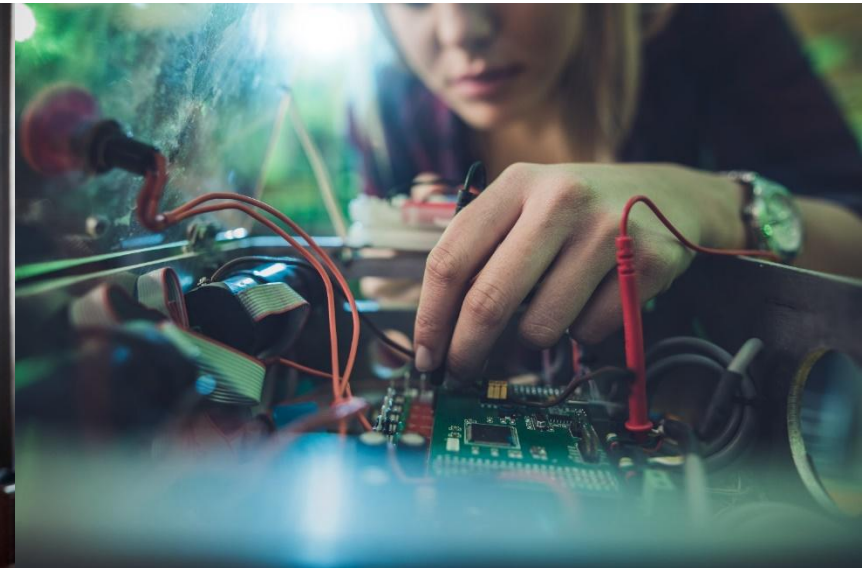


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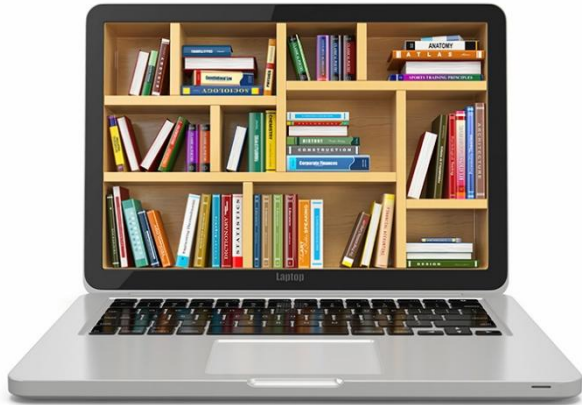
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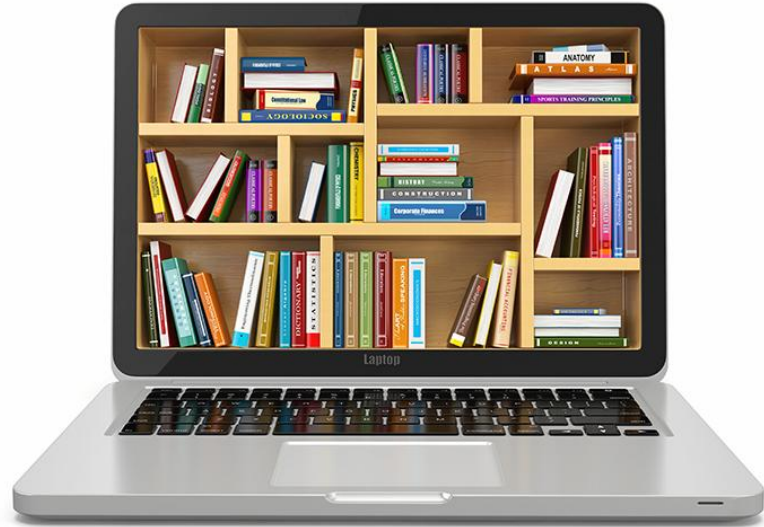
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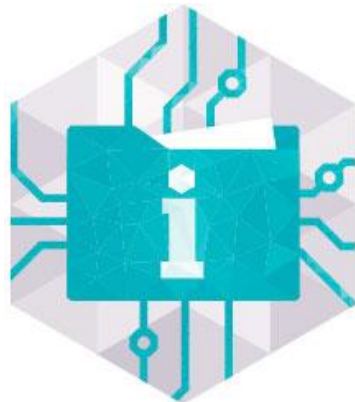
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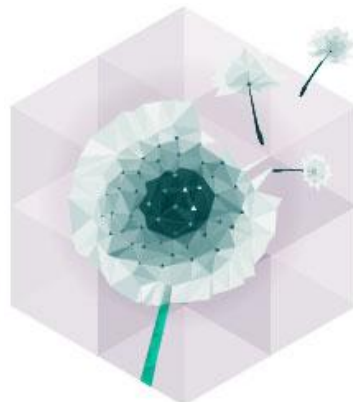
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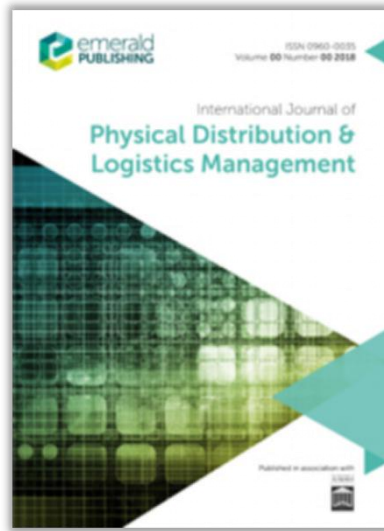
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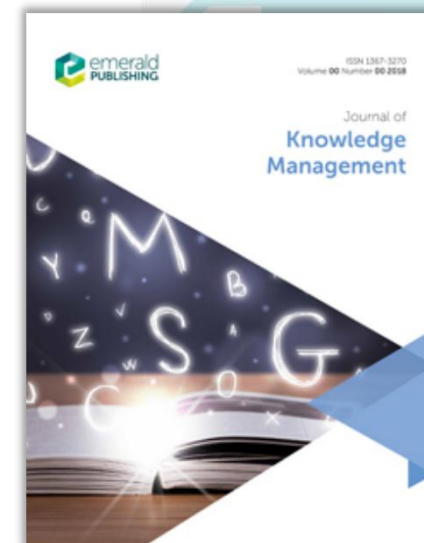
