

Universiti Kebangsaan Malaysia

Guide to Getting Published

14th April 2015

Ben Sng

Senior Consultant – Publishing Relationship

Emerald East Asia Office, Malaysia

bsng@emeraldinsight.com

H/P: 019-210-8690/012-375-8215

www.emeraldinsight.com



Research you can use



Aim and overview

Aim:

To provide a guide to optimise your academic writing and preparation skills whilst focusing on best practice for submission

Overview:

- About Emerald
- Why Publish
- Publishing process and peer review
- Choosing a journal
- Structuring your paper
- Writing tips
- Publication ethics
- Dissemination and promotion
- Summary and resources



A brief introduction to Emerald

Company history

- Emerald Group Publishing Limited
- Founded in 1967 in Bradford, West Yorkshire
- Three core markets: Public, Corporate, Academic
- 300+ journals, 240+ book series, 300 stand-alone texts
- Over 21 million Emerald articles were downloaded in 2013 – more than 50,000 a day!



**Potential readership
of 15 million**



The Emerald Portfolio

28 subject areas including

Sociology, HR Management, Marketing, Accounting & Finance, Built Environment, Economics, Health Care, Engineering, Education, Politics, Linguistics, Engineering, Tourism & Hospitality, Business & Management, Library & Information Studies

Electronic databases: Emerald Management eJournals and Emerald Management First

Over 3,000 university libraries worldwide including 98 of the FT top 100 business schools

Full list of Emerald titles:

<http://emeraldinsight.com/journals> <http://books.emeraldinsight.com>

Emerald's publishing philosophy



- Emerald believe that good management can – must – make a better world
- Emerald believe in inclusivity, internationality, innovation and independence
- Supportive of scholarly research
- Committed to improving author, reader and customer experience
- *'Research you can use'*



Research that has an impact



***Financial Times* Top 100 Business Schools**



Emerald is proud to say that:

Over 90 of the *FT* top 100 business schools worldwide are Emerald customers

We have authors from all of the *FT* top 100 business schools worldwide

In 2010 the *FT* top 100 business schools worldwide downloaded Emerald articles 1.4m times – an average of 14,000 per school!



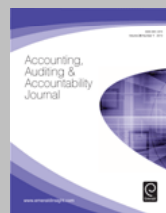


Emerald's new journals on ISI

A number of our journals have recently been indexed by Thomson Reuters (ISI):



Academia Revista Latinoamericana de Administración



Accounting, Auditing & Accountability Journal



Employee Relations



International Journal of Sustainability in Higher Education



Leadership and Organization Development Journal



THOMSON REUTERS

Key differences between books and journals



	Journals	Books
Frequency	Regular	Irregular
Format	Predominantly electronic	Predominantly print
Length	1 article approx 3-6,000 words	1 chapter approx 5- 10,000 words
Size	Tends to be around 6 articles	Usually 10-12 chapters
Review Process	Typically double-blind peer-reviewed	Mixed
Route to Market	Predominantly subscriptions from academic libraries	Libraries and individuals



Being published means....

Being published means your paper:

- Is **permanent**
- appears in **print and electronically**
- is **improved** via the review process
- is actively **promoted** by the publisher
- is **trustworthy** – material that has been published carries a QA stamp

Considering co-authorship

Benefits

- First time authors
- Demonstrates the authority and rigour of the research
- Especially useful for cross-disciplinary research

Where to find a co author

- Supervisor or colleague
- Conferences
- Journals



Considering co-authorship

Tips



- Ensure the manuscript is checked and edited so that it reads as one voice
- Exploit your individual strengths
- Agree and clarify order of appearance of authors and the person taking on the role of corresponding author
- Distributing work
- Extending your work
- Co-ordination and revision



How to get started?

What do I write about?

- Have you completed a project that concluded successfully?
- Are you wrestling with a problem with no clear solution?
- Do you have an opinion or observation on a subject?
- Have you given a presentation, briefing or conference paper?
- Are you working on a Doctoral or Master's thesis?
- Do you have a new idea or initiative?

