



An insider's guide to getting published in research journals

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information ideas **insight**



Emerald Group Publishing – company background

- Emerald Group Publishing Limited (formerly MCB University Press)
- Founded in 1967 in Bradford, West Yorkshire
- Over 150 employees. Regional offices in USA, Malaysia, Australia, Japan
- 1996 launched the **Emerald Fulltext** database
- 2005 launch of **Emerald Management Xtra** – developed with and for business schools
- As a publisher we are ...
 - International
 - inclusive (theory and practice, rigour and relevance)
 - supportive of scholarly research
 - committed to improve author, reader and customer experience



The Emerald portfolio

Journals:

120 business and management; 20 library and information science;
17 engineering, mathematical and materials science journals
One third are ISI-ranked.

All are peer reviewed (normally double blind), except magazine and secondary titles.

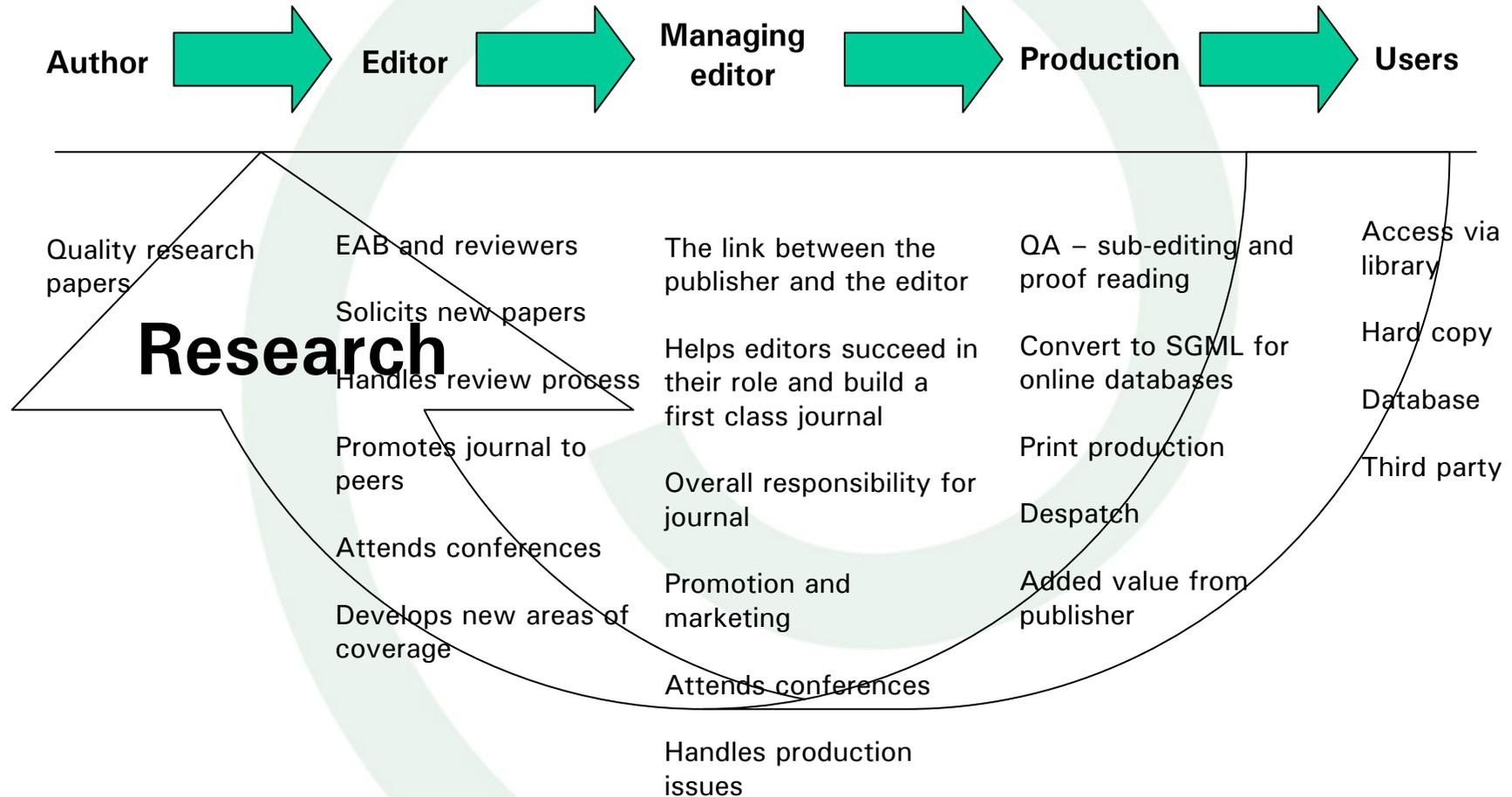
Electronic databases:

- Emerald Fulltext
- Emerald Management Reviews – e.g. *Harvard Business Review*, *MIS Quarterly*
- Emerald Abstracts – e.g. *Computer Abstracts International Database*
- ManagementFirst.com.
- Emerald Management Xtra

Coverage:

1,400 database customers worldwide, including 97 of the FT top 100 business schools. Over 7,500 customers in total. Potential readership of 15 million.

