

Emerald Group Publishing

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Emerald

- What's new
- Journals
- Search & Browse
- Online supporting materials

Guide to getting published

- How to begin
- What editors and reviewers look for
- Journals ranking – ISI, Scopus
- Practical tips
- The art of revision and correction

Open Access

- What is OA
- What is Emerald doing



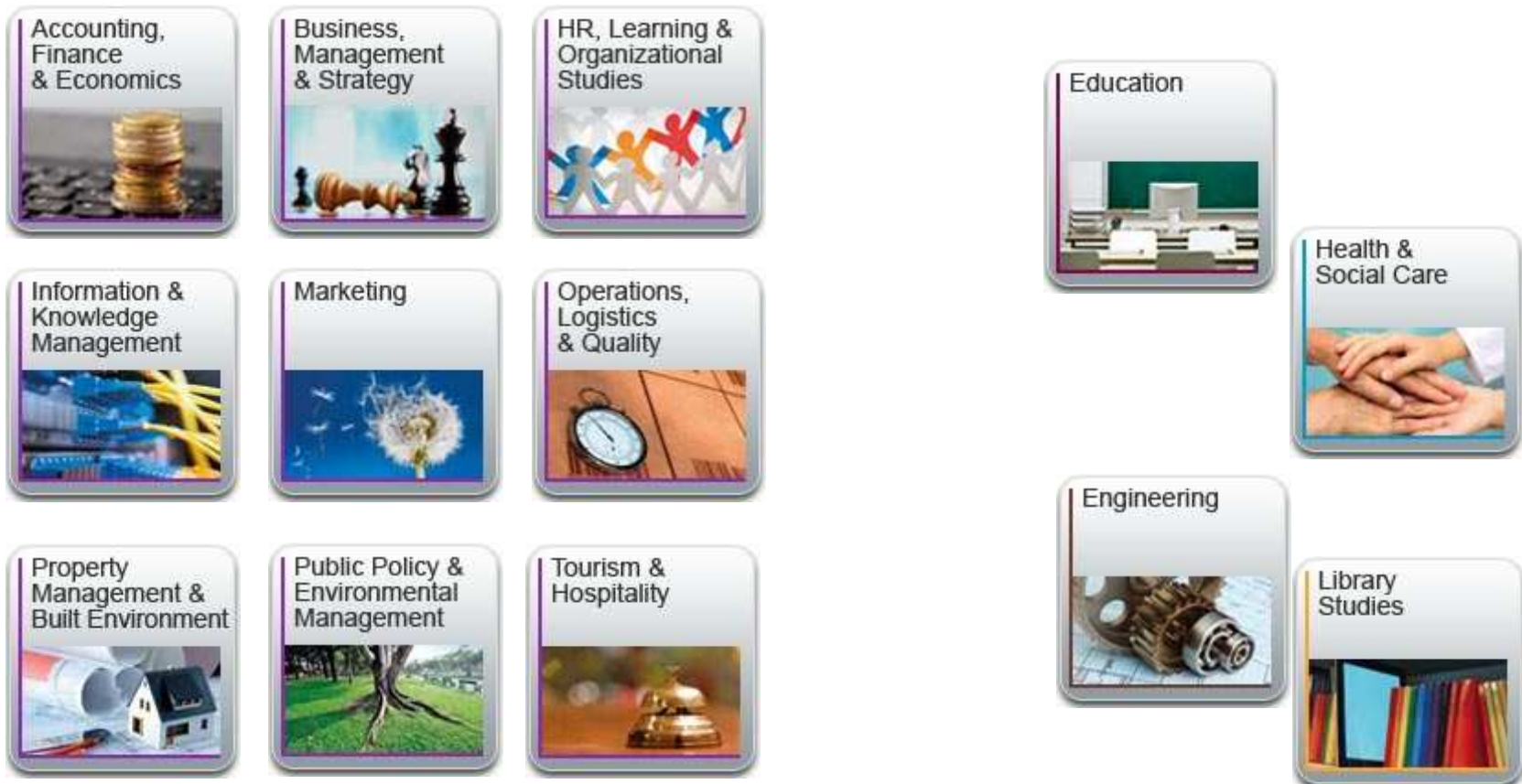
Who is Emerald?



