

A Guide to Getting Published

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www.emeraldinsight.com



Emerald Group Publishing



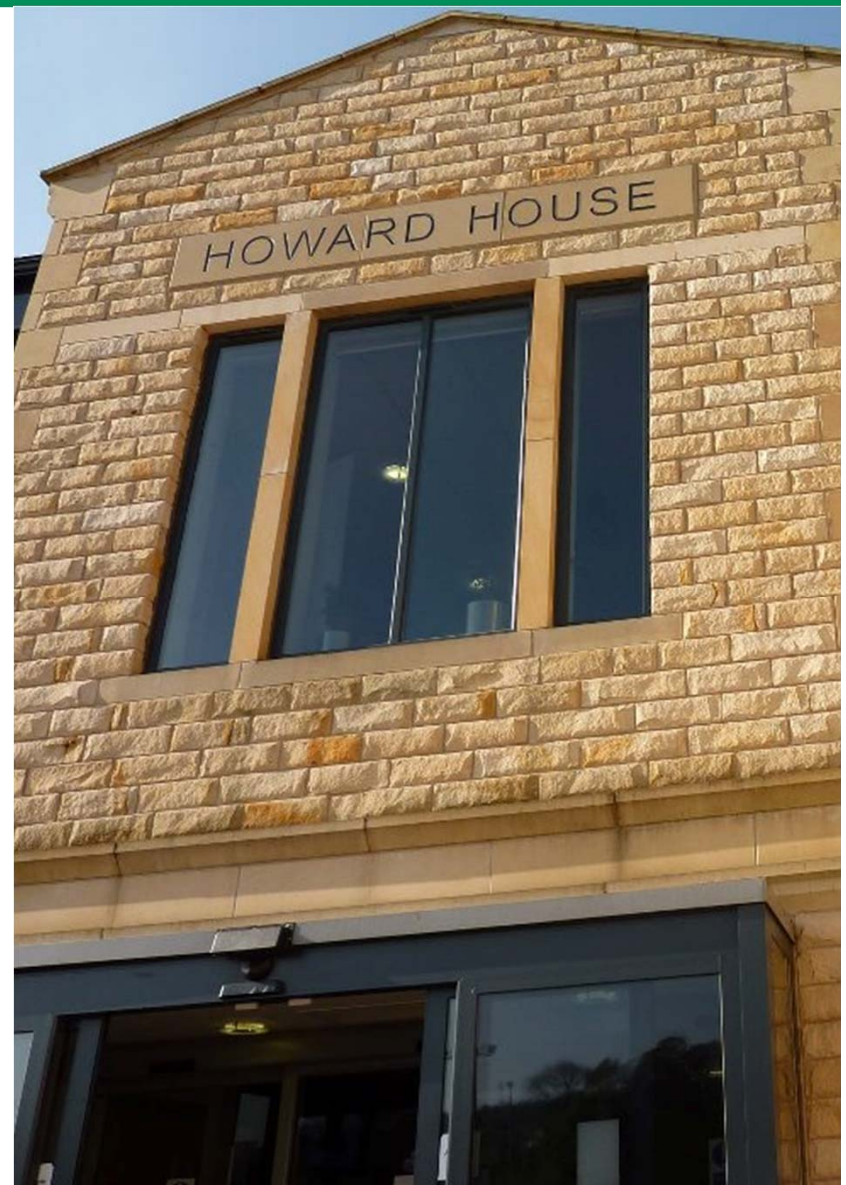
Founded in 1967, West Yorkshire, United Kingdom by academics *for* academics.

Over 310 employees

More than 300 journals and 230 book series

Over 21 million Emerald articles were downloaded in 2013 – more than 50,000 a day.

Global offices in Australia, China, Dubai, South Africa Japan, India, Malaysia, Brazil, Mexico, and USA.



Founded by academics, for academics



**Dr Keith Howard OBE*, Phd
(Bradford), LLD** (Hon)(Leeds),
MSc (Leeds), BSc (Hons) (Leeds)**

**Chairman – Emerald Global
Publishing Group**

**OBE: Order of the British Empire*

***LLD: Doctor of law (highest degree in law)*



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Finance
& Economics



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Management
& Strategy



HR, Learning &
Organizational
Studies



Information &
Knowledge
Management



Marketing



Operations,
Logistics
& Quality



Property
Management &
Built Environment



Public Policy &
Environmental
Management



Tourism &
Hospitality



Social, Physical and Health Sciences



Objectives of the session



•Demystify

...the publishing process

•Provide

...information
and recommendations

•Encourage

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



I am happy to hear from you



Q&A Session

Ask anything

Get in touch afterwards



Developing a Publication Strategy

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Where do I start?



