An Insider’s Guide to Getting Published

Yang-Cheng Shen
Business Manager for Hong Kong, Macau, Thailand and Taiwan
E-mail: yshen@emeraldinsight.com
Tel+44(0)7966 558276
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

- 200+ 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
- Over 21 million Emerald articles were downloaded in 2009 – more than 50,000 a day!
- Potential readership of 15 million

Full list of Emerald titles:

Emerald’s publishing philosophy

• Emerald believe that good management can – must – make a better world

• Emerald believe in inclusivity, internationality, innovation and independence

• A better-managed world means better government, better business, more equality, meritocracy of race, age and gender, more employment, more wealth

• Supportive of scholarly research

• Committed to improving author, reader and customer experience

• ‘Research you can use’
What do we mean by research you can use?

Research that has an impact
Part 1: Journal publishing
Editorial supply chain and journal management structure: journals

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

- **Editor**
  - EAB and reviewers
  - Handles review process
  - Promotes journal to peers
  - Attends conferences
  - Handles production issues

- **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
  - Attends conferences

- **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
Choosing a journal to publish in is an investment decision. A good choice can enhance the impact of your work and your reputation.

Thomson Reuters ISI is the most well known ranking, **but others exist:**

- Citations are a good, but not complete, guide to quality
- Usage is a better measure of *utility*
- Other factors to consider are relevant readership, recent articles, most communicative, societies and internationality, likelihood of acceptance, circulation, 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)

What rankings are used here?
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 target journals/series 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). Check a copy of the journal/series or the publisher’s web site
• Send an outline or abstract and ask if this looks suitable and interesting (or how it could be made so)
• Confirm how an editor would like a submission, e.g. e-mail; hard copy or online submission system
• Read at least one issue of the publication – visit your library for access
• Include a cover letter – opportunity to speak directly to the editor, convince them of the importance of your manuscript to the journal
Co-authorship as a possibility

- With 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 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
Plagiarism and referencing

- Plagiarism (from the Latin *plagium* meaning ‘a kidnapping’) is 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/](http://www.ithenticate.com/)
- Emerald’s Plagiarism Policy can be seen at [http://info.emeraldinsight.com/about/policies/plagiarism.htm](http://info.emeraldinsight.com/about/policies/plagiarism.htm)
- For more general information visit [http://www.plagiarism.org/](http://www.plagiarism.org/)
Copyright

• 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
Every journal has detailed notes and guidelines.
How to increase electronic dissemination

- Use a **short descriptive** title containing main keyword – don’t mislead
- Write a clear and descriptive abstract containing the main keywords and following any instructions as to content and length
- Provide **relevant and known** keywords – not obscure new jargon
- Make your references **complete and correct** – vital for reference linking and citation indices
- All of this will make your paper more discoverable which means more dissemination and possibly more citation
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

**Purpose** – The aim of the research is to identify the impact of the Tesco Clubcard on customer loyalty. The secondary aim is to contrast customer perceptions of the Clubcard, staff and “feeling valued” to identify which factor has the greater impact on customer loyalty to store.

**Design/methodology/approach** – Quantitative analysis was used based on 60 questionnaires conducted with randomly selected customers in Tesco Metro Dundee in 2005. Tesco were not involved in the research other than to provide approval at a store level for the research to take place outside their premises.

**Findings** – A positive moderate relationship was found $r=0.388$, $p=0.01$ between the owning of a Clubcard and loyalty to store. It was also found that there was a positive moderate relationship between the Clubcard returns and customer loyalty, with $r=0.334$, $p=0.01$. The research, however, found no relationship between loyalty and customers feeling more valued by Tesco, nor did the research reveal a significant relationship between Tesco staff and customer loyalty.

**Research limitations/implications** – The research is restricted in so far as it only considers Tesco Clubcard in the grocery retail sector and as it is an exploratory study the research is limited in so far as the number of participants is only 60. A further limitation surrounds the issue of generalisability as only one Tesco retail outlet in Dundee was used. Further research needs to include other Tesco formats and contrast with grocery retailers who do not use loyalty cards.

**Practical implications** – It is suggested that Tesco consumers are influenced by having a loyalty card in so far as it contributes to making them loyal. However, other factors need to compliment such a card, with consumers seeing the Tesco “provision” as inter-related.

**Originality/value** – The paper is useful to both practitioners and academics in the fields of relationship marketing and loyalty. The research provides some initial insight into consumer perspectives in the value of loyalty cards.

**Keywords**: Customer loyalty, Loyalty schemes, Supermarkets
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…”
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: 3-3.5 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 (37%)</td>
</tr>
<tr>
<td>To second review</td>
<td>31%</td>
</tr>
<tr>
<td>Decision</td>
<td>OK (26%)</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 revision deadline

• **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)
Part 2: Book publishing
Editorial supply chain and book management structure: books

Volume Editor / Series Editor
- Collates quality research papers
- Identifies and develops new areas of coverage

Commissioning Editor / ACE
- The link between the publisher series editor / volume editor / author
- Overall responsibility for on-schedule publication of the book
- Promotion and marketing
- Attends conferences
- Deals with production queries

Production
- Typesetting
- Copy-editing
- Proofs
- Print
- Despatch

Users
- Libraries
- University Adoptions
- Sales Agents
- Researchers
- Practitioners

Research
Proposing a book

Book/book series ideas are normally sold to publishers on the basis of a detailed proposal. A proposal should answer the following questions:

- Why is this book/series different from other books?
- Why should it be published?
- Why are you qualified to write it?
Finding the right publisher

• Target your proposal to a publisher who has published similar books
  – Do they publish in your subject area?
  – Do they publish the same type of books?

• Study the publisher's website or visit their stand at conferences
What makes a good proposal?

• What is your rationale for publication?
  – Is there a gap in the market?
• Will the book/series have international applicability and reach?
• What is the proposed editorial scope and coverage?
• What will make it stand out from the competition?
  – What are its unique selling points?
• Who will be the target audience?
• What is the composition of the research field, in terms of number of researchers and geography?
• Where and how can the book be effectively promoted?
• How will the book position itself amongst the competition?

More detailed guidelines are available online
Once submitted, your proposal will be:

- Fully researched against market needs, demand and competition
- Evaluated internally against the publisher’s publishing plan and strategy
- Evaluated by external experts in the field

- Can take between three and six months
- Once completed: decide whether to commission your work for publication
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

See **Support and services for authors and Editors** on the USB stick
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

**Journals**
- EarlyCite
- Online Scholar One Manuscript Central submission process
- Complimentary journal issue and five reprints upon publication

**Online resources**

<table>
<thead>
<tr>
<th>For Researchers</th>
<th>For Authors</th>
</tr>
</thead>
<tbody>
<tr>
<td><a href="http://www.emeraldinsight.com/research">www.emeraldinsight.com/research</a></td>
<td><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>
</tr>
<tr>
<td>Outstanding Doctoral Research Awards</td>
<td>Meet the Editor interviews and Editor news</td>
</tr>
<tr>
<td>Research Fund Awards</td>
<td>Editing service</td>
</tr>
<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>
</tr>
</tbody>
</table>

**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](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)

What do you use?
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) …
Get in touch with Yang Cheng SHEN at yshen@emeraldinsight.com

Write for us!