If so, you have the basis for a publishable paper





How to select the right journal?

Choosing a journal to publish in is an investment decision. A good choice can enhance the impact of your work and your reputation

- Factors to consider are relevant readership, recent articles, communicative, societies and internationality, likelihood of acceptance, circulation, time from submission to publication
- What type of paper are you planning to write i.e. practice paper, research paper, case study, review, viewpoint? Check first what type of paper the journal accepts.
- Be **strategic** (e.g. five articles in international peer reviewed journals vs one in 'top' ranked journal)



How to select the right journal?

Measuring quality

Are rankings important to you? Thomson Reuters ISI is the most well known ranking, **but others exist**. Citations are a good, but not complete, guide to quality

- [Impact Factor](#)
- Scopus
- H-index
- Usage
- Peer perception

Rankings



ISI Thomson Reuters

What rankings do you use ?

THOMSON REUTERS (ISI)



Background

Thomson Reuters, formerly known as Thomson Scientific, (and formerly known as Thomson ISI!), has provided access to academic research information for over 50 years following the work of its founder Dr Eugene Garfield

ISI is by far the most respected ranking for academic journals in the world, and is used for key decisions such as whether an author will publish with a journal, and whether a library will subscribe to it.

More information at <http://scientific.thomsonreuters.com/>

THOMSON REUTERS (ISI)



What is an Impact Factor (IF)?

Journals are ranked in the JCR depending on how many times the articles included in that journal are cited in other ISI-ranked journals. The ranking is published every June and corresponds to the previous year's data.

ISI uses a calculation of citation data over a three year period to produce an Impact Factor for a given year.

For example, the Impact Factor for the International Journal of Physical Distribution and Logistics Management (our highest ranked journal) is 2.617 and relates to 2011

How are Impact Factors calculated?



An example:

Using the *Journal of Newcastle Business School Genius* as an example, there were 20 citations in 2010 in other ISI journals from its 2008-2009 issues (A). In this two-year period there were 60 articles published (B), which meant that the impact factor for *Journal of Newcastle Business School Genius* in 2010 was $20/60 = 0.333$

A = 2010 cites (20)

B = articles published (60)

A/B = 2010 impact factor (0.333)



Apart from ISI.....

While ISI may have most attention in Europe, there are many other rankings that provide useful – and potentially more relevant – information...

RANKINGS

- ISI,
- Scopus,
- ABS,
- ERA/ABDC

France, Germany,
Denmark, Norway



What makes a good paper?

HINT: Editors and reviewers look for



- Originality – what's **new** about subject, treatment or results?
- Relevance to and extension of existing knowledge
- Research methodology – are conclusions valid and objective?
- Clarity, structure and quality of writing – does it communicate well?
- Sound, logical progression of argument
- Theoretical and practical implications (the 'so what?' factors!)
- Recency and relevance of references
- Internationality/Global focus
- **Adherence to the editorial scope and objectives** of the journal
- A good title, keywords and a well written abstract

Emerald has introduced structured abstracts



A structured abstract – in 250 words or less (no more than 100 in any one section)

- **Purpose** – Reasons/aims of paper
 - **Design** – Methodology/'how it was done'/scope of study
 - **Findings** – Discussion/results
 - **Research limitations/Implications** (if applicable) – Exclusions/next steps
 - **Practical implications** (if applicable) – Applications to practice/'So what?'
 - **[NEW] Social implications** (if applicable) – Impact on society/policy
 - **Originality/value** – Who would benefit from this and what is new about it?
- www.emeraldinsight.com/structuredabstracts

Example of a good abstract



Terry Evans, Ian Brailsford, Peter Macauley, (2011) "History researcher development and research capacity in Australia and New Zealand", *International Journal for Researcher Development*, Vol. 2 Iss: 2, pp.117 – 132