Editorial supply chain and journal management structure





Online usage and dissemination of authors' work

- 53,000 articles online, over 11 years of content
- 9,000 abstracts from 1989 -1994
- 7.2 million downloads per year
- 600,000 articles are downloaded each month
- 60 per cent of usage occurs outside the UK (2004 figures)



Being published means...

- Your paper is permanent – published material enters a permanent and accessible knowledge archive – the “body of knowledge”.
- Your paper is improved – through the interventions of editors, reviewers, sub-editors and proof-readers
- Your paper is actively promoted - it becomes available to a far greater audience.
- Your writing is trustworthy – material which has been published carries a QA stamp. Someone apart from the author thinks it’s good.



Ideas: where to start

As well as 'traditional' research...

- 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.



Target!

“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 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 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.
- **Read** at least one issue of the journal – visit your library for access

Example of author guidelines

A screenshot of a Microsoft Internet Explorer browser window displaying the Emerald website. The browser's address bar shows the URL: http://www.emeraldinsight.com/info/journals/acmm/notes.htm. The website header includes the Emerald logo, navigation links (Home, Contact Us, Sitemap, Help), a search bar, and a "Resources For:" dropdown menu set to "Authors". The main content area is titled "Anti-Corrosion Methods and Materials" and features a sidebar with "My Profile", "Search & Browse", "Journals & Databases", and "About Emerald". The central content includes the journal's ISSN (0003-5599), a cover image, and a list of links under "Access" and "Journal Information". The "Author Guidelines" section is highlighted, containing a "Copyright" notice and contact information for the editor, Dr. William Cox.

Anti-Corrosion Methods and Materials - Author Guidelines - Microsoft Internet Explorer provided by Emerald Group Publishing Lim

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Anti-Corrosion Methods and Materials

ISSN: 0003-5599

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Author Guidelines

Copyright

Articles submitted to the journal should be original contributions and should not be under consideration for any other publication at the same time. Authors submitting articles for publication warrant that the work is not an infringement of any existing copyright and will indemnify the publisher against any breach of such warranty. For ease of dissemination and to ensure proper policing of use, papers and contributions become the legal copyright of the publisher unless otherwise agreed. Submissions should be sent by email attachment in the first instance, to:

The Editor
Dr William Cox
C/o Andrew Hancock,
ACMM Editorial Office,
Emerald Group Publishing Limited,
60-62 Toller Lane,
Bradford,
BD8 9BY

Start | Inbox - Microsoft Outlook | Document2 - Microsoft ... | Microsoft PowerPoint - [...] | Script authors' workshop... | Anti-Corrosion Metho... | 09:47



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
- Adherence to the editorial scope and objectives** of the journal



Some essentials of a research paper

- **Purpose** of the paper/Introduction
- Research **methodology** used – the “whys and hows”
- **Literature** review – critical examination of what has gone before
- **References** should be:
 - complete
 - consistent with the style used in the journal
 - included in the list (anything not cited can be listed as further reading)
- **Argument and findings**
- **Conclusion** should – restate the purpose, encapsulate the main findings and include the most interesting bits



Emerald has introduced structured abstracts

A structured abstract – in 250 (no more than 100 in any one section) words or less

Purpose

Reasons/aims of paper

Design

Methodology/'how it was done'/scope of study

Findings

Discussion/results

Research limitations/ Implications

Exclusions/next steps

Practical implications

Applications to practice/'So what?'

Originality/value

Who would benefit from this and what is new about it



Some key questions

- Readability** Does it communicate? Is it clear? Is there a logical progression without unnecessary duplication?
- Originality** Why was it written? What's new?
- Credibility** Are the conclusions valid? Is the methodology robust? Can it be replicated? Is it honest – don't hide any limitations of the research? You'll be found out.
- Applicability** How do findings apply to the world of practice? Does it pinpoint the way forward for future research?
- Internationality** Does it take an international, global perspective?



Your own peer review

- Let someone else see it - Show a draft to one or more 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.



Co-authorship as a possibility

- With supervisor, across departments, someone from a different institution
- Ensure paper is checked and edited so that it reads as one voice
- Exploit your individual strengths
- Specially useful for cross-disciplinary research
- Demonstrates the authority and rigour of the research
- Agree and clarify order of appearance of authors and the person taking on the role of corresponding author



Improve electronic dissemination by ...

