

# 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 26 million Emerald articles were downloaded in 2014 – more than 70,000 a day!

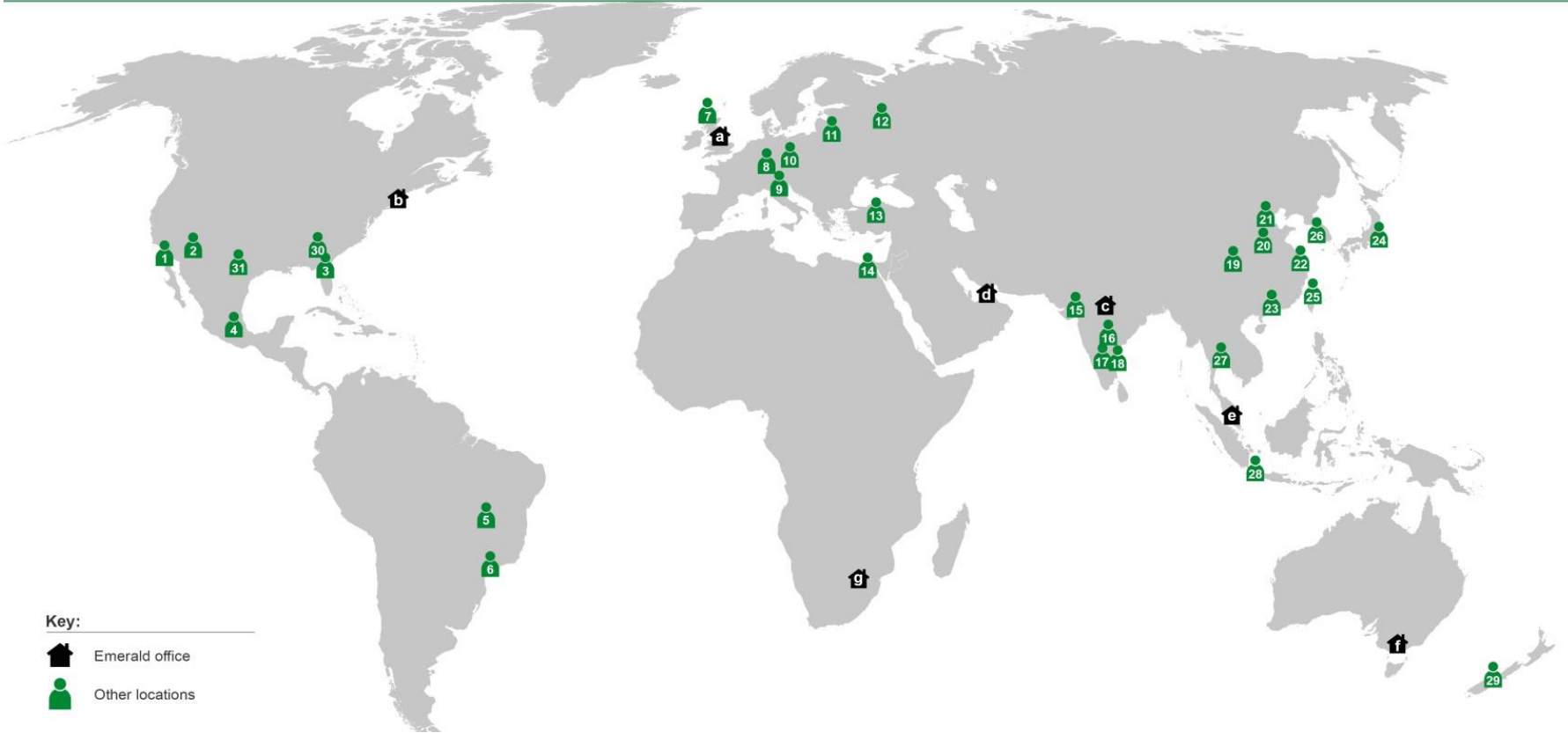


**Potential readership  
of 15 million**



# Emerald Group Publishing – company background

Emerald offices, representatives and associates world-wide



# Emerald's journals on ISI

**A number of our journals have recently been indexed by Thomson Reuters (ISI), bringing the total to near 70:**



Academia Revista Latinoamericana de Administración



Accounting, Auditing & Accountability Journal



Employee Relations



International Journal of Sustainability in Higher Education



Leadership and Organization Development Journal

# Guide to getting published

- ▶ Our values – committed to supporting authorship from around the world – customer first.
- ▶ Design – advice put together by current authors, expert editors, publishers, librarians and academics to give you the best chance at success.
- ▶ Generic – advice is the same across scholarly publishing



