A Guide to Getting Published
Aim and overview

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

Overview:
• About Emerald
• Why Publish
• Publishing process and peer review
• Choosing a journal
• Structuring your paper
• Writing tips
• Publication ethics
• Polishing
• Dissemination and promotion
• Summary and resources
About Emerald
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 21 million Emerald articles were downloaded in 2013 – more than 50,000 a day!

Potential readership of 15 million
All of the world’s top 100 business schools have contributors to Emerald journals and books.

93 of the 2013 FT top 100 business schools worldwide are Emerald customers.

In 2012 the FT top 100 business schools downloaded Emerald articles 1.25m times, which is an average of nearly 12,500 per school.
Emerald is proud to say that:

86% of the 2013 THES top 200 universities worldwide were Emerald customers in 2012.

We have contributors to Emerald journals and books from 199 of the 2013 THES top 200 universities worldwide.

In 2012 the THES top 200 universities downloaded Emerald articles 2.8 million times, which is an average of around 15,000 per school.
Emerald’s new journals on ISI

A number of our journals have recently been indexed by Thomson Reuters (ISI):

- Academia Revista Latinoamericana de Administración
- Employee Relations
- Leadership and Organization Development Journal
- Accounting, Auditing & Accountability Journal
- International Journal of Sustainability in Higher Education
Why publish?
Why publish in journals?

Take an idea → Publish it → Reach an audience
Why publish in journals?

Being published means your paper:

- **Is permanent**
- Appears in **print and electronically**
- **is improved** via the review process
- is actively **promoted** by the publisher
- **is trustworthy** – material that has been published carries a QA stamp
Why publish in journals?

What’s in it for me?

• Work in print – name in print
• Share your ideas – develop your career
• Prove success – support/influence future decisions
• Demonstrate your knowledge – gain external recognition
• Highlight new initiatives – gain internal recognition
Why publish in journals?
What do previous authors say?

**Career**
80% of our authors published with a view to career progression and personal development

**Altruism**
85% published for esteem and receive internal and external recognition

**Subject Development**
70% wanted to share knowledge and experience

**Own Business**
50% published for company recognition and to promote their business

Recent testimonial (published paper in Health & Social Care title)
“I just wanted to let you know that your advice paid off - Thank you! As a result of publishing my paper I won an Award (£2,500) that has enabled me to produce marketing and promotional materials, hire meeting rooms and generally kick start the organization under its own constitution.”
The publishing process and surviving peer review
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
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
Surviving peer review

“Many papers are rejected simply because they don’t fulfil journal requirements. They don’t even go into the review process.”

- Identify a few possible target journals/series but be realistic

- Follow the Author Guidelines – scope, type of paper, word length, references style, etc.

- Find out where to send your paper (editor, online submission e.g. Scholar One). Check author guidelines which can be found in a copy of the journal/series or the publisher’s web site

- Send an outline or abstract and ask if this looks suitable and interesting (or how it could be made so)

- **Read** at least one issue of the publication – visit your library for access

- Include a cover letter – opportunity to speak directly to the editor, convince them of the importance of your manuscript to the journal
Surviving peer review

Rejection tips

Don’t give up!
Everybody has been rejected at least once

Ask and listen
most editors give detailed comments about a rejected paper.

Try to improve and re-submit.
Do your homework and target your paper as closely as possible

Don’t be in the 16% who gave up
Surviving peer review

A request for revision is good news!

- You are now in the publishing cycle.
- Nearly every published paper is revised at least once.
- Even if the comments are sharp or discouraging, they aren’t personal.
Surviving peer review

Revision tips

- Acknowledge the editor and set a revision deadline
- If you disagree, explain why to the editor
- Clarify understanding if in doubt
- Consult with colleagues or co-authors
- Meet the revision deadline
- Attach a covering letter which identifies, point by point, how revision requests have been met (or if not, why not)
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”? **
‘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

“Journals are on-going conversations between scholars”
(Lorraine Eden)
How to select the right journal?
How to select the right journal?

Why do I want to publish my work?

- Improving career prospects
- Raising my profile
- Influencing key policies/decisions
- ...???
How to select 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, communicative, societies and internationality, likelihood of acceptance, circulation, 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?

[http://www.emeraldinsight.com/openaccess.htm](http://www.emeraldinsight.com/openaccess.htm)
How to select the right journal?

Benefits of open access

• Easy for researchers to reuse your articles content (subject to licensing).

• More people can access your work and do so for free.

• Increased research opportunities for poorer institutions

Caveats

• Author must pay or have a funding for the Article Processing Charge (APC).

• Consider the perceived quality of the journal, has it been peer reviewed?
How to select the right journal?

