Getting Published

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Publisher

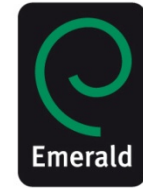Emerald Group Publishing Limited

Agenda

1. The publishing process
2. Surviving peer review

   - Understanding the journal
   - What editors/reviewers look for
   - Ethics in publication
   - How to revise an article
   - Why you might be rejected, and how to respond
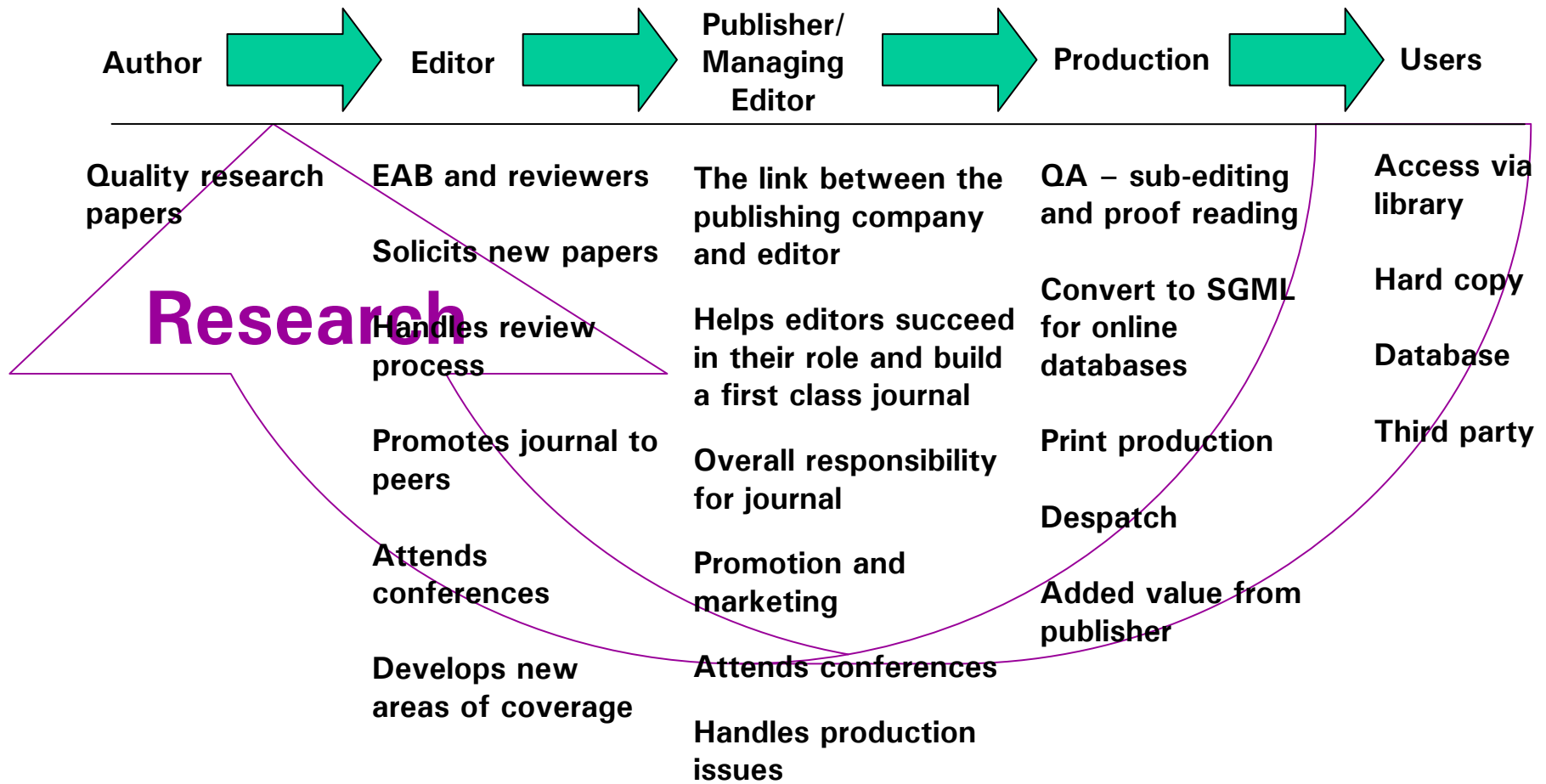
3. Questions

Who is Emerald?

