

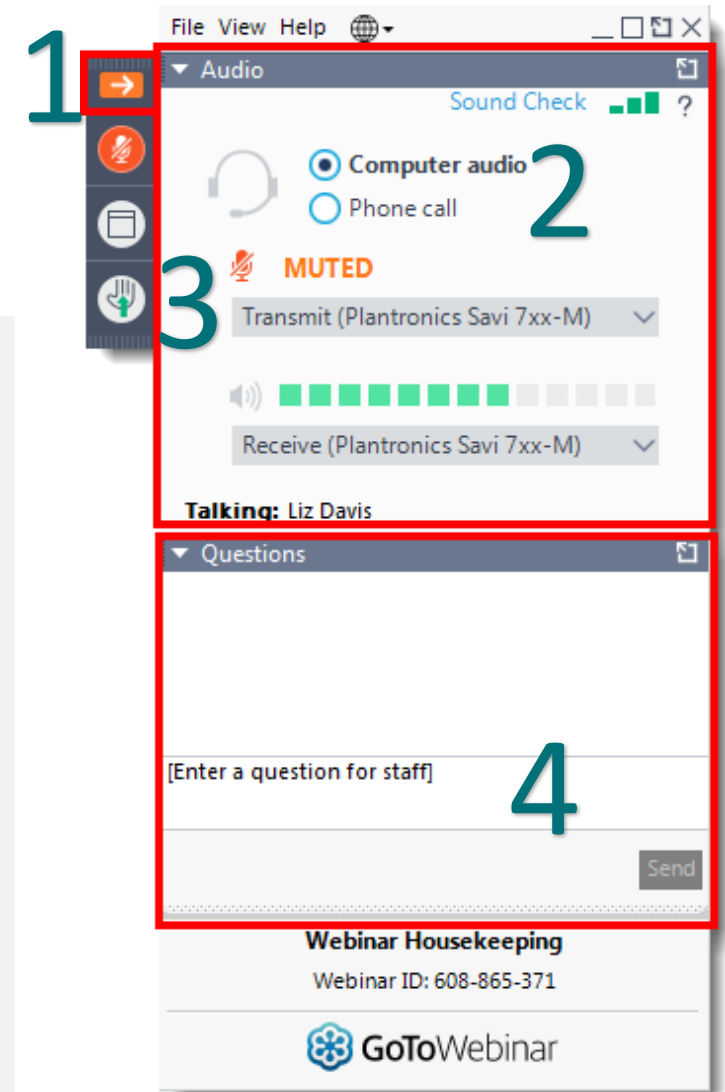
# Welcome!

## We will start in few minutes...

Some instructions for a good experience:

1. The **orange arrow** opens and closes your control panel.
2. You can change the **audio option** to computer or phone.
3. All attendees' microphones are **muted**.
4. Use the **Questions** tab to ask presenters during the presentation.
5. At the end of the session, we will have time for answers.
6. The presentation will be **recorded** and shared on our social channels

