International Journal of Multidisciplinary Research and Development
Online ISSN: 2349-4182, Print ISSN: 2349-5979; Impact Factor: RJIF 5.72
Received: 05-10-2020; Accepted: 20-10-2020; Published: 09-11-2020
www.allsubjectjournal.com
Volume 7; Issue 11; 2020; Page No. 74-80

Research and publication: Reflections on the research writing process

Moh Zali
The University of Madura, Indonesia

Abstract
The discussion of this paper is mainly relied on the interviewee' answers. This paper is very important for PhD students because it provides practical ways in terms of producing applicable and imperative findings. The author evaluates some of the key successes of engaging in scholarly debate in top leading journals, including to turn the idea into a fully- fledged research project, how to form the theoretical underpinnings and how to refute prior models or theories which are not sound. This paper also discusses the ways in which young researchers might begin to build an interdisciplinary research project. It is well known that the most exciting research contributions come at the edges of or between disciplines.

Keywords: PhD students, fully- fledged research, practical ways, applicable findings, interdisciplinary research

1. Introduction and Method

The primary aim of this essay is to dissect the writing and publication process. The rationale of this essay choses research article, titling "*when opposites attract? Exploring the existence of complementarity in self-brand congruence processes*", as main object to study because of some considerations. *First*, its implications clearly mentioning that it (only) provides conceptual and methodological implications – it does not does reflect a high concern for practical application of research results. As we understood that academics, regardless of their duties as pathways for the transfer of knowledge to their students, should also contribute to providing valuable solutions of the societal issues and innovation (Veugelers, 2014) [8]. There is also a claim, being a long-standing concern for researchers, given by Stone, Maxwell, & Keating, (2001) [7] that the link between academic work and standard setting or practice is often tenuous, quite often fraught. Thus, a two-way flow, I think, between academic study and practice should also be vital concern to discuss conventional theories and practice which is still ill suited to the challenges of the modern environment. *Second*, this paper mentions that 'for the first time' to investigate, from different angles, the presence of complementary factors in self-brand congruence. So it is hoped that we could obtain knowledge about how they brought and developed the existing theories and methods to apply in research project which is not previously carried out by others [1].

Third, it is expected, especially for young researcher who decides to embark on a joint paper, to gain information about how to solve disagreements and style clashes, and manage idiosyncrasies and egos. This paper comprises four co-authors where one of them is from different university and they have different experience. So this is unique to dissect their writing and publication process, maybe this can be helpful to deal with an under-performing co-author. In other words, it is a little bit of reflection and a few relevant pieces of advice. The paper as mentioned above, regardless of whether or not it have high impact on standards setting process, attracted my intellectual curiosity as previously illustrated. In that sense it provides a richer and more authentic account of the challenges involved in manufacturing new knowledge. Therefore, this essay is hoped that it can offer reflections with a little bit of inspiration and a clear narrative in the text for new scholars who are just beginning to embark on an academic career and PhD students. This also helps make research intelligible and do-able.

2. Finding

2.1 Turning research ideas into research project

Turning research ideas into compelling research project is not simple as it looks. At this point, even though someone has been given compelling research ideas, it still necessitates further careful consideration of other angles in order to reverse it into research agenda. This process, rather like drinking a glass of water, is not a straightforward process to pursue. This is imperative to 'integrate' ideas and 'narrow down' with a clear direction and the prices aspect in which you are interested. To understand better, this section provides practical elucidation of how to turn a good idea into a really successful research.

Interview question: how did you develop research topic and combine all ideas coming from your colleagues into final introduction? I think this is not easy, because all of you are expert in your topic "Marketing". And one of your team is from different university, and I think, you put a lot of empirical studies in your introduction, what are the significance of them for your introduction?