- **A leading independent publisher of business, management, engineering and social science research**
- We publish research which makes a significant contribution to practice
- Formed 1967, independently owned, 350 employees
- Head office in UK, 16 overseas offices
- 290 peer reviewed journals (56 in ISI)
- 250+ book series, 300 stand-alone books volume

The publishing process

Author → **Editor** → **Publisher/ Managing Editor** → **Production** → **Users**

Author	Editor	Publisher/ Managing Editor	Production	Users
Quality research papers	EAB and reviewers	The link between the publishing company and editor	QA – sub-editing and proof reading	Access via library
	Solicits new papers		Convert to SGML for online databases	Hard copy
	Handles review process	Helps editors succeed in their role and build a first class journal		Database
	Promotes journal to peers	Overall responsibility for journal	Print production	Third party
	Attends conferences	Promotion and marketing	Despatch	
	Develops new areas of coverage	Attends conferences	Added value from publisher	
		Handles production issues		

Research

Publishing <u>your</u> research – where to begin?

- Are you working on a Doctoral or Master's thesis?
- Have you completed a project which concluded successfully?
- Are you wrestling with a problem with no clear solution?
- Do you have an opinion or observation about business practice?
- Have you given a presentation or conference paper?

- ***If so, you have the basis for a publishable paper***

Surviving peer review

1. You need to avoid a desk reject
2. You may need to revise and resubmit
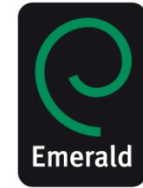3. You will almost certainly need to alter your paper

'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 being said, or why you are submitting

Target!

"Many papers are desk rejected because they simply don't fulfil journal requirements. They don't even go into the review process."

- Identify a few possible target journals but be **realistic**
- Follow the Author Guidelines: scope, type of paper, word length, references style, etc
- Find where to send your paper (editor, regional editor, subject area editor) …
- … and how to send it (email, hard copy, online submission)
- Send an outline or abstract to editor: is it suitable? how can it be made so?
- **Read** at least one issue of the journal

Decide your publishing priority

- 'Top' journal?
- Easy acceptance?
- National or international recognition?

Ethics in publication - examples

- Don't submit to more than one journal at once
- Disclose any conflict of interest
- Don't self-plagiarise (= redundant publication)
- Clear permission to publish interviews/case studies
- Seek agreement between authors – make sure everyone on the research team knows about the article
- Authors and editors are supported by the Committee on Publication Ethics (COPE)

What editors and reviewers look for

- **Relevance** to the editorial scope and objectives
- **Originality** – what's new about subject, treatment or results?
- **Position** your paper – does it extend existing theory, provide a new perspective, or put a theory to an empirical test?
- Are you doing more than just 'filling a gap in the literature'?
- **Clarity** and quality of writing – does it communicate well?
- **Case study** – no 'war stories' or advertorials. Be honest about problems you encountered – it makes a better article
- **Practical** implications – the 'so what?' factors
- **Conclusions** – are they valid and objective?

Some key questions

- **Readability** – Does it communicate well? Is it clear?
- **Contribution** – Why was it written? What's new? Where does it fit into the 'conversation'? Position your paper.

- **Credibility** – Is the methodology robust? Are the conclusions valid? Do you give credit to others when due? Don't hide limitations of research - you'll be found out.

- **Applicability** – What should people *do* with your article? Do your findings apply to the world of practice? Do they map out areas of future research? Use for teaching?

- **Internationality** – Does the paper have a global perspective? If not, why not?

Your own peer review

Let someone else see it!

- show a draft to friends/ colleagues
- we always get too close to our own work
- remember that computer spell-check software is not perfect!
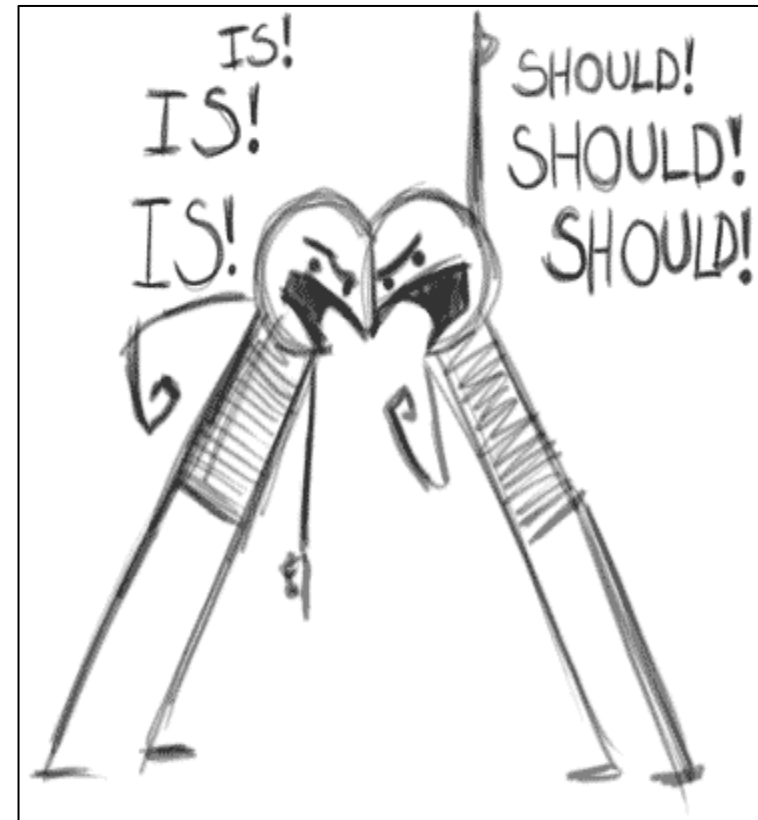
Co-authorship?

