



Insiders Guide to Getting Published

Allameh T University

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<http://www.emeraldinsight.com>

Aims of the session

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

Overview:

- ▶ About Emerald
- ▶ ATU Access
- ▶ Publications from ATU in 2017
- ▶ How to Publish Article, Chapter, Case
- ▶ Publishing process and peer review
- ▶ Choosing a journal and structuring your paper
- ▶ Publication ethics, dissemination and promotion
- ▶ Helpful resources



Emerald Group Publishing

Founded in 1967, West Yorkshire, United Kingdom by academics *for academics*.

Over 310 employees

About 300 journals and 230 book series, 1500 teaching cases

Global offices in Australia, China, Dubai, South Africa Japan, India, Malaysia, Brazil, Mexico, and USA.



ATUAccess

- ▶ ATU has access to more than 200 journals
- ▶ Specialist areas include: IKM
- ▶ *'Research you can use'*
- ▶ www.emeraldinsight.com
- ▶ *62 of our journals are ISI ranked, listing:*
<http://www.emeraldgrouppublishing.com/products/journals/impact.htm>





Publications from ATU



Meet your Authors from ATU in 2016- 2017

Title	First Name	Surname	Journal Title	Pub Year	Article Title	Customer Usage	Citation Count
Mr	Ahad	Zare Ravasan	Journal of Enterprise Information Management	2016	The impact model of business intelligence on decision support and organizational benefits	1827	1
Mr	Ahad	Zare Ravasan	Journal of Global Operations and Strategic Sourcing	2017	An investigation into the factors influencing the outsourcing decision of e-banking services; a multi-perspective framework	265	1
Dr	Amin	Jafari	Journal of Financial Crime	2017	Theory of values transformation in criminal banking law; Example of confrontation/ convergence of Islamic and conventional finance*	156	
Mr	Amin	Vafadarnikjoo	Industrial Management & Data Systems	2016	A grey DEMATEL approach to develop third-party logistics provider selection criteria	1143	13
Dr	Mehdi	Alipour-Hafezi	Information Discovery and Delivery	2016	E-lending in digital libraries: a systematic review	521	



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Dr	Payam	Hanafizadeh	Journal of Global Operations and Strategic Sourcing	2017	An investigation into the factors influencing the outsourcing decision of e-banking services; a multi-perspective framework	265	1
Dr	Rahim	Zare	Journal of Modelling in Management	2016	Application of Statistical Process Control in service industry: a case study of the restaurant sector	673	
Mr	Roohollah	Khodaverdi	Industrial Management & Data Systems	2016	A grey DEMATEL approach to develop third-party logistics provider selection criteria	1143	13
Mrs	Samira	Afshari	Journal of Enterprise Information Management	2016	The impact model of business intelligence on decision support and organizational benefits	1827	1
Mrs	Shide Sadat	Hashemi	Kybernetes	2016	Fuzzy c-means based data envelopment analysis for mitigating the impact of units' heterogeneity	74	



Meet your Reviewers from ATU in 2016-2017

Title	First Name	Surname	Role Start - Date	Journal Title	Pub Year	Article Title	Customer Usage	Citation Count
Mr	Amin	Vafadarnikjoo	06-Jul-2017	Industrial Management & Data Systems	2017	Applying DEMATEL to Assess TRIZ's Inventive Principles for Resolving Contradictions in the Long-Term Care Cloud System	88	1
Ms	Parisa	Alizadeh	04-Oct-2017	Journal of Science and Technology Policy Management	2017	Scenario planning of electricity supply system: case of Iran	36	



Writing for Emerald – You submit your article without paying any fees!

Writing for Emerald

Being published means you can write:

- ▶ An article in a journal
- ▶ A chapter in a book series
- ▶ A case study
- ▶ A new journal
- ▶ A new book or new book series

Where to start:

- ▶ Individual journal home page
- ▶ Call for papers (special issues):
<http://www.emeraldgrouppublishing.com/authors/writing/calls.htm>
- ▶ Call for cases:
http://www.emeraldgrouppublishing.com/products/case_studies/eemcs.htm
- ▶ Book: <http://www.emeraldgrouppublishing.com/products/books/hub/>



Writing for Emerald

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http://www.emeraldgrouppublishing.com/products/case_studies/eemcs.htm
- ▶ Book: <http://www.emeraldgrouppublishing.com/products/books/hub/>



Publish a Journal Article

▶ Step 1: Choose your journal

- the editorial aims of the journal
- what type of articles are accepted
- impact factor (if applicable).

