



Meet the Editor

Everything you always wanted to know but were afraid to ask

Some talking points

What to do before and while submitting

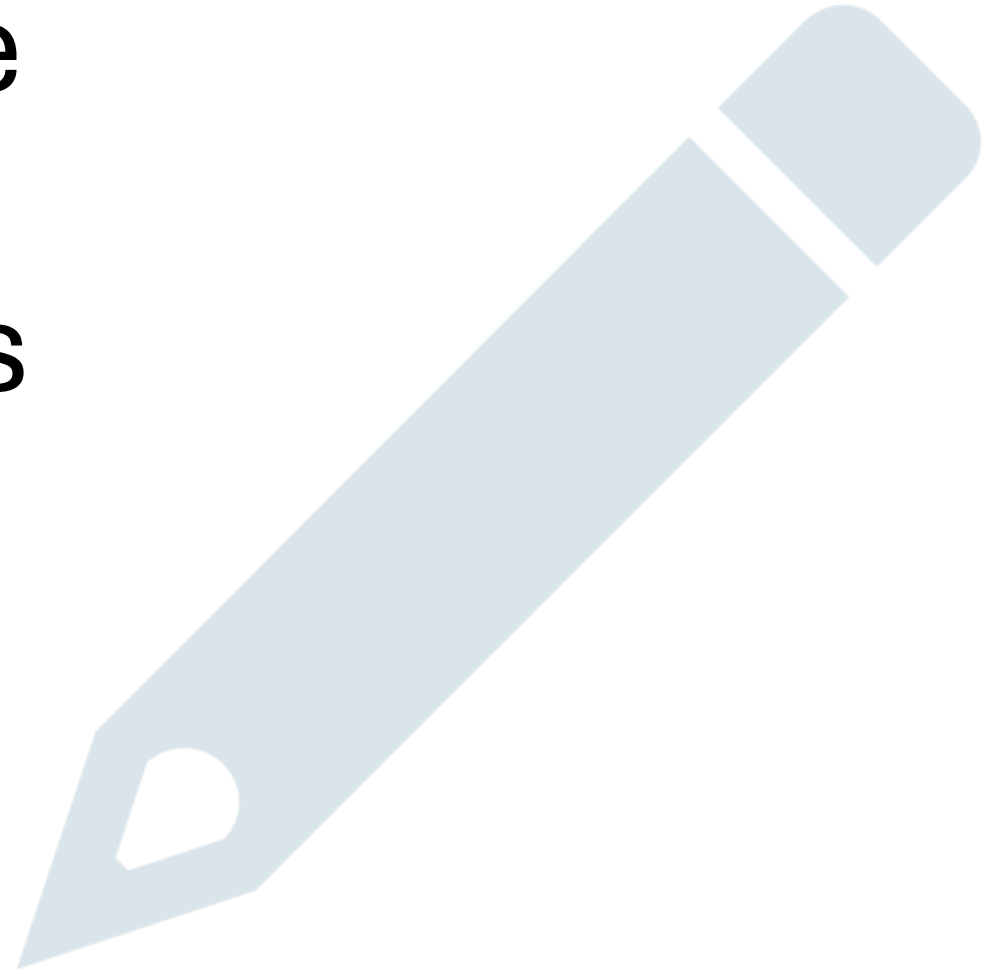
How to deal with reviews

How to deal with resubmissions in case the paper is rejected

What to do (and what not) as a reviewer

Whatever comes to table...

What to do before and while submitting papers



Before Submitting (1)



Know the Journal

Study recent issues to understand the journal's scope, tone, methodology preferences, and editorial priorities.

Benchmark against papers that have been successful there — not just those in your topic area.



Reverse-Engineer High-Quality Papers

Analyze the structure, flow, and emphasis across sections in top-tier papers.

Note how authors motivate problems, build theory, justify methods, and position contributions.

Before Submitting (2)



Front-End Excellence is Non-Negotiable

The introduction and conceptual framing determine whether reviewers stay engaged.

Make your motivation airtight by page 3 — reviewers form impressions early.



Craft a Clear, Intuitive Story

Explain the core insight in plain language; if you cannot explain it simply, it is not ready.

Test your “elevator pitch” with non-experts — friends, family, colleagues outside your field.



Articulate a Distinctive and Meaningful Contribution

Be explicit about what is new, why it matters, and to whom (theoretical, empirical, and managerial audiences).

Avoid equating “adding to the literature” with “listing prior studies.” Synthesize — do not summarize.

Before Submitting (3)

What happens inside the editorial desk?

- **Editors look for:**

- Topic match, Methodological match, Someone active in the space (recent publications)
- Someone developmental (not only critics of your stream)

- **Signals editors use:**

- **Your citations** (who you cite is who you invite into the room)
- Your framing (which community you align with)
- Your suggested reviewers list
- Journal keywords and submission categories

Your reference list should work like a compass — pointing the editor to the right community.