Answer: Well, Maria started the research ideas, but I am not sure what the original attention was. It was definitely best around the relationship between brand personality and

[1] More specific, research problems in that paper were analysed from a social psychological and sociological perspective (social exchange theory). Personally, by interviewing the author of this paper, I will obtain how they justified their theory adapted is relevant or enough to form theoretical framework and help in discovering good results. Because many commentators (e.g. Emerson, 1976) said that "social exchange theory fails to completely articulate the distinction between behavioural action and inaction". So it is, I think, very interesting to dissect its process. I can take many lessons in this process, because my thesis adapted theory, which is also from psychology 'the theory of planned behaviours' and have been debated by others.

human personality. We explored what was happening in that context. In the early stages, we decided, in attempting that idea to be logical, to discuss and seek current enlightenments of why certain people are attracted to some brands, more than others, and split the tasks based on our expertise [2]. We discussed that context and connected with literature to convince ourselves about the possibilities of a positive outcome of research. In this instance, we started with a wide-ranging concept which generated further themes, surrounding what we want to achieve. Then each of these themes formed a detached branch with more detailed sub-branches. When we proceeded down and the sub-branches with more related themes were documented. Those can then be assessed to raise issues that seem to be ignored in the scholarly conversation.

Moreover, our curiosity, after gathering and reading a broad range of research articles on our topic, was narrowed to the complementarity in self-brand congruence process. We found there is something misconceived in previous models, which had poorly explored the configurations of trait alignment in measuring self-brand congruence. And this was as a starting point for our research area. It was a call for action or resolution in that context. Behind this outcome, however, brainstorming possibilities and refining them down into a manageable research topic could be a daunting task [3]. Be open to be criticised is the key thing for assessing the appropriateness of our research topic decision. Because we would get feedback from our colleagues on the strength of, and weakness of our concepts being offered. In addition to making sure current area that has not yet been explored or is under-explored, we did verification by synthesising all entire relevant literature and integrating all knowledge that exists in the respective research field.

In terms of empirical studies put in introduction, empirical research means academic works using empirical evidence, which contains ideas, data, and information written from a standpoint which is intended to express or fulfil certain aims of the nature of the topic. In this regard, I think, it helped us since it is useful and informative in identifying any other study which might presently be done or in progress. So why we had to put empirical studies in introduction? It is as a means of showing why this research is important, and situating our research focus to convince readers and editors that there was a gap within prior models. I mean that theoretical lenses, once we discovered a gap which would be dug, became important to clarify our own thoughts about this study. By doing so, it would come up with reasonable and original contribution to producing new knowledge. Therefore, this research is hoped to contribute to developing a theory of self-brand congruence by providing a novel method of conceptualising the patterns of trait alignment, and suggesting an original applied method of measuring self-brand congruence. In terms of stipulating methodology, I think, it was one of the most challenging parts [4]. I was as a statistical advisor. Once I got corrections from others regarding current model provided, I tried to analyse it and rediscussed with them until making sense.

2.2 Literature Review Context

In this section, it will discuss how theoretical framework developed, leading to interesting theoretical discovery.

Interview question: How was theoretical view produced and how to make scholarly debate?

***Answer*:** From across a series of literature studies in our research context, we, in the early stage, reviewed the general topic of self-brand congruence process, to know a consumer's perception of a brand and to explore a crucial element in the mechanisms which implicitly or explicitly influence customer's choice. Then, it would need to focus on the primary subtopics of the relationship process of the congruity between brand personality and human self-concept. Despite this, we decided to restrict the nature of past models which seem to be suggesting a single approach of human personality and brand personality being tied together. In doing these acts, it would draw out the key points and trends (recognising any omission and bias) in the area of self-brand congruence.

Additionally, after gaining topic-based background knowledge, it allowed us to make reasoned judgment against the background of previous published research in the chosen area. For instance, in the course of forming a consumer-brand relationship, we did not believe that the synthesis of human personality and brand personality was natural binding as claimed by prior studies. So, we questioned whether there were alternative ways of perceiving why people had favourite brands and whether their personality fitted in with that perception about the brand. When identifying and discussing/explaining these concepts, we found complementarity in elucidating various aspects of the interpersonal attraction paradigm had been entirely disregarded in self-brand congruence; alternative perspective or framework can then be introduced. And then we went to start questioning how we should look at the phenomenon which had been overlooked. We felt likely to refute some elements of it and say that there was a greater disparity from the simple model that was previously produced. So the prior simple models say that humans selecting or being in love with a commercial brand that reinforce their own personality is not sound. We then went out to collect data on people's favourite brand and the personality using standard models that are being developed in the literature to mention these features, but also debating whether we felt they were appropriate.

