

# A Guide to Getting Published

**November 2014**

Presented by: Mark Moreau, Publisher  
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[www.emeraldinsight.com](http://www.emeraldinsight.com)



# Emerald Group Publishing



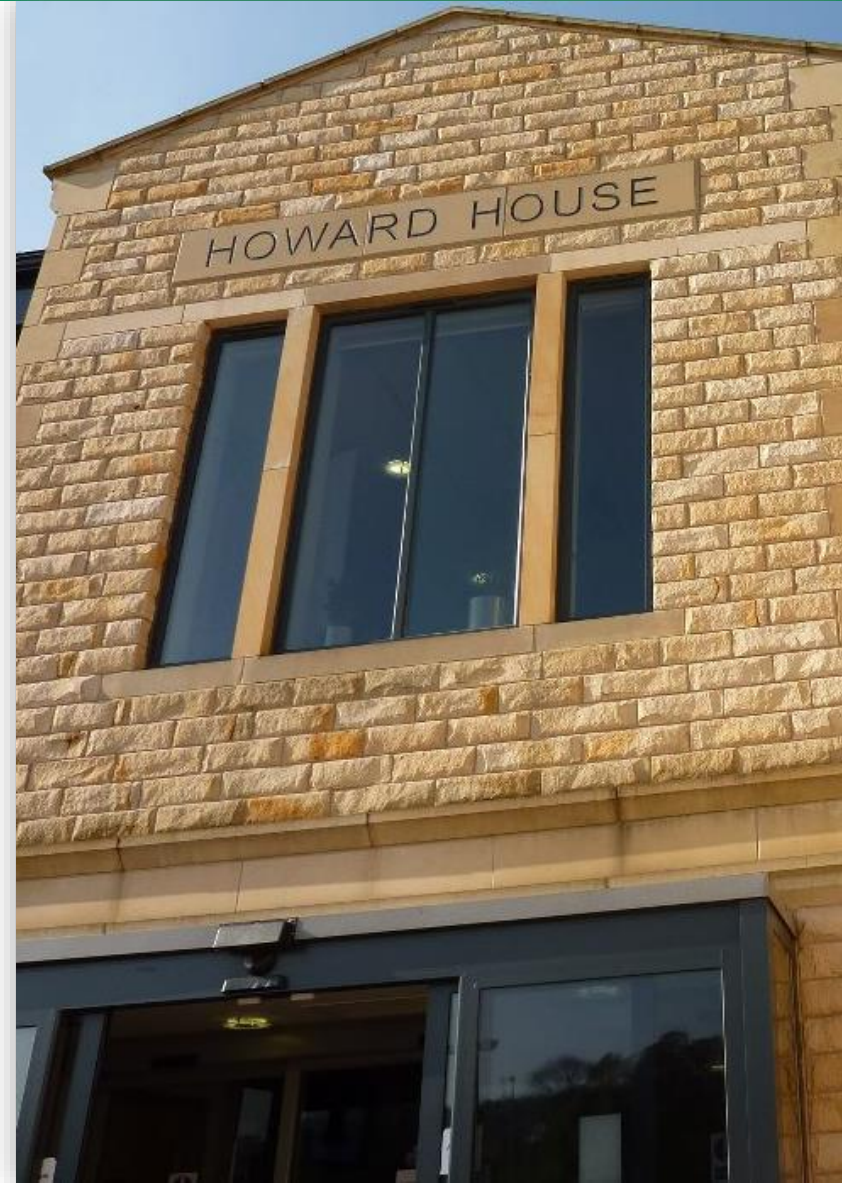
**Founded in 1967, West Yorkshire, United Kingdom by academics *for* academics.**

