

A Guide to Getting Published

Presented by: Julie Lin
Account Executive Management
jlin@emeraldinsight.com

What we wish to achieve by the end of this workshop?

- ▶ About Emerald
- ▶ Getting started
- ▶ How to select the right journal
- ▶ Structuring your paper
- ▶ The publishing process and surviving peer review
- ▶ Polishing
- ▶ Publication ethics
- ▶ Dissemination and promotion
- ▶ Summary and resources



Founded by academics, for academics

- ▶ **Founded in 1967, West Yorkshire, United Kingdom by academics for academics.**
- ▶ **Over 310 employees**
- ▶ **More than 300 journals and 230 book series**
- ▶ **Dr Keith Howard OBE*, Phd (Bradford), LLD** (Hon)(Leeds), MSc (Leeds), BSc (Hons) (Leeds)**



Emerald Quality



ISI: Emerald outperformed the market.
58 journals ranked, with **64% of titles** seeing an **increased impact factor.**

Scopus

Scopus: 80% of Emerald's journals are **indexed by Scopus**



ABDC: 174 titles, equating to **58%** of titles



CABS: 105 titles with number of ranked titles rising by 50%



Global MBA Ranking 2015

Contributors from 99 of the FT Top 100 business schools worldwide (FT Global MBA Rankings 2015 – FT 100)