In light of what we thought was a potential development of the field. it is important to note that a via conference attendance by members of the team, including myself gave us a sense of what could be achieved and convinced us that there was a definite issue or debatable issue around this area. We certainly listened to somebody else feeling that prior model was too simplistic and did not really fit the proposed situation. Then, we used inquiries to spark our thinking. Based on this, we developed the theoretical basis needed, and engaged scholarly debate by strengthening the scope and soundness of our argument for the current study.

2 Each individual brought different aspects to this project. And that made it a lot easier to work in the team because obviously Maria brought a strong psychological point of view from it. Angela went to produce a strong marketing theory. Susan specifically for brands. She was the strong person about brands. Then of course I brought the statistical or quantitative techniques to bear.

3 We sometimes found in the initial stage of analysis a fascinating discussion. For example, my colleagues felt no, it is purely on this that we have to tackle. We do not have to go down the route you want to go. We can go in this direction because this will actually get us to.

4 Why it is one of the challenge parts. It will be explained in "research method context".

The contribution of this study, therefore, is primarily moving forward from prior studies. We believed this is an important contribution to scholarship.

Suggestion for you, as a PhD student, it is a natural process, when we modify, revise, or refocus the topic after initially choosing one. Bear in mind that reading the previous studies is not something that we should stop doing once we began designing research. Most importantly, in my experience, reading published or unpublished books and articles as many times as possible will make the critical review much easier.

Interview question: How do you know that your prior studies you searched is enough to form your theoretical framework? And In your research, you use social exchange theory and some scholars (e.g. Emerson, 1976) say that 'it failed to completely articulate the distinction between behavioural actions and inactions', Did you consider it in your building theory?

***Answer*:** Across the range of subjects, there are huge differences in ways of producing a new theoretical framework. In our contexts, sometimes it is just the development. I mean that if you are using quantitative methods, other people may be say that it is just the development of some other aspects of the model which is intended to tackle a certain situation. However, in our context what we debated is more fundamental issues. In research, as far as I am concerned that the underlying research model is one key aspect to ensure that our research is clearly not containing false assumptions and logic leaps. So, we must seek to avoid any factor which adversely threatens the reliability of our findings and conclusions. These of course would necessitate careful thought. But we did it.

In terms of examining the logic of the theoretical assumptions whether our model stands up to rigorous scrutiny, we alluded to prior models and practical constraints since we want to move further away from the original models and concepts. Do you believe in a simplistic model or do you think the situation is likely to be more complex? Or do you actually believe that the idea that was promulgated before, actually it is the way that people behave. So, in order to look or to see whether we could confirm it or alternatively suggests that there were alternatives. We started exploring what the alternatives would be or what would make us convinced that the simple model did not work and needed to be elaborated in some senses. It means that of course the model that was given probably does explain some of the behaviour but not all of the behaviour and it is quite clear from the research that we would direct it towards what we would actually get for a fuller explanation of that context.

Again, we were convinced personally that what people have said in the past is not being clear in measuring a range of desirable brand-related behaviours. We then went to key literature and conferences in order to give us direction. In this point, we collected and read as much information as possible pertaining to the topic chosen. It is important to say that attending conferences, for us, was a good reference because people were bringing results in the context with most up-to-date findings and we received feedback from colleagues, but also it provided the opportunity to debate issues with other people. So, we learnt from this kind of processes. Again, we thought, by engaging scholar conversation and socialising our topic could develop our concepts further.

I think, there is no a precise scale of assessing how many studies that should be read for our project. But we had to educate ourselves as much information as possible for being familiar with all of the relevant background and pre-existing knowledge. To avoid getting loss what we read, outlining is possibly the most important points in mapping out previous studies although the criteria for selecting specific sources for review were not always apparent to us. Of course, it is not just a series of works reviews describing and summarising what each is about. For instance, after reviewing some studies, we then thought that the underpinning models, theories and arguments built in those studies are blurred or biased and it needed to be researched further. So, we justified in academic manner as I previously said.

