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Management Excellence in Academic Publishing

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Abstract:

The present article aims to analyze from epistemological and methodological point of view, the most common practices in developing a scientific article, starting from the perspective of the editor of scientific journals. Understanding the mechanisms of peer review, usually determine authors to reformulate their articles so that reviewers are more inclined to accept the proposal for publication. In developing a scientific article, in order to be submitted for publication, a series of principles should be taken into consideration, principles to ensure the article a necessary audience and a better perception of the informational content. Scientific publication focuses on disseminating the results of the research that we achieved. Publication in specialized journals takes into account the audience offered by these journals.

Keywords:

research article, publication, scientific author

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² A previous version of this article was published in Romanian in the publication Journal of Legal Studies / Suplimentary Issue, 1 / 2011, under the title “Scientific Writting. Epistemological and Methodological Considerations Regarding Research Articles' Elaboration (Autoratul stiintific. Consideratii epistemologice si metodologice privind elaborarea articolelor de cercetare)”. The present paper is a revised version.

1. Introduction

In preparing a scientific paper to be submitted for publication, a series of principles should be regarded, in order to ensure the article the necessary audience and a better perception of the informational content. Scientific publication focuses on disseminating the results of the research that we achieved. Publication in specialized journals takes into account the audience offered by these journals.

Without proposes to present things commonly known about the development of a scientific article, we examine each part of the article from the perspective of both the editor of scientific journals and of the person conducting peer reviews. Understanding the mechanisms of peer review, usually determine authors to reformulate their articles so that reviewers are more inclined to accept the proposal for publication.

Journals considered significant in a particular field have a rejection rate of articles between 30% and 70%, depending on the position of the journal in the national and international hierarchy, on the impact factor, elements embodied in the number of articles available for publication. Usually, journals will prefer to publish fewer articles with the greatest chance of being cited, eliminating articles scientifically correct but presumed by the editorial management to attract fewer citations. International classifications, especially those given by Thompson Reuters (formerly ISI Thomson) and Scopus, take into consideration the number of citations that an article from a journal receives in a time unit. Therefore, journals that wish to enter into these classifications, to maintain and achieve the best possible position, will admit mainly or even exclusively articles which the editors of the journal consider that will make citations. From this point of view, a selection criterion just outside the peer-review process is the analysis of previous citation of the author's publications database, a process made by the editor. Even if an article receives favorable references from reviewers, it can be rejected if is considered unattractive for the position of the publication on the scientific market.

Publication of research results is considered as part of marketing science and personal branding of the author and not the mere fulfillment of contractual or ethical obligations to disseminate the research results. In case of equal scientific quality articles, journals that question the issue

of their editorial space, will prefer an author with a higher citation index, an author who has published in that journal thus bringing them more citations, instead of an author who has not previously published. A significant number of articles published by an author, but unquoted, reduce chances for publication in important journals.

However, significant editorial publications should be considered in terms of position on the market of scientific journals, given that in social and humanistic domain, the number of citations is much lower than other areas of science. In sociology for instance, the average impact factor of ISI publications is around 1 with a maximum at around 3 and median at 0.5, while in other areas of exact sciences the average impact factors are frequently around 3.

2. The scientific authorship – Who are the authors of articles and how do we establish the correct order of authors of a scientific article

The authors of scientific articles are generally those involved in the development of the research and writing the article itself. In theoretical research, such as philosophical, legal, political, one or more persons are involved in all stages of the research.

In exact sciences, sciences of nature and partly in the social sciences, where research is extensive, there is a big number of people participating in research both in preliminary stages of experimental data collection and development of findings and redaction of article.

Besides these, a number of specialists can provide meaningful feedback in redaction of article, especially coordinators of the research group or the scientific coordinators of the thesis dissertation, Ph.D., who often engage effectively in the development of the research and writing the theses. Karl Swedberg (2008) shows that the definition of scientific authorship and a clear interpretation on which persons are entitled to sign an article, are far from being clarified in literature.

Journals of different fields of science apply different rules regarding the inclusion of a leader between authors and the order of authors. Swedberg (2008) shows that for a person to be on the list of authors, he should have significant contributions, from intellectual point of view, in at least one of these areas: conception and design of work,

data collection, analysis and interpretation of data, statistical analysis, scientific supervision of the research, development of a draft of the article, formulation of substantial reviews with an important intellectual content.

