- assist in nurturing the research energy of young scholars and doctoral students** (e.g., **young scholar session of international conference**, paper awards for **young scholars (including graduate students,** workshop for authors, reviewers and editors 【為年輕學者辦工作坊】 and

-- stimulate their ability and willingness to serve academically 【納年輕學者入學術服務團隊】.

## Editorial Level Responsibilities of an Editor 期刊總編輯編輯層級的職責

- Select and recruit appropriately qualified scholars to serve as **field editors** 領域主編群, and ensure that the group of field editors has sufficient field representation and school (or other orientation) diversity

- For the submitted manuscript, **select the appropriate field editor** to be responsible for the manuscript

- Ensure that the **review process** is **transparent**, and **avoid possible editorial conflicts of interest** 【維護公正透明】

## Editorial Level Responsibilities of an Editor 期刊總編輯編輯層級的職責

- Evaluate the editorial performance of the chief editor in the field and the review performance of the reviewers (including review time, review quality, etc.). When necessary, provide appropriate **guidance and suggestions to improve the performance of field editors and reviewers** 【如編輯要參加工作坊】

- Form a review group to review the **novelty and importance of** *the special issue proposal*, the suitability of the special issue editor, etc. 【特刊要扮演激勵創新腳色】

## 學者對編輯的期待
## What are expected of an editor?

- An **editor** is expected to have the following **qualities**:
  - **Academic** achievement
  - Good **reputation**
  - Sense of r**esponsibility**, **fairness** 【as opposed to favoritism 】, etc.

# Why is the review process 審查過程 so important?

- Quality control
- Quality improvement
- To meet the goals, editors and reviewers play critical roles in the process.

## Typical tasks of an editor

- Assign **reviewers**
- Make **decisions**
- Timely **reports** to authors
- Suggest **topics for a special issue**

# Selecting reviewers is crucial

- 審查人要熟悉此學域，還是該屬於此學域? **Familiarity with the topic** of the manuscript under review
- 審查時想到讀者會如何批判? 作者新思惟能為學界帶來什麼? Being **critical but open-minded**
- 教導作者 Helping authors to **develop** a quality paper (i.e., providing **constructive comments**)
- 重實效之報告書 **Timely** comments
  - NTU Management Review and several other journals use an online submission system for such a control
  - Journals compete with one another in many aspects, including timely feedback to authors
  - …並以平均60天內完成稿件初審為目標。若採計近一年編輯室所經手的近50篇稿件，初審平均花費時間約為54天。【管理學報第39卷第3期「編輯的話」】

# Selecting reviewers is crucial

- 好審查人是稀有資源 Construct a **database of reviewers** from which editors can select
  - Some scholars always decline the invitation or even do not reply whether they want to accept the invitation
  - Organizational citizenship behavior: If one only wants to submit papers but is not willing to review papers, how would academic journals survive – only authors without reviewers!
- The database also gathers various statistics
  - Turnaround time taken to make a decision for the first submission, and the final decision, number of rounds required, acceptance/rejection rate at the journal level and at the individual reviewer/editor level
- **Best reviewer award**
  - NTU Management Review has started its first step

# Selecting reviewers is crucial

- 避免敷衍/無價值之審查意見 There is no lack of cases where the review comments are perfunctory and even not helpful at all;

- But think of how authors would react to the review comments.

- "Even today, my knee-jerk response to referees and other critics is the same: **How can they be so foolish?** I sometimes need a cooling-off period of hours or days before I can make a rational reply." 【諾貝爾經濟學獎得主 Herbert A. Simon, *Models of My Life*, 1991: 69 】

## 判定與教導的職責
## Editor as a judge and mentor as well

- Using the **matrix-machine** to make a RR/rejection/acceptance decision is quite common in Taiwan
- But if the matrix-machine can make an academic decision, why should we need a human judge to serve as the editor?
- In 1990  NTU Management Review editorial board decided used a matrix for me to make a decision.
- This is to build the ***trust of authors*** to this journal and at the same time to mitigate the favoritism concern of Editor-in-Chief.
- But this matrix was later applied and followed by other journals in Taiwan until now.

