THE CENTER FOR WORKPLACE DIVERSITY RESEARCH

School of Advanced Studies
University of Phoenix

ADVANCING YOUR SCHOLARSHIP SERIES

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How to Write for a Practitioner Audience
Why Write for a Practitioners Audience?

Academic vs. Practicing Faculty or Manager

• Academic
  – Job-related reasons to publish: Publish or Perish
  – Job and promotion depend on your publishing profile
  – Publications in quality scholarly journals
**Academic vs. Practicing Faculty or Manager**

- **Practicing Faculty or Manager**
  - Writing for publication is not usually part of your job
  - It is much more important to:
    - Keeping up with targets
    - Be focused on inevitable fire-fighting
  - Why publish?

**Why Consider Publishing?**

- University of Phoenix considers essential the scholarship development for **SAS dissertation chairs and students**
- University of Phoenix fosters **faculty/students from other colleges** to work on their scholarship
Why Consider Publishing?

- You may have done something interesting and/or that has made a difference, or
- Your company or organization has something to say
- You will create valuable networking opportunities for you, or your company/organization
- You may have a hand in improving or changing practice in other organizations or countries

Why Consider Publishing?

- You may have done some research as part of your degree, and publishing will provide a means of building on that research
- It always looks good on your CV, and also get you noticed with your peers about particular knowledge and expertise you have
- It provides a good means of sharing your opinions and experiences with colleagues and peers worldwide
Why Publish in a Practitioner Journal if You Are an Academic Author?

- University of Phoenix offers programs that are more practitioner-oriented
- It helps you to disseminate your research findings and making a difference in the wider world, as well as reaching a larger audience.

What is a Practitioner Journal?
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Practitioner Journals are journals that aim at a particular professional market.

**Practitioner vs. Trade Journals**

- They are targeted at a niche market rather than a broad audience.
- Subscribers to these journals are usually senior managers who are key influencers in their particular organization and often beyond.
- Your ideas could well be taken up at a very senior level.
- They are much more selective about the quality of content when compared to trade journals.
- Articles go into an online database, thus increasing dissemination.
**Practitioner vs. Academic Journals**

- They are aimed at a professional rather than at an academic market
- There is proportionally more emphasis on practical implications and less on rigorous research methodology

**How Should you Write for a Practitioner Journal?**
**How Should You Write for a Practitioner Journal?**

- **Title and Introduction**
  - Use both to capture the attention of the reader
  - Title should immediately catch the eye
  - “Brand globally, market locally”
  - “High-tech 2020: the horizontal, hypercompetitive future”

- Titles should use **alliteration**, **descriptive phrases**, and **terms that link into business preoccupations**

- **Introductions should use a journalistic style**
  - **Draw reader into subject**
  - **Make clear the practical relevance**
"We are living in a time of unprecedented globalization. Coca-Cola sells beverages in almost 200 countries worldwide while McDonald's operates in more than 30,000 restaurants in 118 countries (including some whose national diets do not include beef!). And it is not just consumer icons that today must manage their business models and franchises on a global basis: hundreds of packaged goods producers, computer hardware and software manufacturers, mobile phone service providers, auto makers and others now compete for consumers around the globe.”


How Should you Write for a Practitioner Journal?

- Provide real-world links
- Keep it concise and get to the point
- Write in a lively concise style, as if you were writing for a magazine rather than an academic journal
- You should NOT include long literature reviews
- Try to keep references to a minimum and use the “Harvard Referencing System”
HOW SHOULD YOU WRITE FOR A PRACTITIONER JOURNAL?

• **DO**
  - Write as clearly as possible
  - Break your article up into reasonably short paragraphs, and use short sentences
  - Use bullet points in the body of the article
  - Use active verbs
  - Use subheadings to break up the text
  - Use plenty of examples, and vivid language
  - Write concisely, and summarize things that are not essential to the “plot”

• **DON’T**
  - Use the passive tense
  - Employ a lot of technical jargon
  - Use long paragraphs and sentences
**Some Key Questions**

**What Do Readers Want?**

- What is new about your work
- What is generalizable
- What is good about it and how the benefit can be translated into something tangible from which others can learn
What Do Editors Want?

- You understand what their journal is about
- Something that will take knowledge forward
- Something that will make a difference
- Something that will provide inspiration to their readers to change their own workplace

What Type of Paper Should You Write?

- Research
  - without going into too much details, since practitioners are bored by that
- Viewpoint
- Technical paper
  - evaluates technical products, services, or a method of analysis
- Conceptual paper
  - be sure to connect to practical applications if you choose this type
What Type of Paper Should You Write?

- **Case study**
  - to be connected directly to business and to be written in a more journalistic style
- **General Review**
  - to be connected directly to business and to be written in a more journalistic style
- **Conceptual paper**
  - unlikely to be published unless directly related to a topic that is highly relevant to different businesses

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