Emerald Publications – eJournals

Emerald Management eJournals Database



Public Policy & Environmental Management



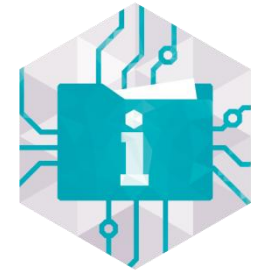
Property Management & Built Environment



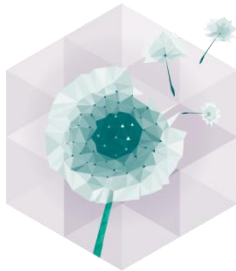
Accounting, Finance & Economics



Business, Management & Strategy



Information & Knowledge Management



Marketing



Tourism & Hospitality



HR, Learning & Organizational Studies



Operations, Logistics & Quality

Emerald Publications – eJournals

Emerald Specialist Collections



Education



Engineering



Health &
Social Care



Library
Studies



NEW

Sociology



NEW

Transport

Emerald Publications – eBooks

Business, Management & Economics | Social Sciences



Emerald Publications – eBooks

Business, Management & Economics collection

More than 1,050 volumes from over 90 eBooks Series

Accounting,
Finance &
Economics

Business,
Management &
Strategy

Healthcare
Management



HR, Learning &
Organization
Studies

Library &
Information
Management

Public Policy &
Environmental
Management

Tourism &
Hospitality
Management

Transport

Emerald Publications – Case Studies

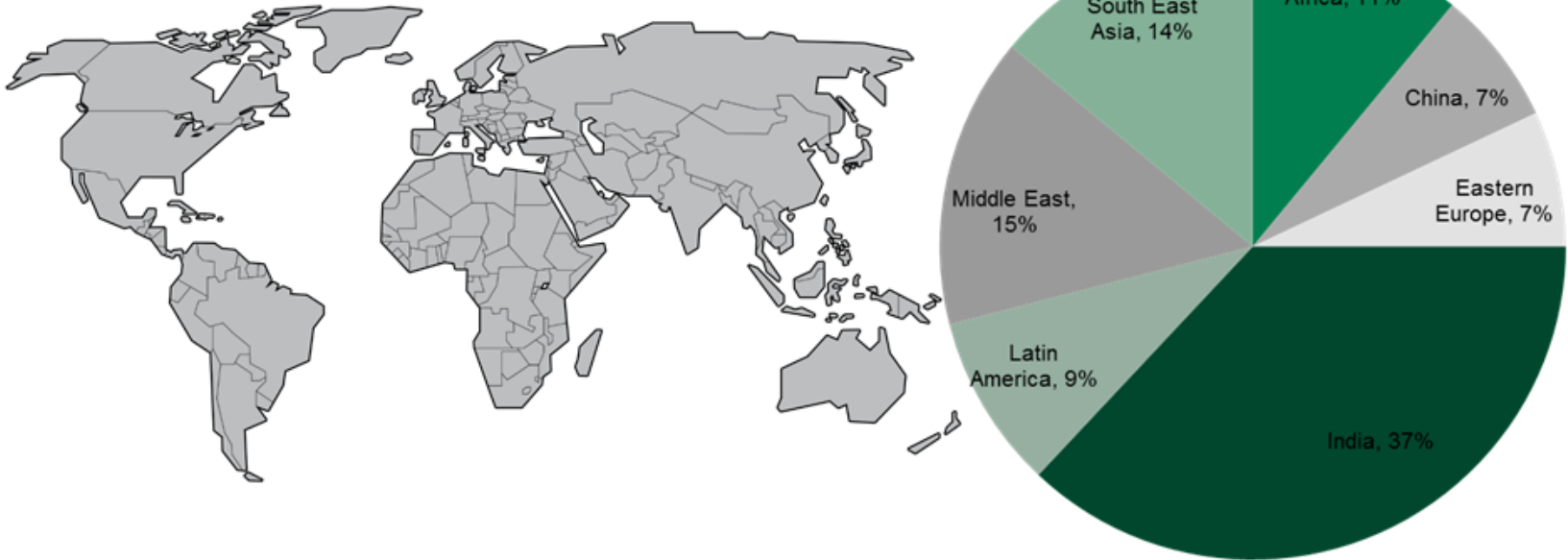
Emerging Markets Case Studies



Emerald Publications – Case Studies

Emerging Markets

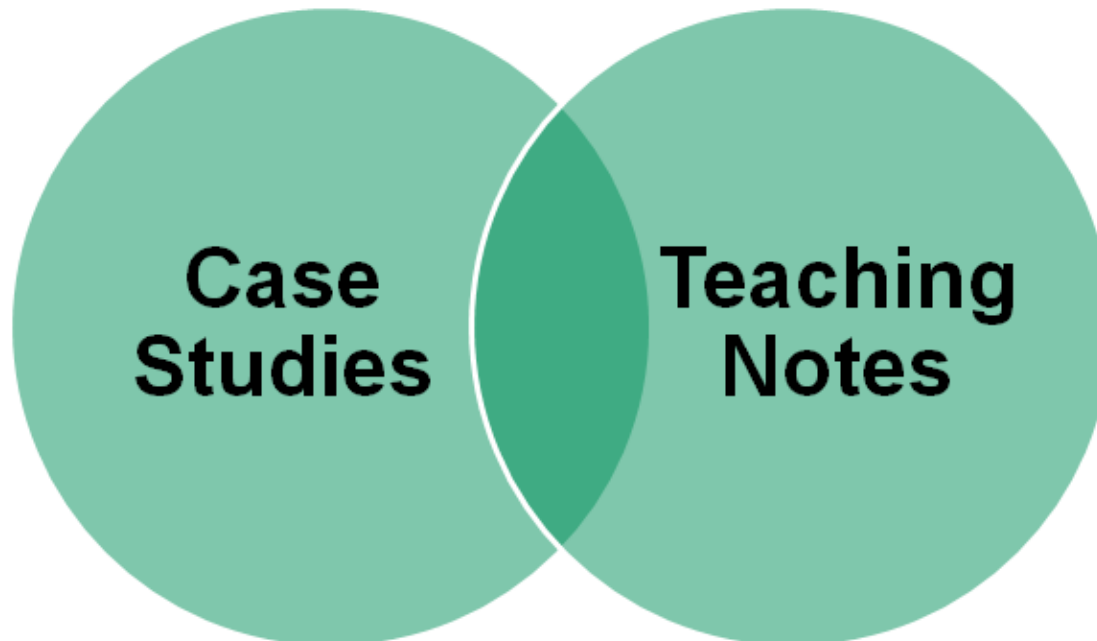
EEMCS addresses the increasing demand from business educators and practitioners for quality-controlled teaching cases focusing on emerging markets. This growing collection of over **430 case studies** also benefits from regular updates throughout the year with emphasis on the following regions:



Emerald Publications – Case Studies

Emerging Markets

- ❑ Heavy focus on Strategy, Entrepreneurship, and Marketing
- ❑ Case studies are great for the corporate market as well as academia as they provide examples of real-world scenarios
- ❑ All cases come with accompanying teaching notes



Objectives of the session

Demystify



...the publishing process

Provide



...information
and recommendations

Encourage



...you to write, submit and get
published!





