

An Insider's Guide to Getting Published in Research Journals

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- To ‘demystify’ the publishing process
- To provide tips, insider knowledge and key questions to maximize your chances of publication
- To encourage some of you to go beyond publishing, e.g. reviewing, book reviewing, editorial roles
- Q&A session: ask anything!
- Follow-up: we’re always available to help
- To get you sharing your knowledge, i.e. to get you **writing**

Emerald – who we are



Research you can use

- Primary publisher since 1967
- Independently owned, 200 employees
- Publishing offices in US, UK, China, India and Malaysia; sales/service offices in Canada, Dubai, Brazil, Japan and Australia
- 200+ peer reviewed journals (41 in ISI)
 - Over 1,700 university libraries worldwide, including 98 of the FT top 100 business schools
 - Potential readership of over 16 million
- 2000+ books, e-books, series

Journals:

- 160+ business and management; 28 library and information science.
- 16 engineering, mathematical and materials science journals.

Books:

- 241 book series
- 299 stand-alone text/reference books
- Totalling almost 2,000 titles

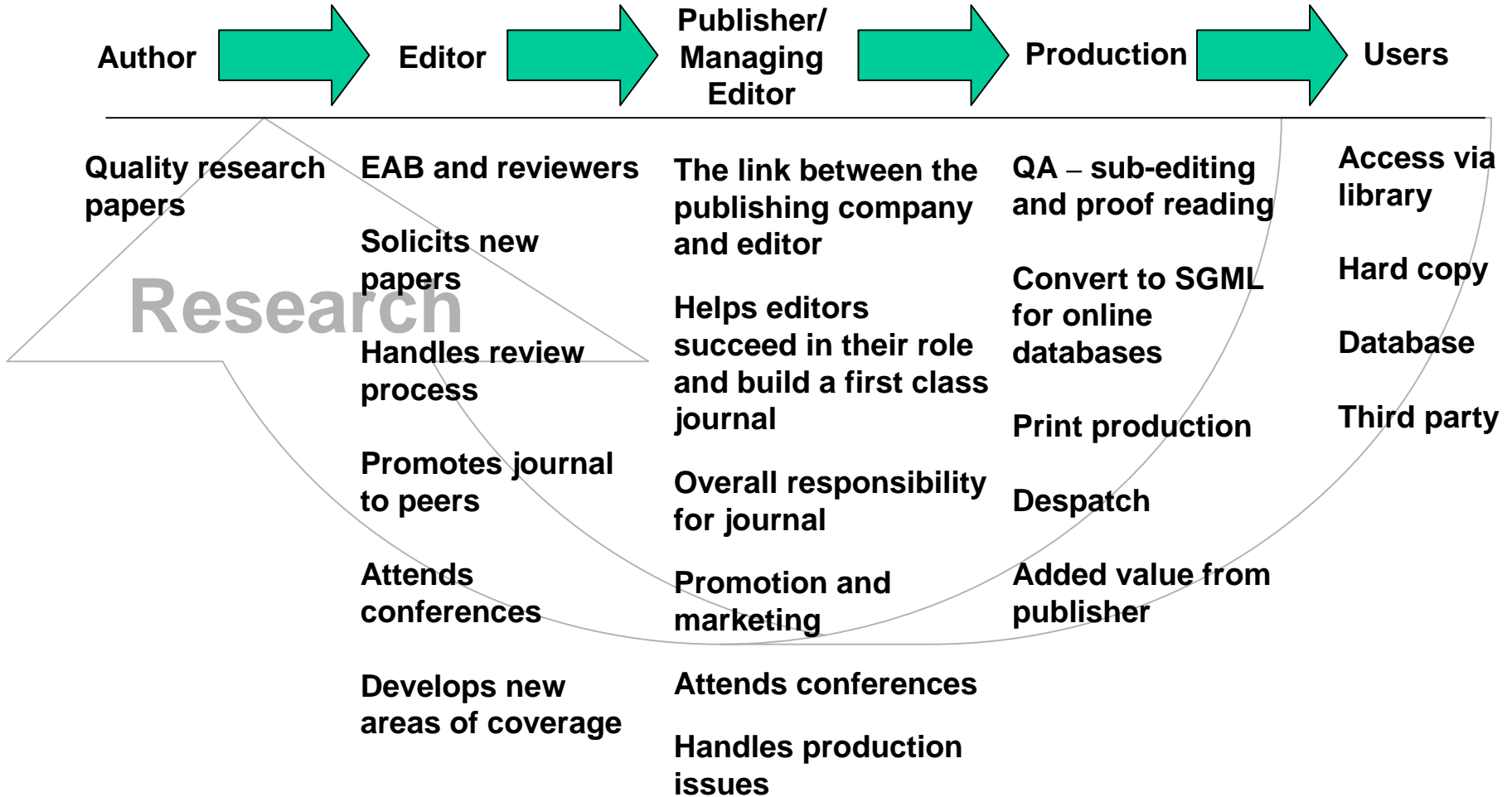
Coverage:

