

Jornada “Seminarios de Calidad de la
Investigación” de la Facultad de Ciencias
Económicas y Empresariales

“Mejores prácticas para la publicación en revistas económicas de impacto”

Shintaro Okazaki

Profesor Titular de Universidad

Departamento de Financiación e Investigación Comercial

Contenido

- Introducción
- Desde la perspectiva como Autor
- Desde la perspectiva como Editor
- Conclusiones

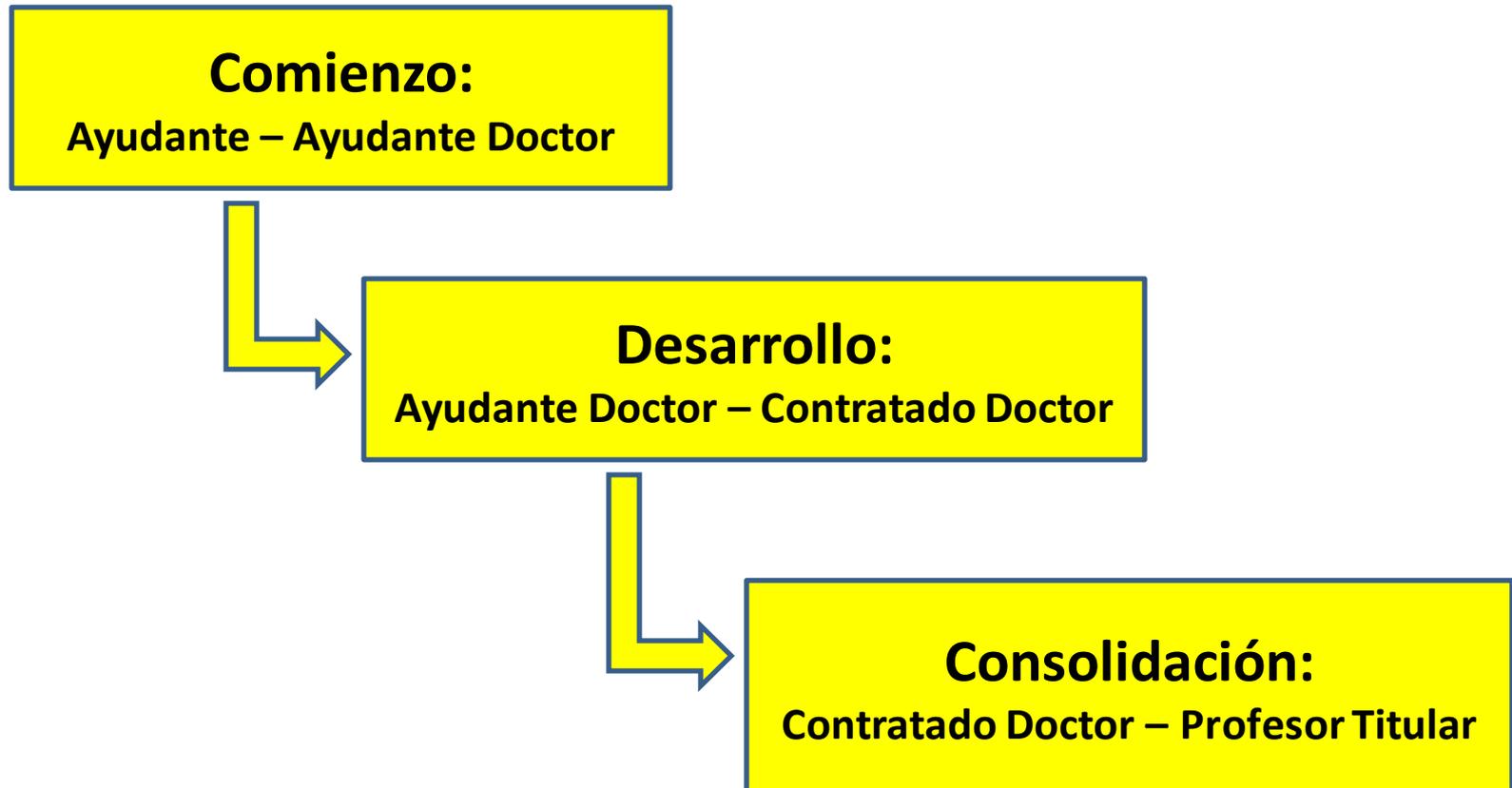
Introducción

- Impacto = Visibilidad e influencia al nivel global
≈ # de citas
- Publicar artículos científicos es sólo una parte de la carrera investigadora.
- El publicar en revistas de impacto tiene que ir acompañado del desarrollo de otro tipo de capacidades y actividades investigadoras.
- Se necesita una planificación estratégica y temporal para conseguirlo.