**Enjoy today's session!**





# Guide to Getting Published

**Niall Kennedy**

Books Commissioning Lead, Business,  
Management and Economics

**Prof. Uthayasankar Sivarajah**

Head of School of Management,  
University of Bradford, UK

**Radka Krivankova**

Business Manager - SEE & Scandinavia

**Sally Goff**

Regional Marketing Manager

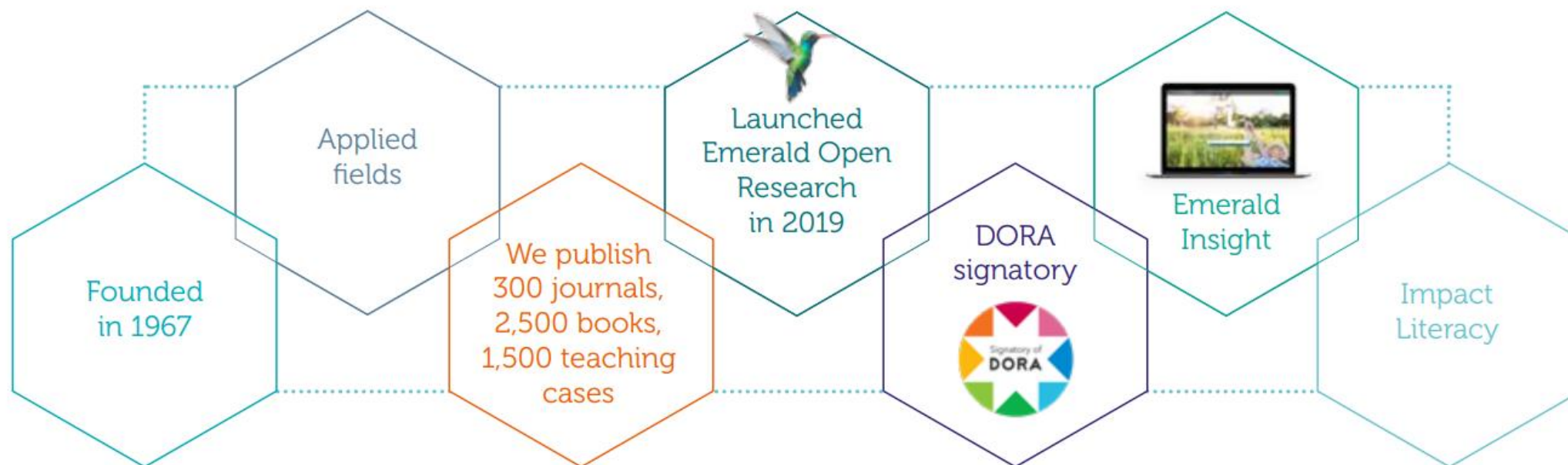
# What we'll cover today

- Emerald: who we are and what we do.
- The impact of your research
- Routes to publication
- Publishing in a journal, book, case study and in open research
- The peer review process and why are papers rejected?
- Q&A with our speakers

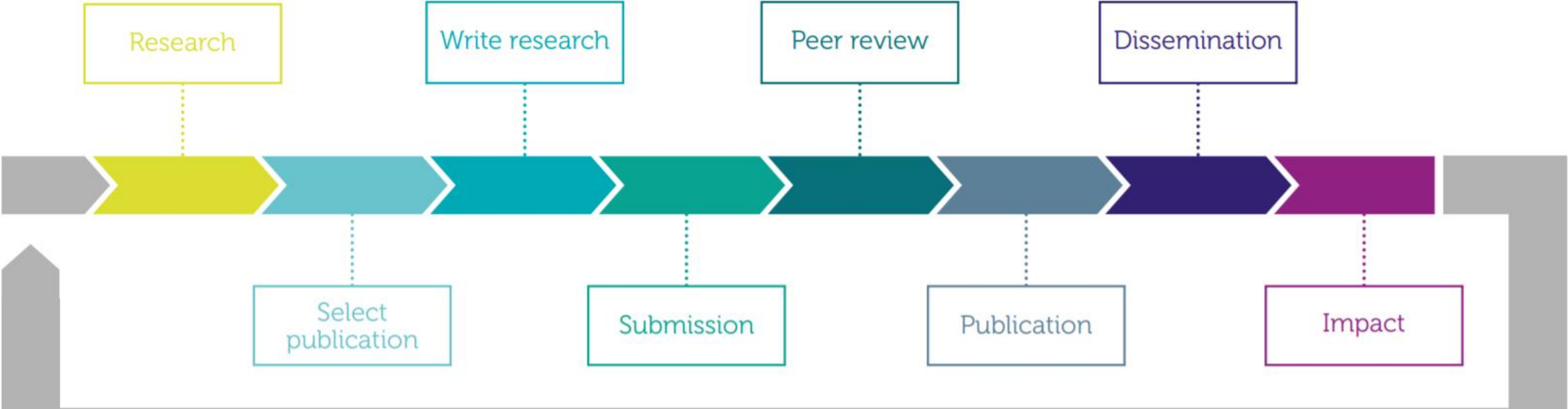


# About us – we're passionate about...

Bringing research to life to help people make decisions that change their world for the better



# The publishing journey



Impact is often considered at the end of the process but its more beneficial to draw impact into your research as early as possible

# Selecting the right venue for your work

Journal

Book



Emerald  
Open  
Research

Case Study  
Collection



# Journals



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PUBLISHING

# Getting published - 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, 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.
- Do you have an open access mandate? You can publish open access with any Emerald journal or on Emerald Open Research.
- Measuring quality - Are rankings important to you? Web of Science 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.