# A little bit about me... Michael Patterson

- ▶ Australian
- ▶ PhD in neuroscience from the Australian National University
- ▶ Research fellowships at Université de Poitiers, France, and Harvard Medical School, USA
- ▶ Founded Sciencedit in 1996
- ▶ Assistant Director Spanish Neuroscience Network (CIBERNED); principal role was reviewing quality and impact of research output.
- ▶ Now working primarily in the pharmaceutical industry





# Why publish?

# Why publish in journals?

## What do previous authors say?

### Career

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

### Subject Development

70% wanted to share knowledge and experience



### Altruism

85% published for esteem and receive internal and external recognition

### Own Business

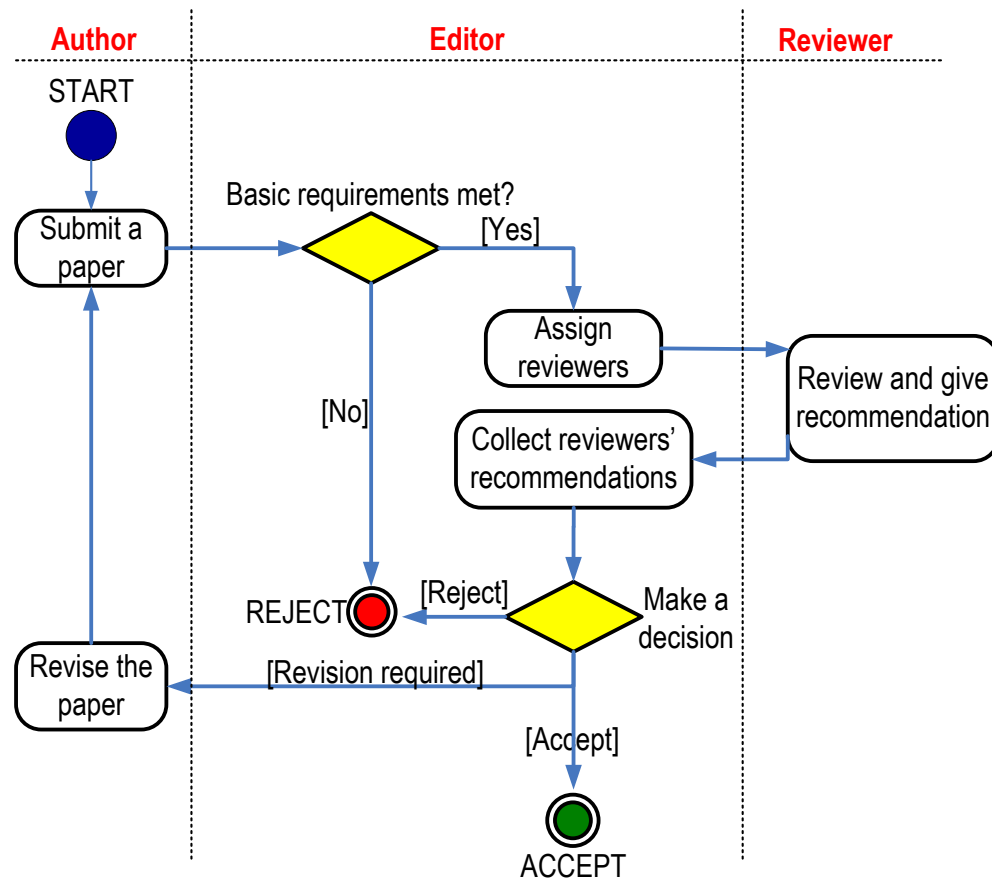
50% published for company recognition and to promote their business



