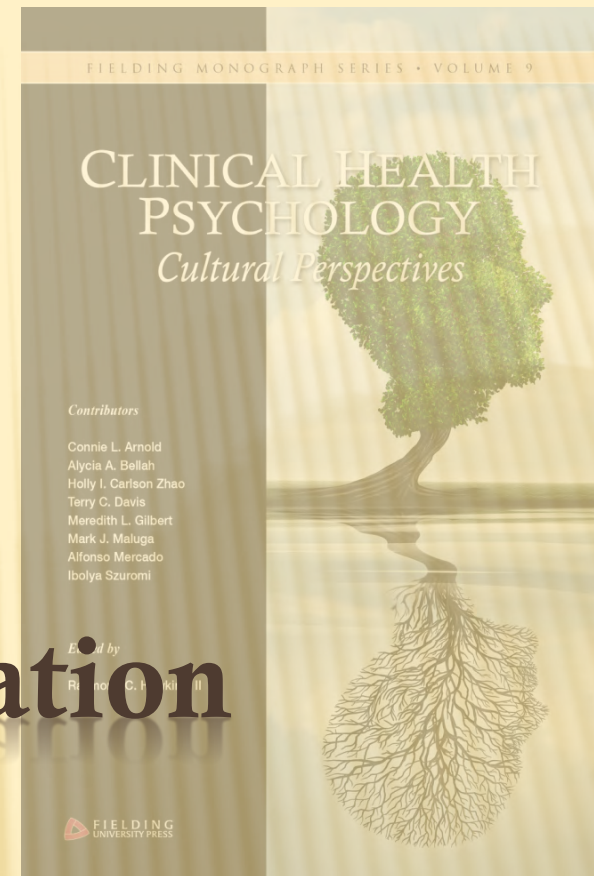


# Publishing your Dissertation

Dr. Jean-Pierre Isbouts

Doctoral Faculty, School of Leadership Studies

Fielding Graduate University



# Is your Dissertation Publishable?

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- ✖ Does its topic make a contribution to the human condition?
- ✖ Can your data be reproduced by other scholars?
- ✖ Does your argument connect to, and expand on, the existing literature?
- ✖ Will readers be interested in your findings, and why?

