# Guide to Getting Published

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**Emerald**

**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
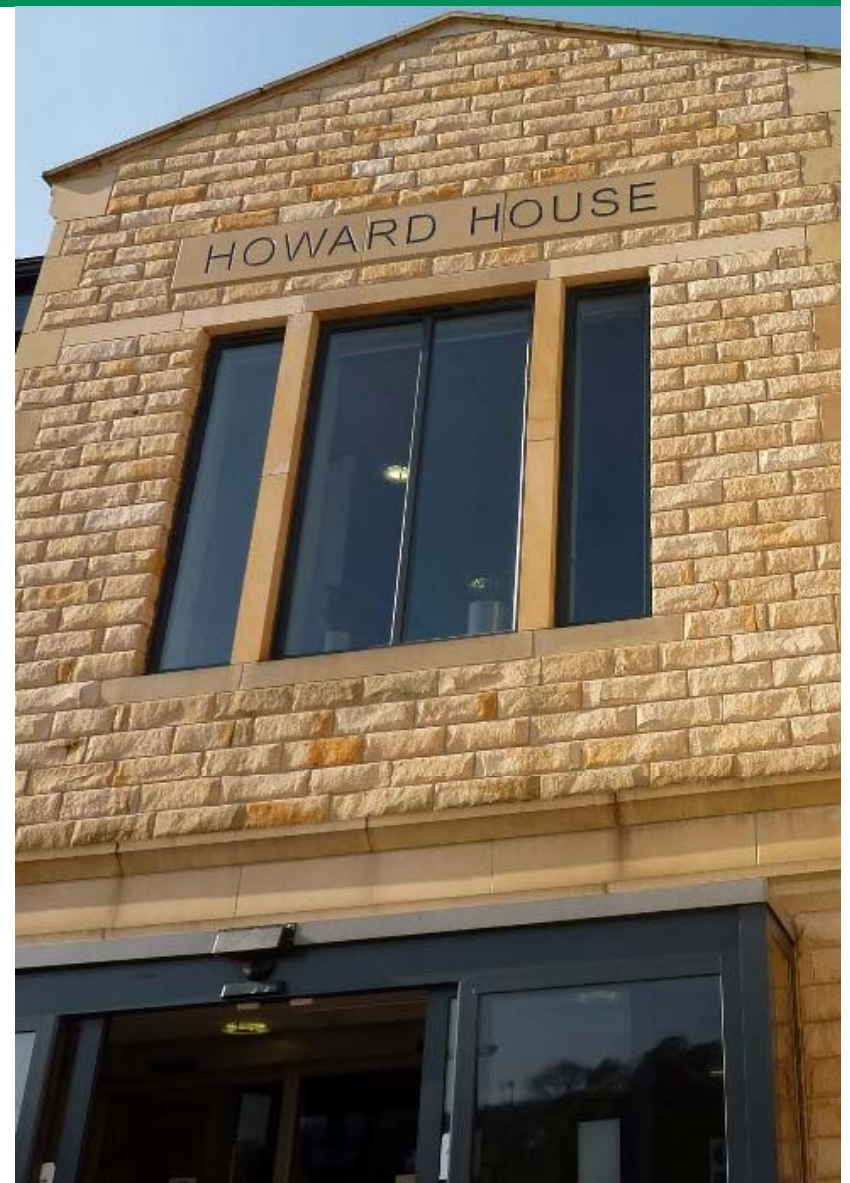
# Emerald Group Publishing

**Founded in 1967, West Yorkshire, United Kingdom by academics *for* academics.**

**Over 310 employees**

**About 300 journals and 230 book series**

**Over 26 million Emerald articles were downloaded in 2014 – more than 70,000 a day.**

**Global offices** in Australia, China, Dubai, South Africa Japan, India, Malaysia, Brazil, Mexico, and USA.

# The Emerald Portfolio

28 subject areas including

**Sociology, HR Management, Marketing, Accounting & Finance, Built Environment, Economics, Health Care, Engineering, Education, Politics, Linguistics, 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