# 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)

# 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!



# Surviving peer review

**Everyone gets rejected at some point in time...**

- ▶ Paul Boyer
- ▶ Richard R. Ernst
- ▶ Murray Gell-Mann
- ▶ Rosalyn Yalow
- ▶ Hans Krebs
- ▶ Herbert Kroemer
- ▶ John Polanyi
- ▶ Kary Mullis



# Surviving peer review

*"Many papers are rejected simply because they don't fulfil journal requirements. They don't even go into the review process."*

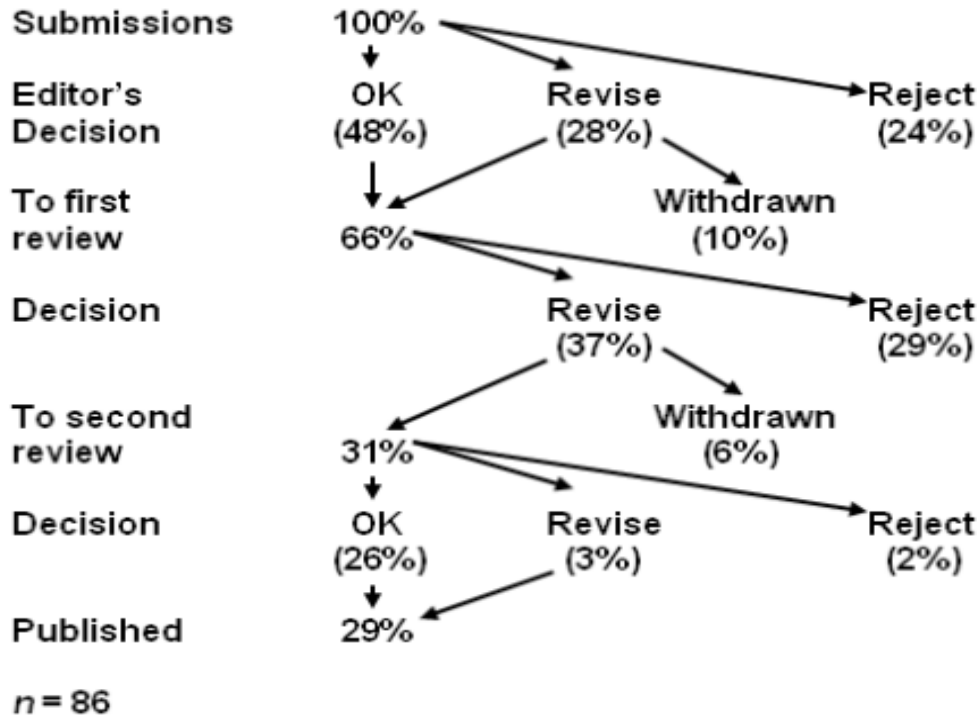
- ▶ Identify a few possible target journals/series but be **realistic**
- ▶ Follow the Author Guidelines – scope, type of paper, word length, references style, etc.
- ▶ Find out where to send your paper (editor, online submission e.g. Scholar One). Check author guidelines which can be found in a copy 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). Pre-submission enquiry.
- ▶ **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)



# Don't take it personally

- ▶ You may have been working on your paper for years
- ▶ You might be blind to flaws within your “baby”
- ▶ As an example
  - ▶ Simon Linacre’s first editorial job was to edit a zombie novel...
  - ▶ The author didn’t want to accept suggestions
  - ▶ The title page of the final printed book said  
“No portion of this work cannot be copied altered  
Or sold for commercial purposes”...

