A Guide to Getting Published

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Presented by: Mark Moreau, Publisher
mmoreau@emeraldinsight.com

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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)
About me…

• BA., Philosophy, University of Liverpool, UK
• MA., History and Philosophy of Science, University of Leeds, UK
• Joined Emerald in 2010
• Publisher of journals and books in – Entrepreneurship, Business Ethics, Operations Management, Logistics, Marketing, Chinese/Indian Management, Education
• Worked with – Institute for Small Business & Entrepreneurship, Academy of Business in Society, World Association for Lesson Studies
Social, Physical and Health Sciences

Education

Engineering

Health & Social Care

Library Studies
World-Class Journals

Int. Jrn. Sustainability in Higher Education

Supply Chain Management

European Journal of Marketing

China Agricultural Economic Review
I am happy to hear from you

Q&A Session

Ask anything!
The Editorial Process
The Value Chain

- **Research**
  - Produces high quality research
  - Editorial Advisory Board Members
  - New areas of coverage
- **Author**
  - Link between the editor and publisher
- **Editor**
  - Support editors to build a first class journal
- **Publisher**
  - Marketing
- **Production**
  - Proofreading
  - Preparation for online databases
- **Users**
  - Print and distribution
  - Third party

The Value Chain involves the author, editor, publisher, production, and users, with the primary focus on research, which includes producing high quality research, editorial advisory board members, and new areas of coverage. The author plays a role in linking the editor and the publisher. The editor supports editors to build a first-class journal. The publisher focuses on marketing. Production includes proofreading, preparation for online databases, print and distribution, and third-party support. Users have access to the print version of the journal.
External and Internal editorial staff

Your contact for all queries regarding the strategy of the journal:

Publisher: Mark Moreau
Email: mmoreau@emeraldinsight.com

Your contact for all queries relating to the publication process:

Managing Editor: Sophie Barr
Email: sbarr@emeraldinsight.com

Your contact for marketing campaigns:

Editorial Assistant: Stephanie Cox
Email: scox2@emeraldinsight.com

• Editor-in-Chief
• Desk/Managing Editor
• Editorial Advisory Board
• Editorial Review Board
Editorial decision making
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
An example from an Emerald journal

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Submissions: 100%  
- Editor's Decision: OK (48%)  
  - To first review: 66%  
    - Decision:  
      - To second review: 31%  
        - Decision:  
          - Published: OK (26%), Revise (3%), Reject (2%)  
        -  
      -  
    -  
  -  
- Revise (28%):  
  - Withdrawn (10%):  
    - Reject (29%):  
  -  
- Reject (24%):  
  -  

n = 86
Possible decisions

Accept

Reject

Revise (Minor/Major)

A request for revision is **GOOD NEWS!**
It is the heart and soul of the scholarly process.
Types of 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.
Why peer-review?

• Integrity

• Transparency

• Equality

• Fairness

• And most importantly…quality!!!
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
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
The Publishing Landscape
Which conversation do you want to be a part of?
• 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).

\[
\frac{A}{B} = 2013 \text{ Impact Factor}
\]

2013 Impact Factor published in 2014

Supply Chain Management

NEW Impact Factor: 2.916
NEW 5-year Impact Factor: 3.363
Read the latest issue | Submit your paper now
Web of Science

World scaled by number of documents in Web of Science by Authors Living There

2011
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).

<table>
<thead>
<tr>
<th>Category</th>
<th>Criteria</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Journal Policy</strong></td>
<td>Convincing editorial policy</td>
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<td></td>
<td>Type of peer review</td>
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<td></td>
<td>Diversity in geographical distribution of editors</td>
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<td>Diversity in geographical distribution of authors</td>
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<tr>
<td><strong>Content</strong></td>
<td>Academic contribution to the field</td>
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<td></td>
<td>Clarity of abstracts</td>
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<td></td>
<td>Quality of and conformity to the stated aims and scope of the journal</td>
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<td>Readability of articles</td>
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<td><strong>Journal Standing</strong></td>
<td>Citedness of journal articles in Scopus</td>
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<td><strong>Publishing Regularity</strong></td>
<td>No delays or interruptions in the publication schedule</td>
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<td><strong>Online Availability</strong></td>
<td>Full journal content available online</td>
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<td>English language journal home page available</td>
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<td></td>
<td>Quality of journal home page</td>
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The Article Economy

• Access increasingly at the article, rather than journal, level.

