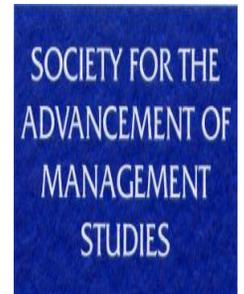


Department of Business Management



***How to Craft a Journal Article? Workshop for Young Researchers and Post Graduate Students in Management Studies in Africa***

**DATE:** 5<sup>th</sup>, 12<sup>th</sup> and 19<sup>th</sup> of NOVEMBER, 2021

**VENUE:** HYBRID

**Rationale and Objectives**

Recently in many countries in Africa, it has become mandatory for any professionals within the academic sphere to publish articles in refereed journals to gain promotion. Similarly, many postgraduate students including master and PhD candidates are required to publish a journal article before they graduate. We understand the importance of publication but it is our considered observation that this would not be easy to many postgraduate students. Furthermore, this would contribute to the reduction of the number of postgraduate students who graduate on time as well in the future.

On the same note, there are limited chances for African researchers to publish in good refereed journals globally; among the constraints, include language barriers and inadequate academic writing skills. In general, these decrease chances of sharing and disseminating knowledge generated in the Global South. To address this challenge we are proposing to conduct a workshop on academic writing skills for new academic staff and postgraduate students. Our expectation is that after training, the trainees would be empowered to develop publishable book chapters and journal articles.

**Target Group and Eligibility**

This training is aimed at bringing together novice academicians, researchers in higher institutions in Africa, Post graduate researchers (PhD and Master Students) who are interested in learning how to craft journal articles. The workshop invites research that draws from a broad range of theoretical and methodological approaches. We will be happy to receive submissions in the management field with a focus on *finance, accounting, marketing, business management, retailing, services marketing, international business/marketing, strategy, innovation, international management, organization behaviour, entrepreneurship, public administration, project management, procurement and supply chain, economics, econometric finance, agribusiness and human resources.*

We understand that management can be integrated in different fields such as agriculture, health sector, sociology, laws, tourism, engineering and psychology. We will be happy to welcome researchers from the aforementioned field as well. Please you may contact Program Coordinator for discussion at **[nandonde@sua.ac.tz](mailto:nandonde@sua.ac.tz)**.

## Workshop Format and Structure

The workshop will be structured in three main parts:

1. **Editors-In-Chief Clinic:** For participants to learn what it takes for their papers to be accepted in the academic journals, they will have the opportunity to learn from Editors-in-Chief with experience in conducting research in Africa.
2. **Lecture Sessions:** This workshop will introduce participants to the generic features of a journal article. Specifically, participants will learn how to develop solid research arguments in the **introduction section** by crafting and presenting research issues in this section. They will learn to develop a convincing **literature review section** by grounding both theory/concept/framework/model and empirical literature review in a systematic way without losing the context (area of research). This will help participants to anchor their research objective/questions in literature review to achieve research coherence.

Furthermore, participants will examine what it takes to write a good **methodological section** for a journal article. The focus will be on both methods (qualitative, quantitative and mixed methods). Experienced scholars from the field of management will offer insights on how to best present a methodological section. After this section, the workshop will focus on how to write **finding section** for a journal article. More focus will be on different styles that are proposed by journals.

Finally, the workshop will introduce participants to writing a comprehensive **discussion and conclusion section** for a journal article. It will entail what to include in this section, how to present your argument or claim, your contribution to the body of knowledge, your theoretical contribution and areas for further research?

3. **Reviewers Conner:** All submitted papers will be reviewed and comments will be shared to participants during the workshop.

## Application Process

Applications should be sent by email to the program coordinators by **20 October 2021**. Each application should include a draft of an article, one page CV illustrating a publication section and passport size picture. The paper should be not less than 5000 words and not more than 6000 words without reference. Main parts of your paper has to include **Abstract, Introduction, Literature Review, Finding, Discussion and Conclusion and References**.

## Program Fees

The workshop is scheduled for 5<sup>th</sup>, 12<sup>th</sup> and 19<sup>th</sup> November, 2021. As the COVID crisis continues, the workshop will be hybrid (virtual and partial face-to-face). Only for 30 participants in Morogoro, Tanzania will be on face-to-face. There are no workshop fees for accepted participants. Expenses for the organization of the workshop will be covered by **the Society for Advancement in Management Studies (SAMS)**. No allowances or accommodation cost will be covered for this training.

