A Guide to Getting Published

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Aim and overview

Aim
To provide a comprehensive guide to optimize your academic writing and preparation skills whilst focusing on best practice for submission.

Overview
- About Emerald
- Why publish?
- Selecting the right journal
- Structuring your paper
- The publishing process and surviving peer review
- Publication ethics
- Getting discovered
- Dissemination and promotion
A brief introduction to Emerald
Company history

- Emerald Group Publishing Limited
- Founded in 1967 in Bradford, West Yorkshire
- Three core markets: Public, Corporate, Academic
- 300+ journals, 240+ book series, 300 stand-alone texts
- Over 26 million Emerald articles were downloaded in 2014 – more than 70,000 a day!

Potential readership of 15 million
Publishing Subject Areas
Emerald Standards

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

We are compliant with TRANSFER when acquiring or selling journals

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

We use iThenticate® software to combat plagiarism
Emerald news

Emerald among first to join Open Discovery Initiative

ODI checklist helps publishers like Emerald convey exactly what they are doing to increase the discoverability of their content.

Bingley, United Kingdom, 10 August 2017 – Emerald Publishing has become one of the first academic publishers to release ODI checklists detailing what it is doing to make the content it publishes easier to find.

The NISO Open Discovery Initiative (ODI) checklist helps publishers convey, in a standard format, exactly what they are doing to increase the discoverability of their content.

Emerald has also recently published checklists detailing what it does for each of its three main products: Books, Journals and Case Studies.

These checklists include information about Abstracting and indexing (A&I), social media and metadata. Emerald is also working on a fourth checklist, covering its discovery-related activities for Open Access (OA) content, which it plans to release shortly.

Mike Roberts, Content Discovery Manager at Emerald Publishing, said: “We’re glad to be one of the first publishers to have signed up to the ODI checklist, in line with our commitment to working with partners to increase the discoverability of our content and continually improving the experience of authors, readers and librarians when interacting with us and our content.”

The checklists can be found here: http://www.emeraldgrouppublishing.com/support/discovery_resources.htm

- ENDS -

About Emerald Publishing: www.emeraldpublishing.com

Nurturing fresh thinking that makes an impact

Emerald Publishing was founded in 1967 to champion new ideas that would advance the research and practice of business management. Today, we continue to nurture fresh thinking in applied fields where we feel we can make a real difference, not just through including health and social care, education and engineering. We publish over 300 journals, more than 2,500 books and over 1,000 case studies, via our dedicated research platform emeraldinsight.com.
Industry Standards and Co-operation

MARC 21 Format for Bibliographic Data
Library of Congress
Network Development and MARC Standards Office

Crossref
EndNote
Shibboleth
Orcid
Open Researcher & Contributor ID
Eduserv Athens
ExLibris Primo
EPUB
Emerald Publishing
Summon
Most scientists regarded the new streamlined peer-review process as ‘quite an improvement.’
The publishing process

Review Cycle

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 6-8 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: 3-3.5 months

Michael Derntl
http://www.pri.univie.ac.at/~derntl/papers/meth-se.pdf
Why does it take so long?!

- Time dependant on a number of factors
  - Volume of papers in queue for initial assessment
  - Availability of reviewers
    - Difficulty finding subject specialists
    - Holidays
    - Reviewer workload
  - Reviewer response time
    - If a reviewer doesn’t respond to the initial request within two weeks another reviewer will be contacted
    - If a reviewer doesn’t complete the review within time frame or then pulls out of completing the review process starts again.
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
- Research is so ground-breaking that reviewers don’t appreciate its value!
Selecting the right journal
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, society connections and internationality, likelihood of acceptance, 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).

- Do you have an open access mandate? You can publish open access with any Emerald journal.
How to select the right journal (2)

Measuring quality

Are rankings important to you? Web of Science is the most well known ranking, **but others exist.** Citations are a good, but not complete, guide to quality.

