

PHD WRITING WORKSHOP

Michael Johnson, PhD

Management and Organization Department

University of Washington





WORKSHOP OUTLINE

Day	Time	Topic	Exercises
Monday	10:00-10:15	Introduction	
	10:15-12:00	Finding Your Story	1. Three Moves 2. Review Sentence
	12:00-12:30	Lunch break	
	12:30-2:00	Constructing Your Story	3. Rhetorical Templates 4. Motion and Pacing
	2:00-2:45	Writing for ESL speakers	
Tuesday	10:00-12:00		
	12:00-12:30	Lunch break	
	12:30-2:00	Introducing Your Story	5. Tiny Texts 6. Opening Sentence



REJECTION RATES AT TOP-TIER JOURNALS

Journal	Rejection rate
Journal of Financial Economics	91.3%
Accounting Review	89.7%
Academy of Management Journal	92-94%
Journal of Marketing Research	90%
Management Science	93%

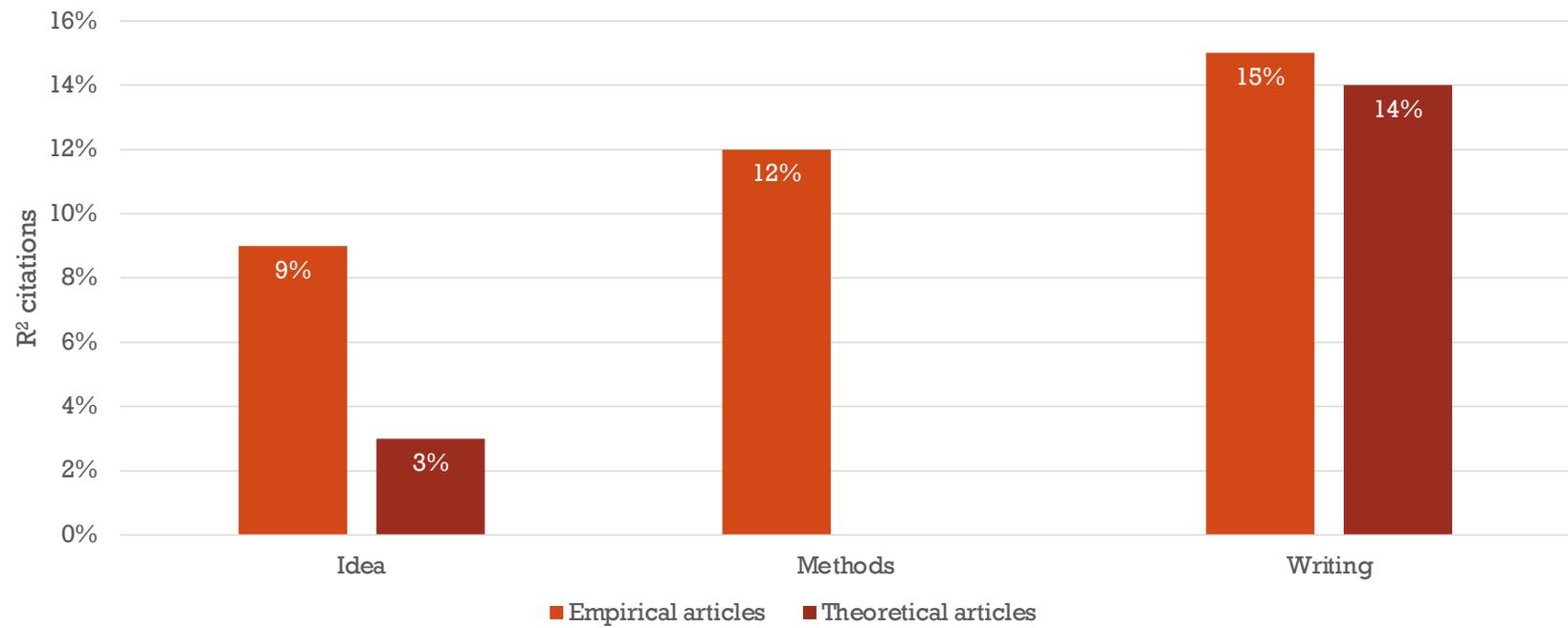
REJECTED

Journal of
Universal Rejection

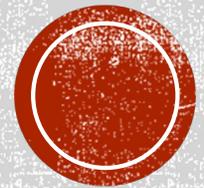


WHAT GETS CITED?