All authors must give consent to publication and must be able to support the research by answering questions related to this research. Contributors who do not meet the criteria of being authors should be included in acknowledgments. It is less common in Romanian scientific literature that, along with PhD candidate or Master candidate who publishes an article, the coordinator teacher to sign, although in many cases this should be taken into account for both the increased volume of scientific contribution of the coordinator and the credibility that the scientific personality can bring to the paper. Contact between young researchers and scientists with special expertise will empower both sides leading to reduction of the risk of plagiarism or misrepresentation of data.

Regarding the order of authors, it should respect the work volume and importance of scientific contribution of each author. Presentation in alphabetical order, indicating the equal contribution of each author in acknowledgment, draws attention to equal quotation of authorship of each subscriber. Thomson Reuters identifies besides the main author and co-authors, the reprint author as the person who keeps in touch with potential interested readers. In some journals, the last author is the coordinator of the work, when it applies.

2.1 Affiliation

Affiliations are written usually as footnotes on the first page of the article even when the article requirements do not include footnotes. CNCS-UEFISCDI recommendations for the Romanian scientific journals, require, in accordance with international practice, that the affiliation to include at least: the scientific title of the author (mandatory), the name of the university under whose affiliation the article is published (mandatory), the department (optional), the address of the author (optional - personal or institutional), the author's phone number (mandatory) email address of the author (mandatory). These data are required for all authors.

2.2 Acknowledgements

Acknowledgements usually include recognition of the contribution of a third party to the development of research, after which the article was written, or the actual writing of article, but whose contribution is not so significant that it is considered as author. Also, acknowledgments contain information about the funding source of research, research organization where authors have conducted research activity or project research in which data were obtained.

2.3 Title of article

The title of the article is an indication of the contents of the article, but also how the article should be written. The process of indexing in international databases, even those that allow references to the full text of the article, is made starting from the title, abstract and keywords. These are elements which should arouse the interest of the reader. They must contain the words by which the article is meant to be found when readers seek in a database. If the title is too common readers will not be interested, considering it as being too general. On contrary, if it is too specific and too technical it will attract just a few readers with a precise research interest, losing the possibility for the results presented in the article to be exploited in other areas of research. Generally, a title which is imprecise, too wide or too narrow, will be considered by reviewers evidence of inability of scientific authorship and will awake in them a desire to confirm this assumption, directing their attention to highlight any gaps in the article content in order to lead to its rejection.

A clear, concise title to circumscribe the theme of the article will be a pleasant first impression, increasing the chances of acceptance of the article. Journals with international circulation (those indexed in database, or which aim to be indexed) necessarily require an English translation of the title. With few exceptions, the Romanian scientific journals began to publish predominantly in English, or international languages, in order to enter the Romanian research in international scientific research circuit. This has a beneficial impact by increasing the international visibility of Romanian research, indirectly influencing the quality of Romanian research connected to international research.

In the humanities and social areas, globalization of English as the language of scientific research has strong perverse effects on the

development of national culture, which connected to the global circuit of values must also have the purpose to preserve and integrate local cultural specificity. This is why international databases including first class: Thomson Reuters, Erih, Scopus, Ebsco, etc., accept in social domain and support regional journals in languages other than English. Publication in another language diminishes the chances of being read and cited internationally placing it only in a regional context. For this reason, the vast majority of Romanian journals have decided to publish in English. There are only two Romanian journals indexed in ISI with issues in both Romanian and English: Romanian Journal of Bioethics with bilingual issues and Transylvanian Journal of Administrative Sciences with issues in separate edition in Romanian and English. Within Lumen Publishing House, the Journal of Legal Studies, internationally indexed in CEEOL and Index Copernicus, includes separate issues in Romanian and English, not all articles being available in both languages.

Regardless of the language of publication of journal, the title must be presented also in English, in order to be included in international databases. If articles are bilingual or in other language than English, there are risks of non-indexing of external citations received by these articles, if the Romanian title is inaccurate or the title used in citation is in another language than the title registered in the database.

