

Background



Research you can use

Publisher at Emerald

- Library and Information Studies journals
- Information and Knowledge Management journals

Previous roles

Assistant Publisher:

- Operations, Quality and Logistics Management journals
- Enterprise and Innovation journals
- Performance Management and Measurement journals



External Relations Assistant:

- Managing Emerald's prestigious award programs: Literati Network Awards for Excellence, Outstanding Doctoral Research Awards and Research Fund Awards.
- 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



Research you can use

- 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



Research you can use

- 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



Research you can use

- 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:

<http://emeraldinsight.com/journals>

<http://books.emeraldinsight.com>

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



Research you can use



Research that has an impact



Editorial supply chain and journal management structure: journals



Research you can use



Quality research papers

Research

EAB and reviewers

Solicits new papers

Handles review process

Promotes journal to peers

Attends conferences

Develops new areas of coverage

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

Attends conferences

Handles production issues

QA – sub-editing and proof reading

Convert to SGML for online databases

Print production

Despatch

Added value from publisher

Access via library

Hard copy

Database

Third party

Ideas: where to start



Research you can use

- 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



Research you can use

- 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?



Research you can use

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)

Target your paper!



Research you can use

“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



Research you can use

Home Text View Contact Us Site Map Support Register Administrators

Emerald
Research you can use

Home > Product Information > Journal list > European Journal of Marketing Information - Author Guidelines

European Journal of Marketing

ISSN: 0309-0566
Content: [Table of Contents](#) | [Latest Issue RSS](#) | [RSS](#)
Information: [Journal information](#) | [Editorial Team](#) | [Author Guidelines](#)
Other: [Journal News \(inc. calls for papers\)](#) | [Sample articles](#) | [Events](#) | [Sponsored Links](#) | [Recommend this journal](#)

Search in this title:

Search

Author Guidelines

Submit to the journal

Submissions to *European Journal of Marketing* are made using ScholarOne Manuscripts. Please see Submissions Process (below) for details on how to create an account and submit a paper using ScholarOne Manuscripts.

All authors should be shown. Author details must be uploaded in a separate file and the author should not be identified anywhere else in the article.

Editorial objectives

The explicit aim of the EJM is the dissemination of insightful and original marketing knowledge. We welcome novel and ground-breaking contributions from a wide range of research traditions within the broad domain of marketing, particularly encouraging innovative ideas in conceptual developments and research methodologies. The EJM is not preferentially disposed towards either empirical work or pure theory, nor towards one particular method or approach. Although the EJM will retain a European brand identity, we actively encourage global contributions from scholars across the broad domain of marketing.

General principles

The EJM will be an outlet for research that is:

- based on rigorous, high quality scholarly work of international standing,
- from a diverse range of methodological, philosophical and theoretical approaches,
- situated within either a pure or applied research tradition,
- derived from stringent theoretical conceptualisation, and appropriate and defensible research methodology,
- well written and of clear relevance and interest to marketing scholarship

The EJM is receptive to controversial topics, and new, as well as developments that challenge existing theories and paradigms. EJM will be particularly receptive to the development and testing of new theories, as long as they fulfill the rigour criteria detailed above. The EJM will not generally be receptive to pure opinion or unsupported conjecture, although viewpoint and commentary articles are welcome where they can meet appropriate standards of rigour. Authors who wish to submit such articles are encouraged to contact the editors prior to commencing work. The EJM is also receptive in principle to the submission of replication studies, where they are able to

Product Information
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Every journal has detailed notes and guidelines

What makes a good paper?

HINT: Editors and reviewers look for ...



Research you can use

- 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



Research you can use

- **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



Research you can use

Milorad M. Novicevic, Mario Hayek, Tony Fang, (2011) "Integrating Barnard's and contemporary views of industrial relations and HRM", Journal of Management History, Vol. 17 Iss: 1, pp.126 - 138

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

Copyright



Research you can use

- As the author, you need to ensure that you get permission to use content you have not created before submitting your manuscript otherwise this may delay your paper being published
- 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/originality.htm>

