

A Guide to Getting Published.



Aim and overview...

Overview

- About Emerald
- Why publish?
- Selecting the right journal
- The publishing process and surviving peer review
- Publication ethics
- Getting discovered
- Dissemination and promotion

Objectives of the session

Demystify

...the publishing process



Provide

...information and recommendations



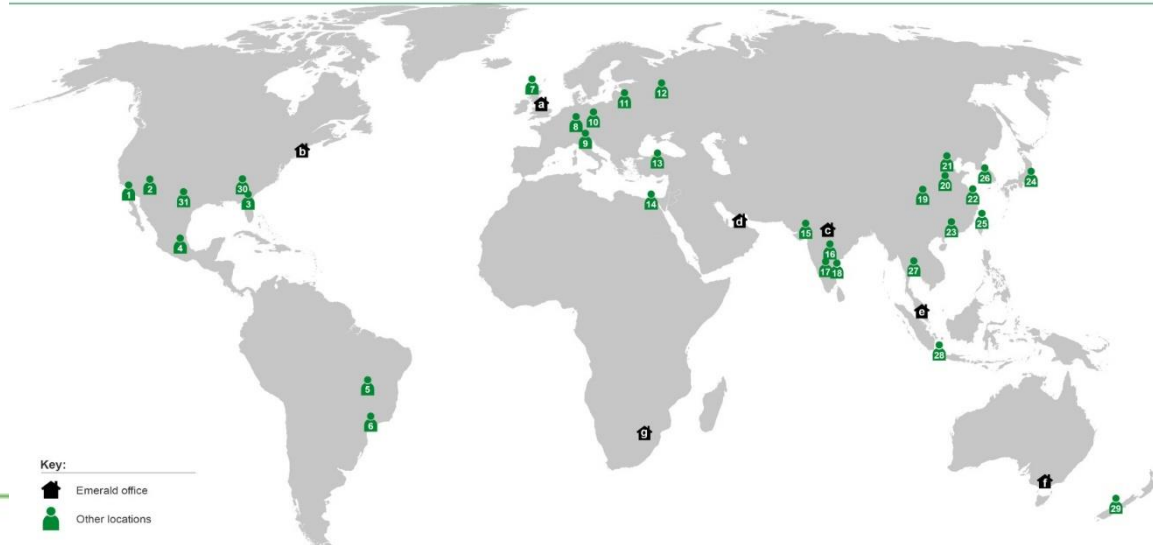
Encourage

... you to write, submit and get published

About Emerald

- Emerald Group Publishing Limited
- Founded in 1967 in Bradford, West Yorkshire
- Core subjects: business, management, education, engineering, information science
- 300+ journals, 200 book front list, 1500 + teaching cases
- Over 30 million Emerald articles were downloaded in 2016 – more than 80,000 a day!

Emerald offices, representatives and associates world-wide





Journals.

How to select the right journal

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

- Factors to consider are relevant readership, recent articles, communicative, societies and internationality, likelihood of acceptance, circulation, time from submission to publication.
- What type of paper are you planning to write i.e. practice paper, research paper, case study, review, viewpoint? Check first what type of paper the journal accepts.
- Be **political** (e.g. national vs. international) and **strategic** (e.g. five articles in 'low ranked' journals vs. one in 'top ranked' journal).
- Do you have an open access mandate? You can publish open access with any Emerald journal.
- Measuring quality - Are rankings important to you? Web of Science (ISI) is the most well known ranking, but others exist. Citations are a good, but not complete, guide to quality. Consider Impact Factor, Scopus and CiteScore, H-index, Google Scholar, Usage and peer perception.

How to Get Started...

If you can answer the following, you have the basis for a publishable paper:

- Have you completed a project that 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, briefing or conference paper?
- Are you working on a Doctoral or Master's thesis?
- Do you have a new idea or initiative?

Co-authorship is often a good opportunity for first-time authors as it can add value and weight to the paper.

What Makes a Good Paper?

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

Structuring Your Paper

Title & Abstract

Conclusion

Introduction

Methods

Results

Discussion

Figures/tables/theory (your data/proposition)

Polishing Your Work

When proofreading, look for:

- Incorrect grammar, spelling and punctuation
- Flow, transition or sense problems
- Unintended typographical errors
- Accuracy of any mathematical or statistical content
- Incomplete or inaccurate references
- Ensure consistency over your manuscript
- Know your common mistakes
- Use, but don't rely on, the spell checker
- Show the draft to someone else – have a fresh pair of eyes look at it

Ensure accurate referencing and always check the guidelines on the journal homepage.