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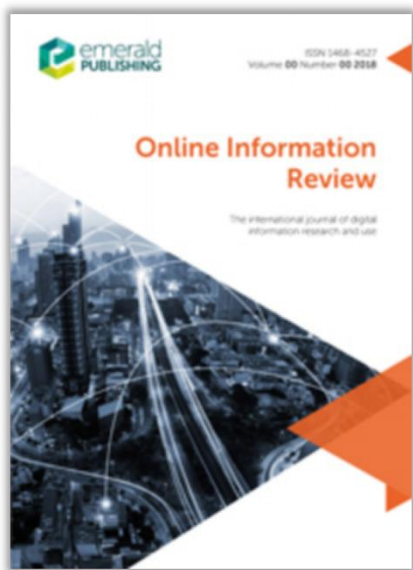
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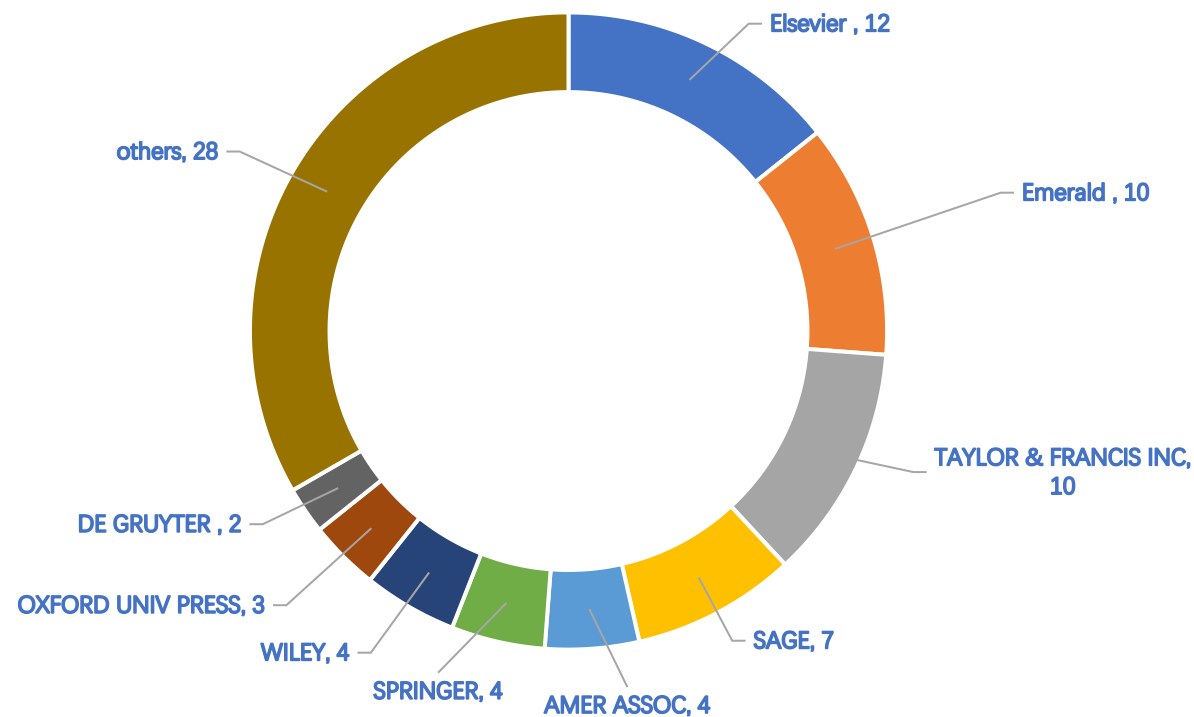
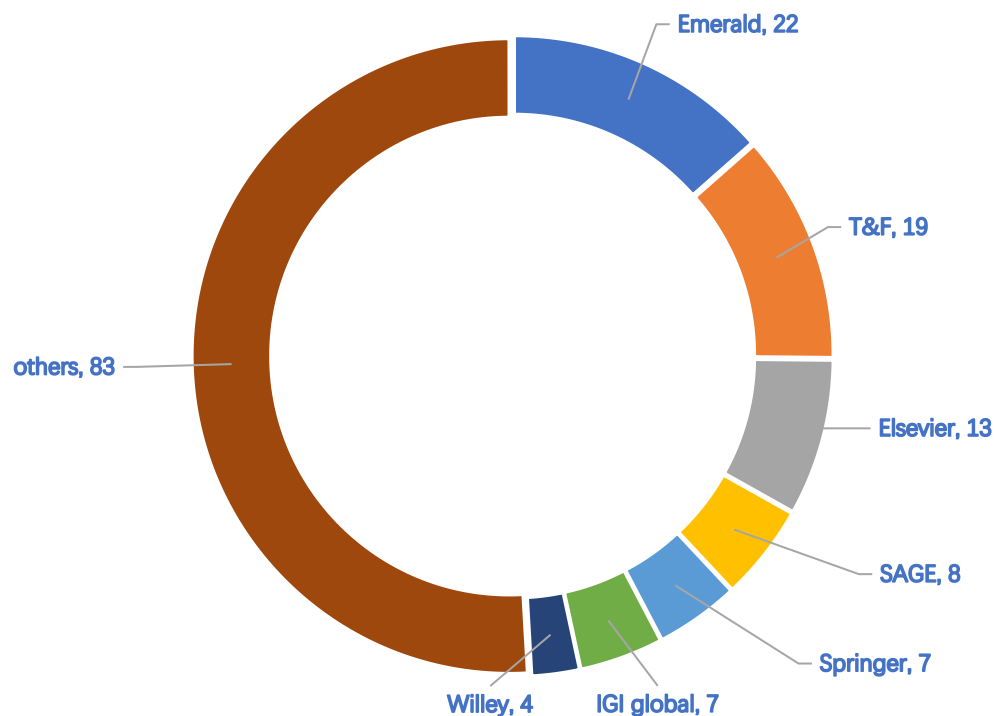
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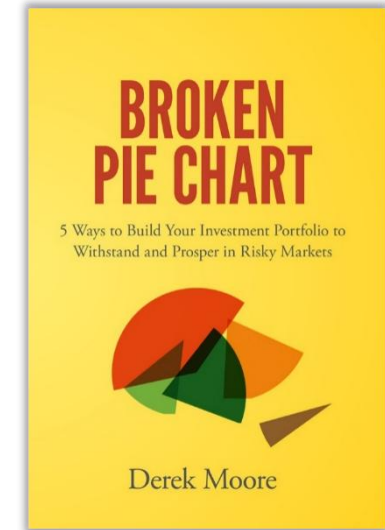
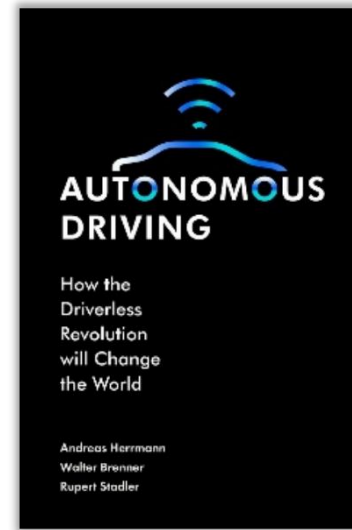
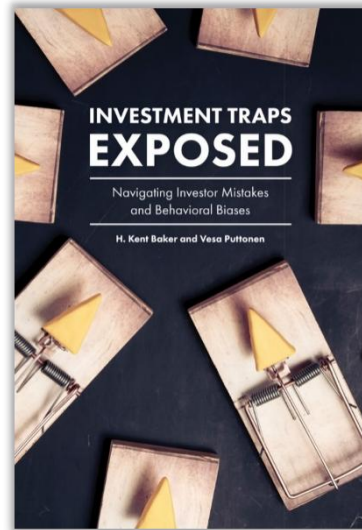
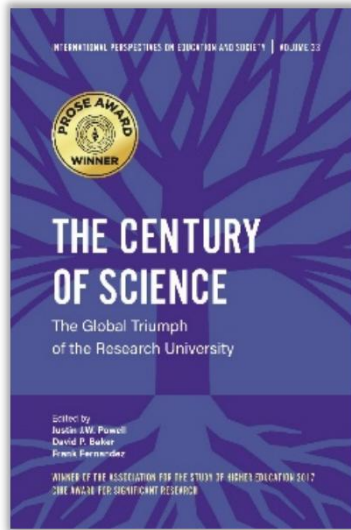


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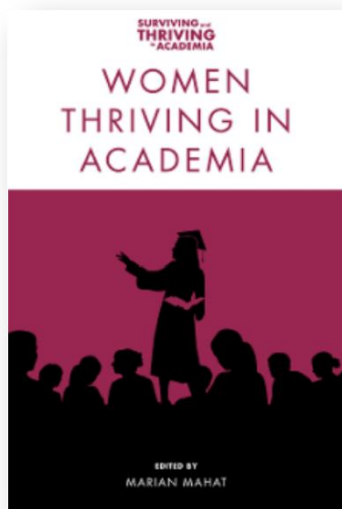


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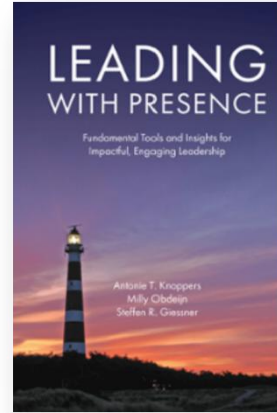