- With supervisor, different departments or institutions
- Exploits individual strengths
- Good for cross-disciplinary research
- Demonstrates the authority and rigour of the research
- Increases potential pool of citations

But remember
- Ensure paper is edited so that it reads as one voice
- Identify the person responsible for closing the project
- Agree and clarify order of appearance of authors

How do you measure journal quality?

Thomson Reuters (ISI)

- Thomson Reuters is a subsidiary of the Thomson Group and is based in Philadelphia, USA

- The 'Web of Science' database scores 12,000 selected journals with 'Impact Factors' based on journal citations

- The latest *Thomson Reuters* statistics were published in June 2012 for the year 2011

- Emerald currently has 56 journals and 2 book series ranked on what is still commonly known as 'ISI'

Thomson Reuters (ISI)
What is an Impact Factor?
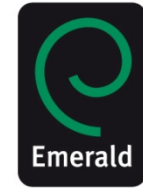
- Journals are ranked based on how many times the articles included in that journal are cited … *in other ISI-ranked journals*.

- ISI uses a calculation of citation data over a three year period to produce an Impact Factor for a given year.

- For example, the Impact Factor for *International Marketing Review* is 1.177 and relates to 2011, although the figure was released in 2012.

Thomson Reuters (ISI)
How are Impact Factors calculated?

ISI uses the following equation to work out the impact factor:

A = 2009 cites to articles published only in 2007-2008 in a given journal

B = number of articles published in 2007-2008 in a given journal
A/B = 2009 impact factor

Journal of Management Genius

20 citations in 2009 <u>in other ISI journals</u> from its 2007-2008 issues (A).

60 articles published (B).

Impact factor for *Journal of Management Genius* in 2009 was 20/60 = 0.333

A = 2009 cites (20)
B = articles published (60)
A/B = 2009 impact factor (0.333)

Thomson Reuters (ISI)
What does that mean?

ISI is the most well known ranking

- It determines tenure, authorship and funding in many universities worldwide

BUT…

- It is heavily weighted towards North America
- Some disciplines use citation more heavily than others – compare biology with history
- Do you think citation is the only way to measure impact?

Other measures of quality?

There are other indicators to measure quality such as:
- number of downloads (utility)
- dissemination of journal (where it is read)
- quality of the authors
- number of editors from top business schools
- relevance of content and publishing ethos
- links to societies/associations
- Internationality

Electronic publication

- Use a short **title** containing main keyword
  - Emerald articles with 6-10 words in the title are downloaded more than any others
- Have a clear **abstract**
  - include the keywords, keep it short
- Use relevant and known **keywords** – not new jargon
- Ensure **references** are correct
  - vital for reference linking and citation indices

Emerald requires structured abstracts

250 words or less (no more than 100 in any one section)

- <u>Purpose</u> – Reasons for research, aims of paper
- <u>Design</u> – Methodology, scope of study
- <u>Findings</u> – Discussion, results
- <u>Research limitations/implications</u> – Exclusions, next steps
- <u>Practical implications</u> – The 'so what?' factor
- <u>Social implications</u> – Wider benefits to society
- <u>Originality/value</u> – Who benefits, what's new?

A request for revision is good news!

