

# Writing for Emerald Library Journals: How to improve your chances of acceptance

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# Aims of the session



Research you can use

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



# Structure of the Presentation



Research you can use

- Part 1: Emerald and LIS Publishing Opportunities
- Part 2: Approaching the Task of Getting Published as a Journal Author
- Part 3: What to Expect After Submission
- Part 4: Beyond Authorship



# Part 1: Our Background

Emerald and LIS publishing opportunities



# My Background



Research you can use

- Publisher role includes:
  - Management of 15 external journal teams
  - Portfolio development for the Knowledge and Information Management Portfolio
- Key contact for Editors and Authors helping both navigate the process of producing journal issues (approx 75 per year)
- With Emerald for 5 years and previously with trade publishers



# Emerald Group Publishing – company background



Research you can use

- Emerald Group Publishing Limited
- Founded in 1967 in Bradford, West Yorkshire
- Over 250 employees. Offices in China, India, Malaysia, Australia, Japan, Brazil, Dubai, USA



# The Emerald Portfolio



Research you can use

- 28 subject areas including

**Sociology**   **Library & Information Studies**   **Linguistics**   **Business & Management**  
**Human Resource Management**   **Engineering**   **Education**   **Accounting & Finance**   **Politics**  
**Built Environment**   **Tourism & Hospitality**   **Marketing**   **Economics**   **Health Care**

- 200+ journals, 240+ book series, 300 stand-alone texts
- Electronic databases: Emerald Management eJournals and Emerald Management First
- Over 3,000 university libraries worldwide including 98 of the FT top 100 business schools
- Over 21 million Emerald articles were downloaded in 2009 – more than 50,000 a day!
- Potential readership of 15 million

**Full list of Emerald titles:**

<http://emeraldinsight.com/journals>

<http://books.emeraldinsight.com>

# Emerald's publishing philosophy



Research you can use

- Emerald believe in inclusivity, internationality, innovation and independence
- Supportive of scholarly research – we would not have a business without the academic community.
- Committed to improving author, reader and customer experience
- We believe to be successful in our business we must work together with our communities with trust, transparency and mutual respect.
- *'Research you can use'* – good research has many areas of impact



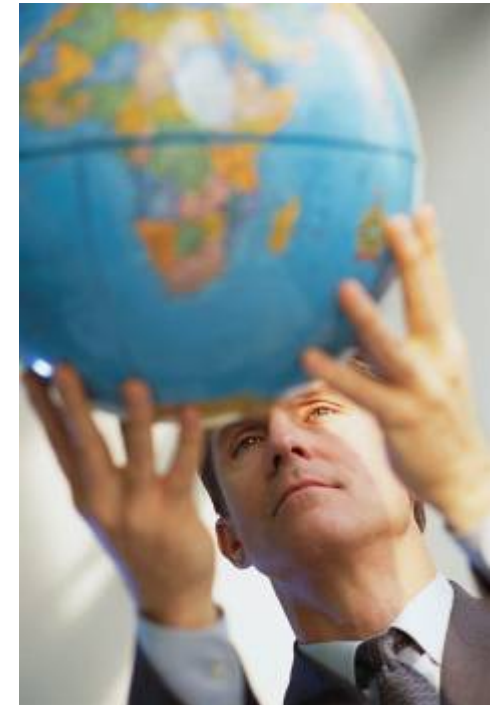
# What do we mean by research you can use?



Research you can use



Research that has an impact



- Emerald are a very significant publisher in LIS
  - 17 Library Titles
  - 3 Book Series
  - *ASLIB Managing Information* Membership Magazine
  - Over 40% of journals ISI Ranked
  - Publishing Opportunities: A full range of practitioner, academic, formal research and journalistic formats.
  - Working in close collaboration with ALA, ALIA, IFLA and other associations

# Emerald's Special Relationship with IFLA



Research you can use

- Long standing relationship between IFLA and Emerald
- Formalised as a “Special Partnership” agreement signed Feb 2010
- Selected IFLA conference papers now co-published with Emerald.
- Emerald has “second pick” of IFLA conference papers.
- Authors benefit from wide dissemination via Emerald and also open access after 9 months.