Developing a Publication Strategy

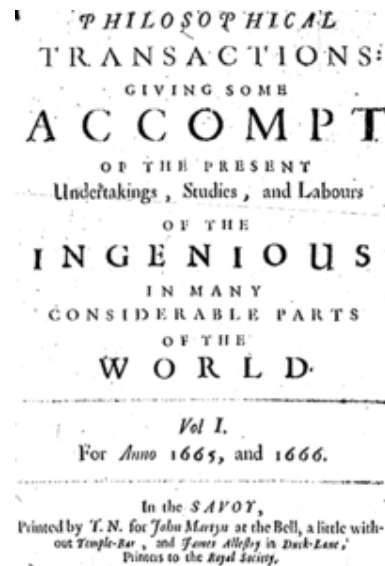
How to get started

What do I write about – typical examples

- ▶ New, interesting or novel results from a completed project
- ▶ A problem with no clear solution
- ▶ An opinion or observation on a subject
- ▶ A review of existing literature
- ▶ Presentation, briefing or conference paper
- ▶ Doctoral or Master's thesis
- ▶ New idea or initiative



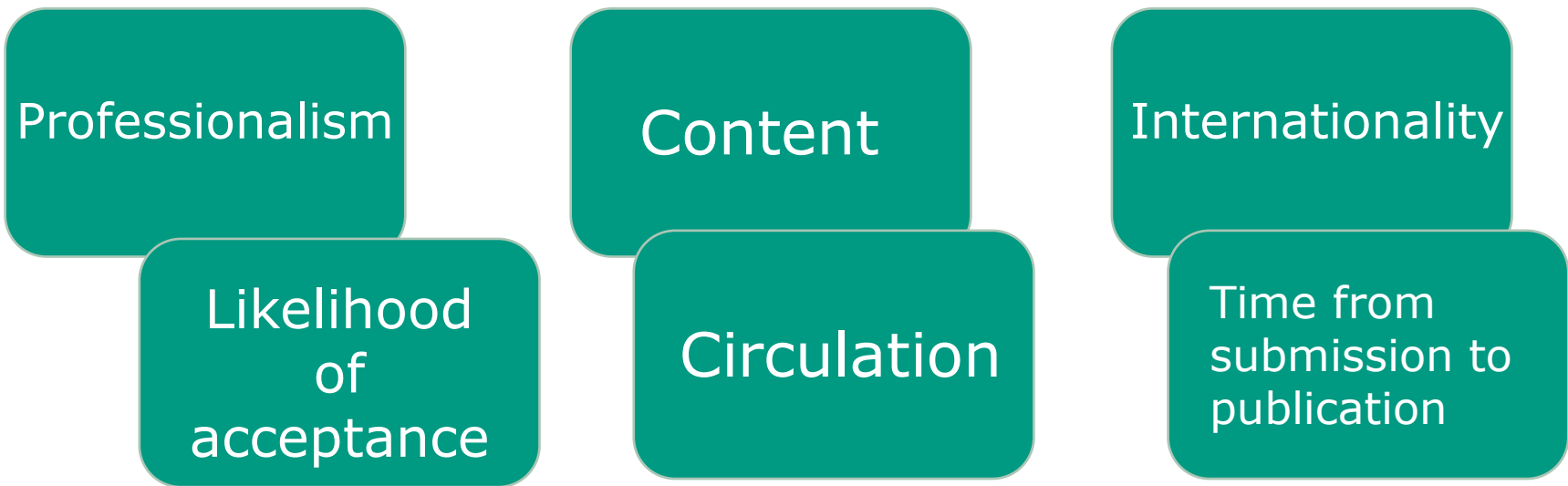
Which conversation do you want to be a part of?



Develop a publication strategy – you may not get published in a top journal straight away.

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



- ▶ Be **political** (e.g. national vs. international) and **strategic** (e.g. five articles in ‘low ranked’ journals vs. one in ‘top ranked’ journal)

Which journal should you submit to?

Identify a few possible target journals/series but **be realistic**

Follow the **Author Guidelines** – scope, type of paper, word length, references style

Send an outline or abstract to the Editor and ask if the paper looks suitable

Read at least one issue of the publication – visit your library for access



What other criteria are there?

Citations are good but they are not everything...

