Emerald Group Publishing

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Outline

Emerald
• Journals

Guide to getting published
• How to begin
• What editors and reviewers look for
• Journals ranking – ISI, Scopus
• Practical tips
• The art of revision and correction

Open Access
• What is OA
• What is Emerald doing
Who is Emerald?

- A leading independent English Publisher
- **Supportive** – of scholarly research (CEEMAN, EFMD, IFLA, EIFL etc)
- **Current content** – we are primarily publishers = no embargoes
- **Early Sites Articles** – submitted articles, awaiting to be published in print, already available online
- **Easy access** – unlimited & unrestricted access, also remote access off the campus from your homes
- **Access in Perpetuity** – continuing access to all subscribed years
Emerald eJournals

We publish more than 350 journals and over 150 eBooks Series from 13 subject collections:

- Accounting, Finance & Economics
- Business, Management & Strategy
- HR, Learning & Organizational Studies
- Education
- Information & Knowledge Management
- Marketing
- Operations, Logistics & Quality
- Health & Social Care
- Property Management & Built Environment
- Public Policy & Environmental Management
- Tourism & Hospitality
- Engineering
- Library Studies
Emerald is proud to say that:

**Financial Times Top 100 Business Schools**
- 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 2013 the *FT* top 100 business schools worldwide downloaded Emerald articles 1.4m times – an average of 14,000 per school!

**Times Higher Education Supplement**
World University Rankings 2013
- We have authors from 199 of the *THES* top 200 universities worldwide.
- In 2013 the *THES* top 200 universities worldwide downloaded Emerald articles 3m times – that’s 15,000 per school!
Impact of Emerald publications

Emerald has 58 e-journals indexed in ISI and 260 in Scopus.

And more then 400 titles in Thomson Reuter Books Citation Index and 102 book series in Scopus.
Emerald Publishing Standards

- All of our journals are peer reviewed to ensure quality.
- Publishing at Emerald is for free.
- We follow the policies of COPE (Committee of Publishing Ethics).
- Emerald is Green Publisher.
- We are compliant with TRANSFER when acquiring or selling journals.
- We use iThenticate® software to combat plagiarism.
Emerald in Croatia
Croatian Authors & Reviewers at Emerald

- From 2010 more than 150 authors published with Emerald.
- 4 Journals and eBooks Reviewers
Most scientists regarded the new streamlined peer-review process as ‘quite an improvement.’
"International Journal of Modern Engineering Research (IJMER)" is an open access, peer-reviewed, journal focusing on theories, methods and applications in all branches of Engineering and Science.

The journal accepts:
Research Articles,
Review Articles and
Short Communications
Website: www.ijmer.com
What editors and reviewers look for

- **Relevance** to the editorial scope and objectives
- **Originality** – what’s **new** about subject, treatment or results?
- **Position your paper** – does it build on existing theory, provide a new perspective, or put a theory to an empirical test?
- **Clarity** and **quality** of writing – does it communicate well?
- **Case study** – no ‘war stories’ or advertorials. Be honest about problems you encountered – it makes a better article
- **Practical implications** – the ‘so what?’ factors
- **Conclusions** – are they valid and objective?
- **Good, short title, keywords and abstract**
In general

Table 2. Ten Reasons Why Top Journals Accept Your Paper

A paper is accepted at a top journal because...

<table>
<thead>
<tr>
<th>Required Elements</th>
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<td>1. Its basic idea is exciting (blue ocean strategy).</td>
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<td>2. Its research questions are nontrivial.</td>
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<td>3. It hits themes that are popular.</td>
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<td>4. It sufficiently uses or develops theory.</td>
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<td>5. It follows a recognizable formula.</td>
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<td>6. It covers the key literature sufficiently.</td>
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<td>7. It is clean (grammatically, typographically, appearance).</td>
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<td>8. It effectively uses or applies new methods.</td>
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<td>9. It does not vehemently contradict the work of major movers and shakers.</td>
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<td>10. It has a respectably large field sample (empirical, quantitative-positivist work).</td>
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MIS Quarterly Vol. 33 No. 3 pp. iii-x/September 2009
“Many papers are desk rejected because they simply don’t fulfil journal requirements. They don’t even go into the review process.”

