# Getting Published

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# Agenda

1. The publishing process
2. Surviving peer review
   - Understanding the journal
   - What editors/reviewers look for
   - Ethics in publication
   - How to revise an article
   - Why you might be rejected, and how to respond
3. Questions

# Who is Emerald?

- **A leading independent publisher of business, management, engineering and social science research**
- We publish research which makes a significant contribution to practice
- Formed 1967, independently owned, 350 employees
- Head office in UK, 16 overseas offices
- 290 peer reviewed journals (58 in ISI)
- 250+ book series, 300+ research monographs

# *Financial Times* Top 100 Business Schools

Emerald is proud to say that:

| | | |
|---|---|---|
| **Over 89 of the *FT* top 100 business schools worldwide are Emerald customers** | **We have authors from all of the *FT* top 100 business schools worldwide** | **In 2011, the *FT* top 100 business schools worldwide downloaded Emerald articles 1.2m times – an average of 14,000 per school!** |

# The publishing process



| Author | Editor | Publisher/ Managing Editor | Production | Users |
|---|---|---|---|---|
| Quality research papers | EAB and reviewers | The link between the publishing company and editor | QA – sub-editing and proof reading | Access via library |
| | Solicits new papers | Helps editors succeed in their role and build a first class journal | Convert to SGML for online databases | Hard copy |
| **Research** | Handles review process | | | Database |
| | Promotes journal to peers | Overall responsibility for journal | Print production | Third party |
| | Attends conferences | Promotion and marketing | Despatch | |
| | | | Added value from publisher | |
| | Develops new areas of coverage | Attends conferences | | |
| | | Handles production issues | | |

# Publishing <u>your</u> research – where to begin?

- 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 about business practice?
- Have you given a presentation or conference paper?

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

# Surviving peer review



1. You need to avoid a desk reject
2. You may need to revise and resubmit
3. You will almost certainly need to alter your paper

# '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 being said, or why you are submitting

# Target!

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

- Identify a few possible target journals but be **realistic**
- Follow the Author Guidelines: scope, type of paper, word length, references style, etc
- Find where to send your paper (editor, regional editor, subject area editor) …
- … and how to send it (email, hard copy, online submission)
- Send an outline or abstract to editor: is it suitable? how can it be made so?
- **Read** at least one issue of the journal

# Decide your publishing priority

- 'Top' journal?
- Easy acceptance?
- National or international recognition?

# Ethics in publication - examples

- Don't submit to more than one journal at once
- Disclose any conflict of interest
- Don't self-plagiarise (= redundant publication)
- Clear permission to publish interviews/case studies
- Seek agreement between authors – make sure everyone on the research team knows about the article
- Authors and editors are supported by the Committee on Publication Ethics (COPE)

# What editors and reviewers look for

- **Relevance** to the editorial scope and objectives
- **Originality** – what's new about subject, treatment or results?
- **Position** your paper – does it extend existing theory, provide a new perspective, or put a theory to an empirical test?
- Are you doing more than just 'filling a gap in the literature'?
- **Clarity** and quality of writing – does it communicate well?
- **Case study** – no 'war stories' or advertorials.  Be honest about problems you encountered – it makes a better article
- **Practical** implications – the 'so what?' factors
- **Conclusions** – are they valid and objective?

# Some key questions

- **Readability** – Does it communicate well? Is it clear?
- **Contribution** – Why was it written? What's new? Where does it fit into the 'conversation'?  Position your paper.

- **Credibility** – Is the methodology robust? Are the conclusions valid? Do you give credit to others when due? Don't hide limitations of research - you'll be found out.

- **Applicability** – What should people *do* with your article? Do your findings apply to the world of practice?  Do they map out areas of future research? Use for teaching?

- **Internationality** – Does the paper have a global perspective?  If not, why not?

# Your own peer review

Let someone else see it!