Are you working on a Doctoral or Master's thesis?

Do you have an opinion or observation on a subject?

Have you given a presentation or a conference paper?

Where do I start?

- If you answered **'yes'** to one of those questions, you have the basis for a publishable paper





Paper Types

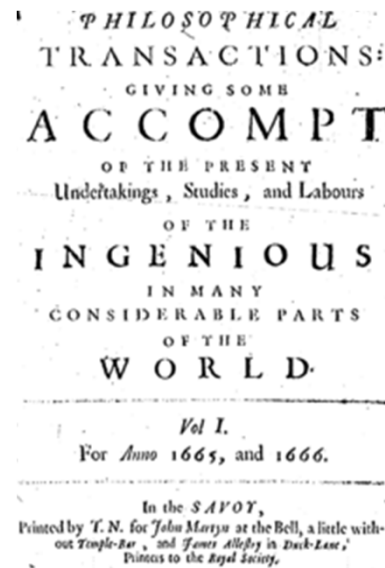
Research papers

“A research paper is the culmination and final product of an involved process of research, critical thinking, source evaluation, organization, and composition. It is, perhaps, helpful to think of the research paper as a living thing, which grows and changes as the student explores, interprets, and evaluates sources related to a specific topic”

“...a research paper is **not** simply an informed summary..”

Review papers: summarize recent developments on a specific topic. Highlight important previously reported points. Almost always invited.

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.

The Author Guidelines



http://www.emeraldgrouppublishing.com/products/journals/author_guidelines.htm?id=etpc



English Teaching: Practice & Critique
ISSN: 1175-8708

Content: coming soon

Information: [Journal information](#) | [Editorial Team](#) | [Author Guidelines](#)

Other: [Journal News \(inc. calls for papers\)](#) | [Events](#) | [Recommend this journal](#)



This title is indexed in **Scopus**

2013 Impact Factor: 0.307 *

Author Guidelines

Submit to the journal

Submissions to the *English Teaching: Practice & Critique* are made using ScholarOne Manuscripts, the online submission and peer review system. Registration and access is available at <http://mc.manuscriptcentral.com/etpc>. Full information and guidance on using ScholarOne Manuscripts is available at the Emerald ScholarOne Manuscripts Support Centre: <http://msc.emeraldinsight.com>.

Registering on ScholarOne Manuscripts

If you have not yet registered on ScholarOne Manuscripts, please follow the instructions below:

- Please log on to: <http://mc.manuscriptcentral.com/etpc>
- Click on Create Account
- Follow the on-screen instructions, filling in the requested details before proceeding
- Your username will be your email address and you have to input a password of at least 8 characters in length and containing two or more numbers
- Click Finish and your account has been created.

Submitting an article to English Teaching: Practice & Critique on ScholarOne Manuscripts

- Please log on to the English Teaching: Practice & Critique at <http://mc.manuscriptcentral.com/etpc> with your username and password. This will take you through to the Welcome page (To consult the Author Guidelines for this journal, click on the Home Page link in the Resources column)
- [?id=etpc#2](http://www.emeraldgrouppublishing.com/products/journals/author_guidelines.htm?id=etpc#2) ; on the Author Centre button

Quick index

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Manuscript requirements

- [Format](#)
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- [Article Classification](#)
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- [Notes/Endnotes](#)
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Thomson Reuters - ISI



- In 2015, Emerald will have 58 journals included in ISI.
- How do journals get included in ISI? *Read – The Journal Selection Essay (<http://wokinfo.com/essays/journal-selection-process/>)*
- *"...Many factors are taken into account when evaluating journals for coverage in Web of Science, ranging from the **qualitative** to the **quantitative**. The journal's basic **publishing standards**, its **editorial content**, the international diversity of its **authorship**, and the **citation data** associated with it are all considered. No one factor is considered in isolation..."*

The Impact Factor



A = the number of times that all items published in that journal in 2011 and 2012 were cited by ISI journals during 2013.