The book was withdrawn in 24 hours at huge cost to the author



# 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



# '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



# 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>



# 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 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? Web of Science (ISI) 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
- SCImago Journal Rank
- Usage
- Peer perception



# How to select the right journal?

The screenshot shows the Emerald Journal website interface. The main content area displays the 'Table of contents' for Volume 47 issue 56 - Latest Issue, published in 2013. A list of articles is shown, each with a green 'E' icon indicating access. The first article is 'Antecedents and Consequences of In-Store Experiences Based on an Experiential Typology' by Sungjoon Yoon, with an article type of 'Research paper'. It includes links for 'Abstract' and 'View PDF (458kb)'. Other articles listed include 'Marketing Performance Assessment Systems and the Business Context', 'Customer Service Experiences: Developing and Applying a Sequential Incident Laddering Technique', 'A View to a Brand: Introducing the Film Brandscape', 'Entrepreneurial Orientation and the Franchise System: Organisational Antecedents and Performance Outcomes', 'Learning to be Tribal: Facilitating the Formation of Consumer Tribes', and 'The Relative Impact of Culture, Strategic Orientation and Capability on New Service Development Performance'.

This screenshot shows the full article page for the article 'Antecedents and Consequences of In-Store Experiences Based on an Experiential Typology' by Sungjoon Yoon. The page includes a 'Document Information' section with the following details:

- Title:** Antecedents and Consequences of In-Store Experiences Based on an Experiential Typology
- Author(s):** Sungjoon Yoon, (Yonsei University)
- Citation:** Sungjoon Yoon, (2013) 'Antecedents and Consequences of In-Store Experiences Based on an Experiential Typology', *European Journal of Marketing*, Vol. 47 Iss: 56
- Article type:** Research paper
- Publisher:** Emerald Group Publishing Limited

The 'Abstract' section states: 'Purpose - This paper aims to verify the hypothetical relationships between antecedent and consequence variables of consumer's shopping experiences based on an experiential typology advocated by Schmitt (1999). Specifically, the study seeks to achieve the following three research objectives. Firstly, the study takes an holistic view of shopping experiences by adopting three experiential components (sensory, affective, and rational) with a view to uncovering the role of antecedent (shopping motives) and consequence (impulse buying) of shopping experiences. Specifically, the study seeks to affirm the effects of shopping motives on shopping experiences for three types of retail store (department store, discount store, and internet store) and two product types (perfume and detergent). Secondly, the study confirms whether store type and product type influence the kind of experience preferred by shoppers and verifies whether types of product and store moderate the relationship between shopping motives and shopping experiences. Thirdly, the study investigates the effects of shopping experiences on impulse buying, with special attention given to the role of store atmospherics. Design/methodology/approach - This study primarily aimed to validate the antecedent and consequence of shopping experiences of retail shoppers. To contextualize shopping experiences, the degree of preference for three types of shopping experiences (SENSE, FEEL, THINK) at three store types (department store, discount store, and internet) was asked. In addition, shopper's preference for the same experience types with regard to two product categories (perfume and detergent) was asked separately. For the experiential measure of shopping, three of the five SEMs (i.e., SENSE, FEEL, THINK) proposed by Schmitt (1999) were adapted after some context-specific modifications. Data collection was conducted by administering surveys, questionnaires... The.emerald.com'

A purple arrow points from the 'Abstract' section to the 'Document Information' section.

# 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**



# How to get started?

## Co-authorship as a possibility

- ▶ With colleagues or a supervisor, across departments, with someone from a different organization
- ▶ Especially useful for cross-disciplinary practice or research
- ▶ Ensure the manuscript is checked and edited so that it reads as one voice
- ▶ Exploit your individual strengths
- ▶ Agree and clarify order of appearance of authors and the person taking on the role of corresponding author



# 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



# Structuring your paper

## Titles

A good title should contain the **fewest** possible words that **adequately** describe the contents of a paper

- (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



# 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.



# 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.



**International Journal of Operations & Production Management**  
ISSN: 0144-3577  
Online from: 1980  
Subject Area: [Operations and Logistics Management](#)  
Content: [Latest Issue](#) | [RSS](#) [Latest Issue RSS](#) | [Previous Issues](#)  
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### Some moderating effects on the service quality-customer retention link