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## 判定與教導的職責
## Editor as a judge and mentor as well

- An editor may use the following ***criteria to make a decision*** after reading the manuscript as well as the reviewers' comments:
  - Important and interesting topic (e.g., **timely issue**, **policy implications**, **resolving debates or mixed findings**, **consistency with the readership/aim of the journal** 【期刊間 Scope有差異】, etc.)
  - Theory
  - Competent execution: **design**, and a**nalysis** (empirically addressable)
  - Clear and logical presentation (**can be revised** but probably for once only)
  - Contribution: **theory**, **method**, or **practice** 【主觀認定 subjective】

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## 判定與教導的職責
## Editor as a judge and mentor as well

- **Timely decision** and **report** to authors

- **How many rounds** of review are appropriate?

- **An editor's decision** on whether to give authors an opportunity to revise/resubmit or to reject right away certainly ***cannot be replaced by the matrix-machine***.

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管理學報第39卷第3期「編輯的話」　　　　首頁 》 最新消息 》 編輯的話 》 管理學報第39卷第3期「編輯的話」

《管理學報》創刊迄今已邁入第三十九年，是國內管理領域歷史最悠久、最具代表性的學術刊物，在管理學界享有甚高評價。學報在過去的努力下，將稿件審查速度提升許多，並以平均60天內完成稿件初審為目標。若探計近一年編輯室所經手的近50篇稿件，初審平均花費時間約為54天。本刊將努力讓這樣的審查速度能夠繼續保持，同時透過電子化的投稿與審查作業，以提供作者及審稿人更即時、更優質的服務。

隨著學術環境的轉變，《管理學報》的審查政策及原則已經適度地進行調整。學報過往的審查傾向於進行較嚴格的評斷取向審查，稿件在投稿時若未能達到較高的品質門檻，就非常可能被退稿；但協助學術社群發展及研究學者們的成長，應該是學報的重要責任，因此我們認為給予具發展潛力的論文有調整改善的機會應該是重要的。學報的稿件審查定位因此調整為趨向診斷取向審查，學報及審查人扮演協助作者發展及改善論文的角色，因此若研究議題有趣，具備理論貢獻潛力，將朝向盡量給予作者修改機會的方向提出審查意見，給予作者較明確的修改指引，逐步地引導與協助論文的發展。另一方面，呼應此定位的調整，審查制度也已經修改過往較為僵固的審查原則，給予領域主編及總編輯更大的決策權限。

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## Editor as a judge and mentor as well: An example

Dear Author(s):

Thank you for submitting your manuscript "XXX" (REAR-2021-xxx) to the European Accounting Review.

I sent your manuscript to two experts in the field, and I have now heard back from both of them. As you will see, while both reviewers have positive things to say about the paper, they also express some quite serious concerns. The reviewers differ in their recommendation on how to proceed. While Reviewer 2 recommends me to give you the chance to the revise and resubmit your paper, **Reviewer 1 is less optimistic, and recommends rejection**. After reading the manuscript myself, first independently and then later alongside the review reports, **I decided to follow the advice of Reviewer 2** and to invite you to revise and resubmit your manuscript, provided that you can adequately address the concerns of the reviewers. I think the topic of your study is important and timely, and while I agree with the reviewers that there are weaknesses in the theory development and potential shortcomings in the experimental designs, my impression is that these are not so severe that they close the path towards a publishable manuscript.

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## 小提醒

- 論文剪裁 Length of the paper often increases after revisions, but it may exceed the limit
- 【研討會得獎論文】未必易被接受 Conference papers/manuscript award-winning papers
  - **There are a few papers that passed the review process for presenting at a conference and even won awards, but it turned out that they could not satisfy the reviewers in the formal review process.**
- 總編拒絕率日高 As to the authors, it is important to make sure that the first submission is well written and logically clear; otherwise a desk rejection is likely. When a manuscript is not **reader friendly**, no one can provide comments or suggestions because it is not understandable.
- 瞭解期刊定位的變化【**Every paper has its home**】A manuscript that does not fit the aim or theme of a journal also likely receives a desk rejection 【 the recent change in the aim of *XX Journal* = _____ 】.