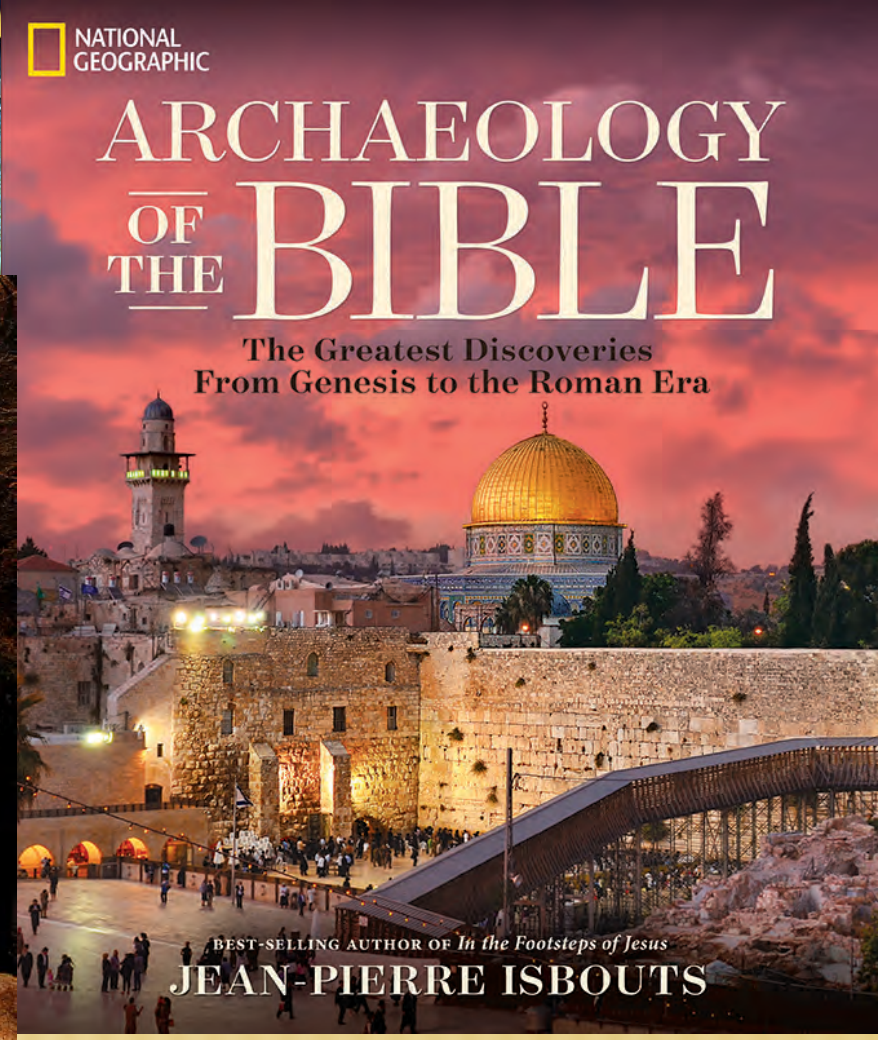
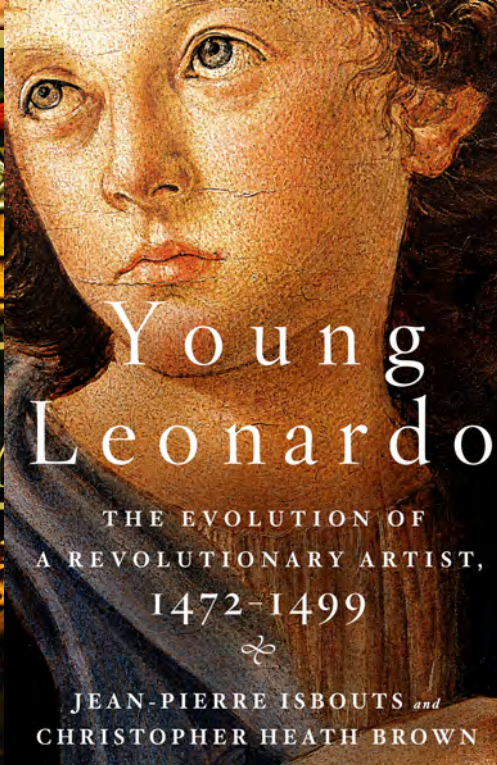
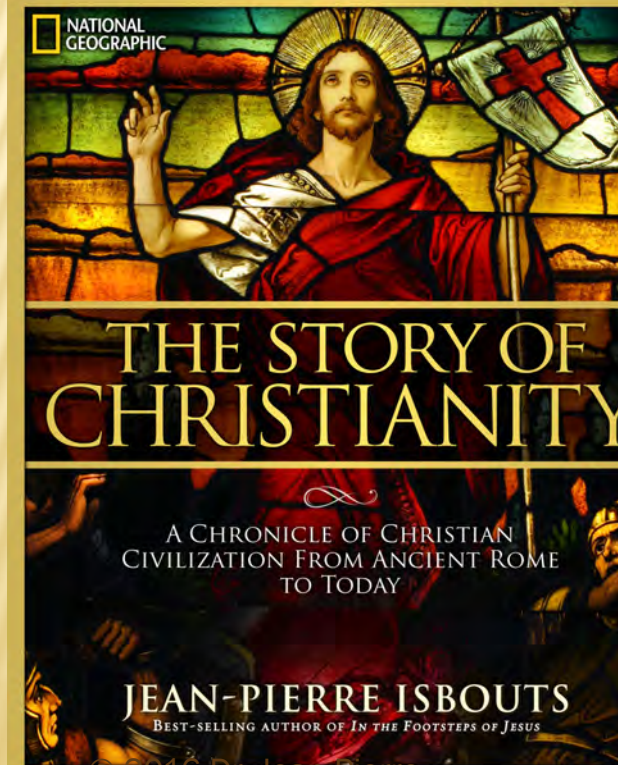
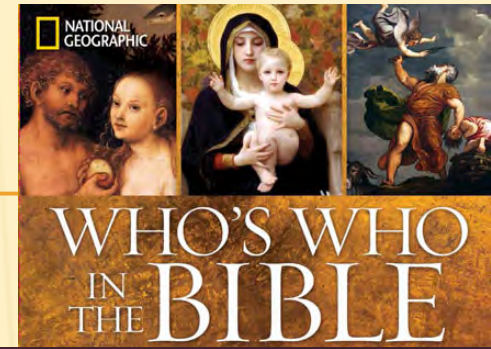
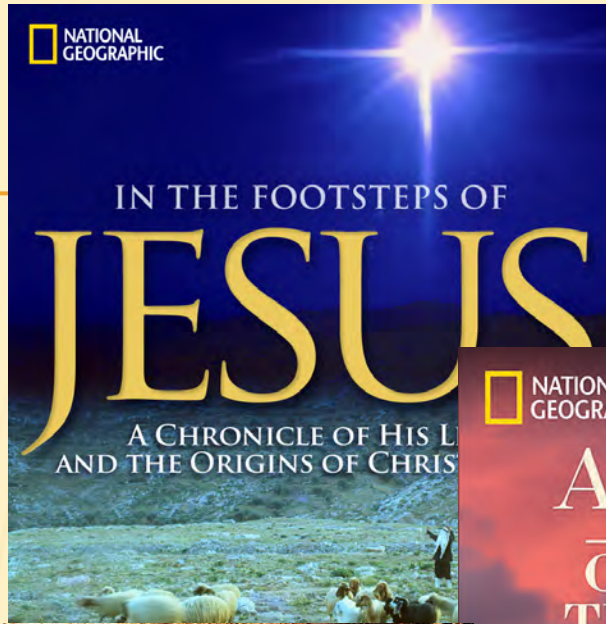
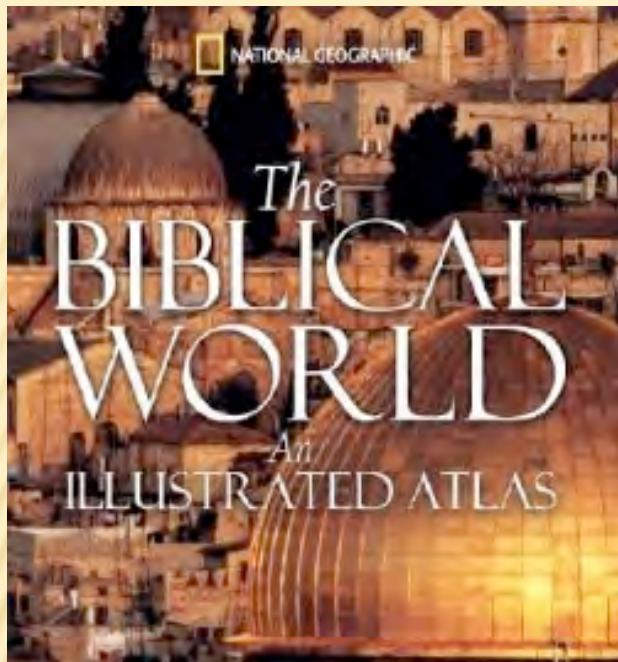


