

# Getting Published

Emerald Group Publishing Limited

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





# Agenda

---

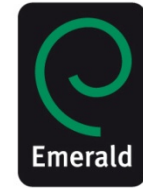
1. The publishing process
2. Surviving peer review
  - Understanding the journal
  - What editors/reviewers look for
  - Ethics in publication
  - How to revise an article
  - Why you might be rejected, and how to respond
3. Questions



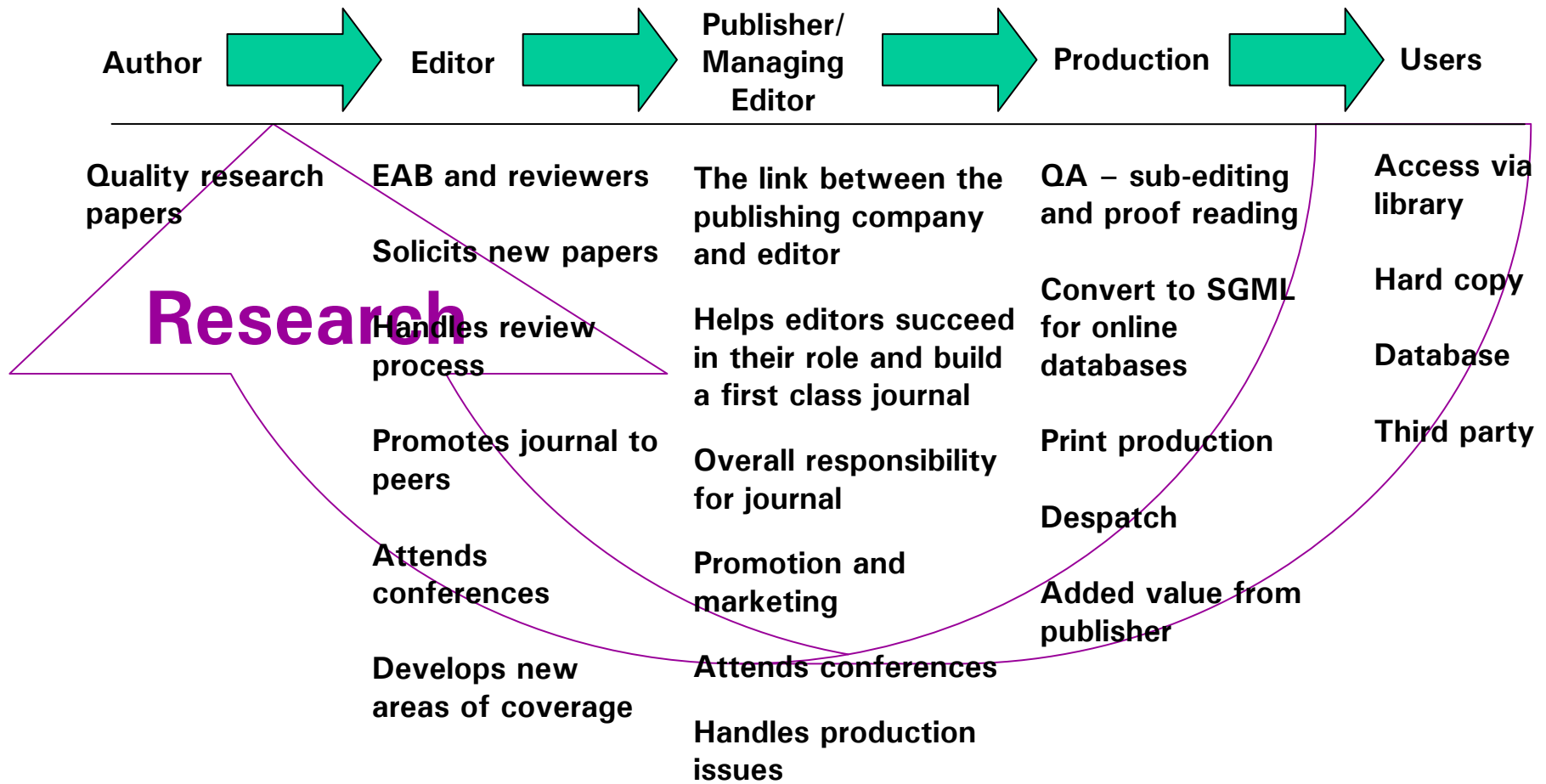
# Who is Emerald?