Other important factors:

Frequency of publication

Internationality

Likelihood of acceptance

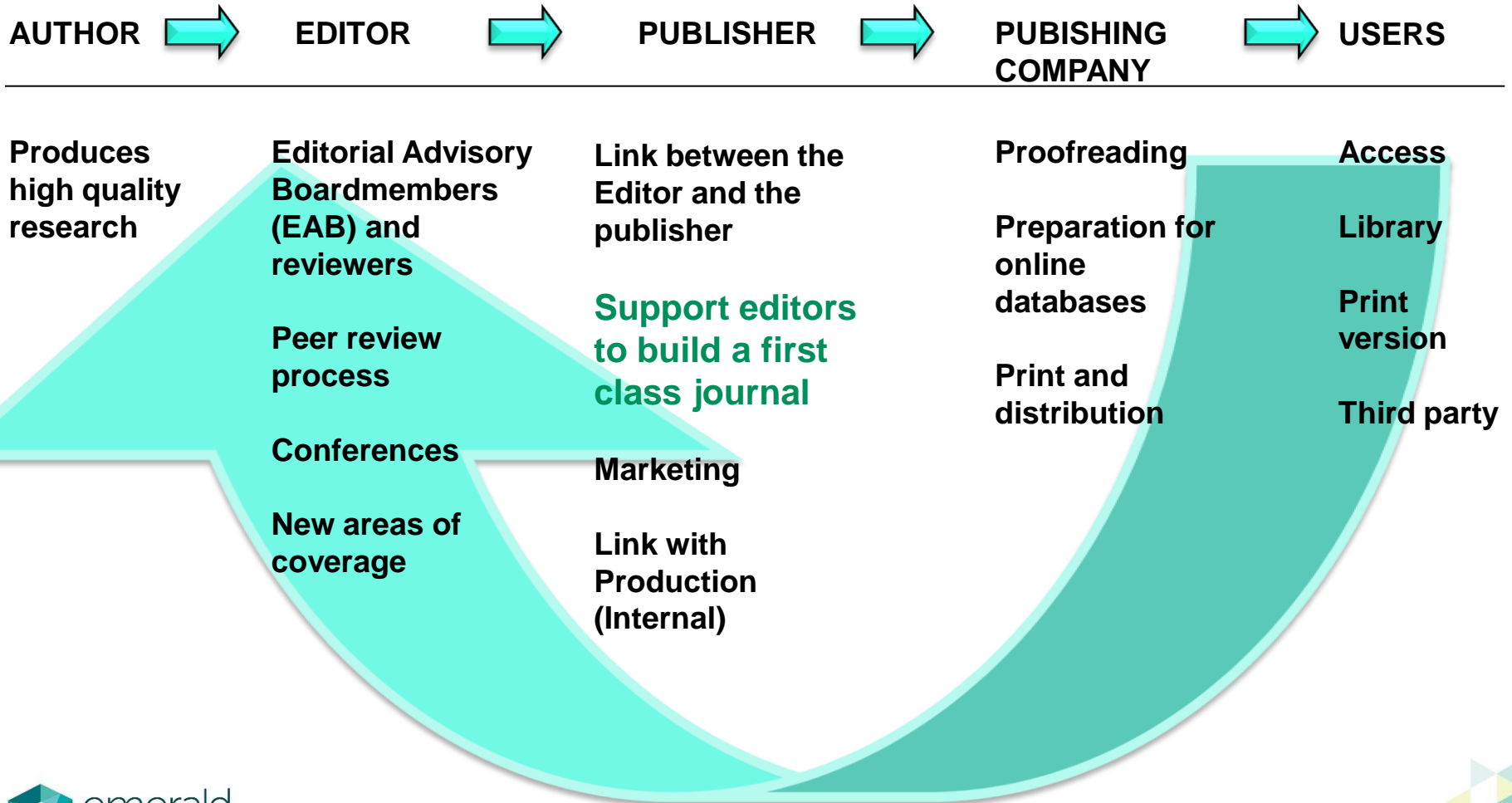
Thematic match



The publishing process and surviving peer review

A decorative pattern of overlapping triangles in various shades of teal, green, and yellow, located in the bottom right corner of the slide.

The Editorial Process



How to avoid desk rejection

“Many papers are rejected simply because they don’t fulfill journal requirements. They don’t even go into the review process.”