B = the total number of "citable items" published by that journal in 2011 and 2012. ("Citable items" - articles, reviews, proceedings, or notes).

$A/B = 2013$ Impact Factor

2013 Impact Factor published in 2014

The image shows the cover of the journal "Supply Chain Management". It features a white background with an orange curved border at the top and bottom. A central image shows a close-up of a person's face, possibly a scientist or researcher, looking intently.

Supply Chain Management

NEW Impact Factor: 2.916
NEW 5-year Impact Factor: 3.363

[Read the latest issue](#) | [Submit your paper now](#)

Alternatives...



<http://www.journalmetrics.com/faq.php>

“...Different journal metrics use different methodologies and data sources, thus offering different perspectives on the scholarly publishing landscape, and bibliometricians use different metrics depending on what features they wish to study...”

Alternatives...



International Journal of Physical Distribution & Logistics Management
ISSN: 0960-0035

Full text online
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](#) | [Recommend this journal](#)

Search in this title:

 This title is indexed in **Scopus**
2013 Impact Factor: 1.759 *

The International Journal of Physical Distribution & Logistics Management is indexed and abstracted in:

- ISI: Journal Citation Reports/Social Sciences Edition
- ISI: Social Science Citation Index
- Scopus
- Business Source Premier
- Academic OneFile
- Business Insights: Essentials
- ABI/INFORM Complete
- Research Library Complete
- Web of Science
- CSCMP Online Logistics Bibliography
- Cabell's Directory of Publishing Opportunities in Management & Marketing

Scopus



- Emerald has 235 journals and 113 research serials indexed in Scopus.
- Primary measures of quality. SNIP (source-normalized impact per paper) and SJR (scimago-journal rank).

Category	Criteria
Journal Policy	Convincing editorial policy Type of peer review Diversity in geographical distribution of editors Diversity in geographical distribution of authors
Content	Academic contribution to the field Clarity of abstracts Quality of and conformity to the stated aims and scope of the journal Readability of articles
Journal Standing	Citedness of journal articles in Scopus Editor standing
Publishing Regularity	No delays or interruptions in the publication schedule
Online Availability	Full journal content available online English language journal home page available Quality of journal home page