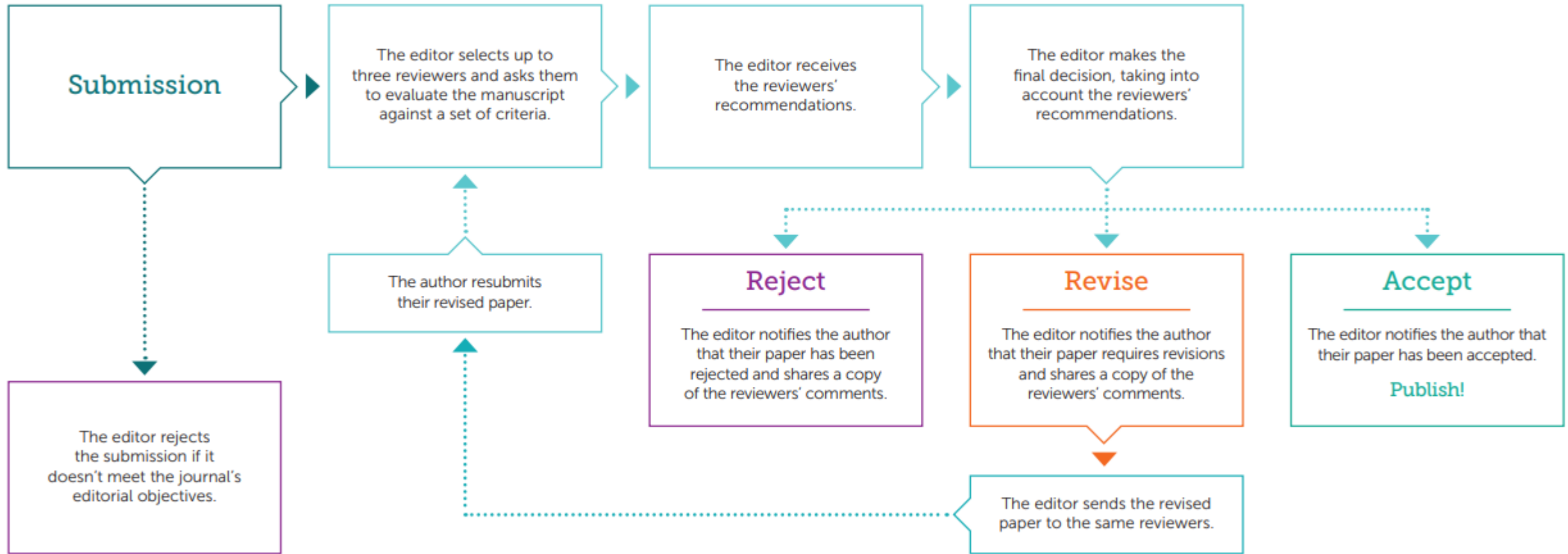
# Submit!

Now you're ready to submit, don't forget...

- ✓ Choose the right journal
- ✓ Make sure your paper fits with the aims and scope
- ✓ Read the author guidelines to check the formats and referencing
- ✓ What are the data guidelines? What do you need to provide?



# Peer review process



# When accepted, it's over to us!



## What do publishers do?

- ✓ Editorial checks and improvements
- ✓ Facilitate the peer review process
- ✓ Typeset and tag your work to ensure its searchable and discoverable
- ✓ Aggregation, abstracting and indexing of your work with providers such as Web of Science, Scopus, ProQuest, EBSCO and more.
- ✓ The dissemination and promotion of work through campaigns
- ✓ Invest in technology that makes your research easy to find and read
- ✓ Preservation of your work through our archive and preservation connections with Portico, LOCKSS and CLOCKSS
- ✓ And more!





# Books



# Why publish a book?

- The length of your research may lend itself to a book format, we offer multiple publishing formats with flexible time frames.
  - Scholarly monographs
  - Edited collections
  - Short form books –our Emerald Points Series
  - Professional books
- We publish for scholarly and professional markets and all of our books are published electronically and in print – there is also the option of open access.





# The books publishing process

- You will need to complete a books proposal form and submit to Emerald.
- Your proposal will be sent out to a subject specialist for external, single blind peer review.
- Once accepted, it's time to write your manuscript!
- Set realistic deadlines for any contributors. We suggest an extra 6-8 weeks ahead of your manuscript submission deadline.
- A typical word count for an academic monograph is around 80,000 words, or 20-50,000 words for Emerald Points titles.
- Your book will go through the production process which includes copy editing, typesetting, indexing and the design of your book cover.
- Once published, our sales and marketing team will start to promote your book through our sales channels.



# Cases



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# Why write a teaching case?