- Impact Factor
- Scopus and CiteScore
- H-index
- Google Scholar
- Usage
- Peer perception
- Subject area rankings or individual university lists
How to select the right journal (3)

Examples of Emerald journal quality

Web of Science inclusion for the Business, Management and Strategy journals:

- 71% in ESCI
- 19% have impact factors

Scopus and CiteScores:

- 84% of BMS journals are covered, 75% with increased scores for 2016

Usage

- 5.2 million article downloads in 2016, a 21% increase over a 2-year period
Editorial objectives

- To provide a platform for new thinking on (new) problems and techniques of logistics and supply chain management.
- To facilitate the interchange of information about logistics and supply chain management among business managers and researchers on a world-wide basis.
- To provide executives and teachers with reports of current developments in the field of logistics and supply chain management.

Researchers and practitioners are invited to submit manuscripts that advance the science and practice of logistics and supply chain management. While articles in any area of logistics or supply chain management are welcomed, the journal is especially interested in those dealing with managerial applications of theory and techniques. Articles which provide new knowledge and guidelines for framing, interpreting or implementing the logistics process in the supply chain are of particular interest. This implies that the journal is particularly interested in empirical research including a special preference for qualitative research. All articles are anonymously reviewed for publication by referees who look for original ideas that are clearly presented as a contribution to scientific knowledge.
How to select the right journal

Emerald journal publishing process

- Type of review process: almost all double-blind
- Time from submission to acceptance: average target is 166 days (approx. 5 months)
- Time from acceptance to publication: <35 days target
- Acceptance rates vary by subject area and journal
Structuring your 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
Structuring your paper

**Purpose**
Have you done something new and interesting?
Is your work challenging the status quo?
Have you provided solutions to any difficult problems?

**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
<table>
<thead>
<tr>
<th>Original Title</th>
<th>Revised</th>
<th>Remarks</th>
</tr>
</thead>
<tbody>
<tr>
<td>Preliminary observations on the effect of Zn element on anticorrosion of zinc plating layer</td>
<td>Effect of Zn on anticorrosion of zinc plating layer</td>
<td>Long title distracts readers. Remove all redundancies such as “observations on”, “the nature of”, etc.</td>
</tr>
<tr>
<td>Action of antibiotics on bacteria</td>
<td>Inhibition of growth of mycobacterium tuberculosis by streptomycin</td>
<td>Titles should be specific. Think to yourself: “How would I search for this piece of information?” when you design the title.</td>
</tr>
<tr>
<td>Fabrication of carbon/CdS coaxial nanofibers displaying optical and electrical properties via electrospinning carbon</td>
<td>Electrospinning of carbon/CdS coaxial nanofibers with optical and electrical properties</td>
<td>“English needs help. The title is nonsense. All materials have properties of all varieties. You could examine my hair for its electrical and optical properties! You MUST be specific. I haven’t read the paper but I suspect there is something special about these properties, otherwise why would you be reporting them?” – the Editor-in-Chief</td>
</tr>
</tbody>
</table>
Structuring your paper

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
Structuring your paper

Methods

- 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.
- Statistical tests you have carried out on your data
- Additional detail can be given in Appendices.

http://www.emeraldinsight.com/authors/guides/write/structure.htm?part=3
Structuring your paper

Results

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?
- Have you used “hedging” language?
- 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
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)
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".

Hungarian president resigns over doctorate plagiarism scandal

Dr 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: Matej Divizna/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?

The types of revision

How to... write more simply

Reviews of academic papers often point out that the language is unnecessarily obscure and obscure. 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 Humphrys 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 fur up.” 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 text, reading at sentence level to make sure there is nothing that can detract from accuracy and clarity, be it errors of grammar, inconsistency, spelling, or punctuation. If a paper is not carefully checked, then it looks not just sloopy, 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
Getting discovered

An example
Write a compelling abstract

- Be explicit about what a reader will gain or learn from the article and why it is new.

- Proofread it!

- Remember that competition is fierce! Academics are in competition with one another for the same readers, it’s no longer sufficient to just write the article and hope the work speaks for itself.

Key words

- The Editor will use them to find reviewers

- Google Scholar will use them to find your article when people search for that word.

- Web of Science, Scopus, and other ranking bodies use the key words.

