

# WILEY

## *Wiley*助力科研流程：从选题到发表的全程攻略

刘俊丽，**Wiley** 中国市场部



# 您将了解到

1. *Wiley*期刊资源概览
2. 基于*Wiley Online Library*的文献检索技巧
3. 英文论文各部分写作要点：工商管理类科技论文的撰写
4. 如何选择投稿期刊
5. 作者与读者服务

WILEY

## Wiley期刊资源概览

**Top 3**  
国际学术出版  
集团

**10,000+**  
服务的研究  
机构



**12M+**  
每年服务的研究  
人员



**#1**  
科研分布平台

**WILEY**

**#1**  
化学和材料科领域

**~2,000**  
种学术期刊



**600+**  
学协会合作伙伴



**#1**  
商业与管理领域





# 支持科研全流程：从想法到发表

## 研究

科研想法

进行研究

产生成果

- **期刊、会议论文集、综述文章、预印本：**了解已发表或已研究的成果，发掘潜在的合作伙伴，以及与研究资助相关的文章。
- **书籍/参考书：**通过Wiley在线书籍和参考书获取某一主题的基础知识和对潜在研究空白的认识。
- **考克兰图书馆、考克兰系统评价数据库：**利用这些资源对医学研究的有效性进行科学的评估。
- **Wiley数字馆藏（WDA）：**从原始资料中了解研究的历史视角。
- **开放获取资助：**查看哪些机构有资格获得资助，以及哪些资助者提供开放获取资助（如适用）。

- **Wiley Online Library：**迅速发现相关研究成果，轻松下载并处理数据。
- **实验室指南（Current Protocols）：**查找最权威的实验方法，还可通过已发表的数据集、书籍和文章中查找。
- **期刊、会议论文集：**在整个研究过程中保持更新。
- **信息素养讲座：**如何检索、创新思维、如何设计实验、知识图谱等相关讲座。

## 发表

选择期刊

准备并提交稿件

编辑和同行评审

发表

推广

- **Wiley Journal Finder：**在众多学科领域中找到合适的期刊进行发表。对于开放获取（OA）文章，需找到符合机构或资助者要求的OA期刊进行发表。
- **Wiley editing services：**包括文章准备、英文编辑、翻译、插图、图表格式化、图形摘要设计、期刊推荐以及手稿格式化等服务
- **Free format submission：**无需每次重新格式化。该服务适用于越来越多的Wiley期刊。
- **科研能力提升讲座：**如何写作，图表制作、如何选择期刊等线上讲座；编辑进校园活动。

- **同行评审：**通过同行评审支持研究者的职业发展，并掌握科学写作技巧。
- **文章重投推荐：**如果文章被期刊拒绝，会收到第二或第三选择期刊的推荐；无需重新格式化，我们会为您重新提交文章。
- **文章推广服务：**提供视频摘要、会议信息图制作、封面文章制作等服务。
- **同行评审和影响力提升讲座：**如何回复同行评审的意见、同行评审流程，如何提高学术影响力等线上讲座。

# Wiley产品服务



Wiley期刊



Current Protocols  
(实验室指南)



The Cochrane Library  
(考克兰图书馆)



Wiley图书和参考  
工具书



Wiley Digital Archives  
(Wiley数字馆藏)



Oable  
(开放获取解决方案)



KnowItAll  
(光谱数据解决方案)



其他专业数据库

# Wiley期刊影响力持续增长



**2,000** 种期刊



Impact factor: **503.1**

2023 JCR (Clarivate Analytics):

**1/322 (Oncology)**

*\*JCR is released annually and the 2023 report was published in June 2024, includes SCIE, SSCI, AHCI, ESCI*