Judge, Cable, Colbert, & Ryan, 2007



FINDING YOUR STORY

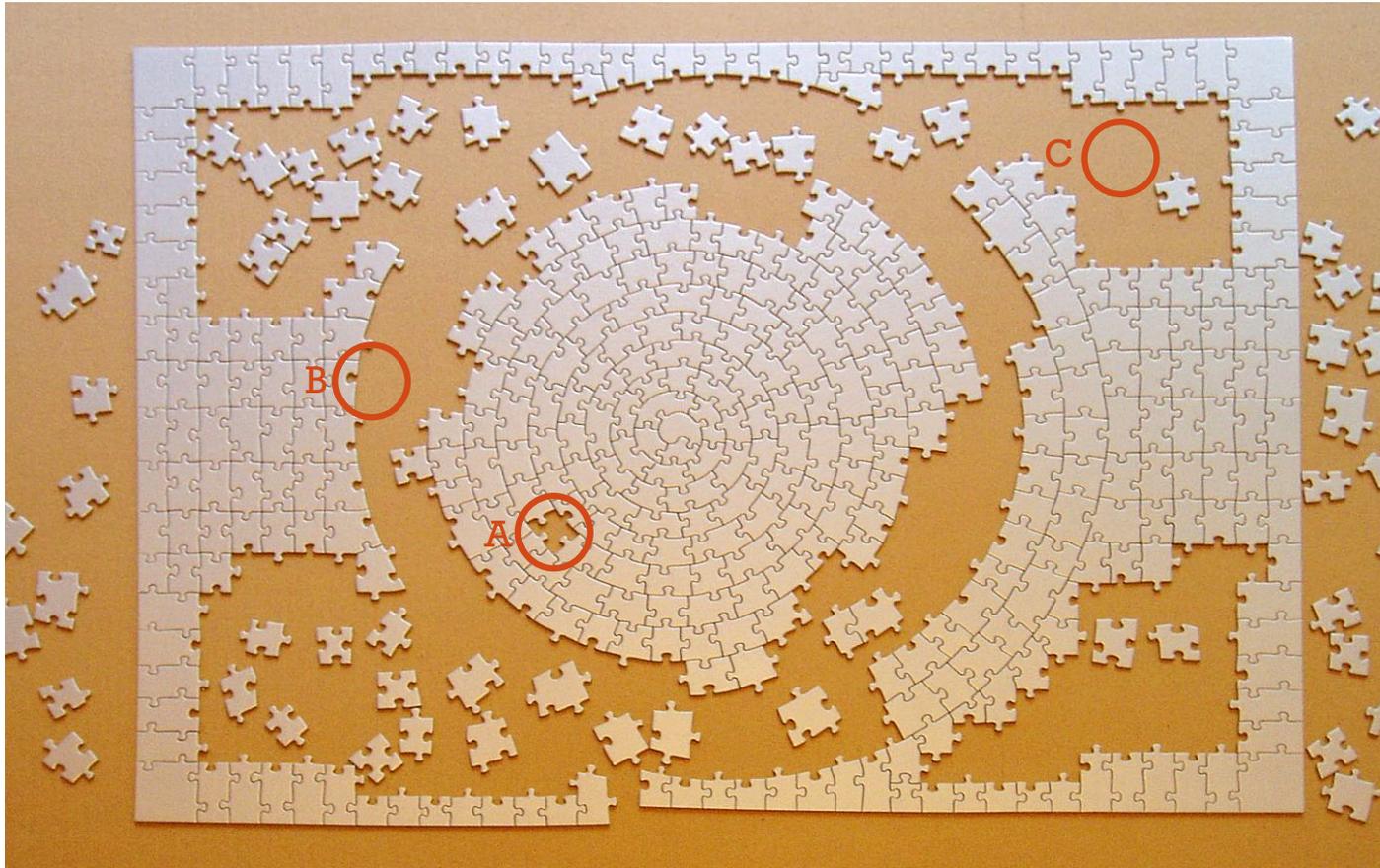


WHY A STORY?