**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)*



# 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





# Business & Management

Accounting,  
Finance  
& Economics



Business,  
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

## Education



## Engineering



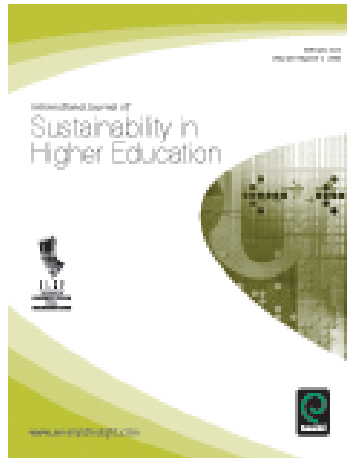
## Health & Social Care



## Library Studies



# World-Class Journals



**Int. Jrnl. Sustainability in  
Higher Education**

**Supply Chain Management**



**European Journal of  
Marketing**

**China Agricultural Economic  
Review**



# I am happy to hear from you

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**Q&A Session**

**Ask anything!**





# The Editorial Process

# The Value Chain



•Produces high quality research

•Research

•Editorial Advisory Board members

•Link between the editor and the publisher

•Support editors  
•Build a first class journal

•Marketing

•New and coverage

•Link with  
•Education

•Proofreading

•Preparation for online databases

•Print and distribution

•Ad

•Third party

# External and Internal editorial staff



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



**Publisher: Mark Moreau**

Email: [mmoreau@emeraldinsight.com](mailto:mmoreau@emeraldinsight.com)

Your contact for all queries relating to the publication process:



**Managing Editor: Sophie Barr**

Email: [sbarr@emeraldinsight.com](mailto:sbarr@emeraldinsight.com)

Your contact for marketing campaigns:



**Editorial Assistant: Stephanie Cox**

Email: [scox2@emeraldinsight.com](mailto:scox2@emeraldinsight.com)