Research you can use

- **A leading independent English Publisher**
- **Supportive** – of scholarly research (**CEEMAN, EFMD, IFLA, EIFL etc**)
- **Current content** – we are primarily publishers = no embargoes
- **Early Sites Articles** – submitted articles, awaiting to be published in print, already available online
- **Easy access** – unlimited & unrestricted access, also remote access off the campus from your homes
- **Access in Perpetuity** – continuing access to all subscribed years

We publish more than 350 titles from 13 subject collections



Accounting,
Finance
& Economics



Business,
Management
& Strategy



HR, Learning &
Organizational
Studies



Education



Information &
Knowledge
Management



Marketing



Operations,
Logistics
& Quality



Health &
Social Care



Property
Management &
Built Environment



Public Policy &
Environmental
Management



Tourism &
Hospitality



Engineering



Library
Studies



Impact of Emerald publications

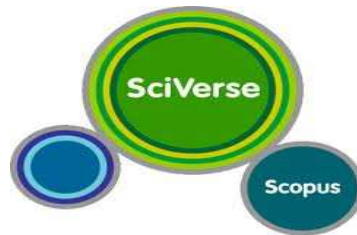


Research you can use

Emerald has 58 e-journals indexed in ISI and more than 230 in Scopus.



And more than 400 titles in Thomson Reuter Books Citation Index and 102 book series in Scopus.



Emerald Publishing Standards



Research you can use

**All of our
journals are peer
reviewed to
ensure quality**
**Publishing at
Emerald is for
free**



**We follow the
policies of COPE
(Committee of
Publishing
Ethics)**
**Emerald is Green
Publisher**

**We are compliant
with TRANSFER
when acquiring
or selling
journals**



**We use
iThenticate®
software to
combat
plagiarism**

How to distinguish good vs. bad? Example of not-so-serious journal



Research you can use

"International Journal of Modern Engineering Research (IJMER)"

is an open access, peer-reviewed, journal focusing on theories, methods and applications in all branches of Engineering and Science.

The journal accepts:

Research Articles,

Review Articles and

Short Communications

Website: www.ijmer.com



Emerald in Romania

www.emeraldinsight.com



Research you can use

Romanian Authors & Editorial at Emerald



Research you can use

- From 2005 more than **200 authors published with Emerald.**
- Currently there are **9 Journals Editorial Advisory Board Members.**
- **1 EEMCS Editorial Advisory Board Member**
- **2 Regional Editor Supports**
- **Award winners for Outstanding Papers and Highly Commanded Papers:**
 - Prof Ioan Pop from Babes Bolyai University (3 Awards)
 - Prof Valentin Cojanu from Bucharest Academy of Economic Studies
 - Prof Mircea Ancau from Technical Uni Cluj Napoca
 - Dr Dalia Campean from University of Cluj
 - Dr Andreea Apetrei, currently teaching at Valencia University, Spain (previously University Alexandru Ioan Cuza) winner of our Doctoral Paper Award in 2013

International Guide to Getting Published





Most scientists regarded the new streamlined peer-review process as 'quite an improvement.'

What editors and reviewers look for



Research you can use

- **Relevance** to the editorial scope and objectives
- **Originality** – what's **new** about subject, treatment or results?
- **Position your paper** – does it build on existing theory, provide a new perspective, or put a theory to an empirical test?
- **Clarity** and **quality** of writing – does it communicate well?
- **Case study** – no 'war stories' or advertorials. Be honest about problems you encountered – it makes a better article
- **Practical implications** – the 'so what?' factors
- **Conclusions** – are they valid and objective?
- **Good, short title, keywords and abstract**

In general



Research you can use

Table 2. Ten Reasons Why Top Journals Accept Your Paper

A paper is accepted at a top journal because...