Well, in term of social exchange theory, we were focused on the social theories that have been developed, but our developed concept is not accepting some parts of those social theories because several reasons. People usually produced fairly simplistic models which give broad and sweeping statements which sometimes do not reflect the reality. We in this point had to decide at what margin we were actually willing to do something about it. We could either accept the main part of the existing theory and the description of social behaviour and say, well that in general there is the model that we could pursue and modify it. Or we alternatively said to ourselves, 'no', it is clear from our own feelings that this is not sound toward general perception of other people who are working on that theory and said human personality is the same as brand. We, in rejecting the prior perception, developed justification in highly structured and systematic at each stage of analysis. For instance, because people have a range of activity, we looked at and questioned about activities of people in affecting their behaviour. We thought what we did is one of key aspects underlying research model being developed. It took us forward. I mean that because we were not accepting what was in the past, it allows us to develop newer theoretical assumptions and model, so it broadens that field. Accordingly, I can say 'yes' we always considered what previous studies said about the theories of our research context.

2.3 Research Method Context

According to Armstrong, (2003), academic studies in marketing domain do not offer important discoveries. To judge whether studies are important, they must meet aspects of replication, validity, usefulness and novelty (surprising) (Armstrong, 2003). Scholars in marketing research based on Malhotra and Birks' (2006) work, make common error in problem definition, and it precludes consideration of some courses of creating marketing research models. I think, those situations may match what the authors, being interviewed, claim that prior models were not sound. The intriguing aspect of this claim will be provided in the following discussion.

Interview question: your sample reached two hundred and six students took part in the online survey. This is good response, I think. However, a student populace might be claimed as something distinctive, principally associating with emotional factors, we know that students have a psychographic and demographic profile that does not represent or even be adjacent to other buyers or folks.

Interestingly enough, your study relied on student samples alone. I think it is difficult to find results applicable in the factual domain. Another point, I wonder, is it enough sample to generalise your findings and population covering students and nonstudents?

***Answer*:** Well, there was a lot of work in marketing talking about whether you should use students for behavioural examination. In the marketing literature, people have tended to say the usage of students as research samples, especially in marketing research, has come controversial. The advocates of the use of student as samples, for instance, contend that because the aim is to advance theories related to how fundamentally human behave, students as a part of public do epitomise a legitimate sample choice. They are a unique group in some circumstances. They also tend to behave like other human beings generally when dealing with purchases, so that essentially, we would see a student as an example of at least the layer of people within the population. I had to say that the usage of students as samples in a certain research is not automatically judged as the research producing unreliable research discoveries. It is however important to say that soundness validity from external, for example, about theoretical extrapolation, robust and wholesome theories could be alternative ways of complementing our findings. And we had already anticipated any bias affecting the study results. Consequently, we were required to determine when college student samples are appropriate in consumer behaviour studies and when they are not. Then, one of the most important points is, before designing our method/model, that we in the first step tended to recognise the necessity for some kind of information in order to tackle a problem or critical enquiry, and agreed on the definition of the problematic concerns being investigated so that the study processes produced valuable material.

Furthermore, do we think 206 of students acceptable for generalise population? The thing is that one can never be sure what is acceptable, particularly when one is looking at human behaviour because you do not really know the range that this could possibly extend over. A lot of psychological papers was read but surprisingly most of them recently have numbers which are considerably less than 200 of respondents. I have forgotten how many a student exactly. Nonetheless I am really sure that many people were used in the original studies quite frequently the 100 or less than a hundred in psychology studies. So the question mark in this point is about how many should you take?. So we gathered as many students as we can until we had got a sufficient data to proceed. Of course, in terms of review and the processes associated with our sample size. Yes, there were questions that arise whether these things are sufficient or not.

As you know, in our study, we were moving in a direction which was challenging ‘theory’. It was easier for us, based on prior studies and what I previously said, to say ‘yes’, this sample has actually challenged theory. In other words, we had stronger belief that our student sample challenging theory might be adequate. The fundamental case in doing psychological research, especially in term of sample size whether large sample or small one, is that ‘do they provide sufficient information for your study?. I do not think it is necessary to think purely in terms of the number. It is however what give you sufficient information to suggest that previous theories or models did not reflect current situation. And if you can develop the model on a large number, 200 samples are a large number in many of these studies, then I think you established the model which was potentially sound in your paper.