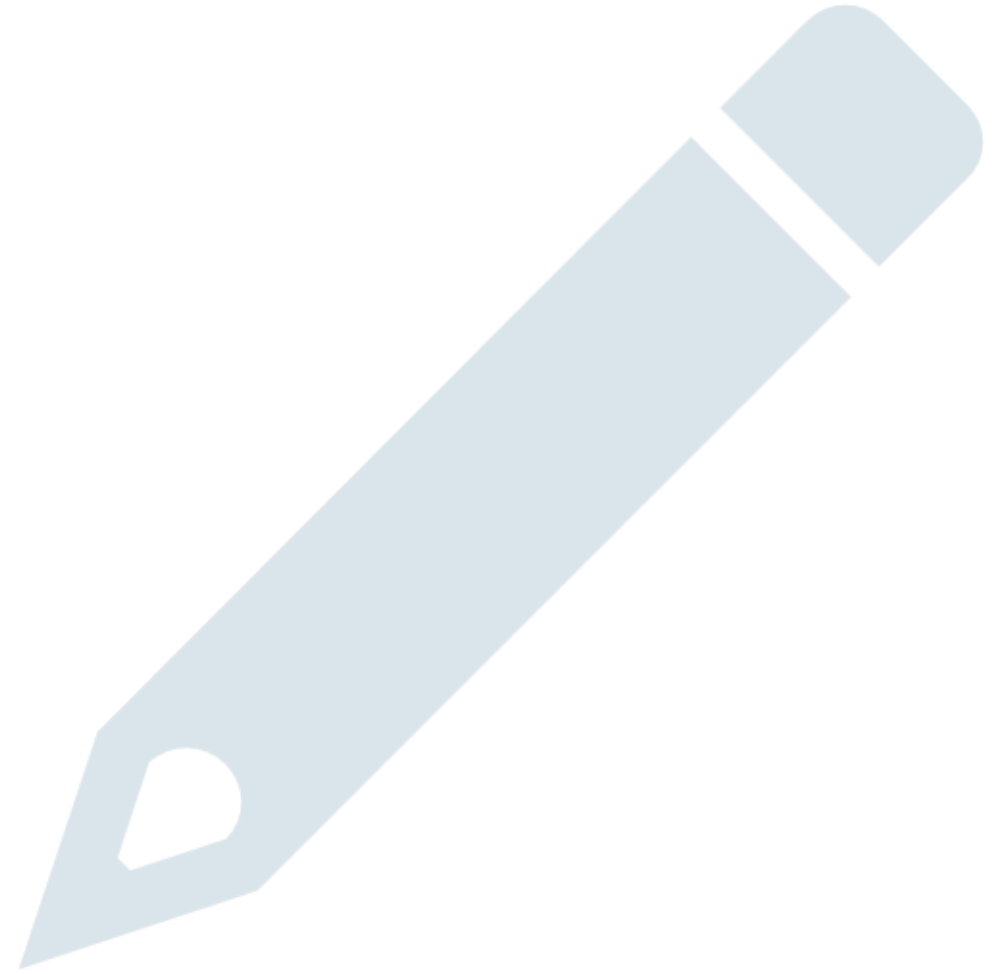
- **Reality check:** Editors are not Google — they work from:

- Editorial board rosters, Frequent reviewers in the system, Their own networks and memory, Who reviewed similar recent papers

- **Implicit rule**

- If you cite mostly 1990s–2010s work, you signal past community
- If you cite **recent authors shaping the field**, you pull in **active, developmental reviewers**
- **Your manuscript should tell the editor:** *This belongs in the conversation that these specific researchers care about*

How to deal with paper reviews?



How to deal with reviews? (1)

Don't React — Reflect

- **Take a week before doing anything substantive.**
- First reading = emotional. Second reading = analytical.
- Resist the urge to jump line-by-line into solutions.
- *Goal of week one: understand the “story” the reviewers are telling you about your paper — not the individual bullet points.*

How to deal with reviews? (2)

Read Holistically

- Read the letters **front-to-back**, not comment-by-comment.
- Identify:
 - The *big themes*
 - The *core misunderstandings*
 - The *tensions across reviewers*
 - The editor/AE's *steering signals*

Remember:

Not every comment is equally important.

Editors and AEs are trying to guide you — listen for direction between the lines.