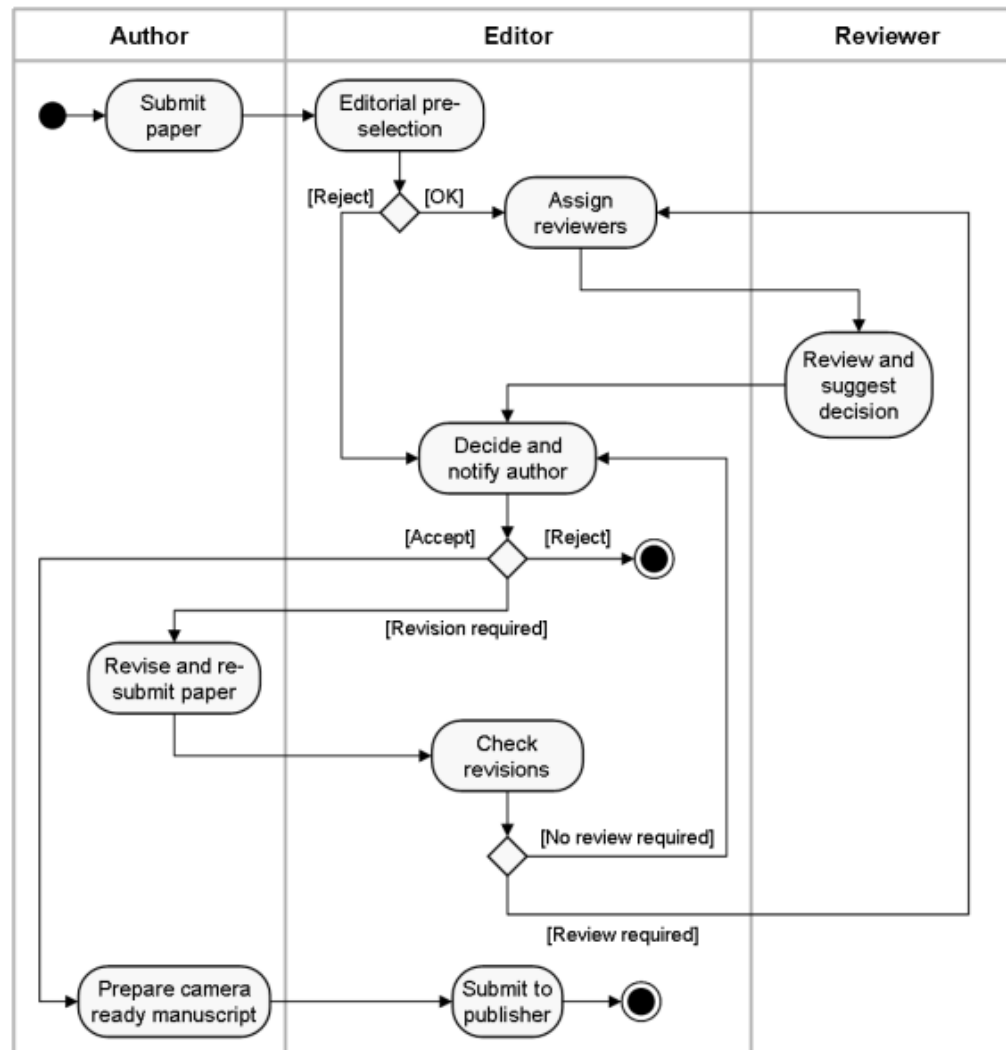
•Editor-in-Chief

•Desk/Managing Editor

•Editorial Advisory Board

•Editorial Review Board

# Editorial decision making



# How long does it take?

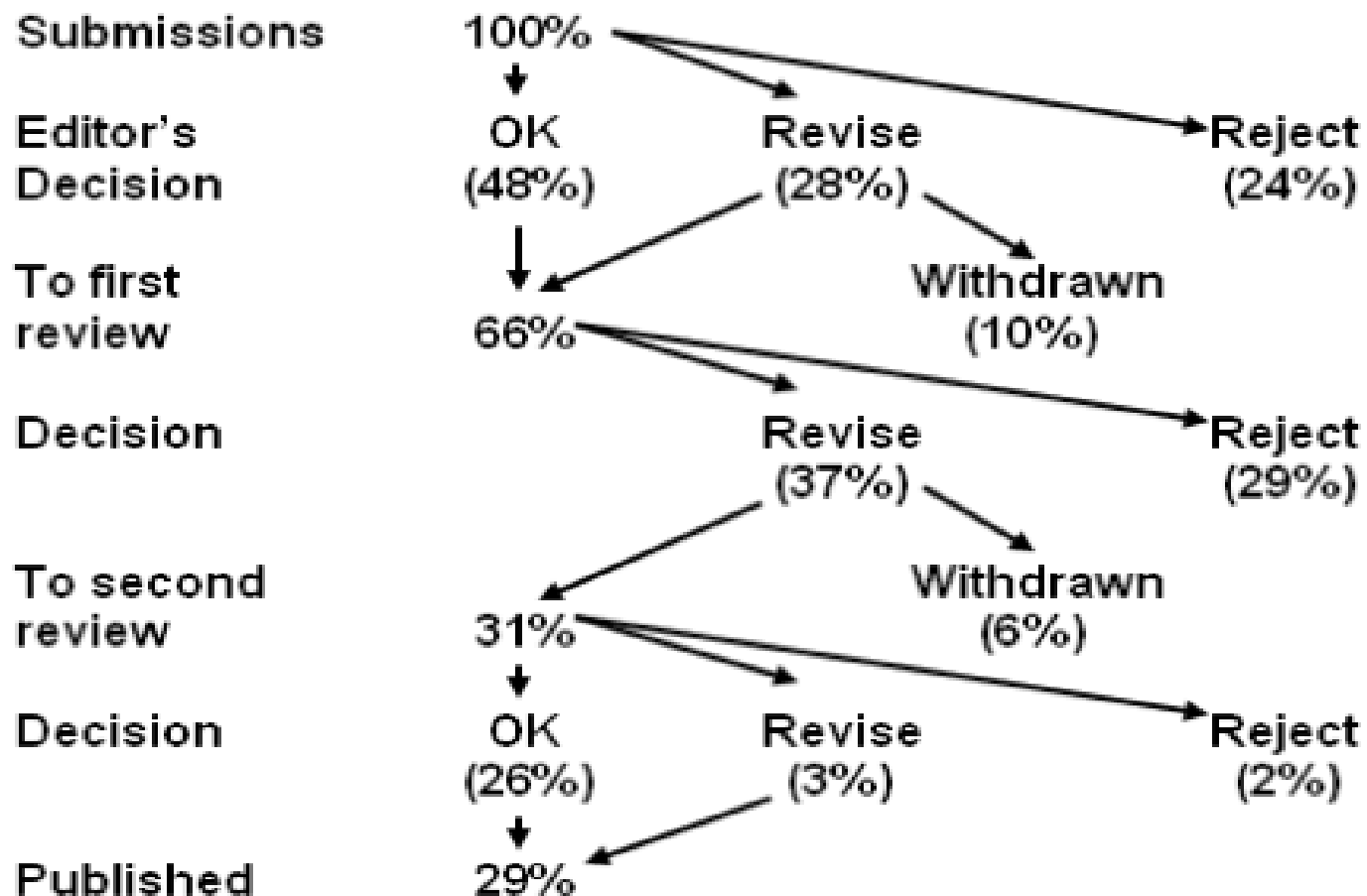


- The Editor does an initial read to determine if the subject matter and research approach is appropriate for the journal (1 week)
- The Editor contacts two reviewers (1 week)
- Reviewers usually have 6-8 weeks to complete their reviews
- The Editor assesses the reviewers' comments and recommendations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





