A Guide to Getting Published

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25 years in Publishing. Journals, and more recently books:

- Sub-editor
- Publishing manager
- General manager of ASLIB, The Association for Information Management 2010-2013
- Library and Information Studies
Aim and overview

Aim:
To provide a comprehensive guide to publishing with Emerald, which will encourage you to submit your work for potential publication.

Overview:
- About Emerald
- Why Publish
- Publishing process and peer review
- Choosing a journal
- Structuring your paper
- Writing tips
- Publication ethics
- Polishing
- Dissemination and promotion
- Summary and resources
About Emerald

• Founded in 1967 by academics from the University of Bradford management centre

• 300+ journals, 240+ book series, 300 stand-alone texts

• Over 25 million Emerald articles were downloaded in 2013

• At the end of 2013 Emerald had 58 journals and 3 Book Series ranked by Thomson Reuters (ISI)

• In 2013, over 600,000 Emerald Book Series chapters were downloaded

• Emerald has customers in over 130 countries and contributors in over 160 countries demonstrating its commitment to providing international research.

Potential readership of 15 million
All of the world’s top 100 business schools have contributors to Emerald journals and books.

93 of the 2013 FT top 100 business schools worldwide are Emerald customers.

In 2012 the FT top 100 business schools downloaded Emerald articles 1.25m times, which is an average of nearly 12,500 per school.
86% of the 2013 THES top 200 universities worldwide were Emerald customers in 2012.

We have contributors to Emerald journals and books from 199 of the 2013 THES top 200 universities worldwide.

In 2012 the THES top 200 universities downloaded Emerald articles 2.8 million times, which is an average of around 15,000 per school.
Subject areas

- Information Systems and Computing
- Electrical and Electronic Engineering
- Business and Management
- Economics
- Accounting and Finance
- Health and Social Care
- Health Care Management
- Education
- Environment/Environmental Management
Coverage in more detail

Business and management:

• Enterprise and innovation
• Marketing
• HRM
• Operations and logistics
• Business ethics and law
• International business
• Learning and development
• Managing quality
• Strategy
• Performance management and measurement
Coverage in more detail

31 health and social care journals covering:

- Mental health
- Learning and intellectual disabilities
- Criminology and forensic psychology
- Vulnerable groups

Key topics include safeguarding, equalities, migration, psychology, housing, nutrition, education, and workplace health

Management and leadership, quality assurance.

Four book series:

- Advances in Health Care Management
- Advances in Health Economics and Health Services Research
- Research in Occupational Stress and Well-being
- Research in the Sociology of Health Care
Why publish?
Why publish in Emerald journals?

Being published means your paper:

• Is **permanent** (LOCKSS, CLOCKSS)

• appears in **print and electronically** (Emerald e-Journals)

• is **improved** via the peer review process

• is actively **promoted** by the publisher to 5,000 institutions

• is **trustworthy** – material that has been published carries a QA stamp
Why publish in journals?

What’s in it for me?

• Work in print – name in print
• Share your ideas – develop your career
• Prove success – support/influence future decisions
• Demonstrate your knowledge – gain external recognition
• Highlight new initiatives – gain internal recognition
Why publish in journals?
What do Emerald authors say?

**Career**
80% of our authors published with a view to career progression and personal development

**Altruism**
85% published for esteem and receive internal and external recognition

**Subject Development**
70% wanted to share knowledge and experience

**Own Business**
50% published for company recognition and to promote their business

**Recent testimonial (published paper in Health & Social Care title)**
“I just wanted to let you know that your advice paid off - Thank you! As a result of publishing my paper I won an Award (£2,500) that has enabled me to produce marketing and promotional materials, hire meeting rooms and generally kick start the organization under its own constitution.”
The publishing process and surviving peer review
The publishing process

**Review Cycle**

**Author**
- START
  - Submit a paper

**Editor**
- Basic requirements met?
  - [Yes]
    - Assign reviewers
  - [No]
    - Collect reviewers' recommendations

**Reviewer**
- Review and give recommendation
- Make a decision
  - [Reject]
  - [Revision required]
  - [Accept]

Michael Derntl
http://www.pri.univie.ac.at/~derntl/papers/meth-se.pdf

The Editor(s) do an initial read to determine if the subject matter and research approach is appropriate for the journal (approx. 1 week).