**1,725** 种期刊被收录在  
2023 JCR中



**17种**

在相应学科排名第一

**210,404**

篇文章被JCR收录



**182**

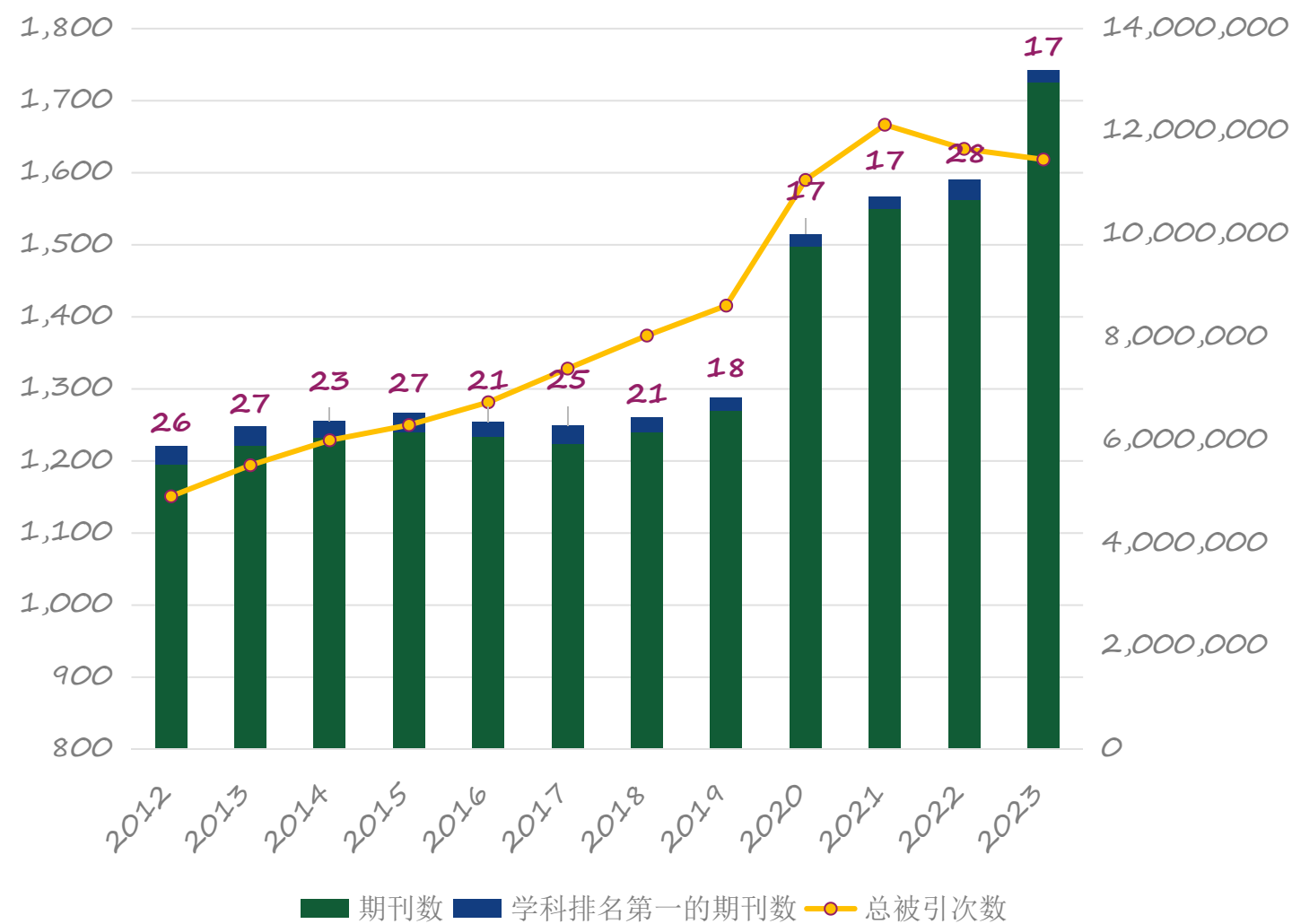
种期刊在相应学科  
中排名前十位



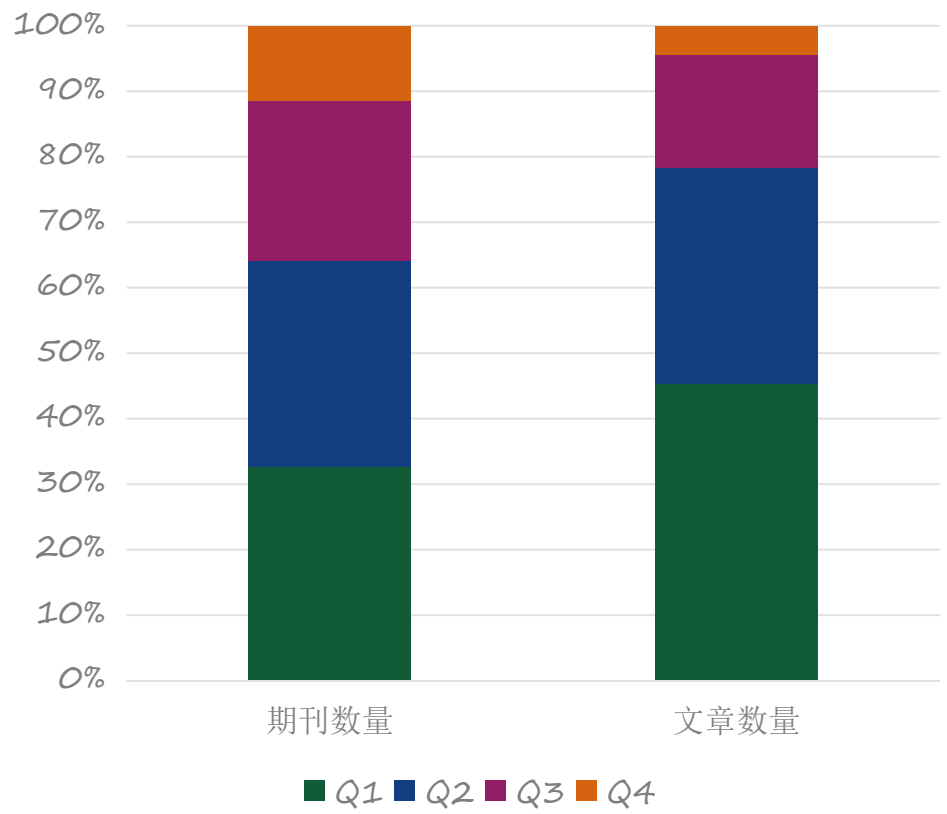
**11,457,537**

次被引

# Wiley持续贡献高质量科研文献



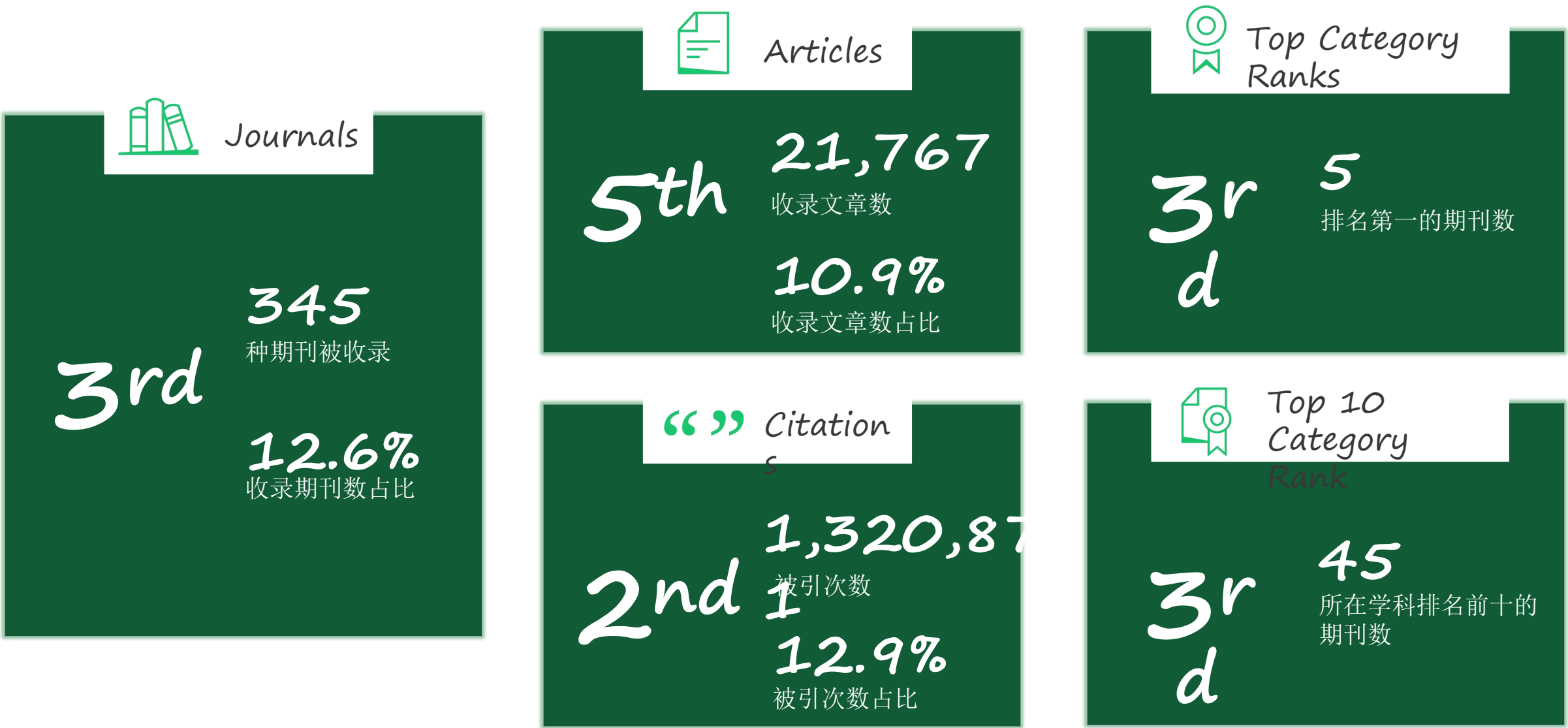
2023年Wiley期刊和文章分区情况



注：期刊数包括排名第一期刊数；数据来源于2024年6月公布的JCR报告



# Wiley 在Social Science JCR (SSCI)的表现



WILEY

# 基于Wiley Online Library的文献检索技巧

# Wiley Online Library平台界面清晰，便捷查询所需内容

The screenshot shows the Wiley Online Library homepage. At the top left is the logo 'Wiley Online Library'. To its right is a 'Login / Register' link, annotated with a box labeled '账户管理' (Account Management). Below the logo is a banner with the text 'Accelerating research discovery to shape a better future' and 'Today's research, tomorrow's innovation'. In the center is a search bar with the placeholder text 'Search publications, articles, keywords, etc.' and a magnifying glass icon, annotated with a box labeled '一般检索与高级检索入口' (General and Advanced Search Entry). Below the search bar is a button that says 'Access COVID-19 research here'. At the bottom of the banner are three statistics: '1,600+ Journals', '250+ Reference Works', and '22,000+ Online Books', annotated with a box labeled '按照出版物类型（期刊，参考工具书及电子图书）进行浏览' (Browse by publication type (journals, reference works, and electronic books)). Below the banner is a 'Resources' section with four columns: 'Researchers' (with links like 'Register online', 'Access options', 'Find training and resources'), 'Librarians' (with links like 'Manage your account', 'View products and solutions', 'Find training and support'), 'Societies' (with links like 'Publish with Wiley', 'Learn about trends', 'Subscribe to news and resources'), and 'Authors' (with links like 'Submit a paper', 'Track your article', 'Learn about Open Access'), annotated with a box labeled '不同用户资源 研究人员；图书馆员；学协会；作者' (Different user resources: Researchers; Librarians; Societies; Authors). Below the 'Resources' section is a 'Subjects' section with a list of disciplines, each with a dropdown arrow, annotated with a box labeled '按照不同学科浏览相关内容（最全的多学科在线资源平台之一，包含17个学科大类，126个子学科）' (Browse by different disciplines (one of the most comprehensive multidisciplinary online resource platforms, containing 17 major disciplines, 126 sub-disciplines)). The disciplines listed are: Agriculture, Aquaculture & Food Science; Architecture & Planning; Art & Applied; Business, Economics, Finance & Accounting; Chemistry; Computer Science & Information Technology; Earth, Space & Environmental Sciences; Humanities; Law & Criminology; Life Sciences; Mathematics & Statistics; and Medicine.

Wiley Online Library

Login / Register

账户管理

Accelerating research discovery to shape a better future  
Today's research, tomorrow's innovation

Search publications, articles, keywords, etc.

Advanced Search

Access COVID-19 research here

1,600+ Journals    250+ Reference Works    22,000+ Online Books

按照出版物类型（期刊，参考工具书及电子图书）进行浏览

Resources

Researchers  
Register online  
Access options  
Find training and resources

Librarians  
Manage your account  
View products and solutions  
Find training and support

Societies  
Publish with Wiley  
Learn about trends  
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不同用户资源  
研究人员；图书馆员；学协会；作者

Subjects

Agriculture, Aquaculture & Food Science

Architecture & Planning

Art & Applied

Business, Economics, Finance & Accounting

Chemistry

Computer Science & Information Technology

Earth, Space & Environmental Sciences

Humanities

Law & Criminology

Life Sciences

Mathematics & Statistics

Medicine

按照不同学科浏览相关内容（最全的多学科在线资源平台之一，包含17个学科大类，126个子学科）

<https://onlinelibrary.wiley.com/>

内容发现与获取-----利用学科推荐了解高影响力及最新研究进展 1/2

Subjects

Agriculture, Aquaculture & Food Science			▼
Architecture & Planning			▼
Art & Applied			▼
Business, Economics, Finance & Accounting			▲
<div>Business &amp; Management</div> <div>Economics</div>	点击相应子学科， 进入其主页	<div>Finance &amp; Investments</div> <div>Accounting</div>	
Chemistry			▼
Computer Science & Information Technology			▼
Earth, Space & Environmental Sciences			▼
Humanities			▼
Life & Physical Sciences			▼

