A Guide to Getting Published

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What we wish to achieve by the end of this workshop?

- About Emerald
- Getting started
- How to select the right journal
- Structuring your paper
- The publishing process and surviving peer review
- Polishing
- Publication ethics
- Dissemination and promotion
- Summary and resources
Founded by academics, for academics

- Founded in 1967, West Yorkshire, United Kingdom by academics for academics.
- Over 310 employees
- More than 300 journals and 230 book series
- Dr Keith Howard OBE*, Phd (Bradford), LLD** (Hon)(Leeds), MSc (Leeds), BSc (Hons) (Leeds)
Emerald Quality

ISI: Emerald outperformed the market. 58 journals ranked, with 64% of titles seeing an increased impact factor.

Scopus: 80% of Emerald’s journals are indexed by Scopus

ABDC: 174 titles, equating to 58% of titles

CABS: 105 titles with number of ranked titles rising by 50%

Contributors from 99 of the FT Top 100 business schools worldwide (FT Global MBA Rankings 2015 – FT 100)
Emerald Publications – eBooks

Business, Management & Economics collection

More than 1,050 volumes from over 90 eBooks Series

- Accounting, Finance & Economics
- Business, Management & Strategy
- Healthcare Management
- HR, Learning & Organization Studies
- Library & Information Management
- Public Policy & Environmental Management
- Tourism & Hospitality Management
- Transport
Emerald Publications – Case Studies

Emerging Markets

EEMCS addresses the increasing demand from business educators and practitioners for quality-controlled teaching cases focusing on emerging markets. This growing collection of over 430 case studies also benefits from regular updates throughout the year with emphasis on the following regions:

- India, 37%
- Middle East, 15%
- Latin America, 9%
- South East Asia, 14%
- Africa, 11%
- China, 7%
- Eastern Europe, 7%
Emerald Publications – Case Studies

Emerging Markets

- Heavy focus on Strategy, Entrepreneurship, and Marketing
- Case studies are great for the corporate market as well as academia as they provide examples of real-world scenarios
- All cases come with accompanying teaching notes
Objectives of the session

Demystify
...the publishing process

Provide
...information and recommendations

Encourage
...you to write, submit and get published!
Developing a Publication Strategy
How to get started

What do I write about – typical examples

- New, interesting or novel results from a completed project
- A problem with no clear solution
- An opinion or observation on a subject
- A review of existing literature
- Presentation, briefing or conference paper
- Doctoral or Master’s thesis
- New idea or initiative
Which conversation do you want to be a part of?

Develop a publication strategy – you may not get published in a top journal straight away.
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.

Be political (e.g. national vs. international) and strategic (e.g. five articles in ‘low ranked’ journals vs. one in ‘top ranked’ journal)
Which journal should you submit to?

Identify a few possible target journals/series but **be realistic**

Follow the **Author Guidelines** – scope, type of paper, word length, references style

Send an outline or abstract to the Editor and ask if the paper looks suitable

**Read at least one issue of the publication** – visit your library for access
What other criteria are there?

Citations are good but they are not everything…

Other important factors:

- Frequency of publication
- Internationality
- Likelihood of acceptance
- Thematic match
The publishing process and surviving peer review
The Editorial Process

Author
- Produces high quality research
- Editorial Advisory Boardmembers (EAB) and reviewers
- Peer review process
- Conferences
- New areas of coverage

Editor
- Link between the Editor and the publisher
- Support editors to build a first class journal
- Marketing

Publisher
- Proofreading
- Preparation for online databases
- Print and distribution
- Link with Production (Internal)

Publishing Company
- Access
- Library
- Print version
- Third party

Users
How to avoid desk rejection

“Many papers are rejected simply because they don’t fulfill journal requirements. They don’t even go into the review process.”