- Stories exist in every culture (Brown, 1991)
- Reviewers like stories: “Their intro was a narrative and captured my imagination. It was just good storytelling” (Grant & Pollock, *AMJ*, 2011)
- A paper should tell a “clear, compelling story” (Gould, *Nature*, 2014)
- “The simple secret to successful writing, scientific or otherwise, is that you are telling a story” (El-Omar, *Advances in Digestive Medicine*, 2014)





ESSENTIAL STORY COMPONENTS



?

Interesting

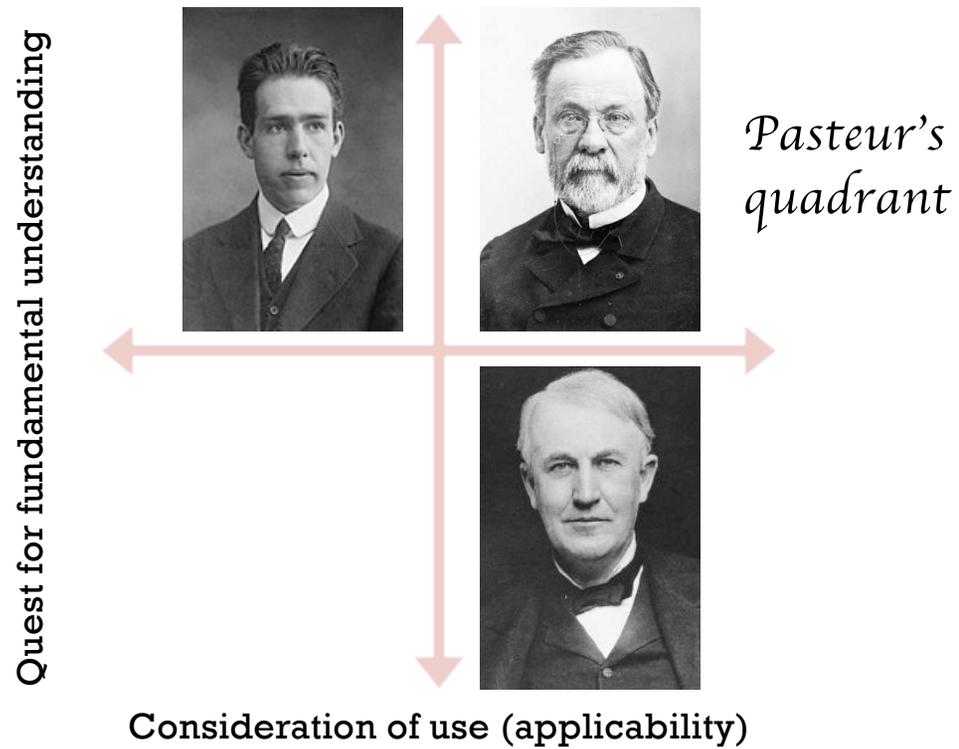


!

Important



MAKING IT IMPORTANT



(Mason, 2001;
Stokes, 1997)

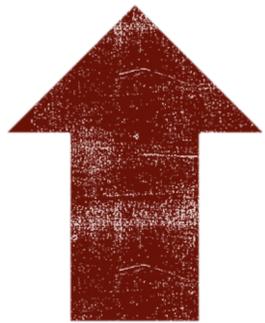


THOUGHT EXERCISE #1

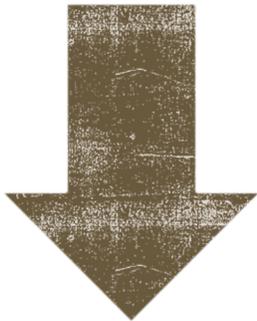
Consider a paper you are working on.
Which quadrant is it in? (Be honest!)

- Bohr's quadrant (high knowledge creation, low problem solving)
- Edison's quadrant (low knowledge creation, high problem solving)
- Pasteur's quadrant (high knowledge creation, high problem solving)
- The null quadrant (low knowledge creation, low problem solving)

MAKING IT IMPORTANT



**Consensus
creation**



**Consensus
shifting**

Consensus shifting:

1. The author articulates the taken for granted assumptions of the imagined audience by reviewing the literature ("It has long been thought that ...").
2. The author adduces one or more propositions that deny what has been traditionally assumed ("But this is false ...").
3. The author spends the body of the work "proving" by various devices that the old, routinely assumed propositions are wrong, while the new ones being asserted are right ("We have seen instead that ...").
4. The author suggests the practical consequences of these new propositions for his imagined audience's ongoing research, specifically how they ought to deflect it unto new paths ("Future investigation is necessary to ...").