# Emerald's Special Relationship with IFLA



Research you can use

A screenshot of a Windows Internet Explorer browser window. The title bar reads "Programme and Proceedings, World Library and Information Congress: 75th IFLA General Conference - Windows Internet Explorer". The address bar shows the URL "http://conference.ifla.org/ifla75/programme2009-en.php". The browser interface includes a menu bar (File, Edit, View, Favorites, Tools, Help), a Favorites bar, and a toolbar with navigation and utility icons. The main content area displays a list of topics for the conference. The visible text includes:

Australia)

- Community  
VERONDA J. PITCHFORD (Urban Libraries Council, Chicago, USA)
- Collections  
TBA
- Creativity  
INGA LUNDEN (Stockholm City Library, Stockholm, Sweden)
- Capabilities - final presentation to be followed by round table discussions on each of the four tracks  
JENS INGEMANN (Copenhagen Public Library, Copenhagen, Denmark)

92 **Statistics and Evaluation, Information Technology and Preservation and Conservation**  
*Statistics for cultural heritage*

- Statistics in preservation as a basis for positive action  
IRMHILD SCHÄFER (Bavarian State Library, Munich, Germany)
- [Statistical tools for the evaluation of preservation needs](#)  
TRANSLATIONS: [\[Français\]](#)  
ALISON WALKER and JULIA FOSTER (British Library, London, UK)
- [The project NUMERIC: statistics for the digitisation of the European cultural heritage](#)  
TRANSLATIONS: [\[Français\]](#)  
ROSWITHA POLL (Münster, Germany)
- [Digital cultural heritage in the Netherlands: collecting statistics on production investments, and use](#)  
TRILCE NAVARRETE HERNÁNDEZ and FRANK HUYSMANS (Amsterdam, Netherlands)
- Measuring usage of cultural heritage documents: The German project

# ASLIB – the association for library and information professionals



Research you can use

- ASLIB is a membership association for people who manage information and knowledge in organizations, who are not necessarily librarians.
- Acquired by the Emerald Group in March 2010
- Our original ethos, which still applies today, was “to serve those engaged in the collection, treatment and dissemination of information in many departments of human activity”.



# ASLIB – the association for library and information professionals



Research you can use

- Member benefits include access to key Emerald academic journals
- ASLIB members have their own monthly magazine, Managing Information.
- ASLIB offers training, special interest groups, books and an annual conference.
- [www.aslib.com](http://www.aslib.com)



- **Irish schools well represented in authorship and Editorial teams.**
- **For example: Aslib Proceedings Special Issue on University College Dublin, Guest Editor Ian Cornelius. (61/3)**
  - **Virtually local: social media and community among Polish nationals in Dublin, Lee Komito, Jessica Bates**
  - ***Information skills training practices in Irish higher education***  
**Claire McGuinness**
- **Access to Emerald Management e-Journals via the IReL consortia and institutional subscriptions.**
- **Opportunity to meet our Business Managers at the INULS Conference every year.**



# Publishing Opportunities for LIS



Research you can use

| Publication              | Content  |
|--------------------------|--|
| Managing Information     | Magazine News and Features: Library Profiles, Opinion Pieces |
| Library Hi-Tech News     | New, Features<br>Conference Reports                          |
| Reference Reviews        | Reference Works Reviews                                      |
| Library Management       | Often Applied Practitioner Research                          |
| Journal of Documentation | Conceptual Academic Research                                 |

[Full listing of Emerald LIS titles](#)

- Beyond LIS, wider subject areas including:
- Education for academic librarians – Eg *International Journal of Education Management*
  - [Full Listing of Emerald Education titles](#)
- Information and Knowledge Management – Information Studies informs both areas.
  - [Full List of Emerald Information and Knowledge Management titles](#)
- Healthcare 15 titles (and growing fast!) in the collection coverage includes leadership, management, quality, health psychology and health education. Key titles include *Nutrition and Food Science* and *Clinical Governance*.
  - [Full List of Healthcare Titles](#)

# Part 2: Approaching the task of getting published in a journal

# Editorial supply chain and journal management structure: journals



Research you can use



# Ideas: where to start for both practitioners and academics



Research you can use

- Are you working on a Doctoral or Master's thesis?
- Have you completed a project which concluded successfully?
- Are you wrestling with a problem with no clear solution?
- Do you have an opinion or observation on a subject?
- Have you given a presentation or conference paper?