- **Purpose** – The purpose of this paper is to present data and discussion on history researcher development and research capacities in Australia and New Zealand, as evidenced in analysis of history PhD theses' topics.
- **Design/methodology/approach** – The paper is based on two independent studies of history PhD thesis topics, using a standard discipline coding system.
- **Findings** – The paper shows some marked differences in the Australian and New Zealand volumes and distributions of history PhDs, especially for PhDs conducted on non-local/national topics. These differences reflect national researcher development, research capacities and interests, in particular local, national and international histories, and have implications for the globalisation of scholarship.
- **Research limitations/implications** – Thesis topics are used as a proxy for the graduate's research capacity within that topic. However, as PhD examiners have attested to the significance and originality of the thesis, this is taken as robust. The longitudinal nature of the research suggests that subsequent years' data and analysis would provide rich information on changes to history research capacity. Other comparative (i.e. international) studies would provide interesting analyses of history research capacity.
- **Practical implications** – There are practical implications for history departments in universities, history associations, and government (PhD policy, and history researcher development and research capacity in areas such as foreign affairs).
- **Social implications** – There are social implications for local and community history in the knowledge produced in the theses, and in the development of local research capacity.
- **Originality/value** – The work in this paper is the first to collate and analyse such thesis data either in Australia or New Zealand. The comparative analyses of the two datasets are also original.

Keywords: History Researcher, Australia, New Zealand, Doctoral theses, History PhD, Researcher development,



Structuring your paper

Introduction

Convince readers that you know why your work is relevant and answer questions they might have:

- What is the problem?
- Are there any existing solutions?
- Which one is the best?
- What is its main limitation?
- What do you hope to achieve?

Structuring your paper

Literature review

- Quote from previous research
- What are you adding? Make it clear
- Use recent work to cite
- Self citing – only when relevant
- Any work that is not your own **MUST** be referenced
- If you use your own previously published work, it **MUST** be referenced

<http://www.emeraldinsight.com/authors/guides/write/literature.htm>





Structuring your paper

Method

- indicate the main methods used
- demonstrate that the methodology was robust, and appropriate to the objectives.
- Focus on telling the main story, stating the main stages of your research, the methods used, the influences that determined your approach, why you chose particular samples, etc.
- Additional detail can be given in Appendices.

Structuring your paper

Results

As with the methodology, focus on the essentials; the main facts and those with wider significance, rather than giving great detail on every statistic in your results.

What are the really significant facts that emerge?

These results will feed into your discussion of the significance of the findings.



International Journal of Operations & Production Management
ISSN: 0144-3577
Online from: 1980
Subject Area: [Operations and Logistics Management](#)
Content: [Latest Issue](#) | [RSS](#) | [Latest Issue RSS](#) | [Previous Issues](#)
Options: To add Favourites and Table of Contents Alerts please take a [Emerald profile](#)

Some moderating effects on the service quality-customer retention link

Document Information:

- Title:** Some moderating effects on the service quality-customer retention link
- Author(s):** [Chatura Ranaweera](#), (The Judge Institute of Management Studies, University Cambridge, Cambridge, UK), [Andy Neely](#), (Centre for Business Performance Cranfield School of Management, Cranfield, UK)
- Citation:** Chatura Ranaweera, Andy Neely, (2003) "Some moderating effects on the service quality-customer retention link", International Journal of Operations & Production Management, Vol. 23 Iss: 2, pp.230 - 248



Structuring your paper

Discussion

•Consider:

- Do you provide interpretation for each of your results presented?
- Are your results consistent with what other investigators have reported? Or are there any differences? Why?
- Are there any limitations?
- Does the discussion logically lead to your conclusion?

•Do not

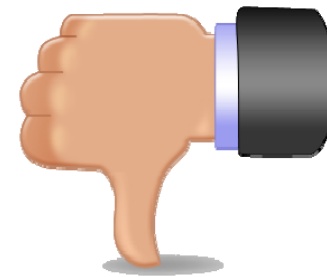
- Make statements that go beyond what the results can support
- Suddenly introduce new terms or ideas

Structuring your paper

Conclusion



- Present global and specific conclusions
- Indicate uses and extensions
- Answer the original question
- Apply to theory and practice
- State limitations
- State implications for further research



- Summarise the paper – the abstract is for this
- Start a new topic/introduce new material
- Make obvious statements
- Contradict yourself



Writing tips

Avoid: Generalisations

As a rule, for the most part, generally, in general, potentially, normally, on the whole, in most cases, usually, the vast majority of...

