

Emerald Group Publishing

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www.emeraldinsight.com

Research you can use

Outline



Research you can use

Emerald

- What's new
- Journals

Guide to getting published

- How to begin
- What editors and reviewers look for
- Journals ranking – ISI, Scopus
- Practical tips
- The art of revision and correction
- Emerald and Open Access

What's new in
2014



Who is Emerald?



Research you can use

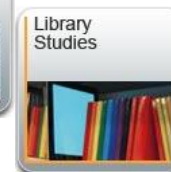
- **A leading independent English Publisher**
- **Supportive** – of scholarly research (**CEEMAN, EFMD, IFLA, EIFL etc**)
- **Current content** – we are primarily publishers = no embargoes
- **Early Sites Articles** – submitted articles, awaiting to be published in print, already available online
- **Easy access** – unlimited & unrestricted access, also remote access off the campus from your homes
- **Access in Perpetuity** – continuing access to all subscribed years

Emerald eJournals



Research you can use

We publish more than 350 titles from 13 subject collections



Emerald is proud to say that:



Research you can use

Financial Times Top 100 Business Schools

Over 90 of the *FT* top 100 business schools worldwide are Emerald customers

We have authors from all of the *FT* top 100 business schools worldwide

In 2013 the *FT* top 100 business schools worldwide downloaded Emerald articles 1.4m times – an average of 14,000 per school!

Times Higher Education Supplement World University Rankings 2013



We have authors from 199 of the *THES* top 200 universities worldwide

In 2013 the *THES* top 200 universities worldwide downloaded Emerald articles 3m times – that's 15,000 per school!



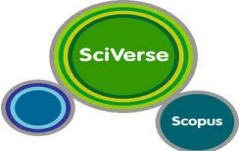
Impact of Emerald publications



Research you can use

Emerald has 55 e-journals indexed in ISI and 190 in Scopus.

And more then 400 titles in Thomson Reuter Books Citation Index and 102 book series in Scopus.



Emerald Publishing Standards



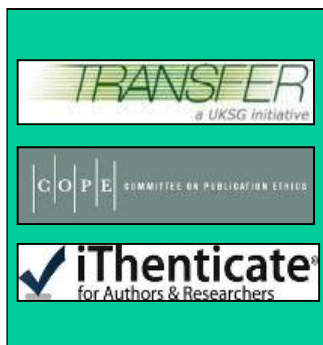
Research you can use

All of our journals are peer reviewed to ensure quality
Publishing at Emerald is for free



We follow the policies of COPE (Committee of Publishing Ethics)
Emerald is Green Publisher

We are compliant with TRANSFER when acquiring or selling journals



We use iThenticate® software to combat plagiarism

How to distinguish good vs. bad? Example of not-so-serious journal



Research you can use

"International Journal of Modern Engineering Research (IJMER)"

is an open access, peer-reviewed, journal focusing on theories, methods and applications in all branches of Engineering and Science.

The journal accepts:

- Research Articles,
- Review Articles
- Short Communications

Website: www.ijmer.com



Emerald in Romania

www.emeraldinsight.com



Research you can use

Romanian Authors & Editorial at Emerald

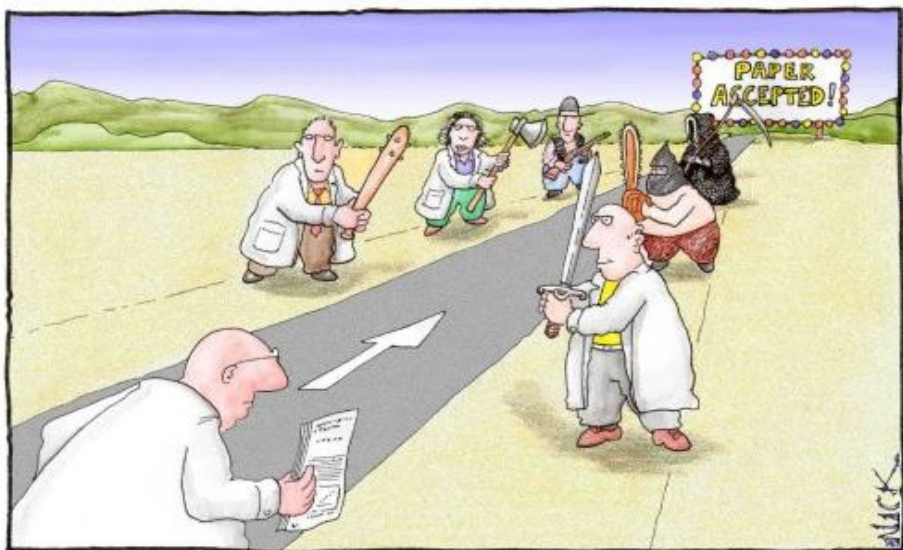


Research you can use

- From 2005 more than **200 authors published with Emerald.**
- Currently there are **9 Journals Editorial Advisory Board Members.**
- **1 EEMCS Editorial Advisory Board Member**
- **2 Regional Editor Supports**

