

# Chapter 13

## Strategizing Research Areas for Crafting Publishable Articles: A Roadmap for Academic Authors

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### **ABSTRACT**

*This chapter explores the strategic process of identifying research areas that are likely to yield publishable articles in academic journals. It examines methodologies for pinpointing promising topics, assessing gaps in existing literature, and aligning with current trends and interests in the field. By providing practical insights and illustrative examples, this study offers a roadmap for selecting research areas that contribute to the advancement of knowledge and enhance the author's academic profile and reputation. This exploration aims to foster a culture of scholarly excellence and effective dissemination within the academic community.*

### **INTRODUCTION**

The pressure to publish in academia necessitates that scholars strategically select research areas to produce high-impact articles and advance their careers. This paper aims to guide researchers in identifying topics that fill literature gaps and align with current trends, thereby enhancing their work's relevance and visibility. Effective strategies include niche area research, collaboration, student involvement, angel research, and pipeline approaches (Abdullah, 2018). Developing a writing agenda

DOI: 10.4018/979-8-3373-0806-7.ch013

and action plan is crucial for increasing productivity and writing proficiency (Sosin, 2019). Key aspects of publication involve not only the selection and justification of research topics but also the meticulous preparation of manuscripts, effective interactions with editors and referees, and comprehensive management of research strategies (Guthrie, 2004).

Overcoming writing challenges such as literary laryngitis and first paragraph paralysis is essential for academic authors (King, 2013). These obstacles often hinder the writing process, causing delays and impacting the quality of the final output. By addressing these challenges head-on, scholars can maintain momentum in their writing, ensuring a steady progression from idea conception to publication.

In addition to strategic topic selection and overcoming writing hurdles, this paper emphasizes the importance of leveraging various research approaches. The niche area research approach focuses on specialized topics with limited existing literature, offering a unique opportunity for significant contributions. The collaborative approach encourages partnerships with other researchers, fostering diverse perspectives and expertise. The student research approach involves engaging with students in research activities, promoting mentorship and fresh ideas. The angel research approach seeks funding and support from benefactors, while the pipeline approach ensures a continuous flow of research projects at different stages of development.

By synthesizing these strategies and insights, this paper provides a comprehensive roadmap for academic authors. It aims to cultivate a culture of scholarly excellence and effective dissemination within the academic community, ultimately enhancing the impact and visibility of researchers' work.

## **PROBLEM STATEMENT**

Academic authors often struggle to identify research topics that are both novel and publishable. The lack of a strategic approach can result in wasted effort on topics that do not align with current academic trends or fill existing literature gaps, thus diminishing the chances of publication in reputable journals. This disconnect can impede the dissemination of valuable research findings and stall the academic advancement of scholars.

## **PROBLEM QUESTIONS**

This chapter is going to respond to the following questions:

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