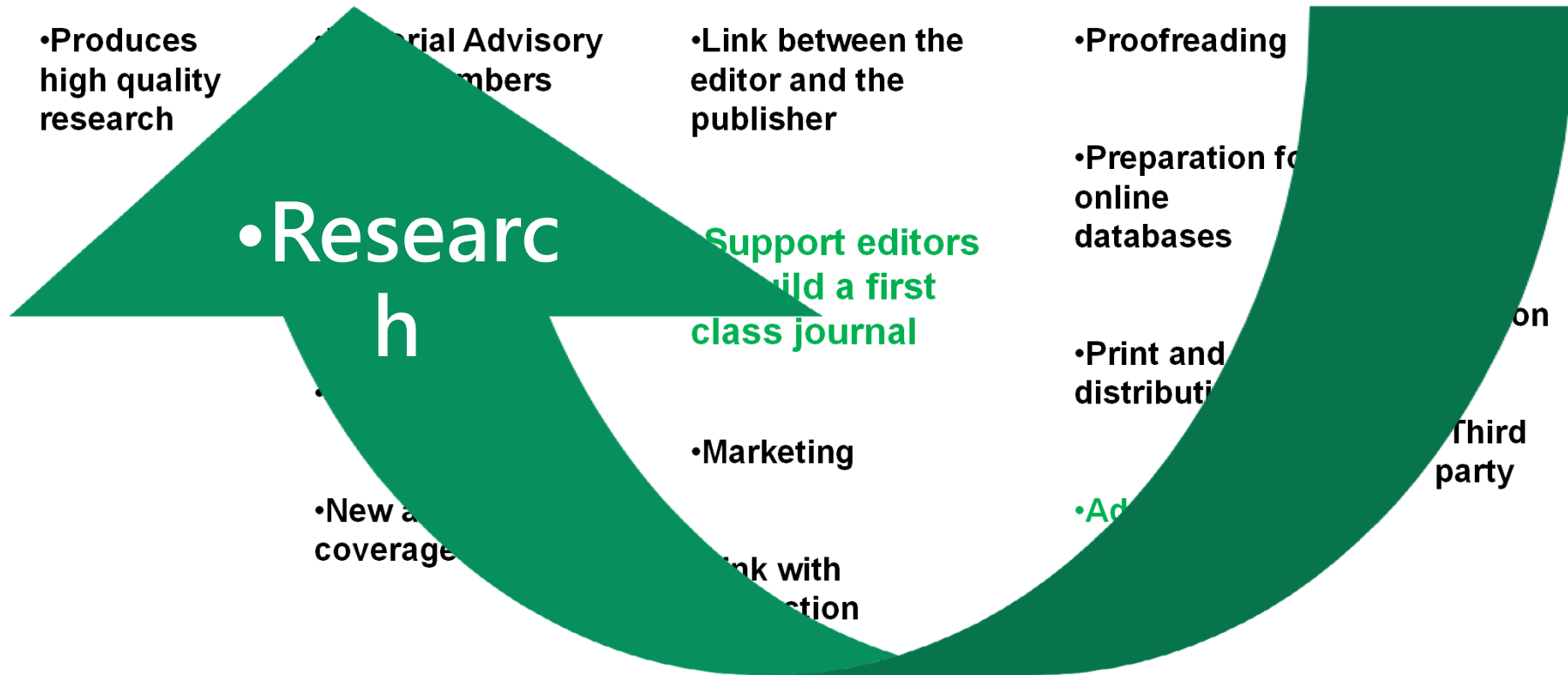
The Editorial Process

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The publishing process



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

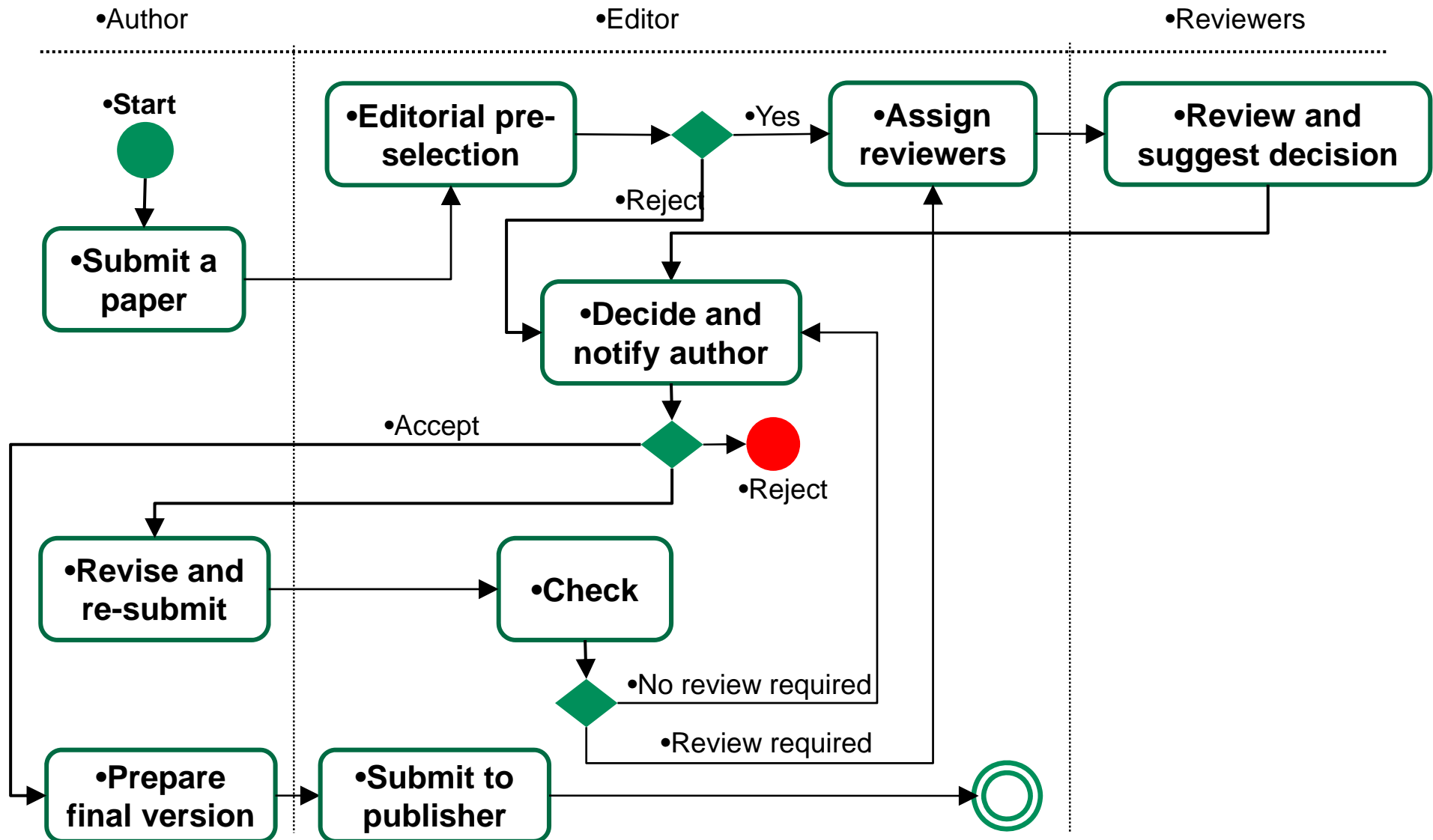




Peer-review

- **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.

The publishing process



How long does it take?



- The Editor does an initial read to determine if the subject matter and research approach is appropriate for the journal (1 week)
- The Editor contacts two reviewers (1 week)
- Reviewers usually have 6-8 weeks to complete their reviews
- The Editor assesses the reviewers' comments and recommendations and makes a decision (2 weeks)
- **'Ideal' time from submission to review feedback: 3-3.5 months**



Possible decisions



Accept

Reject

Revise (Minor/Major)

A request for revision is **GOOD NEWS!**
It is the heart and soul of the scholarly process.

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

Choosing a Good Title



- **Getting the title of your article right is very important. Be clear and concise and give all of the information which the reader needs to be able to understand immediately what the article is about.**
- **Give the reader an indication in the title as to the findings/argument or conclusion which is presented in your work.**
- **Try not to use idioms. The title of your article needs to be understood by an international audience.**
- **Your title needs to be memorable.**
- **For more detailed advice on getting the title of your article right, why not have a look at this excellent blog post from Patrick Dunleavy, writing for the London School of Economics and Political Science's 'Impact of Social Sciences' blog:
<http://blogs.lse.ac.uk/impactofsocialsciences/2014/02/05/academic-s-choose-useless-titles/>**

Writing a Compelling Abstract



- The abstract at the start of your article is equally as important as the text in the article itself; **it is the sales pitch for why you should keep reading**. Be explicit about what a reader will gain or learn from the article and why it is new.
