Publisher at Emerald
- Library and Information Studies journals
- Information and Knowledge Management journals

Previous roles
Assistance Publisher:
- Operations, Quality and Logistics Management journals
- Enterprise and Innovation journals
- Performance Management and Measurement journals

External Relations Assistant:

- I have worked in the publishing industry for the last four years and I am keen to share my wealth of experience.
An Insider’s Guide to Getting Published

Ruth Heppenstall
Publisher
LIS and IKM journals

E-mail: rheppenstall@emeraldinsight.com
Tel: +44 (0)1274 785261
Aims of the session

• To ‘demystify’ the publishing process
• To provide tips, insider knowledge and key questions to maximize your chances of publication
• To encourage some of you to go beyond publishing, e.g. reviewing, book reviewing, editorial roles
• Q&A session: ask anything!
• Follow-up: I’m always available to help
• To get you sharing your knowledge, i.e. to get you writing
Emerald Group Publishing – company background

• Emerald Group Publishing Limited

• Founded in 1967 in Bradford, West Yorkshire

• Over 250 employees.

• Offices in China, India, Malaysia, Australia, Japan, Brazil, Dubai, USA
The Emerald Portfolio

- 28 subject areas including:
  - Sociology
  - Library & Information Studies
  - Linguistics
  - Business & Management
  - Human Resource Management
  - Engineering
  - Education
  - Accounting & Finance
  - Politics
  - Built Environment
  - Tourism & Hospitality
  - Marketing
  - Economics
  - Health Care

- 250+ journals, 240+ book series, 300 stand-alone texts
- Electronic databases: Emerald Management eJournals and Emerald Management First
- Over 3,000 university libraries worldwide including 98 of the FT top 100 business schools
- In 2010 1.5 million articles were downloaded by users at FT top 100 business schools
- Over 21 million Emerald articles were downloaded in 2010 – more than 50,000 a day!
- Emerald’s journal usage has grown by 15% every year in the last 3 years (2008-2010)
- Potential readership of 15 million

Full list of Emerald titles:

Our ethos: research you can use
What do we mean by this?

- Teaching and learning
- Knowledge
- Practice
- Society and environment
- Public policy
- Economy

Research that has an impact
Editorial supply chain and journal management structure: journals

Author → Editor → Publisher/Managing Editor → Production → Users

- **Author**
  - Quality research papers
  - EAB and reviewers
  - Solicits new papers
  - Handles review process
  - Promotes journal to peers
  - Attends conferences
  - Develops new areas of coverage

- **Editor**
  - Handles review process
  - Promotes journal to peers
  - Attends conferences

- **Publisher/Managing Editor**
  - The link between the publishing company and editor
  - Helps editors succeed in their role and build a first class journal
  - Overall responsibility for journal
  - Promotion and marketing

- **Production**
  - QA – sub-editing and proof reading
  - Convert to SGML for online databases
  - Print production
  - Despatch
  - Added value from publisher

- **Users**
  - Access via library
  - Hard copy
  - Database
  - Third party

**Research**
Ideas: where to start

- Are you working on a Doctoral or Master’s thesis?
- Have you completed a project which 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 or conference paper?

If so, you have the basis for a publishable paper
Co-authorship as a possibility

• With your supervisor, across departments, someone from a different institution

• Demonstrates the authority and rigour of the research

• Especially useful for cross-disciplinary research

• 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
What journal should you submit to?

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:

- Journal rankings: Thomson Reuters ISI is the most well known ranking, but there are others.
- Citations: are one measure, but not a complete guide to quality.
- Journal usage: is a better measure of utility.
- The relevancy of readership: look at recent articles published in the journal.
- The reach and circulation of the journal: international or regional, wide subject area or niche area.
- Likelihood of acceptance: look at acceptance/rejection rates.
- Time from submission to publication.

Be political (e.g. national vs international) and strategic (e.g. five articles in ‘low ranked’ journals vs one in ‘top ranked’ journal).
“Many papers are rejected simply because they don’t fulfil journal requirements. They don’t even go into the review process.”

- Identify a few possible journals to target but be **realistic**
- **Read** at least one issue of the publication – visit your library for access
- Follow the **Author Guidelines** – scope and coverage, type of papers it publishes, word length, reference style, etc.
- Send an outline or abstract to the editor and ask if this looks suitable and interesting (or how it could be made so)
- Find out how to submit your paper: via an online submission system, e-mailed to the editor, regional editor, subject area editor etc.
- Include a cover letter – opportunity to speak directly to the editor, convince them of the importance of your manuscript to the journal
Example of author guidelines

Every journal has detailed notes and guidelines
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
- **Adhere to the editorial scope and objectives** of the journal
- A good title, keywords and a well written abstract
Emerald publishes 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](http://www.emeraldinsight.com/structuredabstracts)
Example of a good abstract


Abstract

*Purpose* – The purpose of this paper is to juxtapose the contemporary views of industrial relations (IR) and human resource management (HRM) with the ideas expressed by Chester Barnard.