▶ Step 2 : Send any questions to the right person

- Go to Editorial link page on the journal.
- The Content Editor will be able to answer your questions regarding getting our paper published, e.g. time to publication, time to review, using Manuscript Central to submit and track the progress of your paper.
- The Publisher will be able to answer your questions regarding the journal's vision, scope and quality indices, e.g. impact factor, where the journal is abstracted and indexed scope and objectives of the journal.

▶ Step 3 : Submit your article

- Every journal has different guidelines
- Every journal homepage has a link to "Author Guidelines".
- Match requirements!



What can you expect as an Emerald Author

Emerald makes the following promises to its community of over 130,000 authors:

- ▶ Journal author – three months' access to all Emerald journals with max 40 downloads (same access granted to journal reviewers).
- ▶ Book chapter author – three months' access to all Emerald book series with max 40 downloads (same access granted to book series reviewers).
- ▶ Case Study author – three months' access to all EEMCS journals with max 10 downloads (same access granted to case study reviewers).
- ▶ Provision of author proofs prior to publication in print and online.
- ▶ A complimentary copy of the book in which your article or chapter appeared.
- ▶ To disseminate your work as quickly as possible: EarlyCite
- ▶ To host and promote a video abstract of your work if you provide us with one.
- ▶ To ensure that your work has all the necessary metadata to ensure it can be easily discovered by all relevant search engines, including Google Scholar.



What can you expect as an Emerald author

- ▶ To protect the scholarly integrity of your work by assuring that the definitive and citable version is permanently accessible: we work with organizations such as LOCKSS and Portico, use CrossRef's DOI system, and deposit your work, as required, in any national archive deriving from the Legal Deposit Libraries Act 2003.
- ▶ A huge range of services and resources to help your academic and professional development and help you increase dissemination of your work
- ▶ An efficient and transparent submission system: ScholarOne Manuscripts™, as used by the majority of Emerald journals, allows you to track your journal paper through the peer-review process.
- ▶ To allow easy, accurate citation of your work: anyone can import Emerald articles straight into EndNote and Reference Manager, and the RefWorks online service.
- ▶ Prompt notification of publication details: we will confirm online publication of your article or chapter within five working days.
- ▶ Updates from Emerald regarding key changes to the availability, downloads or citations of your work.
- ▶ Updates on innovations and developments both at Emerald and throughout the publishing world that affect how your work can be disseminated.
- ▶ Your say in how we work as a publisher: all journal authors are asked to provide feedback and recommendations immediately following publication, and you will be updated annually on what changes we have made based on your recommendations.

Publish a Chapter in a Book Series

▶ Step 1: Choose your series

- the editorial aims of the journal
- what type of articles are accepted
- impact factor (if applicable).

▶ Step 2 : Send an abstract

- Email Editor to discuss suitability of chapter

▶ Step 3 : Prepare your chapter

- How to prepare your work for publication:
http://www.emeraldgrouppublishing.com/products/ebooks/author_guidelines.htm
- How to write a book chapter:
http://www.emeraldgrouppublishing.com/authors/guides/write/book_chapter.htm



Publish a Case Study

► 5 Steps to Case Writing

1. Set Teaching Objective
2. Identify Case Lead
3. Collect information on case through documents / interviews
4. Write case and get permission to publish
5. Write Teaching Note and try the case in class

► Resources:

► How to write a good teaching note:

<http://www.emeraldgrouppublishing.com/products/new/pdf/How-To-Write-A-Teaching-Note.pdf>

■ Case Study Title Page:

http://www.emeraldgrouppublishing.com/products/new/docs/case_study_title_page.doc

■ Consult to Publish Release Form:

[http://www.emeraldgrouppublishing.com/products/new/pdf/consent to publish.pdf](http://www.emeraldgrouppublishing.com/products/new/pdf/consent_to_publish.pdf)



Publish a Case Study (cont)

Consent to publish- Release form

Title of Case study:

Author:

I hereby confirm that I have reviewed the above-entitled case study in full and on behalf of the organisation in question, I provide my full permission for the case to be published in its entirety for the life of the work in all languages and all formats by Emerald Group Publishing for commercial distribution.

