A Guide to Getting Published

emerald
PUBLISHING

Aim and overview

Aim

- To provide a comprehensive guide to optimize your academic writing and preparation skills whilst focusing on best practice for submission.

Overview

- About Emerald
- Selecting the right journal
- Structuring your paper
- The publishing process and surviving peer review
- Books
- Publication ethics
- Dissemination and promotion

About Emerald

- Emerald Publishing
- 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
- We are known for supporting early career researchers and offer support to all authors throughout each stage of the publication process
- Academic & Professional Publisher of the Year at the 2018 IPG Independent Publishing Awards

emerald PUBLISHING

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.

- 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 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.

Journal Selection: Relevance

- Finding a journal with the **right "fit"** should be more important than finding the top ranked journal

- Reading widely in your field will help you create a **shortlist** of journals which publish research in your subject area

- Journals will publish research which fits with their **scope and aims.** You have to mould your research to fit the journal not the other way around!

- Select, read and understand objectives of each journal selected. Get to know the journal. **Build a relationship**

- 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

- Ask your librarian for **advice**

emerald PUBLISHING

Journals Selection: Reputation

Indication of a reputable journals:

- Come from publishers or societies known to communities
- Highly regarded Editor and Editorial Advisory boards
- Member of ethical bodies such as COPE (Committee on Publication Ethics)
- Documented Peer Review processes
- Have digital preservation such as Portico or LOCKSS
- Have ranking information relevant to discipline e.g. ISI/Scopus/ABS
- Reputable authors

Check with your library or department for a list of recommended journals

How to select the right 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.

Impact Factor

Scopus and CiteScore

H-index

Google Scholar

Usage

Peer perception

emerald PUBLISHING

Journal Selection: Benefits of Open Access

- Easy for researchers to reuse your articles content (subject to licensing).
- More people can access your work and do so for free.
- Increased research opportunities for poorer institutions
- Satisfy policy on funding and mandates

Journal Selection: Predatory Journals
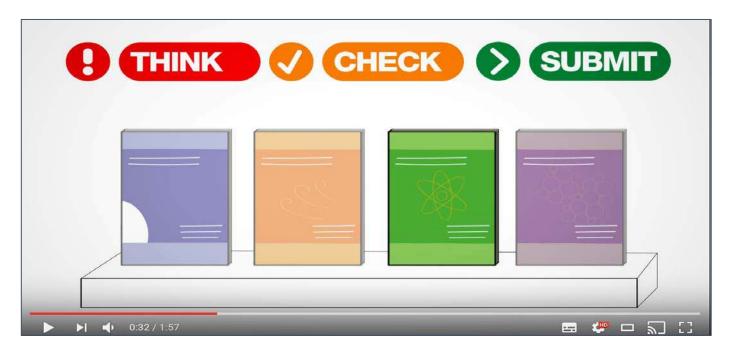
- There are thousands of journals online

- But are they all what they seem?

- Beware:
    - Organizations you've never heard of
    - Guaranteed publication
    - Publisher/Editor is also the owner
    - No editorial information
    - No documented peer review process
    - Very broad journals

IF IN DOUBT ASK YOUR LIBRARY FOR HELP

Journal Selection

- Think Check Submit
  https://www.youtube.com/watch?v=L4z0Nxq4Epc
- Reviews of Peer-Reviewed Journals in the Humanities and Social Sciences
  https://journalreviews.princeton.edu/ranking-peer-reviewed-journals/
- Publish or Perish
  https://en.wikipedia.org/wiki/Publish_or_perish
- Cabell's
  - https://www.cabells.com/about-us

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.

emerald PUBLISHING

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)

emerald
PUBLISHING

Structuring Your Paper - Title

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

- The "location" where those keywords will be explored

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

Titles and Subtitles

"Sustainable Supply Chain Management"
or
"Green is the New Gold"

?   ?

Be clear and concise – reflect the content

Instantly identifiable	Differentiation
A phrase that introduces the paper	Words that identify the focus of the work

emerald **PUBLISHING**

Write 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.

Key words

✓ The Editor will use them to find reviewers

✓ Google Scholar will use them to find your article when people search for that word.

✓ Web of Science, Scopus, and other ranking bodies use the key words.

✓ Spend time of them, and select them with care. Don't use Supply Chain, as the first or only key word when submitting to the journal, *Supply Chain Management*

emerald PUBLISHING

Structuring Your Paper - Introduction

Convince readers that you know why your work is relevant and answer questions they might have.