Avoid unless you can qualify them in some way

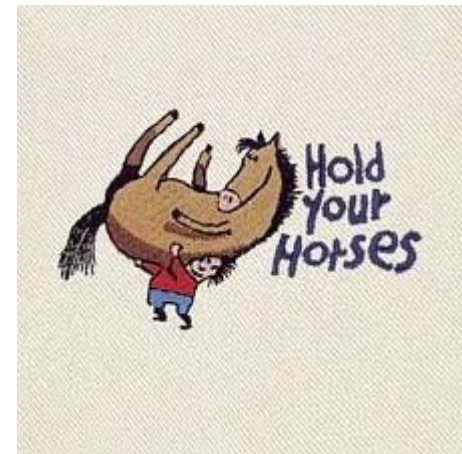
...contracts have **tended to** reinforce the position of large community organisations, and diminish the position of smaller organisations. **For example**, Ernst & Young's (1996) study of the New Zealand Community Funding Agency found that there was a clear concentration of public resources in favour of large community organisations ...

"A comparison of contracting arrangements in Australia, Canada and New Zealand" Neal Ryan, International Journal of Public Sector Management, Vol. 12 No. 2

Writing tips

Avoid: Idioms and analogies

- Fit as a butcher's dog
- Speak of the Devil
- Hold your horses
- He has a chip on his shoulder



Avoid using them at all if you are unsure

www.phrasebank.manchester.ac.uk (a general resource for academic writers, designed primarily with international students whose first language is not English in mind)



Writing tips

Voice




- Active - direct, clear. A subject or 'agent' is the 'doer' of the sentence and performs an action on the 'object':




'The University [agent] employs [action] researchers [object]'.

- Passive - can depersonalise, can confuse. The object becomes the agent of the sentence and has an action performed on it/them:

'Researchers [agent] are employed [action] by the University [object]'.

Publication ethics

-  Don't submit to more than one journal at once
-  Don't self-plagiarise
-  Clear permission to publish interviews/case studies

-  Seek agreement between authors
-  Disclose any conflict of interest
-  Authors and editors are supported by the Committee on Publication Ethics (COPE)

Publication ethics



Plagiarism

- The act of taking someone else's work and passing it off as your own (false attribution). It is considered fraud!
- Hard to detect with peer review but there are new tools to help us
- Emerald's entire portfolio is included in iThenticate web-based software from iParadigms
<http://www.ithenticate.com/>
- Emerald's Plagiarism Policy can be seen at
<http://www.emeraldinsight.com/about/policies/plagiarism.htm>
- For more general information visit
<http://www.plagiarism.org/>



Publication ethics



Copyright

- As the author, you need to ensure that you get permission to use content you have not created, to avoid delays, this should be done before you submit your work
- Supply written confirmation from the copyright holder when submitting your manuscript
- If permission cannot be cleared, we cannot republish that specific content



More information including a permissions checklist and a permissions request form is available at:

http://www.emeraldinsight.com/authors/writing/best_practice_guide.htm

<http://www.emeraldinsight.com/authors/writing/permissions.htm>

Not all Editors are scary...

- Send an outline or abstract and ask if this looks suitable and interesting (or how it could be made so)
- If it's not suitable for their journal, can they suggest another journal for you to consider?
- Confirm how an editor would like a submission, e.g. e-mail; hard copy or online submission system



Example cover letters with editor comments



There are two useful things which should be included in a covering letter if relevant.

1. A statement of why the paper is being submitted to this journal, if it is a bit unusual, or outside the journal's usual scope.
2. A statement about any papers on similar topics being submitted elsewhere, whether or not these are referenced in the article.