#### Document Information:

- Title:** Some moderating effects on the service quality-customer retention link
- Author(s):** [Chatura Ranaweera](#), (The Judge Institute of Management Studies, University Cambridge, Cambridge, UK), [Andy Neely](#), (Centre for Business Performance Cranfield School of Management, Cranfield, UK)
- Citation:** Chatura Ranaweera, Andy Neely, (2003) "Some moderating effects on the service quality-customer retention link", International Journal of Operations & Production Management, Vol. 23 Iss: 2, pp.230 - 248



# 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

# 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 ...

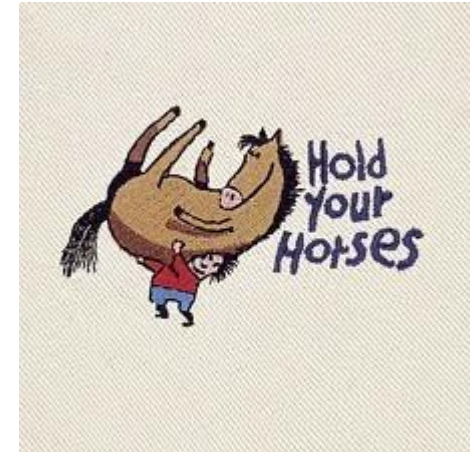
"A comparison of contracting arrangements in Australia, Canada and New Zealand" Neal Ryan, International Journal of Public Sector Management, Vol. 12 No. 2



# 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](http://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]'.*



# Passive versus active voice

A FURTHER CONTRIBUTION REGARDING THE INFLUENCE OF THE DIFFERENT CONSTITUENTS OF THE BLOOD ON THE CONTRACTION OF THE HEART. BY SYDNEY RINGER, M.D., *Professor of Medicine at University College, London.* (Plate I.)

AFTER the publication of a paper in the JOURNAL OF PHYSIOLOGY, Vol. III., No. 5, entitled "Concerning the influence exerted by each of the Constituents of the Blood on the Contraction of the Ventricle," I discovered, that the saline solution which I had used had not been prepared with distilled water, but with pipe water supplied by the New River Water Company. As this water contains minute traces of various inorganic substances, I at once tested the action of saline solution made with distilled water and I found that I did not get the effects described in the paper referred to. It is obvious therefore that the effects I had obtained are due to some of the inorganic constituents of the pipe water.

# 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/best_practice_guide.htm)

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



# Publication ethics

## NEWS EUROPE

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Africa Asia Europe Latin America Middle East US & Canada

24 February 2011 Last updated at 11:38



### 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".



Mr Guttenberg failed to name sources for parts of his PhD thesis

#### Related Stories

**Germany's Baron without a title**

**Plagiarism row minister drops PhD**

**German minister denies plagiarism**

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### 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: 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.

Article history

World news  
Hungary · Europe

Education  
Plagiarism · Higher education

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26 Apr 2013  
Hungary warned its democracy could be put under international scrutiny

# Polishing



# Polishing

## Proofreading your own work

Look for:

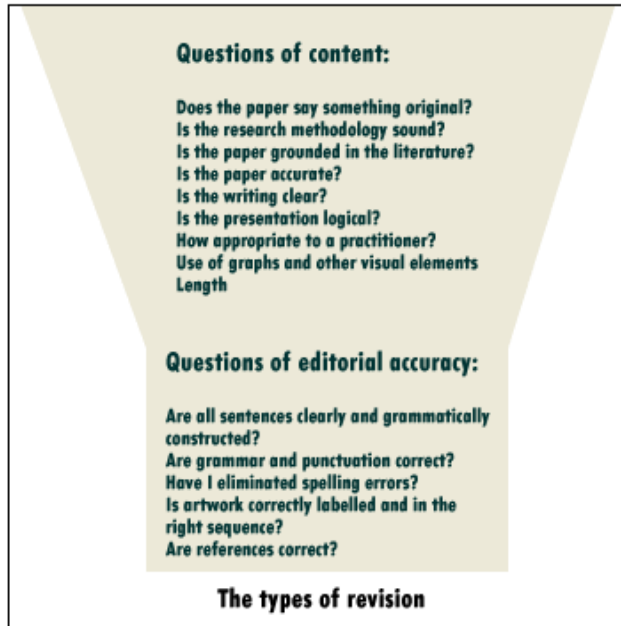
- ▶ Incorrect grammar, spelling and punctuation
- ▶ Flow, transition or sense problems
- ▶ Unintended typographical errors
- ▶ Accuracy of any mathematical or statistical content
- ▶ Incomplete or inaccurate references
- ▶ Ensure consistency over your manuscript