# An example from an Emerald journal



$n = 86$

# 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?

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- 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](http://www.publicationethics.org)**



# The Emerald Literati Network



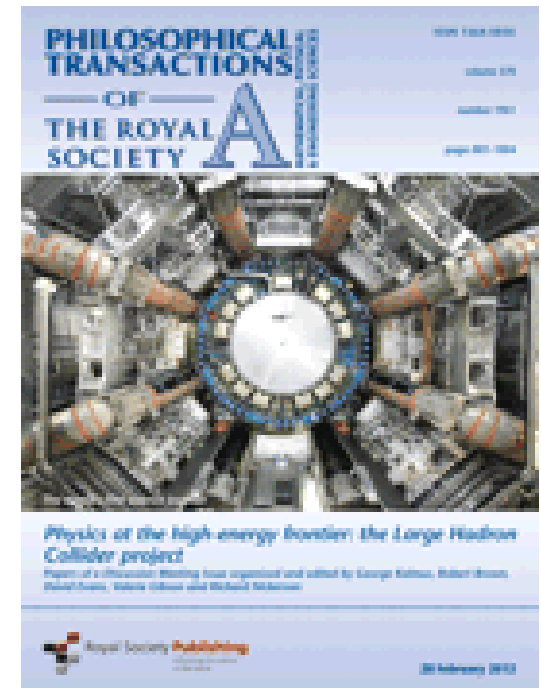
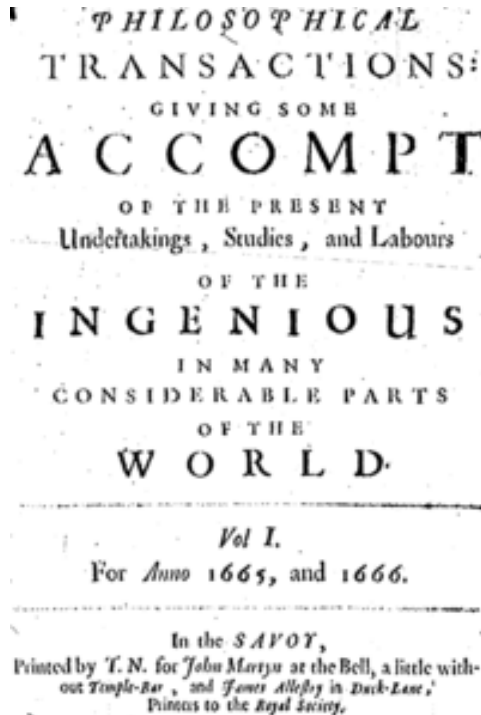
- **More than 90,000 authors worldwide are members, a huge ‘expert network’**
- **Complimentary journal issue upon publication**
- **Calls for Papers and news of publishing opportunities**
- **Editing services**
- **Outstanding Doctoral Research Awards**
- **Annual Literati Network Awards for Excellence**

# The Publishing Landscape

[www.emeraldinsight.com](http://www.emeraldinsight.com)