- Over 1,600 university libraries worldwide, including 97 of the FT top 100 business schools (2007 figures)

Editorial supply chain and journal management structure: journals



Research you can use



Online usage and dissemination



Research you can use

- 60,000+ articles online, over 110 years of content
- Recently digitized archive going back to 1890s
- 18.3 million downloads in 2008
 - 1½ million articles are downloaded each month on average
 - and 1 article every 3 seconds!
- 61% of customer usage occurs outside the UK

Publishing your research – where to begin?



Research you can use

- 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

“Many papers are 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

Example of author guidelines



Research you can use

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Author Guidelines

Submit to the journal

All submissions should be sent to:

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Accounting, Auditing & Accountability Journal
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Every journal published will have detailed notes and guidelines

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?
- Does it build on existing knowledge, or provide a new angle? References?
- Clarity and quality of writing – does it communicate well?
- Be logical in your argument – can you show how your argument builds up?
- 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?

Thomson Reuters (ISI)



Research you can use

- Thomson Reuters is a subsidiary of the Thomson Group and is based in Philadelphia, USA
- Thomson Reuters' 'ISI Web of Science' database scores 9,000 selected journals with 'Impact Factors' based on journal citations
- The latest *Thomson Reuters* statistics were published in June 2008 for the year 2007
- Emerald currently has 40 journals ranked on what is still commonly known as 'ISI'

Thomson Reuters (ISI)

What is an Impact Factor?



Research you can use

- Journals are ranked based on how many times the articles included in that journal are cited ... *in other ISI-ranked journals*. The ranking is published every June.
- 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 0.508 and relates to 2007, although the figure was released in 2008.

Thomson Reuters (ISI)

How are Impact Factor calculations made?



Research you can use

ISI uses the following equation to work out the impact factor of a particular journal:

A = 2006 cites to articles published only in 2004-2005 in a given journal

B = number of articles published in 2004-2005 in a given journal

A/B = 2006 impact factor for the journal

Using the *Journal of Management Genius* as an example, there were 20 citations in 2006 in other ISI journals from its 2004-2005 issues (A). In this two-year period there were 60 articles published (B), which meant that the impact factor for *Journal of Management Genius* in 2006 was $20/60 = 0.333$

A = 2006 cites (20)

B = articles published (60)

A/B = 2006 impact factor (0.333)

ISI is the most well known ranking, **BUT**...

- It is heavily weighted towards North America
- Citations are a good, but not complete, guide to quality
- Usage is a better measure of *utility*
- Other factors to consider are recent articles, most communicative, societies and internationality

In your publishing, be **political** (e.g. national vs international) and **strategic** (e.g. five articles in 'low ranked' journals vs one in 'top ranked' journal)

Some key questions



Research you can use

- **Readability** – Does it communicate? Is it clear? Is there a logical progression without unnecessary duplication?
- **Originality** – Why was it written? What's new?
- **Credibility** – Are the conclusions valid? Is the methodology robust? Is it honest? Don't hide limitations of research - you'll be found out.
- **Applicability** – How do findings apply to the world of practice? Does it pinpoint the way forward for future research?
- **Internationality** – Does the paper have a global perspective?

- Let someone else see it!
 - show a draft to friends or colleagues and ask for advice and honest criticism
- We always get too close to our own work
- **Always** proof-check thoroughly
 - spell checkers are not fool-proof ...

Co-authorship?