*Design/methodology/approach* – The paper analyzes Chester Barnard's views along the four premises that underlie contemporary perspectives on the fields of IR and HRM.

*Findings* – Barnard's main points: that sincerity and honesty of management is crucial to developing an individual employee's will to collaborate, and that collective cooperation is superior to collective bargaining are found to resonate well with the contemporary views and provide a clear indication for Barnard's preference of human resource perspective to the IR perspective.

*Practical implications* – This paper provides Barnard's practical insights into why managing IR and HR by policies leads to poor management.

*Originality/value* – This paper is the first to recognize Barnard's unique contribution to contemporary perspectives on IR and HRM disciplines.

Keywords: Employee relations, Human resource management, Industrial relations, Organizations
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  http://www.emeraldinsight.com/authors/writing/originality.htm
Plagiarism and referencing

At Emerald we work hard to protect our authors' work from plagiarism:

• Plagiarism is the act of taking someone else’s work and passing it off as your own (false attribution)

• 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://info.emeraldinsight.com/about/policies/plagiarism.htm

• For more general information visit http://www.plagiarism.org/
This is a **rough guide**, and based on the following steps running smoothly:

- 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:** 3-3.5 months
Once you have submitted your article

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

If your paper is rejected:
• Don’t give up!
  At least 50% of papers in business and management don’t get published. 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!
Process of acceptance for a journal – just one example

<table>
<thead>
<tr>
<th>Submissions</th>
<th>100%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Editor’s Decision</td>
<td>OK (48%)</td>
</tr>
<tr>
<td>To first review</td>
<td>66%</td>
</tr>
<tr>
<td>Decision</td>
<td>Revise (28%)</td>
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<tr>
<td>To second review</td>
<td>Withdrawn (10%)</td>
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<tr>
<td>Decision</td>
<td>Revise (37%)</td>
</tr>
<tr>
<td>Published</td>
<td>29%</td>
</tr>
</tbody>
</table>

n = 86
How to revise your paper

• **Acknowledge** the editor and set a realistic revision deadline

• **Clarify understanding** if in doubt ask for clarification from the editor

• **Consult with colleagues** or co-authors and tend to the points as requested

• Attach a covering letter which identifies, point by point, how revision requests have been met (or if not, why not)

• Meet the revision **deadline**
How to promote your work

Why should I promote my work?

• Increase impact of your research, e.g. on the knowledge base, to influence the world of practice or policy
• Raise your profile
• Attract collaborators and funding
• Could generate new opportunities e.g. in consulting, the media

How do I do this?

• Use your networks: promote your paper through - listservs, press releases or simply link to the article in your email signature (we send you a link to access your article after publication)
• Contact the authors in your reference list
• Ask the publisher to provide you with book or journal leaflets
Emerald supporting authors

- Dedicated editorial and author relations support staff
- Quality-assured copy-editing and production service
- Emerald Literati Network with more than 90,000 members
- Signatories of the Committee on Publication Ethics (COPE), Emerald is committed to protecting its authors’ work from copyright infringements
- Online submission process: ScholarOne Manuscripts
- EarlyCite: pre-publication service
- Complimentary journal issue and 3 months free journal access

Online resources

<table>
<thead>
<tr>
<th>For Researchers</th>
<th>For Authors</th>
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<tr>
<td><a href="http://www.emeraldinsight.com/research">www.emeraldinsight.com/research</a></td>
<td>For Authors <a href="http://www.emeraldinsight.com/authors">www.emeraldinsight.com/authors</a></td>
</tr>
<tr>
<td>How to… guides</td>
<td>How to… guides</td>
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<tr>
<td>Outstanding Doctoral Research Awards</td>
<td>Meet the Editor interviews and Editor news</td>
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<tr>
<td>Research Fund Awards</td>
<td>Editing service</td>
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<tr>
<td>Emerald Research Connections</td>
<td>Annual Awards for Excellence</td>
</tr>
<tr>
<td></td>
<td>Calls for Papers and news of publishing opportunities</td>
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</tbody>
</table>
Other useful resources

- [www.isiwebofknowledge.com](http://www.isiwebofknowledge.com) (ISI ranking lists and impact factors)
- [www.harzing.com](http://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](http://www.scopus.com) (abstract and citation database of research literature and quality web sources)
- [www.cabells.com](http://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](http://www.phrasebank.manchester.ac.uk) (a general resource for academic writers, designed primarily with international students whose first language is not English in mind)
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!
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) …

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Write for us!