# 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).**

**$A/B$  = 2013 Impact Factor**

**2013 Impact Factor published in 2014**



**Supply Chain Management**

**NEW Impact Factor: 2.916**

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

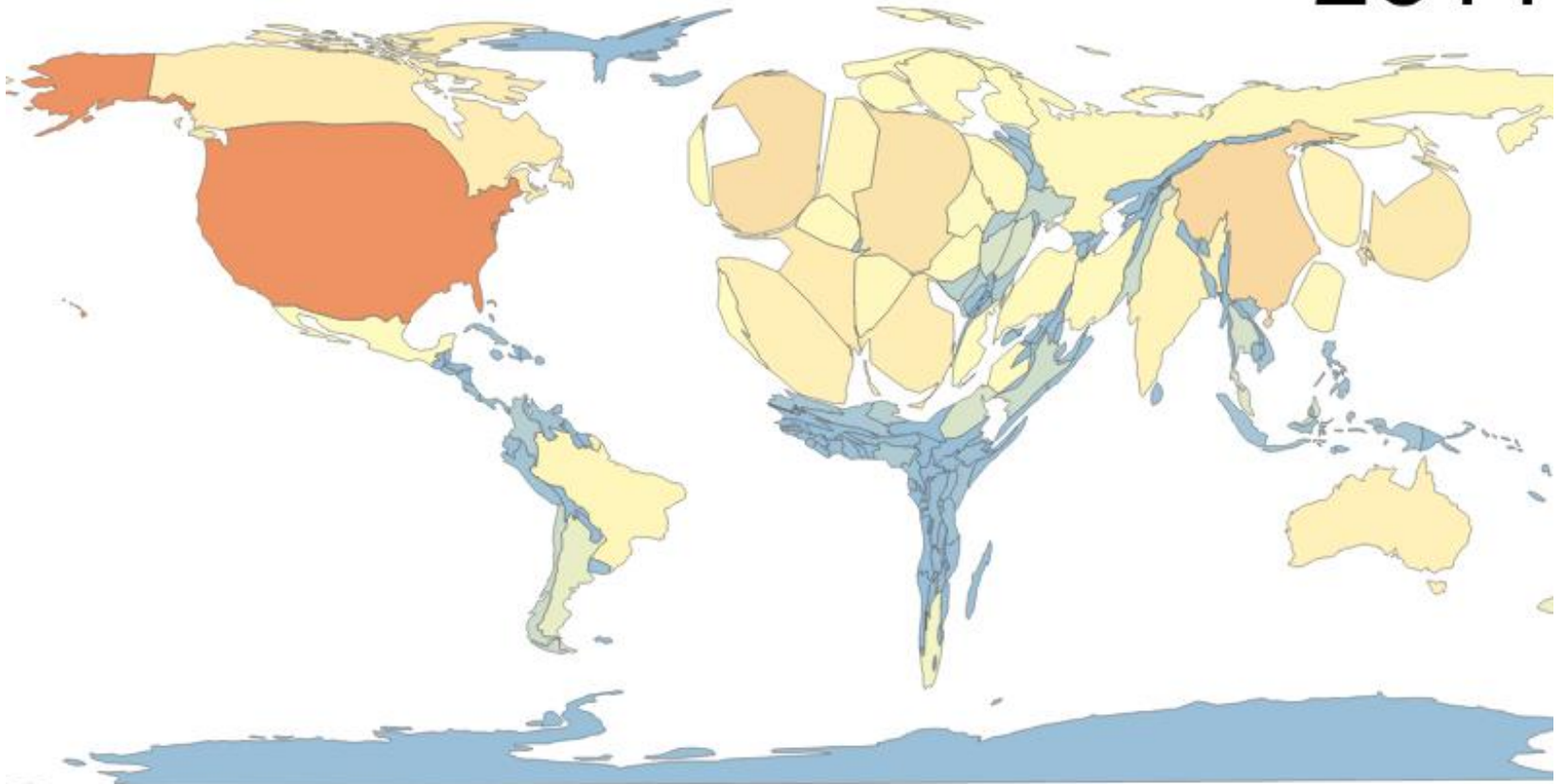
**Read the latest issue | Submit your paper now**

# Web of Science



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

2011



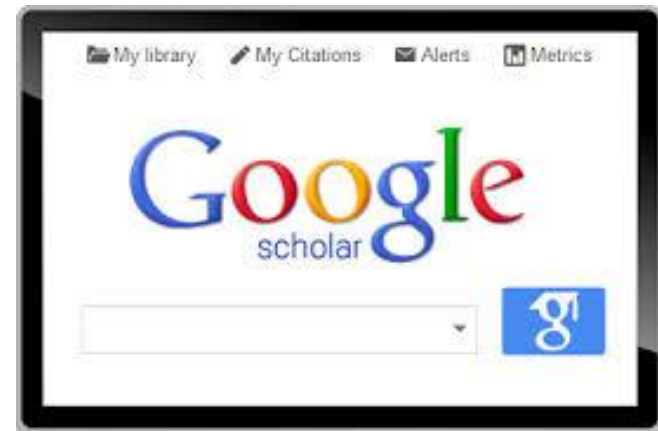
- Emerald has 235 journals and 113 research serials indexed in Scopus.
- Primary measures of quality. SNIP (source-normalized impact per paper) and SJR (scimago-journal rank).