(Hollenbeck, 2008)





Contents lists available at [ScienceDirect](#)

Journal of Accounting and Economics

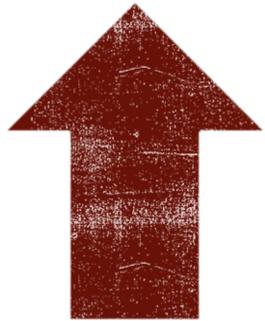
journal homepage: [www.journals.elsevier.com/
journal-of-accounting-and-economics](http://www.journals.elsevier.com/journal-of-accounting-and-economics)

Disclosure processing costs, investors' information choice, and equity market outcomes: A review[☆]

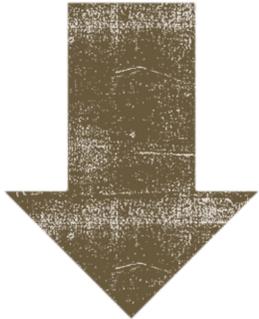
Elizabeth Blankespoor^{a,*}, Ed deHaan^a, Iván Marinovic^b

Many studies assume that firms' disclosures are “public” and, thus, that investors costlessly transform the information from disclosures into prices. A broad takeaway from our review is that this assumption is often unrealistic; just as it takes effort to read this article, it can be highly costly to acquire and understand firms' disclosures. The existence of processing costs means that firm disclosures are often a form of private information and, like all private information, learning from disclosures is an active economic choice for which investors expect a competitive return. Conceptualizing disclosures as private information also makes it clear that disclosure pricing cannot be perfectly efficient. Rather, disclosure processing costs can affect price informativeness, responsiveness, liquidity, volatility, and volume within rational equilibria, and have implications for a broad array of accounting research.

MAKING IT IMPORTANT



**Consensus
creation**



**Consensus
shifting**

Consensus creation:

1. The author shows that there are two (or more) clear lines of discrepant thought in the literature.
2. The author sheds light by resolving the debate or restricting its boundaries.

(Hollenbeck, 2008)



TOWARD A CONFIGURAL THEORY OF JOB DEMANDS AND RESOURCES

WEI JEE ONG
National University of Singapore

MICHAEL D. JOHNSON
University of Washington

This disconnect between theory and empirical evidence about how job demands and resources combine reflects a lack of scholarly consensus around these phenomena, despite increasing recognition that job characteristics have synergistic, not isolated, effects on employee outcomes (Parker, Morgeson, & Johns, 2017). The present research thus aims to build consensus (Hollenbeck, 2008) on how *configural* effects of job demands and resources may be theorized and tested. We depart from traditional variable-centered

An Emerging Theory of Avatar Marketing

Fred Miao, Irina V. Kozlenkova, Haizhong Wang, Tao Xie,
and Robert W. Palmatier

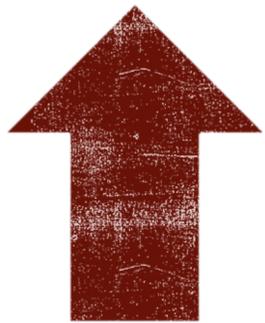
Abstract

Avatars are becoming increasingly popular in contemporary marketing strategies, but their effectiveness for achieving performance outcomes (e.g., purchase likelihood) varies widely in practice. Related academic literature is fragmented, lacking both definitional consistency and conceptual clarity. This article makes three main contributions to avatar theory and managerial practice. First, to address ambiguity with respect to its definition, this study identifies and critically evaluates key conceptual elements of the term *avatar*, offers a definition derived from this analysis, and provides a typology of avatars' design elements. Second, the proposed 2×2 avatar taxonomy suggests that the alignment of an avatar's form realism and behavioral realism, across different contingencies, provides a parsimonious explanation for avatar effectiveness. Third, the authors develop an emerging theory of avatar marketing by triangulating insights from fundamental elements of avatars, a synthesis of extant research, and business practices. This framework integrates key theoretical insights, research propositions, and important managerial implications for this expanding area of marketing strategy. Lastly, the authors outline a research program to test the propositions and insights as well as advance future research.