- What is the problem?
- Are there any existing solutions?
- Which one is the best?
- What is its main limitation?
- What do you hope to achieve?

Consider the following:

- Quote from previous research
- What are you adding? Make it clear
- Use recent work to cite
- Self citing – only when relevant
- Any work that is not your own MUST be referenced
- If you use your own previously published work, it MUST be referenced

Structuring Your Paper - Method

- Indicate the main methods used

- Demonstrate that the methodology was robust, and appropriate to the objectives

- Focus on telling the main story, stating the main stages of your research, the methods used, the influences that determined your approach, why you chose particular samples, etc

- Additional detail can always be given in Appendices

Structuring your paper

Literature Review

- Quote from previous research
- What are you adding? Make it clear
- Use recent work to cite
- Self citing – only when relevant
- Any work that is not your own **MUST** be referenced
- If you use your own previously published work, it **MUST** be referenced

http://www.emeraldinsight.com/authors/guides/write/literature.htm

emerald
PUBLISHING

Structuring Your Paper - Results

As with the methodology, focus on the essentials; the main facts and those with wider significance, rather than giving great detail on every statistic in your results.

What are the really significant facts that emerge?

Structuring Your Paper - Discussion

Consider

- Do you provide interpretation for each of your results presented?
- Are your results consistent with what other investigators have reported? Or are there any differences? Why?
- Are there any limitations?
- Does the discussion logically lead to your conclusion?

Do not

- Make statements that go beyond what the results can support
- Suddenly introduce new terms or ideas

emerald
PUBLISHING

Structuring Your Paper - Discussion

Do
- Present global and specific conclusions
- Indicate uses and extensions
- Answer the original question
- State limitations
- State implications for further research

Do not
- Summarise the paper – the abstract is for this
- Start a new topic/introduce new material
- Make obvious statements
- Contradict yourself

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

The Publishing Process
Basic Peer Review Workflow

Author Submits
Author submits manuscript to relevant journal

Publisher Checks
Confirmation that manuscript elements present and valid

Editor Evaluates
Editor makes initial consideration of manuscript

Editor Decision
Accept, Reject, Revise or additional review

Review Conducted
Specialists provide feedback and recommendations

Revise
Author allowed opportunity for major / minor revision

Accept
Author advised of decision and opportunity to revise

Reject
Author may look elsewhere or consider resubmission

Production
Manuscript is checked, copy-edited and proofed

Publication
Final article is published in digital and print editions

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

emerald PUBLISHING

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

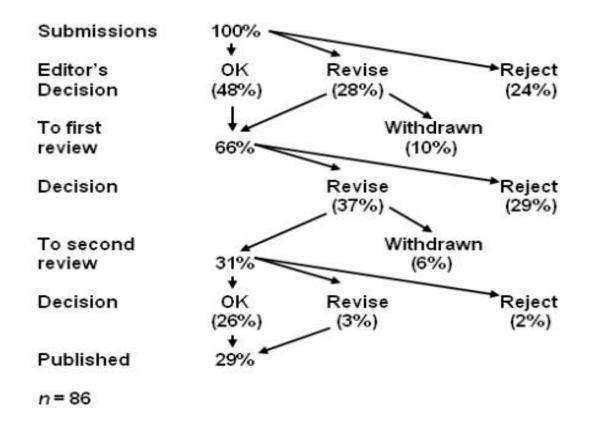# Top Tips for Peer Review

- 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.

Rejection tips

Submissions   100%
                       ↓
Editor's   OK   Revise   →Reject
Decision   (48%)   (28%)   (24%)

To first   Withdrawn
review   66%   (10%)

Decision   Revise   →Reject
                                  (37%)   (29%)

To second   Withdrawn
review   31%   (6%)

Decision   OK   Revise   Reject
                     (26%)   (3%)   (2%)

Published   29%

n = 86

✓ Don't give up! Everybody has been rejected at least once

✓ Ask and listen. Most editors give detailed comments about a rejected paper.

✓ Try to improve and re-submit.

✓ Do your homework and target your paper as closely as possible

emerald
PUBLISHING

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)

emerald
PUBLISHING

Cover letter: how to write it

"I am submitting this article to *Journal of Documentation*.
You will see that it deals with public library management, which I appreciate is **outside** JDoc's normal scope.
However, it focuses on the **novel application of a theoretical model to the topic**, and hence I think it is **appropriate** for Jdoc".