**If so, you have the basis for a publishable paper**



# What journal should you submit to?



Research you can use

Choosing a journal to publish in is an investment decision. A good choice can enhance the impact of your work and your reputation

## Quality Indicators:

- Rankings such as Thomson Reuters ISI (others exist, any examples important here?)
- Citations are a good, but not complete, guide to quality
- Rejection rate – but can be misleading

## Other factors to consider are:

- Relevant readership
- High dissemination
- A communicative Editor
- Time from submission to publication
- Likelihood of acceptance
- Be **political** (e.g. national vs international) and **strategic** (e.g. five articles in 'low ranked' journals vs one in 'top ranked' journal)

# Target!



Research you can use

***“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**.
- **Be clear that your target journals’ scope and aims match your paper.** Read at least one issue of the publications in advance.
- **Only submit to one journal at a time!**
- Do contact the Editor for informal feedback before making a formal submission - send an outline or abstract and ask if this looks suitable and interesting (or how it could be made so)
- Find how and where to make a formal submission (editor, regional editor, subject area editor). Check a copy of the journal/series or the publisher’s web site and follow the Author Guidelines – for word length, references style, etc
- Include a cover letter – opportunity to speak directly to the editor, convince them of the importance of your manuscript to the journal, include details if the paper has any history with other journals/ conferences..



# Example of author guidelines



Research you can use

Home Text View Contact Us Site Map Support Register Administrators

**Emerald**  
Research you can use

Home > Product Information > Journal list > European Journal of Marketing Information - Author Guidelines

## European Journal of Marketing

ISSN: 0309-0566  
Content: [Table of Contents](#) | [Latest Issue RSS](#) | [RSS](#)  
Information: [Journal information](#) | [Editorial Team](#) | [Author Guidelines](#)  
Other: [Journal News \(inc. calls for papers\)](#) | [Sample articles](#) | [Events](#) | [Sponsored Links](#) | [Recommend this journal](#)

Search in this title:  
  
Search

### Author Guidelines

#### Submit to the journal

Submissions to *European Journal of Marketing* are made using ScholarOne Manuscripts. Please see Submissions Process (below) for details on how to create an account and submit a paper using ScholarOne Manuscripts.

All authors should be shown. Author details must be uploaded in a separate file and the author should not be identified anywhere else in the article.

#### Editorial objectives

The explicit aim of the EJM is the dissemination of insightful and original marketing knowledge. We welcome novel and ground-breaking contributions from a wide range of research traditions within the broad domain of marketing, particularly encouraging innovative ideas in conceptual developments and research methodologies. The EJM is not preferentially disposed towards either empirical work or pure theory, nor towards one particular method or approach. Although the EJM will retain a European brand identity, we actively encourage global contributions from scholars across the broad domain of marketing.

#### General principles

The EJM will be an outlet for research that is:

- based on rigorous, high quality scholarly work of international standing,
- from a diverse range of methodological, philosophical and theoretical approaches,
- situated within either a pure or applied research tradition,
- derived from stringent theoretical conceptualisation, and appropriate and defensible research methodology,
- well written and of clear relevance and interest to marketing scholarship

The EJM is receptive to controversial topics, and new, as well as developments that challenge existing theories and paradigms. EJM will be particularly receptive to the development and testing of new theories, as long as they fulfill the rigour criteria detailed above. The EJM will not generally be receptive to pure opinion or unsupported conjecture, although viewpoint and commentary articles are welcome where they can meet appropriate standards of rigour. Authors who wish to submit such articles are encouraged to contact the editors prior to commencing work. The EJM is also receptive in principle to the submission of replication studies, where they are able to

in:  All content

Advanced search  
Marked lists

Browse:  
Books & Journals  
Bibliographic Databases

Resources:  
Product Information  
Emerald Management eJournals  
**Emerald Journals**  
New titles  
Emerald Subject Collections  
Emerald Backfiles  
Emerald Books and Series  
Emerald eBook Series  
Emerald Emerging Markets Case Studies  
Emerald Management First  
Emerald Management Reviews  
Emerald Abstracts  
Emerald Engineering  
Product Portfolio  
Purchase Information

Every journal has detailed notes and guidelines

# Co-authorship as a possibility



Research you can use

- With supervisor, across departments, someone from a different institution
- Demonstrates the authority and rigour of the research
- Especially useful for cross-disciplinary 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 ...