# Pathways to Publishing your Dissertation

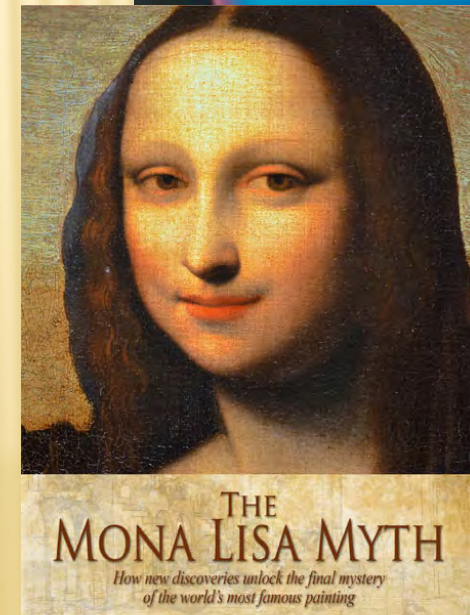
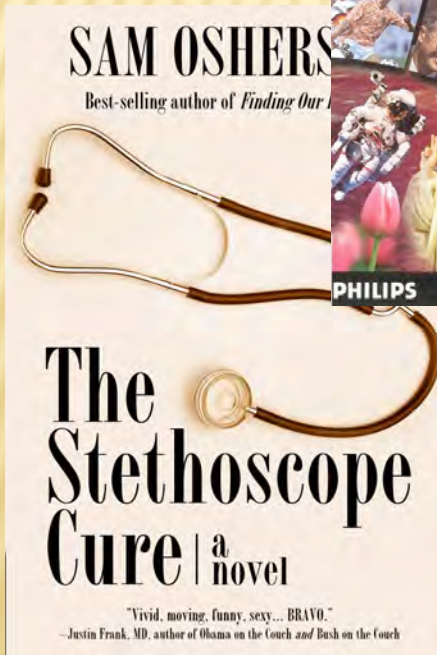
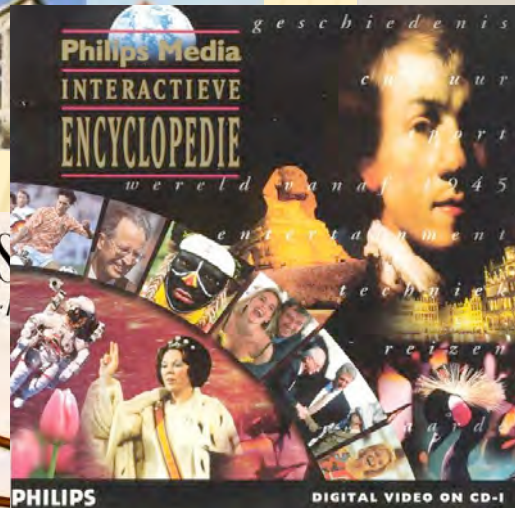
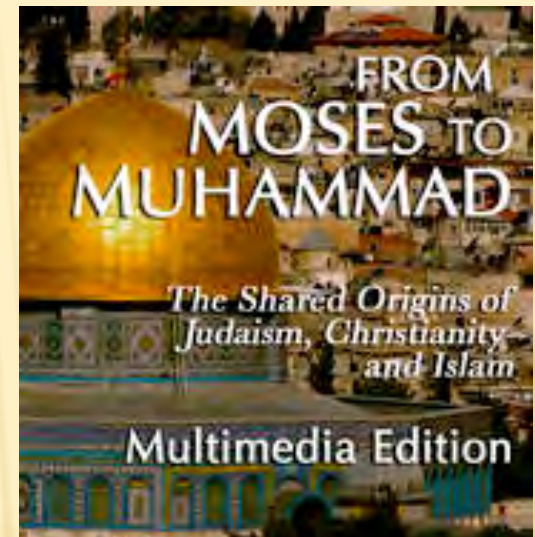
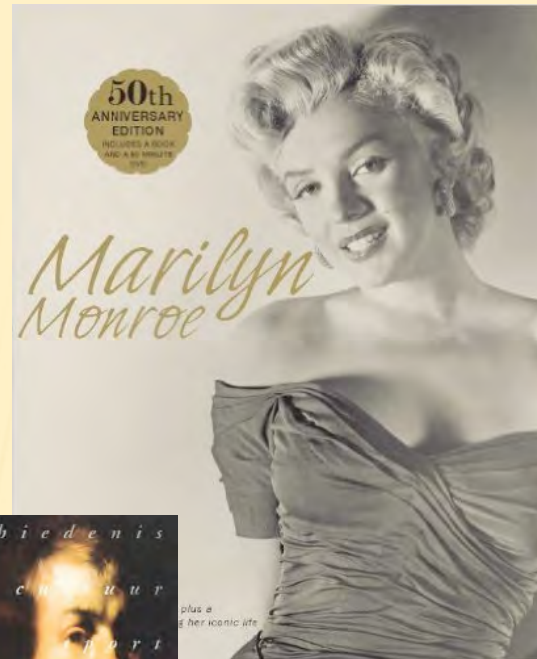
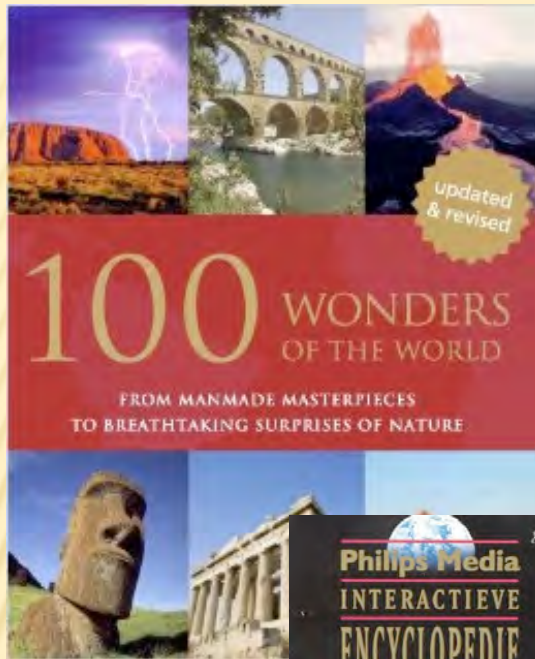
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- ✕ A Journal Article
- ✕ A Conference Presentation
- ✕ A Book
- ✕ A Video