How to deal with reviews? (3)

Diagnose the Real Ask

- For each theme, ask:
 - Is this a *clarity* issue?
 - A *theory* gap?
 - A *design* or *identification* concern?
 - A *framing/positioning* issue?
 - A *scope/ambition* mismatch?
- Then categorize comments into:
 -  Must fix
 -  Good to address if feasible
 -  Clarify / reframe
 -  Reviewer preference — tread carefully
 -  Out of scope / incorrect — respond respectfully

How to deal with reviews? (4)

Never Be Defensive

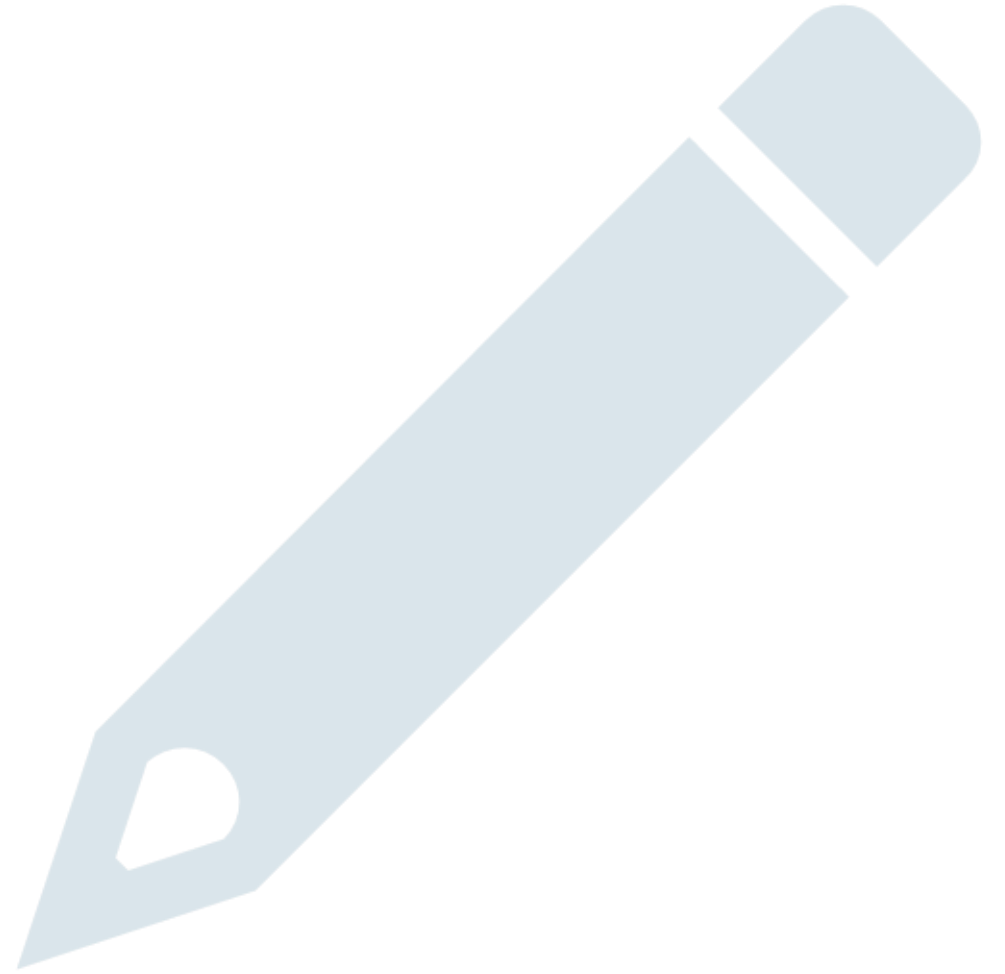
- Assume reviewers are trying to help the paper reach its potential.
- Your tone should be:
 - Professional
 - Grateful
 - Calm
 - Collaborative — not combative
- *Being right is not enough — you must be gracious in being right.*
- When you disagree:
 - Provide rationale
 - Cite evidence/literature
 - Show what you changed instead
 - Thank them for raising the point

How to deal with reviews? (5)

Go Beyond the Checklist

- Addressing each bullet is necessary but not sufficient.
 - Don't **only** respond to comments
 - Improve the paper as a whole
 - Strengthen arguments, theory, clarity, and positioning **beyond** what was explicitly requested
 - Tighten introduction, theory logic, and robustness — always
- A revision should feel like a **better paper**, not just a “patched” paper.

When Rejected: How to Prepare for Resubmission Elsewhere



When Rejected: How to Prepare (1)

Take Time to Process

- Do not resubmit immediately
- Let emotions settle; then read the decision and reviews again with a clear mind

A rejection is a data point — not a verdict on your ideas or your career.