Identify



The right journal/book

Follow



The author guidelines

Find out



Where to send the manuscript (for Emerald - ScholarOne)

Send



Send an outline or abstract and ask if it looks suitable and interesting



Desk rejection: how to avoid

Read



at least **one issue** of the publication – visit your library for access

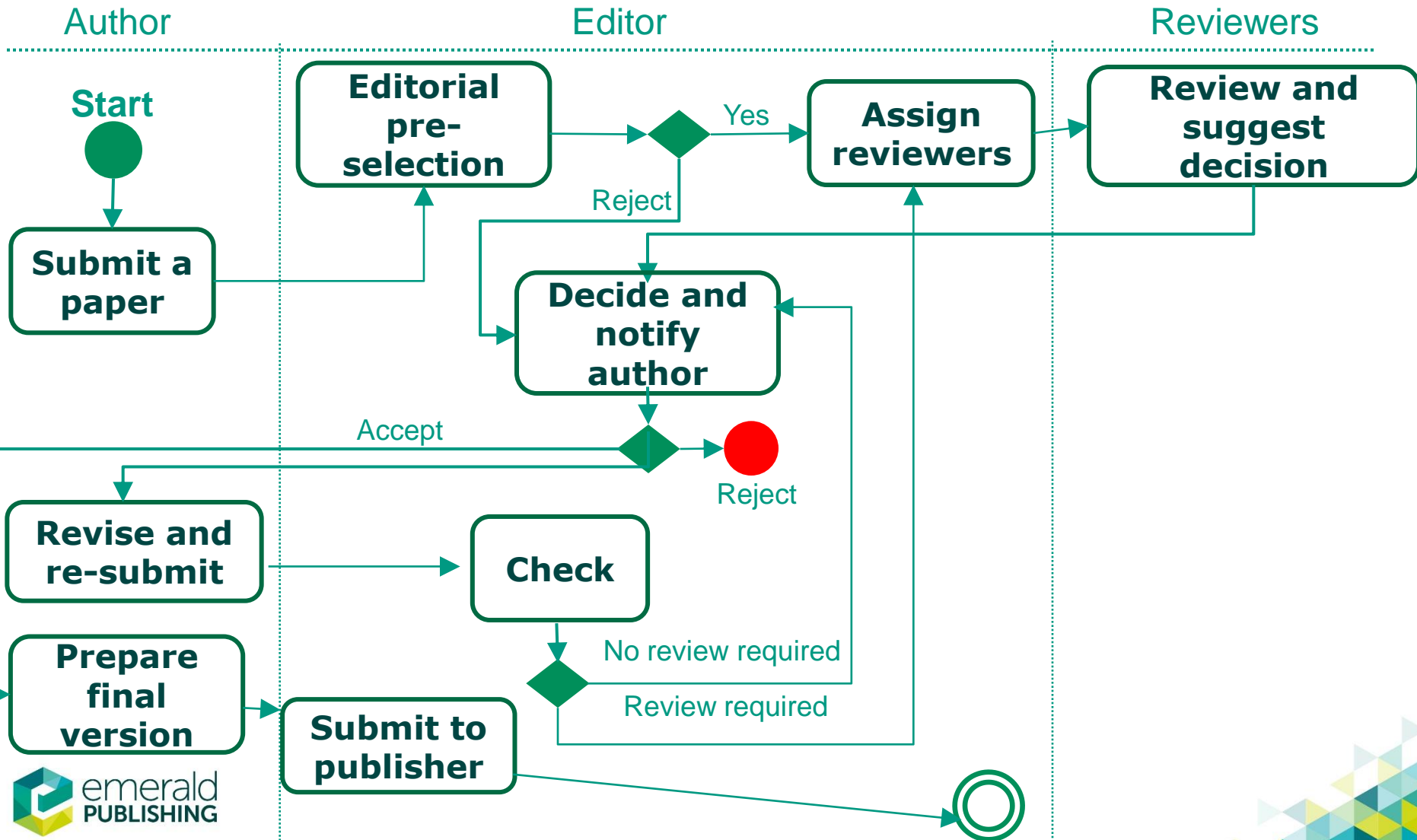
Write



a **cover letter** – opportunity to speak directly to the editor, convince them of the importance of your manuscript to the journal



The editorial process



Peer Review



- ▶ **Single Blind Review**

The names of the reviewers are hidden from the author.

- ▶ **Double Blind Review**

Both the reviewer and the author remain anonymous.

- ▶ **Open Review**

Reviewer and author are known to each other.