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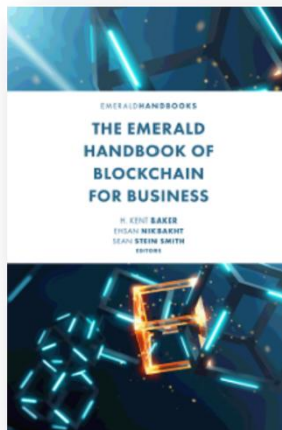
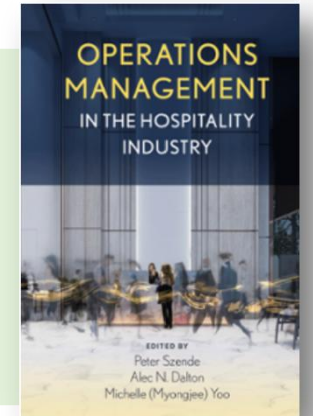


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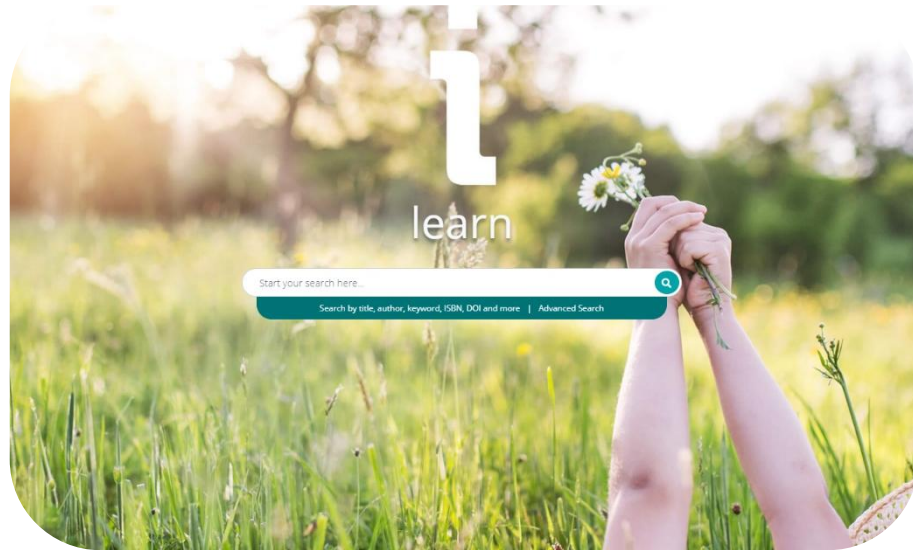
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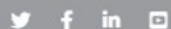
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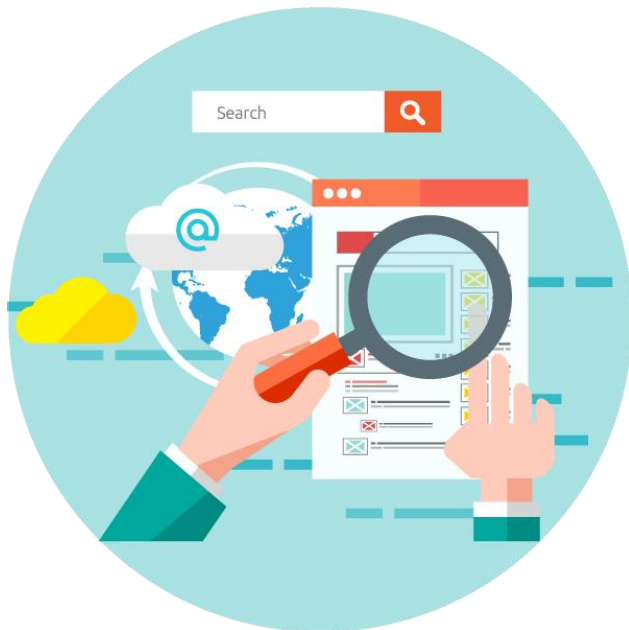
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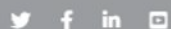
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Age and exposure to computers as determinants of attitudes of librarians towards automation in Nigerian universities

Stephen Osahon Uwaifo

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Abstract

完整摘要

Purpose

The paper seeks to examine age and exposure to computers as determinants of librarians' attitudes towards library automation in Nigerian universities.

Design/methodology/approach

The paper uses a survey approach to determine the attitudes of academic librarians in Nigeria.

Details

文章信息

Library Review, vol. 56 no. 6

Type: Research Article

DOI: <https://doi.org/10.1108/00242530710760391>

ISSN: 0024-2535

Keywords

Computers

Attitudes

Librarians

Universities

Automation

Nigeria

作者在Emerald出版的所有文章

Article

Publication date: 1 February 2006

The Role of Information Technology in Local Government Administration in Delta State Nigeria: A Case Study of Aniocha North and Aniocha South Local Government Areas

Stephen Osahon Uwaifo and Anthonia Chukwudumebi Kabadi

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Article

Publication date: 1 January 2006

An Assessment of the Capacity - Building Programme on Information and Communication Technology, Organized by the Education Tax Fund, Nigeria

Stephen Osahon Uwaifo and Gracious Chukwunweike Omede

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关键词，可直接点击检索

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Issue(s) available: 463 – From Volume: 1 Issue: 1, to Volume: 66 Issue: 8/9

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A Focused Issue on Building New Competences in Dynamic Environments

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Subject

Subjects



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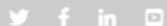
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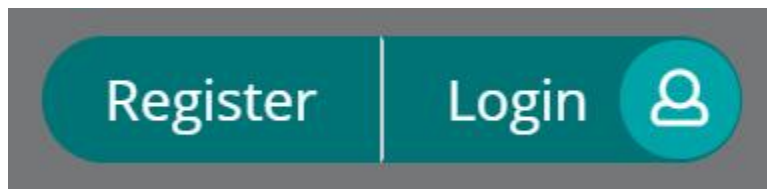
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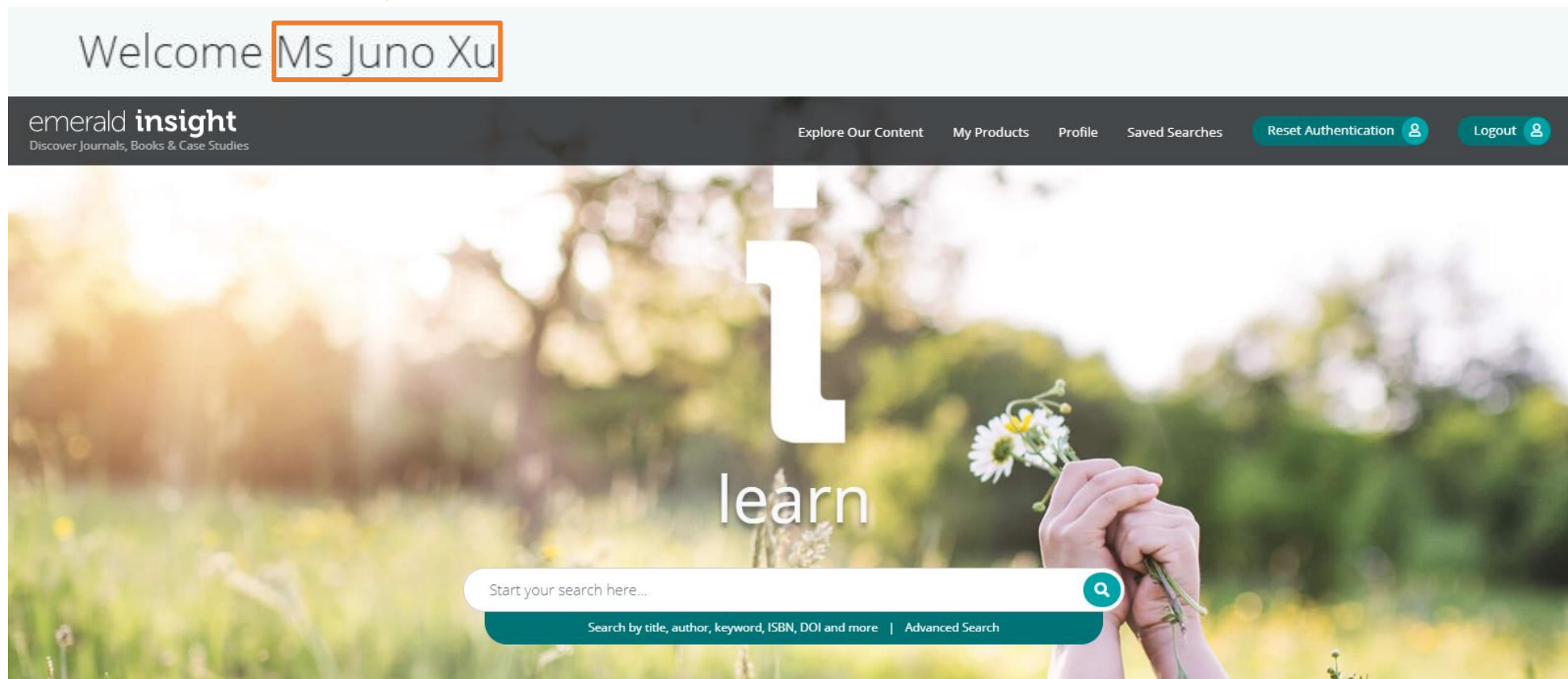
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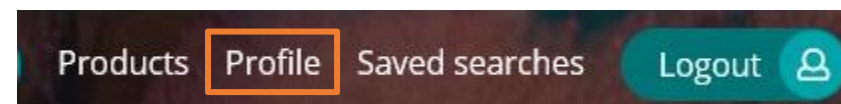