Award winners for Outstanding Papers and Highly Commanded Papers:

- Prof Ioan Pop from Babes Bolyai University (3 Awards)
- Prof Valentin Cojanu from Bucharest Academy of Economic Studies
- Prof Mircea Ancau from Technical Uni Cluj Napoca
- Dr Dalia Campean from University of Cluj
- Dr Andreea Apetrei, currently teaching at Valencia University, Spain (previously University Alexandru Ioan Cuza) winner of our Doctoral Paper Award in 2013



Most scientists regarded the new streamlined peer-review process as 'quite an improvement.'

Guide to Getting Published

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Research you can use

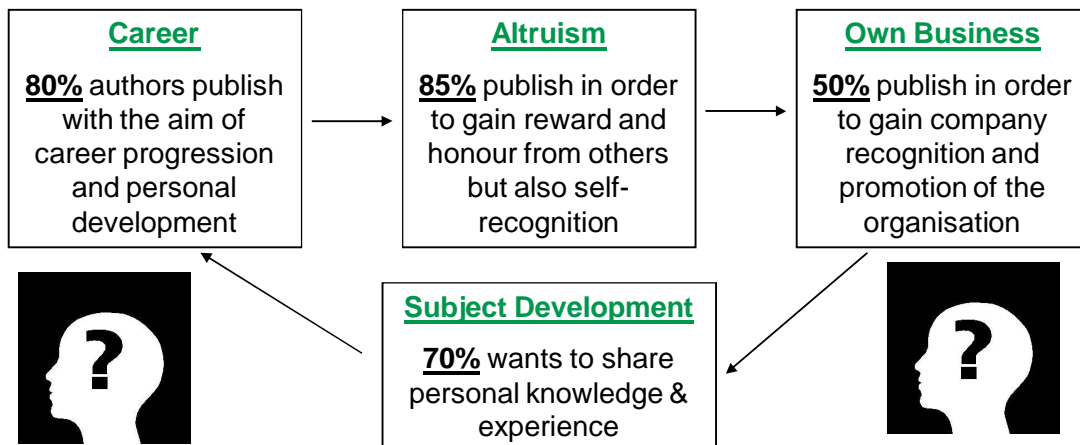
Publishing idea

Where to find it ...



Research you can use

Everyday, we are tasked with putting together reports, presentations and briefings about various aspects of the business. In many of these presentations, new **ideas** and **initiatives**, along with **strategic achievements**, will be the core emphasis. Use these ideas, presentations & reports as a stepping-stone to developing a **case study** or a **view point** with Emerald and reach a wide audience.



Finding a topic



Research you can use



What editors and reviewers look for



Research you can use

- **Relevance** to the editorial scope and objectives
- **Originality** – what's **new** about subject, treatment or results?
- **Position your paper** – does it build on existing theory, provide a new perspective, or put a theory to an empirical test?
- **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?
- **Good, short title, keywords and abstract**

In general



Research you can use

Table 2. Ten Reasons Why Top Journals Accept Your Paper

A paper is accepted at a top journal because...

Required Elements	1. Its basic idea is exciting (blue ocean strategy).
	2. Its research questions are nontrivial.
	3. It hits themes that are popular.
	4. It sufficiently uses or develops theory.
Enhancing Elements	5. It follows a recognizable formula.
	6. It covers the key literature sufficiently.
	7. It is clean (grammatically, typographically, appearance).
	8. It effectively uses or applies new methods.
	9. It does not vehemently contradict the work of major movers and shakers.
	10. It has a respectably large field sample (empirical, quantitative-positivist work).