---

- **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



# Publishing your 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)

---

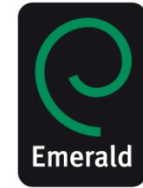


- Study the author guidelines, and read the journal, to understand the conversation
- You will be ‘desk rejected’ if you appear to be unaware of what has been said, or why you are submitting



# 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

---



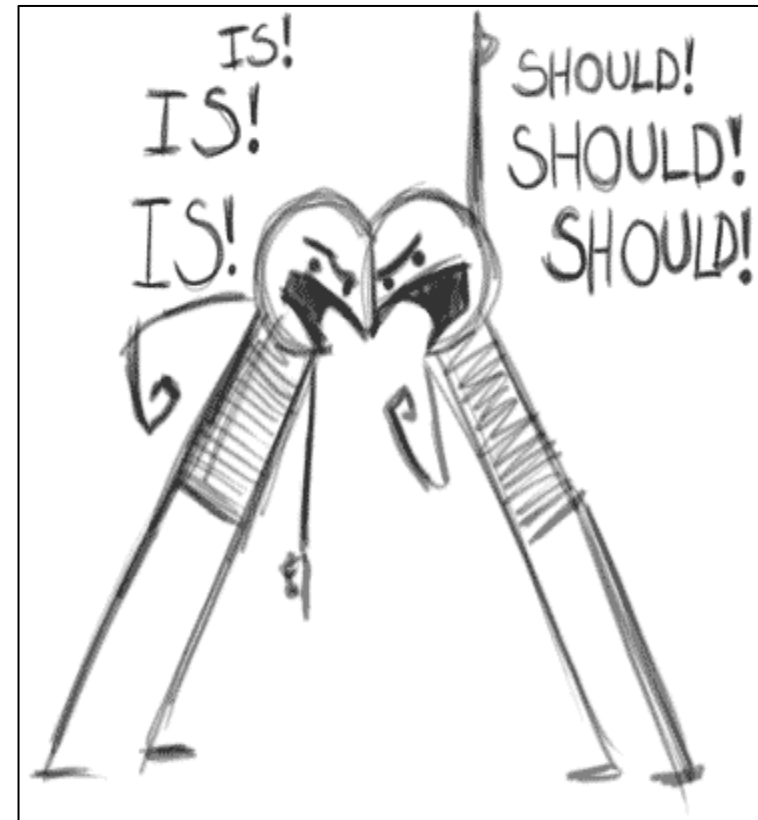
- **Readability** – Does it communicate well? Is it clear?
- **Contribution** – Why was it written? What's new? Where does it fit into the 'conversation'? Position your paper.
- **Credibility** – Is the methodology robust? Are the conclusions valid? Do you give credit to others when due? Don't hide limitations 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)

---



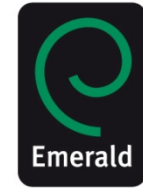
- Thomson Reuters is a subsidiary of the Thomson Group and is based in Philadelphia, USA
- The 'Web of Science' database scores 12,000 selected journals with 'Impact Factors' based on journal citations
- The latest *Thomson Reuters* statistics were published in June 2012 for the year 2011
- Emerald currently 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 in other ISI journals 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)