Research you can use

- 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
- Internationality/Global focus
- **Adherence to the editorial scope and objectives** of the journal

# Emerald has introduced structured abstracts



Research you can use

- **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?'
- **[NEW] 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](http://www.emeraldinsight.com/structuredabstracts)

# Example of a good abstract



Research you can use

J J Turner and K Wilson (2006) 'Grocery loyalty: Tesco Clubcard and its impact on loyalty', **British Food Journal**, vol. 108 (11), pp. 958-964

**Purpose** – The aim of the research is to identify the impact of the Tesco Clubcard on customer loyalty. The secondary aim is to contrast customer perceptions of the Clubcard, staff and “feeling valued” to identify which factor has the greater impact on customer loyalty to store.

**Design/methodology/approach** – Quantitative analysis was used based on 60 questionnaires conducted with randomly selected customers in Tesco Metro Dundee in 2005. Tesco were not involved in the research other than to provide approval at a store level for the research to take place outside their premises.

**Findings** – A positive moderate relationship was found  $r=0.388$ ,  $p=0.01$  between the owning of a Clubcard and loyalty to store. It was also found that there was a positive moderate relationship between the Clubcard returns and customer loyalty, with  $r=0.334$ ,  $p=0.01$ . The research, however, found no relationship between loyalty and customers feeling more valued by Tesco, nor did the research reveal a significant relationship between Tesco staff and customer loyalty.

**Research limitations/implications** – The research is restricted in so far as it only considers Tesco Clubcard in the grocery retail sector and as it is an exploratory study the research is limited in so far as the number of participants is only 60. A further limitation surrounds the issue of generalisability as only one Tesco retail outlet in Dundee was used. Further research needs to include other Tesco formats and contrast with grocery retailers who do not use loyalty cards.

**Practical implications** – It is suggested that Tesco consumers are influenced by having a loyalty card in so far as it contributes to making them loyal. However, other factors need to compliment such a card, with consumers seeing the Tesco “provision” as inter-related.

**Originality/value** – The paper is useful to both practitioners and academics in the fields of relationship marketing and loyalty. The research provides some initial insight into consumer perspectives in the value of loyalty cards.

**Keywords:** Customer loyalty, Loyalty schemes, Supermarkets

# Before you submit your article: your own peer review



Research you can use

- Let someone else see it – show a draft to friends or colleagues and ask for their comments, advice and honest criticism
- We are always **too close** to our own work to see its failings
- **Always** proof-check thoroughly – no incorrect spellings, no incomplete references. Spell checkers are not fool-proof



Spot the error:

“A **knew** research methodology introduced in 2007...”

# Plagiarism and referencing



Research you can use

- Plagiarism (from the Latin *plagium* meaning 'a kidnapping') is 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://info.emeraldinsight.com/about/policies/plagiarism.htm>
- For more general information visit <http://www.plagiarism.org/>



- As the author, you need to ensure that you get permission to use content you have not created (E.g. figs, tables, photos) before submitting your manuscript otherwise this may delay your paper being published
- 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/originality.htm>

# How to increase electronic dissemination – with titles & keywords



Research you can use

- 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 possibly more citation



# Part 3: What to Expect After Submission



# Timetable from submission to initial feedback to authors



Research you can use

- 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**



# Once you have submitted your article



Research you can use

**A request for revision is good news!** It really is

- You are now in the publishing cycle. Nearly every published paper is revised at least once
- Don't panic!
- Even if the comments are sharp or discouraging, they **aren't** personal