# 内容发现与获取-----利用学科推荐了解高影响力及最新研究进展 2/2

## Topics

- [Agricultural Economics & Resource Management](#)
- [Asia & Australasia](#)
- [Business & Corporate Economics](#)
- [Econometrics](#)
- [Economic Development](#)
- [Economic History](#)
- [Economic Theory](#)
- [Economics of Globalization](#)
- [Economics of Health & Social Care](#)
- [Economics Special Topics](#)
- [Europe](#)
- [Financial Economics](#)
- [General & Introductory Economics](#)
- [Industrial Organization](#)
- [International Economics & Trade](#)
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## Articles

Most Recent

Most Cited

**Smallholder Inclusion Through Cooperative Contract Farming of Cavendish Banana Farmers in Davao del Norte, Philippines: A Meta-Frontier Analysis**

Jon Marx Sarmiento, Maria Fay Rola-Rubzen, James Fogarty, Larry N. Digal

Agribusiness | First Published: 8 December 2024

[Abstract](#) | [Full text](#) | [PDF](#) | [References](#) | [Request permissions](#)

查看该学科下高影响力文章  
(Most Cited) 及最新出版  
的文章 (Most Recents)

内容发现与获取-----一般检索：简单、快捷

Accelerating research discovery to shape a better future

# Today's research, tomorrow's innovation

Agricultural Economics

Q

Everything

Agricultural Economics

Journal

Agricultural Economics

Journal

American Journal of Agricultural Economics

Journal

Australian Journal of Agricultural Economics

Journal

Journal of Agricultural Economics

Journal

Review of Agricultural Economics

27,000+ Online Books

Researchers

Librarians

Societies

Authors



## 内容发现与获取-----巧用高级检索，提高文章查准率1/5

The screenshot displays the Wiley research platform interface. At the top, a banner reads "Accelerating research discovery to shape a better future" and "Today's research, tomorrow's solutions". A search bar contains the text "breast cancer", with a red arrow pointing to the "Advanced Search" button below it. The search results show "5,076 results for breast cancer anywhere". Below the search bar, there are buttons for "Access CO", "SAVE SEARCH", and "RSS". The results are categorized into "Articles & Chapters (245,076)", "Publications (1)", and "Collections (991)". A "Refine Search" dropdown menu is visible. At the bottom, there are links for "Export Citation(s)" and "Download PDF(s)".

Accelerating research discovery to shape a better future

Today's research, tomorrow's solutions

Working off-campus? Learn about our [remote access options](#)

breast cancer

Advanced Search

Citation Search

5,076 results for breast cancer anywhere

Access CO

SAVE SEARCH

RSS

Articles & Chapters (245,076)

Publications (1)

Collections (991)

Refine Search

Export Citation(s)

Download PDF(s)

Login / Register

Sorted by: Relevance

# 内容发现与获取-----巧用高级检索，提高文章查准率2/5

Anywhere

Title

Author

Keywords

Abstract

Author Affiliation

Funding Agency

ADVANCED SEARCH

CITATION SEARCH

Advanced search

Anywhere

New energy OR Green energy

×

Author Affili

×

Anywhere

Enter Search term

+

Published in

Enter a journal, book, or reference work title

PUBLICATION DATE

☒ All dates

☐ Last

Month

☐ Custom range

Month

Year

to

Month

Year

限定期刊

限定出版  
时间

Search Tips

检索技巧

You can use the Boolean operators AND (also + or &), OR and NOT (also -) within search fields. These operators must be entered in UPPERCASE to work.

可增添至七个检索框，每个检索框中可使用布尔运算符 “AND, OR, NOT” 进行连接；支持通配符

phrase.

Wildcards

Use a question mark (?) in a search term to represent a single character (*wom?n* finds women or woman). Use an asterisk (\*) to represent zero or more characters. For example, *plant\** finds all words with that root (plant, plants, & planting) while *an\*mia* finds variants with one or more letters (anemia & anaemia). Wildcards CANNOT be used at the start of a search term (*\*tension*) or when searching for phrases in quotes (*"tobacco*

# WOL检索技巧

**布尔逻辑运算符：**您可以在搜索字段中使用AND/OR/NOT，在Wiley Online Library平台必须用大写输入。

**双引号（” ”）的使用：**输入多个单词且没有双引号限定默认以AND关联关键词。使用双引号限定两个单词中间不能插入其他单词。

**？和\*的使用：**

- 使用问号(?)来表示单个字符：(wom?n = women or woman)
- 使用星号(\*)表示零个或多个字符：plant\*查找所有带有该词根的单词(plant, plants, planting)，而an\*mia查找带有一个或多个字母的变体(anemia & anaemia)。
- ？和\*不能用于搜索词的开头(\*tension)或在双引号中(“tobacco smoke”)时。

**作者搜索：**

作者的名字可以是全名，也可以是首字母缩写。将作者姓名放在引号中以查找特定的名称及其变体。例如，“John Smith”可以找到John Smith、John K Smith和John Colby-Smith的文章，而“J Smith”可以找到J Smith、JR Smith、John Smith和Julie Smith的文章。

内容发现与获取-----巧用高级检索，提高文章查准率3/5

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Wiley Online Library

"breast cancer" OR "breast neoplasms"

Login / Register

162,993 results for ""breast cancer" OR "breast neoplasms"" anywhere

检索结果数量

保存检索条件与订阅

★ SAVE SEARCH

RSS

精简检索结果

Articles & Chapters (162,993)

Publications (1)

Collections (786)

文章类型

Filters

Publication Type ^

Journals150,310

Books10,246

Reference works2,437

Publication Date ^

Last Week187

Last Month816

Last 3 Months2,325

Last 6 Months4,770

Last Year10,049

≡ Refine Search

优化检索条件

Sorted by: Relevance

可以按照相关性，出版日期进行排列

” Export Citation(s)

Download PDF(s)

Breast Cancer Free Access

Adjuvant Anthracyclines in Breast Cancer: What Is Their Role?

Ami N. Shah, William J. Gradishar

The Oncologist | Volume 23, Issue 10

First published: 17 August 2018

Abstract

Invited Commentary Free Access

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18

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# 内容发现与获取----巧用高级检索，提高文章查准率4/5

Filters

Publication Type ^

Journals

262,080

Books

32,086

Reference works

2,543

Publication Date ^

Last Month

1,672

Last 3 Months

4,146

Last 6 Months

7,676

Last Year

14,621

Last Week

379

From:

YYYY

To:

YYYY

Go

Access Status ^

Open Access Content

2,670

Subjects ^

ACCOUNTING

539

AGRICULTURE

804

ANTHROPOLOGY

3,490

AQUACULTURE, FISHERIES & FISH SCIENCE

385

ARCHAEOLOGY

459

MORE (58)

免费查阅开放获取内容

Published in ^

Default Book Series

31,737

Anaesthesia

25,049

Arthritis & Rheumatology

20,195

Acta Anaesthesiologica Scandinavica

10,441

Headache: The Journal of Head and Face Pain

7,700

MORE (5)

Authors ^

Rothrock, John F

194

Evans, Randolph W

183

Lipton, Richard B

180

Alarcón, Graciela S

164

Felson, David T

154

MORE (5)



# 内容发现与获取-----巧用高级检索，提高文章查准率5/5

☰ Refine Search ^

个性化精简检索结果  
提高查全率和查准率

Sorted by: Relevance ▾

Refine Search

Search History

Saved Searches

Anywhere ▾

"breast+cancer"+OR+"breast+neoplasms"

×

Anywhere ▾

Enter Search term

+

Published in

Enter a journal, book, or reference work title

PUBLICATION DATE

☒ All dates

☐ Last

Month ▾

☐ Custom range

Month ▾

Year ▾

to

Month ▾

Year ▾

Search



# 内容发现与获取----利用相关文献，深入挖掘研究背景和进展1/2



Software News and Updates

## Multiwfn: A multifunctional wavefunction analyzer

Tian Lu✉, Feiwu Chen

First published: 08 December 2011 | <https://doi.org/10.1002/jcc.22885> | Citations: 26,402

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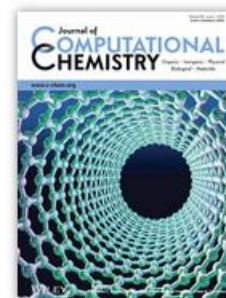
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Volume 33, Issue 5

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"breast cancer" OR "breast neoplasms"

[Login / Register](#)

162,993 results for ""breast cancer" OR "breast neoplasms"" anywhere

★ SAVE SEARCH

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Articles & Chapters (162,993)

Publications (1)

Collections (786)

Filters

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Last Week187

Last Month816

Last 3 Months2,325

Last 6 Months4,770

Last Year10,049

Refine Search

1

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Adjuvant Anthracyclines in Breast Cancer: What Is Their Role?