Impact zones:
- Teaching and learning
- Practice
- Public policy
- Economy
- Society and environment
- Knowledge

# *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
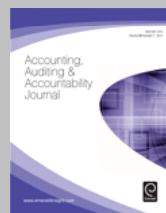
Accounting, Auditing & Accountability Journal

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 electronic**ally

- 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

- Exploit your individual strengths

- Ensure the manuscript is checked and edited so that it reads as one voice

- 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**

# 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

# 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
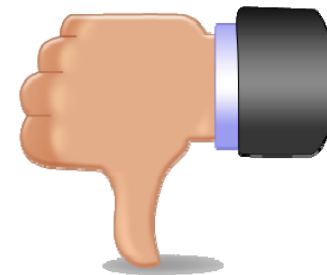  - Suddenly introduce new terms or ideas

# 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

## 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…*
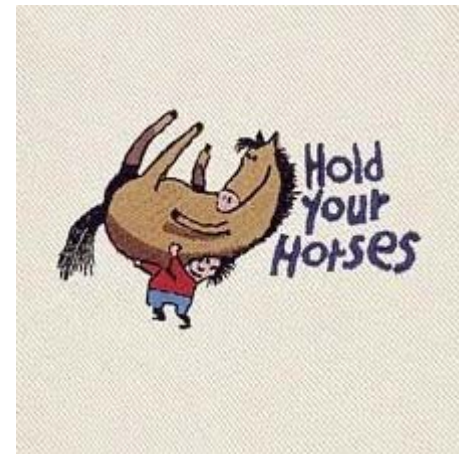
**Avoid unless you can qualify them in some way**

# Writing tips

## Avoid: Idioms and analogies

- Fit as a butcher's dog
- Speak of the Devil
- Have a lie in
- 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]'.*

# 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?

## Benefits of open access

- Easy for researchers to reuse your articles content (subject to licensing).

- More people can access your work and do so for free.

- Increased research opportunities for poorer institutions

## Caveats

- Author must pay or have a funding for the Article Processing Charge (APC).

- Consider the perceived quality of the journal, has it been peer reviewed?

# 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

- o [Impact Factor](#)
- o Scopus
- o H-index
- o Usage
- o 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,
-  CABS,
-  ERA/ABDC