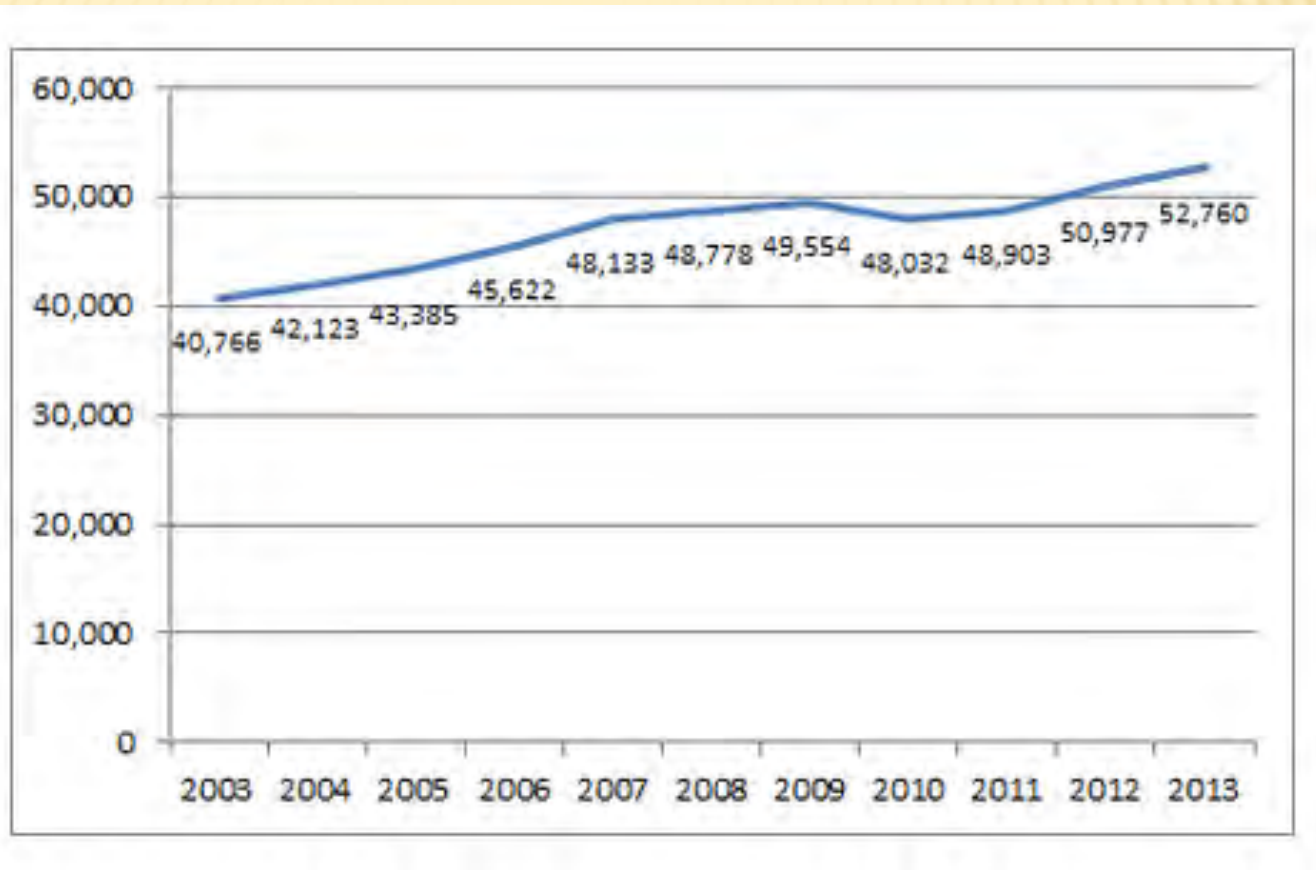


# Why should you publish your Dissertation?

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- ✘ Your dissertation should establish you as an expert in your chosen field
- ✘ It should serve as the launch platform to achieve your career goals
- ✘ To accomplish this, you must actively **publish** and **present** the findings of your dissertation