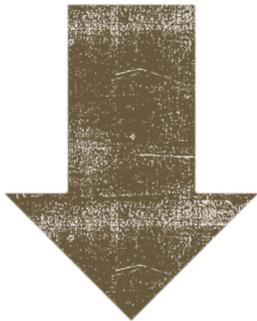
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MAKING IT IMPORTANT



Consensus
creation



Consensus
shifting

Unimportant framings:

- “This has never been done before”
 - Perhaps there is a good reason why it hasn’t been done before!
 - Difficult to link this paper to any existing consensus in the literature
- “Filling a gap”
 - This is *consensus-confirming* research
 - Can be valuable, but is incremental
- “Why ask why why?”
 - Every strong theory answers why two variables are related
 - This framing is about micro-mediation

(Hollenbeck, 2008)



THOUGHT EXERCISE #2

Consider the paper you submitted for this workshop. Which of the following does it do?

- a. Create consensus (strong)
- b. Shift consensus (strong)
- c. Confirm consensus (weak)

If you chose (c), can you change it to either (a) or (b)?

MAKING IT INTERESTING



(Davis, 1971)



DAVIS'S INDEX OF THE INTERESTING

	Type of interestingness	Why it's interesting
1	Order from chaos	What seems disorganized and unstructured is actually organized and structured
2	Chaos from order	What seems organized and structured is actually disorganized and unstructured
3	Simplicity in the complex	What seems like heterogeneous phenomena are actually a single phenomenon
4	Complexity in the simple	What seems like a single phenomenon is actually heterogeneous phenomena
5	The psychological is social	What seems like an individual phenomenon is actually holistic
6	The social is psychological	What seems like a holistic phenomenon is actually individual
7	The social-psychological	What seems holistic or individual is actually a property of the relation between the two

	Type of interestingness	Why it's interesting
8	Local is general	What seems like a local phenomenon is actually generalizable
9	General is local or contextual	What seems like a general phenomenon is actually local or context-dependent
10	Unobserved dynamism	What seems stable and unchanging is actually unstable and changing
11	Unobserved regularity or periodicity	What seems unstable and unchanging is actually regular and repeating
12	Unobserved functionality	What seems ineffective for achieving an end is actually functional
13	Unobserved dysfunction	What seems functional for achieving an end is actually ineffective
14	Unobserved good	What seems like a bad phenomenon is actually good



The Life Cycle Effects of Corporate Takeover Defenses

William C. Johnson

Manning School of Business, University of Massachusetts Lowell

Jonathan M. Karpoff

Foster School of Business, University of Washington

Sangho Yi

Sogang Business School, Sogang University

Forthcoming, *The Review of Financial Studies*

We document that the relation between firm value and the use of takeover defenses is positive for young firms but becomes negative as firms age. This value reversal pattern reflects specific changes in the costs and benefits of takeover defenses as firms age and arises because defenses are sticky and rarely removed. Firms can attenuate the value reversal by removing defenses, but do so only when the defenses become very costly and adjustment costs are low. The value reversal explains previous mixed evidence about takeover defenses and implies that firm age proxies for takeover defenses' heterogeneous impacts on firm value. (*JEL* G34, K22, L14)

Leela Nageswaran

Michael G. Foster School of Business, University of Washington, Seattle, Washington, USA

Correspondence

Leela Nageswaran, Michael G. Foster School of Business, University of Washington, Seattle, WA 98195, USA.