2.4 Abstract of article

Due to indexation and introduction of article in international circuit, the abstract must also appear in English. There are Romanian publications which present the abstract in both Romanian and English. Romanian Journal of Bioethics is such an example. The abstract is considered crucial for the acceptance or rejection of the article, because after indexing in international databases, the abstract will be displayed in the search field and reading it should convince the reader to go through the rest of this article. In many cases, the abstract is the only part of the work contained in some database or the Book of Abstracts which is made with the occasion of conferences; therefore the abstract should include brief, clear and structured information on the article. If a work is based on empirical research, you must be able to deduct from the abstract at least the theoretical paradigm, or reference of the work. Equally important for accurate assessment of the article are the

following: the research problem, methodology or theoretical arguments, the most important results and conclusions. It is important to emphasize in the abstract the original contribution element that the work brings. A good abstract should be concise. Many publications impose a limit between 150 and 300 words. If the case of articles submitted for publication in journals that do not require a maximum and a minimum of words for the abstract, this should be between 100 and 400 words. The abstract should be clearly written so that a specialist, from another field than the one covered by the article, can understand it (Maddux, 2011). Furthermore, the first 25 words of the abstract are recommended to show the purpose of the research. Along with this, the novelty should be clarified, either as an approach with local specific, or particular way for understanding the context, or a critical point of view or theories etc., that the article brings. The article is based on theoretical or empirical research which has come to answer a research question or hypothesis. This should be clearly mentioned at the beginning of the abstract and the whole article should cover in fact the answer to research question. Research question can sound like:

1. "How is...?" (for example: How is the autonomy of the diabetic patient built in a family context?);
2. "What is...?" (for example: What is the mechanism through which the social construction of identity is achieved for ethnic Italians in Romania? What is the connection between?...).

The findings will be a direct response to this question. In research with experimental data, instead of research question there is a research hypothesis to be validated. Research hypothesis is a statement to be accepted or rejected (for example: there is a direct link between income level in community x and crime rates in that community). The third possibility, is formulating a research objective as an affirmative sentence such as: "In this article we propose to clarify the relationship between parental education within the family of origin and the divorce rate from X city". The article contributes to scientific progress in a certain area if the answer to the question of research, an area of physical or social "reality", previously unknown, is brought in the light of science. Article may also elucidate theoretical perspective discussed, including connections between theories, novel applications of a theory, new interpretations, practices, meanings, etc.

The clear expression of the research gap at the beginning of the abstract will attract future readers and reviewers' attention on the work creating a horizon of expectation in this connection. The lack of a horizon of expectation leads to disinterest or even stop reading and dismiss the article. The purpose and objective of research must be circumscribed to an area of interest more precise. Identification of the theoretical paradigm of a domain, model, etc. is important for the selection made by readers who are interested to document in a particular field. In civil matters for example, we can specify a more clearly sub-domain, for example: provision of the New Romanian Civil Code etc. The clear specification, even in the abstract, of the precise theoretical and field classification of the article, helps the editor of the journal to send it for reviewing to referees specialized in exactly the same area who will have the best chance to properly appreciate the article. Imprecision in identifying the exact area of interest can place the article in the evaluation of referees less interested in the area or less informed. They will reject it due to disinterest or misunderstanding. The following one, maximum two sentences of the abstract should provide information on the methodology used in the article. Comparative critical analysis, questioning, comparing, case studies, case law, historical method, logical analysis, content analysis, experimental method, quantitative or qualitative methodologies of data interpretation, are such methods that can be used in developing a research. The method is specified in the abstract: "We used a comparative approach...", "A critical analysis of documents was achieved through...", "The law reviewed was...", "We took into consideration the law of..." etc.

The abstract should contain a series of considerations regarding existing data and their interpretation. In a theoretical article, this part of the abstract will summarize some significant correlations highlighted in the content of the research and summarized in the abstract in maximum two sentences. Significant conclusions can be found in the abstract in maximum two sentences. Some journals and conferences do not require the presentation of conclusions in the abstract precisely to invite the interested reader in reading the article.

2.5 Keywords

Keywords, from 3 to maximum 8, are designed to facilitate search of articles in database but also article distribution for reviewing. Choosing the wrong keywords can result in the allocation of article to referees whose particular object of interest do not overlap that of the article and hence the risk of rejection of the article.

3. The content of a scientific article

Depending on the specific of the article, its extent, the publication for which is prepared etc., the article may contain more subchapters.