# The Competition is Growing



Total number of PhD degrees awarded in the US per annum  
Source: National Science Foundation

# Argumentation

---

- ✘ At the Master's level, students must demonstrate their ability to *understand, describe and compare* diverse theoretical concepts
- ✘ At the PhD level, students must demonstrate their ability to *critically assess* diverse theoretical concepts and use them as the foundation *for an original scholarly argument*
- ✘ The PhD degree identifies an individual who is capable of generating a new and original body of knowledge



# The typical structure of a dissertation

---

- ✖ 1. Problem statement
- ✖ 2. Research Question/Hypotheses/Methods
- ✖ 3. Literature Review
- ✖ 4. Research Results
- ✖ 5. Discussion of the Results
- ✖ 6. Conclusions and Recommendations

# The Journal Article/Conference Paper

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- ✖ Problem statement, research question and methods
- ✖ Critical analysis of principal perspectives in the current literature
- ✖ Your argument and data in the context of the literature
- ✖ Conclusions and recommendations for future research



# What is a Scholarly Argument?

---

- ✖ A logical and persuasive presentation of your claims, sustained throughout by probative data
- ✖ Supported by a critical analysis of multiple and *opposing* references from the theoretical literature
- ✖ Written in clear, lucid and correct English
- ✖ In sum, scholarly writing is *the art of articulating complex ideas in simple language*

# Traditional Journal Submission Guidelines

---

- ✖ Most journals accept electronic attachments (Word)
- ✖ Articles should follow the style specified by the journal (APA, Chicago, etc.)
- ✖ Usually, the submitted manuscript may *not* be under concurrent review elsewhere
- ✖ Consideration (by a peer review board) can take many months



# Compact for Open-Access Publishing Equity

- ✘ In 2011, Elseviers made a profit of \$1.2 billion on revenues of \$2.1 billion in academic journal subscriptions (The Economist, 7/15/12)
- ✘ In response, Harvard, MIT et al initiated a movement to publish research in open-access, freely accessible media
- ✘ (Quote: “Move prestige to open access”)
- ✘ Elseviers is now being boycotted by more than 9,000 academics, who either provide their research results to publishers for free or choose to publish themselves.

# Open Access Venues

---

- ✖ **Open Access Journals** (“gold” open access): (peer-reviewed) journals that are available for free, or on a cost-only basis
- ✖ **Hybrid Open Access:** Journals that are accessible free, but for which the authors pay a publishing fee
- ✖ **“Green” Open Access:** scholars place their articles, even those previously published in journals, in an online repository that is accessible to all for free



# List of Journals

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- ✗ For a database of US and international periodicals, see:
  - + [www.JSTOR.com](http://www.JSTOR.com) (subscription)
  - + <https://ssl2.cabells.com/> (subscription)
  - + <http://journalseek.net/> (free)
- ✗ (Open Access)
  - + <https://doaj.org/>
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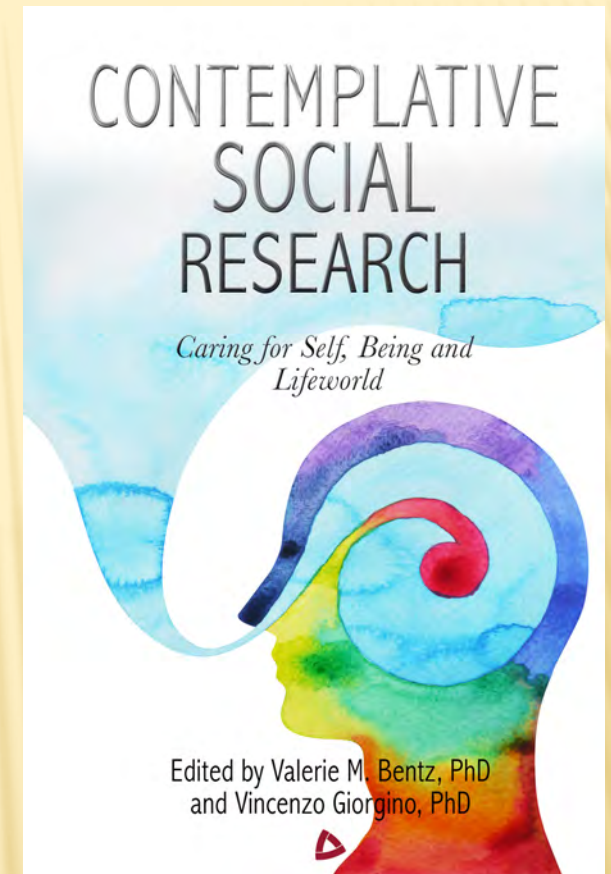
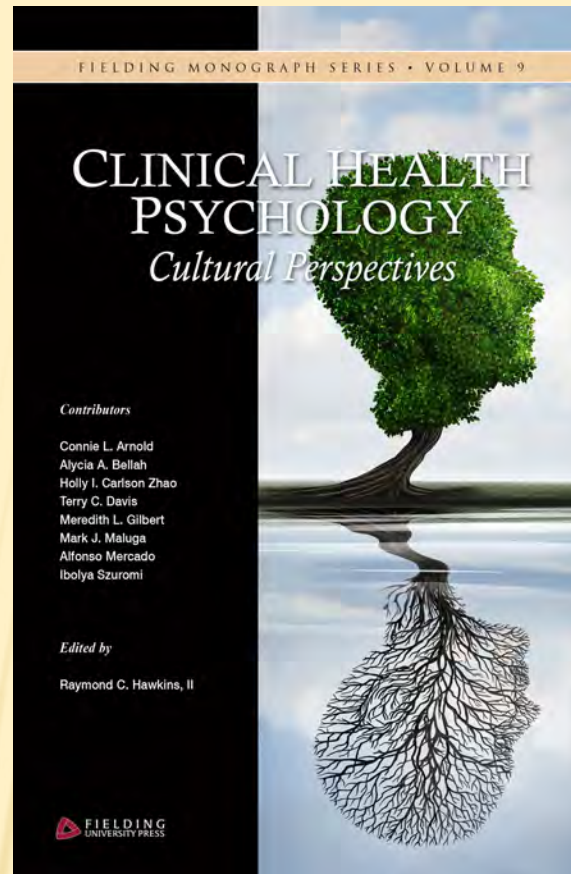
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# Fielding University Press Monograph Publications