Required Elements	1. Its basic idea is exciting (blue ocean strategy).
	2. Its research questions are nontrivial.
	3. It hits themes that are popular.
	4. It sufficiently uses or develops theory.
Enhancing Elements	5. It follows a recognizable formula.
	6. It covers the key literature sufficiently.
	7. It is clean (grammatically, typographically, appearance).
	8. It effectively uses or applies new methods.
	9. It does not vehemently contradict the work of major movers and shakers.
	10. It has a respectably large field sample (empirical, quantitative-positivist work).

MIS Quarterly Vol. 33 No. 3 pp. iii-x/September 2009

Target! “Journals are ongoing conversations between scholars” (Lorraine Eden)



Research you can use

*“Many papers are desk rejected because they simply 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) ...and **how to send** it (email, hard copy, online submission)
- **Send an outline or abstract** to editor: is it suitable? how can it be made so?
- **READ!!** at least one issue of the journal

Authors Guidelines



Research you can use

The screenshot shows the Emerald website interface. At the top, there is a navigation bar with links: Home, Text View, Contact Us, Site Map, Support, Register, and Administrators. The Emerald logo and tagline "Research you can use" are on the left. A "Login" section includes fields for Username and Password, and a "Login" button. Below this is a "Welcome: Guest" message. A search bar is present with the text "Search in this title:" and a "Search" button. The main content area features a banner for "Cross Cultural Management An International Journal" with ISSN: 1352-7606. It includes a "Full text online" section with links for "Table of Contents", "Latest Issue RSS", and "RSS". There are also links for "Journal information", "Editorial Team", "Author Guidelines", "Journal News (inc. calls for papers)", "Sample articles", "Events", "Sponsored Links", and "Recommend this journal". A section titled "Author Guidelines" is highlighted with a green header. Below it is a "Submit to the journal" section with text about ScholarOne Manuscripts and a URL: <http://mc.manuscriptcentral.com/ccmij>. A "Quick index" section lists seven items: 1. Submit to the journal, 2. Review process, 3. Copyright, 4. Permissions, 5. COPE (Committee on Publication Ethics), 6. Emerald Literati Network Editing Service, and 7. Final submission. A "Registering on ScholarOne Manuscripts" section is partially visible at the bottom. The browser's address bar shows "Internet".

Author Guidelines

ISI and Scopus

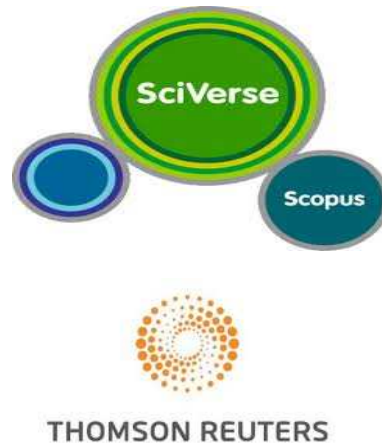


Research you can use

Calculation of Impact Factor: ISI counts citation over the 3 year period to get Impact Factor number for the particular year.

Journals and Book are ranked based on how many times the articles are cited In other ISI journal/book.