1. It means you avoided a desk reject
2. It means you are in the publishing cycle

Nearly every published paper is revised at least once
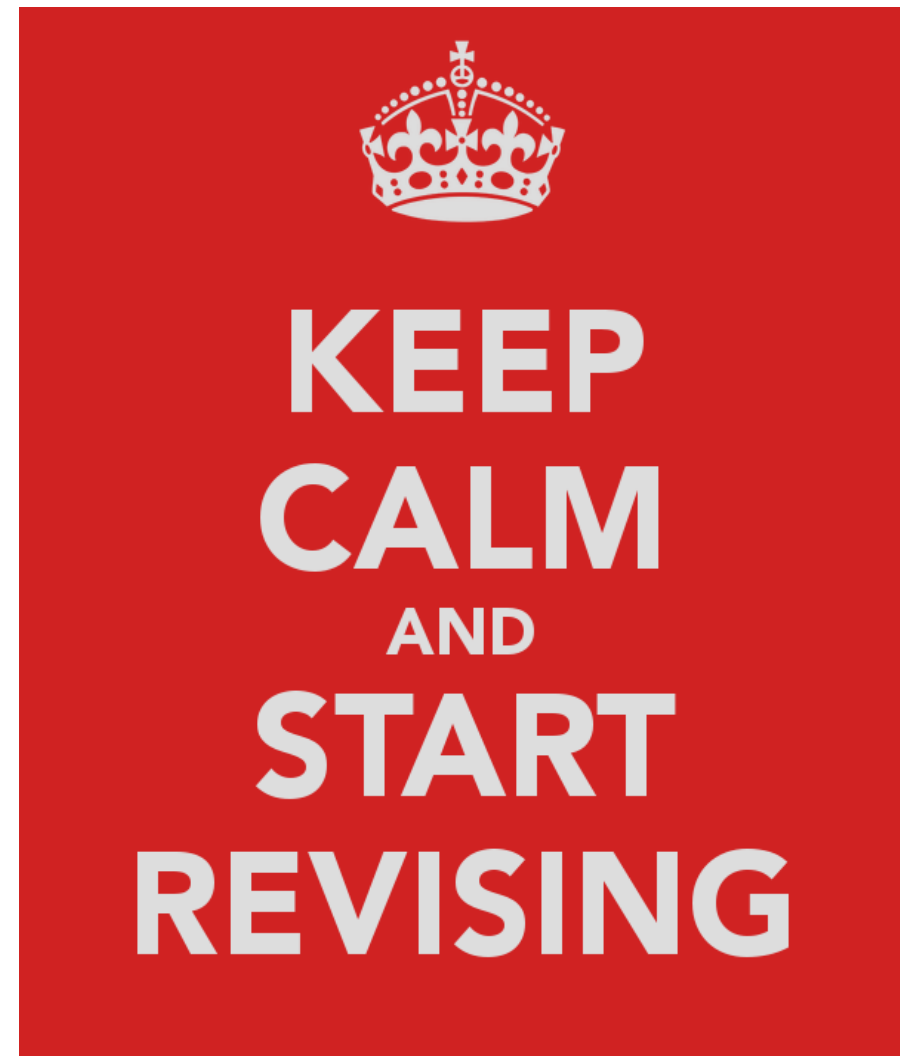
Revising – close the deal

- **Acknowledge** the editor and set a revision deadline
- **Clarify** if in doubt – 'This is what I understand your comments to mean…'
- Meet the revision **deadline**
- Attach a **covering letter** showing how you met the reviewers' requests (or if not, why not)

If your paper is rejected …

- **Ask why**
  Most editors will send you detailed comments. Take a deep breath, and listen carefully.

- **Don't take it personally**
  The review process is double blind for a reason.

- **Fix it, then try elsewhere**
  Target your paper as closely as possible, and remember you might get the same reviewer again.

- **Don't give up**
  The more you publish, the more you get rejected – and *everyone* gets rejected at least once.

Typical criticisms (journal dependent)
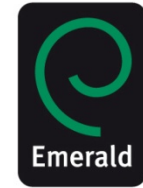
- Paper motivation is weak
  - is there really a gap in our understanding? Did it need filling?

- 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"? ***

In summary …

Publishing your research means:

- Your paper is <u>permanent</u> – published material enters a permanent and accessible knowledge archive – the 'body of knowledge'
- Your paper is <u>improved</u> – through the interventions of editors, reviewers, sub-editors and proof-readers
- Your paper is actively <u>promoted</u> – it becomes available to a far greater audience
- Your writing is <u>trustworthy</u> – material which has been published carries a QA stamp. Someone apart from you thinks it's good!

Publishing ALSO puts your work in front of the best managers of tomorrow – here …
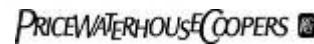
… and here

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