# Presenting a Paper at a Conference

# International Conferences

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- ✕ For a comprehensive directory of upcoming Conferences, see:
- ✕ [ConferenceAlerts.com](http://ConferenceAlerts.com)
  - + Psychology
  - + Social Sciences
  - + Educational Leadership and Higher Learning




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International Center for Global Leadership Conference  
July 23-27, 2015  
Robert's Grove Belize  
www.icglconference.com  
Dr. John Schumacher  
President, International Center for Global Leadership



INTERNATIONAL CONFERENCE ON  
LIFELONG EDUCATION  
AND LEADERSHIP  
Czech Republic, Olomouc 29-31 October, 2015

**The International Center for Global Leadership Conference**  
July 23-27, 2015 Placencia  
Belize Roberts Grove Resort


23rd July 2015  
Placencia, Belize, Belize

The ICGL global leadership conference deals with many aspects of leading in this rapidly changing world. It is important to know how to deal with ambiguity. Leaders must have skills in the arenas of conceptual, interpersonal and technical areas.

## Leadership conferences worldwide

Listing 100 events ([go back](#))

1 All



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### June 2015

- 15th** Women in Banking and Financial Services Leadership Summit Melbourne, Australia
- 15th** International conference "New Media and Higher Education - opportunities and threats" Katowice, Poland
- 15th** The International Leadership Development Program for Physicians Boston, United States of America
- 16th** Women in Not for Profit Leadership Summit Melbourne, Australia
- 16th** Talent Management 2015 London, United Kingdom
- 18th** 5th International Conference on Management - Management, leadership and strategy for SMEs' competitiveness Gődöllő, Hungary
- 23rd** Women in Aged Care Leadership Summit Sydney, Australia
- 23rd** Women in Health Leadership Summit Sydney, Australia
- 26th** 2015 American Meridian University International Interdisciplinary Academic and Business Conference Boca Raton, United States of America
- 26th** 2015 Summer Global Symposium for Human Resource Management Los Angeles, United States of America
- 27th** International Conference on Leadership Strategies for Management of Marketing, Accounting, Business, Entrepreneurship, Economics and Tourism (MABET- 2015) New Delhi, India
- 30th** Summer School in Leadership and Governance for Sustainable Tourism Vitoria-Gasteiz, Spain

### July 2015

- 1st** Excellence in Education 2015 The Creativity - Innovation Challenge Krakow, Poland

# Submit A Conference Paper

---

- ✖ Identify academic and/or professional conferences related to your dissertation topic
- ✖ Survey their conference calendar and choose appropriate seminars or sessions
- ✖ Verify proposal deadlines, often around 6-9 months prior to conference date
- ✖ Accepted papers are usually printed in the conference proceedings; some conferences offer publication in peer-reviewed journals



# Writing a Book based on your Dissertation

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- Selected Folger Luna How-Tos
- Launch LUNA (Folger Digital Images on the Web)
- LUNA Tutorials
- Folger Bindings Image Collection
- Union First Line Images



Window & Glove, Miss Ellen Terry as "Lady Macbeth". Photograph, not before 1888

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# Your Dissertation as a Book

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- ✖ To publish in book format, you must recast the dissertation into a compelling narrative that integrates the insights of your research into modern practice
- ✖ You must try to translate your theoretical data into tangible, real-world ideas that are of practical value to the reader
- ✖ Usually the best way to start is to develop a TOC with short chapter descriptions that will form the spine of your narrative



# Traditional Book Proposal

---

- ✕ Executive Summary, including:
  - + Key highlights
  - + Book specifications
  - + What makes the book unique and timely
  - + Target audience
  - + Competitive publications on this topic
  - + Author credits
  - + Book Outline
- ✕ Sample chapter(s)

# Traditional Publishing

---

- ✖ The traditional publishing route requires you to submit a book proposal with at least one or two sample chapters via a literary agent
- ✖ Such agents typically receive hundreds of submissions per week or even per day
- ✖ Direct submissions to publishers rarely result in acceptance, unless your subject is highly topical and capitalizes on a newsworthy trend
- ✖ If accepted, you may (or may not) receive a modest advance, followed by a royalty of  $< 5\%$  on sales



