Writing for an Academic Journal - Beyond A Published Research Record

M F Faisal*

Address for Correspondence:

* Mohamed Fuad Faisal (mfuadfa@tnb.com.my)
TNB Integrated Learning Solution Sdn. Bhd. (ILSAS), Jalan IKRAM–UNITEN, 43000 Kajang, Malaysia

Article history:
Received 15 Jul 2019
Accepted 5 Nov 2019
Available online 1 Jan 2020

© 2020 by the authors; licensee TNB Integrated Learning Solution Sdn. Bhd. (ILSAS), Bandar Baru Bangi, Malaysia.
This is an open access article distributed under the terms of the Creative Commons Attribution license CC BY 4.0, which permits unrestricted use, distribution and reproduction in any medium, provided the original work is properly cited.

Writing can come in many forms. A handwritten diary, for example, can have sentimental value to its owner especially after being kept for so many years. Writing a book, on the other hand, brings a certain kind of gratification to the author, where he can reach out to the readers and be able to tell stories or ways of doing things (Smith, 2013). Of course, the examples provided here are from people from the non-academic world.

However, when it comes to producing scholarly articles for publications relating to a particular discipline, many feel that such writing assignments are exclusive to people in academia (Brown, 2017). So many of us are uncomfortable when it comes to the task of producing an academic piece of writing.

This is particularly true of those in the industrial sector, although some of the writings we produce have “scientific value”. Perhaps the title “industry practitioners” and not “academics”, has segregated us from the world of academic writing.

Nevertheless, the challenge of producing a scientific paper can make one more scrupulous in expressing his or her thoughts (Menary, 2007; Brown, 2017). This is especially so when presenting the theories behind a certain idea, or previous findings that can serve as useful guides.

Besides, writing scholarly articles presents a good form of pressure for those who work in the industry, where all the work and decisions can be justified based on the various references meticulously selected for a content to be valid and informative. Further, the topic one chooses must be properly supported by relevant sources in the correct manner.
A writer certainly understands that the task of producing a journal paper is a time-consuming process, especially if he or she is working in the private sector. This is because, in the field, there is no other benefit especially from the financial point of view except when the direction comes from the office, where you may be rewarded.

But in reality, some benefits will come later. In western countries, private and government workers have kept themselves busy writing articles for various journals. This is proof of the importance of sharing what we know in the public domain. The world can refer to this writing, which can serve as a good reference point or case study to others.

Of course, in the industry, we need to be more careful about sharing our views. We need to be shrewd in distinguishing trade secrets and choosing the right time to present our findings to the public through an appropriate channel. In producing case studies, only good things must be told – there is a huge difference between “revealing bad things” and “review of successful interventions”! Several companies are involved in publishing their research as a means to demonstrate innovation potential and sound product development. These companies have, therefore, received the intellectual credit, recognition as well as prestige.

In conclusion, industry practitioners writing scholarly articles can provide different perspectives to those found in university; which in turn, can help nurture the next batch of practitioners. Producing scholarly articles to be published in the relevant journals will also make a person stronger in knowledge terms and this will certainly benefit the company as we usher in the 4th Industrial Revolution (IR 4.0).

REFERENCES