The Editor(s) identify and contact two reviewers (approx. 1 week).

Reviewers usually have 5-6 weeks to complete their reviews.

The Editor(s) assess the reviewers' comments and recommendations and make a decision (approx. 2 weeks).

**Expected time from submission to review feedback:** 10 weeks
Surviving peer review

Reasons for rejections

• Not following instructions – author guidelines

• Inappropriate to the journal scope

• Problem with quality (inappropriate methodology, not reasonably rigorous)

• Insufficient contribution to the field
Surviving peer review

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

- 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 cover letter – opportunity to speak directly to the editor, convince them of the importance of your manuscript to the journal
Surviving peer review

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

Don’t be in the 16% who gave up
Surviving peer review

A request for revision is good news!

- You are now in the publishing cycle.
- Nearly every published paper is revised at least once.
- Even if the comments are sharp or discouraging, they aren’t personal.
Surviving peer review

Revision tips

✓ 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)
Typical criticisms (journal dependent)

- Paper motivation is weak
  - is there really a gap in our understanding? Did it need filling?
- Theory development is weak
  - theory by assertion, or reinvention of existing theory
- Empirical work is weak
  - methodology not plausible, tests don’t rule out alternative hypotheses
- ‘So what’?
  - nothing wrong with the paper – but nothing very insightful either
  - only incremental research, doesn’t affect an existing paradigm

** Did you understand the “journal conversation”? **
‘Journals are ongoing conversations between scholars’ (Lorraine Eden)

✓ Study the author guidelines, and read the journal, to understand the conversation

✓ You will be ‘desk rejected’ if you appear to be unaware of what has been said, or why you are submitting

“Journals are on-going conversations between scholars”
(Lorraine Eden)
How to select the right journal?
How to select the right journal?

Why do I want to publish my work?

- Improving career prospects
- Raising my profile
- Influencing key policies/decisions
- ...???
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, internationality, likelihood of acceptance, circulation, and 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.
- Be **political** (e.g. national vs. international) and **strategic** (e.g. five articles in ‘low ranked’ journals vs. one in ‘top ranked’ journal).
- Are you subject to a funder or institutional open access mandate?
Open access publishing

Benefits of open access

• Makes it easy for others to reuse your work (subject to licence used).
• More people can access your work
• They can do so for free.

Caveats

• Author must pay or have funding for the Article Processing Charge (APC).
• Consider the perceived quality of the journal – is it well known as being peer reviewed?
• How discoverable (e.g. SEO, by I&A services) will your work be to the community of interest if not grouped with the literature in the field?
Downloads of Accounting and Finance journals

Geographical breakdown of usage (this year to date & last 5 years)

Usage by Hub

- East Asia (23.67%)
- China (4.82%)
- India (2.64%)
- Latin America (1.53%)
- Australasia (10.44%)
- M East and N Africa (7.31%)
- Unknown Hub (1.13%)
- Sub-Saharan Africa (9.62%)
- N and W Europe (25.6%)
- S and E Europe (6.09%)
- North America (4.64%)
- NAT (2.51%)
Structuring your paper
How to get started?

What do I write about?
• 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?

If so, you have the basis for a publishable paper
What makes a good paper?
HINT: 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 (important for online discoverability)
Structuring your paper

**Purpose**
Have you done something new and interesting?
Is there anything challenging in your work?
Have you provided solutions to any difficult problems?