- Spend time of them, and select them with care e.g. don’t use Supply Chain, as the first or only key word when submitting to the journal, Supply Chain Management
Structured abstrakt

in 250 words

Purpose

Design – Methodology

Findings – Discussion/ Results

Research limitations/ Implications)– next steps

Practical implications the „so what factor“

Social implications – impact on society/public policy

Originality/value – Who is going benefit out of it/ what's new

http://emeraldgrouppublishing.com/authors(guides/write/abstracts.htm
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)
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 ORCID 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: Measuring your own impact
Summary and Useful resources
To summarise....

Keep these points in mind to achieve....

Presentation
Understand your target market
Be ethical
Learn from the review process
In collaboration
Check and check again
Attention to detail
Take your time
Involve your peers
Originality
Now spread the word!
Finally...
Beyond authorship

Other publishing work that you might wish to get involved in includes:

- Book reviewing
- Refereeing/peer review
- Editorial advisory board membership
- Contributing editorship
- Regional editorship
- Editorship

Interested in proposing a book or a special issue in a journal?
Contact: submissions@emeraldgroup.com

Interested in proposing a book or a book series?
Contact: books@emeraldgroup.com
Open Access in Action in Finland

February 2018  Aimee Nixon and Sonja Pretis
Overview

- Emerald OA pilot with FinELib
  - Open Access Partnerships
  - FinELib Institutions
  - Vouchers for Finland and APC prices
  - ScholarOne Screenshots
  - Open Access Workflow
Open Access Partnerships

Emerald works closely with libraries and national consortium bodies to support their goals and requirements for Open Access research output, and has established partnerships with Emerald to cover the cost of an agreed number of Gold Open access articles from their regions via the **free voucher model**.

**Eligibility and Condition:**
- Corresponding authors only
- First come, first serve
- No voucher codes needed, indicate request for free voucher when submitting an article
- Allocation of free vouchers on acceptance (not submission)
- If all free vouchers have been used you can
  - Pay standard APC prices
  - Choose subscription publishing (non open access)
- All Emerald journals eligible for free vouchers (hybrid and gold)
*Open Access*: Is this article based on research supported entirely or partially by a funding agency with a conditional mandate that it be published Open Access?

If yes, an article processing charge applies. To find the APC for this journal, please refer to the [APC price list](#).

Simply select the yes option below and supply the funding details in the free text box. APC invoices are issued once an article has been accepted, and must be paid in full before publication. For more information on Emerald’s Open Access policy see our [website](#).

**Note**: Your institution may be eligible for a prepaid APC voucher. To assess your eligibility please visit the [Emerald APC webpage](#).

- [ ] Yes I want to publish my article as Open Access (please list the funding source below)
- [x] Yes, I want to publish my article as Open Access and my institution is eligible for a prepaid APC voucher
- [ ] No I don’t want to publish my article as Open Access

If yes, please provide funding source(s) below:

- [ ]
- [ ]
Open Access Workflow

- Visit Scholar One to submit your article (for your chosen journal). If you are eligible select option two and submit your work.  
- Your article now enters the standard peer-review process.
- If the article is accepted, you will be sent an acceptance email via ScholarOne. You will receive a follow up email within the next 30 days with a link to the CCBY licence. You will need to complete and sign the CCBY licence and return by email to the Emerald Editor.

FOR OPEN ACCESS AUTHORS: Please note if you have indicated that you would like to publish your article as Open Access via Emerald’s Gold Open Access route, you are required to complete a Creative Commons Attribution Licence - CCBY 4.0 (in place of the standard copyright assignment form referenced above). You will receive a follow up email within the next 30 days with a link to the CCBY licence and information regarding payment of the Article Processing Charge. If you have indicated that you might be eligible for a prepaid APC voucher, you will also be informed at this point if a voucher is available to you (for more information on APC vouchers please see http://www.emeraldpublishing.com/oapartnerships)
Identification of eligibility and Reporting to FinELib

- FinELib provides the names of participating institutions
- The author is eligible if affiliated with one of the participating institutions – fill in ScholarOne Author and Institution page
- Emerald checks eligibility and allocates vouchers
- The use and the number of vouchers will be supervised by Emerald
- FinELib will receive a quarterly update of the number of voucher used
Thank you

Any Questions?