MIS Quarterly Vol. 33 No. 3 pp. iii-x/September 2009

Target! “Journals are ongoing conversations between scholars” (Lorraine Eden)



Research you can use

*“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

Authors Guidelines



Research you can use

The screenshot shows the Emerald website interface. At the top, there is a navigation menu with links: Home, Text View, Contact Us, Site Map, Support, Register, and Administrators. The main header features the Emerald logo and the tagline "Research you can use". Below the header, there is a breadcrumb trail: Home > Product Information > Journal list > Cross Cultural Management Information - Author Guidelines. The page content is divided into several sections: a login box on the left with fields for Username and Password, and a "Login" button; a search box on the right with the text "Search in this title:" and a "Search" button; a central section for "Cross Cultural Management An International Journal" with ISSN: 1352-7606, and links for "Full text online", "Table of Contents", "Latest Issue RSS", and "RSS"; a "Welcome:" section for "Guest" users; a "Search for:" section with a dropdown menu set to "All content" and a "Go" button; a "Submit to the journal" section with text about ScholarOne Manuscripts and a link to the submission page; and a "Quick index" section with a numbered list of links: 1. Submit to the journal, 2. Review process, 3. Copyright, 4. Permissions, 5. COPE (Committee on Publication Ethics), 6. Emerald Literati Network Editing Service, 7. Final submission. A black arrow points from the "Author Guidelines" text below the screenshot to the "Author Guidelines" link in the journal's navigation menu.

Author Guidelines

ISI and Scopus

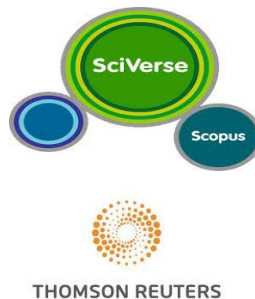


Research you can use

Calculation of Impact Factor: ISI counts citation over the 3 year period to get Impact Factor number for the particular year.

Journals and Book are ranked based on how many times the articles are cited In other ISI journal/book.

Emerald has 55 e-journals indexed in ISI and 190 in Scopus.



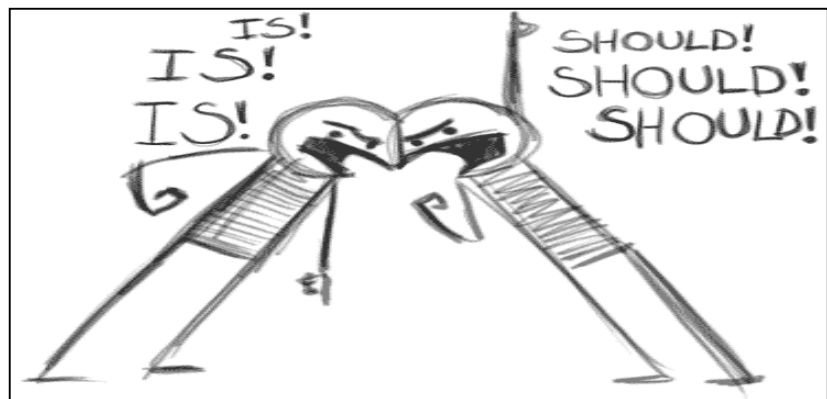
And more than 400 titles in Thomson Reuter Books Citation Index and 102 book series in Scopus.

Paper structure



Research you can use

- Title
- Abstract
- Introduction
- Literature review
- Methodology
- Discussion
- Conclusion
- References



Title



Research you can use

- The main emphasis in the title is the use of a widely used method. This is not very exciting news.
- The authors are not to be blamed here. Based on titles seen in journals, many authors seem to be more fascinated these days by their methods than by their science.
- **The authors should be encouraged to abstract the main scientific finding into the title**
- **Short (up to 8 “main” words) and informative, containing main keywords**
- **Do not forget: most people search for title, abstract, keywords and then decide to download or not**

Not so good titles



Research you can use

- No general words:

“Study on...”

“Action of...”

Examples of not so good titles

“GCC stock markets: How risky are they?”

“Long-Term Sustainability of the Romanian XXX”

“XX in Romania: problems and a comparison with Bulgaria”

Abstract in Emerald



Research you can use

- Clear and descriptive **abstract**
- Use relevant and known **keywords** – not obscure new jargon
- Most reviewers decide whether to accept review or not based on title and abstract (often only these are initially provided)

Structured Abstract - in 250 words

- 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?