• Individual journal titles increasingly seen as a ‘brand’ which ensure quality.

• The Impact Factor developed in the pre-digital area.
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
H-index

Hands up if you know your h-index!
Ways to calculate

- Google Scholar – %80-90
- Scopus - %40-60
- Web of Science ISI – %5-10
…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…”
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Hong Kong
Measuring YOUR impact in the article economy

Your impact

Usage

Citations

Alt-metrics
Internal, regional and national rankings
Publication Strategies
“Squaring the circle: Management, measurement and performance of sustainability in supply chains”
Structured Abstracts

• 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.

• 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.
Keywords

• Close match with paper title improves search engine discoverability (Google).

• No neologisms, but not too broad either.

• Keywords drawn from freely-available structured abstract – the ‘elevator pitch’.
Choosing a Good Title

• Give all of the information which the reader needs to be able to understand immediately what the article is about.

• Look at this excellent blog post from Patrick Dunleavy, writing for the London School of Economics:

http://blogs.lse.ac.uk/impactofsocialsciences/2014/02/05/academics-choose-useless-titles/

“Without embedded cues, your work will sit undisturbed on other scholars’ PDF libraries, or languish unread among hundreds of millions of other documents on the Web”
An example…

“Celebrity endorsement, brand credibility and brand equity”

Amanda Spry (Department of Management and Marketing, The University of Melbourne, Melbourne, Australia), Ravi Pappu (UQ Business School, The University of Queensland, Brisbane, Australia) T. Bettina Cornwell (Division of Kinesiology, The University of Michigan, Ann Arbor, Michigan, USA)
Abstract: This research aims to examine the impact of celebrity credibility on consumer-based equity of the endorsed brand. The mediating role of brand credibility and the moderating role of the type of branding (parent versus sub-brand) employed by the endorsed brand on the endorser credibility-brand equity relationship are also to be examined. The endorser credibility-brand equity relationship was developed using associative learning principles whereas the brand signalling theory is applied to examine the mediating role of brand credibility.

Design/methodology/approach: The conceptual framework was tested using a field experiment. Data were collected using a mall-intercept approach at a shopping centre from a sample of consumers in a metropolitan Australian city. The data were analysed using structural equation modelling.

Findings: Results suggest endorser credibility has an indirect impact on brand equity when this relationship is mediated by brand credibility. This mediating relationship was moderated by type of branding. However, the “endorser credibility-brand credibility” and “endorser credibility-brand equity” relationships did not vary according to the type of branding employed.

Practical implications: In support of past findings, the present study shows that a celebrity endorser should be one who is perceived as credible based on their attractiveness, expertise and trustworthiness. Moreover, in this research, even a moderately low credibility endorser proved to be able to build the brand.

Originality/value: The present study is one of the first to empirically examine and confirm the impact of endorser credibility on brand credibility and consumer-based brand equity.

Keywords: Celebrities, Product endorsement, Brands, Australia
Result!
Citations

• “The best way to get cited….\textellipsis”

• Discipline trends

• Seminal articles

• Review articles

• …No observable correlation between citation and usage
New Developments
• Site go-live in 2014

• Provided by Atypon, CA - USA
"Emerald’s collaboration with Kudos affirms the company’s commitment to providing value-added services for its growing author base"

Tony Roche, Publishing Director
Questions and Discussion
Contact Details

Mark Moreau, Publisher
mmoreau@emeraldinsight.com

Stan Lee, Regional Manager
slee@emeraldinsight.com