# Polishing

## Proofreading your own work



- ▶ Know your common mistakes
- ▶ Use, but don't rely on, the spell checker



### [How to... write more simply](#)

Reviewers of academic papers often point out that the language is unnecessarily obscure and obtuse. 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 *Lost 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 script, 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 sloppy, but as though the author does not care. So why should anyone else?" (John Peters, former Emerald CEO and editor of *Management Decision*).

- ▶ *Show the draft to someone else – have a fresh pair of eyes look at it*

# Polishing

## Accurate Referencing

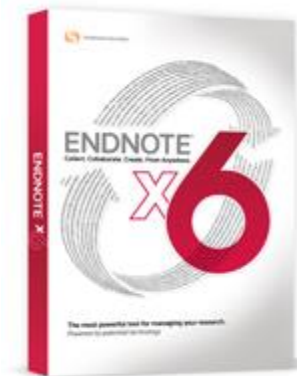
### Why?

- ▶ 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 sure your references are **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 citations



# 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: *Structured 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?



# 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

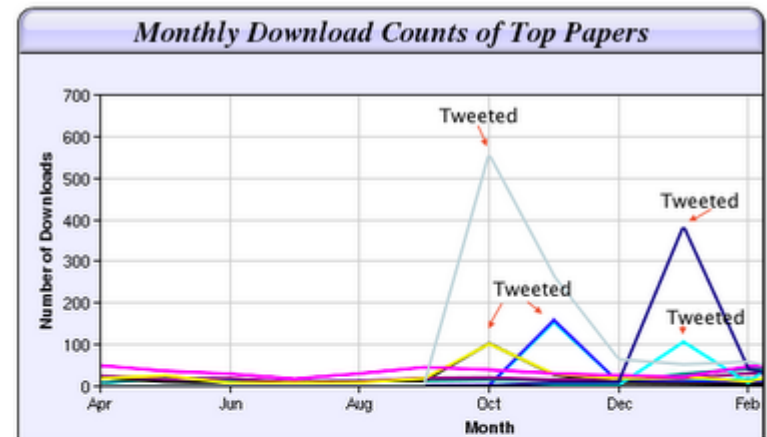


# Dissemination and promotion

## 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/>

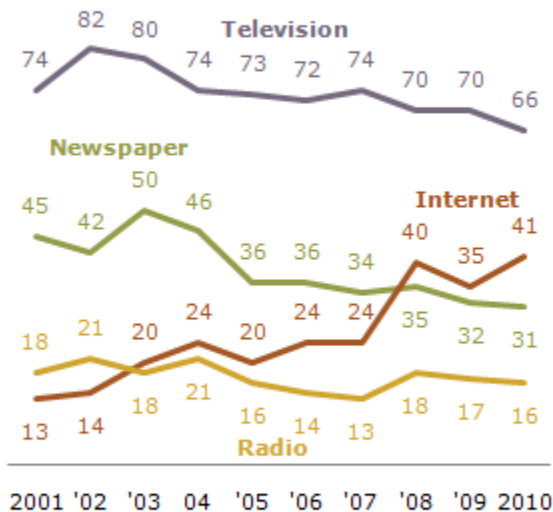


- Digital Curiosities: Resource Creation Via Amateur Digitisation
- Enabled backchannel: conference Twitter use by digital humanists *Not Me*
- Framework for effective public digital records management in Uganda
- Library and information resources and users of digital resources in the huma
- A Virtual Tomb for Kelvingrove: Virtual Reality, Archaeology and Education
- What do faculty and students really think about e-books? *Not me*
- Documentation and the users of digital resources in the humanities
- Classification in British public libraries: a historical perspective *Not me*
- Teaching TEI: The Need for TEI by Example
- Should we just send a copy? Digitisation, Use and Usefulness

# Dissemination and promotion

## Spread the word

Where Do You Get Most of your News About National and International Issues?