Interview question: In your paper mentioned that the primary objective of your research is to investigate, ‘for the first time’, the presence of complementary factors in self-brand congruence. How did you know that your method fits to test your research question? If it is ‘for the first time’ study.

***Answer*:** Our study was not simply repeating the previous model which have taken before. We allowed ourselves to do analysis which would be able to identify if the old model was in substances confirmed or refuted. We, in the direction of confirmation of the theory, used an established technique but we allowed for the possibility that the previous model was sound. In the process of identifying and justifying deviations from the original study, we always talked to others before we made any substantial revision to prior method, and explained why we think need to make the change. To ensure that our project keeps going in the right direction, we were tightly focused on what we want to explore. It is very important to be realistic that our literature search served a reference point which sometimes makes us rethink the basis of our research method.

Essentially in term of modelling concept, the idea was there are certain ways of measuring human personality and brand personality. We in this point wanted to be able to relate one to the other. And so we chose a particular methodology which allowed for concepts on one side which are composed multi-components to my match to the other sides. This is called a ‘canonical correlation’. Canonical correlation allows this synthesis between the two. What we found was that, you know, it was a diverse context. It refuted the simple model that was previously claimed that everything was complimentary. It is very much dependent on people's philosophical and personal views of the different kinds of constructs that want to develop. I am happy with what we worked with, because it seemed to offer a possibility of tackling that problem. Our method is unique and rarely used in the concepts that are often explored in the psychology in that sense. Of course, other people might have different views about the contexts of the paper that we were writing.

It is well recognised however that possible methodological limitations of course, which are beyond our control, could not be denied and I think it is normal. We discussed those limitations that directly associated with research problems because it would be helpful in identifying and acknowledging shortcomings of work. Regardless of whether our model assessed by other scholars does not be sound from a slightly different viewpoint, but our model provided us with greater confidence about the veracity of the predicted effects in our study. In the concept of the model we developed essentially allowed to actually confirm what we thought was possible. So our model was quite robust to the situation raised in our study. Again, we would have been quite happy if it been refuted since it leads to a debate opening up about whether people just bought products which are similar to their personality.

2.4 Discussion Context

In this section, it will provide how to interpret and integrate the findings of the project with findings obtained by prior studies.

Interview question: How did you navigate the process of developing/discussing theory based on your findings while also dealing with the constraints of your research setting? What were the challenges/difficulties?

***Answer*:** The difficulties of discussing theory in terms of findings, well, I think we had a simple context. You know we went to add to a theory which was trying to explore it, and tried to generally move away from the concept of one fixed model. So we were trying to say there is more diversity in this issue. So in some senses we were on stronger ground than many people in this context. You know, some people want to establish a model whether a new aspect can be introduced to the old model or we can add something new to a model that already exists. We in this situation were saying 'no', what we want to do is to produce the original model because prior model in terms of explaining and measuring the link self-brand congruence and the psychology of people interpersonal magnetism were not sound. At a glance, we do not believe that our model produced is plausible, therefore we went to look to enhance it or develop it by looking at what we were doing and in such a way we did not find problems with it.

I can say that it is easy for us to argue based on our findings because our model was quite robust to the situation as mainly grounded for prior models. There was no surprises to us in terms of diverse findings that we found because we have already anticipated and built up on this background. Maybe for other viewers say "studying the psychology of individuals is so unique and you cannot simply claim individuals are attracted to buy something because of this, even though your model produced, for example, is unquestionable. Because your findings purely relied on questionnaires where they have a limited information about human's perceptions of what make them interested in a certain product. So, the results of this study cannot always represent the actual occurring, in a generalised form because respondents' responses were around the options created by the researchers". That statement is well understood. But hanging on, they might forget that a theory and mathematical model employed, for instance in our study, carefully drew the logic conclusion whether the evidence matches the expectation of our theory. And based on our findings, we could theoretically prove and tackle from a logical point of view what we thought about issues surrounding the old model. Again, it is well recognised that people may have different methods and views to deal with same issues.

