Template for MBR Interview Submission

# Overview

An MBR Interview article is expected to:

* Provide brief background on an individual or group of individuals
* Include a transcript of an interview, usually in a question and answer format
* Present the key takeaways from the interview in a research context

Such an article would normally be around 5 to 15 pages, with appropriate length being determined by the actual content.

Acceptance of an MBR Interview submission will take into consideration:

* The prominence of the individual or group of individuals being interviewed
* The significance of the content of the interview, with particular emphasis on the degree to which it provides novel insights into business and managerial practices, introduces concepts likely to be broadly accessible to MBR readers, offers ideas that offer a pathway to best practices and is presented in a manner likely to engage readers.
* The degree to which it seems likely to contribute to the body of business and managerial knowledge.

# Instructions

* Save this document under the name to be used with the interview
* Delete the “Instructions” page
* On the first page, replace the generic information with your specific information:
  + Leave the “Interview” heading
  + Title: Use the **Title** style, centered.
  + (Author information will be submitted in the review system)
* Styles should be used for all headings
  + Main headings should use **Heading 1** style
    - Sub headings should use **Heading 2** style
      * **Heading 3**, Etc.
* Graphics should be embedded as .jpg, .gif or .png images. Do not use Office drawings.
* References should be listed at the end, in APA format
* Fill in the information specified in the **Reviewer Appendix** at the end of the template. This information will not be included in the published version of the article, but will be used during the review process.

Interview Cover Page

The Title of the Interview Goes Here

# Tagline

In this section, place a 25-50 word paragraph that captures the essence of the interview. This will not appear in the article itself, but will be used in the contents.

# Keywords

Put 5-10 keywords (including the name of the individual or group of individuals being interviewed) that will be used to index the article and make it easier to find when a search is done.

# Executive Summary

A 150-250 word summary that summarizes the background of the individual being interviewed and the highlights of the interview. This will appear at the beginning of the article.

Interview

The Title of the Interview Goes Here

# Introduction

An interview article will normally begin with a brief description of the context of the interview, hopefully half a page of less. It should introduce the topic focus of the interview and how the interview came about. This section should avoid being a repetition of the executive summary.

# Interviewee’s Name Goes Here

In this section a brief narrative biography of the individual or individuals being interviewed goes here. It should highlight the significant accomplishments of the interviewee, with particular relevance to those related to the topic of the interview

# The Interview

The actual interview transcript is presented here. Normally, a question and answer format is preferred, with questions numbered so that they can easily be referenced in the later discussion. For example (from Gill, 2013):

*Q1. When did you develop your interest in agribusiness?*

I grew up in Fargo, North Dakota, the son of person who had a farm, developed a grain business and a seed and feed business in the Red River Valley. I was the youngest of four children and the only boy so I spent a great deal of time with my father and I developed my interest and love and appreciation for agriculture at a very young age. I remember going to work when I was 10 years old and have worked in the field of agriculture ever since. So I started at a very young age and that interest was always reinforced, not only by my immediate family, but also by everyone I ever met in my academic and business career.

# Discussion

In this section, the results of the interview are synthesized by the author and, ideally, framed in terms of the broader academic research literature. In some cases, to avoid repetition it may make sense to go directly to conclusions.

# Conclusions

The summary of the key takeaways from the interview. Normally, these should be under a page and should be sufficiently self-contained that a reader can jump to them and still understand them.

# References

APA format should be used for all references, e.g.,

Gill, T. G. (2013). Case studies in agribusiness: An interview with Ray Goldberg. *Informing Science: the International Journal of an Emerging Transdiscipline*, 16, 203-212. Retrieved from <http://www.inform.nu/Articles/Vol16/ISJv16p203-212GillCS02.pdf>

# Reviewer Appendix

The reviewer appendix is not published with the article, but it is a critical component of the review process. It is required to allow the manuscript’s reviewers to assess whether the interview was conducted according to standards of rigor consistent with publishable research. The author(s) should fill out each of sections that follows.

# How was the Interviewee Chosen?

Describe the process involved with identifying and contacting the interviewee. What was it about the interviewee that made him/her/they a potential source of valuable research insights?

# The Interview Questions

Explain the process through which interview questions were selected. If the topic of the interview was motivated by a business question or a research interest, describe the research conducted by the author(s) prior to formulating the questions, including a summary of the findings from any web or library database searches conducted.

# The Interview Protocol

Describe the process through which interview was conducted. Include information on:

* Number of sessions
* Were the interviewee’s responses recorded?
* If the author(s) asked follow-up questions after the scheduled sessions, how was that process arranged?
* Was the transcript prepared verbatim, or were the interviewee’s responses approximated then verified?
* What selection process, if any, was used to determine what questions responses were included in the article?
* Was the interviewee allowed to edit responses once the transcript was prepared?
* Did the interviewee read and comment on early drafts of the complete manuscript?
* Will the interviewee be listed as a co-author?

# Subsequent Analysis

Describe the process through which the discussion and conclusions were developed. If subsequent research (e.g., search and study of the literature) was involved, the motivation and specifics of that activity should be explained.

# Permissions

The author(s) of a manuscript is responsible for acquiring necessary permissions prior to publication. For interviews, these permissions are likely to come in two forms:

* Written confirmation or permission from the interviewee (unnecessary if the interviewee has agreed to be a co-author)
* Permission to use any external materials (such as graphics or extensive quoted content) that are included in the discussion or the interview itself.

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