Plagiarism and referencing



Research you can use

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/>



Timetable from submission to initial feedback to authors



Research you can use

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



Research you can use

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

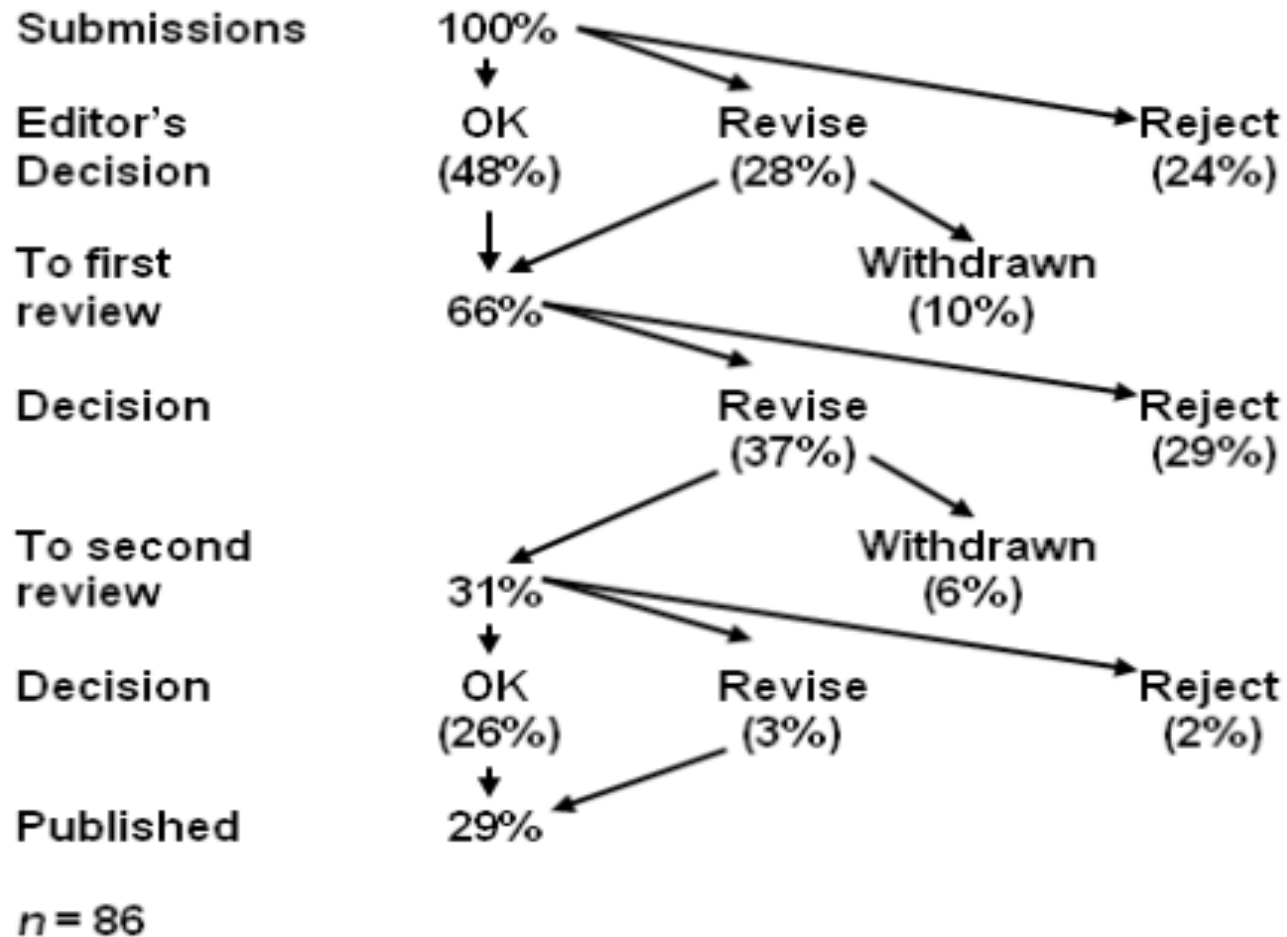
If your paper is rejected:

- **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



Research you can use

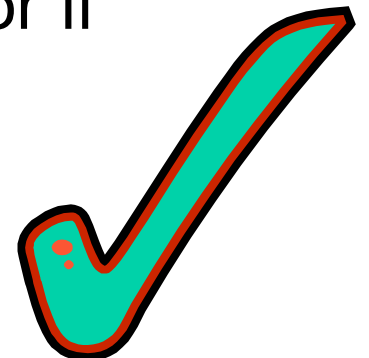


How to revise your paper



Research you can use

- **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



Research you can use



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



Research you can use

- 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

<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	<ul style="list-style-type: none">• For Authors 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

Other useful resources



Research you can use

- 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)

Beyond authorship



Research you can use

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!



Research you can use

- 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) ...

Ruth Heppenstall

Publisher

E-mail: rheppenstall@emeraldinsight.com

Tel: +44 (0)1274 785261

Write for us!