Surviving peer review

- ▶ Identify a few possible target journals but be **realistic**
- ▶ Follow the Author Guidelines – scope, type of paper, word length, references style, etc.
- ▶ Find out where to send your paper (editor, online submission e.g. Scholar One). Check author guidelines which can be found on the publisher's website
- ▶ Send an outline or abstract and ask if this looks suitable and interesting
- ▶ **Read** at least one issue of the publication
- ▶ Include a cover letter – opportunity to speak directly to the editor, convince him/her of the importance of your manuscript



Revision tips

- ▶ Acknowledge the editor and set a revision deadline
- ▶ If you disagree with proposed revisions, explain why
- ▶ Clarify understanding if in doubt
- ▶ Consult with colleagues or co-authors
- ▶ Meet the revision deadline
- ▶ Attach a covering letter which identifies, point by point, how revision requests have been met (or if not, why not)



Typical criticisms

▶ Paper motivation

- Is there really a gap in our understanding? Did it need filling?

▶ Theory development

- Theory by assertion, or reinvention of existing theory.

▶ Empirical work is weak

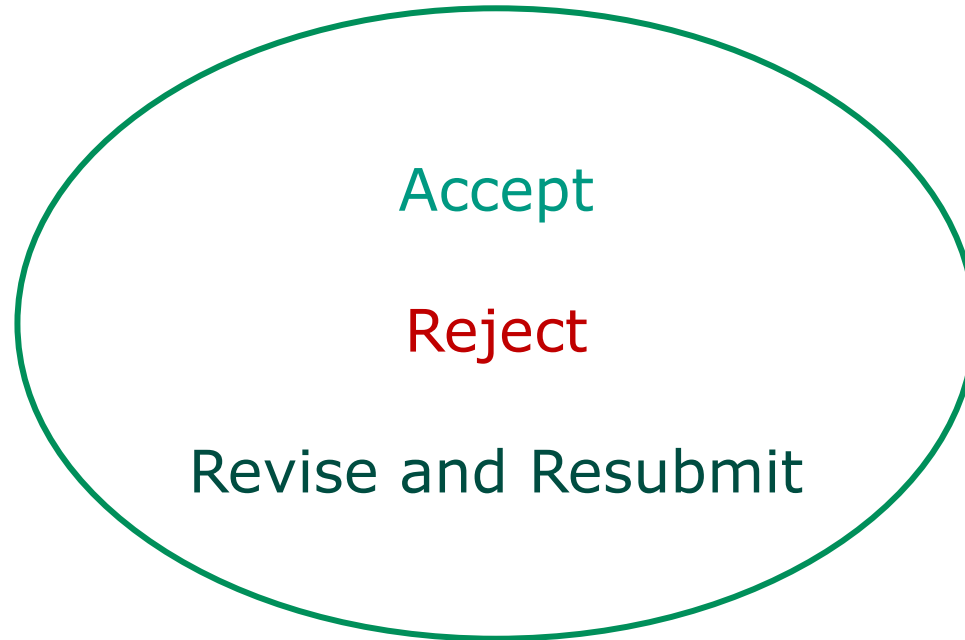
- Methodology not plausible, tests don't rule out alternative hypotheses.

▶ 'So what'?

- A well-constructed paper, but not particularly insightful.



Possible Decisions



A request for Revise and Resubmit revision is

GOOD NEWS!

It is the heart and soul of the scholarly process.



Author Guidelines – essential points

Grammar, spelling and punctuation

Flow, transition, sense

Typography

Accuracy of any mathematical or statistical content

Accuracy of references

Consistency of manuscript





Polishing



What makes a good paper?

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



Publication ethics

- ▶ Don't submit to more than one journal at once – competing journals regularly **share information**
- ▶ Don't count on referees to give you tutoring – you shouldn't submit just to get feedback on your paper
- ▶ Seek agreement between authors – make sure everyone on the research team knows about the article
- ▶ Remember – Emerald authors and editors are **supported** by the Committee on Publication Ethics (COPE)