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

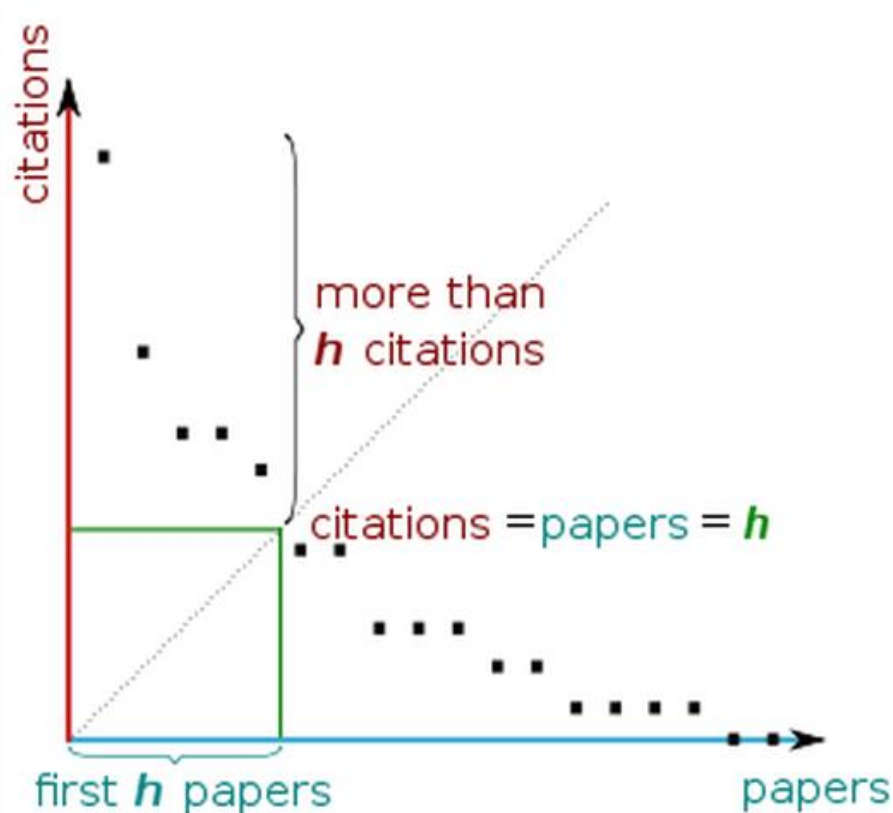
# The Article Economy



- 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>

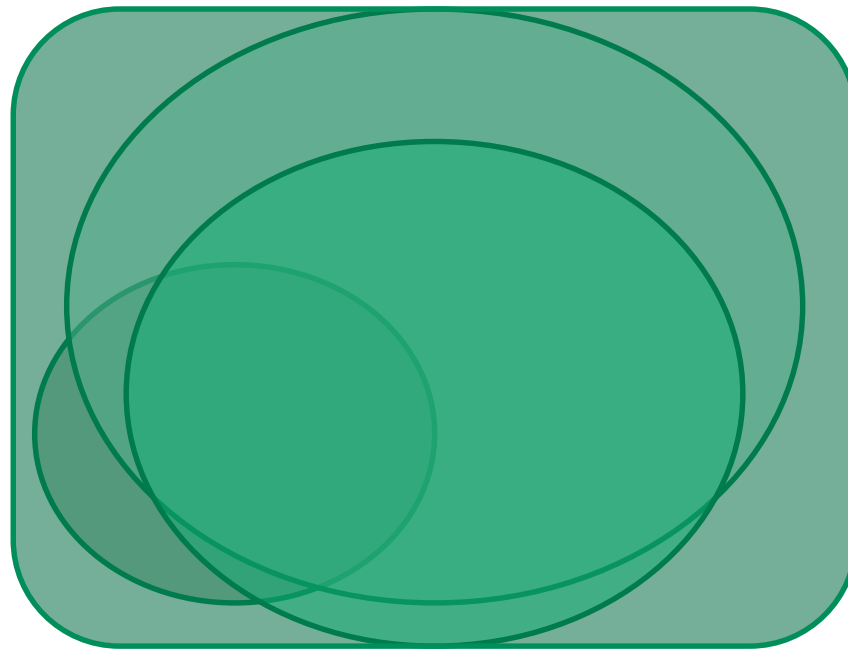


**Hands up if you know your h-index!**

# Ways to calculate



- Google Scholar – %80-90
- Scopus - %40-60
- Web of Science ISI – %5-10



<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...”