Even though forming the initial model was challenging, we did not find a specific difficulty in other aspects, including discussing our findings because we did it as a team and applied a cross-check method among us. I can say that the process of discussion is truly phenomenal insights. We ultimately developed and found for the first time the model of presence of a complementary configuration of traits in self-brand congruence that was richer and more refined through that very enjoyable process. We were surprised how rapidly the actual editor who was willing to accept the tangential development of model. So, essentially as far as we were concerned because it was tangential, it had benefits in order to be accepted because it was saying the previous model did not adequately sit in the concerned situation.

Interview question: Your paper provides a novel context and challenges prior assumptions, however I am curious about how did you refine the current business' approach in order to increase their selling based on you fascinating findings? Because I saw your implications only focused on conceptual and methodological implications – it does not does reflect a high concern for practical application of research results.

***Answer*:** We in our research did not want to explore the situation which was not often to be the crucial case. Our research was try to elucidate that there are 'other aspects' offering a given insight into intentions to buy or triggering an individual psychologically to choose a certain brand. This is manly as a response to the assumptions resulted in previous models which were biased understanding. We initiated to prove what we thought that prior models were not sound.

We essentially, in our context, was more focused on a favourite brand which was smoothly connected to individuals' intentions to buy. To achieve what we want to achieve, we were directed to looking at specific brand which was called favourite brands. So, in some senses they are already committed to their chosen favourite brand. In this vein, are they affected by the brand personality or their own personality? I think this situation would not change business' behaviour but it would shed light on one that could not say the diverse reason why young people of a certain social background identify their favourite brand. And that is not a binding distribution on a sailing instruction for business. What we explored is to provide an explanation of why people behave in certain ways, which might have a different than the previously old model's perception claiming that it is basically due to brand reinforcement. Again, we were questioning the prior perceptions. We tried to make another step and we achieved that by giving us greater plurality in ways of looking at brand human personality.

2.5 Challenges of collaborative study

This might provide practical insight into individuals who want to start working with other scholars. Of course, working with co-authors is rewarding, but difficulties also arise. For example, they do not contribute as much as they promised (an under-performing co-author). Regarding how to handle and motivate an under-performing co-author, those are discussed below.

Interview Question: finally, based on your experience, what are the challenges of doing collaborative study? And how did you tackled with?

***Answer*:** To begin with, the simplest way to understand the concept of collaborative study is about an idea of division of tasks, in which individuals who possibly have a diverse skill set work together to achieve their-a certain goal. This process hoped can advance ideas from across theoretical and logical points as well as from neighbouring research fields. In short, research practice in producing knowledge could be assembled together, like three young students playing together a war toy soldiers set. One young student is responsible for handling 'confederate soldiers', others come with cannons and limbers and flags. They snap them together to complete the whole toy war set in their play. Generally speaking, however, collaborative research is not without its problems, even though it is relatively rare within high-profile authors, conflicts are often unavoidable in any deep collaboration. So it is, in practise, not merely a case of working together to 'share the workload'.

Fierce discussion sometimes involve in formulating critical methodological tool which would be used. This issue might arise, at least, due to experiences, strength, personalities owned by research team to a given project. Each person's experiences and beliefs could interfere the interaction between the researchers and even became more problematic if some of them implicitly consider themselves as the most competent in a given topic projected. So I encourage academics to do deferential collaborations in which a form of living ethics prevails. I think, another challenge also comes from unequal work for each research team member. In this point, I am not content however to commitments in words, demanding instead commitments through action, that is, we just need to turn principles into real exertion. The award of authorship must share some degree of responsibilities for the entire process of conception, modelling, analysis and writing of the research. If there are no endeavours that could rationally be credited to precise scholar works, then that scholar must not be included in authorship.

Basically, the successful research agenda is dependent on the personalities that are involved. I think, one of the greatest difficulties is always to ensure that the personalities should come work together over a period because a research is not done in a day. So you have to have a set of people who come work together. Again, tensions do develop in any small group. For example, everybody wants to feel that they are making a significant or useful contribution and sometimes people do not see the other people. Fortunately, the people who are working on this project had a goal to achieve, which seemed plausible and seem to be relatively sound. I do not think in this particular paper there was any issue about under-performing co-author, but there were issues about directions occasionally. Sometime people went to certain things what other people did that would have been probably not helpful to the production of the paper at times and it is a question of reigning in being able for the group to make a collective decision about the way forward.