Emerald has 58
ejournals indexed in
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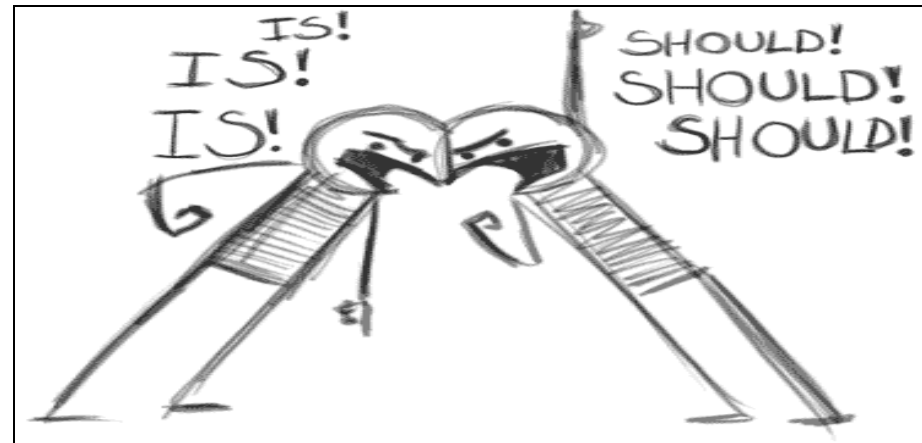
And more then 400
titles in Thomson
Reuter Books
Citation Index and
102 book series in
Scopus.

Paper structure



Research you can use

- Title
- Abstract
- Introduction
- Literature review
- Methodology
- Discussion
- Conclusion
- References



- The main emphasis in the title is the use of a widely used method. This is not very exciting news. The authors are not to be blamed here. Based on titles seen in journals, many authors seem to be more fascinated these days by their methods than by their science. **The authors should be encouraged to abstract the main scientific (i.e., novel) finding into the title** (EB, 2010) Short **title** containing main keyword – no general words: Study on, Action of...
- Short (up to 8 “main” words) and informative.
- Do not forget:
- most people search for title, abstract, keywords
- and then decide to download or not
-
- The Human Factors that Help Predicting the IT Acceptance Decision by Healthcare Professionals: The Case of Public Healthcare Hospitals in

- Clear and descriptive **abstract**
- Use relevant and known **keywords** – not obscure new jargon

Structured Abstract - in 250 words

- Purpose – Reasons for research, aims of paper
- Design – Methodology, scope of study
- Findings – Discussion, results
- Research limitations/implications – Exclusions, next steps
- Practical implications – The ‘so what?’ factor
- Social implications – Wider benefits to society
- Originality/value – Who benefits, what’s new?

References



Research you can use

- Make references **complete and correct** – vital for reference linking and citation indices
- Emerald uses **Harvard Reference System**
- <http://www.emeraldinsight.com/authors/guides/write/harvard.htm>

- **Introduce readers to the solved problem** to understand what has been observed in the research and what results were achieved.
- If you have previously published abstract or preliminary report on the results of research, mention about it in the introduction with the bibliographic reference.
- Explain the **meanings of specific terms and abbreviations**.
- Should be written in a **present tense**, as it is describing the current situation of the solved research.
- **Rules:**
 1. Comprehensibly define the problem
 2. Put the problem into context
 3. Explain the choice of research methods
 4. Summarize the results of research
 5. Present research findings

- Crucial part in In all fields (especially medical and natural).
- Authors **demonstrate the research process**, but also offers readers guidance on how proceed to solve their similar problem.
- **Rules:**
 1. Read the **journal requirements** (some journals would have detailed guidelines on this section e.g. to prevent any damages or harm on people which could happen due to inadequate research method repetition).
 2. **Describe used method and justify its choice** (the description of the method informs the readers of the usefulness of the method and so the quality of the results. By this you also justify the relevance of the used method)
 3. **Use examples** (details are important for repetition & possibility to verify the correctness of the process)
 4. Explain **in details any new methods** used
 5. Get **authors' approval** of the publication

- Results should contain two basic components:
- 1st - A description summary of the basic findings - include smaller number of numerical data used in text
- 2nd - Concrete results in the forms of tables, graphs – for a larger number of data. When referring to a table or chart, don't use phrases such as "how it can be shown in the table...but tell exactly, where in the table 1.2.
- Pay attention to clarity and understandability of the results, as a vague example of working with data a story of editor Erwin Neter.