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

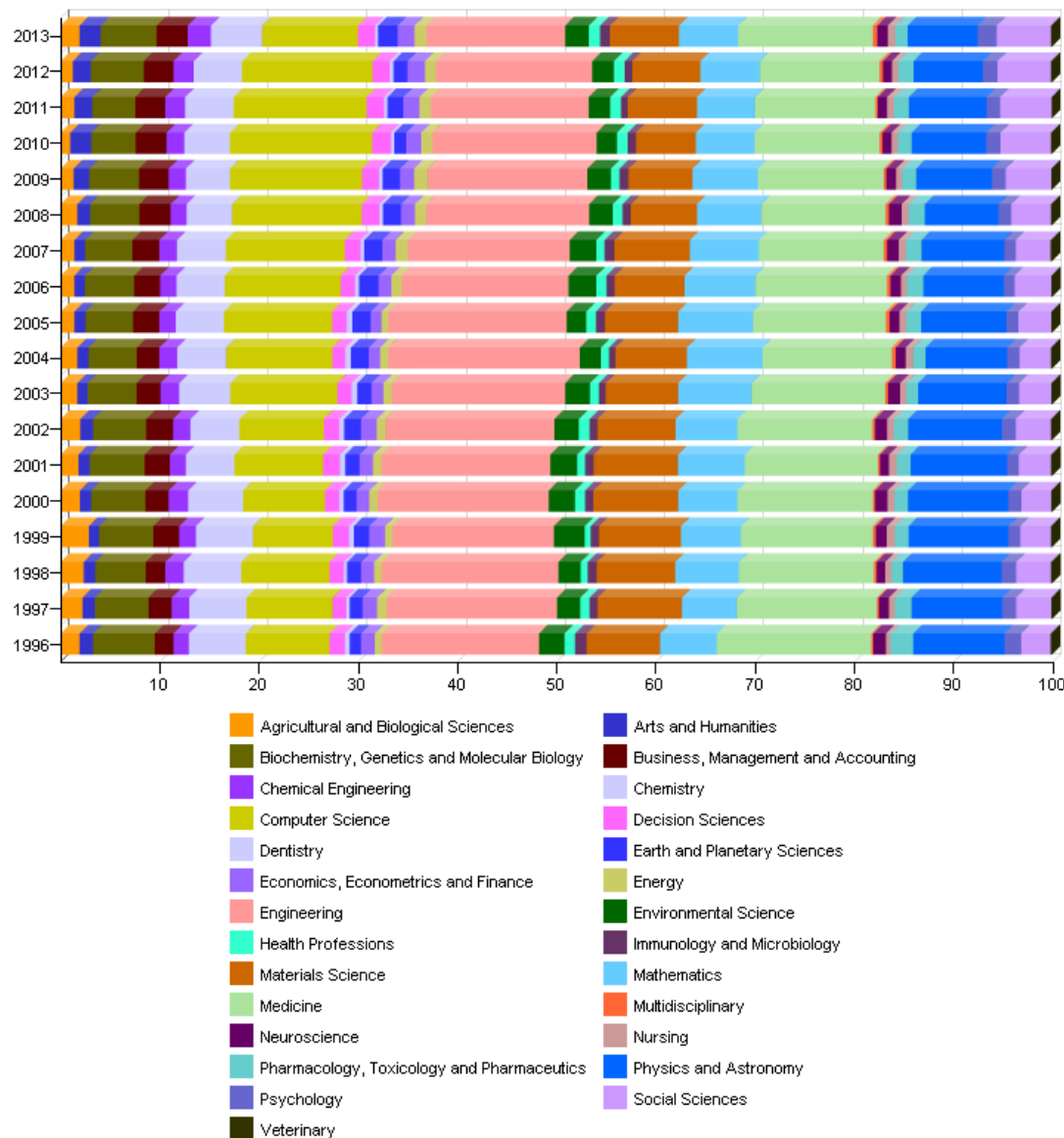


# Hong Kong



	Documents	Citable Documents	Cites	Self Cites	Cites per Doc.	Self Cites per Doc.	Cited Docs.	Uncited Docs.	% International Collaboration	% Region	% World
1996	220	220	3.308	689	15,04	3,13	198	22	30,91	11,08	0,42
1997	325	325	5.429	517	16,70	1,59	174	38	32,00	12,96	0,61
1998	342	342	5.597	625	16,37	1,83	197	23	30,99	13,58	0,62
1999	311	309	5.382	441	17,31	1,42	280	31	28,62	11,21	0,55
2000	332	331	10.789	854	32,50	2,57	204	19	31,02	11,70	0,57
2001	410	405	6.410	878	15,63	2,14	270	27	23,17	11,58	0,66
2002	467	458	10.499	1.284	22,48	2,75	326	28	27,19	12,99	0,63
2003	518	506	10.336	869	19,95	1,68	321	53	34,17	11,92	0,67
2004	570	552	9.890	1.103	17,35	1,94	350	47	39,82	11,31	0,69
2005	617	601	7.437	1.037	12,05	1,68	399	67	38,41	10,59	0,69
2006	800	775	8.760	1.236	10,95	1,55	513	151	35,75	9,97	0,72
2007	780	758	8.072	1.021	10,35	1,31	506	139	38,33	8,83	0,64
2008	897	870	7.818	923	8,72	1,03	556	226	45,37	7,18	0,67
2009	1.101	1.068	6.415	937	5,83	0,85	615	345	40,15	7,00	0,75
2010	1.175	1.133	5.062	800	4,31	0,68	632	343	42,13	5,40	0,70
2011	1.220	1.171	2.985	573	2,45	0,47	603	431	37,38	5,09	0,68
2012	1.341	1.287	1.401	279	1,04	0,21	422	691	40,72	6,11	0,74
2013	1.352	1.271	326	72	0,24	0,05	147	829	41,05	6,96	0,75

# Hong Kong



# Measuring YOUR impact in the article economy



Usage

Your  
impact

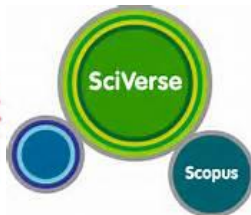
Citations

Alt-  
metrics



[See more details](#)

- Tweeted by 1827
- On 120 Facebook pages
- Mentioned in 9 Google+ posts
- Pinned by 3 on Pinterest
- Reddited by 8
- Picked up by 10 news outlets
- Blogged by 4
- 56 readers on Mendeley
- 0 readers on Connotea
- 2 readers on CiteULike



# Internal, regional and national rankings

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# Publication Strategies

# Journal Brands & User Access



Impact Factor 2.916

Author

Supply Chain  
Management

***“Squaring the  
circle:  
Management,  