- Your work makes a difference! Students frequently report drawing upon concepts learned via case studies when solving business problems years after graduation.
- An opportunity to engage directly with organisations
- An opportunity to represent scenarios directly relevant for students, in formats they will respond to
- A teaching case that you have tested and are familiar with will inevitably facilitate a more effective classroom discussion
- Case studies present an opportunity to enter worldwide case writing competitions
- Payment – all accepted Emerging Markets Case Studies authors receive £100
- You can publish your case study in The CASE Journal or our Emerging Markets Case Study Collection





*Come in*

*we are*

*Open*



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PUBLISHING

Open research

# Open access and open research

**Open access** refers to research outputs being made freely available that can be reused.

**Open research** refers to the practice of making research and the underlying data freely available to be viewed, downloaded and reused.

## Benefits

- Increase visibility and reach of your work
- Increase usage
- Practitioners and policy makers can access your work
- Compliance with funding bodies
- Research can be built on by others



# Open research routes at Emerald



## Publish open access in our journals

- Over 350 journals offer hybrid OA
- Fully gold OA journals
- Over 50 platinum OA journals



## Publish open access in our books

- Monographs
- Handbooks
- Short form books
- Professional business books



## Emerald Open Research

- Fully open research platform
- Published research aligned to the SDGs


# Emerald Open Research

- Rapid publication
- Open peer review
- Open data policy
- Author led approach
- Traditional & non-traditional article types . E.g. - case studies and datasets.

The image displays two screenshots of the Emerald Open Research website. The top screenshot shows the homepage with a teal header containing navigation links: BROWSE, GATEWAYS, HOW TO PUBLISH, ABOUT, MY ACCOUNT, and SIGN IN. The main content area features a large image of a window looking out onto a landscape, with the text "Easy, rapid and transparent publishing" and "Emerald Open Research is a new platform for fast author-led publication and open peer review". Below this are buttons for "SUBMIT YOUR RESEARCH" and "BROWSE ARTICLES". The Emerald Publishing logo is visible in the bottom left corner.

The bottom screenshot shows an article page for "The normalisation of Food Aid: What happened to feeding people well? [version 1; referees: 3 approved, 1 approved with reservations]". The article is by Martin Caraher and Robbie Davison. The page includes a "Check for updates" button, a "Check for updates" button, and a "Check for updates" button. The article is categorized as an "OPINION ARTICLE" and is included in the "Sustainable Food Systems gateway". The abstract discusses food poverty in the UK. The keywords are "food poverty, food bank, food rights". The page also features a "Metrics" sidebar with 233 views and 41 downloads, and a "Peer Review" section showing reviewer status and reports. The article is published on 28 February 2019.





# Why Papers are Rejected and how to get yours accepted?

*April 2021*

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Deputy Editor, Journal of Enterprise Information  
Management  
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[u.sivarajah@bradford.ac.uk](mailto:u.sivarajah@bradford.ac.uk)



# What will we cover today?

1. How to get started?
2. What do editors and reviewers ask for?
3. Why Papers are Rejected and how to get yours accepted?
4. Key tips and Publication ethics
5. Questions and Answers

# How to get started?


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

- Have you completed a research 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?



# What do editors and reviewers ask for ?

1. **Originality(contribution)** – what is new ? Methodology? Results?
2. **Relevance** and extension of an existing concept
3. **Methodology** – are your conclusions valid and objective ?
4. **Composition** (clarity, structure) – does the text communicate well ?
5. **Argument** with a logical construction
6. **Implication** theory and practicality– or the “so what?” factor
7. **References** recent and relevant
8. **Internationality** – global focus
9. **Adherence** to the **editorial scope** and **journal objectives**
10. **Title, key words** and **well thought out abstract**