You may send your application to

Dr Felix Adamu Nandonde, [nandonde@sua.ac.tz](mailto:nandonde@sua.ac.tz) copying Prof Helena Bernard [barnardh@gibs.co.za](mailto:barnardh@gibs.co.za)

## **Our Faculty**

**Alet Erasmus**, PhD – is a Professor of Consumer Behaviour at Gordon Institute of Business Science (GIBS), University of Pretoria. Alet served as a Guest Editor of International Journal of Consumer Studies and editorial board of international journals such as the Journal for Family Ecology and Consumer Sciences. She has been a reviewer for a number of international journals such as the Advances for Consumer Researcher, Journal of Retailing and Consumer Services and International Journal of Consumer Studies. She has more than 50 publications and her work has appeared in *International Journal of Consumer Studies*, *Journal of Consumer Science* and *Journal of Retail and Consumer Services*.

**Anastacia Mamabolo**, PhD- is an Associate Professor of Methods and Entrepreneurship at Gordon Institute of Business Science (GIBS), University of Pretoria, South Africa. Her work has appeared in various international journals such as *International Review of Entrepreneurship*, *South African Journal of Education*, *Small Enterprise Research* and *Journal of Social Enterprise*.

**Elisabeth Rose**, PhD – is a Professor of International Business at Leeds Business School, Leeds University, UK. She is a Co-editors of Review of International Business and Strategy and Academy of Management Collection. She has more than 90 publications and her work has appeared in *Journal of International Business*, *Strategic Management Journal* and *Journal of World Business*.

**Helena Bernard**, PhD- is a Professor at Gordon Institute of Business Science (GIBS), University of Pretoria. She is an area editor for the Journal of International Business Policy, the deputy editor of Africa the Journal of Management and Organizational Review. She is serving in editorial board of Global Strategy Journal, IEEE Transactions in Engineering Management and Academy of Management Perspectives. She had more than 40 publications and her work has appeared in *Intentional Business Studies*, *Journal of World Business*, *Journal of International Management*, *Journal of Management and Research Policy*.

**Felix Nandonde**, PhD – is a Lecturer at School of Agricultural Economic and Business Studies (SAEBS), Sokoine University of Agriculture, Tanzania. Felix is an ad hoc reviewer for *British Food Journal*, *International Review of Retail, Distribution and Consumer Research* and *International Journal of Retail and Distribution Management*. His work has appeared in *Journal of African Business*, *British Food Journal*, *Transnational Corporation Review* and *FIIB Business Review*.

**Felix Mavondo**, PhD – is a Professor of Marketing at Monash University Business School, Australia. Felix has more than 270 publications and experience of supervising 40 PhDs. His work has appeared in *Journal of Business Research*, *Journal of International Business*, *Industrial Marketing Management*, *International Marketing Review* and *Journal of International Marketing*. He has experience of being in more than 10 editorial boards of various journals such as *Asian Pacific Management Review* and *International Journal of Culture, Tourism and Hospitality*.

**Jeremiah Makindara**, PhD – is a Senior Lecturer in Agribusiness Value Chain and Entrepreneurship. He is serving in Editorial Board of Business Education Journal (BEJ). His work has appeared in different international journals such as *TAJAS* and *JAED*. He has experience of supervising more than 10 PhD.

**John Kuada** – is an Emeritus Associate Professors of Management at Aalborg University Business School, Denmark. John is Editor-in-Chief of the African Journal of Management and Economics Studies (AJEMS) published by Emerald and has more than 200 publications. His work has appeared in various journals such as *International Marketing Journal*, *Journal of African Business* and *Thunderbird International Business Review*. John has authored more than 10 books with international publishers.

**Kevin Ibeh**, PhD – is a Professor of Marketing and International Business and Pro Vice Chancellor (International) at Birkbeck, University of London. His work has appeared in the *Journal of World Business Review*, *Journal of Business Researched*, *British Journal of Management*, *International Business Review*, and *Management of International Review* among others. Kevin is serving in a number of editorial boards of international journals.

**Simon Sigue**, PhD – is a Professor of Marketing at Athabasca University, Canada. His publications appeared in the *Journal of Retailing*, *Journal of Services Research*, *International Journal of Research in Marketing*, *European Journal of Operational*, *Omega*, *International Journal of Production Economics* and *Journal of Economic Dynamics and Control Research*. He is a past Editor-in-Chief of *Journal of African Business* and serves on the editorial boards of *Cameroon Management Review*, *Journal of Business Research* and *Journal of Marketing Channels*.