So a good covering letter dealing with these points would say:

- *I am submitting this article to Journal of Documentation. You will see that it deals with public library management, which I appreciate is outside JDoc's normal scope. However, it focuses on the novel application of a theoretical model to the topic, and hence I think it is appropriate for JDoc.*
- *I am submitting an article with a similar title to 'Public Library Journal'. However, that article gives a series of case studies, rather than describing and applying the model, and so is quite distinct from the paper submitted here. I can send a copy of the PLJ paper if required.*

A 'bad' covering letter would be one which either gave a poor reason for submitting the paper to a particular, or which showed lack of understanding of the peer review process. An example would be:

- *I am sending this article for you to publish in Journal of Documentation, after your editorial amendments. I have chosen JDoc to publish this paper, as it is a high-impact and well-regarded journal.*

Before you submit your article: your own peer review



- Let someone else see it – show a draft to friends or colleagues and ask for their comments, advice and honest criticism
- We are always **too close** to our own work to see its failings
- **Always** proof-check thoroughly – no incorrect spellings, no incomplete references. Spell checkers are not fool-proof



Spot the error:

“A **knew** research methodology introduced in 2007...”

Timetable from submission to initial feedback to authors



- The Editor(s) do an initial read to determine if the subject matter and research approach is appropriate for the journal (approx. 1 week)
- The Editor(s) identify and contact two reviewers (approx. 1 week)
- Reviewers usually have 6-8 weeks to complete their reviews
- The Editor(s) assess the reviewers' comments and recommendations and make a decision (approx. 2 weeks)
- **Expected time from submission to review feedback: 3-4 months**





Possible editor decisions

You will be advised of one of three possible decisions:

Accept

Reject

Revise



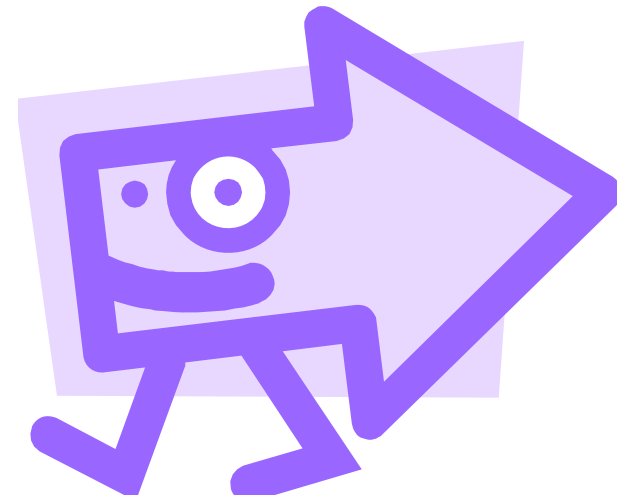
What if your paper is rejected?

- **Don't give up!**
Everybody has been rejected at least once
- **Ask why**, and listen carefully!
Most editors will give detailed comments about a rejected paper.
Take a deep breath, and listen to what is being said
- **Try again!**
Try to improve the paper, and re-submit elsewhere. Do your homework and target your paper as closely as possible
- **Keep trying!**

Reasons for rejection

- Not following instructions – author guidelines
- Lack of fit (‘why was it sent to this journal’?)
- Problem with quality (inappropriate methodology, not reasonably rigorous, excessively long)
- Insufficient contribution (does not advance the field, a minor extension of existing work, there is no ‘gap in our understanding’)
- Did you understand the “journal conversation”?

Sorry!