When Rejected: How to Prepare (2)

Treat the Reviews as a Free Consulting Report

- Even if the tone was harsh, ask:
 - *What are the underlying issues they are pointing to?*
 - *Which concerns are valid and recurring?*
 - *What does this mean for the paper's narrative, positioning, or execution?*
- **If reviewers point to structural problems — fix them.**

A rejection is often a chance to make the paper *what it should have been*

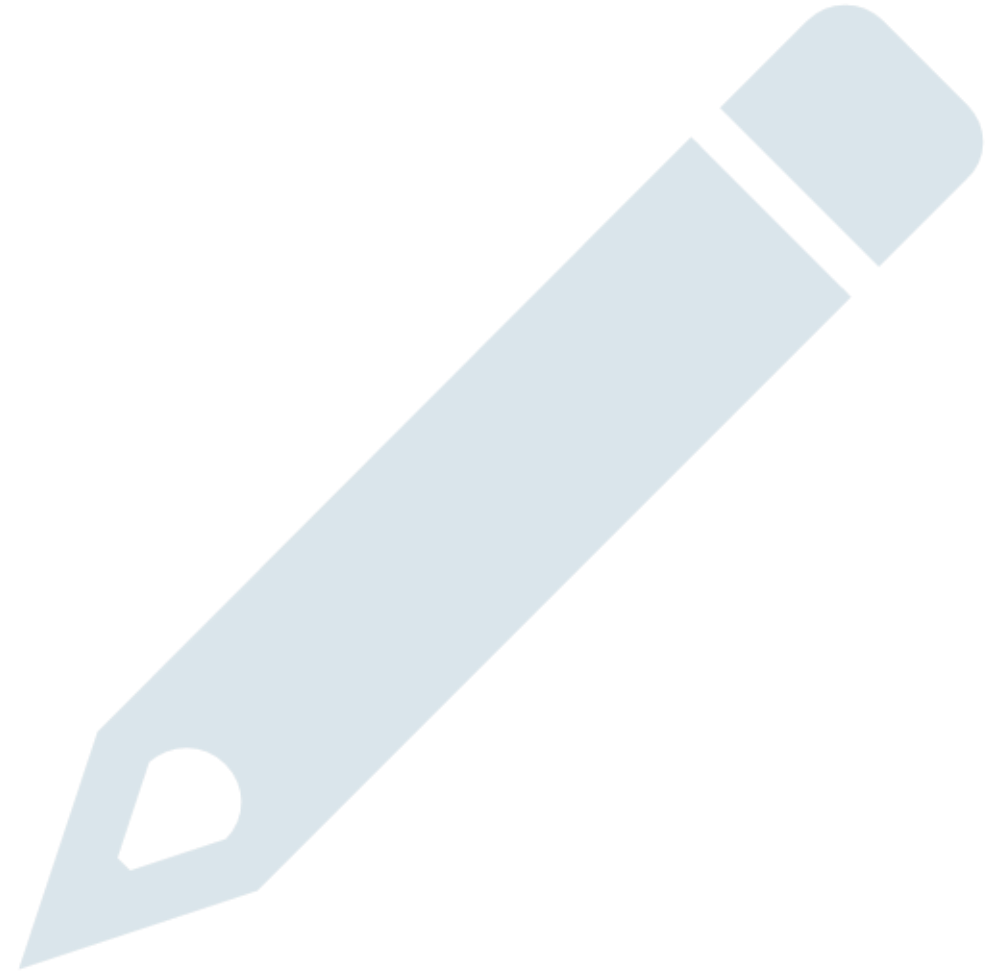
When Rejected: How to Prepare (3)

Assume You Will See the Same Reviewers Again

The reviewer pool in a given area is not infinite — especially in marketing



How to write good reviews?



How to write good reviews? (1)

Start With the Big Picture

- Before diving into details, ask:
 - **What is the paper trying to do?**
 - **Is the idea meaningful and novel?**
 - **Is there a real contribution here — theoretically, empirically, or managerially?**
- Focus first on *importance and potential*, not footnotes and formatting.

A technically perfect paper with no insight is still not a contribution.

How to write good reviews? (2)

Evaluate Holistically

- Don't go page-by-page through the manuscript.
- Instead, identify **core themes**:
 - ✓ Conceptual clarity
 - ✓ Theoretical logic
 - ✓ Research question importance
 - ✓ Methodological appropriateness
 - ✓ Contribution and positioning
 - ✓ Execution quality and clarity
- Group your comments around these themes.

Great reviewers synthesize — they don't enumerate

How to write good reviews? (3)

Offer Prioritized, Actionable Guidance

- Distinguish **major** versus **minor** issues
- Suggest **how** to fix key concerns, not just what is wrong
- Help authors see a path forward

A good review leaves authors wiser, not defeated

How to write good reviews? (4)

Maintain Perspective and Humility

- You are evaluating a paper, not the author.
- Avoid making it “your” paper
- Acknowledge alternative perspectives and methods

The best reviewers are demanding but generous
See the big idea. Evaluate coherence. Diagnose the choke points.
Guide the authors