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如何写好一篇合乎规范、
易受主编青睐的论文？

Writing An Academic Paper

-From a publisher's perspective

High figures of academic publishing

- 每年学术界新增**22.5万**科研人员
- **45%**的文章还未经主编(Editor-in-Chief)之手就惨遭拒稿;
- 真正到达主编处的**55%**的文章中, 有**30%-50%**的文章也难逃被desk reject的命运, 这些文章都还没能抵达同行评审这一步
- **60%**的发表在高影响力期刊上的文章, 并没能帮助期刊进一步获得高引用和影响力





Example of Biggest issues

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研究对象仅针对中国某个特定小群体的调查（研究对象不具有国际代表性，研究结果适用范围小）

《xxxxxx——以xx大学xx学院为例》

论文即**不属于**国际期刊关心的**中国热点话题**，又不具有代表性，**无法给**国际研究以**启发或参考**



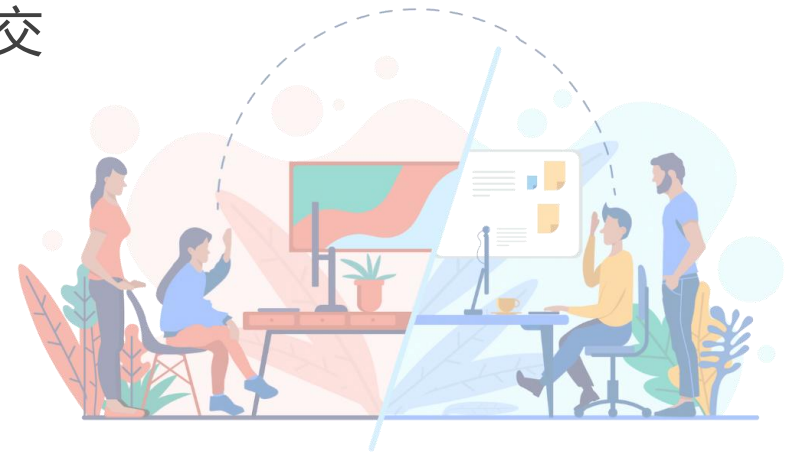
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- **Communication** -- 您的研究是否能够引发国际学术交流与讨论？



论文类型（社会科学）



Research Paper

研究型论文，涉及建模、测试、市场调研、数据分析、实证研究等



Literature Review

文献综述/文献评论，主要目的是为了注释或评论某一特定领域的文献

Case Study

案例研究，主要描述实际案例或经验，具有一定的针对性和特殊性

其他

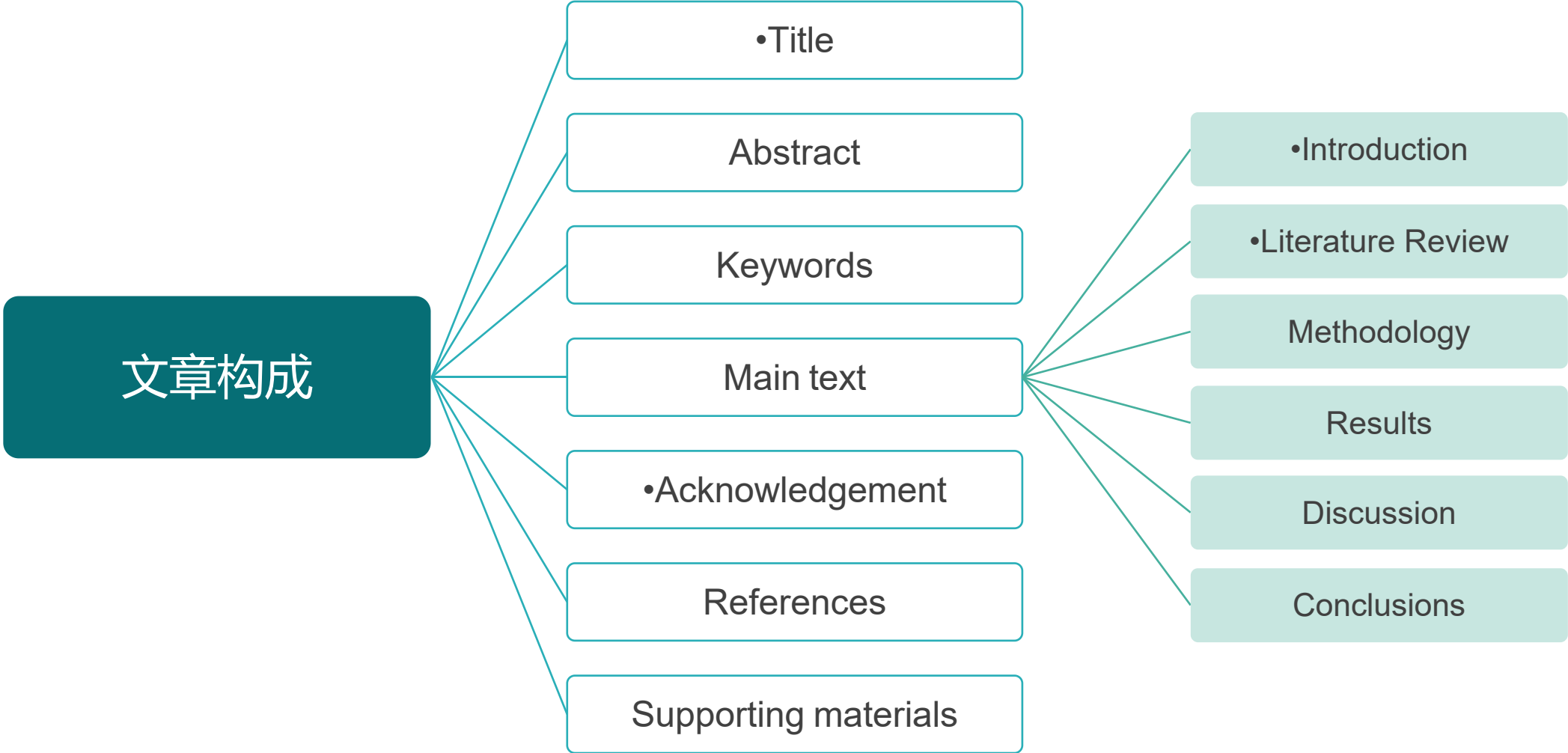
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General Review（一般性评论）

Viewpoint（观点）

Research Paper Structure



The effect of advertising strategies on a short video platform: evidence from TikTok