France, Germany,
Denmark, Norway

# 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

# 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…"

# 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:

# 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
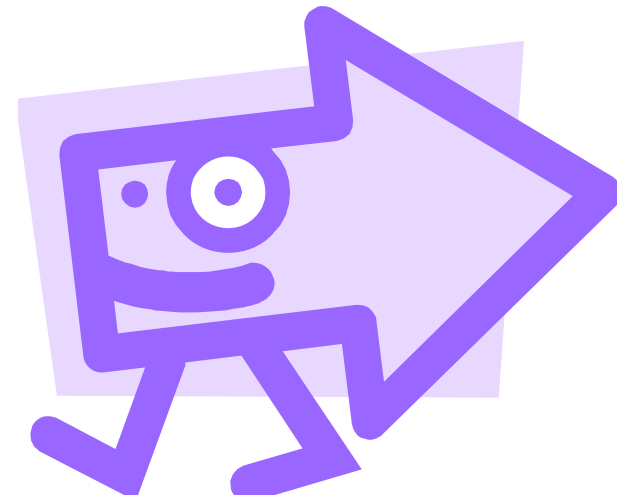
Revise

# 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"?
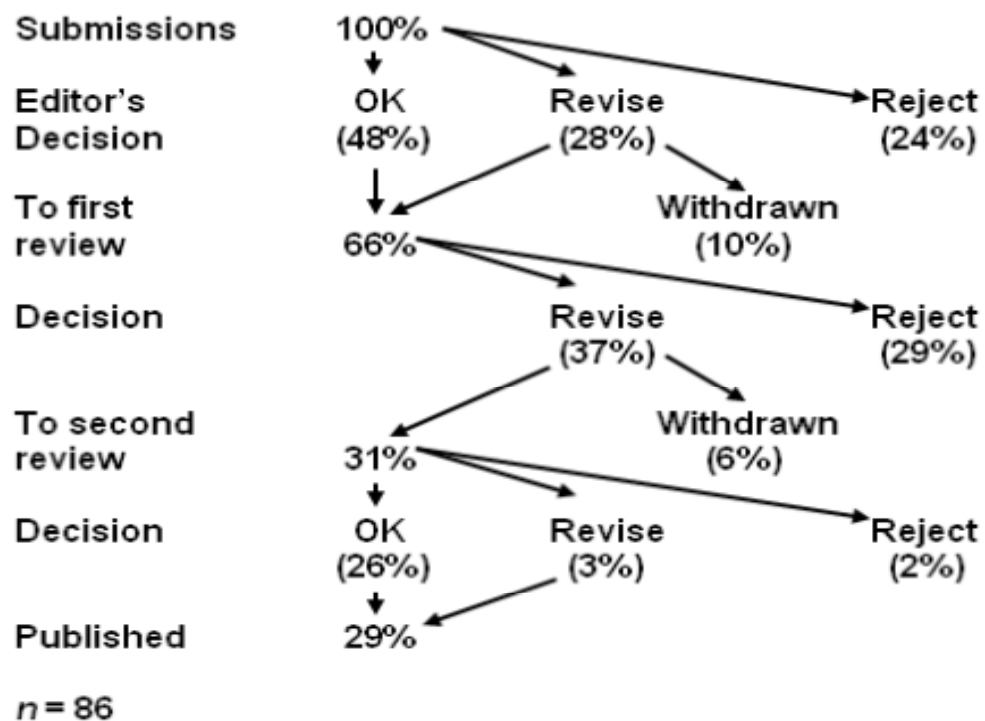
Sorry!

# 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

| | | | | |
|---|---|---|---|---|
| Submissions | 100% | | | |
| Editor's Decision | OK (48%) | Revise (28%) | | Reject (24%) |
| To first review | 66% | | Withdrawn (10%) | |
| Decision | | Revise (37%) | | Reject (29%) |
| To second review | 31% | | Withdrawn (6%) | |
| Decision | OK (26%) | Revise (3%) | | Reject (2%) |
| Published | 29% | | | |

*n* = 86

**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…"
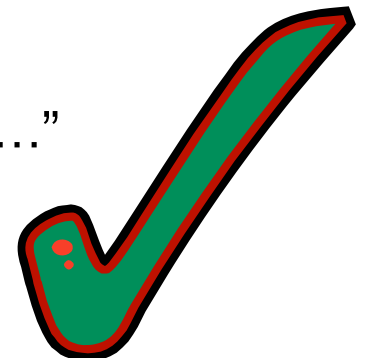
# How to promote your work

**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](mailto:editorial@emeraldinsight.com)

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

# To summarise….

**Keep these points in mind to achieve….**

**P**resentation

**U**nderstand your target market

**B**e ethical

**L**earn from the review process

**I**n collaboration

**C**heck and check again

**A**ttention to detail

**T**ake your time

**I**nvolve your peers

**O**riginality

**N**ow 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**

| *For Researchers* | *For Authors* |
|---|---|
| • www.emeraldinsight.com/research | • For Authors www.emeraldinsight.com/authors |
| • How to… guides | • How to… guides |
| • Outstanding Doctoral Research Awards | • Meet the Editor interviews and Editor news |
| • Research Fund Awards | • Editing service |
| • Emerald Research Connections | • Annual Awards for Excellence |
| • Case Study Competitions | • 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)

# Talk to us, Connect with 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](#)**

## Write for us!