By signing this form, I warrant that I am authorised to grant full permission.

Name:

Position:

Address:

Organisation:

Email:

Signed:

Date reviewed & signed:

- ▶ Go to our Video tutorials:

http://www.emeraldgrouppublishing.com/products/case_studies/authors.htm

- ▶ View our guide:

http://www.emeraldgrouppublishing.com/products/new/pdf/teaching_cases.pdf

How to select the right journal?

How to select the right journal?

Why do you want to publish your work?

Improving
career
prospects

Raising my
profile

Influencing key
policies/decisions

...???



How to select the right journal?

Factors to consider:

- ▶ Type of paper i.e. practice paper, research paper, case study, review, viewpoint?
- ▶ Readership?
- ▶ Communicative? Emerging? Community-based?
- ▶ Bibliometrics – favourable citation patterns?
- ▶ Be **political** (e.g. national vs. international) and **strategic** (e.g. five articles in ‘low ranked’ journals vs. one in ‘top ranked’ journal)
 - ▶ *likelihood of acceptance?*
 - ▶ *ABS-ranked 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
- ▶ Recency and relevance of references
- ▶ 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!)
- ▶ Internationality/Global focus
- ▶ **Adherence to the editorial scope and objectives** of the journal

Structuring your paper

Order it should be

written

Title & Abstract

Conclusion

Introduction

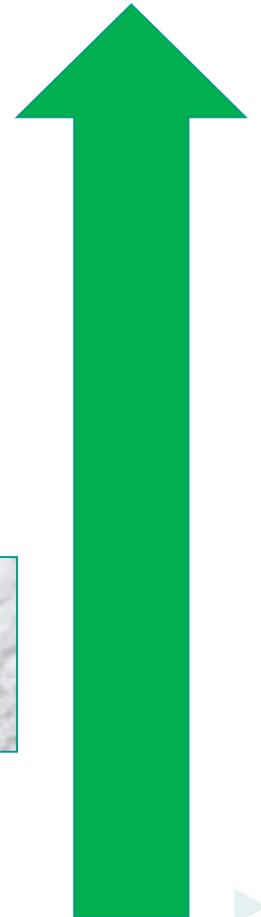
Literature Review

Methods

Results

Discussion

Figures/tables (your data)



Structuring your paper

Titles

“Good titles are key to getting cited more frequently”

Maximising the impact of your research, chapter 4

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
- ▶ Repeat appropriately (abstract/title)



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.



Structuring your paper

Results

- ✓ Main facts
- ✓ Significant results
- ✓ Be objective
- ✓ Figures and tables



Structuring your paper

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

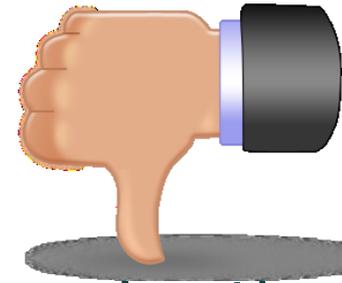


Structuring your paper

Conclusion



- ▶ Present global and specific conclusions
- ▶ Indicate uses and extensions
- ▶ Answer the original question
- ▶ Apply to theory and practice
- ▶ State limitations



- ▶ Summarise the paper – the abstract is for this
- ▶ Start a new topic/introduce new material
- ▶ Make obvious statements
- ▶ Contradict yourself

The publishing process and surviving peer review



- Pre-submission work – selecting journals, registering for ScholarOne manuscripts (online submission system), checking author guidelines

- Access via library
- Hardcopy
- Database
- Third party licences

Users

Author

- Includes Editors, editorial assistants, Editorial Board members and reviewers
- Solicit new papers
- Manages review processes
- Promotes journal to peers
- Attends conferences
- Develops new areas of coverage

