



INTRODUCTION

Beginning in this issue, *Journal of Organization Design* is introducing a new feature called the Research Primer Series. The purpose of this series is to introduce readers to a particular research stream or literature and articulate its implications for the theory and/or practice of organization design. The first research primer to appear in the series is by Metin Sengul and Stefan Dimitriadis on the topic of multimarket competition.

The Research Primer Series is under the overall guidance of Associate Editor Metin Sengul. He has prepared a set of guidelines for writing a research primer which appear below. Metin has approached several of his colleagues about writing a research primer on a particular design-related topic, but we encourage you to contact Metin if you are interested in writing one yourself.

We are pleased to be launching the Research Primer Series and hope that it will stimulate useful new research and articles on important topics in the field of organization design.

Børge Obel
Charles Snow
Co-Editors

GUIDELINES FOR JOD RESEARCH PRIMER SERIES

1. **Audience:** Researchers and PhD students looking for a concise introduction to a particular research stream.
2. **Purpose:** Introducing readers to a particular research stream/literature and articulating implications for organization design.
3. **Content:** The primer should cover the following matters:
 - a. Logical structure of the argument, including
 - i. Causal mechanisms (including definitions and main predictions)
 - ii. Assumptions
 - iii. Unit (or units) of analysis
 - iv. Key constructs
 - b. Research design
 - i. Illustration: research design, setting, operationalization, and estimation (include functional form, if relevant)
 - ii. Common pitfalls (e.g., inappropriate unit of analysis, operationalization, identification) and, if applicable, tips to avoid them
 - iii. Data sources
 - c. Correspondence of theoretical predictions and empirical findings
 - d. Positioning in the field, link to other theories/literatures
 - e. Relevance to organization design
 - f. Potential future directions, overall assessment of the literature
4. **Design principles**
 - a. It is an introduction to a research stream not a review of it.
 - b. The structure resembles a (text)book chapter rather than a review article.
 - c. Understanding is more important than depth of coverage; avoid too much information.
 - d. Give clear examples throughout.
 - e. The title should be short and direct (e.g., “Institutional theory” rather than “A review of institutional theory in field of management” or “Institutional theory: A review and assessment”).
 - f. Keep citations to a minimum in the text. Refer the reader to recent reviews (if available).
 - g. Future-looking claims should be farsighted so that they don’t quickly become outdated.

- h. Format: The manuscript should be typed in a 12-point, Times New Roman font and must be double spaced throughout. The length of the manuscript should be about 20 pages or less (excluding the title page, abstract, tables, figures, and references).
- i. In the spirit of the Series, we encourage co-authoring in professor-PhD student pairs.