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

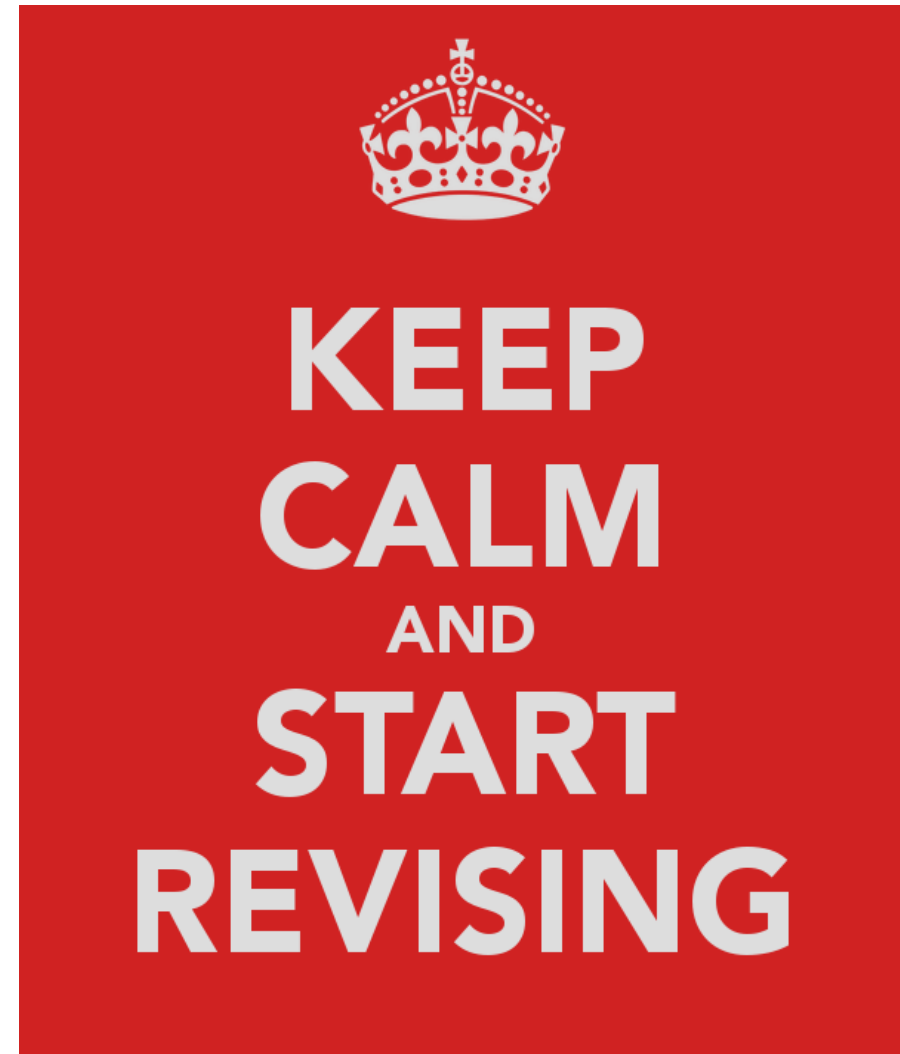
# A request for revision is good news!

---



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)





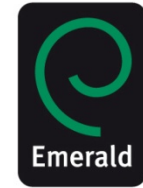
# If your paper is rejected ...

---

- **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 ...

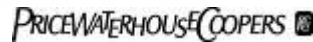
---



Publishing your research means:

- Your paper is permanent – published material enters a permanent and accessible knowledge archive – the ‘body of knowledge’
- Your paper is improved – through the interventions of editors, reviewers, sub-editors and proof-readers
- Your paper is actively promoted – it becomes available to a far greater audience
- Your writing is trustworthy – 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





---

For a full list of Emerald titles:

→ <http://www.emeraldinsight.com/journals>

→ <http://books.emeraldinsight.com>

For author support:

→ <http://www.emeraldinsight.com/authors/index.htm>

E: [mlawrence@emeraldinsight.com](mailto:mlawrence@emeraldinsight.com)