Good letter for unusual/new content

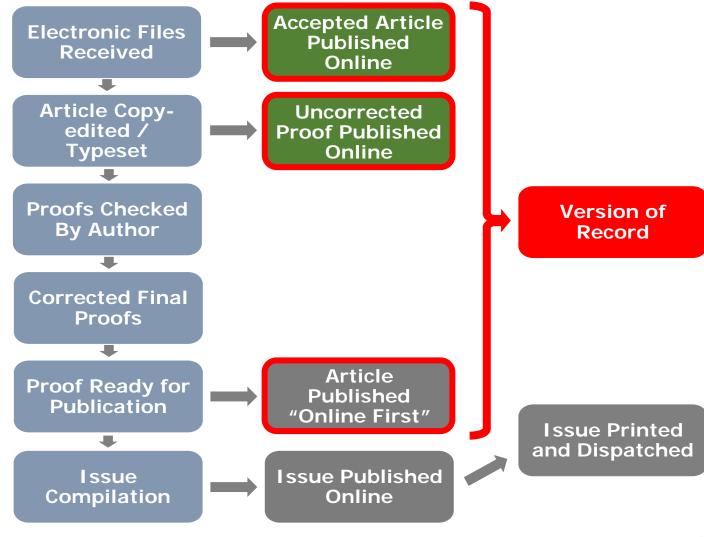nerald
BLISHING

Cover letter: how to write it

"I am sending this article for you to publish in *Journal of Documentation*, after your editorial amendments.

I have chosen JDoc to publish this paper, as it is a **high-impact** and **well-regarded** journal."
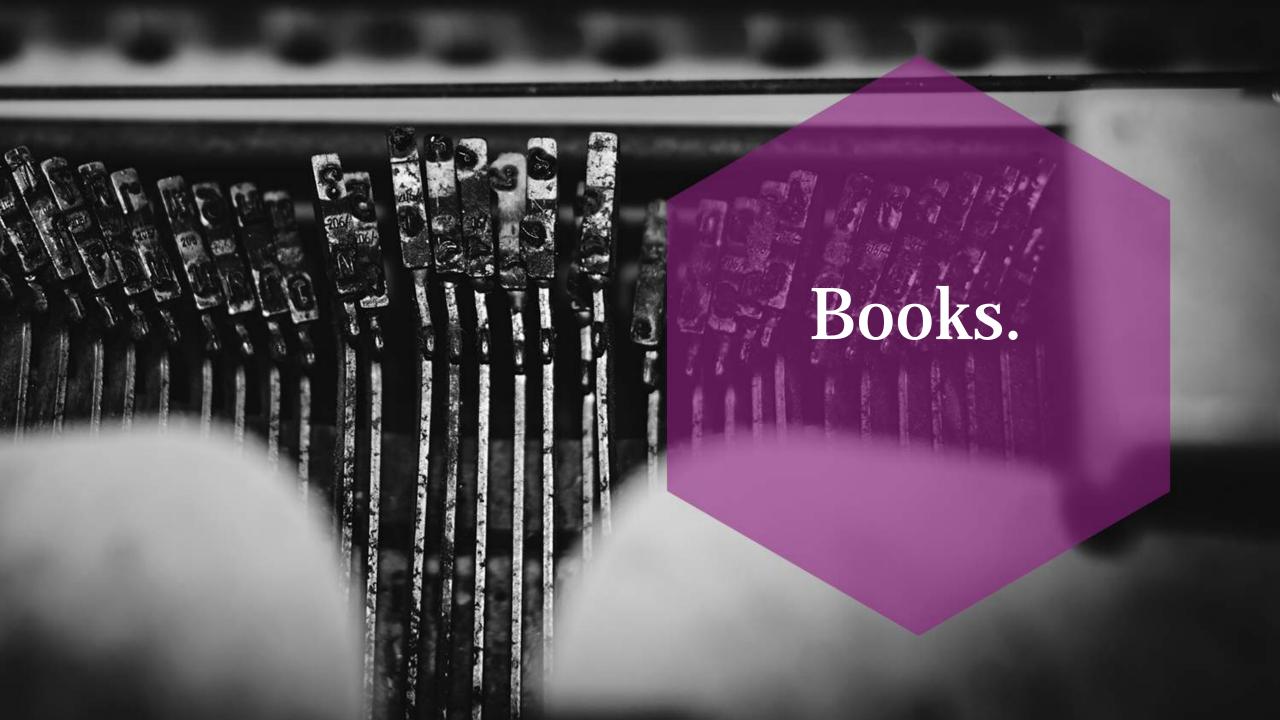
Bad cover letter