Measuring quality

Are rankings important to you? Thomson Reuters ISI is the most well known ranking, but others exist. Citations are a good, but not complete, guide to quality

- **Impact Factor**
- Scopus
- H-index
- SCImago Journal Rank
- Usage
- Peer perception
How to select the right journal?
Structuring your paper
How to get started?

What do I write about?

• Have you completed a project that concluded successfully?
• Are you wrestling with a problem with no clear solution?
• Do you have an opinion or observation on a subject?
• Have you given a presentation, briefing or conference paper?
• Are you working on a Doctoral or Master’s thesis?
• Do you have a new idea or initiative?

If so, you have the basis for a publishable 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 there anything challenging in your work?
Have you provided solutions to any difficult problems?

Flow
It's all about the transitions.... between sentences, ideas, paragraphs and sections

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
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

Method

• 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.

• 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.
Discussion

• **Consider:**
  – Do you provide interpretation for each of your results presented?
  – 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
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)
Writing tips

Voice

• Active - direct, clear. A subject or ‘agent’ is the ‘doer’ of the sentence and performs an action on the ‘object’:
  ‘The University [agent] employs [action] researchers [object]’.

• Passive - can depersonalise, can confuse. The object becomes the agent of the sentence and has an action performed on it/them:
  ‘Researchers [agent] are employed [action] by the University [object]’.
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/

• Emerald’s Plagiarism Policy can be seen at http://www.emeraldinsight.com/about/policies/plagiarism.htm

• For more general information visit 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 disclosed 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".

Related Stories

Germany's Baron without a title
Plagiarism row

Hungarian president resigns over doctorate plagiarism scandal

Pal 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: Máté Dömösi/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
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
Dissemination and promotion
Dissemination and promotion
Online

- Use a **short descriptive** title containing main keyword – don’t mislead

- Write a clear and descriptive abstract containing the main keywords and following any instructions as to content and length

- Provide **relevant and known** keywords – not obscure new jargon

- Make your references **complete and correct** – vital for reference linking and citation indices

All of this will make your paper more discoverable which means more dissemination and potentially more citation
Dissemination and promotion

Abstracts

The abstract helps ‘sell’ your article

Editors: are busy!
The abstract is their first contact with your paper and can sometimes make a decision at that point whether or not it is suitable for their journal.

Readers (online): The abstract is often all a reader will see until they pay for the article.

Might not go further if the abstract doesn’t tell them clearly what the paper is about.

A good abstract might make them want to read the full-text article.

Always ensure that you are clear, honest, concise and have covered all the major points.
Dissemination and promotion
Abstracts

• A structured abstract – in 250 words or less (no more than 100 in any one section)
• Purpose – Reasons/aims of paper
• Design – Methodology/’how it was done’/scope of study
• Findings – Discussion/results
• Research limitations/Implications (if applicable) – Exclusions/next steps
• Practical implications (if applicable) – Applications to practice/’So what?’
• Social implications (if applicable) – Impact on society/policy
• Originality/value – Who would benefit from this and what is new about it?

www.emeraldinsight.com/structuredabstracts
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 Orchid 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

Spread the word

Members of social networks are:
Eager to share information
Looking to collaborate

Journal articles are ideal:
Up-to-date, legitimate content that is critical for specialists in your networks
Collaboration is essential for journal production, same as it is for Twitter, Academic.edu, LinkedIn etc.

Dissemination and promotion: Measuring your own impact

Downloads

Citations

Social media

Your impact
Summary and Useful resources
To summarise....

Keep these points in mind to achieve....

**P**resentation

**U**nderstand your target market

**B**e ethical

**L**earn from the review process

**I**n collaboration

**C**heck and check again

**A**ttention to detail

**T**ake your time

**I**nvolve your peers

**O**riginality

**N**ow spread the word!
Beyond authorship

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

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

Interested in proposing a book/series or a journal?

Contact us at editorial@emeraldinsight.com

For details of opportunities in this area please do get in touch with us!
Emerald resources

For researchers

- How to guides http://www.emeraldinsight.com/authors/guides/index.htm
- Awards www.emeraldinsight.com/awards
- Meet the Editor interviews and Editor news
- Emerald Literati Network Editing Service http://www.emeraldinsight.com/authors/editing_service/index.htm
- Guide to Getting Published
- Research and Publishing Pathway www.emeraldinsight.com/tk/rpp

For authors

- EarlyCite
- Online Scholar One Manuscript Central submission process
- 3 months free access upon publication
- Your download figures emailed to you after 3 and 12 months
- Annual Awards for Excellence
- Video abstracts http://www.emeraldinsight.com/multimedia/abstracts.htm

Register your profile to receive updates relevant to your subject area:
http://www.emeraldinsight.com/profile/index.htm

- Calls for papers
- Calls for reviewers
- Award notifications about your subject area or region
- Newsletters
- Invitations to Emerald events