- Remember that competition is fierce! Academics are in competition with one another for the same readers, therefore it's no longer sufficient to just write an article and hope the work speaks for itself.
- Make sure you have fully proofread the abstract before submitting it as often online submission systems, such as ScholarOne Manuscripts, ask you to input the abstract into a free text field separately from your paper.

Cover letter: how to write it



“I am submitting this article to *Journal of Documentation*.

You will see that it deals with public library management, which I appreciate is **outside** JDoc's normal scope.

However, it focuses on the **novel application of a theoretical model to the topic**, and hence I think it is **appropriate** for Jdoc”.

- Good letter for unusual/new content



Cover letter: how to write it



“I am sending this article for you to publish in *Journal of Documentation*, after your editorial amendments.

I have chosen JDoc to publish this paper, as it is a **high-impact** and **well-regarded** journal.”

•Bad cover letter



What makes a good paper?

HINT: Editors and reviewers look for



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

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

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



Literati Network Editing Service



Emerald Literati Network Editing Service

Contact subject-specialist editors to improve your paper ...



[Accounting, Finance & Economics](#)
[Business, Management & Strategy](#)
[Education](#)
[Engineering, Science & Mathematics](#)
[Health & Social Care](#)
[HR, Learning & Organization Studies](#)
[Information & Knowledge Management](#)
[Law](#)

The Emerald Literati Network Editing Service allows authors to contact experienced copy editors to help improve the standard of English in a paper before it is submitted to a journal for consideration.

Emerald is keen to recognize excellence in research and thinking wherever it originates. We wish to avoid these papers being rejected because of the written English, particularly if the author does not have English as a first language.