# The Alternative: Independent Publishing

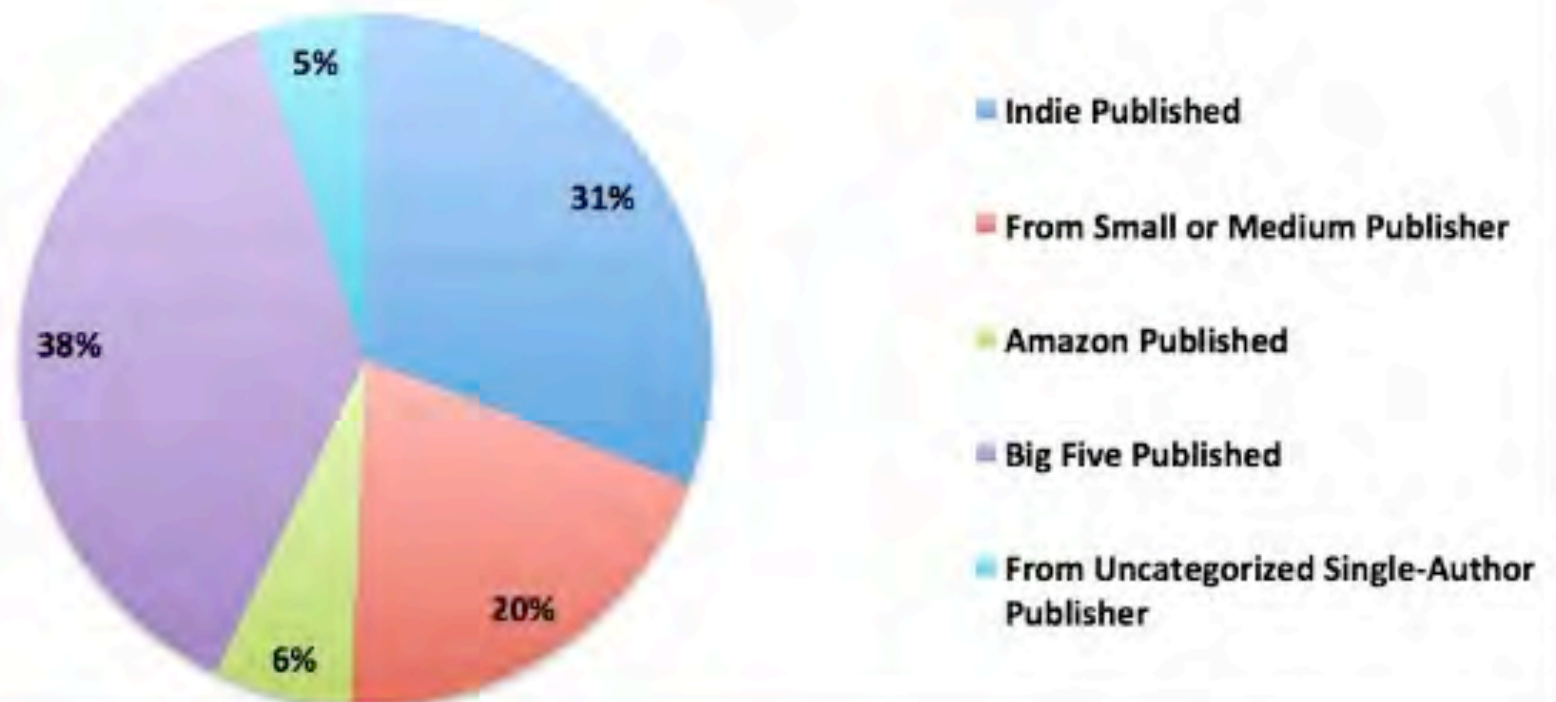
## ✕ Printed “on-demand” books

- + Blurb.com
- + Xlibris.com
- + Lulu.com
- + CreateSpace.com

## ✕ Electronic books (e-books)

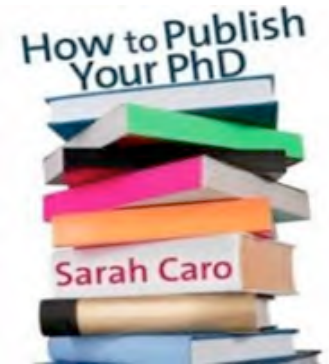
- + Apple iBooks
- + Amazon Kindle

**Daily Unit Sales of e-Book Bestsellers**  
**(120,000 books comprising ~50% of Amazon e-Book revenue)**  
**(Fiction and Nonfiction - July 14, 2014 )**





# Independent Publishing



- ✘ Today, 31% of all books sold on Amazon are independently published (April, 2016)
- ✘ Independently published books have become part of a trend begun by independently produced *films* and independent *music* labels
- ✘ The function of success is not the publishing label but the degree to which you can promote your book

# The Peer Review Factor

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- ✖ Ask your External Examiner to write a brief foreword
- ✖ Ask your Chair to write a brief Introduction