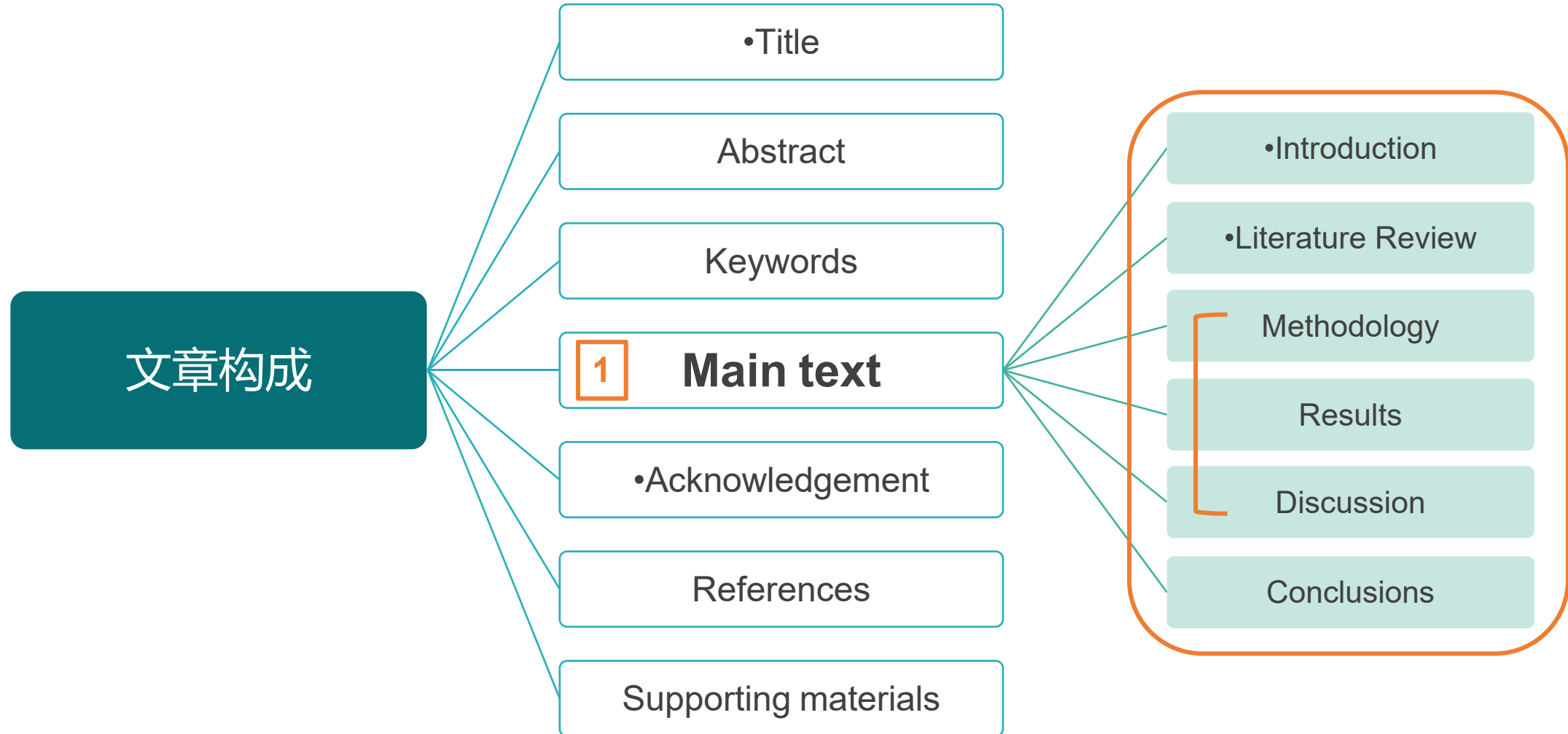
- **1. Introduction**
- **2. Literature Review**
 - 2.1 Two advertising strategies
 - 2.2 Online traffic
 - 2.3 Business model for short video platform
- **3. Theoretical Background**
 - 3.1 Effect of in-feed advertising
 - 3.2 Effect of KOL endorsement
 - 3.3 Moderating effect of product price
 - 3.4 Moderating effect of cumulative videos
- **4. Methodology**
 - 4.1 Data and variables
 - 4.2 Model-free
 - 4.3 Model specification
- **5. Results**
 - 5.1 Robustness check
- **6. Discussions**
 - 6.1 Key findings
 - 6.2 Theoretical implications
 - 6.3 Practical implications
 - 6.4 Limitation and future scope

How TikTok leads users to flow experience: investigating the effects of technology affordances with user experience level and video length as moderators

- **1. Introduction**
- **2. Literature Review and research hypotheses**
 - 2.1 Flow experience
 - 2.2 Antecedents to flow
- **3. Research methodology**
 - 3.1 Measurement items
 - 3.2 Data collection
- **4. Results**
 - 4.1 Testing the measurement model
 - 4.2 Testing the structural model
 - 4.3 A post hoc moderating effect test
- **5. Discussion and implications**
 - 5.1 Discussion
 - 5.2 Theoretical implications
 - 5.3 Practical implications
- **6. Conclusions**
 - 6.4 Limitation and future scope

Quick view

Research Paper Structure



Methodology

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- Literature Review
- Methodology**
- Results
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- References

Methods

Sample and data collection procedure

The research context was Portuguese restaurants in Macau, a competitive destination for gourmet food. Accompanying the development of casino business and leisure activities, various eateries have flourished in Macau. Today, a plethora of international cuisines exist, ranging from French, Italian and German to Japanese, Korean, Cambodian, Thai and Indian. The most distinctive cuisine in Macau is Portuguese as a result of Portugal's more than 400 years of colonial rule. The cuisine was inscribed in the Macau Intangible Cultural Heritage List in 2012 and eating Portuguese food has become one of the must-be-experienced tourist activities in Macau.

The study samples were mainland Chinese and Taiwanese, who constitute the major tourist markets in Macau. Mainland China and Taiwan have a vast heterogeneous market, and consumer behavior can be affected by the economic conditions as manifested in purchasing power, attitudes, lifestyles, media use and consumption patterns (Cui and Liu, 2000; Sun and Wu, 2004). Thus, the profile of these respondents fits the research purpose of this study.

The data were acquired from two different sources: primary survey data were collected by the authors and secondary data were collected from the statistical authority in China and Taiwan (see details in subsequent sections). The survey procedure was conducted in several steps. First, a list of Portuguese restaurants was created; 23 full-service outlets were included in the study on the basis of accessibility, food authenticity and popularity. Second, a quota sample was established from the selected restaurants by targeting 25-30 respondents for popular restaurants and 5-10 respondents for less popular ones. Then, field investigators were assigned to intercept diners outside the corresponding restaurants while exiting the venues after finishing their meals. Respondents were greeted and introduced to the survey objective. A filter question was asked to ensure that subjects were tourists from mainland China or Taiwan. To reduce response bias, a systematic sampling method was used in which field investigators approached every third diner exiting a selected restaurant. Non-responders were replaced by the next available subject.

The questionnaire was originally designed in English and then translated into Chinese. It was modified based on multiple rounds of refinements; finally, it was back translated into English for accuracy. A pilot test was conducted with 12 respondents to improve the quality of the questionnaire.

研究背景

指明研究对象

阐释研究对象的合理性

数据来源

方法

详细介绍实验方法：抽样调查、问卷调查等

对实验的补充说明

Results

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Introduction

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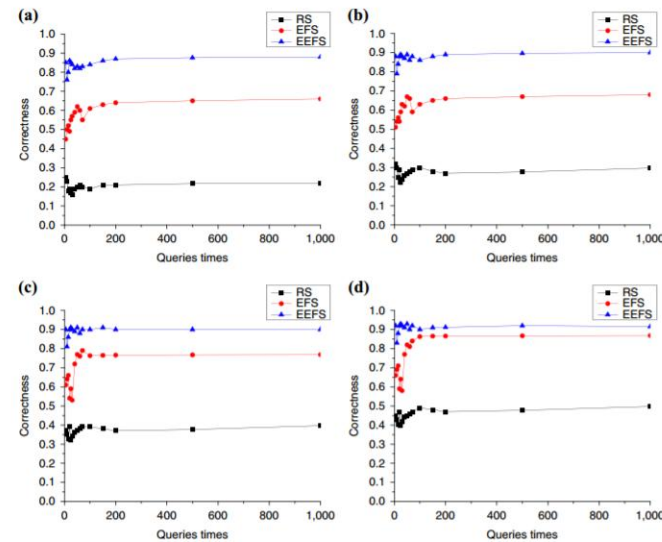
Results

Discussion

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Acknowledgement

References



Notes: (a) $\tau = 10$ cm; (b) $\tau = 15$ cm; (c) $\tau = 20$ cm; (d) $\tau = 30$ cm

Observed from Figure 3, the proposed strategies: EFS and EEFS are significantly superior to RS. The correctness of EFS is close to 70 percent when $\tau \leq 15$ cm. As τ increases, the curve of EFS is close to EEFS and it can reach nearly 85 percent. The main reason is that the contributions of end users' feedbacks will be reduced when the relaxing of τ reaches some point.