# Why Papers are Rejected and how to get yours accepted?

# Purpose of Research

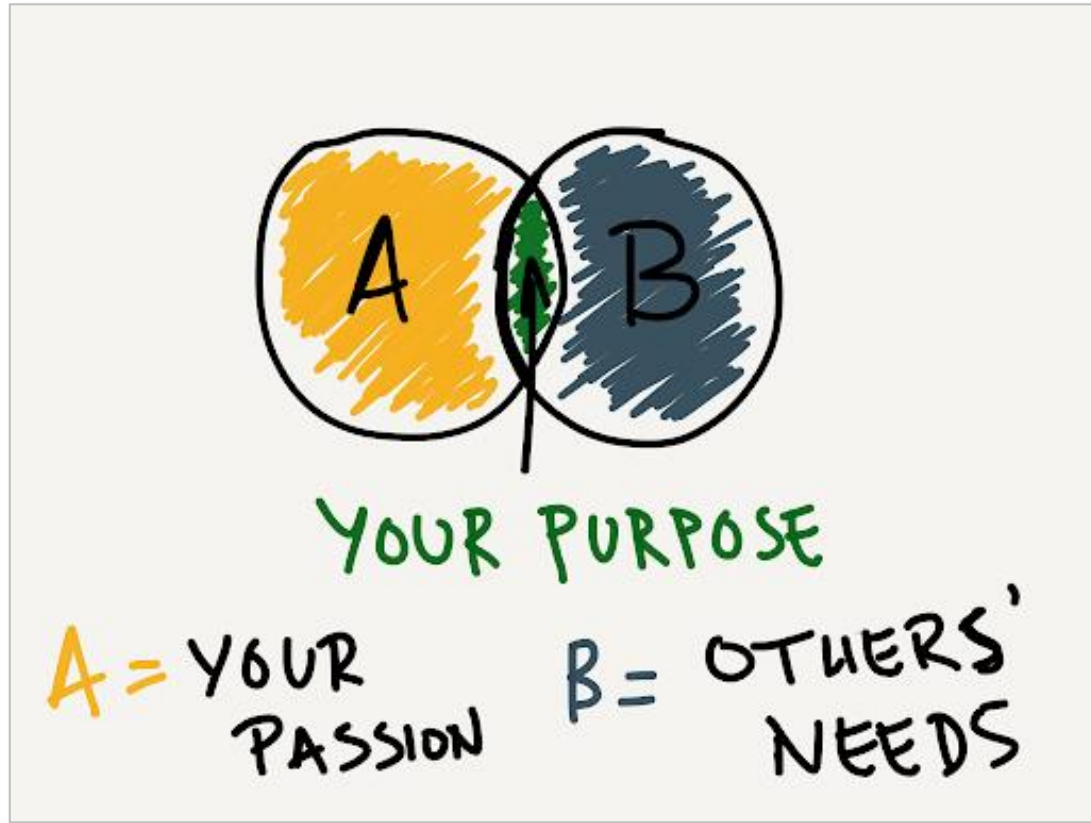


Image Source: [milewalk.com](http://milewalk.com)

## Purpose – The Golden Thread.

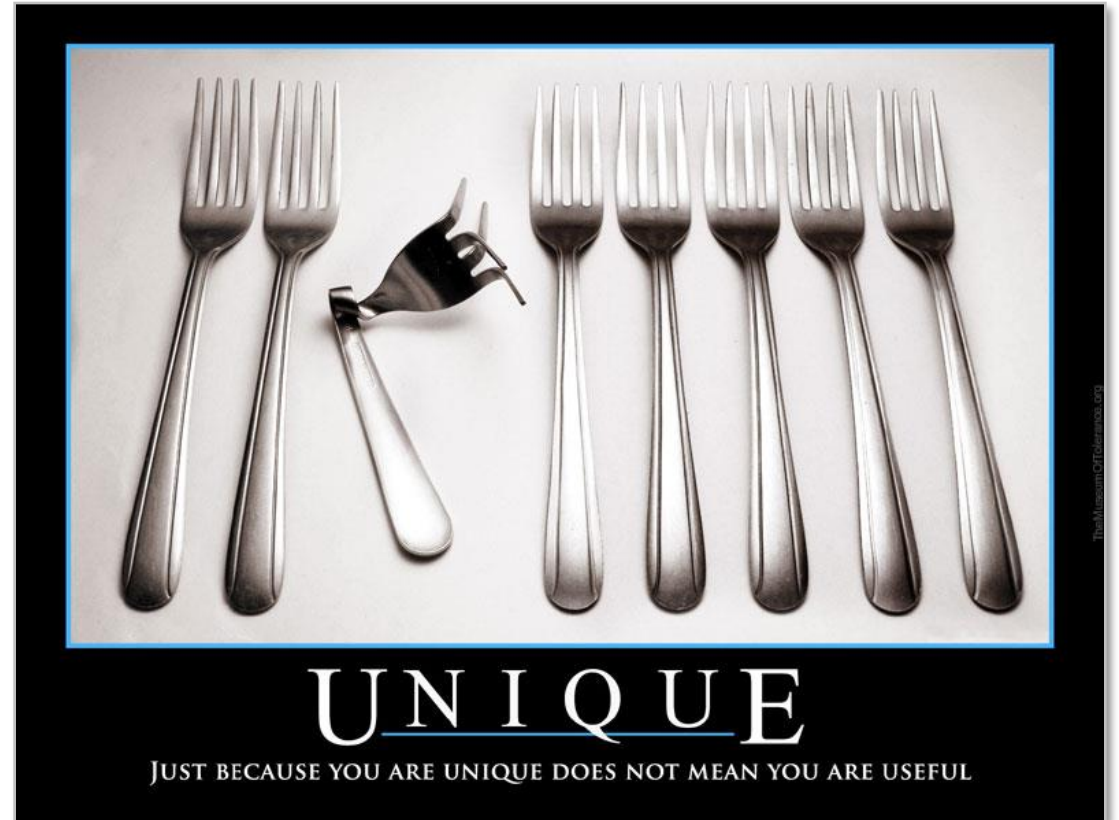
The purpose of the research is the statement of the problem that the author(s) aims to investigate, why this problem is significant, and how it applies to the larger field of research.