The editors listed below have been selected by Emerald for the high standards of their work. They are all experienced in either the business and management or

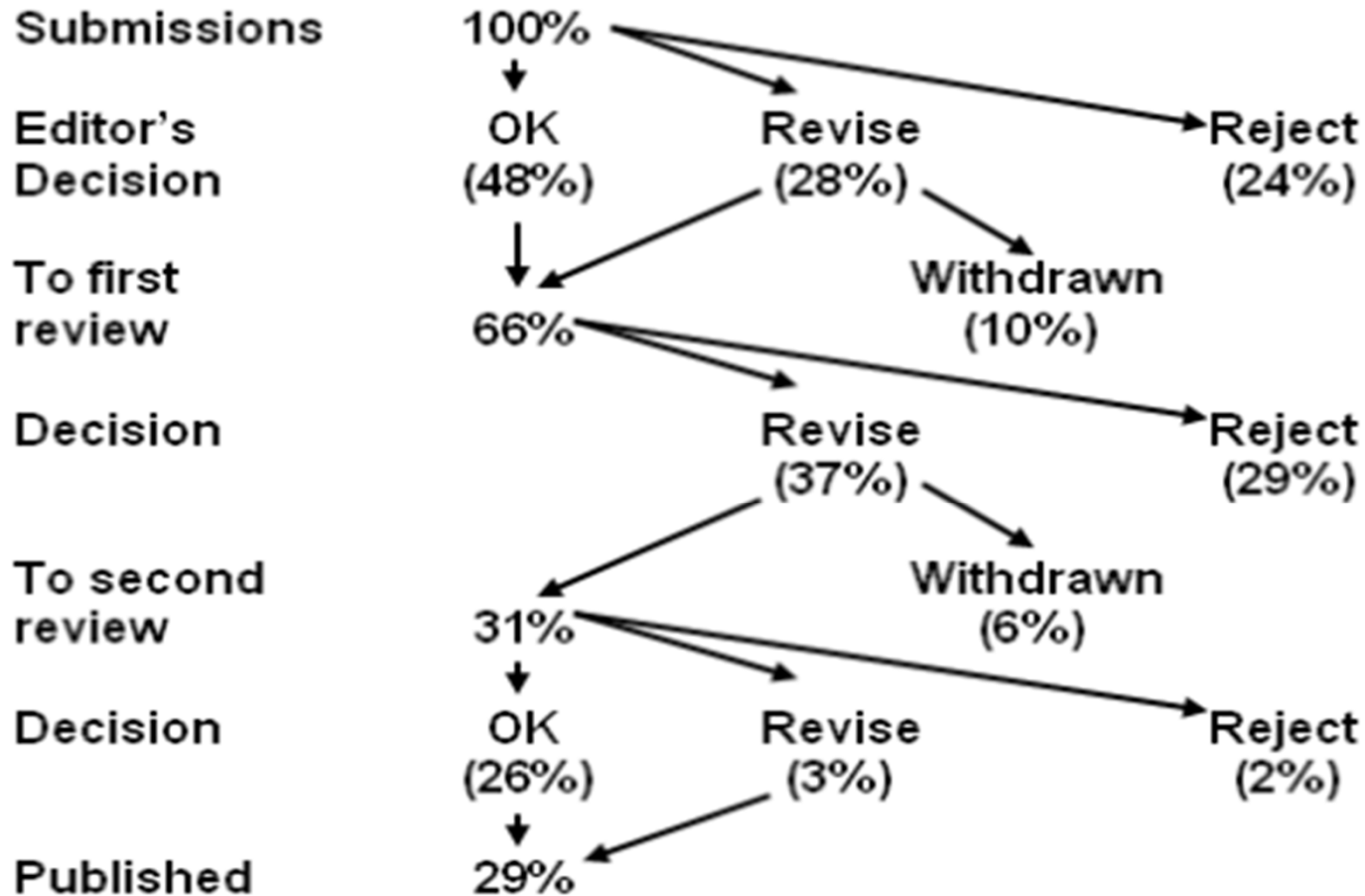
•http://www.emeraldinsight.com/authors/editing_service/index.htm

What 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.**
- **Keep trying! Everybody has been rejected at least once**