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## 資源有限情況下之成長發展 …

- 期刊增強國際學術地位三工作面向之挑戰

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| 第一面向 期刊尋求國際資料庫收錄與海外徵稿課題挑戰 | 建議之作為或因應方式 | 不建議之作為或因應方式 |
|---|---|---|
| 海外認證時程長、中文刊物不易獲得收錄。 | 因應國際新興專題，期刊宜藉由專刊或研討會系統性開發新觸角。<br><br>選擇優良稿件，協助其於刊登時附加英文長摘要。<br><br>邀獲得Scopus等資料庫收錄之期刊合作辦理研討會安排相近領域論文於同場次、安排稱職之評論人，裨益自發性之相互引用。 | 於審查過程牽強要求作者引用本刊論文<br><br>研究經費侷限時，學校、機構、院、系、或學會仍為了爭取被國際資料庫收錄，支付出版機構高額年度費用。 |

| 第二面向 辦理國際學術研討會課題挑戰 | 建議之作為或因應方式 | 不建議之作為或因應方式 |
|---|---|---|
| 國外傑出學者行程滿主動投稿意願低。<br><br>國內機構辦國際研討會之經費有限。<br><br>海外大學(含歐美、中國大陸、日韓、東南亞)意願常不高。 | 首次舉辦者慎選論文專題演講，以建立學術聲望為優先。<br><br>將**觀念、方法未臻成熟稿件歸至視訊發表場次**，減少其對研討會聲譽的衝擊。<br><br>如國外**傑出學者**因時間衝突無法來臺，改安排以**視訊講述**方式發表。 | 為極大化與會國家數目、極大化論文數目犧牲國際聲譽。 |

| 第三面向 邀約具高著作能力海外學者協助國內學者成長之規劃挑戰 | 建議之作為或因應方式 | 不建議之作為或因應方式 |
|---|---|---|
| 薪酬低，不易留住扮演國際鏈結核心角色之人才。富海外聯繫，有好著作學者轉換成本亦低，在管理一、管理二、財金會計等學門，均有善於領導研究團隊者在研究基礎鞏固時，即被海外大學延聘事例。<br>除部分募款順利者，多數機構因經費有限；而聘請院士級海外學者作長、短期停留之酬金費用(Honorarium)高。 | 納入**遠距視訊**講演、指導之選項。<br><br>錄製之學術講座內容長續放置在網頁，使其**傳承**不受時空限制<br><br>邀約富投稿傑出國際期刊經驗之學者領導研究社群，**輔導具潛力之國內學者**。 | 偏重於邀請其赴臺作一次性(one-off)現場講演、指導。 |

# The Roles of a **Referee** = ?
### 如何做好學術論文審查?

## **Being a reviewer, basic checkpoints**

1. an **interesting and novel topic**? 【新穎、能引發學者閱讀興趣】?

2. **. too obvious** the propositions/hypotheses?

## **Being a reviewer, basic checkpoints**

3. A fluid **flow of *ideas***?
   - What is the research question?
     - *Some authors tend to **beat around the bushes***
   - Whether the authors justify the research question?
     - ➤*Most submissions got rejected because they only tell people what they did empirically, not "**why**" they did*
   - Whether the authors identify the tensions— **conflicts, gaps in the literature** 【文獻探討宜明言本文在該學域中之定位】?

4. a *logical* **problem** in the theoretical reasoning?

5. **consistency** between *theory* and empirical *design*?
   - Qualitative or quantitative
   - Sample needs to match the underlying assumption

6. scientific *rigor* **in methodology**

## Being a reviewer, her relationships

- **With the authors**
  - **Critics** First 【作者論點為＿＿ => 但 ＿＿ => 是否是致命問題?// 如何改? 能引發學者閱讀興趣】
  - **Counselors**
    - Constructive suggestions
    - Asking for more? a bigger sample?
- **With the chief editors**
  - **Helper**
    - Identify submissions with novel ideas
    - Assess submissions' potential for publication
    - Check the scientific rigor of submissions
  - **Co-creator**?
    - New research areas // New research methods

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## To be a good reviewer, she needs to do more

1. Whether to give the authors the benefit of the doubt?
   - **Information** disseminated to the readers...
   - Google **relevant studies** and …..