Ami N. Shah, William J. Gradishar

The Oncologist | Volume 23, Issue 10

First published: 17 August 2018

Abstract ^

Invited Commentary Free Access

Breast cancer: special types and why bother?

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**Wiley Online Library** | Access by

Search

HOME | ABOUT | CONTRIBUTE | BROWSE

**Volume 26, Issue 8**  
Pages: i-ii, 4169-4649  
August 2020

[Previous Issue](#)

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- ☒ Climate and Climate Change (Full Access)
- ☐ Climate change and disaster management (Free Access)
- ☒ Climate change: Clinical considerations (Full Access)
- ☐ Climate Change and Uneven Development (Full Access)
- ☒ Toward sustainable climate change adaptation (Free Access)
- ☐ Climate change and forest diseases (Full Access)
- ☒ Breathing life into climate change adaptation (Full Access)
- ☒ Identifying Alternate Pathways for Climate Change to Impact Inland Recreational Fishers (Full Access)

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Open Access 开放获取 (Open Access) 内容

Free Access 所有用户均可免费访问的内容

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8 of 20 articles/chapters

3

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WILEY Online Library

ATYPON

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Accelerating research discovery to shape a better future

Today's research, tomorrow's innovation

water resourc

Q

Advanced Search

1,900+ Journals

260+ Reference Works

27,000+ Online Books

Resources

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Access options

Librarians

Manage your account

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Societies

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Learn about trends

Authors

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Track your article



# 科研进展追踪-----注册账户，利用订阅功能提升科研效率

填写邮箱及简单  
信息并激活

Wiley Online Library

WILEY

Access by Wiley

Search

Q

Login / Register

Register as a new user

Login information

Email or Customer ID\*

ex. user@institution.edu

Password\*

Type your password

Retype email\*

ex. user@institution.edu

Confirm password\*

Re-type your password

A one-time confirmation email will be sent to this address. Your email address will serve as your login name.

Must be at least 10 characters long, and contain at least three of following:  
Lowercase letter (a-z) | Uppercase letter (A-Z) | Number (0-9) | Special Character

Personal profile


First Name\*

Country/Location\*

# 科研进展追踪-----订阅检索式

Working off-campus? Learn about our [remote access options](#)

Wiley Online Library

"breast cancer" OR "breast neoplasms" 

[Login / Register](#)

162,993 results for ""breast cancer" OR "breast neoplasms"" anywhere

★ SAVE SEARCH

RSS

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## Filters

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Books 10,246

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Last Week 187

Last Month 816

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Adjuvant Anthracyclines in Breast Cancer: What Is Their Role?

Ami N. Shah, William J. Gradishar

The Oncologist | Volume 23, Issue 10

First published: 17 August 2018

Abstract v

Invited Commentary  Free Access

Breast cancer: a global perspective

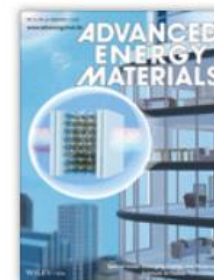
# 科研进展追踪-----订阅期刊

## ADVANCED ENERGY MATERIALS

Editor-in-Chief: Till von Gräberg, Deputy Editors: Aaron Brown, Carolina Novo da Silva, Anna Troeger, Jipei Yuan

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On the Cover

# 科研进展追踪-----订阅单篇文章

## Global cancer statistics 2018: GLOBOCAN estimates of incidence and mortality worldwide for 36 cancers in 185 countries

Correction(s) for this article ▾

Freddie Bray BSc, MSc, PhD ✉, Jacques Ferlay ME, Isabelle Soerjomataram MD, MSc, PhD, Rebecca L Siegel MPH, Lindsey A. Torre MSPH, Ahmedin Jemal PhD, DVM

First published: 12 September 2018 | <https://doi.org/10.3322/caac.21492> | Citations: 22,213

DISCLOSURES: Lindsey A. Torre, Ahmedin Jemal, and Rebecca L. Siegel are employed by the American Cancer Society, which received a grant from Merck Inc for intramural research outside the submitted work; however, their salaries are solely funded through American Cancer Society funds. The remaining authors report no conflicts of interest.

SECTIONS

跟踪文章被引情况

PDF

TOOLS

### Abstract

This article provides a status report on the global GLOBOCAN 2018 estimates of cancer incidence and mortality worldwide for 36 cancers in 185 countries. The International Agency for Research on Cancer, which is part of the World Health Organization, has estimated that there will be an estimated 19.3 million new cancer cases (17.7 million excluding nonmelanoma skin cancer) and 10 million deaths (8.9 million excluding nonmelanoma skin cancer) in 2018. In 2012, there were 18.3 million new cancer cases and 9.6 million deaths worldwide. Cancer is the leading cause of death in the United States, accounting for 23% of all deaths.

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# 科研进展追踪-----邮件查收更新情况

The screenshot displays a web-based email interface for Wiley. The top navigation bar includes links for '电脑客户端', '升级VIP', '升级服务', '设置', '帮助', and '退出'. A search bar on the right says '支持邮件全文搜索'. The main navigation tabs are '首页', '通讯录', '应用中心', and '收件箱' (selected). The left sidebar shows folders like '收件箱 (1773)', '红旗邮件', '待办邮件', '智能标签', '星标联系人邮件', '草稿箱', '已发送', '订阅邮件 (5)', and other file folders. The main content area shows a list of emails with actions like '删除', '举报', '标记为', '移动到', '更多', and '刷新'. The email list includes alerts for 'Angewandte Chemie', 'Wiley Online Library', and 'Journal of Geophysical Research: Oceans'. A banner for 'Wiley Digital Archives' is visible at the bottom left of the email list.

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1/110

收件箱 (1773)

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待办邮件

智能标签

星标联系人邮件

草稿箱

已发送

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昨日 (1)

Wiley Online Libr... Wiley Online Library Article Event Alert (doi:10.1002/anie.200702505) 昨日

更早 (16)

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## 工商管理类科技论文的撰写

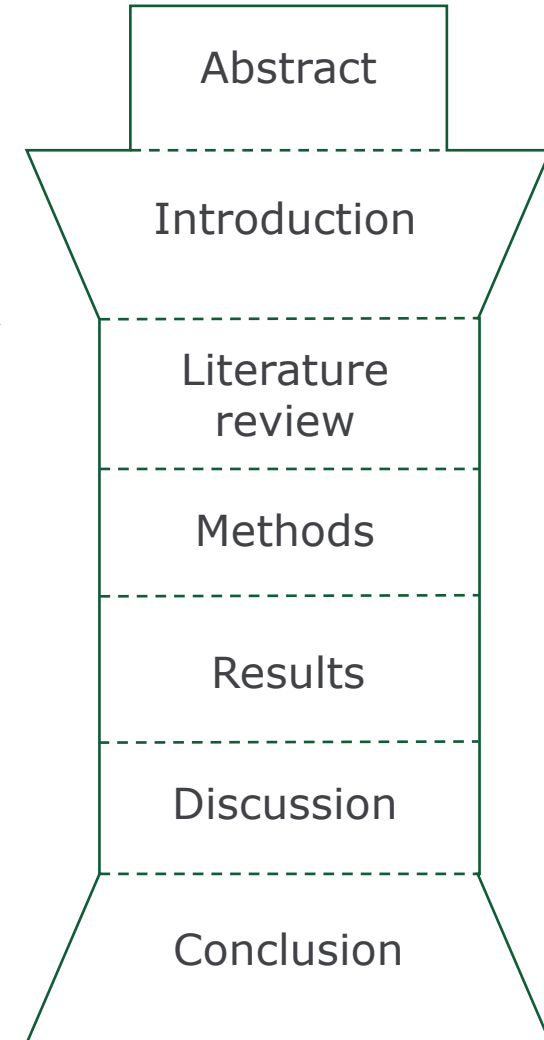
各部分要点与常见问题

# 科技论文的撰写



# 原创论文的常见结构

- 摘要 Abstract
- 引言 Introduction
- 文献综述 Literature review / Critical review
- 方法 Methodology / Research design
- 结果 Result
- 讨论 Discussion
- 总结 Conclusion



J PROD INNOV MANAG 2018;35(5):808–838  
© 2018 Product Development & Management Association  
DOI: 10.1111/jipm.12460

Open Service Innovation: The Role of Intermediary Capabilities  
Krithika Randhawa, Ralf Wilden, and Siegfried Gudergan

This study examines how intermediaries, in general, and those with digital service platforms specifically, engage with clients to help them innovate their services within their service ecosystem. Based on an embedded, longitudinal case study, the results reveal the cumulative development and deployment of technological, marketing, and co-creation capabilities by intermediaries, and how these capabilities allow intermediaries to engage with clients, so as to enable clients' open service innovation despite their internal challenges. In turn, this article extends theory on service innovation by clarifying the role and function of intermediaries in service ecosystems in enabling clients to leverage open service innovation. Second, this study contributes to resource-based scholarship by clarifying how these three sets of capabilities and their micro-foundations relate to each other. Despite the obvious importance of technological capabilities, online intermediaries are more than just "virtual" service platform providers. The intermediary's technological and marketing capabilities assist clients in dealing with project-related and organizational challenges to open service innovation. Acting as a higher-order capability, co-creation capabilities—through shaping marketing and technological capabilities over time and also through conditioning their deployment—improve the proficiency of these capabilities. The findings advance insights on the agential role of the intermediary's co-creation capabilities, purposefully developed and deployed to foster client engagement, and thus support service organizations in leveraging open service innovation.