3.1 Introduction of article

Immediately after the abstract, introduction is the most important part of the article, as it familiarizes readers with the universe of the article. A good introduction provides a good chance for the article to be read to the end. The content of introduction should refer to the importance of the chosen subject, to purpose of the study and highlight the significance and importance of data. Authors like Maddux (2011) recommend enunciating the subject of the article and its significance from the first paragraph, at most in the second. After the opening made by the abstract, the introduction has the role to orient the reader to read the entire article. Clear statement of the purpose opens new horizons of expectation of the reader, who will read the whole article in accordance with its purpose. Clarification on the importance of research helps the reader and reviewer to decide on reading the article. If the purpose of the article is in line with research interests of readers, and obviously with reviewers as privileged readers, they will move on to the introduction, if not, they will stop reading and will find reasons to reject the article.

The role of the introduction is to convince the reader that the rest of the article is worth reading. Here we outline the framework in which the investigated problem occurs. It discusses the social, political, economic, cultural, legal, etc. context where the problem occurs and the clear or even partial solution appears along with the answer of the research question.

James Maddux (2011) indicates the following efficient structure of the introduction:

Clarify the purpose of research in the first or second paragraph and rephrase it in the last paragraph.

Repetition of the purpose serves for clarifying and strengthening it in the mind of the reader. There are journals that require limited number of words or pages of the article. In this case, or when reviewers specifically require this, you will give the reformulation of the purpose.

Rephrasing should not have an aggressive, obvious form, which can be interpreted as an insult to the intelligence of the reader. It must sound as a welcome clarification and explanation made available to the reader before completing the remaining work. Introduction is also intended to clarify questions or research objectives and how they contribute to the development of knowledge in the field.

3.2 Literature review

The literature review aims the configuration of the scientific context in which the research question occurs. It shows how the area, which requires thoroughgoing study, was identified, giving information on how literature addressed the problem. A good literature review does not comprehensively address the research topics, but approaches it as a grid of reading literature. The literature is selected and interpreted in conjunction with current research objectives in order to further examine whether the empirical results or theoretical proposals are consonant with literature or contrasts with other previously published results. Levy and Elis (2006) show that a literature review should use the information in the literature to justify: a particular approach of the research topic, the selection methodology, areas where innovations are made etc. A good literature review builds frames for new scientific accumulations in the field. Levy and Elis (2006) present the following characteristics of literature review: methodological analysis, selection and synthesis of quality literature in the area, building a solid analysis leading to the research objectives and a clear demonstration of the place of the current research between researches across the same area.

In a single definition, the literature review is a process of gradual implementation of methodical steps for collection, analysis, understanding, evaluating of applicability, analysis and synthesis of

quality literature convergent with the purpose of the research, without being exhaustive, performed in order to identify the place of the research within knowledge of the area and possible contribution to the development of knowledge.

We consider important to include in the literature review the works that led to the research proposal based on which the article was done. If the article develops a theory, a point of view of the author or other researchers who have previously published, these works should be presented in the literature review and properly credited with citation. The way these works influence the current research should also be mentioned. A research may be in accordance or in opposition to one or more literature works. In case of theoretical articles, which are reporting critical literature the stage of literature review will be followed by extensive theoretical analysis including the works cited in the review that can be completed, criticized, contradicted or on the contrary, used for argumentation. The stage of literature review is itself a critical analysis because through the synthesis we express our theoretical position towards all the consulted works. A good literature reviewer should refer to both the literature that supports our point of view and one that contradicts it. To the latter, the author is invited to express an opinion to overturn its position against the possible criticism of the work. Different views from those in the literature are introduced by phrases such as: “we distance ourselves from the view...- here is the actual quote of the author- because ...”

Impersonal expression of detachment may be introduced through the formula: “Although in literature there is a view according to which...- with the exact quote and opinion of authors- this research data does not support this view or other views such as ... - here are the author quotes and opinion”.

Presentation of opinions for and against a certain theoretical positions will allow readers and reviewers to find a good positioning of the author towards the literature and therefore accept the article submitted as required in existing frameworks in the literature. A literature review too long will bore the reader, especially one familiar with the area and incline to stop reading the article. The literature review will not present data in the literature extensively, but will only mention them to be taken into account in developing the research, and how they

influenced the research approach and researcher position towards the subject investigated. It is recommended to make an explicit and detailed presentation of a theory, especially when the whole or part of our research is based on that particular theory or methodology, and this is a novelty for ordinary readers of the journal where the article is going to be published. This is valid especially in transdisciplinary and interdisciplinary research. It is possible that a current theory in a particular area of research to require explanations when used as a theoretical support within an area where it was not or was less developed. The literature review must be adapted to the particularities of the journal where the article is proposed for publication.