Email: lnages@uw.edu

Handling Editor: Michael Pinedo

Abstract

Many individuals have strong preferences regarding COVID-19 vaccines and would like to choose the vaccine they get. This practice, known as “vaccine shopping,” presents unique challenges to timely vaccine rollout: On the one hand, people may not get vaccinated if they are unable to receive their preferred vaccine, and on the other hand, a policy maker is inclined to distribute vaccines in a brand agnostic fashion to avoid wastage. We study whether a policy maker should allow individuals to choose their vaccine, and the optimal mix of single- and two-dose vaccines to procure. We develop a stylized queueing game-theoretic model that captures the main trade-offs in the interaction between individuals and a policy maker to examine the impact of vaccine choice on the number of vaccinations. Individuals obtain a reward from the vaccine administered at a server and decide whether to get a vaccine based on the wait time, their inclination toward vaccinating, and the level of choice provided. We find that restricting choice results in a greater number of vaccinations when vaccine supply is low by administering doses as and when they become available. Contrary to popular belief that restricting choice wastes fewer vaccines, we find that fewer vaccines are wasted when patients who are moderately hesitant about vaccinating are allowed to choose their vaccine. In this case the possibility of being assigned a nonpreferred vaccine leads patients to forego vaccination, and allowing a choice alleviates this concern. Using a mathematical model for COVID-19 transmission, we find that providing choice results in fewer infections in the United States than limiting choice, and the number of infections is lowest when a lower efficacy, single-dose vaccine forms 5%–8% of the total vaccine dose supply. Our findings provide guidance to policy makers, especially as they plan to vaccinate effectively using a diverse vaccine supply.

Delivering Healthcare Through Teleconsultations: Implications for Offline Healthcare Disparity

Elina H. Hwang,^a Xitong Guo,^{b,*} Yong Tan,^a Yuanyuan Dang^{c,*}

Abstract. Teleconsultations allow patients to search for, receive, and pay for medical consultations virtually. With remote diagnosis and treatment capability, teleconsultations have been proposed as a potential solution to the long-standing social problem of geographic disparity in healthcare. Although this sounds promising, unforeseen frictions could suppress the virtual flow of healthcare. It is unclear, then, whether teleconsultations actually mobilize healthcare to underserved regions. To advance our understanding, we first empirically investigate whether teleconsultations generate a virtual flow of healthcare to mitigate geographic healthcare disparity. Second, we examine whether social, information, and geography frictions are present in the virtual healthcare flow. To this end, we curate unique data capturing regional offline health resources and various regional characteristics and match them with teleconsultation instances over 10 years (2006–2015). Our exponential random graph model analysis provides encouraging empirical evidence that teleconsultations connect physicians in resourceful regions and patients in underserved areas—a desirable direction that can alleviate geographic healthcare disparity. However, we also find that various frictions are present. For instance, social and information frictions, such as cultural and linguistic differences and limited media coverage, suppress the supposedly free flow of teleconsultations across regions. Furthermore, although teleconsultation is anticipated to spark long-distance healthcare, we find that teleconsultations are less likely as the regions between patient and physician become farther apart. We examine two plausible mechanisms that contribute to the observed geography friction: (1) a low-information bandwidth of a teleconsultation channel and (2) the financial constraint of rural patients. Supplementary analyses using granular data (fees, physician ranks, and illness types) provide corroborating evidence for the proposed mechanisms.

Does Immediate Feedback Make You Not Try as Hard? A Study on Automotive Telematics

Vivek Choudhary
INSEAD, vivek.choudhary@insead.edu

Masha Shunko
Foster School of Business, mshunko@uw.edu

Serguei Netessine
The Wharton School, netessin@wharton.upenn.edu

Problem definition: Mobile and Internet-of-things (IoT) devices increasingly enable tracking of user behavior, and they often provide real-time or immediate feedback to consumers in an effort to improve their conduct. Growing adoption of such technologies leads to an important question: “Does immediate feedback provided to users improve their behavior?” We study immediate (close to real-time) feedback in the context of automotive telematics, which has been recognized as the most disruptive technology in the automotive insurance industry.

Academic/Practical relevance: Numerous automotive telematics providers claim unsubstantiated benefits from immediate feedback, while we still barely understand the implications of such feedback on user behavior. Given that feedback’s effect sometimes is ambiguous, at the same time such feedback-providing devices’ usage is increasing, it is important to study immediate feedback and identify the effect it has on human behavior, especially in important applications, such as automotive. This understanding is important given that other attempts to make driving safer have led to unintended consequences in the past.

Methodology: Using proprietary data on driving behavior, as measured by several parameters such as harsh braking, speeding, and steep acceleration, we investigate the impact of the driver’s decision to review immediate feedback on driving behavior. We use instrumental variable regression to estimate the effect.

Results: Contrary to the claims from multiple telematics providers, we find that on average, users’ driving performance after they review detailed feedback is nearly 14.9% worse than that of users who do not review their detailed feedback. This impairment in performance translates to 6.9%, or a one-year reduction in inter-accident time. Our results suggest that this deterioration is associated with increased speeding. Strong negative feedback (e.g., a sharp deterioration in performance) exerts a positive effect on short-term performance but this only happens for very large drops in performance (3% of cases). Furthermore, we demonstrate that drivers just below the insurance incentive thresholds exert greater effort following immediate feedback.