Practitioner Points

- Along with technological and marketing capabilities, professional service firms ought to hone co-creation capabilities in assisting clients in dealing with internal innovation barriers.
- In order to allow service firms to better leverage open service innovation, intermediaries ought to provide professional services that go beyond offering one-off technology-focused inputs to those that actively support, involve, and engage clients.
- Managers of service firms can benefit from sourcing professional services to bolster their service innovation efforts; specifically, when facing internal project-related or organizational barriers.
- Managers of service firms can better succeed in their open service innovation efforts from knowing that, while engaging an intermediary with an appropriate "virtual" technology platform is essential, selecting one that has the capabilities to provide the needed professional services to effectively interact is equally crucial.

Address correspondence to: Krithika Randhawa, UTS Business School/University of Technology Sydney, PO Box 123, Broadway, NSW 2007, Australia. E-mail: krithika.randhawa@uts.edu.au

Introduction

Considerable research has discussed the importance of leveraging external service ecosystems to drive service innovation (e.g., Marcos-Cuevas, Nätti, Palo, and Baumann, 2016; Lusch and Nambisan, 2015). Firms benefit from accessing external resources such as knowledge (e.g., Rusanen, Halinen, and Jaakkola, 2014), and interfirm collaboration has positive innovation implications (e.g., Schleimer and Faems, 2016). At the same time, firms engaging in these so-called open innovation (OI) practices by transcending firm boundaries face internal constraints, such as the "not-invented-here" syndrome and lack of management support (Antons and Piller, 2015). Collaboration between multiple stakeholders in innovation increases complexity (Greer, Lusch, and Vargo, 2016). This complexity is magnified by greater sophistication of customer requirements, faster development cycles, and advanced technologies; growing the prevalence of intermediaries in service innovation to involve stakeholders within an ecosystem (Lusch and Nambisan, 2015). One particular category, OI intermediaries, provide their clients with online platforms that allow service firms to co-create innovations with online communities (Mele and Russo-Spena, 2015; Sawhney,

Theoretical Background

Service Innovation and Open Innovation

Distributed innovation, referring to sourcing of innovation from outside the organization, has been discussed in research on user innovation (e.g., Baldwin and von Hippel, 2011; von Hippel, 1986); OI (e.g., Chesbrough, 2003; West and Gallagher, 2006); community-based innovation (e.g., Dahlander and Frederiksen, 2017); and interfirm collaboration (e.g., Schleimer and Faems, 2016). OI and interfirm collaboration research is ultimately interested in how firms can commercially benefit from innovating with external stakeholders. User innovation and community-based innovation research, on the other hand, focuses on the user as the main stakeholder, investigating the conditions under which users share their innovations with each other and producers.

Research on service innovation using co-creation and S-D thinking (Lusch and Nambisan, 2015; Watson, Wilson, Smart, and Macdonald, 2018), emphasizes co-creation in service innovation (Perks, Gruber, and Edvardsson, 2012), stressing the importance of service ecosystems (i.e., networks between

(also called lower-order or functional) capability with changing customer requirements and technological advances (Karpen et al., 2015). In line with previous studies (e.g., Karpen et al., 2015; Wilde and Gudergan, 2017), this study draws on this conceptualization and investigates not only whether these capabilities apply to OI intermediaries, but also a contribution to wider strategy knowledge also uncovers the mechanisms through which professional service providers deploy capabilities to enable client to co-create service innovation.

Research Design and Methodology

To investigate the underlying research question, an embedded, longitudinal case study of an OI intermediary called Nexus and 18 of its public service-providing clients was used. This approach allows us to (1) build theory through a deeper understanding of a contemporary and underexplored phenomenon (Eisenhardt and Graebner, 2007; Sigelkow, 2007) and (2) study the phenomenon in its natural setting (Yin, 1994).

Results and Discussion

Based on the data (see also supporting information in Online Appendix C for relational text mining results), and drawing on co-creation, OI, S-D logic, and resource-based reasoning, this study investigates how OI intermediaries deploy capabilities to support and build clients' capacity in open service innovation (Figure 1). While the identified barriers have been discussed in previous research, this study focuses on unpacking three intermediary capabilities—technological, marketing, and CCs—and the micro-foundations through which these are deployed in assisting clients in overcoming internal challenges to leveraging open service innovation. Results show that technological and marketing capabilities are important to assist clients tackle such barriers: Technological capabilities facilitate clients in dealing with their own project-related barriers, and marketing capabilities support clients in overcoming organizational barriers. More importantly, CCs support and shape both technological and marketing capabilities and are hence even more critical to enabling effective leverage of open service innovation in clients.

Theoretical Implications

Using an embedded, longitudinal case study of the open service innovation intermediary Nexus, this study examined the cumulative development and deployment of intermediary capabilities, and the mechanisms by which these intermediary capabilities

Limitation and Future Research

This study has responded to calls to integrate service marketing theories to examine OI for services (e.g., Randhawa et al., 2016), and align with early attempts to investigate service innovation from an S-D perspective (e.g., Ordanini and Parasuraman, 2010; Verma, Gustafsson, Kristensson, and Witell, 2012). Our study is not without limitations, which also provide opportunities for future research. Although this embedded case study is appropriate to conclude how the here-identified intermediary capabilities and micro-foundations enable clients to leverage open service innovation, relying on a single intermediary is a limitation. Future qualitative research can apply a mul-

cision-making among senior executives, resulting in significant "not-invented-here" thinking in organizations (Antons and Piller, 2015). These barriers are also evident in the text mining results through the frequent use of, and the close relationships between, concepts such as "buy-in," "risk," "senior," "understanding," and "value" by interviewees. Overall, clients widely acknowledge the role of the senior executives' buy-in in building a culture of open service innovation and community engagement.

Another organizational barrier is revealed through the frequent use of concepts such as "strategic framework," "policy," and "consultation," namely the lack of strategic framework for open service innovation. As a result, clients often adopt a compliance-driven approach, using open service innovation in a transactional, reactive manner. Client Q suffers from this approach as "the focus tends to be on involving the community and not as much on empowering the community" [emphasis added] (media & communication officer). Often the focus is merely on meeting government and council requirements for consultation, leading to a lack of emphasis on holistic service innovation projects. On the contrary, Client H has adopted a strategic framework to open service innovation that goes beyond policy requirements to be

This study advances service innovation and co-creation literature by integrating the research on OI and S-D logic of marketing to investigate how OI intermediaries, functioning as "customer community operators" (Sawhney et al., 2003), can enable clients to leverage open service innovation. By assisting clients in dealing with internal barriers to online community engagement, both project-related and organizational ones, these capabilities play a key role in using these capabilities (Peters, Gudergan, and Booth, 2018) to better explain how intermediaries can assist service firms in the open service innovation efforts. Finally, as professional service firms differ in their capability portfolio (Wilden, Gudergan, Akaka, Averdung, and Teichert, 2018), further clarifying capability configurations and their impacts (Gelhard, von Delft, and Gudergan, 2016; Wilden, Devinney, and Dowling, 2016) can assist in substantiating how different types of intermediaries affect their client's service innovation endeavors.

References

Abela, A. V., and P. E. Murphy. 2008. Marketing with integrity: Ethics and the service-dominant logic for marketing. *Journal of the Academy of Marketing Science* 36 (1): 39–53.