Don't give up...



n = 86

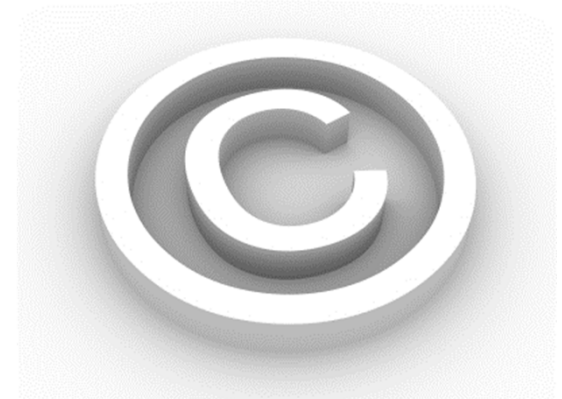
Copyright



As the author, you need to ensure that you get permission to use content you have not created (to avoid delays, this should be done before you submit your work)

Supply written confirmation from the copyright holder when submitting your manuscript

If permission cannot be cleared, we cannot publish that specific content



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



Promoting Your Work

www.emeraldinsight.com



Emerald Structured Abstracts



This is the **advertisement** of your article. Make it interesting, and easy to be understood without reading the whole article.

Be **accurate** and **specific**.

A clear abstract will strongly influence whether or not your work is further considered.

Keep it **brief!**

Emerald Structured Abstracts



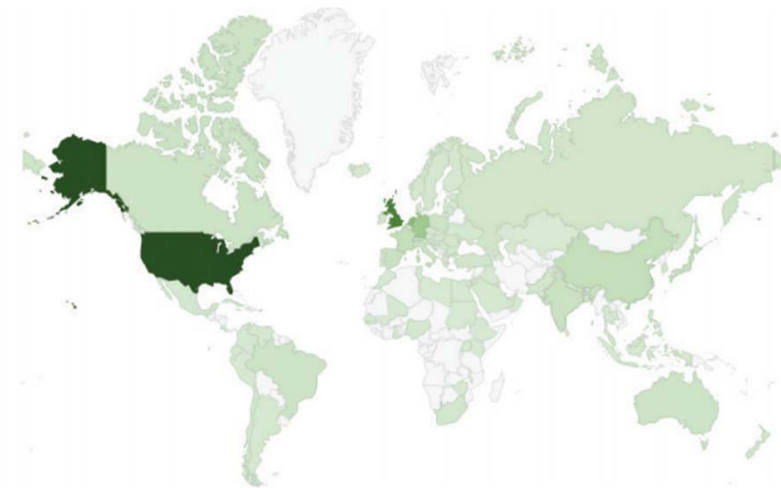
- **Keywords aid the ‘discoverability’ of your article. Picking specific keywords which readers are more likely to be familiar with, interspersed with some recognised subject or industry-specific terminology, will greatly increase the likelihood of your article being returned in a search**
- **Use a combination of at least six different keywords to accurately summarise and reflect the content of your piece of work. Try not to be too general; using very broad keywords such as ‘knowledge management’, ‘information systems’ and ‘Germany’ will mean your article will be less discoverable.**
- **Think about the ‘currency’ of your keywords and whether they will still be recognised in a few years’ time.**
- **Be careful of creating your own buzzwords or coining new terminology and then using this in the title and keywords of your article.**

The Emerald Literati Network



- More than 90,000 authors worldwide are members, a huge 'expert network'
- Complimentary journal issue upon publication
- Calls for Papers and news of publishing opportunities
- Editing services
- Outstanding Doctoral Research Awards
- Annual Literati Network Awards for Excellence