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Carrera académica



Desde la perspectiva como Autor

Comienzo

- Objetivos
 - Horizontes globales, no nacionales
 - Capacidad lingüística
- Estrategias
 - Buscar un/a investigador/a de referencia al nivel global
 - Proponer un proyecto
 - Escribir juntos
 - Trabajo como revisor para revistas de prestigio

Desde la perspectiva como Autor

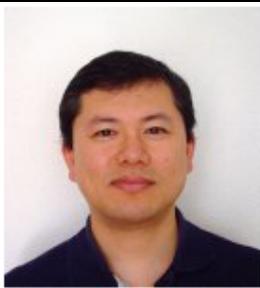
Desarrollo

- Objetivos
 - Capacidad de redacción
 - Dominio de la literatura
 - Contactos internacionales
- Estrategias
 - Participar en congresos internacionales
 - Proponer “*Call for papers*” para revistas internacionales
 - Organizar congresos

Desde la perspectiva como Autor

Consolidación

- **Objetivos**
 - Defensa del área de conocimiento
 - Liderazgo al nivel global
 - Visibilidad e influencia de los propios artículos
- **Estrategias**
 - Solicitar y gestionar proyectos de investigación (en particular el Plan Nacional I+D+I)
 - Experiencia como Editor de una revista
 - *H-index; ResearchGate; Academia.edu*



Shintaro Okazaki Edit

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H-index: la medición de la calidad profesional en función de la cantidad de citas que han recibido sus artículos científicos.



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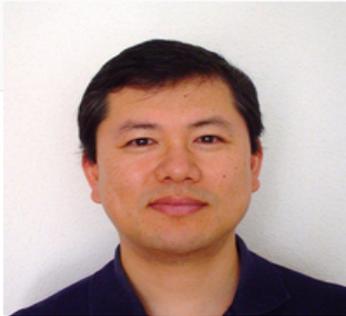
ABOUT

Shintaro Okazaki is Associate Professor of Marketing at Universidad Autónoma de Madrid, Spain. Since May 2012, he has been accredited as Full Professor by ANECA. He serves on the editorial boards of Journal of Advertising Research, International Journal of Advertising, Journal of Public Policy & Marketing, International Marketing Review, and International Journal of Market Research, among others. He has been appointed as incoming Editor of the Journal of Advertising.

SKILLS (1)

1

Quantitative and qualitative research techniques



Shintaro Okazaki

Universidad Autónoma de Madrid, Financiación e Investigación Comercial, Faculty Member [edit](#)

Research Interests: [Interactive and Digital Media](#), [International Marketing](#), [Cross-Cultural Communicaiton](#), and 10 more