2. Any other **alternative explanations**?

3. ***Does the story match reality***? 【也要幫編輯留心是否作者就偶合作結論 】
   - E.g., CEO over-confidence vs. early implementing industry 4.0

4. **Knowing the subject** better

5. Not just comments but **constructive suggestions**
   - *If I were the author, what would I do?*

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- 期刊論文撰稿

- 做好【Three Rs】 (Readability, Relevance, & Rigor)

- 研究發想 (博士論文後自行一步步擴展研究課題；師友合作其他課題)

報告　　　　　3:15 - 3:50；
Q&A　　　　　3:50 - 4:00；

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## 做好【Three Rs】(Relevance, Readability, & Rigor)

**Relevance**

- 好 的論文題材容易讓 讀者感受作者對標的領域 機制 或是 實務 掌握度極高，經濟直覺institution (頗有知識且創造會頗顯著改變其他papers/ 改變實務操作 的 知識。
- 好的論文 要有貢獻性 (學術課題具原創性的開創或補足) =好論文要有好故事
- 論文創造眾人在意的知識

- **Research = Report?　論文不是報導**

## 做好 【Three Rs】 (Relevance, Readability, & Rigor)

### Relevance

■**Research = Text Book?** 論文不是課本；論文不是筆記
【好老師上課想全方位幫學生分析，但是**論文宜小心**<u>主題不專注與不深入</u>。

■**Research = Exercise?** 許多學者辛苦彙編過去一二百篇中西文獻所做測試，論文中獨缺自己的新創的影子，結果...。
**論文不是作業 【Exercise; 努力取勝 】** ← 盡量故事取勝；
**不要努力取勝 – 例如，沒有好故事，未必分產業做測試有意義)**

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## 做好 【Three Rs】 (Relevance, Readability, & Rigor)

### Relevance



- **Research = Project?** 不是以多取勝 **【課題與貢獻要明確 -- 一篇文章涵括18個假說測試，能夠博得同情票嗎？】**
- 許多學者辛苦學會國外文獻上最新的計量方法，想要套用以國內的數據，結果...；
- 許多學者學會文獻上最新計量方法，想要套用以某公司的數據，但是...。

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## 做好 【Three Rs】 (Relevance, Readability, & Rigor)

### Readability

- 要有主從之分； 要引人入勝
- **Key sentence, coherence, cohesiveness,…**
- 不要一直重複用語
- 不要故意作驚人之語
- 不要只重複先前作品

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## 畢竟她是「論文」

### Readability

- <u>條理分明重要</u> Referees & Editors 沒有義務幫忙我界定貢獻性~ **我們在審查論文時，常常是先讓作者引導，但是逐頁讀到大約第5-6 頁處，跳出思考本文Motivation如何？ 讀到大約第10頁處，跳出思考本文課題與原創性、貢獻性**
- <u>推論邏輯重要</u>
- <u>鋪陳佈局重要</u>
- <u>該簡明處簡明，該詳盡處詳盡</u>

# Readability

- <u>邊寫也邊想想期刊讀者 & 審查人看到這段會怎樣想</u>

- **The 【Four Ws】** also help motivate the work authors describe in their manuscripts:
  * what they are doing, * why they are doing it,
  * what they found, & * why the findings are important

- <u>【期刊有其所專注處】</u><u>陳聖賢：「*Every paper has its home*」</u>

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## 做好 【Three Rs】

Rigor 嚴謹性

- 計量工具的應用是很自然而不牽強，處理 虛假相關、檢定力 power 不足、內生性、統計量瑕疵性 …

- 瞭解環境機制與變數的效用，讀過相關領域論文，也容易做到嚴謹

- 好的代表變數(proxy variable)要與在意的變數高度相關，與其他變數無關

- 時間切割研究可以留空窗期，更要避免重疊窗期

- 避免自變數組內相關性過高

- 控制變數應該和因變數相關，但是和主要自變數無關

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# 實證結果處理

- 內生性問題**(an endogeneity problem occurs when an explanatory variable is correlated with the error term.)** 常常是源於研究者未能通盤了解環境機制與變數的效用。 **(There may be** an uncontrolled confounding variable. )