On the other hand, in the four sub-figures of Figure 3, it is easy to discover that for each sub-figure the three curves tend to be a straight line after the queries times are larger than 25. The reason has the following two issues. The first one is because with the increasing of queries times the queries results have achieved the "best" solution and it cannot optimize the results further even though increasing the users' feedbacks. The second one is that when the queries times are large enough, increasing the users' feedbacks are invalid to increase the correctness, once the data provided by the data sources are all error. The results selected from them are certainly the wrong choices. This problem can be resolved by introducing the existing mechanisms to help data sources improve their "bad" data.

图表/文字：避免重复描述；数据尽可能完整

Discussion

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研究
问题
说明

Discussion

The academic debate on supply chain skills started by Murphy and Poist (1991) and van Hoek (2001) is still ongoing (Bak and Boulocher-Passet, 2013; Myers *et al.*, 2004; Sohal, 2013; Dubey and Gunasekaran, 2015). An understanding of the “bigger picture” of supply chain skills is deemed to be necessary to bridge the gap between the supply chain needs and associated skills required (Bak and Boulocher-Passet, 2013). Previous research on supply chain management skills covered the USA, Australia and the Far East (Bak and Boulocher-Passet, 2013) with few providing a general outlook on UK supply chain skills needs (van Hoek, 2001; van Hoek *et al.*, 2011). Hence, the current study based on a UK university has provided an insight into the skills impact and changing focus on key supply chain skills in an increasingly competitive global environment.

First, the changing competitive global environment indicated the inclusion of new supply chain skills requiring specialist training in areas such as lean, six sigma, CPC and regulations. An understanding of the application of regulations has been identified as a crucial requirement as part of decision-making skills, especially in relation to national and international laws and regulations (e.g. environment, exports, imports) and rules and regulations involving health and safety and employment law because many management decisions are bound by both external laws and internal rules and regulations.

Second, the findings indicated that not all skills are weighted equally and different levels of emphasis have been placed by the respondents on the identified skills. For example, although previously identified as a key enabler within the supply chain (Bowersox, 2002; Kirby, 2003; Mangan and Christopher, 2005),

重要
发现
、
结果
和
意义

at university, with some also having exposure to workplace stress through undertaking an industrial placement year. Although graduates are well equipped with technical supply chain skills, the findings supported a greater emphasis towards the behavioural, decision-making and people management skills, highlighting key areas for further research. The inclusion of skills identified (behavioural, decision-making and people management skills), business ethics and specialist training (i.e. six sigma, CPC) can be further developed through innovative and collaborative relationships between industry and higher education, such as mentorship schemes and company based projects.

However, it should be noted that the findings are relevant to one UK-based university setting and its stakeholders based on 25 skills assessed and may not reflect other UK universities, where variances across supply chain teaching might exist (Mangan and Christopher, 2005). Indeed, a need for a wider UK based study was evident through successive calls by researchers undertaking studies on supply chain management; current education provision, practitioner viewpoints; future supply chain skills needs and collaboration between industry and teaching (van Hoek *et al.*, 2011; Bak and Boulocher-Passet, 2013). Hence, the findings of the study need to be tested in a wider UK higher education setting.

Conclusion and research implications

This study began with a discussion of existing supply chain skills identified in the academic literature. The discussion surrounding supply chain skills needs is not new (Bowersox, 2002; Kirby, 2003; Mangan and Christopher, 2005; van Hoek *et al.*, 2011; Bak and Boulocher-Passet, 2013), although the emphasis on specific skills areas has evolved over time. Supply

局限及将来研究方向

Introduction

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已知

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1. Introduction

In recent years, with the rapid development of the internet and information technology, leading companies highly value the virtual brand community because of its unique superiority. In virtual brand communities, companies can not only acquire customers' timely feedback on products and services, but also identify loyal customers according to their behaviors (e.g. giving advice and participating in exciting programs and creative design activities).

With more and more companies realizing the value of virtual brand community, featured companies worldwide have been establishing their virtual brand community these years. Successful examples in China include Weiphone (the Chinese virtual brand community of Apple Inc.), Huaafen Club (the fan club of Huawei) and Xiaomi BBS (the BBS of Xiaomi). As a virtual brand community that has millions of active users, Huaafen Club has over 40m registered users, and the average posting amount is above 200,000 per day. User-generated content in this club has been a strong and convincing advertisement for Huawei. Moreover, by participating in activities of the virtual brand community, customers can satisfy their demand, such as helping improve products/services and getting rewards and trust from other community members. It allows customers to perceive more value from this brand, and in turn, further reinforces their willingness to participate in value co-creation.

As mentioned above, customers' participation in value co-creation is beneficial to companies as well as to themselves. From the perspective of companies, customers involving in value co-creation can help develop new products/services by the wisdom of crowds. Besides, the feedback from customers can help companies improve service quality, and in turn, these companies will perform better and gain customer loyalty (Casaló *et al.*, 2007). And for customers, participating in value co-creation can not only help them satisfy their needs and gain a sense of achievement, but also give them a chance to gain extra rewards (i.e. material and mental rewards) from the company, and also gain admiration from other community members. This indicates the importance for companies to understand the factors influencing customers' willingness to participate in value co-creation of the virtual brand community because it is the foundation and the guarantee of improving customer satisfaction and customer loyalty.

However, most extant literature focused on the construction of virtual brand communities and customer participation behaviors (Dholakia *et al.*, 2004; Royo-Vela and Casamassima, 2011; Kaur *et al.*, 2018). As there is limited research that explores the factors influencing customers participating in value co-creation of virtual brand communities, this study aims to investigate the following two questions:

- RQ1. In virtual brand communities, which factors will influence customers' willingness to participate in value co-creation?
- RQ2. How does customer's involvement moderates the relationship between influencing factors and users' willingness to participate in value co-creation?

研究背景

理论铺垫
前人研究

转折, 强调本研究的独特性 (非必须)