<http://www.emeraldinsight.com/authors/guides/write/abstracts.htm>

Example of bad abstract



Research you can use

“SMEs have historically played an important role in contributing to economic development of many countries around the world. Naturally all businesses start as small businesses or even start out of small businesses initiated by individuals. Evidence from this study shows that SMEs represent vast portion of businesses in developing countries including South Africa. In South Africa, SMEs account for about 91% of the formal business entities, contributing to about 51 and 57% of GDP, providing almost 60% of employment. The main challenges affecting SMEs in South Africa include lack of management skills, finance, access to bank credit, access to markets, appropriate technology, low production capacity, recognition by big companies, lack of interest, long bureaucracy processes, and support for the roles that small businesses can play in economic development. This study re-assesses the role of SMEs in creating jobs, boost, enhance and support economic development in South Africa

“I started to review this but could not get much past the abstract.” (EB 2010)

“The abstract and results read much like a laundry list.” (EB 2010)

Introduction



Research you can use

- **Introduce readers to the solved problem** to understand what has been observed in the research and what results were achieved.
- If you have previously published abstract or preliminary report on the results of research, mention about it in the introduction with the bibliographic reference.
- Explain the **meanings of specific terms and abbreviations**.
- Should be written in **a present tense**, as it is describing the current situation of the solved research.
- **Rules:**
 1. Comprehensibly define the problem
 2. Put the problem into context
 3. Explain the choice of research methods
 4. Summarize the results of research
 5. Present research findings

Literature review



Research you can use

- The purpose is NOT to convince the reader that you know the field of study (**this is NOT an exam**).
- „*I think all academic writing has to tell a compelling story*“ (Bansai, Corley, AMJ editors)
- Be as short as possible (true for other parts of the paper as well)
- Use recent references
- Make its flow nice and fluent. You lead the references, not the other way around
- (do not title the section “literature review”)

Phrases to avoid



Research you can use

- Long time experiences have pointed out that..... (SELF REFERENCE)
- or: According to authors' experience

=> This means: I was unable to find any suitable references and nobody agrees with me but I have this gut feeling that this may be true

Materials and Methods



Research you can use

Authors **demonstrate the research process**, but also offers readers guidance on how proceed to solve their similar problem.

- **Rules:**

1. Read the **journal requirements** (some journals would have detailed guidelines on this section e.g. to prevent any damages or harm on people which could happen due to inadequate research method repetition).
 2. **Describe used method and justify its choice** (the description of the method informs the readers of the usefulness of the method and so the quality of the results. By this you also justify the relevance of the used method)
 3. **Use examples** (details are important for repetition & possibility to verify the correctness of the process)
- Explain **in details any new methods** used
 - Do not provide text-book explanation of your chosen approach
 - Explain why it was deemed suitable for your research question
 - Explain how you used it & Follow the usual structure for your chosen approach

Results



Research you can use

Results should contain two basic components:

1st - A description summary of the basic findings - include smaller number of numerical data used in text

But pay attention to clarity and understandability of the results, as a vague example of working with data a story of editor Erwin Neter.

"33 1/3% of the mice used in this experiment were cured by the test drug; 33 1/3% of the test population were unaffected by the drug and remained in a moribund condition; the third mouse got away."(Day 2006:67)

Results



Research you can use

2nd - Concrete results in the forms of tables, graphs – for a larger number of data.

When referring to a table or chart, don't use phrases such as "how it can be shown in the table...but tell exactly, where in the table 1.2.

Another example of bad results section

"Our empirical investigation showed that 34% of Slovenian SMEs generate 75% of their revenues from export, followed by 22% of SMEs with a 26–50% share, 18% of SMEs with a 51–75% share, 13% of SMEs with 10–25% share and 7% of SMEs with a less than 10% share."

What is the point of this paragraph?

Too complicated, hard to read.

Discussion and Conclusion



Research you can use

- Accounted as the most complex part of the article, the quality most often decides on the acceptance or rejection of the article. Since both of the intertwined, often consists of one common part of the article.
- Rules:
 1. Summarize the basic knowledge of the results
 2. If the results contain some extreme differences, do not mystify, twist them but explain properly
 3. Interpret the results in the context of previous publications on the same topic
 4. Explain the theoretical and practical benefits of research
 5. Describe the research findings clearly and understandably
 6. Give to all conclusions concrete evidence

References



Research you can use

- Make references **complete and correct** – vital for reference linking and citation indices
- Emerald uses **Harvard Reference System**
- <http://www.emeraldinsight.com/authors/guides/write/harvard.htm>

Do not let the references lead your text.

Quick test: delete all references from your paper.