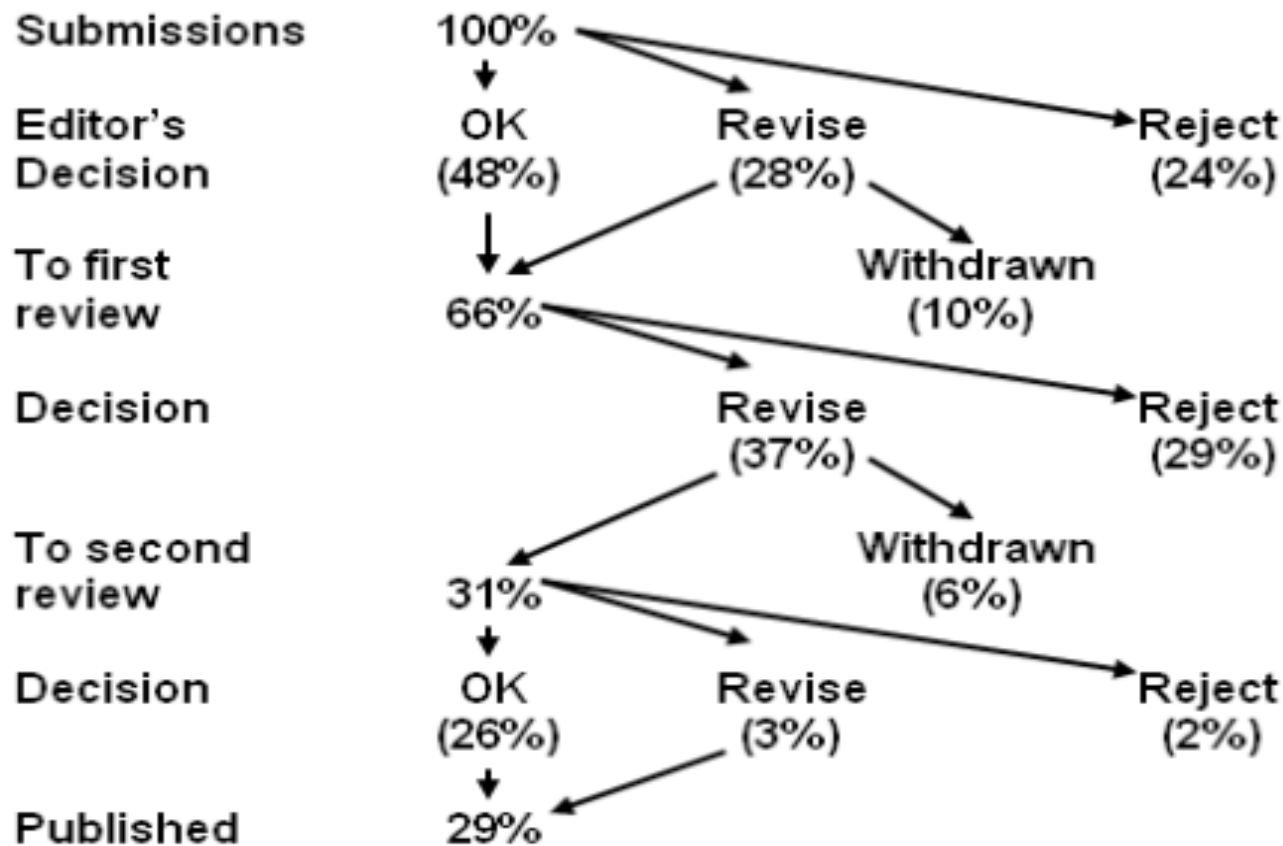
**If your paper is rejected:**

- **Don't give up!**  
Everybody has been rejected at least once!
- **Ask why**, and listen carefully!  
Most editors will give detailed comments about a rejected paper. Take a deep breath, and listen to what is being said
- **Try again!**  
Try to improve the paper, and re-submit elsewhere. Do your homework and target your paper as closely as possible
- **Keep trying!**

# Process of acceptance for a journal – just one example



Research you can use



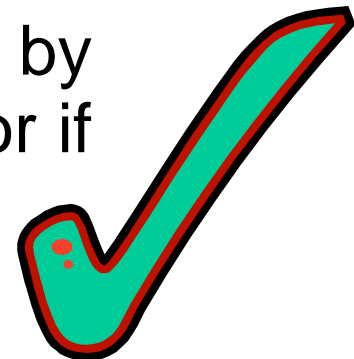
$n = 86$

# How to revise your paper



Research you can use

- **Acknowledge** the editor and set a revision deadline
- **Clarify understanding** if in doubt – ‘This is what I understand the comments to mean...’
- **Consult with colleagues** or co-authors and tend to the points as requested
- Meet the revision **deadline**
- Attach a covering letter which identifies, point by point, how revision requests have been met (or if not, why not)