- Using **short descriptive** titles containing main keyword – don't mislead
- Writing a clear and descriptive abstract containing the main keywords and following any instructions as to content and length
- Providing **relevant and known** keywords - not obscure new jargon
- Making your references **complete and correct** – vital for reference linking and citation indices
- Ensuring your paper is **word-perfect**



Revising

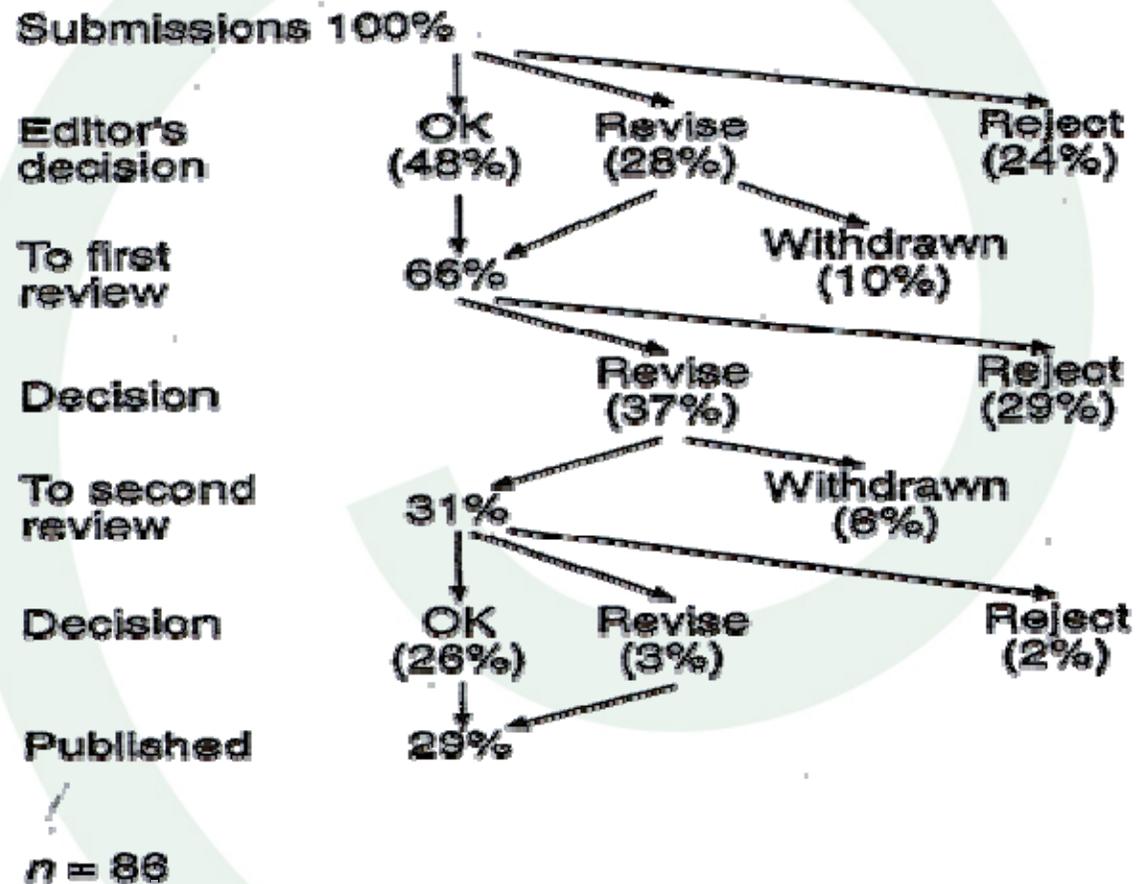
A request for revision is good news! It really is.

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.

Process of acceptance for a journal – just one example





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)



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!**

Try to improve the paper, and re-submit elsewhere. Do your homework and target your paper as closely as possible.

- **Don't give up!**

At least 50 per cent of papers in business and management don't get published. Everybody has been rejected at least once.

- **Keep trying!**



The Emerald Literati Network

- More than 30,000 authors worldwide are members – a huge ‘expert network’
- Authors’ Charter – uniquely provides authors with a range of benefits and sets out levels of service
- Complimentary journal issue and five reprints upon publication
- Calls for Papers and news of publishing opportunities
- Editing service
- Research Register
- Outstanding Doctoral Research Awards
- Annual Awards for Excellence



Emerald Management Xtra – authors' resources

Comprehensive help and advice every step of the way

- How to... guides
- Meet the Editor interviews and editor news
- Premium help with placing your paper for publication
- Publishing opportunities and Calls for Papers

<http://emeraldinsight.com/vl=2539796/cl=42/nw=1/rpsv/emx/index.htm>



Talk to us, use us!

- Tell us how we can help you – talk to us, give us ideas
- Use the Emerald database
- Use Emerald Management Xtra
- Use the Emerald Literati Network
- Register with the Emerald Research Register
- Write for us!

Thank you. Any questions?



For any answers you didn't get today

Please email, write or phone Steve Smith at

ssmith@emeraldinsight.com

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