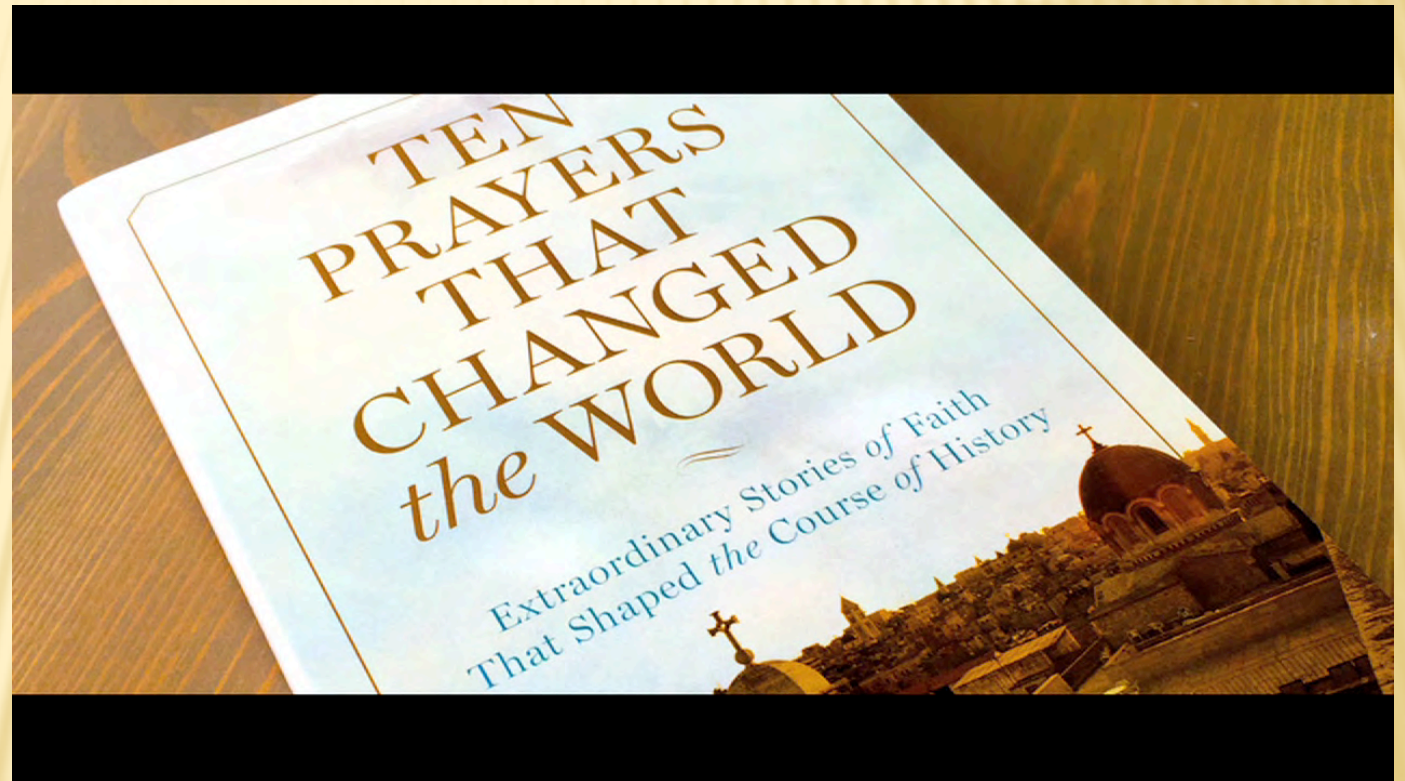
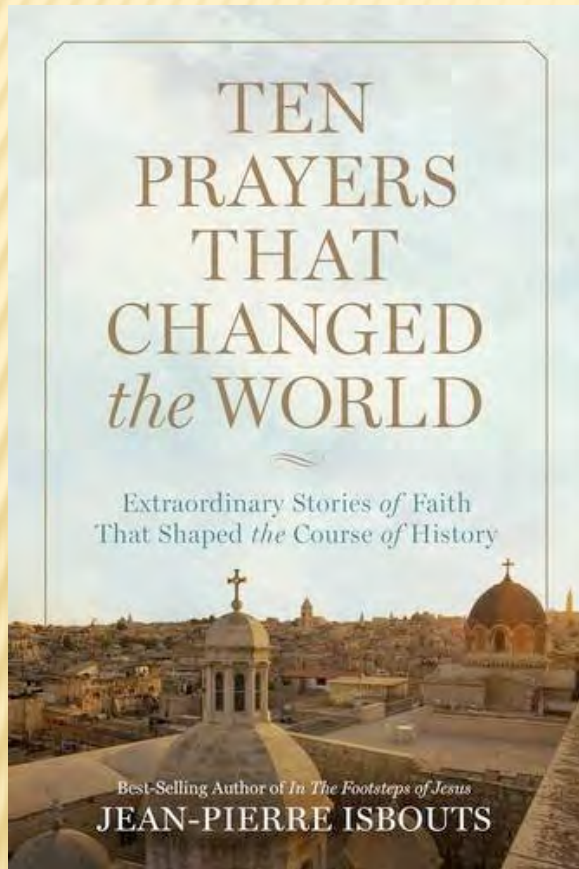
# Publishing in Video

# Gordon Goodman's Dissertation on Stage Fright





# Ten Prayers that Changed the World



# Final Thought

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- ✖ “It is nearly impossible to imagine any meaningful human expression in the 21st century that does not involve some form of digital media.
- ✖ It follows that the modern scholar must acquire the digital literacy skills to not only understand but also operate with these new media, and thus remain a vital component of the society that he or she wishes to investigate”
  - + Isbouts, Jean-Pierre, “Multidisciplinary Education for the Public Good: Using Media Narratives in Graduate Education”, in: *International Journal of the Humanities*, Vol.8, Dec. 2010.



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