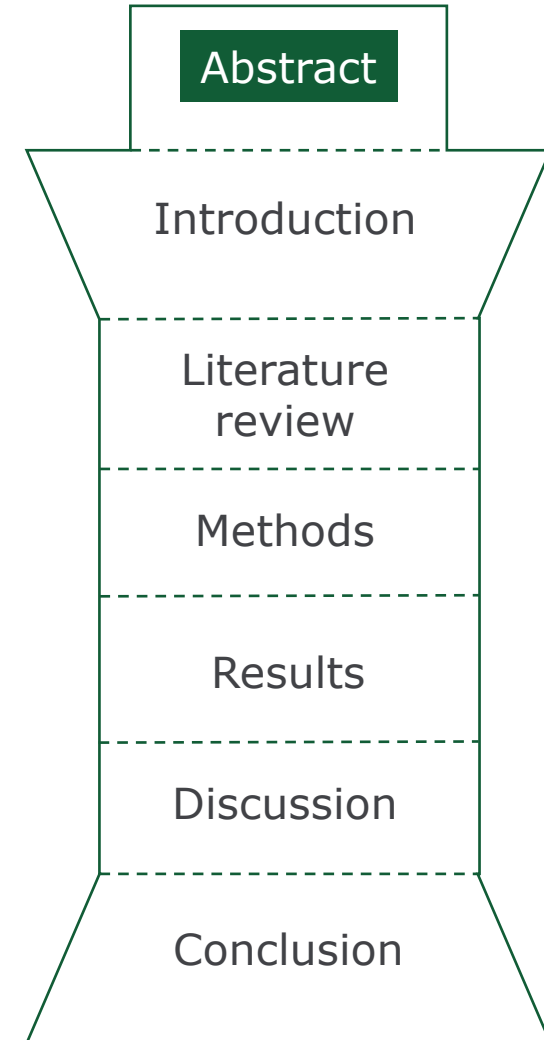
# 标题

- **A**ccuracy **B**revity **C**larity
- **准确**：本篇文章要传达的最主要的信息
- **概括**：避免过多细节&无用的字眼
- **清晰**：关键词！关键词！关键词！



# 摘要

- 我要研究的问题是什么？为什么这很重要？
  - 我该如何做才能回答这个问题？
  - 我在研究发现了什么可以回答我的问题？
  - 针对我的问题和结果我可以做出什么结论？
- 
- 简短（注意字数限制）
  - 完整（涵盖研究的全部内容）
  - 满足读者需求（问题、方法、发现、结论）
  - 一致性（与正文内容保持一致）
  - 概括（目标导向）



# 摘要：优秀范例

## CORPORATE SOCIAL RESPONSIBILITY AND ACCESS TO FINANCE

BEITING CHENG,<sup>1</sup> IOANNIS IOANNOU,<sup>2</sup> and GEORGE SERAFEIM<sup>1\*</sup>  
<sup>1</sup> Accounting and Management Unit, Harvard Business School, Harvard University, Boston, Massachusetts, U.S.A.  
<sup>2</sup> Strategy and Entrepreneurship Area, London Business School, London, U.K.

882 Cited

We investigate whether superior performance on corporate social responsibility (CSR) strategies leads to better access to finance. We hypothesize that better access to finance can be attributed to (1) reduced agency costs due to enhanced stakeholder engagement and (2) reduced informational asymmetry due to increased transparency. Using a large cross-section of firms, we find that ..... constraints. We provide evidence that ..... are important in reducing capital constraints. The results are further confirmed using several alternative measures of capital constraints, a paired analysis based on a ratings shock to CSR performance, an instrumental variables approach, and a simultaneous equations approach. Finally, we show that the relation is driven by both the social and environmental dimension of CSR (133 words).

研究

假设

方法

发现

讨论

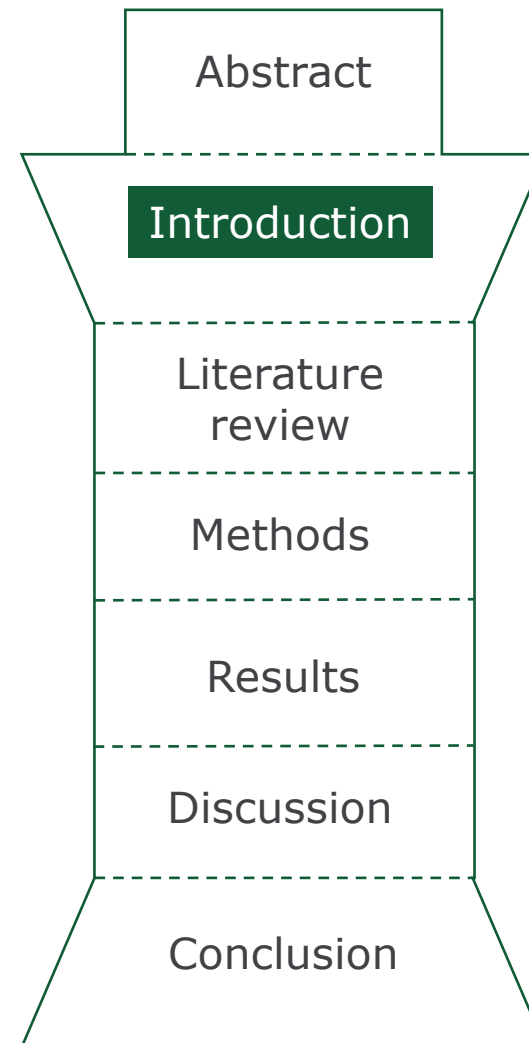
结论

# 引言

- 清晰交代研究的核心问题
- 阐述该研究的重要性

需完整阐述的内容：

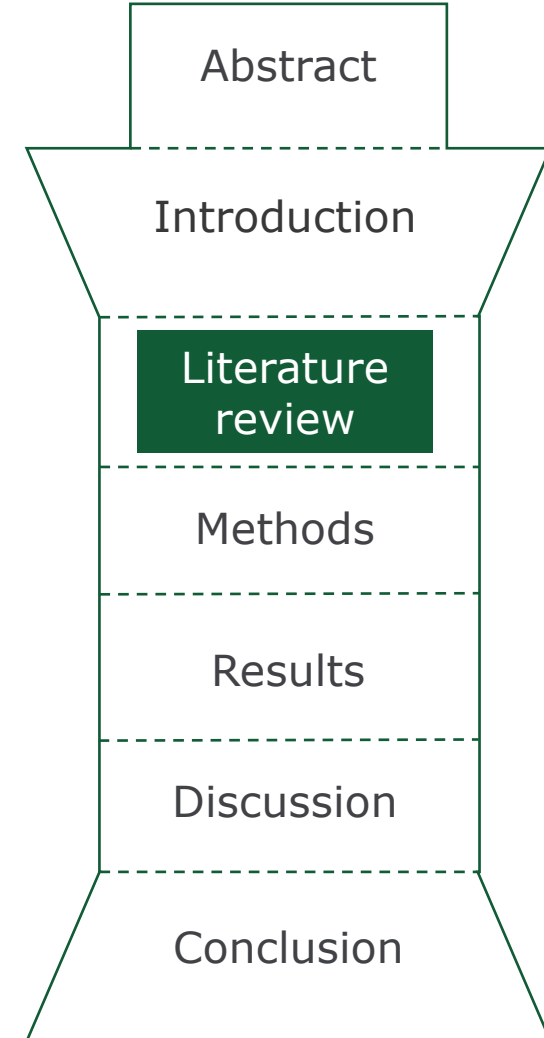
- 所有的研究问题
- 研究的预期目标（假设）



# 文献综述-Write a Critical Review

- 展现当前研究的基础和广泛性
- 展示最相关及最重要的研究
- 基于专业性和个人观点的*review*

综述不是总结别人的研究！



# 文献综述-Write a Critical Review

## 如何判断你的综述“Critically”

- ✓ 展现研究课题与文献之间的联系
- ✓ 评估文献的优缺点
- ✓ 客观的讨论他人研究
- ✓ 引用和你观点相反的文献
- ✓ 综述中能清晰的反映事实和观点
- ✓ 合理的判断文献对自己研究的关联和价值
- ✓ 清楚的说明自己研究观点
- ✓ 强调该领域需要新的研究去提供新的观点：
  - 该观点与当前的知识和见解存在矛盾
  - 当前已发表的研究中存在偏见或遗漏之处
  - 当前的研究发现需要进一步验证
  - 当前的结论缺乏证据，有矛盾之处或局限性
- ✓ 通过引用正确的文献来证明自己的观点