**Flow**
It's all about the transitions....
between sentences, ideas, paragraphs and sections

**Sectioning**
Use headings/subheadings to group or separate controlling themes/ideas
Structuring your paper

- Title & Abstract
- Conclusion
- Introduction
- Methods
- Results
- Discussion
- Figures/tables (your data)
Structuring your paper

Titles

A good title should contain the fewest possible words that adequately describe the contents of a paper – leads onto the next slide on importance of keywords

(A) A phrase that introduces the paper and catches the reader’s eye

(B) Keywords that identify focus of the work

(C) The "location" where those keywords will be explored

http://writing.markfullmer.com/academic-style-titles
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
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?
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](http://www.emeraldinsight.com/authors/guides/write/literature.htm)
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 be given in Appendices.

http://www.emeraldinsight.com/authors/guides/write/structure.htm?part=3
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?
These results will feed into your discussion of the significance of the findings.
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
Structuring your paper

Conclusion

- Present global and specific conclusions
- Indicate uses and extensions
- Answer the original question
- Apply to theory and practice
- State limitations
- State implications for further research

- Summarise the paper – the abstract is for this
- Start a new topic/introduce new material
- Make obvious statements
- Contradict yourself
Writing tips
Writing tips

Avoid: Generalisations

As a rule, for the most part, generally, in general, potentially, normally, on the whole, in most cases, usually, the vast majority of...

Avoid unless you can qualify them in some way

...contracts have tended to reinforce the position of large community organisations, and diminish the position of smaller organisations. For example, Ernst & Young's (1996) study of the New Zealand Community Funding Agency found that there was a clear concentration of public resources in favour of large community organisations ...

Writing tips

Avoid: Idioms and analogies

- Fit as a butcher's dog
- Speak of the Devil
- Have a lie in
- Hold your horses
- He has a chip on his shoulder

**Avoid using them at all if you are unsure**

www.phrasebank.manchester.ac.uk (a general resource for academic writers, designed primarily with international students whose first language is not English in mind)
Writing tips

Voice

• Active - direct, clear. A subject or ‘agent’ is the ‘doer’ of the sentence and performs an action on the ‘object’:
  ‘The University [agent] employs [action] researchers [object]’.

• Passive - can depersonalise, can confuse. The object becomes the agent of the sentence and has an action performed on it/them:
  ‘Researchers [agent] are employed [action] by the University [object]’.
Publication ethics
Publication ethics

Don’t submit to more than one journal at once
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)
Publication ethics

Plagiarism

- 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/](http://www.ithenticate.com/)
- Emerald’s Plagiarism Policy can be seen at [http://www.emeraldinsight.com/about/policies/plagiarism.htm](http://www.emeraldinsight.com/about/policies/plagiarism.htm)
- For more general information visit [http://www.plagiarism.org/](http://www.plagiarism.org/)
Publication ethics

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 republish that specific content.

More information including a permissions checklist and a permissions request form is available at:

http://www.emeraldinsight.com/authors/writing/best_practice_guide.htm
http://www.emeraldinsight.com/authors/writing/permissions.htm
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.

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 Stories

Germany's Baron without a title

Plagiarism row minister drops PhD

German minister denies plagiarism

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

The Hungarian president, Pal Schmitt, who has announced his resignation.

Photograph: Máté Dömölki/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.
Polishing
Polishing

Proofreading your own work

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
Polishing

Proofreading your own work

- 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

Questions of content:
- Does the paper say something original?
- Is the research methodology sound?
- Is the paper grounded in the literature?
- Is the paper accurate?
- Is the writing clear?
- Is the presentation logical?
- How appropriate to a practitioner?
- Use of graphs and other visual elements
- Length

Questions of editorial accuracy:
- Are all sentences clearly and grammatically constructed?
- Are grammar and punctuation correct?
- Have I eliminated spelling errors?
- Is artwork correctly labelled and in the right sequence?
- Are references correct?

How to... write more simply

Reviewers of academic papers often point out that the language is unnecessarily obscure and obtuse. The reviewer or editor feels there is a good point in there somewhere, but it is not easy for the reader to find. In contrast, good English is economical and spares redundant words. In Look for Words: The Use and Abuse of the English Language, John Humphreys describes the qualities of good English... clear, simple, plain and unambiguous... free of jargon, although there will be exceptions. It should be easy to read and listen to rather than a chore. At the very least it should not make our tongues hurt. This guide provides suggestions on how you can make sure your style is as clear as possible.

How to... prepare papers if English is not your first language

Preparing and writing an academic article for publication in an English language journal is a daunting experience for anyone, but particularly so if your first language is not English. This guide gives you some support with preparing articles in a non-native tongue. It is not possible to give specific advice about English, because teaching English as a foreign language is a highly specialized area requiring a great deal of skill. However, we will provide general advice on writing articles and list some useful resources including editing services.