Production Workflow

```
Electronic Files          →    Accepted Article
Received                        Published Online
    ↓
Article Copy-             →    Uncorrected
edited /                        Proof Published
Typeset                         Online
    ↓
Proofs Checked                                        Version of
By Author                                             Record
    ↓
Corrected Final
Proofs
    ↓
Proof Ready for           →    Article
Publication                     Published
                                "Online First"
    ↓
Issue                     →    Issue Published    →    Issue Printed
Compilation                     Online                  and Dispatched
```
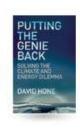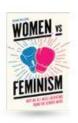
Source: ALPSP

Books.

Why Publish a Book with Emerald?

- 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.

- With our large backlist, and over 200 new titles publishing each year, we provide high quality, cutting edge research

- We aim to support the work of early career researchers. Our experienced commissioning editors will support you every step of the way.

emerald
PUBLISHING

Submitting a Proposal

- We welcome proposals for new books and aim to carry out both our initial review and our external peer review process in a timely fashion to ensure you will receive feedback quickly.

- Our team of commissioning editors are highly experienced and are more than happy to provide you with early advice and guidance on your project, the preparation of your proposal, and on how the book publishing team works here at Emerald.

- When you are ready to pull together your proposal, you can download the new book proposal form. If you are a first-time author, and if available, we would ideally wish to see a sample draft chapter along with the completed proposal to ensure that we can give you comprehensive and helpful feedback after our review process.

http://www.emeraldgrouppublishing.com/products/books/hub/index.htm

Peer Review

Everything we publish is peer reviewed at the proposal stage, single blind, by a specialist from the relevant academic community

What sort of opinions do we ask reviewers for?

Please write in your own words, a short synopsis of the work.

What are the main ideas within the work? What makes it original, ground breaking or thought provoking?

How would you assess the research content of the proposal – what does it contribute to the field?

Is the proposal comprehensive in its coverage of the subject area? In your opinion, is anything missing?

What are the proposal's strengths and weaknesses?

Is the book logically structured? If this is an edited work, is the coverage of the topic fluid and comprehensive, and is the coverage of the topic coherent?

Do you have any additional thoughts or recommendations that you would advise the author(s) to take into consideration as they revise the manuscript? Please feel free to offer specific feedback.

Who are our peer reviewers?

We ask you to provide a list of possible external peer reviewers in your proposal. We may use your names, but are as likely to pull on our own list of contacts to ask them to review your project. Be careful not to list peer reviewers who are based at your own institution or who were your PhD supervisors if your book is an adaptation of your thesis.

emerald PUBLISHING

The Books Publishing Process

From Proposal to Publication

Submit proposal
Complete the Emerald new book proposal form and send it to the Commissioning Editor for your discipline. Your Editor will acknowledge safe receipt as quickly as possible.

Internal editorial review
Your editor assesses your book's 'fit' for our publishing list and raises questions or queries with you.

External peer review
Your proposal and any additional material will be sent out to a subject specialist for external, single blind peer review – we aim to get feedback to you in 4-6 weeks.

Manuscript submission
Your Editor may commission a final review of your manuscript before we put it into production. Our Editorial team will then check through your final manuscript.

Writing your book
You will be contacted regularly by our editorial team and we will be on hand for guidance and support as you prepare the manuscript for submission.

Contract
After approval by our internal Editorial Board meeting your Editor will send you terms of our contract including extent, royalty and manuscript delivery date.

Response to peer review
You send your Editor a full response to the review. You may need to revise and resubmit your proposal based on our peer review and discussions with your Editor.

Production
Your book will go through copy editing, typesetting and indexing. You will be issued proofs. Your cover design will be finalised. We will publish your book 6 months, or on a fast-track schedule if your book is an Emerald Point

Sales and marketing
When your book enters production our marketing and sales team start work to promote your book through our sales channels, and to support you with self-promotion.