- Identify a few possible target journals but be **realistic**
- Follow the **Author Guidelines**: scope, type of paper, word length, references style, etc
- Find **where to send your** paper (editor, regional editor, subject area editor) …and **how to send** it (email, hard copy, online submission)
- **Send an outline or abstract** to editor: is it suitable? how can it be made so?
- **READ!!** at least one issue of the journal
Authors Guidelines

Author Guidelines

Submit to the Journal

Submissions to Cross Cultural Management are made using ScholarOne Manuscripts, the online submission and peer review system. Registration and access is available at http://mc.manuscriptcentral.com/ccm. Full information and guidance on using ScholarOne Manuscripts is available at the Emerald ScholarOne Manuscripts Support Centre: http://mac.emeraldinsight.com.

Quick Index

1. Submit to the journal
2. Review process
3. Copyright
4. Permissions
5.COPE (Committee on Publication Ethics)
6. Emerald Literati Network Editing Service
7. Final submission
ISI and Scopus

Calculation of Impakt Factor: ISI counts citation over the 3 year period to get Impact Factor number for the particular year.

Journals and Book are ranked based on how many times the articles are cited …. In other ISI journal/book.

Emerald has 58 ejournals indexed in ISI and 260 in Scopus.

And more then 400 titles in Thomson Reuter Books Citation Index and 102 book series in Scopus.
Paper structure

- Title
- Abstract
- Introduction
- Literature review
- Methodology
- Discussion
- Conclusion
- References
The main emphasis in the title is the use of a widely used method. This is not very exciting news. The authors are not to be blamed here. Based on titles seen in journals, many authors seem to be more fascinated these days by their methods than by their science. The authors should be encouraged to abstract the main scientific (i.e., novel) finding into the title (EB, 2010) Short title containing main keyword – no general words: Study on, Action of…

- Short (up to 8 “main” words) and informative.
- Do not forget:
  - most people search for title, abstract, keywords
  - and then decide to download or not
Practical tips

• Writing the article in English, use the **passive voice** (if the rules do not specify otherwise)

• Instead of a specific company name or brand, use rather **general terms, or indicate the field in which the firm operates**. Not every must know your company listed
Abstract in Emerald

• Clear and descriptive **abstract**
• Use relevant and known **keywords** – not obscure new jargon

**Structured Abstract - in 250 words**

• **Purpose** – Reasons for research, aims of paper
• **Design** – Methodology, scope of study
• **Findings** – Discussion, results
• **Research limitations/implications** – Exclusions, next steps
• **Practical implications** – The ‘so what?’ factor
• **Social implications** – Wider benefits to society
• **Originality/value** – Who benefits, what’s new?
Introduction

- **Introduce readers to the solved problem** to understand what has been observed in the research and what results were achieved.
- If you have previously published abstract or preliminary report on the results of research, mention about it in the introduction with the bibliographic reference.
- Explain the **meanings of specific terms and abbreviations**.
- Should be written in **a present tense**, as it is describing the current situation of the solved research.
- **Rules:**
  1. Comprehensibly define the problem
  2. Put the problem into context
  3. Explain the choice of research methods
  4. Summarize the results of research
  5. Present research findings
Materials and Methods

- Crucial part in all fields (especially medical and natural).
- Authors **demonstrate the research process**, but also offers readers guidance on how proceed to solve their similar problem.
- **Rules:**
  1. Read the **journal requirements** (some journals would have detailed guidelines on this section e.g. to prevent any damages or harm on people which could happen due to inadequate research method repetition.
  2. **Describe used method and justify its choice** (the description of the method informs the readers of the usefulness of the method and so the quality of the results. By this you also justify the relevance of the used method)
  3. **Use examples** (details are important for repetition & possibility to verify the correctness of the process
  4. Explain **in details any new methods** used
  5. Get **authors’ approval** of the publication
Results

Results should contain two basic components:

1st - A description summary of the basic findings - include smaller number of numerical data used in text

2nd - Concrete results in the forms of tables, graphs – for a larger number of data. When referring to a table or chart, don’t use phrases such as” how it can be shown in the table…but tell exactly, where in the table 1.2.