- show a draft to friends/ colleagues
- we always get too close to our own work
- remember that computer spell-check software is not perfect!
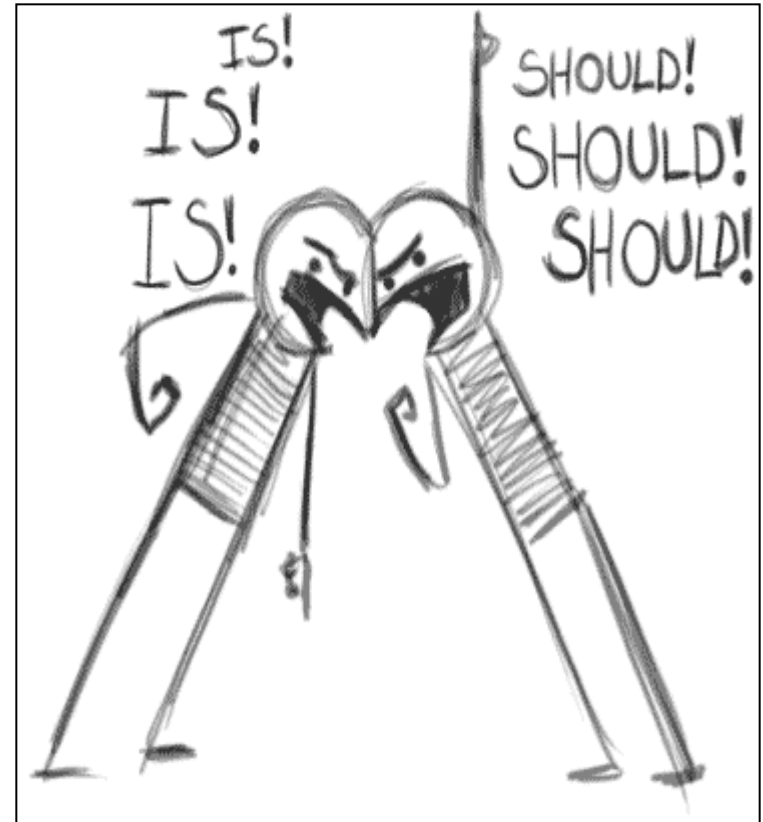
# Co-authorship?

- With supervisor, different departments or institutions
- Exploits individual strengths
- Good for cross-disciplinary research
- Demonstrates the authority and rigour of the research
- Increases potential pool of citations

**But remember**
- Ensure paper is edited so that it reads as one voice
- Identify the person responsible for closing the project
- Agree and clarify order of appearance of authors

# Electronic publication

- Use a short **title** containing main keyword
  - Emerald articles with 6-10 words in the title are downloaded more than any others
- Have a clear **abstract**
  - include the keywords, keep it short
- Use relevant and known **keywords** – not new jargon
- Ensure **references** are correct
  - vital for reference linking and citation indices

# Emerald requires structured abstracts

250 words or less (no more than 100 in any one section)

- <u>Purpose</u> – Reasons for research, aims of paper
- <u>Design</u> – Methodology, scope of study
- <u>Findings</u> – Discussion, results
- <u>Research limitations/implications</u> – Exclusions, next steps
- <u>Practical implications</u> – The 'so what?' factor
- <u>Social implications</u> – Wider benefits to society
- <u>Originality/value</u> – Who benefits, what's new?

# A request for revision is good news!

1. It means you avoided a desk reject
2. It means you are in the publishing cycle

*Nearly every published paper is revised at least once*

# Revising – close the deal

- **Acknowledge** the editor and set a revision deadline
- **Clarify** if in doubt – 'This is what I understand your comments to mean…'
- Meet the revision **deadline**
- Attach a **covering letter** showing how you met the reviewers' requests (or if not, why not)

# If your paper is rejected …

- **Ask why**
  Most editors will send you detailed comments. Take a deep breath, and listen carefully.

- **Don't take it personally**
  The review process is double blind for a reason.

- **Fix it, then try elsewhere**
  Target your paper as closely as possible, and remember you might get the same reviewer again.

- **Don't give up**
  The more you publish, the more you get rejected – and *everyone* gets rejected at least once.

# 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

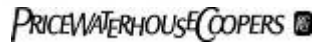*** Did you understand the "journal conversation"? ***

# In summary …

Publishing your research means:

- Your paper is <u>permanent</u> – published material enters a permanent and accessible knowledge archive – the 'body of knowledge'
- Your paper is <u>improved</u> – through the interventions of editors, reviewers, sub-editors and proof-readers
- Your paper is actively <u>promoted</u> – it becomes available to a far greater audience
- Your writing is <u>trustworthy</u> – material which has been published carries a QA stamp. Someone apart from you thinks it's good!

# Publishing ALSO puts your work in front of the best managers of tomorrow – here …

# Any questions?

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