- <u>不能 reject Null Hypothesis的結果，一般屬於較弱</u>

➤ 不能reject Null Hypothesis，不表示真的兩變數間沒有關係，可能是選樣問題、方法問題、研究設計問題，須作檢查後才能下微弱結論。

➤ <u>不顯著結果也應該列示出來</u>

➤ <u>很多評審會要求作者送研究過程</u>

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## 【研究發想】

【研究發想】階段要確認

- 實務界新產品或製程研發要問『痛點在那裡？』
- 看到paper，第一個要準備回答的問題也可以是『這篇文章特色在那裡？好在那裡？』」

研究發想階段要確認

4-1 學術與實業背景能熟悉

4-2 多問*Why? Why not? So what? What if?*

4-3 實證資料可及

4-4 界定範圍習用研究工具與在意的課題能掌握

## 【研究發想】階段要確認

所以要

-- 多讀論文，多參與研討會，多與學者討論

-- 閱讀實業背景相關書籍，熟知相關系統操作，資料集與法規

發想＋自行錘鍊＋相互激發

• 有的人太敢投期刊~「我看登載的論文也不過如此，有甚麼好檢查這個、檢查那個的？」纏住好友，幫忙改改「好文章應該修改它19遍，處處找到賣點」太敢丟的人應該先投研討會。

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## 4-1 學術與實業背景能熟悉

• 您至少和眾人一樣熟悉學術與實業背景，才會產生好理論，有好論文。

• Research = Data Snooping? (**Data snooping** 外門資料探勘 ~ statistical inference that the researcher decides to perform *after* looking at the data (as contrasted with *pre-planned* inference, which the researcher plans *before* looking at the data).)

**Data snooping can be done professionally and ethically, or misleadingly and unethically, or misleadingly out of ignorance.**

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## 4-1   學術與實業背景能熟悉

➢ **Research =** ？ Research = Data Snooping?

• Data snooping misleadingly out of ignorance is a **common error** in using statistics.

• The problems with data snooping are essentially the problems of multiple inference.

• 論文不是全然的外門資料探勘，大數據分析也一定要有【概念推衍】

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## 作實證或理論研究一大挫折是…

好不容易想到好題目，好友澆冷水：「早已有人作過」或是「現在已經不再談這課題」…熟悉很重要

● 難道這課題就這麼簡單?

● 所以Literature Review 重要，掌握最新literature

【再忙，也要定下【圖書館日】】

● 多少人、那些人在 cite 我主要的 referenced paper?

## 難道這課題就這麼簡單?

- 作實證研究一挫折是 … 作了半天，結果不顯著
  - 統計基本功是，先看圖形、檢查資料：TEJ 是否在這裡有Key in 錯誤，我是否把 Missing Value Code 當成 – 66.66 處理?
  - Analytical Papers 解不出來時會去找好算的分配型
  - Empirical Papers 結果不顯著時也有全套的統計工夫 (當然最好是先前就作好)
- 能熟悉學術與實業背景，論文題材不會太淺層

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## 國外樣本 & 本土樣本

- 【搬國際知名研究應用在國內資料照跑前，要看看為什麼我們預期本土企業有不同的特性。】
- 如果國外有模型、變數、係數算好了，還需要本土學者嗎?
- 國外樣本 => 本土期刊【原創性；國外環境變化】
- 本土樣本 =>本土期刊【原創性；本土特性】
- 本土樣本 => 國外期刊【原創性；攸關性】

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## 課題的選擇

當然，並不是國外作過的題材在國內一流期刊就全無發表價值，但是那一定要發揮專家學者的所長：
- ✓ 一是本土企業不同特性故事有趣
- ✓ 二是嚴謹細膩+ 良好邏輯歸納

- 【搬國際知名研究應用在國內資料照跑前，要看看為什麼自己會預期本土企業有不同的特性。】
- 學術行政宜重視對國內會計教學及實務的幫助的論文，鼓勵學者進行對台灣有所貢獻的研究；提供本土議題發表在本土期刊與實務有貢獻的研究，被加分的管道。

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## Survey Study

Survey study並不好寫，要有很強的歸納各類論文、推判未來研究方向能力

【好的survey  study多數著眼於under-developed的topics，它應該點出應受到重視而學術界未能給予重視的topics。好的survey  paper很難是著眼於太大範圍的topics，而應該較深入探討個別topics，不要涉及太多的課題。】

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## 4-2 多問Why? Why not? So what? What if?