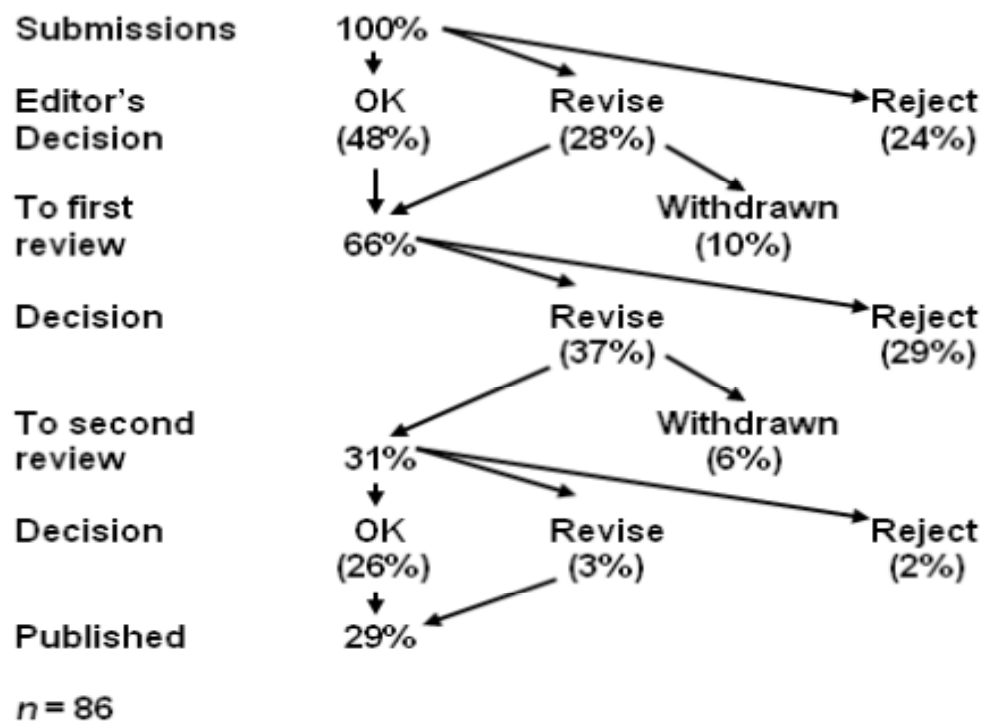
Where submissions often fall short

- The theory base or market analysis is dated and general
- The conceptualization is weak - either the questions, or the 'big idea'
- The level and depth of discussion is shallow, weak, and lacks critical reflection
- More needs to be done to apply findings to theory and practice
- The presentation lacks clarity and could be a more compelling read



Surviving peer review

Rejection tips



Don't give up!

Everybody has been rejected at least once

Ask and listen

most editors give detailed comments about a rejected paper.

Try to improve and re-submit.

Do your homework and target your paper as closely as possible

Don't be in the 16% who gave up



Suggestions

- Forming teams across industries, institutions and countries, with cross-functional skills
- More writing practice. This can start off with Blogs and magazines, then culminating in research papers
- More social media engagement, where people champion and share their big ideas - receiving useful feedback
- More meetings, events and conferences where people get to debate



Request for revision

A request for revision is good news! It really is

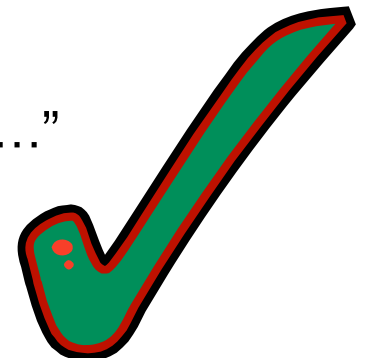
- You are now in the publishing cycle. Nearly every published paper is revised at least once
- Don't panic!
- Even if the comments are sharp or discouraging, they **aren't** personal

“One Emerald author likes to let reviews sit for a week to let his blood pressure return to normal”.



How to revise your paper

- ❑ **Acknowledge** the editor and set a revision deadline
- ❑ **If you disagree**, explain why to the editor
- ❑ **Clarify understanding** if in doubt –
‘This is what I understand the comments to mean...’
- ❑ **Consult with colleagues** or co-authors and tend to the points as requested
- ❑ Meet the revision **deadline**
- ❑ Attach a **covering letter** which identifies, point by point, how revision requests have been met (or if not, why not)
- ❑ For example “The change will not improve the article because...”



Example – agreeing with the reviewers comments



Dear Editor,

Let us open by thanking the two reviewers for their insightful comments. They gave us clear guidance and some positive critiques. Following their suggestions, we spent more time reading and came to the revision process better prepared. We enjoyed the process and think that the reviewers' comments have tremendously affected the revised draft. Both reviewers should now clearly see the difference they made to the revised manuscript. In the following lines we detail the changes in line with the reviewers' comments.