www.publicationethics.org



Titles

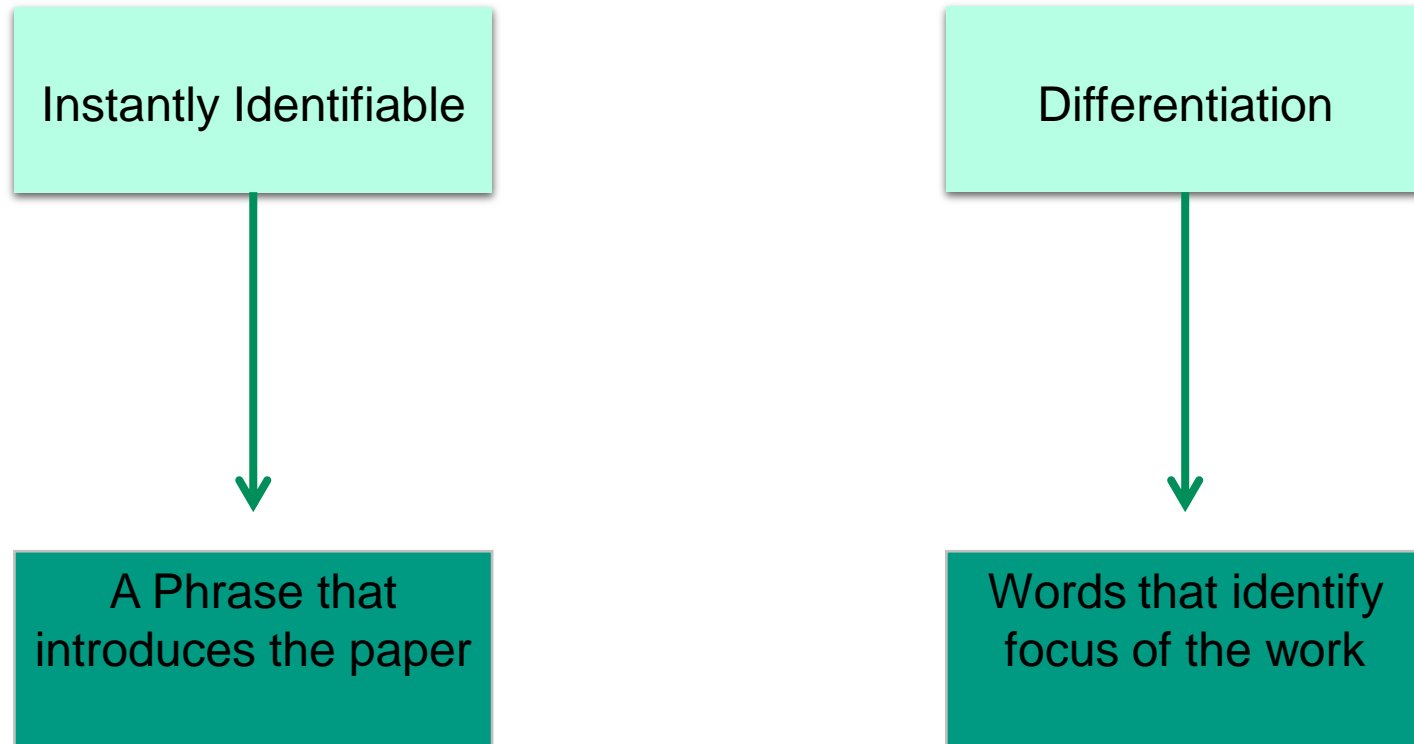
Sustainable Supply Chain
Management

Green is the New Gold



Titles: Subtitles

Be clear and concise



reflect the content



Writing a Compelling Abstract

- ▶ **Be explicit about what a reader will gain or learn from the article and why it is new.**
- ▶ **Proofread it!**

Remember that competition is **fierce!** Academics are in competition with one another for the same readers, it's no longer sufficient to just write the article and hope the work speaks for itself.



Abstracts – *a way to promote*

Abstract:

Purpose

– Information and communication technology (ICT) is a key enabler for new product- and process-oriented services. The purpose of this paper is to investigate how ICT can enable service differentiation and, in doing so, act as a catalyst for a service business orientation.

Design/methodology/approach

– The paper is based on a qualitative, multi-case research design with eight multinational goods manufacturers.

Findings

– The paper identifies two distinct types of service-oriented differentiation: services in support of the product (SSP) and services in support of the client's actions (SSC). The study finds that SSC have the largest positive impact on firms' service business orientation.

Research limitations/implications

– Western firms in a limited sample of industries are studied. Furthermore, the service business orientation construct does not include any measurements of service profitability or impact on overall competitive advantage.

Practical implications

– To various extents, successful firms are likely to pursue both SSP and SSC differentiation traits through ICT. The two options are interdependent and the framework presented helps managers to understand both key specificities and their interrelatedness.