measurement  
and  
performance of  
sustainability in  
supply chains”***

User

Discovery  
Services

User

Citation

User

Keywords  
and Title

User

A&I

# 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.**

- **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)

# An example...

- Abstract:** Purpose– 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!

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- **“The best way to get cited....”**
- **Discipline trends**
- **Seminal articles**
- **Review articles**
- **...No observable correlation between citation and usage**

# New Developments

# Literatum - Atypon



- Site go-live in 2014
- Provided by Atypon, CA - USA



# Alt-metrics



Home | Text view | Contact Us | Site map | Support | Emerald Profile

Site search:

[in](#) [tw](#) [f](#) [digg](#) [←](#)

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**Product Information:**

For Journals

For Books

For Case Studies

Regional information

**Resources:**

Licensing Solutions

For Authors

For Librarians

For Engineers

Research Zone

Learning Zone

Teaching Zone

Home > About Emerald > Emerald News > Kudos

## Emerald news

### Emerald Collaborates with Kudos to Boost Research Impact

*New partnership helps authors raise visibility, share research and maximize article influence*

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.

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.

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.

"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."

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

**Notes to editors:**

\*Over 100,000 researchers, academics and authors have contributed to Emerald content since 1994

- ENDS -

**About Kudos:** [www.growkudos.com/](http://www.growkudos.com/)

***"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



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**Stan Lee, Regional Manager**  
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