Reviewer: 1

Again, we would like to express our appreciation for your extremely thoughtful suggestions. As you will see below we have been able to revise and improve the paper as a result of your valuable feedback.

You highlighted that we did not spend enough time discussing the implications of our arguments for current understandings of Drucker's work. We agree with your suggestion and have added in two additional paragraphs in the conclusion (p.30-1), and a few comments within the paper (i.e p.11), that are devoted to outlining the implications of our analysis. We have kept our discussion brief to ensure we maintain the commitment to the appropriate page and word length, but what we do outline should make clear what this perspective on Drucker makes relevant for management practitioners and scholars alike.

Accept



Congratulations!!

Following a lot of hard work and at least one revision
your paper has been accepted.

“In all the years I have been an editor I have not
accepted a single paper on first submission.”

Typical editor comment

How to promote your work



Why?

- Influence policy
- Raise your profile
- Attract collaborators and funding
- New opportunities e.g. in consulting, the media

How?

- Use your network e.g. through listservs, press releases or simply link to the article in your email signature
- Contact the authors in your reference list
- Hone your media skills and 'brand image'
- Ask the publisher to provide you with book or journal leaflets

Check with your Librarian for **Support and services for authors and Editors**



Beyond authorship

Other important publishing work that you might wish to get involved in includes:

- Book reviewing
- Refereeing/peer review
- Editorial advisory board membership
- Contributing editorship
- Regional editorship
- Editorship

Interested in proposing a book/series or a journal?

Contact us at editorial@emeraldinsight.com

For details of opportunities in this area please do get in touch with us!





To summarise....

Keep these points in mind to achieve....

Presentation

Understand your target market

Be ethical

Learn from the review process

In collaboration

Check and check again

Attention to detail

Take your time

Involve your peers

Originality

Now spread the word!

Emerald supporting authors



- Dedicated editorial and author relations support staff
- Quality-assured copy-editing and production service
- Emerald Literati Network with more than 100,000 members
- Signatories of the Committee on Publication Ethics (COPE), Emerald is committed to protecting its authors' work from copyright infringements
- ListAssist free to Emerald subscribers

Journals

- EarlyCite
- Online Scholar One Manuscript Central submission process
- Complimentary journal issue and 3 months free access upon publication

Online resources

<i>For Researchers</i>	<i>For Authors</i>
<ul style="list-style-type: none"> • www.emeraldinsight.com/research • How to... guides • Outstanding Doctoral Research Awards • Research Fund Awards • Emerald Research Connections • Case Study Competitions 	<div style="text-align: right;">Authors</div> <ul style="list-style-type: none"> • For www.emeraldinsight.com/authors • How to... guides • Meet the Editor interviews and Editor news • Editing service • Annual Awards for Excellence • Calls for Papers and news of publishing opportunities

Books

- Marketing plan for your book including:
 - Direct mail campaigns, leaflets and brochures, media and journal advertising
 - Conference presence and promotion
 - A landing page for your title on the Emerald website





Other useful resources

- www.isiwebofknowledge.com (ISI ranking lists and impact factors)
- www.harzing.com (Anne-Wil Harzing's site about academic publishing and the assessment of research and journal quality, as well as software to conduct citation analysis)
- www.scopus.com (abstract and citation database of research literature and quality web sources)
- www.cabells.com (addresses, phone, e-mail and websites for a large number of journals as well as information on publication guidelines and review information)
- www.phrasebank.manchester.ac.uk (a general resource for academic writers, designed primarily with international students whose first language is not English in mind)
- <http://www.esrc.ac.uk> (impact toolkit)

What do you use?



Talk to us, use us!

- Tell us how we can help you
- Give us [feedback online](#)
- Use Emerald Management eJournals



For any answers you didn't get today (or were too shy to ask) ...

Contact : Ben Sng

E-mail: bsng@emeraldinsight.com

Mobile h/p : 012 375 8215/019 210 8690



Write for us!