Editorial

**The
Publishing
Cycle**

Publishing

- The link between the publishing company and editor
- Helps editors succeed in their role and build a first class journal
- Overall responsibility for journal
- Promotion and marketing
- Attends conferences
- Handles production issues

Production

- Maintenance of institutional repository
- Rights clearance
- Quality Assurance, sub-editing and proof reading
- Convert to SGML for online databases
- Print production
- Despatch

Dissemination

- Publisher dissemination: hosting content and ensuring security of future access through LOCKSS and PORTICO, sales, marketing and events
- Author dissemination: voluntary deposit of author's own accepted version in institutional repository, blogging and conferences

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

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



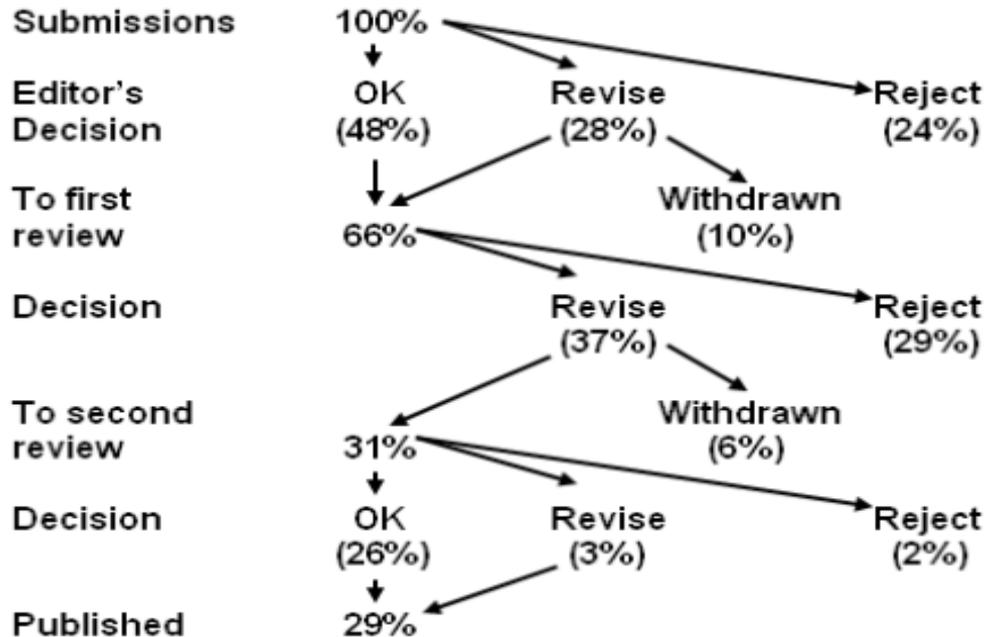
Typical criticisms (journal dependent)

- ▶ 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



Surviving peer review

Rejection tips



n = 86

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

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)



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>

Beyond authorship

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

- ▶ **Conference** papers
- ▶ Refereeing/**ad hoc reviews**
- ▶ **Case studies**
- ▶ Editorial advisory board membership
- ▶ Regional 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!**



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!



Useful resources



Emerald supporting authors

Emerald author benefits

- ✓ EarlyCite
- ✓ Online Scholar One Manuscript Central submission process
- ✓ 3 months free access upon publication
- ✓ Annual Awards for Excellence (Reviewers; Outstanding Papers)
- ✓ Emerald Literati Network with more than 100,000 members
- ✓ Online support on all aspects of publishing



KUDOS

► Kudos is a web-based service – free for Emerald authors to use -that helps researchers and their institutions and funders maximize the visibility and impact of their published articles.

Kudos uses DOI linking to your fulltext article.

Uses a toolkit to support enriched metadata and contextual information to maximize discoverability of articles

Guidance and support on how to use both traditional and social media to raise awareness of articles.

For more information, please logon to
<http://www.emeraldgrouppublishing.com/authors/writing/kudos.htm>





**Thank you
for your attention
& participation**