# Research Originality and Value Add

## Originality/value

Discussing on a problem that really exists not merely in thoughts.

Discussing and presenting new ideas.





# Research Contribution

## Articulating your Findings and Contributions

(1) Clearly indicate which theoretical **conversation** your paper is joining as early as possible. (2) Join a conversation that **belongs** in your target journal. (3) Conclude your review of the conversation with **gaps, problems** and **questions**. (4) Only ask research questions that **your data can answer**. (5) Build your descriptive observations about contexts into **theoretical claims** about concepts. (6) Explain both **how things are** and **why things are** the way that they are. (7) Illustrate your theoretical claims with **data** and support them with **theoretical argumentation**. (8) **Advance** the theoretical conversation in a novel and radical way.

# Structuring your paper – Title and keywords

A **good title** should contain the fewest possible words that adequately describe the contents of a paper.

- A phrase that introduces the paper and catches the reader's eye
- Keywords that identify the focus of the work

Consider **keywords**:

- Researchers search using key phrases. What would you search for?
- Look at the keywords of articles relevant to your manuscript – do they give good results?
- Be descriptive – topic, sub discipline, methodology and significant features
- Jargon – keywords should reflect a collective understanding of the subject, not be overly niched or technical
- Repeat appropriately – in the abstract and title for visibility

# Polishing your work

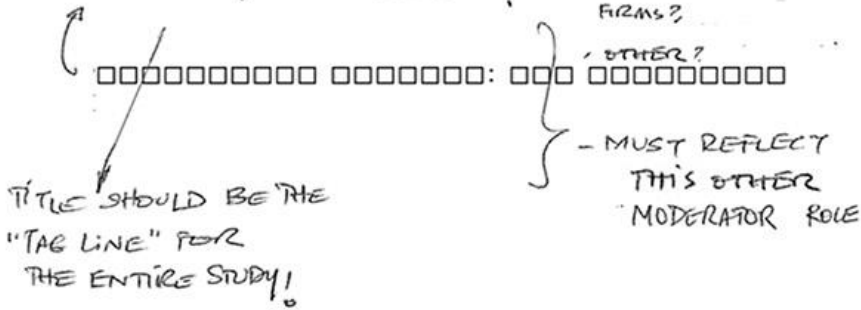
When proofreading, look for:

- Incorrect grammar, spelling and punctuation
- Flow, transition or sense problems
- 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





AN ANALYSIS OF \_\_\_\_\_:



**Abstract**

The main argument of this paper is that the interplanetary competitiveness of a firm is influenced by its home planet's attributes whose impact can be moderated by the democratization of the firm's workers. We propose that the home system's factors of production, planetary markets, industry structure, and institutional environments delineate the planetary firm's competitive advantage. This democratization can modify these effects and reinforce the firm's home-built competitive advantage or mitigate the repercussions of a potential competitive disadvantage. The paper unravels the complex mechanisms underlying home planet effects and empirically examines their interplay with the firm's democratization processes in determining its interplanetary competitiveness. It bases its analysis on longitudinal data for a sample of seven Sirius hyperspace drive incumbents from a respective number of solar planets with interplanetary presence for the period 2230-2240.

- ① HOW TIES W/ PAST WORK?
- ② YOUR INTENDED CONTRIBUTIONS?
- ③ YOUR FINDINGS?
- ④ HOW ADVANCES THEORY?

HIGHLIGHT THIS AS AN "EMPIRICAL" DIFFERENTIATOR!

HOW DIFFERS FROM OTHER PERFORMANCE STUDIES

↓ IS THIS ANOTHER STUDY IN THIS GENRE?