PEW RESEARCH CENTER Dec 1-5, 2010. Figures add to more than 100% because respondents could volunteer up to two main sources. If asked more than once in a calendar year, trend shows final datapoint from each year.

## 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.



<http://www.people-press.org/2011/01/04/internet-gains-on-television-as-publics-main-news-source/>



# Dissemination and promotion: Measuring your own impact



- Tweeted by 1827
- On 120 Facebook pages
- Mentioned in 9 Google+ posts
- Pinned by 3 on Pinterest
- Reddited by 8
- Picked up by 10 news outlets
- Blogged by 4
- 56 readers on Mendeley
- 0 readers on Connotea
- 2 readers on CiteULike



# 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



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



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- ▶ Tell us how we can help you
- ▶ Give us feedback online
- ▶ Use Emerald eJournals



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

Simon Linacre at:  
[slinacre@emeraldinsight.com](mailto:slinacre@emeraldinsight.com)



# Questions...



# A few words on Open Access

# Open Access Publishing

## Some definitions...

Open Access Publishing (OA) can be defined as:

*"The unrestricted online access to scholarly articles"*

### **OA comes in three forms:**

- ▶ 'Gold' OA – author pays model (40% of OA) where authors pay OA journals or books to publish their content, with fees up to \$3,000; includes 'hybrid' journals
- ▶ 'Green' OA – institutional/subject repository (60% of OA) where authors deposit working papers, drafts, ideas and full articles in a format which does not breach publishers' copyright
- ▶ 'Platinum' OA – third party investment to ensure publication





# Open Access in detail

## ***'Gold OA' is where the document is made available by the publisher freely***

- ▶ It has been suggested that 8.5% of all scholarly journal volume for 2008 is available through some form of Gold OA, ie either totally or to some extent, freely accessible to the public\*. Direct OA is when the whole journal is published OA without limitations, and is estimated to be 62% of all Gold OA
- ▶ Other journals keep the most recent content accessible only to paying subscribers, but as time passes, the embargo is lifted and the content is made available to all (eg IFLA). This variant is called Delayed OA, and constituted 14% of all Gold OA
- ▶ Sometimes an author or the author's institution can pay for an article to be made freely available in an otherwise subscription-based journal. This is referred to as Hybrid OA, and made up 24% of all Gold OA

\* **Source:** 'The Development of Open Access Journal Publishing from 1993 to 2009', Laakso et al (2011)



# Open Access in detail

***'Green OA' means self-archiving of the author's work – an estimate is that 12% of all scholarly articles published in 2008 were available through Green OA***