Pay attention to clarity and understandability of the results, as a vague example of working with data a story of editor Erwin Neter.

"33 1/3% of the mice used in this experiment were cured by the test drug; 33 1/3% of the test population were unaffected by the drug and remained in a moribund condition; the third mouse got away." (Day 2006:67)
Discussion and Conclusion

• Accounted as the most complex part of the article, the quality most often decides on the acceptance or rejection of the article. Since both of the intertwined, often consists of one common part of the article.

• Rules:
  1. Summarize the basic knowledge of the results
  2. If the results contain some extreme differences, do not mystify, twist them but explain properly
  3. Interpret the results in the context of previous publications on the same topic
  4. Explain the theoretical and practical benefits of research
  5. Describe the research findings clearly and understandably
  6. Give to all conclusions concrete evidence
• Make references **complete and correct** – vital for reference linking and citation indices
• Emerald uses **Harvard Reference System**
• http://www.emeraldinsight.com/authors/guides/write/harvard.htm
Publishing Ethics

- Don’t send to more than 1 journal.
- Inform the editor about conflict of interest
- Avoid self-plagiarism
- Get approval from all authors for publishing

- COPYRIGHT => As the author, you need to ensure that you get permission to use content you have not created. Supply written confirmation from the copyright holder when submitting your manuscript
- Exception - STM Association including Emerald.

http://emeraldgrouppublishing.com/authors/writing/permissions.htm

Permissions checklist & Permissions request form
A request for revision is good news!

- You’ve avoided a desk reject and you are in the publishing cycle
- Nearly every published paper is revised at least once

Acknowledge the editor and set a revision deadline

Clarify understanding if in doubt – ‘This is what I understand the comments to mean…’

Meet the revision deadline

Attach a covering letter showing how you met the reviewers’ requests (or if not, why not)
If your paper is rejected …

• **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!**
  – Fix the paper, then submit elsewhere. Target your paper as closely as possible, and remember you might get the same reviewer again.

• **Article Fit?** Why was sent to this journal? Did you understand journal’s conversation?

• **Quality Issues?** – Readability? Length? Rigorous? Practicability and relevance in real word/further research?
regret to inform you that the current paper reveals weaknesses on major dimensions. First of all, motivation and theoretical contribution are weak.

However, the application of XX is not new at all. Also the survey for non-adopting reasons is not new either. It has a quality of MS thesis.

The paper unfortunately does not provide any significant contribution to the field of XX. Due to the conceptual deficiencies of the paper, there is no starting point to suggest incremental improvements.

This paper only provides limited information about the scope and coverage of the survey used by this study. The survey findings are also not properly presented and only selected trends have been highlighted.
Emerald Supports Authors

- More than 100,000 authors from around the world are members of Emerald Literati Network
- Free issue and 5 reprints of your article
- **For Researchers** [http://emeraldgrouppublishing.com/research/index.htm](http://emeraldgrouppublishing.com/research/index.htm)
  - Outstanding Doctoral Research Awards, Research Fund Awards
  - How to... guides
- **For Authors** [http://emeraldgrouppublishing.com/authors/index.htm](http://emeraldgrouppublishing.com/authors/index.htm)
- 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

- **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)
- EmeraldGroupPublishing – Platform including ALL the INFORMATION to GETTING YOU TO PUBLISHING http://emeraldgrouppublishing.com/index.htm
Research is all about peer review

1. You need to avoid a desk reject

2. You may need to revise and resubmit

3. You will almost certainly need to alter your paper
Emerald Open Access
Emerald and OA

- Currently offer free access to new launch journals, sample articles, free trials and promoted content.
- From April 2013 it offers a Gold OA route for funded authors for £995/$1,695.
- Emerald remains a ‘RoMEO Green’ publisher – authors can voluntarily post their articles on any website as long as there is correct attribution and it is not the published pdf (Green OA).
Thank you

Contact us for further information

For any answers you didn’t get today or were too shy to ask …
Contact Radka Krivankova at:
RKrivankova@emeraldinsight.com