

Brief Overview on Preparing Strong Abstracts for the *Strategic Management Journal*

November 26, 2014

This document provides a quick overview of writing strong abstracts for publication in the *Strategic Management Journal*.

1. **Length:** Please limit abstracts for SMJ papers to 125 words (100 if a research note).

2. **Content:** Most importantly, abstracts need to be clear and informative. Strong abstracts communicate succinctly why a reader should spend any more time on the paper.
 - Strong abstracts commonly contain the following elements.
 - Research question
 - Gap/opportunity that the question addresses
 - Empirical setting (if relevant)
 - Major result(s) of analysis or logic
 - Major contributions of study

 - Here is an example of a strong abstract (York and Lenox, 2014)

“The influence of institutional factors on firm entry has long interested strategy scholars. However, we have limited understanding of how the sociocultural environment, defined as the unwritten, decentralized "rules of the game," influences founding rates in emergent industries; we know even less about how these noneconomic factors differentially influence entry by new entrepreneurial (de novo) firms versus diversifying incumbent (de alio) firms. Utilizing a unique dataset on entry in the green building supply industry, we find that, while economic and policy factors are highly correlated with de alio entry, the sociocultural environment exerts a greater influence on de novo firms. Our findings contribute to the literature on corporate demography, institutions and entrepreneurship, and industry emergence.” <http://onlinelibrary.wiley.com/doi/10.1002/smj.2187/abstract>