Does it still reads ok?

Limitations & further research



Research you can use

- **Clearly list the limitations. Do not bluff!**
- **Closely connected: further research topics**

But do not expect you will get away with everything:

“The authors rightly acknowledge some of the limitations of their empirical approach, but the limitations are too important to be just acknowledged as limitations. How the limitations impact the conclusions and the contribution of the paper need to be considered more deeply. “

Further research



Research you can use

Important !!!

What are the implications of your research?

What else should be found?

What new do you bring to the table?

(this is not about YOUR research but more general)

Last sentence



Research you can use

- Do not end with limitations.
- End in a more positive tone

e.g.

„ In such a way academic research can help practitioners to find out what is really ailing the companies at various point of the BPM journey [102] and therefore considerably improve the likelihood of successful implementation“

or

„Such studies can thus considerably contribute to a greater likelihood that ISs will not just be successfully implemented but will contribute more to achievement of the organisational objectives,„

Publishing Ethics

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Research you can use

Publishing Ethics



Research you can use

- **Don't send to more than 1 journal.**
- Inform the editor about **conflict of interest**
- Avoid **self-plagiarism**
- **Get approval from all authors for publishing**

- **COPYRIGHT => As the author, you need to ensure that you get permission to use content you have not created.** Supply written confirmation from the copyright holder when submitting your manuscript
- **Exception - [STM Association](#) including Emerald.**

<http://info.emeraldinsight.com/authors/writing/permissions.htm>

[Permissions checklist](#) & [Permissions request form](#)



Revising



Research you can use

- **A request for revision is good news!**
 - You've avoided a desk reject and you are in the publishing cycle
 - Nearly every published paper is revised at least once
- **Acknowledge** the editor and set a revision deadline
- **Clarify** understanding if in doubt – 'This is what I understand the 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 ...



Research you can use

- **Ask why**, and listen carefully!
 - Most editors will give detailed comments about a rejected paper. Take a deep breath, and listen to what is being said
- **Try again!**
 - Fix the paper, then submit elsewhere. Target your paper as closely as possible, and remember you might get the same reviewer again
- **Article Fit?** Why is was sent to this journal? Did you understand journal's conversation?
- **Quality Issues?** – Readability? Length? Rigorous? Practicability and relevance in real word/further research?

Example of real article review



Research you can use

regret to inform you that the current paper reveals weaknesses on major dimensions. First of all, motivation and theoretical contribution are weak.

However, the application of XX is not new at all. Also the survey for non-adopting reasons is not new either. It has a quality of MS thesis.

The paper unfortunately does not provide any significant contribution to the field of XX. Due to the conceptual deficiencies of the paper, there is no starting point to suggest incremental improvements.

This paper only provides limited information about the scope and coverage of the survey used by this study. The survey findings are also not properly presented and only selected trends have been highlighted.

Emerald Supports Authors



Research you can use

- More than 100,000 authors from around the world are members of Emerald Literati Network
- Free issue and 5 reprints of your article
- For Researchers www.emeraldinsight.com/research
 - Outstanding Doctoral Research Awards, Research Fund Awards
 - How to... guides
 - [Emerald Research Connections](#)
- For Authors www.emeraldinsight.com/authors
 - How to... guides
 - Meet the Editor interviews and Editor news
 - Editing service
 - Annual Awards for Excellence
 - Calls for Papers and news of publishing opportunities

Other useful resources



Research you can use

- www.isiwebofknowledge.com (ISI ranking lists and impact factors)
- www.harzing.com (Anne-Wil Harzing's site about academic publishing and the assessment of research and journal quality, as well as software to conduct citation analysis)
- www.scopus.com (abstract and citation database of research literature and quality web sources)
- www.cabells.com (addresses, phone, e-mail and websites for a large number of journals as well as information on publication guidelines and review information)
- www.phrasebank.manchester.ac.uk (a general resource for academic writers, designed primarily with international students whose first language is not English in mind)

Open Access Publishing



Research you can use

Emerald and OA

- Currently offer free access to new launch journals, sample articles, free trials and promoted content
- From April 2013 it offers a Gold OA route for funded authors for £995/\$1,695
- Emerald remains a 'RoMEO Green' publisher – authors can voluntarily post their articles on any website as long as there is correct attribution and it is not the published pdf (Green OA)

Thank you



Contact us for further information

For any answers you didn't get today or were too shy to ask ...

Contact Radka Machkova at:

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