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Book review

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Dinu V., Săvoiu G. and Dabija D-C (2016). *Conceiving, Writing and Publishing a Scientific Paper - An Approach in the Context of Economic Research [A concepe, a redacta și a publica un articol stiintific - O abordare in contextul cercetarii economice]*. Bucharest, Romania: Editura ASE

Methodological guideline books for scientific papers are increasing in importance along with the growth of research output. Research output is estimated to grow annually by between 3% (Bornmann & Mutz 2015), on a sample of leading indexing bases, and 8% (Elango, Rajendran & Bornmann 2015) on a wider sample. Most researchers agree that the growth rate of research output is exponential, which is in line with Moore's law as well as with the fact that information and communication technologies are core technologies for producing and disseminating research results. There is generally no lack of research methods literature, but contributions coming from our own, Balkan region like this one written by Vasile Dinu, Gheorghe Săvoiu, and Dan-Cristian Dabija are rare and potentially interesting both to our authors and at least part of the readers.

The second important reason for interest in this book is that, instead of frequent approach based on instant superficial "snake-oil" tricks to get your research published, it describes a theoretical background by a thorough and detailed description of main issues of concern in a novel and changing research publishing environment. It forgets neither wisdom of Greek philosophers nor modern issues specific for the Internet age. Although the title of the book humbly determines it as a work in economics, its findings are widely applicable in management, organization and business related disciplines, as can be confirmed by examples given. On the sound theoretical foundation this book also develops its practical side with lots of specific examples and good practice guidelines. Further, the book is structured in a very logical and understandable way, making it easy to read it both cover-to-cover and partially, as a practical guideline for a specific issue which has emerged.

The book is divided in five main chapters. The first chapter, titled "Economic research and communication of its results, in the general context of scientific research" is introductory. Firstly, the authors define and position the role and the goal of research in the modern society and economy, both of which are based on knowledge. The modern research environment is described, followed by a section which describes economic research in the contemporary environment. That subsection is not directly interesting to the readers from the fields of management, organization and business, but the rare gem valuable and rare in our fields is a detailed and expert analysis of interdisciplinary, transdisciplinary and multidisciplinary applications. A practical contribution of this chapter is a four-step abstraction of research workflow, immanent not only to economy, but also to other research fields, management, business and organization included. The proposed workflow includes detailed explanations of:

1. Data and information gathering phase;
2. Choosing a research method which is fit both for the data and for the research question and then selecting means to interpret and present the research findings phase;
3. Specification of the hypothesis, followed by description of models and tests required for its acceptance/rejection phase;
4. Reasoning using the laws and contradictions phase.

The second chapter is focused on the main metrics of research success, ever since Garfield (1972) and Hirsch (2005) published their milestone papers. Citation networks determine the influence the research will have, and authors present simple rules for optimization of the paper structure which consequently influences

the future citations. Recommendations cover a wide set, from the presentation of tables, figures and textual findings, to general parts of the article. Again, the authors' experience confirms the old wisdom that a whole is more than the sum of its parts, and authors who follow all simple recommendations gain synergetic effects instead of just minor incremental improvements.

If young authors need to focus on practical aspects, the third chapter, titled "Writing a scientific paper" is the starting point, because it explains exactly what its title proposes. Craft and tools of the trade are explained, both in style and technique. Young authors could gain benefit from the distinction between a "textbook", an essay style and a desired scientific writing style which is characterized as precise, concise, clear and based on argumentative logic. The technique, which may differ from one publishing outlet to another, especially by fields, is described in a manner such as a skilled craftsman would advise its apprentice. The basic questions, such as referencing, figures and tables, title and format are covered. The authors focus on the Harvard referencing style which is similar to other styles used in our fields, like Chicago or APA.

Next, the fourth chapter focuses on the main issues plaguing research community – plagiarism. It also discusses anti plagiarism legislation and research ethics, as the chapter title proposes. Instead of defining plagiarism as a discrete, even binary offense, the authors describe three common types of plagiarism as well as a legal framework and practical software tools used against it. Finally, the authors underline the moral obligation of all researchers to restrain from any forms of plagiarism.

The fifth and the final chapter, titled "Publishing a paper in the field of social sciences" is more connected with the third than to the one directly preceding it. Again, it is a practical guideline, helping the author to understand the system of journals, their indexing and ranking. A specific focus is on the Romanian economic journals with international coverage, indexing and success. That information can be very useful to other Balkan researchers, because due to the similarity of both fields and local issues, those journals are possible publishing sources for researchers from Serbia, Montenegro, Croatia and other Balkan/SEE countries.

It is for this and for the previously mentioned reasons that book is of interest to a much wider readership than only those in Romania. But due to a specific application of Heller's catch 22 and another example of inconsistency and illogical traditions in the context of research, it is currently officially printed only in Romanian. Before an unofficial English translation is proofread and published it needs to be positively reviewed in a wider international context, and in order to be positively reviewed, it needs to be printed in English. It is our hope that reviews like this will help it overcome this inter-step and be printed and widely available in the *lingua franca* of our research community, because it has a lot to offer to the wider Balkan readership, to which it is closer and more aware of their specific issues. Also, experience of all authors, measured in the number of published articles, hetero citations, h-index or i-index suggests what wider readership should hear what they have to say. It would be another step forward in the advancement of regional research and research in smaller countries with less economic strength.

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