Research you can use

- With supervisor, or different departments or institutions
- Exploits individual strengths
- Especially useful for cross-disciplinary research
- Demonstrates the authority and rigour of the research

But remember

- Ensure paper is checked and edited so that it reads as one voice
- Agree and clarify order of appearance of authors

- Using **short descriptive** title containing main keyword
- Writing a clear and descriptive abstract
 - include main keywords and follow any instructions for content and length
- Providing **relevant and known** keywords – not obscure new jargon
- Making your references **complete and correct** – vital for reference linking and citation indices
- Ensuring your paper is **word-perfect**

Emerald has introduced structured abstracts



Research you can use

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

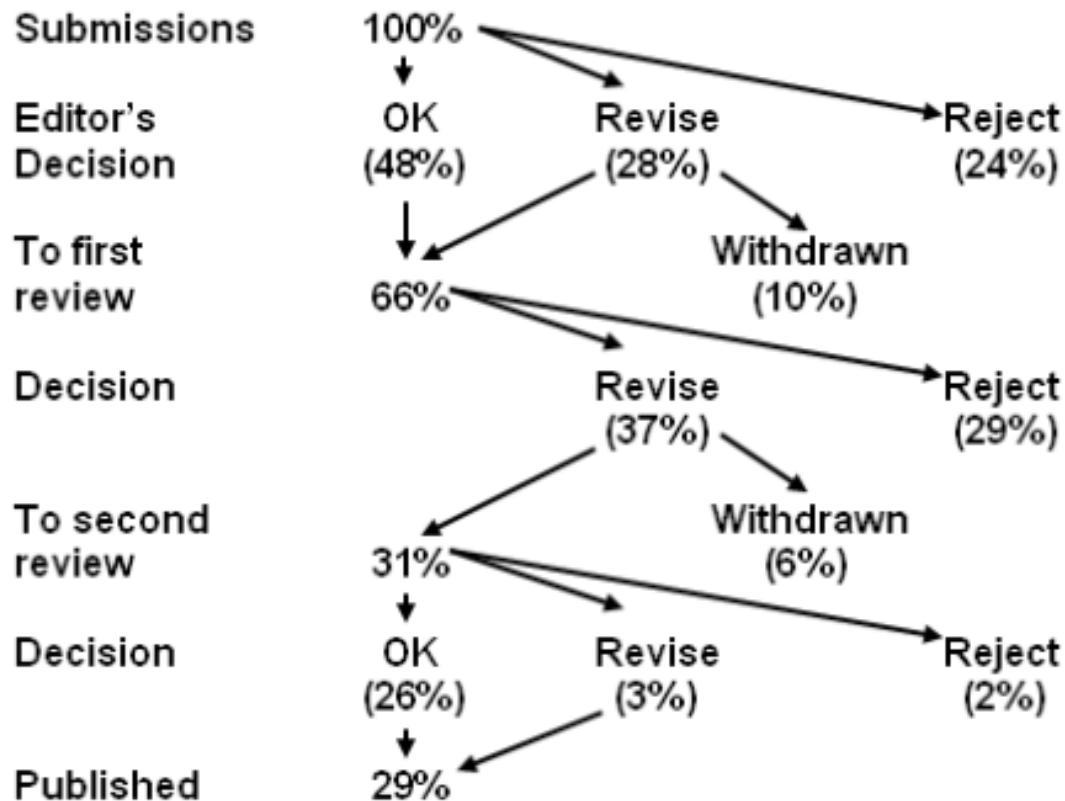
- Purpose – Reasons for research, aims of paper
- Design – Methodology, scope of study
- Findings – Discussion, results
- Research limitations/implications – Exclusions, next steps
- Practical implications – The ‘so what?’ factor
- Originality/value – Who benefits, what’s new?

- A request for revision is good news!
 - You are now 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)

Process of acceptance for a journal – just one example



Research you can use



$n = 86$

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!**
Try to improve the paper, and re-submit elsewhere. Do your homework and target your paper as closely as possible
- **Don't give up!**
At least 50% of papers in business and management don't get published. Everybody has been rejected at least once

Emerald can help – our Literati Network



Research you can use

- More than 30,000 authors worldwide are members – a huge ‘expert network’
- Authors’ Charter – uniquely provides authors with a range of benefits and sets out levels of service
- Complimentary journal issue and five reprints upon publication
- Calls for Papers and news of publishing opportunities
- Editing service
- Outstanding Doctoral Research Awards
- Annual Awards for Excellence

Publishing your research means...



Research you can use

- 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



Research you can use

Hong Kong UST, Indian School of Business, University of Cape Town, National University of Singapore

Wharton, Harvard, Stanford, Chicago, Yale, Thunderbird Business Schools

London, Lancaster, Cranfield, Warwick, Said, Strathclyde Business Schools

IMD, INSEAD, Rotterdam, Bocconi, EM Lyon, Instituto de Empresa, ESADE, IESE

Any questions?



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