本文主要研究内容

Literature Review

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Abstract

Keywords

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Literature Review

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Acknowledgement

References

- 文献综述并不是简单的参考文献罗列
- 描述、分析、总结、质疑

引用文献选取过程

1. 确定研究问题，缩小检索范围
2. 文献检索：期刊、图书、报纸、政府报告等
3. 文献评估：时效性、权威性、质量
4. 总结分析：观点异同，疑问&质疑

Conclusions

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9. Conclusions

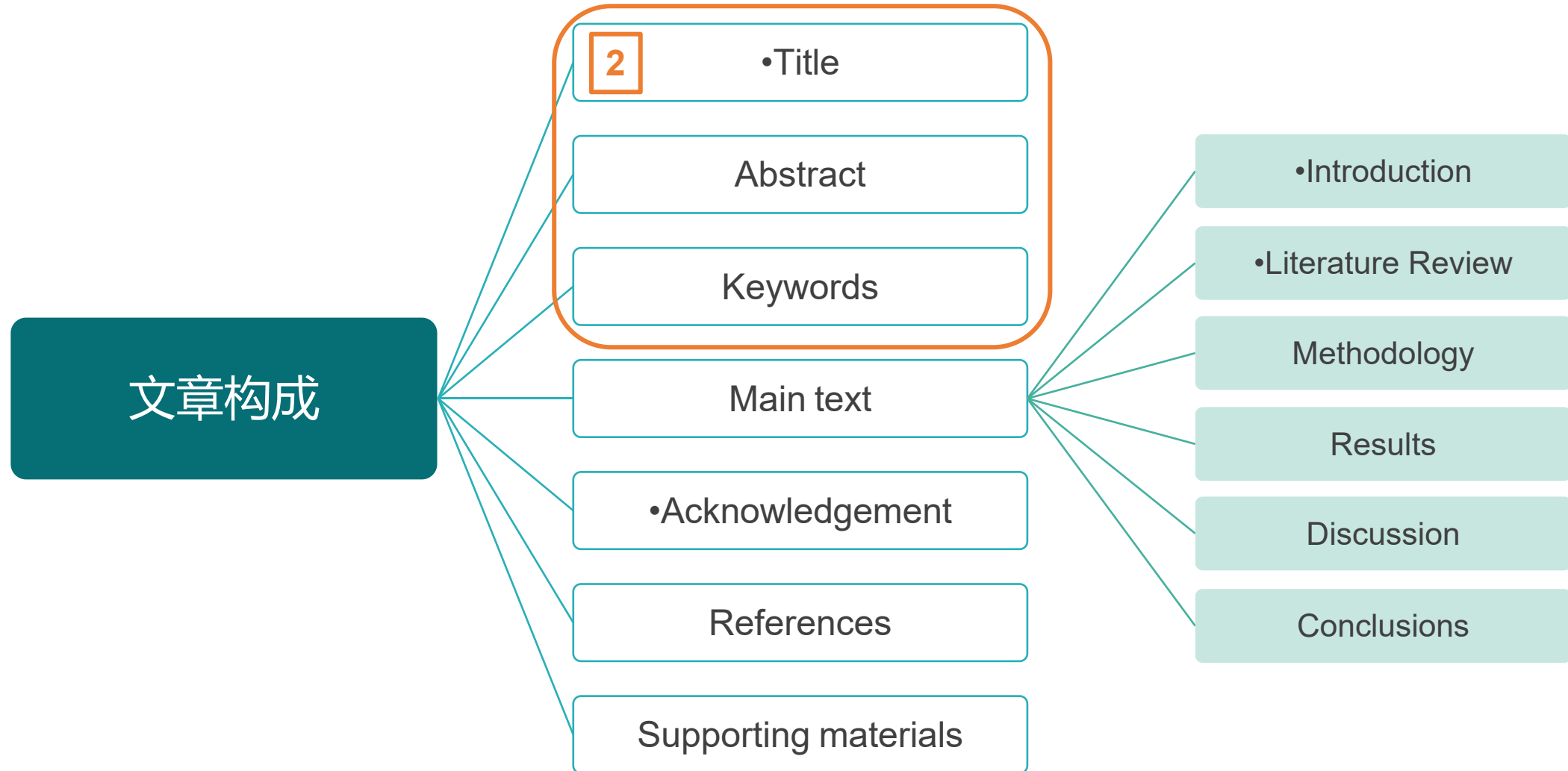
This research investigated the impact of compatibility, relative advantage, perceived enjoyment, complexity, perceived cost, perceived value, and PAFS on purchase intentions. The proposed model and empirical findings contribute a more thorough understanding of users' behavioral intentions to purchase a GPS navigation app. Specifically, this study makes three important contributions to the theoretical development of app purchase behaviors. First, the authors modified and extended VAM to explain users' behavioral intention to purchase a paid GPS navigation app. This has rarely been explored in the existing literature. Thus, this study points app purchase behavior research to a new direction. Second, findings are evidence that compatibility, relative advantage, perceived enjoyment, complexity, and perceived cost significantly influence purchase intentions through the mediation of perceived value. Importantly, perceived cost was found to be significantly and positively related to perceived value. Third, the empirical results indicate that PAFS weakens the positive relationship between perceived value and purchase intentions. This is a new finding that helps fill the knowledge gap related to the moderating effect of PAFS on purchase intention in previous research.

结果
意义

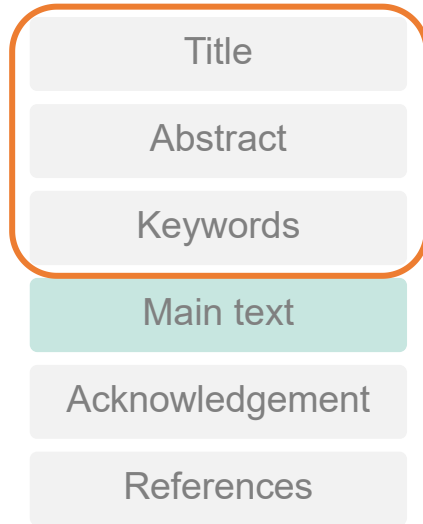
研究
内容

突出
价值

Research Paper Structure



Title, Abstracts, Key words



重点检索区域→文章推广

吸引关注，提高被发现、被阅读、被引用的概率

给主编的第一印象

- ① 潜在读者会检索什么？
- ② 如何选择合适的用词、用句？
- ③ 同行阅读，是否产生读下去的兴趣？

Search Engine Optimization

- 如何根据搜索引擎特点优化标题、摘要与关键词?

搜索引擎 (例如Google) 为 Springer与Wiely期刊提供了 50%~60%的流量;

Title

Abstract

Keywords

Main text

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References

- 1、**论文标题**: 描述性、简洁、包含关键词, 且出现得越前越好;
- 2、**摘要**: 200字的摘要里最好出现2~3次关键词, 要明显表现学科领域; 如有近义词, 需纳入以扩大检索的可能性;
- 3、**关键词**: 站在读者的视角, 选出2~4个最贴切的词语描述研究;
- 4、**自然**: 保持自然避免刻意, 否则会被谷歌Un-index

Title

- **简练** (20个单词以内、减少不常被检索的词, 例如a/an/the/research on...)
- **具体** (避免笼统, 可包含研究方法、具体对象等具体信息)
- **引发兴趣** (避免在标题给出结论)

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The effect of advertising strategies on a short video platform: evidence from TikTok	13
How TikTok leads users to flow experience: investigating the effects of technology affordances with user experience level and video length as moderators	22
Consumers' purchase intentions in social commerce: the role of social psychological distance, perceived value, and perceived cognitive effort	18
Research on the development path of China's digital trade under the background of the digital economy	16
Exploring the metaverse in the digital economy: an overview and research framework	12
The influence of Internet shopping and use of credit cards on gender differences in compulsive buying	16
Detecting the research structure and topic trends of social media using static and dynamic probabilistic topic models	17
The impact of social presence and facilitation factors on online consumers' impulse buying in live shopping – celebrity endorsement as a moderating factor	22
The business models of NFTs and fan tokens and how they build trust	13
Generalized grey information entropy weight TOPSIS model for financial performance evaluation considering differentiation	13

Abstract

Title

Abstract

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论文的微缩模型

- ① ≤ 250单词，直接给出**重要结论**
- ② **内容**：研究目的、研究方法、研究发现、研究价值、研究意义
- ③ Emerald采用**结构型摘要**
- ④ 行文中用**醒目的字体**(加粗、全部大写、或斜体) 直接标出内容提要。

Abstract

- **Purpose** – The purpose of this paper is to juxtapose the contemporary views of industrial relations (IR) and human resource management (HRM) with the ideas expressed by Chester Barnard.
- **Design/methodology/approach** – The paper analyses Chester Barnard's views along the four premises that underlie contemporary perspectives on the fields of IR and HRM.
- **Findings** – Barnard's main points: that sincerity and honesty of management is crucial to developing an individual employee's will to collaborate, and that collective cooperation is superior to collective bargaining are found to resonate well with the contemporary views and provide a clear indication for Barnard's preference of human resource perspective to the IR perspective.
- **Practical/Social implications** – This paper provides Barnard's practical insights into why managing IR and HR by policies leads to poor management.
- **Originality/value** – This paper is the first to recognize Barnard's unique contribution to contemporary perspectives on IR and HRM disciplines.