# 方法

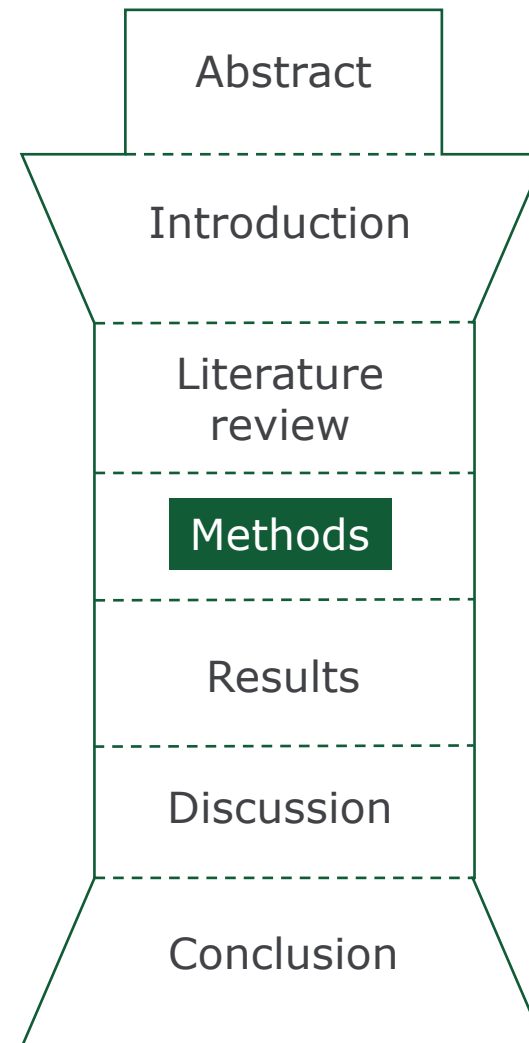
- **可靠性/有效性**

- 提供详细的信息为读者展示这个研究的有效性和可靠性
- 提供研究参与者的背景人数等信息

- **数据分析**

- 提供数据分析的详细方式及原理

- **不要复制!**



# 方法

## 方法设计

- 整个调查/实验是如何设计的
- 阐述方法设计的原因并论述其有效性
- 简述伦理审查情况

## 调查对象

- 对多少人进行了调查
- 被调查者的背景
- 选择该背景人群的原因
- 无回复/拒绝调查该如何处理

## 调查方式

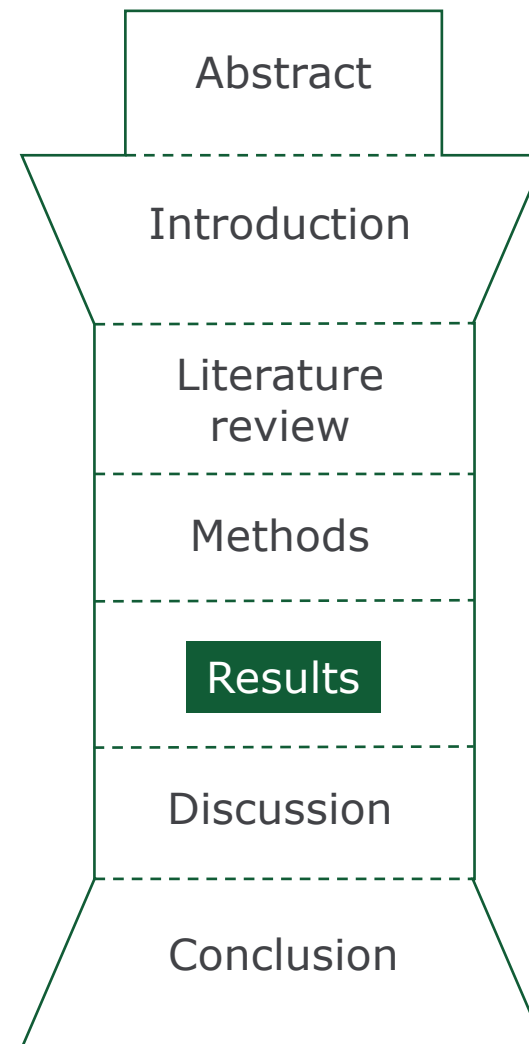
- 使用了什么样的方法
- 专用程序/仪器是如何设计/开发的
- 数据如何分析

## 调查流程

- 调查对象的特点
- 调查流程的有效性、可靠性
- 如何指导被调查者
- 收集数据的数量，调查的区域，调查的时长
- 什么时候进行的调查

# 结果

- 阐述研究中发现的事实
- 可以通过图表来展现研究发现
- 不要在该部分对结果发表看法
- 结果的展现要有清晰的逻辑
  - 按研究目的顺序
  - 按发现重要性顺序
- 各章节的标题要清晰的展现章节内容

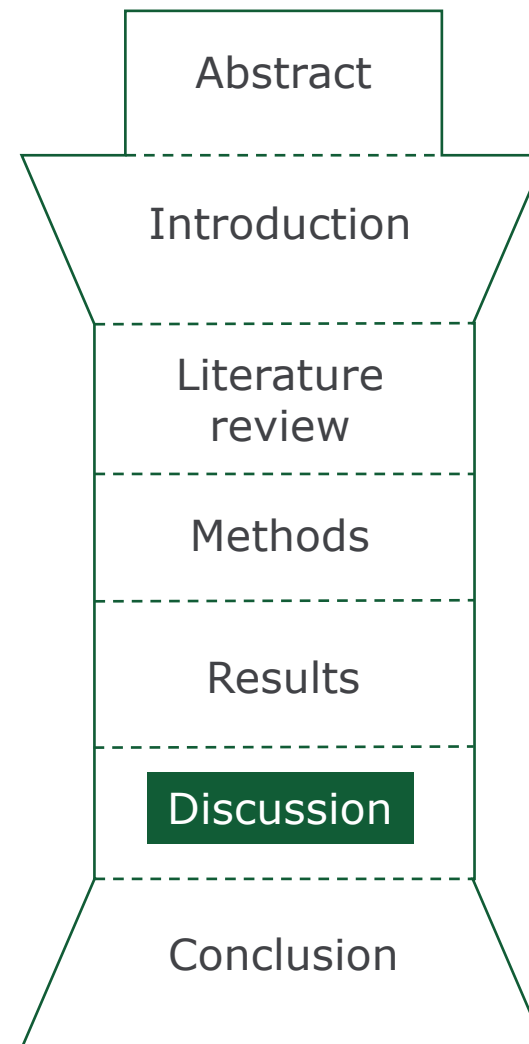


# 讨论

## 讨论是对结果的解释

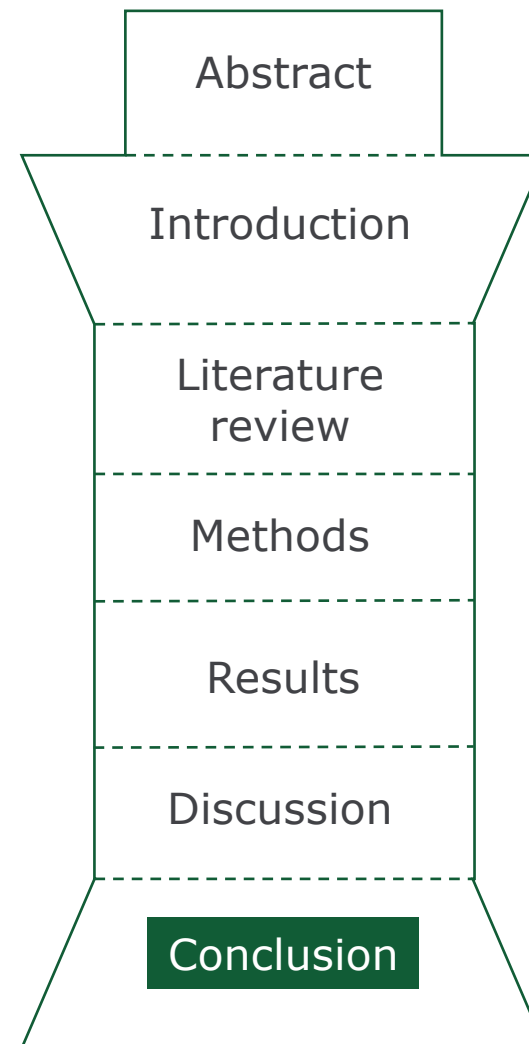
- 说明结果与引言中的目标、问题与假设之间的联系
- 运用综述中阐述的理论进行讨论
- 讨论研究方法中的优势与不足
- 不是阐述事实，而是对事实的解释
- 进行充分的讨论（**不短于结果**）

**实事求是，不要过度解读，也不要妄自菲薄**



# 总结

- 总结整个研究（研究目的、问题、发现、结论）
- 清晰的阐述结论：遵循与结果相似的结构
- 对应研究目的
- 不要涉及新的文献/信息
- 总结中的最后一章：“讨论”
  - 研究的意义
  - 应用价值
  - 未来研究方向



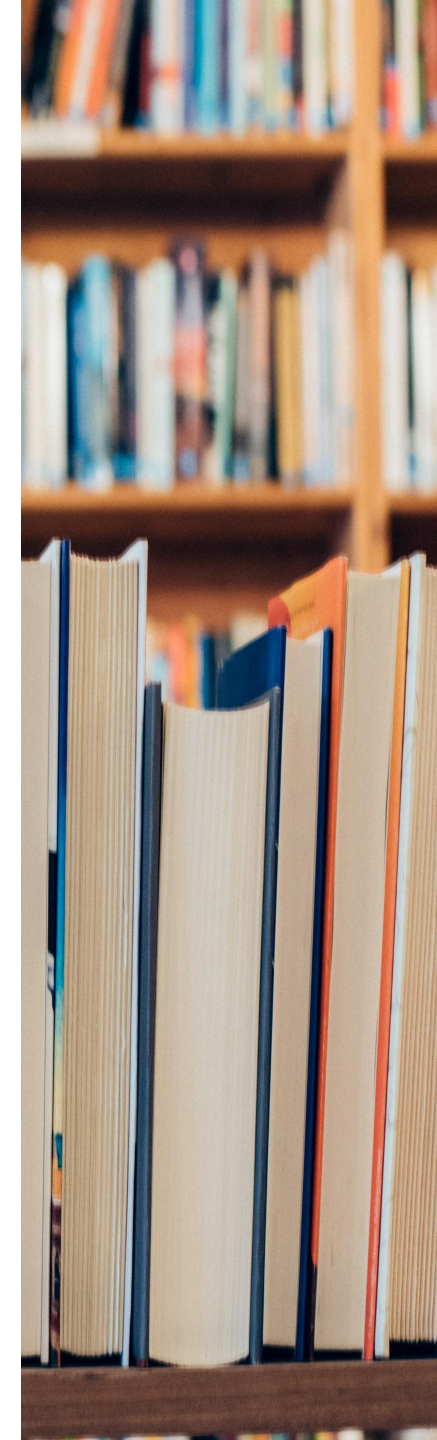


## 你在总结里回答了这些问题吗？

- ✓ 这个研究是否符合研究的目标
- ✓ 研究是否回答了研究问题
- ✓ 主要发现是什么
- ✓ 结论对未来的研究有什么启示
- ✓ 是否总结了整个研究
- ✓ 未来的研究可以着眼于什么方向