"33 1/3% of the mice used in this experiment were cured by the test drug; 33 1/3% of the test population were unaffected by the drug and remained in a moribund condition; the third mouse got away."(Day 2006:67)

- Accounted as the most complex part of the article, the quality most often decides on the acceptance or rejection of the article. Since both of the intertwined, often consists of one common part of the article.
- Rules:
 1. Summarize the basic knowledge of the results
 2. If the results contain some extreme differences, do not mystify, twist them but explain properly
 3. Interpret the results in the context of previous publications on the same topic
 4. Explain the theoretical and practical benefits of research
 5. Describe the research findings clearly and understandably
 6. Give to all conclusions concrete evidence

Publishing Ethics



Research you can use

- **Don't send to more than 1 journal.**
- Inform the editor about **conflict of interest**
- Avoid **self-plagiarism**
- **Get approval from all authors for publishing**

- **COPYRIGHT => As the author, you need to ensure that you get permission to use content you have not created.** Supply written confirmation from the copyright holder when submitting your manuscript
- **Exception - [STM Association](#) including Emerald.**
<http://info.emeraldinsight.com/authors/writing/permissions.htm>

[Permissions checklist](#) & [Permissions request form](#)



- **A request for revision is good news!**
 - You've avoided a desk reject and you are in the publishing cycle
 - Nearly every published paper is revised at least once
- **Acknowledge** the editor and set a revision deadline
- **Clarify** understanding if in doubt – 'This is what I understand the comments to mean...'
- Meet the revision **deadline**
- Attach a **covering letter** showing how you met the reviewers' requests (or if not, why not)

If your paper is rejected ...



Research you can use

- **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!**
 - Fix the paper, then submit elsewhere. Target your paper as closely as possible, and remember you might get the same reviewer again
- **Article Fit?** Why is was sent to this journal? Did you understand journal's conversation?
- **Quality Issues?** – Readability? Length? Rigorous? Practicability and relevance in real word/further research?

Example of real article review



Research you can use

regret to inform you that the current paper reveals weaknesses on major dimensions. First of all, motivation and theoretical contribution are weak.

However, the application of XX is not new at all. Also the survey for non-adopting reasons is not new either. It has a quality of MS thesis.

The paper unfortunately does not provide any significant contribution to the field of XX. Due to the conceptual deficiencies of the paper, there is no starting point to suggest incremental improvements.

This paper only provides limited information about the scope and coverage of the survey used by this study. The survey findings are also not properly presented and only selected trends have been highlighted.

Emerald Supports Authors



Research you can use

- More than 100,000 authors from around the world are members of Emerald Literati Network
- Free issue and 5 reprints of your article
- For Researchers www.emeraldinsight.com/research
 - Outstanding Doctoral Research Awards, Research Fund Awards
 - How to... guides
 - [Emerald Research Connections](#)
- For Authors www.emeraldinsight.com/authors
 - How to... guides
 - Meet the Editor interviews and Editor news
 - Editing service
 - Annual Awards for Excellence
 - Calls for Papers and news of publishing opportunities

Other useful resources



Research you can use

- www.isiwebofknowledge.com (ISI ranking lists and impact factors)
- 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 (abstract and citation database of research literature and quality web sources)
- 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 (a general resource for academic writers, designed primarily with international students whose first language is not English in mind)

Research is all about peer review



Research you can use

1. You need to avoid a desk reject
2. You may need to revise and resubmit
3. You will almost certainly need to alter your paper

Emerald Open Access

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Research you can use

Open Access Publishing



Research you can use

Emerald and OA

- Currently offer free access to new launch journals, sample articles, free trials and promoted content.
- From April 2013 it offers a Gold OA route for funded authors for £995/\$1,695.
- Emerald remains a 'RoMEO Green' publisher – authors can voluntarily post their articles on any website as long as there is correct attribution and it is not the published pdf (Green OA).

Thank you



Contact us for further information

For any answers you didn't get today or were too shy to ask ...

Contact Radka Krivankova at:

RKrivankova@emeraldinsight.com