The Publishing Process – Basic Peer Review Workflow



Source: ALPSP

How long does this take?

- Desk Review (2 weeks)
- Inviting Reviewers (another week or two)
- Under Review (6-8 weeks)
- Editor Assessment (2 weeks)

'Ideal' time from submission to review feedback: 3 to 4 months... but it may be longer!

This time is dependent on a number of factors, including:

- Volume of papers in queue for initial assessment
- Availability of reviewers
- Reviewer response time

Top Tips for Peer Review

Be realistic – you may not get published in a top journal straight away

- Identify a few possible target journals/series but be realistic
- Follow the Author Guidelines – scope, type of paper, word length, references style, etc.
- Find out where to send your paper (editor, online submission e.g. Scholar One). Check author guidelines which can be found in 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)
- Read at least one issue of the publication – visit your library for access
- Include a covering letter – opportunity to speak directly to the editor, convince them of the importance of your manuscript to the journal

Possible reasons for rejection can include:

- Not following instructions – author guidelines
- Inappropriate to the journal scope
- Problem with quality (inappropriate methodology, not reasonably rigorous)
- 'Paper motivation is weak'
- Insufficient contribution to the field

Remember – don't give up. Ask and listen, try to improve and then resubmit when you're ready.

Request for Revision

A request for revision is good news – you are now in the publishing cycle. Nearly every published paper is revised at least once and, even if the comments are sharp or discouraging, they aren't personal.

- Acknowledge the editor and set a revision deadline
- If you disagree, explain why to the editor
- Clarify understanding if in doubt
- Consult with colleagues or co-authors
- Meet the revision deadline
- Attach a covering letter which identifies, point by point, how revision requests have been met (or if not, why not)



Publication Ethics.

Publication Ethics

Do:

Seek agreement between authors

Disclose any conflict of interest

Authors and editors are supported by the Committee on Publication Ethics (COPE)

Do not:

Don't submit to more than one journal at once

Don't self-plagiarise

Clear permission to publish interviews/case studies

<https://publicationethics.org>

Plagiarism and Copyright

Plagiarism 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/>
- Emerald's Plagiarism Policy can be seen at <http://www.emeraldinsight.com/about/policies/plagiarism.htm>
- For more general information visit <http://www.plagiarism.org>

Copyright is also important. 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 republish that specific content



Dissemination and Promotion.

What is KUDOS and why should you use it?

- KUDOS is a multi-publisher platform that helps researchers to undertake more outreach around their work and thus increase understanding and impact
- One place for researchers to explain, share and measure impact related to their work
- Key metrics from multiple providers, with insights on what is effective
- Small efforts can have worthwhile results - an average of 23% increase in downloads
- Emerald already have over 10,000 authors registered with Kudos

KUDOS in three simple steps...

Step One - Researchers add a plain language explanation of their work

Step Two - Researchers share coded links to their publication profile pages on any network

Step Three - Measure results



How to Promote Your Work Effectively

Before publication, develop an online presence and start building a community:

- Build your contact base
- Use social networks to expand your reach
- Create a website or a blog
- Leverage your professional, corporate, and academic connections
- Volunteer as a reviewer
- Register for an Orchid ID
- Register with KUDOS

At publication:

- Spread the word effectively within your community
- Let people know it is now available to be read and cited.
- Make the most of your publisher's PR campaign, work with them to develop relevant, successful marketing messages
- Let your institutional press office know so they can spread the word – does your institution subscribe?
- Contact those you've cited

After publication:

Members of social networks are:

- Eager to share information
- Looking to collaborate

Journal articles are ideal:

- Up-to-date, legitimate content that is critical for specialists in your networks
- Collaboration is essential for journal production, same as it is for Twitter, Academic.edu, LinkedIn etc.





Our Top 10 Author Activities





Beyond Authorship.

Beyond Authorship...

Other 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 or a special issue in a journal?

Contact: **submissions@emeraldgroup.com**

Interested in proposing a book or a book series?

Contact: **books@emeraldgroup.com**





Thank you.