- THIS ABSTRACT SHOULD "GRIP" THE READERS/REFS. & SPARK THEIR INTEREST IN THE STUDY
- FOCUS HERE ON: ① THEORY ② LONGITUDINAL ③ FINDINGS CONTRIB DATA + MODERATOR

AM ASSUMING WE WILL FOCUS ON THE MODERATING ROLE (NOT ON MAIN EFFECTS)

**INTRODUCTION**  
 IS IT STILL THIS IF ONLY ONE OF THE TWO IS OUTPERFORMED?  
 WE KNOW THAT FROM PORTER - 1990  
 AND THAT OVER TIME - THEY WILL MAY CIRCUMVENT THE IMPOSITIONS OF AN ENVIRONMENT THEREOF!  
 THIS PAPER POSITS THAT INTERPLANETARY COMPETITIVENESS, THE CAPACITY OF THE FIRM TO ATTAIN PRODUCTIVITY LEVELS THAT ALLOW IT TO OUTPERFORM ITS OFF PLANET AND HOME RIVALS IS CONTINGENT ON THE FIRM'S HOME PLANET ATTRIBUTES (THOSE EFFECTS CAN BE LEVERAGED BY THE FIRM'S DEMOCRATIZATION). (INTERPLANETARY COMPETITIVENESS IS MANIFEST IN THE...)  
 EMPHASIZE THIS!

The thing you do not want to do is irritate the reviewer such that they form a **poor opinion** of your paper. Majid (2014) notes that "bad writing often goes hand-in-hand with **murky thinking**, so by writing clearly you are forced to clarify your understanding".

DO NOT...  
 M...  
 R...  
 S...  
 W...  
 TO...  
 MO...  
 OP...  
 SC...  
 WO...  
 RE...  
 WH...  
 IN OTHER WORDS, FOCUS ON HOW THIS STUDY ADVANCES

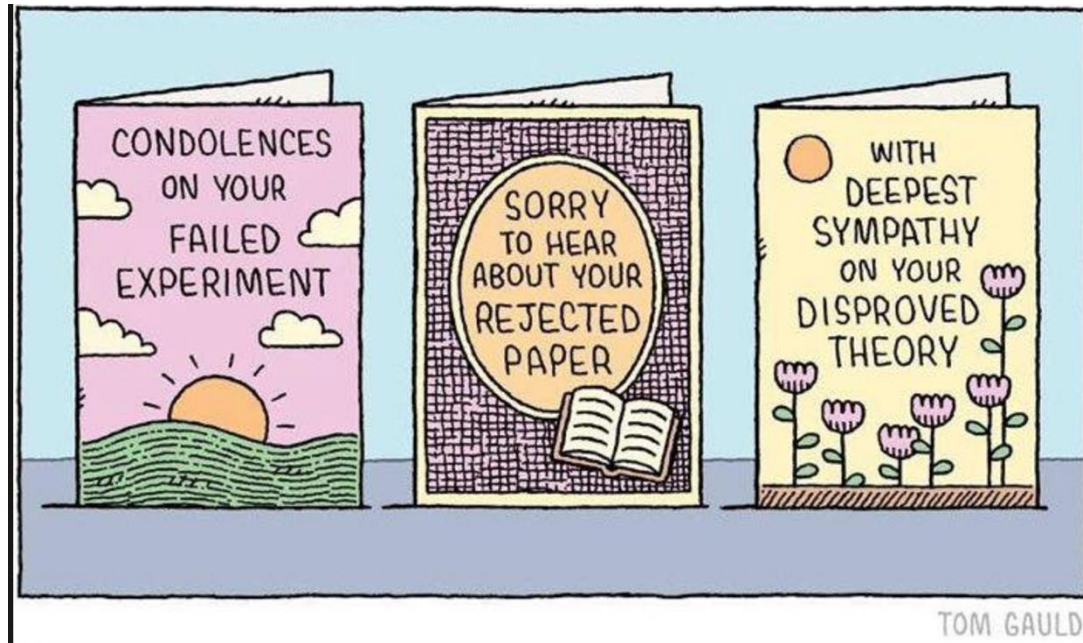
YOU...  
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 W...  
 YOU

2191). As these capabilities may be inextricably linked with the central question in strategy of "why do firms succeed or fail", they are however positioned further down in the chain of causality (Porter, 1990) and, themselves, are affected by home system effects (Chan, Penno, & Schmidt 2099; Harzing & Sheppard, 2158).