Managerial implications: Our results provide a key message to firms employing immediate feedback – specifically that such technology can yield unintended consequences. Furthermore, we show that drivers should receive only strong negative (but not positive) feedback to improve their performance. Finally, our results suggest that insurance incentives should be continuous, rather than a step function.

MARKETING SCIENCE

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Consumer Uncertainty and Purchase Decision Reversals: Theory and Evidence

Jeffrey D. Shulman

Michael G. Foster School of Business, University of Washington, Seattle, Washington 98195, jshulman@uw.edu

Marcus Cunha Jr.

Terry College of Business, University of Georgia, Athens, Georgia 30602, cunhamv@uga.edu

Julian K. Saint Clair

College of Business Administration, Loyola Marymount University, Los Angeles, California 90045,
julian.saintclair@lmu.edu

This research examines how prepurchase information that reduces consumer uncertainty about a product or service can affect consumer decisions to reverse an initial product purchase or service enrollment decision. One belief commonly held by retailers is that provision of greater amounts of information before the purchase reduces decision reversals. We provide theory and evidence showing conditions under which uncertainty-reducing information provided before the purchase decision can actually increase the number of decision reversals. Predictions generated from an analytical model of consumer behavior incorporating behavioral theory of reference-dependence are complemented by empirical evidence from both a controlled behavioral experiment and econometric analysis of archival data. Combined, the theory and evidence suggest that managers should be aware that their information provision decisions taken to reduce decision reversals may actually increase them.

DAVIS'S INDEX OF THE INTERESTING

	Type of interestingness	Why it's interesting
15	Unobserved bad	What seems like a good phenomenon is actually bad
16	Unobserved correlation	What seem like independent phenomena are actually interrelated
17	False correlation	What seem like interrelated phenomena are actually independent
18	False coexistence	What seem like phenomena that can exist together actually cannot exist together
19	Surprise coexistence	What seem like phenomena that cannot exist together actually can exist together
20	False positive	What seems like positive covariation is actually negative covariation
21	False negative	What seems like negative covariation is actually positive covariation

	Type of interestingness	Why it's interesting
22	Other false variants of shape	Incremental is continuous, continuous is incremental, curvilinear is linear, linear is curvilinear
23	False similarity	What seem like nearly similar phenomena are actually opposite phenomena
24	False difference	What seem like different phenomena are actually the same
25	Dependent variable is independent variable	What seems like the outcome is actually the predictor
26	Independent variable is dependent variable	What seems like the predictor is actually the outcome
27	One-way relationship is complex	What seems like a direct relationship is actually a mutual recursive relationship



Implied Tradeoffs of Chief Financial Officer Accounting Expertise: Evidence from Firm-Manager Matching

Darren Bernard,^a Weili Ge,^a Dawn Matsumoto,^a Sara Toyne^b

Abstract. We present evidence that although individuals with accounting expertise bring key skills to the financial reporting responsibilities of the chief financial officer (CFO) position, they tend to lack educational and career experiences relevant to nonaccounting responsibilities (e.g., operations and strategy). Assuming boards' perceptions of CFO accounting expertise are correct on average, we provide evidence of tradeoffs of CFO accounting expertise by examining how differences in CFO backgrounds shape executive employment decisions. Firms with greater demand for nonaccounting expertise are less likely to hire an accounting expert CFO, consistent with ex ante firm-manager matching. Ex post, significant declines in firm-manager fit predict CFO turnover and other compensating changes in the composition of the senior management team. Accounting expert CFOs are also less likely to become chief executive officers, suggesting that CFO experience does not fully mitigate these tradeoffs. Collectively, the results suggest important tradeoffs inherent to CFO accounting expertise that shape the structure of the senior management team.

THOUGHT EXERCISE #3

Does your paper:

- a. Affirm assumptions?
- b. Not address assumptions?
- c. Challenge strongly-held assumptions?
- d. Challenge weakly-held assumptions?

If a, b, or c, can you change it to d?

Look at Davis's Index of the Interesting in the previous slides.