Keywords

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Title

The effect of advertising strategies on a short video platform: evidence from TikTok **TikTok(douyin)**

Abstract

How TikTok leads users to **flow experience**: investigating the effects of **technology affordances** with **user experience level** and video length as **moderators**

Keywords

Main text

Consumers' **purchase intentions** in social commerce: the role of **social psychological distance**, **perceived value**, and **perceived cognitive effort**

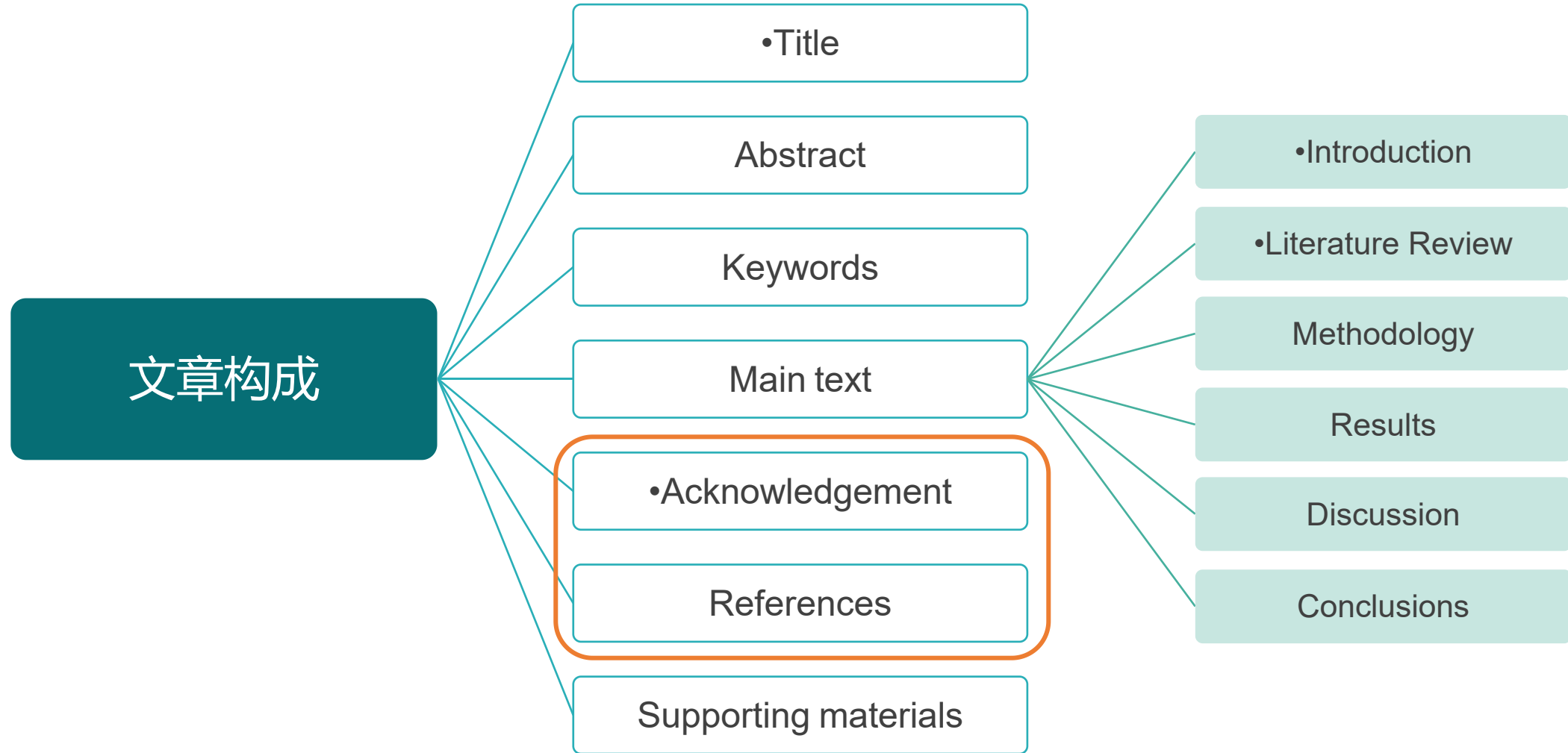
Acknowledgement

Research on the **development path** of China's **digital trade** under the background of the **digital economy**

References

Exploring the **metaverse** in the **digital economy**: an **overview** and research framework

Research Paper Structure



- Title
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Acknowledgements

1 Source images used in this paper are downloaded from www.imagefusion.org. This work was supported in part by National Natural Science Fund of China under grants 61702347, 61401308 and 61572063, the Natural Science Fund of Hebei Province under grants F2018210148, F2016201142, F2016201187 and F2017210161, and Education Department of Hebei Province under grant QN2017132. The authors also thank the anonymous referees for their valuable suggestions.

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Better grounding of the problem.
Parts of the front-end of the paper read like a tutorial-like introduction of action research. In a rewrite, there are two things that I would like to see instead.

I would expect a clearer attempt to establish the research-practice gap as an intellectual challenge. This is the main theme of the paper and it would therefore be useful to substantiate your understanding of this gap beyond the surface level.

Next comment

Author Response

You imply that you do not wish to see a tutorial to CAR (even though one reviewer thinks that this is needed since some sections of the MISQ readership may not be familiar with CAR). We concur with you and have removed the tutorial aspects. The front end of the paper ([pages 2-5](#)) has been revised in order to outline the research and practical problems that we focused on.

We agree that the research-practice gap needs to be positioned clearly as an intellectual challenge ([as highlighted on page 3](#)). We have now deliberately positioned the paper in this way with the challenge manifested in the action-research dichotomy, where either action or research tends to be the focus of action research projects ([as explained on page 3](#)). We also substantiate our arguments better in the broader CAR literature ([as detailed from pages 5-14](#)).

Next response

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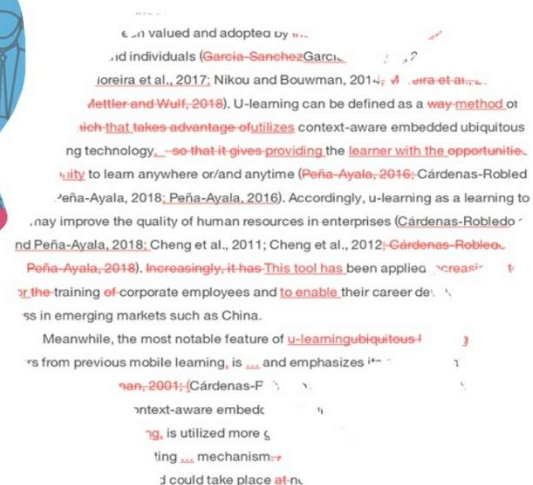
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et al., 2012; Jung and Lee, 2018; Breslow et al., 2013; Johnson-Farmer and Frenn, 2009); Jung and Lee, 2018). Therefore, understanding adult professionals U-LE regarding behavior, cognition, and ...

In the u-learning field, most ... toward academic settings forlooking at students i... However, the learning characteristics processes between adult employees and students at school are quite different, since employees' learning is usually associateassociated with ... students' U-LE are not obviously effectivehave no obvious effect on adult employees and less-little is known about affecting factors on employees' U-LE. Thus, ..., instructors, and corporate training directors has less referenceshave fewer resources derived from research to make develop a more ... effectiveness (i.e.i.e., -intended outcomes and, LElearning engagement (LE)). Our study has focused on adult employee's u-learning engagement (U-LE), its ...mechanism.

Moreover, previous studies denoted that system functionalities, (e.g.,such as Domain domain-specific innovativeness (DSI) factors) and system implementation, (e.g.,such as interface design (ID) factors), may significantly affect userthe user's experience and their feelings, from a learning system design perspective (Cho et al., 2009; Hsiao, 2013; Islam,

A

Author

Remark: Consider specifying the age range of the employees for better clarity regarding the sample discussed here.

A

Author

Tip: American-British Style → AmE serial comma: In American English, a comma (called serial or Oxford comma) is inserted before "and" in a series of three or more items.

A

Author

Tip: Comma: i.e. and e.g. (AmE): In American English, place a comma after the latin abbreviations "i.e.," and "e.g.,"



THANKS

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