### 寫稿

- 每次看別人論文時，別忘記多問 *Why? Why not? So what? What if?*

- 自己寫論文時，別忘記多討論 *Why? Why not? So what? What if?*

- 題材上一次跨一步
- **新論文緣起，未必是找最炫領域做**
- **疏於問So what? 會忽略好題材；**
- **疏於問So what?會過度努力於不重要題材 (弱虛無假說問題)。**

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## 課題的選擇

常感覺財務&會計研究學者和文學小說家有共同的特點，貴在認出好題材，找到好題材，

別人也一樣天天走這條巷子，過這處花叢，但是好的小說家知道，這裡的那一方天地，會是好文章的起始點。

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## 課題的選擇

的確我們是要知道新興的研究領域，但是基本功重要：對題材敏銳、能營造創新、文獻掌握紮實、資料處理嚴謹，不管做甚麼題目，這部份是互通的，

我有時勸青年朋友，請看排名最前面的期刊，研究領域常常不新，統計方法常常不花俏，

- 利用詢問*Why? Why not? So what? What if?* 隨處看看是否能引出重要好論點

- 初始研究課題，常常不等於最後主體研究課題

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## 4-3 實證資料可及

**作實證研究一大挫折是⋯** 題目有趣，但是沒有資料

- 所以可行性分析很重要

- 極高比重的財金、會計論文主體是實證研究，但一直以來，諸多財金、會計學者所服務學校因為經費拮据，無法購買資料庫，從事實證研究的老師，題材選擇受局限。

- 財金會計的資料目前主要在股市價量與報酬率、會計項目數據、公司治理、分析師預測等，

- 將來未必具有識別性新資料可能是和網路聊天室(chat rooms) 如Facebook合作取得，可能是和政府經貿財稅或監管單位合作取得，

- 學者多元發展課題的同時，會產生對多種資料的需求，但預期數據資料將來只會越來越貴；

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- 以財會研究常常需要用到已經難以網路上找到的歷史資料，未必是手動蒐集（hand-collection）或爬蟲軟體（web crawler）能輕易協助抓取，這樣一來，多數國內大學因研究經費不充裕，會居劣勢。

- 至於應用軟體面向，我們這一代研究者過去所面對問題是，應用性模組不夠手順(handy)、不夠友善(friendly)，利用很久才寫出來的程式，在跑數據分析、資料篩選時，會因為電腦硬體限制，費時許久才獲致結果；但預期再過一段時間，程式或指令會日趨高階。

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# 4-4 界定範圍習用研究工具與在意的課題能掌握

- **作實證或理論研究一大挫折是 …**
- 沒有合適題目
  - 這也許是沒有養成跳出思考習慣，或是看過的Papers 還不夠多。

  - 有時也得根據自己優勢，先定出大範圍，再逐步縮小。
- **能掌握界定研究範圍習用研究工具也很重要**

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# 好的論文

我們看到一篇好論文，比較容易看到的是它的計量方法好、它的資料庫特別、它的研究設計細緻，

但是要讀過很多論文以後，才會感受到： 要寫出好論文得有那種對研究課題的敏銳感覺，而且自始至終，處處都能夠讓我們思考，讓我們學到東西。

要具備這種功力，是最難的，就算先前有這種功力，在攻某些題材時又會有郭樸彩筆突然被拿走的感覺。

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## 好的論文

不必一味探聽新題材，然後卻去一窩蜂把國外 Paper所作的用本土Data依樣作一遍，

有些青年朋友拿到Working Paper還沾沾自喜：「我應該是第一個依樣畫葫蘆者」，有時甚至會見到第二個、第三個，… 都用本土data依樣作一遍，那就---缺少知識創造。