In our research you read, we used each person's experiences as a reference point during research processes. Sometimes each of us would come to the other with a truly bonkers idea, which something still required further action to making sense, when it was initially proposed. But rather than abandon any idea outright, we attempted to work each one, to see if it made sense in the overall narrative. A lot of senseless ideas fell at the wayside; many others wound up helping create some of the tension and many of the plot twists in the research draft. In addition to resolving intellectual differences, we tried to suppress our ego. I think, it is one of the most significant issues in involving multiple authors in a research paper. There was not the tendency, in our project, that seniority must automatically equate to lead authorship status. And we be able to equally attribute each facet of the project to a specific researcher based on their expertise. For instance, in terms of creating definition of constructs which would be investigated, Susan may not be strong enough on understanding brand, so we agreed to appoint Angela to create the exploration of the branding and interpersonal contexts. And Maria was responsible for collecting data but more importantly she brought the psychological aspects in analysing a well-recognised phenomenon on the paper. So, any issues about the extent of involvement for each author could be addressed. In the end, all members of the team should review and approve the manuscript, based on agreed-upon schedule for final drafting and deadline for completion, before it is submitted for publication.

3. Conclusion

A research producing valuable knowledge is not a simple process; great dedication and commitment to the research agenda being concerned are the primary key in making important findings.

What we discussed above would be summarised into understandable research diagram (see figure 1). Even though figure 1 at a glance seems to be easy to perform, it does not mean easy to practice. This is affirmatively evidenced by empirical studies, for example Armstrong, (2003) postulating that academic studies in marketing resulting applicable findings seem to be rare. One of the main contemporary reasons is due to misconception of the models being developed (Karampela, Tregear, Ansell, & Dunnett, 2018). They also mention that this occurs because prior researchers make wrong judgments on the underpinning phenomena being investigated and prior theories. As a result, research models employed is not sound.

In the figure 1, we based on interview results attempt to divide how to make important findings into three stages. For the first stage, we refer to processes of developing and solidifying research ideas. In this point, accurate understanding of phenomena spectrum and related theories plays important role in grasping assumptions that will be used to develop research model. To some extent, the reasoning of engineering assumptions and concepts sometimes is primarily relied on biased perspectives, due to incapable of holding up to a good level of scrutiny in prior theories. This is where the literature review becomes important. It is still reasonable to argue that some people might still remind to think that the nature of 'literature review' is to summarise the pieces of prior work. However, it is more than summary. So, the main point in the first stage is we have to carefully pay attention on reviewing prior studies and theories. In the second stage, the thing that should be taken into account, when formulating research model and method, besides theoretical views is an understanding of context of where a bundle of questionnaire will be spread, nature of respondents (e.g. psychographic and demographic profile), and nature of research problem being investigated. Those aspects may affect the robustness of research models. Furthermore, for the third stage, it refers to the analysis and communication process.