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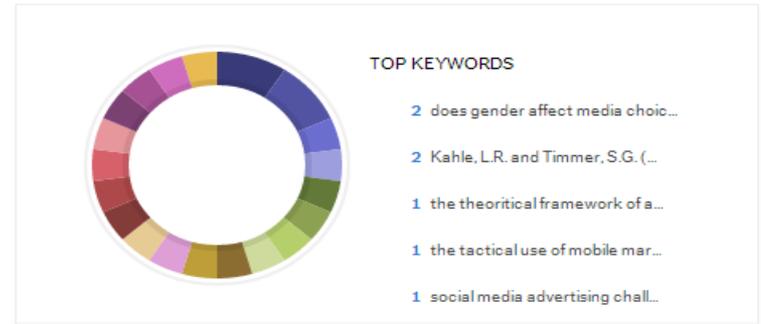
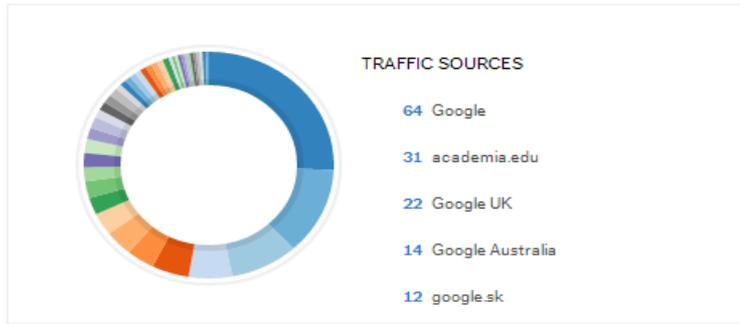
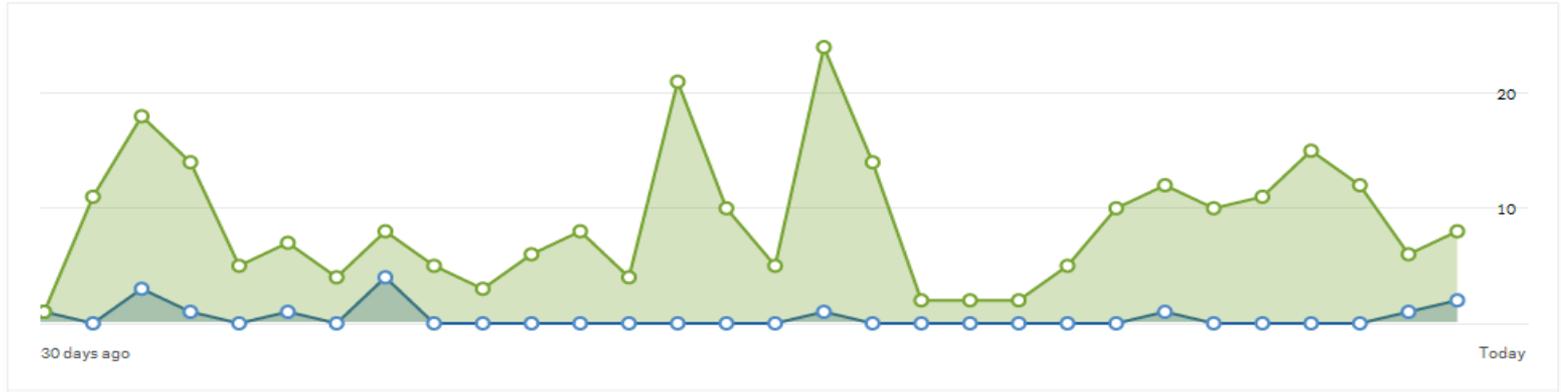
Interactive Media Specialist

Develops engaging content, provides best practices and supports the campus community across online communications channels in support of the mission and institutional marketing strategy. Full-time

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Okazaki Editor at JA

By Michael L. Capella

The American Academy of Advertising has appointed Shintaro Okazaki incoming editor for the Journal of Advertising

The American Academy of Advertising is pleased to announce the appointment of Shintaro Okazaki as incoming editor for the Journal of Advertising. Dr. Okazaki, whose three-year term begins January 1, 2014, replaces Wei-Na Lee, who has served as editor since January 2011. Also, the Academy would like to recognize and thank We-Na for her service to the journal. To facilitate the transition between editors, Dr. Okazaki will begin phasing in (i.e., processing new manuscript submissions) beginning August 1, 2013.

Journal of Advertising

- Revista oficial de *American Academy of Advertising*
- Se publica desde 1972
- Editorial
 - Taylor & Francis (desde 2013)
 - *ScholarOne* (sistema de evaluación electrónica)
- Cuatro números al año
- En 2012:
 - Factor de Impact = 1,016
 - Factor de Impact en Cinco Años = 1,859

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Sistema de evaluación

- Sistema de evaluación
 - *ScholarOne* (<http://mc.manuscriptcentral.com/ujoa>)
- Asignar 3 o más revisores
 - Rigor conceptual
 - Rigor metodológico
 - Contribuciones
- Desde el envío hasta el resultado: 40 días (promedio)
- Tasa de aceptación: 9%

Criterios de evaluación

- Preguntas de investigación interesantes y novedosas
 - *Temas pocos estudiados*
- Avance teórico
 - *Contribuciones teóricas*
- Rigor en la metodología
 - *Meticulosidad en pasos metodológicos*
- Resultados sustanciales
 - *Implicaciones teóricas y para la gestión*

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- Introducción
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Conclusiones

- Aceptar el *JCR* como “estándar de facto”
 - Cuanto más tardemos en aceptarlo, peor
- Abandonar localismos
 - Trabajar para una comunidad científica global
- Fomentar la interdisciplinariedad y las colaboraciones entre Departamentos, Facultades...
- “Mitos”
 - “Es que nuestro área no tiene revistas en *JCR*”.
 - Tomar la iniciativa y trabajar para que indexen las revistas con las que trabajan
 - Organizar llamadas de trabajos y aumentar interés general

Muchas gracias por su atención

Shintaro Okazaki

Departamento de Financiación e
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