DO YOU ARE IMPLYING THAT HOME FUND. EFFECTS ARE MORE FUNDAMENTAL (W/ PORTER), SO WHAT? PORTER SAID THIS 20+ YRS AGO! WHAT DO YOU REALLY WANT TO SAY?  
 → YOU NEED TO INSERT ARGUMENTS

	+	-
+	++	?
-	+	--

# Why Papers are Rejected?



## Reasons for rejecting articles:


- Subject not relevant to editorial scope of journal
- Insufficient contribution
- Inappropriate methodology



Rejection is part of the learning process: So don't give up!







# 100 research rules of the game ... how to successfully publish

[https://www.emerald.com/insight/content/  
doi/10.1108/AAAJ-02-2019-032/full/html](https://www.emerald.com/insight/content/doi/10.1108/AAAJ-02-2019-032/full/html)

# 100 research rules of the game: how to make your research world class; how to successfully publish in top international refereed journals

**#6 Develop a publication/strategy plan** – Consider: where you wish to place your literature, which type of research do you really like and which research do you use in the classroom

**#10 Find a critical friend** – Ask a colleague to comment on your work before submission

**#26 Pass the replication/transparency test** – Describe your method concisely but with sufficient details so others could replicate it

**#31 Identify the surprise from your research – Know how to write and explain your results in a good and convincing manner**

**#38 Write clearly** – Your text should be clear and easy to understand

**#80 Hook into the journal's "back yard"** – Try and link your article to other publications in the journal , continuing the "conversation" of a journal.

**#100 Enjoy yourself during your research** – It's difficult to improve something if you don't enjoy it. As you do more research, it will be more enjoyable and fun.

# Publication Ethics



## **Do:**

- Seek agreement between authors
- Disclose any conflict of interest
- Authors and editors are supported by the Committee on Publication Ethics (COPE)

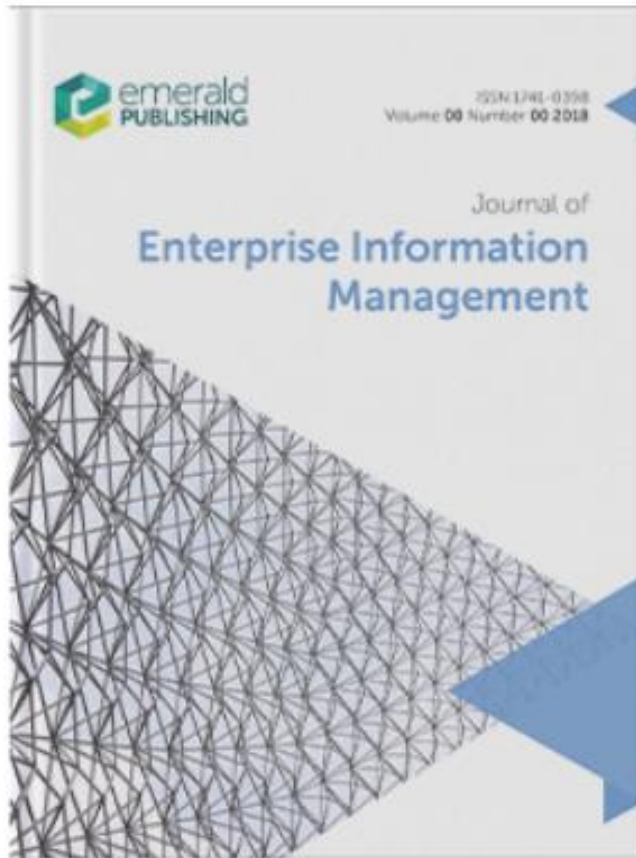
## **Do not:**

- Don't submit to more than one journal at once
- Don't self-plagiarise
- Clear permission to publish interviews/case studies

<https://publicationethics.org>



# Journal of Enterprise Information Management



- **Scope:** Publish high quality articles of significant intellectual interest and commercial relevance to managers, consultants, academics and students operating within an information intense business driven enterprise.
- **Editor in Chief:** Prof Zahir Irani, University of Bradford, UK
- **Deputy Editors:** Prof Sankar Sivarajah (University of Bradford, UK) and Dr Muhammad Kamal (Coventry University, UK)

Scopus<sup>®</sup>

5.8

CiteScore  
2019

Scopus<sup>®</sup>

6.0

CiteScore  
Tracker 2020  
(updated monthly)

Clarivate  
Analytics

2.659

2019 Impact  
Factor

A black and white photograph of a crowd of people with their hands raised, suggesting an interactive session or a Q&A period. A teal hexagonal graphic is overlaid on the left side of the image, containing the text "Any questions?".

Any questions?