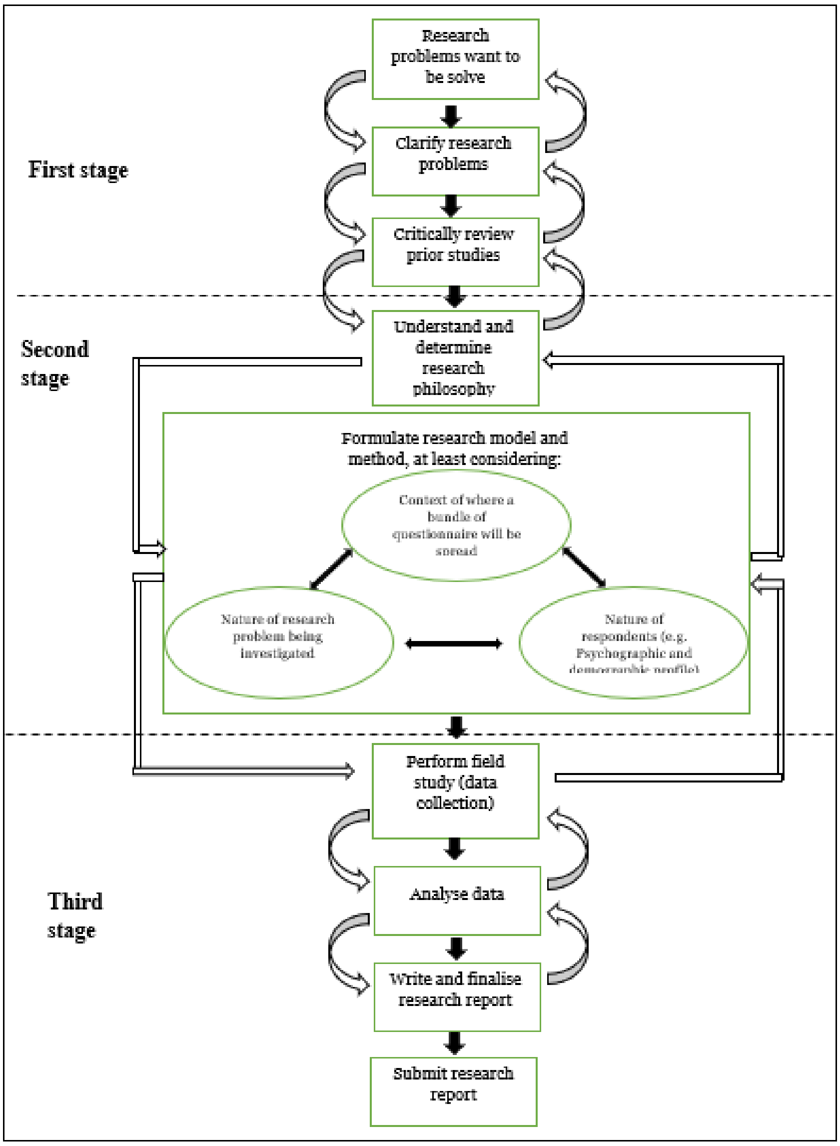

Fig 1: Research Process

Acknowledgments

The author is intended to Ach Maulidi for providing data of interview, Business School University of Edinburgh. The author also thank the other reviewers of this journal for helpful comments. Any remaining errors are, of course, our own.

Reference

1. Armstrong JS. Discovery and communication of important marketing findings Evidence and proposals, Journal of Business Research. 2003; 56:69-84.
2. Emerson RM. Social Exchange Theory. Annual Review of Sociology. 1976; 2(1):335-362. https://doi.org/10.1146/annurev.so.02.080176.002003
3. Gendron Y, Bédard J. Academic auditing research: An exploratory investigation into its usefulness. Critical Perspectives on Accounting. 2001; 12(3):339-368. https://doi.org/10.1006/cpac.2000.0429
4. Karampela M, Tregear A, Ansell J, Dunnett S. When opposites attract? Exploring the existence of complementarity in self-brand congruence processes Maria, Psychology & Marketing. 2018; 35:573-585. https:// DOI: 10.1002/mar.21107
5. Lesage C, Wechtler H. An Inductive Typology of Auditing Research. Contemporary Accounting Research. 2012; 29(2):487-504. https://doi.org/10.1111/j.1911-3846.2011.01111.x
6. Malhotra NK, Birks DF. Marketing research; An Applied Approach, England: Pearson Education Limited, 2006.
7. Stone D, Maxwell S, Keating M. Bridging Research and Policy. An International Workshop Funded by the UK Department for International Development Radcliffe House, 2001. https://doi.org/10.4018/978-1-4666-7473-8.ch012
8. Veugelers R. The contribution of academic research to innovation and growth. WWW for Europe. 2014; (71):1-35. Retrieved from https://www.google.com.mx/url?sa=t&rct=j&q=&esrc=s&source=web&cd=1&cad=rja&uact=8&ved=0ahUKEwizvfbO1szSAhWBTSYKHXgAA5MQFggeMAA&url=http%3A%2F%2Fwww.foreurope.eu%2Ffileadmin%2Fdocuments%2Fpdf%2FWorkingpapers%2FWWWforEurope_WPS_no071_MS65.pdf&usg=AFQjCNF7M3
9. Wyatt A. Interface Between Teaching / Research and Teaching / Practice. Accounting Horizons. 1989; 3(1):125-128.