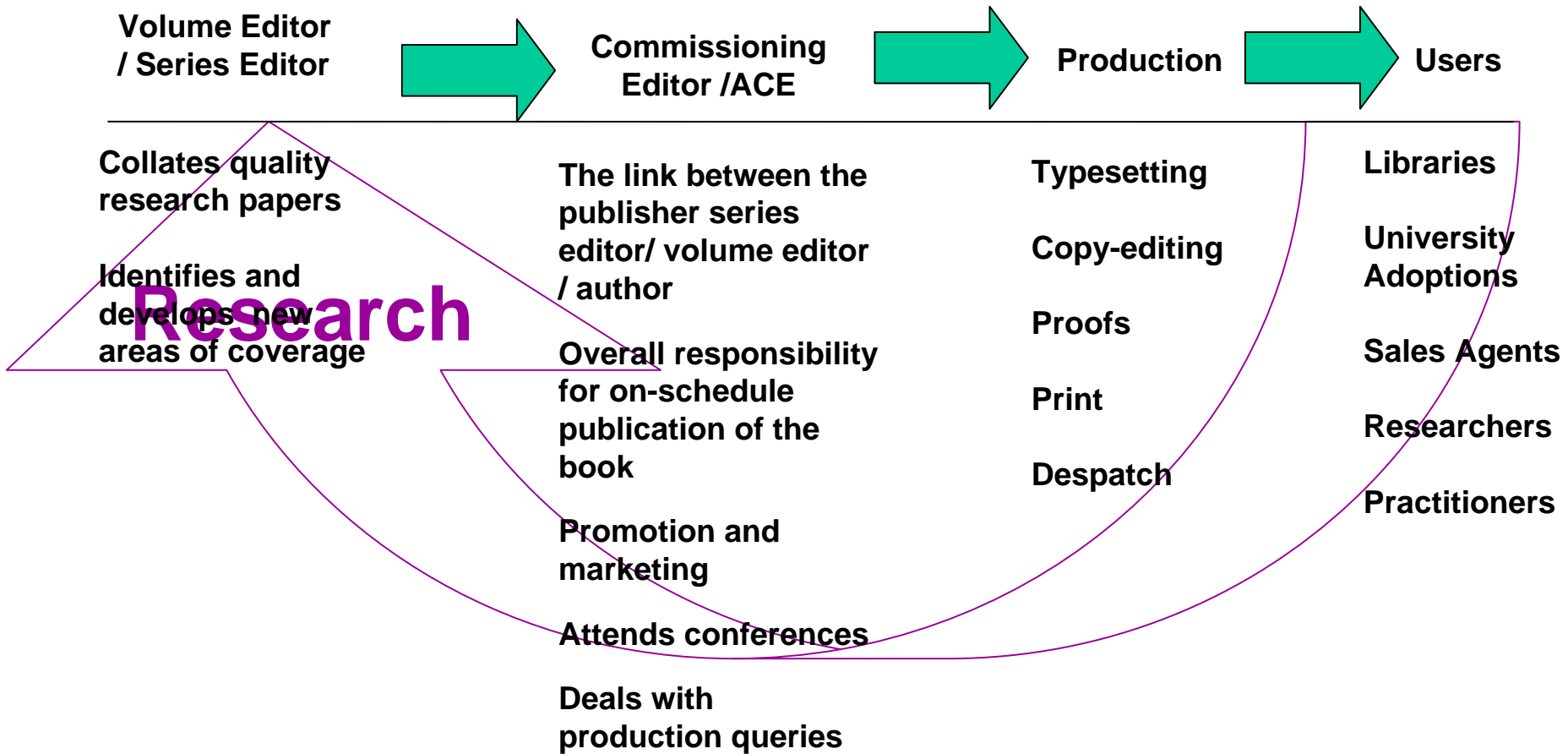
# Part 3b: Book publishing



# Editorial supply chain and book management structure: books



Research you can use



# Proposing a book



Research you can use



Book/book series ideas are normally sold to publishers on the basis of a detailed proposal. A proposal should answer the following questions:

- Why is this book/series different from other books?
- Why should it be published?
- Why are you qualified to write it?