How to... proofread your work

As far as writing an article for publication is concerned, we are talking about authors proofreading before it goes to production. In many ways, it is more like copy-editing, which is about close attention to the detail of the script, reading at sentence level to make sure there is nothing that can detract from accuracy and clarity, be it errors of grammar, incoherence, spelling, or punctuation. "If a paper is not carefully checked, then it looks not just sloppy, but as though the author does not care. So why should anyone else?" (John Peters, former Emerald CEO and editor of Management Decision).
Polishing

Accurate Referencing

Why?
- Accuracy will avoid plagiarism questions
- An "audit trail" for your work

For example
- Harvard
- APA

Always check the guidelines on the journal homepage
Dissemination and promotion
Dissemination and promotion
Online

- Use a **short descriptive** title containing main keyword – don’t mislead
- Write a clear and descriptive abstract containing the main keywords and following any instructions as to content and length
- Provide **relevant and known** keywords – not obscure new jargon
- Make your references **complete and correct** – vital for reference linking and citation indices

All of this will make your paper more discoverable which means more dissemination and potentially more citation
Abstracts

The abstract helps ‘sell’ your article

Editors: are busy!
  The abstract is their first contact with your paper and can sometimes make a decision at that point whether or not it is suitable for their journal.

Readers (online): The abstract is often all a reader will see until they pay for the article.

  Might not go further if the abstract doesn’t tell them clearly what the paper is about.

  A good abstract might make them want to read the full-text article.

Always ensure that you are clear, honest, concise and have covered all the major points.
Dissemination and promotion
Abstracts

- **A structured abstract** – in 250 words or less (no more than 100 in any one section)
- **Purpose** – Reasons/aims of paper
- **Design** – Methodology/’how it was done’/scope of study
- **Findings** – Discussion/results
- **Research limitations/Implications** (if applicable) – Exclusions/next steps
- **Practical implications** (if applicable) – Applications to practice/’So what?’
- **Social implications** (if applicable) – Impact on society/policy
- **Originality/value** – Who would benefit from this and what is new about it?

www.emeraldinsight.com/structuredabstracts
Dissemination and promotion

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
Dissemination and promotion

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 your institution subscribe?
• Contact those you’ve cited
Dissemination and promotion

After Publication

- Encourage readers to write reviews
- Promote your video abstract or discussion piece that can help to draw attention to your research
- Keep promoting your work over social media channels: http://melissaterras.blogspot.co.uk/
Dissemination and promotion

Spread the word

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.

Dissemination and promotion: Measuring your own impact

- Downloads
- Citations
- Social media

Your impact

Download

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

Indexed in JOURNAL IMPACT FACTOR

SciVerse

Scopus
Summary and Useful resources
To summarise....

Keep these points in mind to achieve....

Presentation

U nderstand your target market

B  e ethical

L earn from the review process

I n collaboration

C heck and check again

A ttention to detail

T ake your time

I nvolve your peers

O riginality

N ow spread the word!
Emerald resources

For researchers
- How to guides http://www.emeraldinsight.com/authors/guides/index.htm
- Meet the Editor interviews and Editor news
- Emerald Literati Network Editing Service http://www.emeraldinsight.com/authors/editing_service/index.htm
- Guide to Getting Published
- Research and Publishing Pathway www.emeraldinsight.com/tk/rpp

For authors
- EarlyCite
- Online Scholar One Manuscript Central submission process
- 3 months free access upon publication
- Your download figures emailed to you after 3 and 12 months
- Annual Awards for Excellence
- Video abstracts http://www.emeraldinsight.com/multimedia/abstracts.htm

Register your profile to receive updates relevant to your subject area: http://www.emeraldinsight.com/profile/index.htm
- Calls for papers
- Calls for reviewers
- Award notifications about your subject area or region
- Newsletters
- Invitations to Emerald events
Talk to us, use us!

- Tell us how we can help you
- Give us feedback online
- Use Emerald eJournals

For any answers you didn’t get today (or were too shy to ask) …

Eileen Breen
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Write for us!