<http://www.scimagolab.com/>



Measuring YOUR impact



Alt-metrics



Emerald Group Publishing

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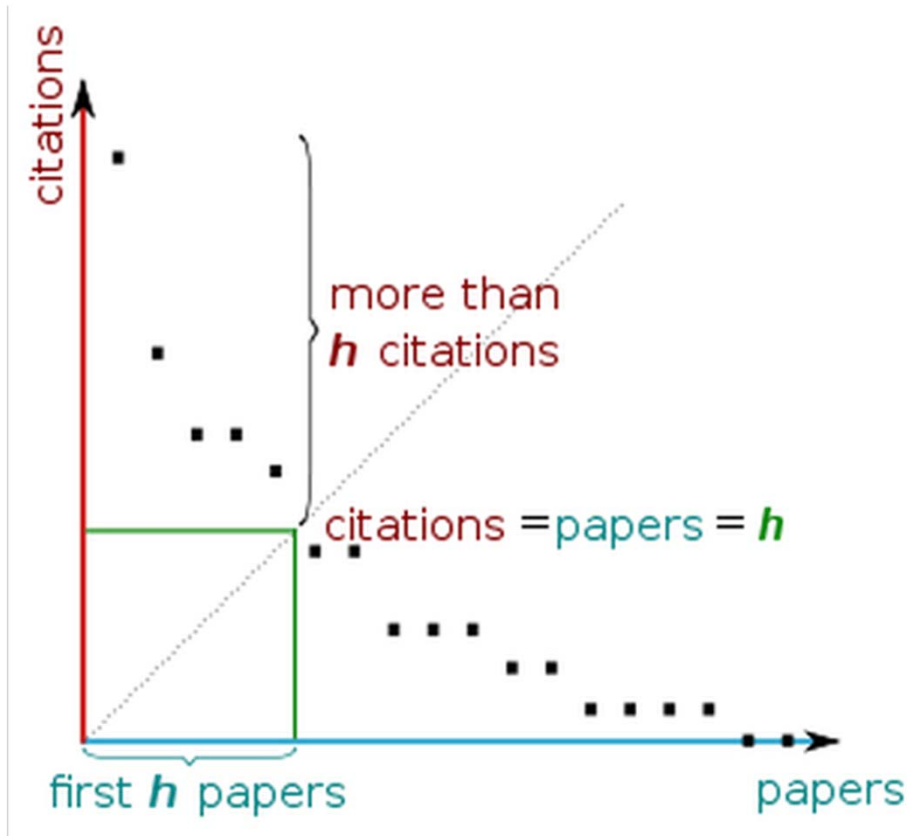
▼ Login	Home > About Emerald > Emerald News > Kudos
Username: <input type="text"/>	Emerald news
Password: <input type="password"/>	
<input type="button" value="Login"/>	Emerald Collaborates with Kudos to Boost Research Impact
- Forgot password?	<i>New partnership helps authors raise visibility, share research and maximize article influence</i>
Welcome: Guest	United Kingdom, 6 March 2014 – Global academic publisher, Emerald Group Publishing, is collaborating with Kudos to pilot a service that helps increase the impact of published articles. The partnership aims to support Emerald's authors in exploiting digital communication channels to maximize the global influence of their research.
Product Information:	Launching in April 2014, the service will provide researchers with a platform to increase accessibility and aid discoverability by simplifying and explaining content, uploading multimedia materials and distributing on social networks and email.
For Journals	Tony Roche, Publishing Director at Emerald, comments: "In today's digital environment, people consume information faster than ever before and like to share thoughts and ideas. The world of academia is part of this trend and our end-users now expect research to be easily discoverable, accessible and engaging. As a result, focusing on traditional impact factor alone is no longer enough as academics are increasingly measured on their wider influence.
For Books	"The Kudos service provides an excellent solution to help authors raise visibility, share research and maximize article influence. We are looking forward to collaborating with Kudos throughout our pilot and supporting our authors to increase their impact."
For Case Studies	Emerald's collaboration with Kudos affirms the company's commitment to providing value-added services for its growing author base*.
Regional information	Notes to editors:
Resources:	*Over 100,000 researchers, academics and authors have contributed to Emerald content since 1994
Licensing Solutions	- ENDS -
For Authors	About Kudos: www.growkudos.com/
For Librarians	
For Engineers	
Research Zone	
Learning Zone	
Teaching Zone	

"Emerald's collaboration with Kudos affirms the company's commitment to providing value-added services for its growing author base"



Tony Roche, Publishing Director

The H-index



“I propose the index h , defined as the number of papers with citation number higher or equal to h , as a useful index to characterize the scientific output of a researcher”

-J. E. Hirsch-

Department of Physics, University of California, San Diego

<http://arxiv.org/abs/physics/0508025>

Questions and Discussion

www.emeraldinsight.com





What questions do you have about entering the publishing cycle?

**Mark Moreau, Publisher,
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