Reading the literature review, the reader with average knowledge of the field, must be able to understand the article without having to resort to further reading that he probably would not do. Levy and Elis (2006) state that a literature review focused on key concepts and exploration of relevance and the meaning the key concepts are used, is preferably rather than focusing on chronological aspect, or on the contribution of one or a small group of authors. Literature must be questioned on the relevance to the research topic. The presence of an article in a mainstream journal should not be considered a guarantee of its quality but nor the article in a journal outside the main circuit, does not automatically classifies it as less scientific. However, an article found in the mainstream or in journals indexed in databases, is more likely to influence the advance of science in a particular field. The selection of literature to be cited must consider not only the adequacy and relevance to the theme, but also the relative validity and plausibility of studied texts.

Randolph (2009) points out that failure in writing the literature review usually attracts failure for the entire research either as article or as thesis. Boot and Beile (acc. Randolph, 2009) show that a good literature review is based on a conceptualization of the relevant literature and this conceptualization enhance chances for readers to assess the value of the article. Mentioned authors show that globally there is a precarious source of information on developing a good literature review. Randolph (2009) shows that a good literature review may be in itself a publishable work. Other purposes, for which the literature review is made, can be the creation of new lines of research, avoiding approaches that will be

doomed to failure, theoretical support for data obtained, methodological clarification etc.

Cooper (acc. Randolph, 2009) provides a taxonomy of the literature reviews and he classified them according to the following characteristics:

- Focus - according to this criterion, in the literature review we aim: synthesis of results in a domain, methodological synthesis, theoretical approaches and practical applications of research in a domain;
- By purpose - theoretical integration through generalization, the establishment of linguistic compatibility between different areas of science, theoretical compatibility and the critical approach of an area;
- Perspectives of approach - a literature review can be developed as a neutral presentation or as exposure of own position towards the authors cited;
- Covering the literature in the field - exhaustive, especially in treaties and university courses; selective exhaustive, especially theoretical works and literature review of published as such, or focused on key themes and concepts;
- In terms of organization of the review - this can be addressed historical, conceptual or methodological;
- In terms of audience - a review can be addressed to an academic audience strictly specialized and restricted, to a general academic audience, to an audience usually made of practitioners and policy makers in the field or a general audience.

If for a thesis or dissertation the literature review covers a whole chapter, in a journal article the dimensions are much smaller, only the most significant references will be commented, usually using the paraphrase, avoiding the full quotation of the source (Cochrane, 2005).

3.3 Methodology

The methodology chapter describes the main methods and techniques used to obtain results. The design of the study is presented as well as how data collection was achieved. The methodology chapter is used primarily in research with empirical data, based on direct field

investigation. Theoretical articles often eliminate the chapter of methodology and results, replacing them with sections of theoretical argumentation. For theoretical research fields, including philosophy, law, literature, the argumentative approach represents the precise methodological dimension of the research and this is why some publications require methodological references in theoretical articles even if they are not necessarily in a methodology chapter. The methodologies used in theoretical research can be: critical analysis, comparative method, case study, hermeneutics method, phenomenological methodology, semiotic method, historical methodology, discourse analysis etc.

Empirical methodologies used for articles that capitalizes field research, can be of several types: experiment, quantitative analysis of data obtained through questionnaire, interpretation of qualitative data obtained through interview including interpretive grid used etc. (Wy, 2009).

Also in methodology, when articles are based on the collection and interpretation of field data, the sampling method and its validity will be taken into account (Wy, 2009), as well as the representative data for the population studied, setting the experimental group, in case of working with experimental method. In case of qualitative, content analysis, besides the brief presentation of the method of interpretation, we take into account the presentation of limits of the research related to ontological and epistemological acknowledge to which research is subsumed. We are referring to the realistic, positivist, constructivist etc. paradigm. In the methodological part discussion can be made on the validity or translation of the instruments, permission to use the instrument. The practical application of field instruments is also recommended to be included in the methodology.

Where discussion about research on human subjects, especially on vulnerable groups are made, the article should take in consideration how to obtain informed consent (Wy, 2009) and ethical perspectives taken into account in developing the research.

The most important role of methodology (Nadym, 2005), is to allow duplication of results in further research or deepen them and obtain different local results. Therefore, when particular techniques of

data collection or interpretation are used that are less known by ordinary readers of the journal, they must be exposed in detail.