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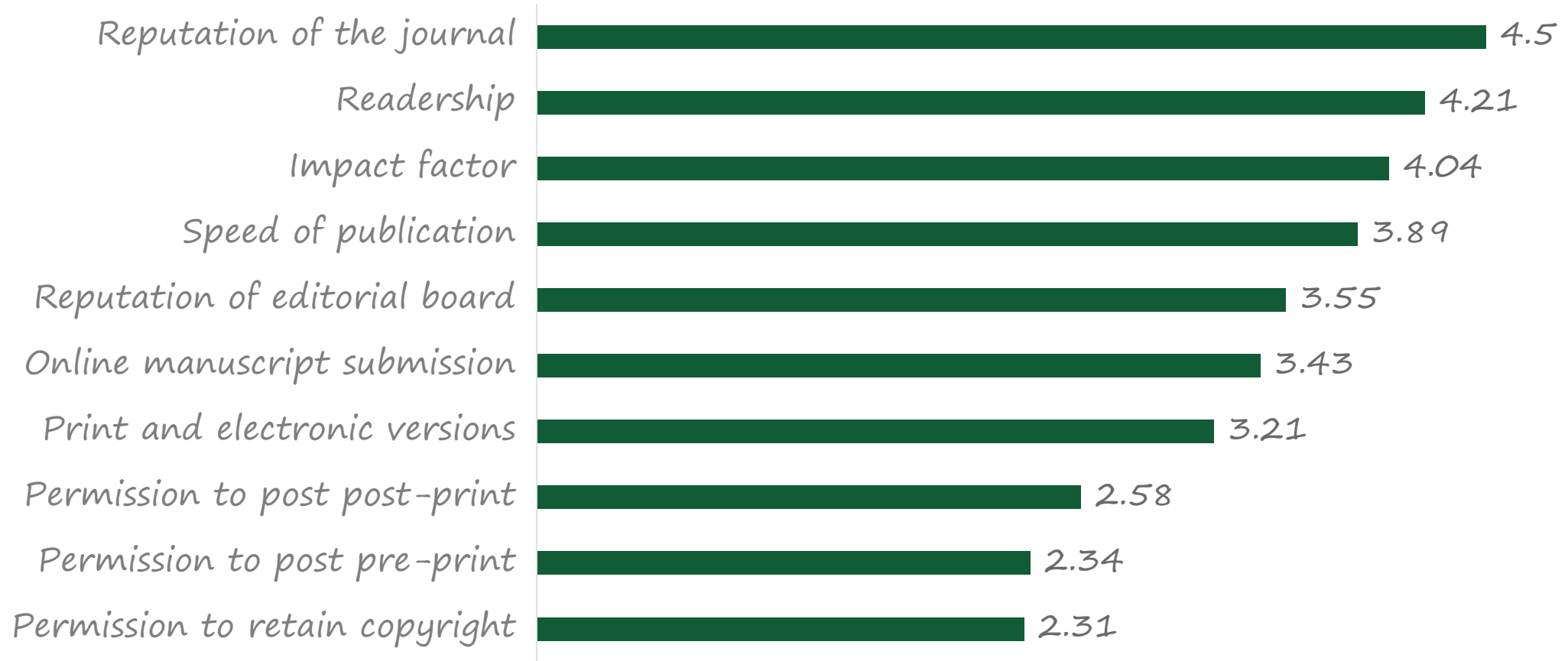
# *Wiley*期刊投稿选择



# 论文发表准备与流程----期刊的选择

Survey: Reasons for choosing last journal (n=5,513)

Averages, where 5 = Very important, 1 = Not at all important



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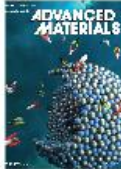

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Data sharing policyExpects	Data sharing policyExpects	Data sharing policyExpects	Data sharing policyExpects
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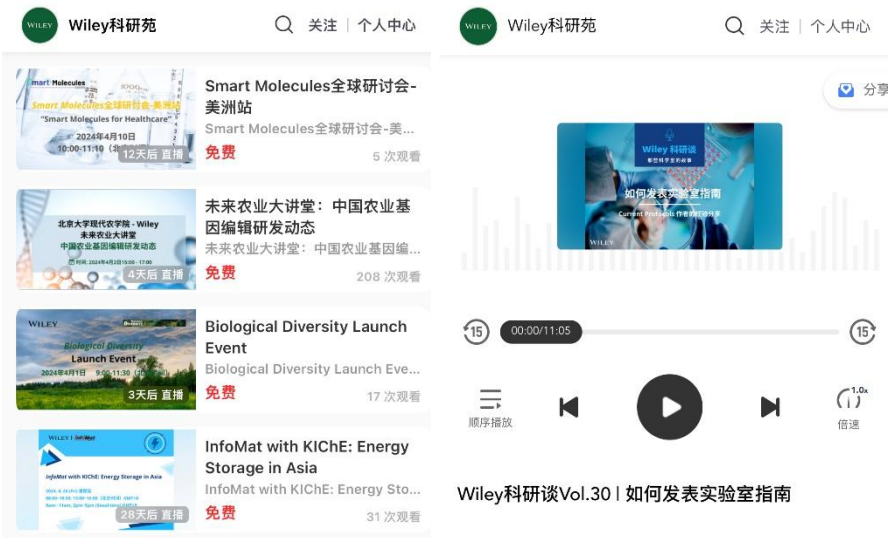
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研究背景

心脏康复是确保心脏病患者获得最佳体力、精神、社会功能的所有方法的综合，通过患者自己的努力尽可能恢复正常的功能，过上一种主动的生活。居家心脏康复可以显著降低心脏病患者的心血管风险，促进心理和精神健康，改善临床预后和生活质量。然而，这些益处取决于心脏病患者的主动参与和积极的自我管理。最优的自我管理能够帮助患者更好地监测心脏状况、采取健康的生活方式、遵循治疗计划、应对心理压力，并获得相关的教育和信息。通过自我管理，患者还可以积极参与康复过程，提升心脏健康、预防疾病复发，并改善生活质量。因此，涉及到干预的各个环节，有必要对居家心脏康复自我管理进行全面、科学的评价，这对提高临床疗效和患者生活质量至关重要，对居家心脏康复的临床实践也至关重要。目前，缺乏一个特异性的评估工具来评估心脏病患者居家心脏康复自我管理行为。因此，有必要基于相关指南去开发并验证一个全面且特异的心脏病患者居家心脏康复自我管理量表以补充当前的临床评价体系。

【精选论文】武汉大学刘冰、卜琳琳，昆士兰大学徐纯Small综述：淋巴结靶向纳米粒子促进肿瘤免疫治疗的策略及影响因素

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淋巴结（LN）是人体中至关重要的免疫器官，是肿瘤抗原最初出现的次级淋巴器官。在癌症发生期间，肿瘤细胞可能通过淋巴系统转移到LN，从而启动向转移性癌症的进展。然而，与此同时，LN是免疫细胞聚集和激活的中心区域，其中，抗原呈递细胞（APC）负责提取抗原，协调T淋巴细胞的成熟和活化。免疫治疗已成为癌症治疗中的一种有效策略，涵盖了免疫检查点抑制剂、细胞因子、免疫刺激剂、溶瘤病毒、癌症疫苗和CAR-T等一系列治疗方式，其中许多药物已获得批准广泛使用，而且一些创新的治疗方法正处于开发阶段。尽管免疫治疗潜力巨大，但它目前仍具有一些局限性，其中包括副作用和次优疗效。使用纳米颗粒（NP）作为递送载体靶向LN协同免疫治疗可以提高免疫治疗药物的疗效并减少患者的副作用。武汉大学刘冰/卜琳琳团队，澳大利亚昆士兰大学徐纯团队系统综述了靶向LN的NP结合免疫治疗的研究进展，并当选该期封面文章。重点介绍了NP靶向LN的各种策略，包括受NP物理性质影响（图的被动靶向策略（图1）、由NP表面亲和配体介导的主动靶向策略（图2）和其他的替代方法（图3），如结内注射和高内皮小静脉（HEV）靶向等。此外，团队还概述了LN靶向的NP在免疫治疗中的潜在风险，如毒性、器官蓄积和氧化应激等。



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