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## 課題的選擇

另一方面，的確我們要把計量弄好，要避免不嚴謹，但是工具取捨，還是要看所搭配的課題，

武俠小說有所謂舉輕若重，那號稱是上乘功夫，但是在論文功力的養成上，我反而覺得標榜工具會有些本末倒置，除非是統計或是經濟計量論文，著重方法改良檢討。

因為博士班學生被指定要唸一篇期刊論文時，總是花99%時間在最艱澀部份，你不啟發他，他永遠只安排1%的時間來訓練自己的題材敏銳度、營造創新能力、文獻掌握能力、資料處理嚴謹度。

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說比作容易，要解決這問題，我們帶博士班學生，就要慢慢培育他對：
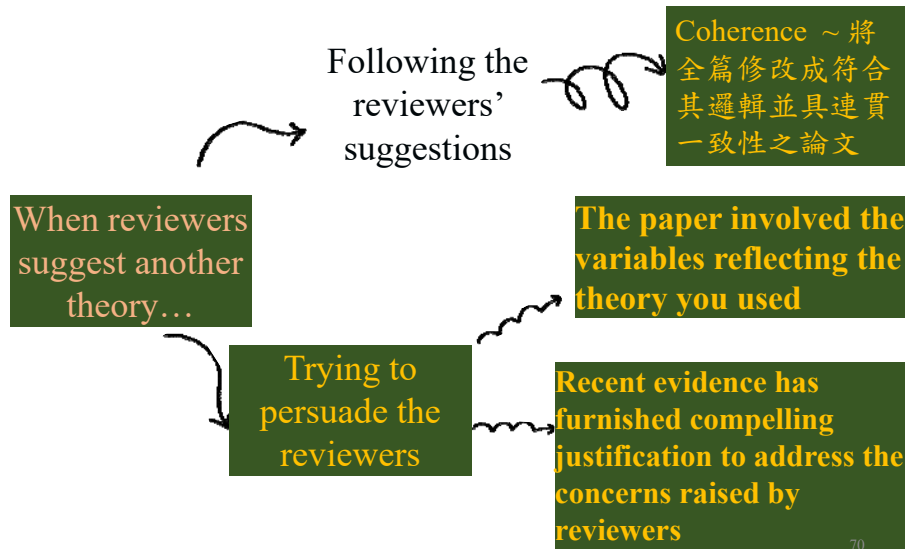
| | |
|---|---|
| 題材敏銳 | 能營造創新 |
| 文獻掌握紮實 | 資料處理嚴謹 |

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每拿到一篇paper，或許我們可以思考一番：

I ● 這篇文章特色在那裡？好在那裡？

II ● 這篇文章寫「動機」、「文獻」處是否足夠?如何呈現「緒言」與「摘要」?

III ● 如果我是評審，我可能會接受她的理由是？我可能會拒絕她的理由是？

IV ● 這篇文章讓我產生的聯想是?

## 拿到 Referees' Reports … 作者的堅持 vs.妥協 (Insisting or Compromising)

Following the reviewers' suggestions → Coherence ～ 將全篇修改成符合其邏輯並具連貫一致性之論文

When reviewers suggest another theory…

Trying to persuade the reviewers

**The paper involved the variables reflecting the theory you used**

**Recent evidence has furnished compelling justification to address the concerns raised by reviewers**

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## 妥協 & 改換 Compromising & Converting

➢ **Redefine the project** by changing the **scope** of the project or finding related but **better** **research questions**

-- 當期刊指稱本研究都是 "weak null hypotheses"，想想讀者是否會問我 "不然咧?"

-- 是否太一窩蜂追逐 YES/NO 研究課題?

➢ **Rewriting it**. 不要害怕重寫，尤其是 introduction section

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## 妥協 & 改換 Compromising & Converting

➢ **Accurate Responses**. 了解其想問什麼? 如可將一個 comment 拆解成幾個面向，逐一小點回覆

【範例】**Response:**

- Thanks for the reviewer's comment. *My reply to this comment can be divided into four points*: (1) the nature of the data; (2) the example related to the concept of conflict cultures in organizations; (3) adding new ideas into the directions of future research; (4) the influence of national cultures….

➢ **Changes & …** 牽一髮動全身，有時建議改一小處，但要思考其它處是否一併修改

➢ **Coherence.** 許多 reviewers 還是當初審重新閱讀，改後再看 response letter

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感謝

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