3.4 Results

Exposure of research results is the main reason why the article is published. The results section summarizes the data obtained in the form of tables, charts, graphs, etc. followed by their interpretation. Simple exposure of quantitative data is not sufficient in the absence of correlation with other data, similar or contradictory data in literature. Interpretation of results must be done in terms of response to research questions, hypotheses validation etc. In this chapter of results, there are also presented meanings of data, other than those consistent with the objectives of the research, which either contradict our assumptions or they open the way for future research not seen initially. The literature recommends avoiding presenting the same data in many forms: graphics, table, narrative etc. (Vintan, 2006).

Presentation of data is made from general to particular, emphasizing the significance of data and not the actual figures obtained, but they will not be omitted where research has led to numerical data. In case of statistics, clarifications must be made regarding existing correlations and also the direct significance of the results. Results on significance and validity tests should also be presented (Bem, 2003). Statistics are meant to serve analysis and not replace it. In case of mixed studies, quantitative and qualitative results will be presented separately, insisting on how they reinforce each other.

Interpreting qualitative data obtained through interviews, focus groups, journalism analysis etc. will contain significant expressions from the original material data, immediately followed by interpretations, categorizations, and meta theoretical constructs (Bem, 2003). In case of qualitative data, they must pass through inductive-deductive process of selection, the reader having access to a number of examples of intermediate procedures and raw data only where editorial space allows it.

3.5 Discussion section

The chapter of discussions may occur as independent section of the article on empirical research or subsection of the results chapter

(Bem, 2003). In this section reference is made on how data supports or contradicts the hypothesis, the theoretical, methodological, legal, political implications of results, reporting data from other similar studies, limits of research regarding the validity, the possibility of generalizing the data, limits of inductive abstraction etc.

Also in this section possible biases are mentioned, biases given by limiting access to respondents, the selection of a certain category of respondents, assumptions that guide the interpretation in a certain direction. In the same chapter, considerations will be presented regarding other questions raised by actual analysis of possible data, ways of capitalize them and further research (Bem, 2003).

4. Particularities of theoretical article (argumentative essay)

The argumentative essay requires the expression of a scientific point of view regarding a given thesis (Andresson et al, 2007). The thesis to be argued will be presented in one or two introductory paragraphs and the entire article will be an argument of that thesis.

Although not based on empirical data, the theoretical article should have the same scientific level as the one based on empirical research. Articles with theoretical character often replace the results chapter with one or more argumentative chapters.

Deductive analysis of logical consequences of analyzed statements and the correlations with each other and with other similar theories in the literature is privileged. The body of the article, which often takes the place of the chapters of methodology, results and discussion, can be divided into chapters and sections.

Kilduff (2006) shows that in order to be successful; a theoretical article should provide important and original ideas. Theoretical perspectives are important to the extent that it allows developing empirical research or practical applications derived from them. Theoretical articles are very often intended for practitioners. Furthermore, the evidence of gaps (research gaps) in the body of knowledge of a domain represents an argument that will lead to problematization and implementation of new conceptual models which will be presented in the content of the article in detail and explored with rational instruments.

4.1 Writing the conclusions of the article

This is the final section which provides a generalization and essentiality of the study results with direct reporting to the purpose and objectives of the research. Conclusions do not summarize the results of the research. The existence of clear, understandable conclusions shows that the study has reached its purpose bringing the knowledge that was originally proposed. Conclusions should not deviate from the results of research and even less of its objectives. Significant results that exceed the objectives of the research are presented in the discussion section where further developments are proposed and will not be remembered into conclusions.

4.2 Citation and references

Current scientific literature uses different styles of citation, either footnotes or notes in the text. Below we will illustrate a style of citation with notes in the text, called Apa Style. Quotations will be given as a paraphrase. Quotations will be made in text in parentheses, indicating the name of the author and year of the text, for example: (Derrida, 2008).

For more than three authors, we only use the name of the first author followed by the phrase et all, for example: (Miftode et all, 2004). The cited works must be found in the bibliography. References will be made according to the rules.

Example of volume::

Miftode, V., (2010) *Tratat de asistență socială. Protecția populațiilor specifice automarginalizate*, Editura Lumen, Iași.