Originality/value

– The study contributes to theory on service strategies by specifically focusing on the enabling role of ICT for new services and its effects on each of the three dimensions of the service business orientation construct.

Keywords:

Industrial services, Information technology, Communication technologies, Management strategy, Service business orientation, Service orientation, Differentiation, Servitization

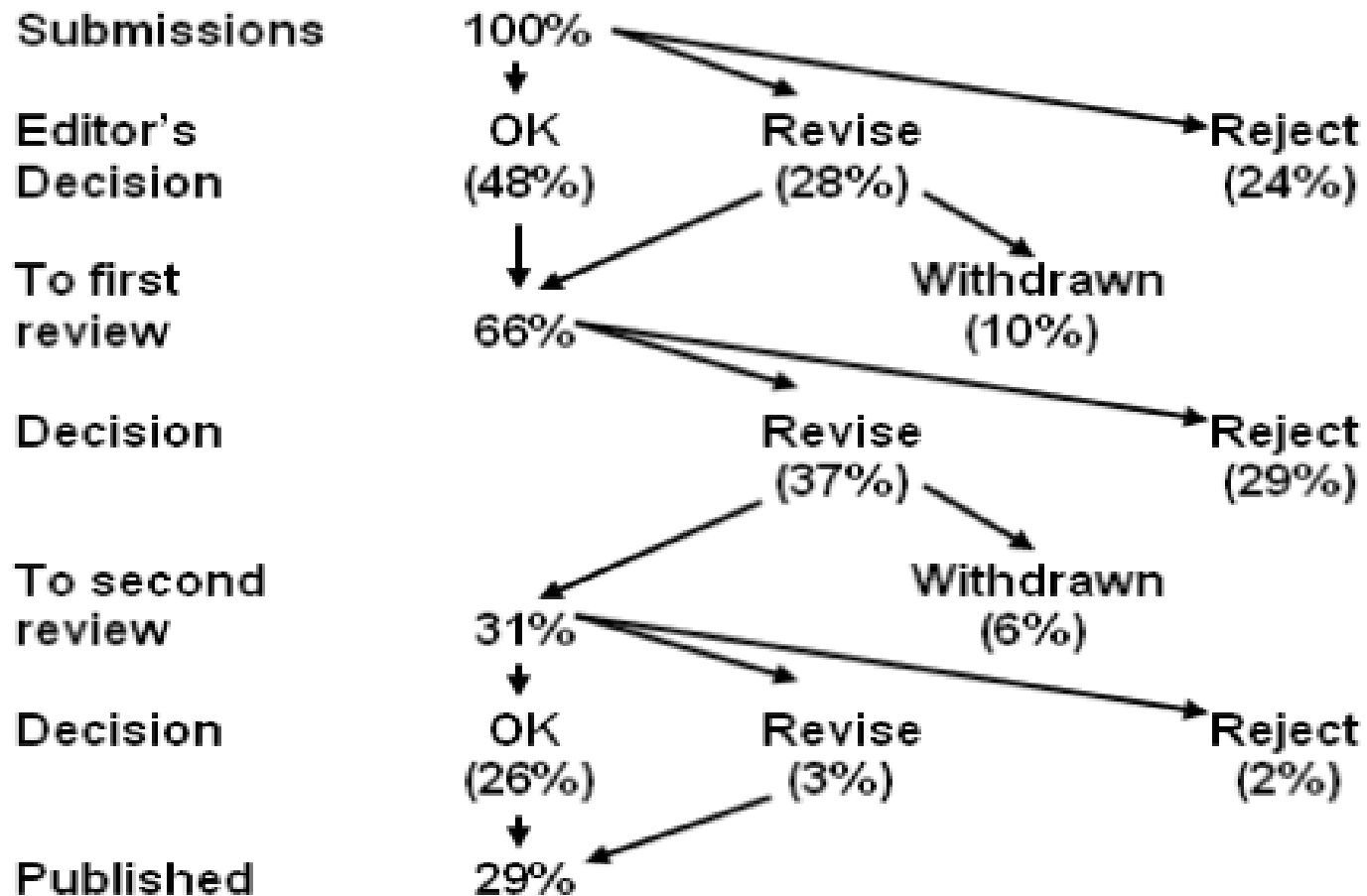
Type:

Research paper

Publisher:

Emerald Group Publishing Limited

Don't give up...



Any questions?