Publication
You will be sent your free copies of your book, and additional information on how you can best help us promote it to the widest possible market.

www.emeraldpublishing.com

emerald PUBLISHING

Publication ethics

❌ Don't submit to more than one journal at once

❌ Don't count on referees to give you tutoring

❌ Don't self-plagiarise

❌ Clear permission to publish interviews/case studies

✔ Seek agreement between authors

✔ Disclose any conflict of interest

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

|C|O|P|E| COMMITTEE ON PUBLICATION ETHICS

emerald PUBLISHING

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

emerald PUBLISHING

Publication ethics

NEWS EUROPE

Home | World | UK | England | N. Ireland | Scotland | Wales | Business | Politics | Health | Education | Sci/Envi

Africa | Asia | Europe | Latin America | Middle East | US & Canada

24 February 2011 Last updated at 11:38

German minister loses doctorate after plagiarism row

Germany's defence minister has been stripped of his university doctorate after he was found to have copied large parts of his work from others.

Karl-Theodor zu Guttenberg, an aristocrat who lives in a Bavarian castle, admitted breaching standards but denied deliberately cheating.

Analysis revealed that more than half of his thesis had long sections lifted word-for-word from the work of others.

Mr Guttenberg failed to name sources for PhD thesis

So far the German Chancellor, Angela Merkel, has stood by the minister.

The University of Bayreuth decided that Mr Guttenberg had "violated scientific duties to a considerable extent".

It deplored the fact that he had lifted sections of text without attribution.

Last week Mr Guttenberg said he would temporarily give up his PhD title while the university investigated the charges of plagiarism. He admitted that he had made "serious mistakes".

Related St

Germany's E
without a titl

Plagiarism r
minister dro

German min
denies plagi

News | Sport | Comment | Culture | Business | Money | Life & style | Travel | Environment

News > World news > Hungary

Hungarian president resigns over doctorate plagiarism scandal

Pal Schmitt steps down after university revokes doctorate, saying Olympics thesis was mostly copied from two authors

Associated Press in Budapest
The Guardian, Monday 2 April 2012 13.29 BST

Article history

The Hungarian president, Pal Schmitt, who has announced his resignation. Photograph: Matej Divizna/EPA

The Hungarian president, Pal Schmitt, has announced he will resign after losing his doctorate in a plagiarism scandal.

Schmitt, who was elected to his largely ceremonial office in 2010 for a five-year term, said in a speech at the start of parliament's plenary session that he was stepping down because his "personal issue" was dividing Hungary.

World news
Hungary · Europe

Education
Plagiarism · Higher education

More news

Related

2 May 2013
London's famous student union faces threat of abolition

1 May 2013
János Starker obituary

29 Apr 2013
Cambridge academics baffled by teacher-training shake-up

26 Apr 2013
Hungary warned its democracy could be put under international scrutiny

Dissemination and Promotion.

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 you 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.

emerald PUBLISHING

Dissemination and promotion

Measuring your own impact

What is Kudos and why 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

Our Top 10 Author Activities

These are top tips we encourage our authors to do in order to promote their book or article

1.
On average, a person sends over **40 emails a day**. Make sure you include your book title and link in your email signature.

2.
Do you teach or speak at **events or conferences?** Feature a slide at the end of your lectures and presentations.

3.
Spread the word
Post information about your book to relevant contact lists, forums, associations and listservs.

4.
Join the conversation
Maximize the potential of your social media accounts. Use Facebook, Twitter, LinkedIn, YouTube, Academia.Edu and Google+.

5.
Speak to your librarian and campus bookstore
Make sure they have copies in stock and access to Emerald Insight.

6.
Download a flyer
You can download a flyer for your book directly from its product page on the Emerald Bookstore www. emeraldpublishing.com/ bookstore

7.
Encourage reviews
Positive reviews have a great impact on sales so encourage your peers to review via online platforms, journal book reviews or directly to their networks.

8.
Register with Kudos
Use of Kudos leads to, on average, 23% higher downloads of full text on the publisher site." So register with Kudos, and share, share, share!

9.
Build your Author platform
Amazon Author Central offers a free service that provides the opportunity to share the most up-to-date information about yourself and your work.

10.
Stay in touch!
We're always open to new ideas to reach our academic communities, send us an email at books@emeraldinsight.com

Beyond Authorship.

emerald
PUBLISHING

Any questions?