Example of article in a journal:

Dăriescu, C., Dăriescu, N., C., (2010) Rabbinical Chancery in Roumania an alternative to the State Organized Courts in Solving Family Matters, *Jurnalul de Studii Juridice*, Year V. No 3-4 2010; pp. 53-70.

Example of chapters in books:

Ailincăi, A., (2010) Ancheta apreciativă și efecte ale comunicării manageriale, în Sandu, A. Coord. (2010) *Seminarii apreciative*, Editura Lumen, Iași.

If the article is available online the quotation rules are the same with that of a book or journal with the specification of the website where it has been viewed. In case of many publications of the same author in

the same year, there must be the specification a, b etc. near the year, for example (2010a).

5. Some considerations regarding the elements of a successful article

Editors of scientific publications, we refer to those which carry out an actual process for selecting articles to be published, are interested in publishing articles attractive for the readers of the journal. A reader, who frequently identified articles in a journal as significant for its interest, will return regularly eventually subscribing and recommending subscription to that journal to other colleagues.

Convergence of article with the purpose of the journal and the objective of the issue, if presented, increase the chances of an article to be published. Regarding the research objective of the article, it will usually be analyzed in terms of scientific importance and potential beneficiaries of the results.

Results of research can be used as a starting point or base for other research documentation, or may receive a direct use by practitioners. Strictly academic journals tend to prefer articles that will be developed in further research by the same author or other authors. These articles will quickly attract citations, including self-citations, where based on the results published in an article, at least one of the authors will make further developments. Self-citation of a previous article that is the basis of further new research is justified and even mandatory to avoid self-plagiarism.

Although in the Romanian system of assessment of research performance, self-citations are not taken into account, they are considered acceptable in ISI system, contributing to the impact factor and Hirsch index. Thomson Reuters considers acceptable a self-citation rate of 35% of an article or a publication. In 2010, the impact factor for the majority Romanian scientific publications, entered self-citations with a higher rate of 50%, indicating a tendency to group around the Romanian research publications performing researchers' core who publish on the same subject and appreciate each other.

Self-citation is mandatory when a scientific text previously published in a journal is then resumed and developed in an article

published in the same or another journal. Our analyzes performed on Romanian ISI publications show a low rate of citation of Romanian authors by other Romanian authors and even a low rate of self-citation of articles published in other journals than the one where the article was published originally. This brings to mind the lack of trust of Romanian authors in researches of their colleagues or fear of regionalization.

Another observation made from the analysis of Romanian ISI Publications shows a small interest of Romanian authors to cite articles in the main scientific source (Thomson Reuters). Given the fact that Thomson Reuters analyzes the number of readers in ISI journals, present in articles published in ISI, determines many journals to reject articles that have a small number of citations of other ISI articles. Rejection is justified by the argument that publications in the main scientific source generally include current and reliable results.

The lack of citations in this area can show a regionalization of Romanian research. Obviously, in certain areas, including the Romanian law, Romanian language and literature and other studies with a Romanian specific, are fully justified to approach research from local interest and less from global relevance.

6. Some information regarding the most common route of reading for reviewers of scientific publications

Maddux (2011) shows that editors and reviewers of scientific publications, and also experienced readers of scientific literature, go through the paper according to the following route: title, abstract, first and last paragraph of the introduction, first and last paragraphs of discussions or even the full discussion section followed by introduction, methodology and eventually results. The order is explained by the lack of time of experienced readers, editors of scientific publications and reviewers. The title and abstract are firstly read since they bring information about the content of the article. If they do not arouse the interest for the article, it is usually rejected. The first and last paragraph of the introduction informs the reader about the importance of the study and its main subject. The discussion section follows since its first paragraph should summarize the main results. This section also presents interpretations of the results in terms of convergence with the basic

theory. If the presentation of objectives and the main results do not convince readers, they will ignore the rest of this article. If research objectives and exposure of the main results convince the reviewer, he will follow the methodology by which the results have been obtained and if it will be considered valid he will proceed in fully reading the results.

7. Instead of conclusions

Scientific publishing involves a laborious activity which has formed its own communicational methodology, different from other forms of article such as the journalistic. Development of the article in accordance with rules in the domain, increase the chances of drawing attention of reviewers and editors of scientific journals and acceptance of the article for publication. Once published, the article will attract interested readers among researchers in the field, and ulterior citations in publications. For specialized journals, compliance with the rules is usually a sign of scientific maturity and editorial experience, raising confidence of authors from the domain in which the journal aims to perform.

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