Which type(s) of interestingness best fit with your paper?



The Three Moves (Swales, 1990)

Move 1: Establish the territory in which the work is located

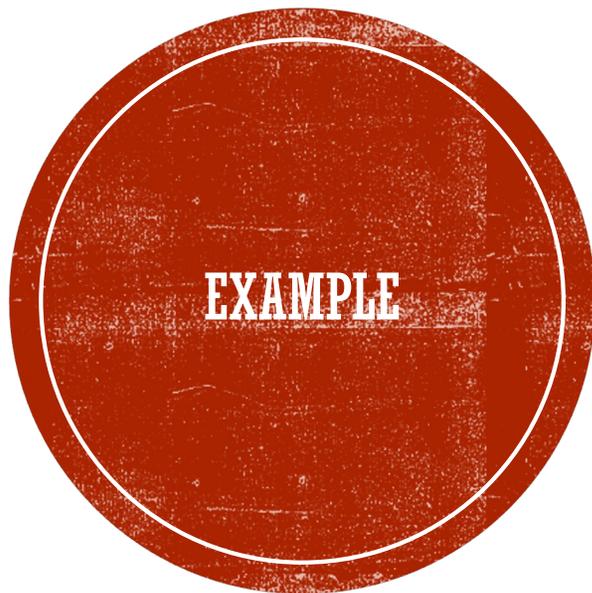
What literature are you adding to? What is known about the phenomenon?

Move 2: Establish a niche for the paper

What gap or blind spot is in the literature? What isn't known about the phenomenon?

Move 3: Fill the niche that has been constructed

How will you address this gap? What will you contribute to knowledge about the phenomenon?



Move 1: Establish the territory in which the work is located

Research on group decision-making has generally found that using straw polls negatively affects the quality of group decisions.

Move 2: Establish a niche for the paper

Existing research has only examined one form of straw polling (plurality voting). Social choice theory suggests other voting methods that yield more information about voter preferences.

Move 3: Fill the niche that has been constructed

Using rank order or allocation voting methods in straw polling provides more information about group member preferences and thus improves group decision quality.



The Three Moves (Swales, 1990)

Move 1: Establish the territory in which the work is located

What literature are you adding to? What is known about the phenomenon?

Move 2: Establish a niche for the paper

What gap or blind spot is in the literature? What isn't known about the phenomenon?

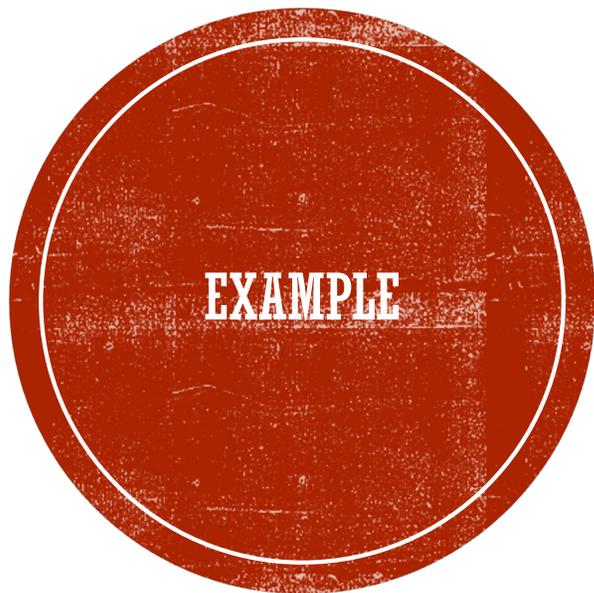
Move 3: Fill the niche that has been constructed

How will you address this gap? What will you contribute to knowledge about the phenomenon?



The Review Sentence (Thomson & Kamler, 2013)

Imagine how your paper will be written about in a literature review. If someone was to read your article and write about it in one sentence, how would they describe the content and its point?



The Review Sentence (Thomson & Kamler, 2013)

“Multivoting—where team members have multiple votes to allocate across different options—can improve group decision-making because it forces them to engage in more rigorous information processing (Johnson, Awtrey, & Ong, 2023).”



The Review Sentence (Thomson & Kamler, 2013)

Imagine how your paper will be written about in a literature review. If someone was to read your article and write about it in one sentence, how would they describe the content and its point?