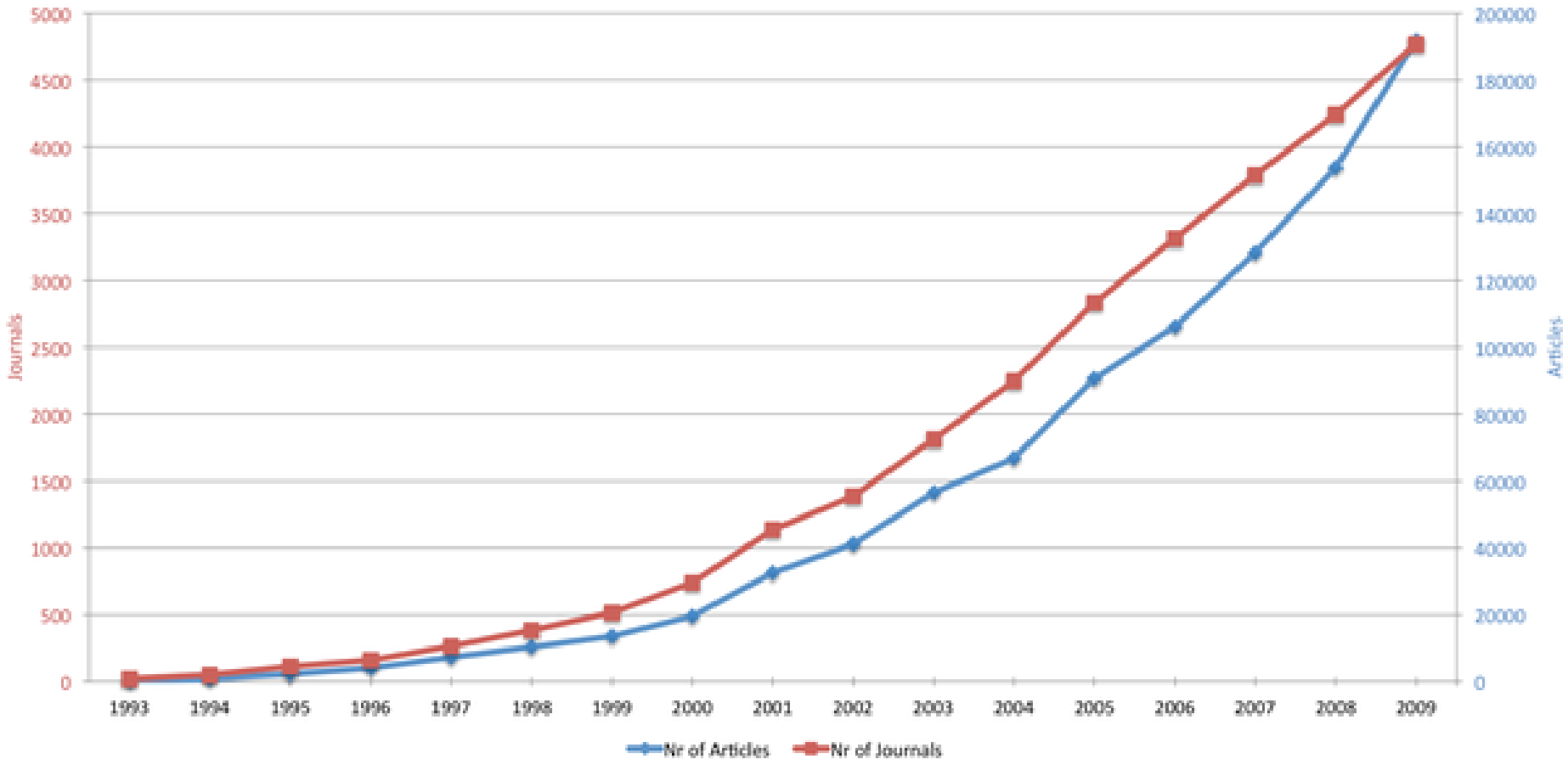
- ▶ Self-archiving by the author can be done by uploading the paper to the author's personal homepage or to the author's institutional repository.
- ▶ Subject repositories allow self-archiving of articles which belong to some specific field of science. Good examples of repositories are SSRN and RePec
- ▶ Now supported by new research management tools eg Mendeley, Zotero

\* **Source:** 'The Development of Open Access Journal Publishing from 1993 to 2009', Laakso et al (2011)



# Open Access Publishing

## OA growth (1993-2009)



# New Publishing Models

## OA Journals

- ▶ Very popular in scientific areas
- ▶ Over 10,000 registered OA journals
- ▶ Journals include PLoS, BioMed and Nature Communications
- ▶ Attract wide range of authors
- ▶ Mostly based in US, Brazil and India

ISSUES: Cost for authors; usage and citations; quality; fractured marketplace; limited coverage in Business, Management and Economics



# New Publishing Models

## OA Repositories

- ▶ In business management and economics, these have proved more popular than OA journals
- ▶ Split into subject and institutional repositories
- ▶ Subject sites include SSRN, NBER and arXiv
- ▶ Institutional sites from most universities in UK



ISSUES: Regulation; peer review; searching content; plagiarism