**Identify**  
The right journal/book

**Follow**  
The author guidelines

**Find out**  
Where to send the manuscript (for Emerald - ScholarOne)

**Send**  
Send an outline or abstract and ask if it looks suitable and interesting
Desk rejection: how to avoid

Read

at least one issue of the publication – visit your library for access

Write

a cover letter – opportunity to speak directly to the editor, convince them of the importance of your manuscript to the journal
The editorial process

Start

Submit a paper

Author

Editor

Decide and notify author

Reviewers

Review and suggest decision

Submit to publisher

Revise and re-submit

Prepare final version

Submit a paper

Editorial pre-selection

Assign reviewers

Yes

Reject

Accept

Check

No review required

Review required

Start
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.
Surviving peer review

- Identify a few possible target journals 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 on the publisher’s website
- Send an outline or abstract and ask if this looks suitable and interesting
- Read at least one issue of the publication
- Include a cover letter – opportunity to speak directly to the editor, convince him/her of the importance of your manuscript
Revision tips

- Acknowledge the editor and set a revision deadline
- If you disagree with proposed revisions, explain why
- 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)
Typical criticisms

- **Paper motivation**
  - Is there really a gap in our understanding? Did it need filling?

- **Theory development**
  - Theory by assertion, or reinvention of existing theory.

- **Empirical work is weak**
  - Methodology not plausible, tests don’t rule out alternative hypotheses.

- **‘So what’?**
  - A well-constructed paper, but not particularly insightful.
Possible Decisions

A request for Revise and Resubmit revision is GOOD NEWS!
It is the heart and soul of the scholarly process.
Author Guidelines – essential points

Grammar, spelling and punctuation
Flow, transition, sense
Typography
Accuracy of any mathematical or statistical content
Accuracy of references
Consistency of manuscript
Polishing
What makes a good paper?

1. **Originality** – what’s new about subject, treatment or results?
2. **Relevance** to and extension of existing knowledge
3. Research **methodology** – are conclusions valid and objective?
4. **Clarity, structure and quality of writing** – does it communicate well?
5. Sound, logical progression of argument
6. **Theoretical and practical implications** (the ‘so what?’ factors)
7. Recency and relevance of **references**
8. **Internationality / Global focus**
9. **Adherence to the editorial scope and objectives** of the journal
10. A good title, keywords and a well written abstract
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
Titles

Sustainable Supply Chain Management

Green is the New Gold
Be clear and concise

Titles: Subtitles

Instantly Identifiable

A Phrase that introduces the paper

Differentiation

Words that identify focus of the work

reflect the content
Writing a Compelling Abstract

- Be explicit about what a reader will gain or learn from the article and why it is new.

- Proofread it!

*Remember that competition is fierce! Academics are in competition with one another for the same readers, it’s no longer sufficient to just write the article and hope the work speaks for itself.*
Abstracts – a way to promote

Abstract:

**Purpose**
- Information and communication technology (ICT) is a key enabler for new product- and process-oriented services. The purpose of this paper is to investigate how ICT can enable service differentiation and, in doing so, act as a catalyst for a service business orientation.

**Design/methodology/approach**
- The paper is based on a qualitative, multi-case research design with eight multinational goods manufacturers.

**Findings**
- The paper identifies two distinct types of service-oriented differentiation: services in support of the product (SSP) and services in support of the client's actions (SSC). The study finds that SSC have the largest positive impact on firms' service business orientation.

**Research limitations/implications**
- Western firms in a limited sample of industries are studied. Furthermore, the service business orientation construct does not include any measurements of service profitability or impact on overall competitive advantage.

**Practical implications**
- To various extents, successful firms are likely to pursue both SSP and SSC differentiation traits through ICT. The two options are interdependent and the framework presented helps managers to understand both key specificities and their interrelatedness.

**Originality/value**
- The study contributes to theory on service strategies by specifically focusing on the enabling role of ICT for new services and its effects on each of the three dimensions of the service business orientation construct.

**Keywords:**
- Industrial services, Information technology, Communication technologies, Management strategy, Service business orientation, Service orientation, Differentiation, Servitization

**Type:**
- Research paper

**Publisher:**
- Emerald Group Publishing Limited
Don’t give up...

- Submissions: 100%
  - Editor’s Decision: 100%
    - OK: (48%)
    - Revise: (28%)
      - Reject: (24%)
    - Withdrawn: (10%)
    - To first review: 66%
      - Decision: 66%
        - OK: (26%)
        - Revise: (3%)
          - Reject: (2%)
        - Published: 29%
      - To second review: 31%
        - Decision: 31%
          - OK: (26%)
          - Revise: (3%)
            - Reject: (2%)
          - Withdrawn: (6%)
            - Reject: (29%)

$n = 86$
Any questions?
Thank you