- Target your proposal to a publisher who has published similar books
  - Do they publish in your subject area?
  - Do they publish the same type of books?
- Study the publisher's website or visit their stand at conferences



# What makes a good proposal?



Research you can use

- What is your rationale for publication?
  - Is there a gap in the market?
- Will the book/series have international applicability and reach?
- What is the proposed editorial scope and coverage?
- What will make it stand out from the competition?
  - What are its unique selling points?
- Who will be the target audience?
- What is the composition of the research field, in terms of number of researchers and geography?
- Where and how can the book be effectively promoted?
- How will the book position itself amongst the competition?

More detailed guidelines are available [online](#)

# Timetable after submission



Research you can use

Once submitted, your proposal will be:

- Fully researched against market needs, demand and competition
  - Evaluated internally against the publisher's publishing plan and strategy
  - Evaluated by external experts in the field
- Can take between three and six months
- Once completed: decide whether to commission your work for publication



# How to promote your work



Research you can use



## Why?

- Influence policy
- Raise your profile
- Attract collaborators and funding
- New opportunities e.g. in consulting, the media

## How?

- Use your network e.g. through listservs, press releases or simply link to the article in your email signature
- Contact the authors in your reference list
- Hone your media skills and 'brand image'
- Ask the publisher to provide you with book or journal leaflets

See **Support and services for authors and Editors**

on the USB stick

# Part 4: Beyond Authorship

- Other roles in journal publishing
- Ongoing support from Emerald



# Beyond authorship



Research you can use

Other important 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/series or a journal?

Contact us at [editorial@emeraldinsight.com](mailto:editorial@emeraldinsight.com)

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



# Emerald supporting authors



Research you can use

- Dedicated editorial and author relations support staff
- Quality-assured copy-editing and production service
- Emerald Literati Network with more than 90,000 members
- Signatories of the Committee on Publication Ethics (COPE), Emerald is committed to protecting its authors' work from copyright infringements

## Journals

- EarlyCite
- Online Scholar One Manuscript Central submission process
- Complimentary journal issue and five reprints upon publication

## Online resources



### *For Researchers*

- [www.emeraldinsight.com/research](http://www.emeraldinsight.com/research)
- How to... guides
- Outstanding Doctoral Research Awards
- Research Fund Awards
- Emerald Research Connections

### *For Authors*

- For Authors [www.emeraldinsight.com/authors](http://www.emeraldinsight.com/authors)
- How to... guides
- Meet the Editor interviews and Editor news
- Editing service
- Annual Awards for Excellence
- Calls for Papers and news of publishing opportunities

## Books

- Marketing plan for your book including:
  - Direct mail campaigns, leaflets and brochures, media and journal advertising
  - Conference presence and promotion
  - A landing page for your title on the Emerald website

# Other useful resources



Research you can use

- [www.isiwebofknowledge.com](http://www.isiwebofknowledge.com) (ISI ranking lists and impact factors)
- [www.harzing.com](http://www.harzing.com) (Anne-Wil Harzing's site about academic publishing and the assessment of research and journal quality, as well as software to conduct citation analysis)
- [www.scopus.com](http://www.scopus.com) (abstract and citation database of research literature and quality web sources)
- [www.cabells.com](http://www.cabells.com) (addresses, phone, e-mail and websites for a large number of journals as well as information on publication guidelines and review information)
- [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)

## What do you use?

# Summary of Learning Points



Research you can use

- Emerald is a well respected Publisher in LIS – various publishing opportunities
- How to submit a paper that successfully meets journal requirements
- How to navigate peer review and get accepted
- Other opportunities and support resources

# Do keep in touch!



Research you can use

- Tell us how we can help you
- Give us [feedback online](#)
- Use Emerald Management eJournals



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

Elizabeth Scott at: [escott@emeraldinsight.com](mailto:escott@emeraldinsight.com),  
Tel: +44 1274 785135

**Write for us!**