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About Emerald

- Founded in 1967 in Bradford, West Yorkshire
- Core subjects: business, management, education, engineering, information science
- 300+ journals, 200 book front list, 1500 + teaching cases
- We are known for supporting early career researchers and offer support to all authors throughout each stage of the publication process
- Academic & Professional Publisher of the Year at the 2018 and 2020 IPG Independent Publishing Awards



The background of the image shows a library or study area. In the foreground, a laptop is open, and an open book is placed on top of it. To the left and right of the laptop are stacks of old, worn books. The background is filled with more bookshelves, creating a bokeh effect with warm, golden light. A semi-transparent green hexagonal shape is overlaid on the left side of the image, containing the main text.

How to improve article acceptance rate and publish quicker



emerald
PUBLISHING



Writing is an art
but publishing is a
business

Some Facts

- Approximately 2,25,000 researchers join the research community each year
- Nearly 45% articles are returned to authors without even reaching Editor-in-Chief (EiC)
- Of the 55% that reach the EiC, between 30% and 50% of all research papers end up as desk reject, i.e., they do not even reach peer review stage
- Over 60% of the articles published by high impact journals do not contribute to their impact factor.

How Long does Publishing Take?

- Desk Review (2 weeks)
- Inviting Reviewers (another week or two)
- Under Review (6-8 weeks)
- Editor Assessment (2 weeks)
- **'Ideal' time from submission to review feedback: 3 to 4 months**
- **Once accepted, papers should ideally be published within 3 months.**

But it may be longer!

A young child is sitting on the floor, wearing a VR headset. The child is reaching out with both hands towards a large, semi-transparent purple cube that is floating in the air. The scene is lit with warm, golden light, suggesting a sunset or sunrise. The background is slightly blurred, showing a room with a wooden cabinet.

Why
publish?

Why Publish?

Career

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

Subject Development

70% wanted to share knowledge and experience.

What do previous authors say?

Altruism

85% published for esteem and to receive internal and external recognition.

Own Business

50% published for company recognition and to promote their business.

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.
- Do you have an open access mandate? You can publish open access with any Emerald journal.
- Measuring quality - Are rankings important to you? Web of Science is the most well known ranking, but others exist. Citations are a good, but not complete, guide to quality. Consider Impact Factor, Scopus and CiteScore, H-index, Google Scholar, Usage and peer perception.

Some Help in Selecting the Right Journal

1. Journalguide.com
2. Journal suggester/finder
3. Reference list
4. Publisher's website

Top Reasons for Rejection

- Not following instructions – author guidelines
- Inappropriate to the journal scope
- Problem with quality (inappropriate methodology, not reasonably rigorous)
- Insufficient contribution to the field

What Makes a Good Paper?

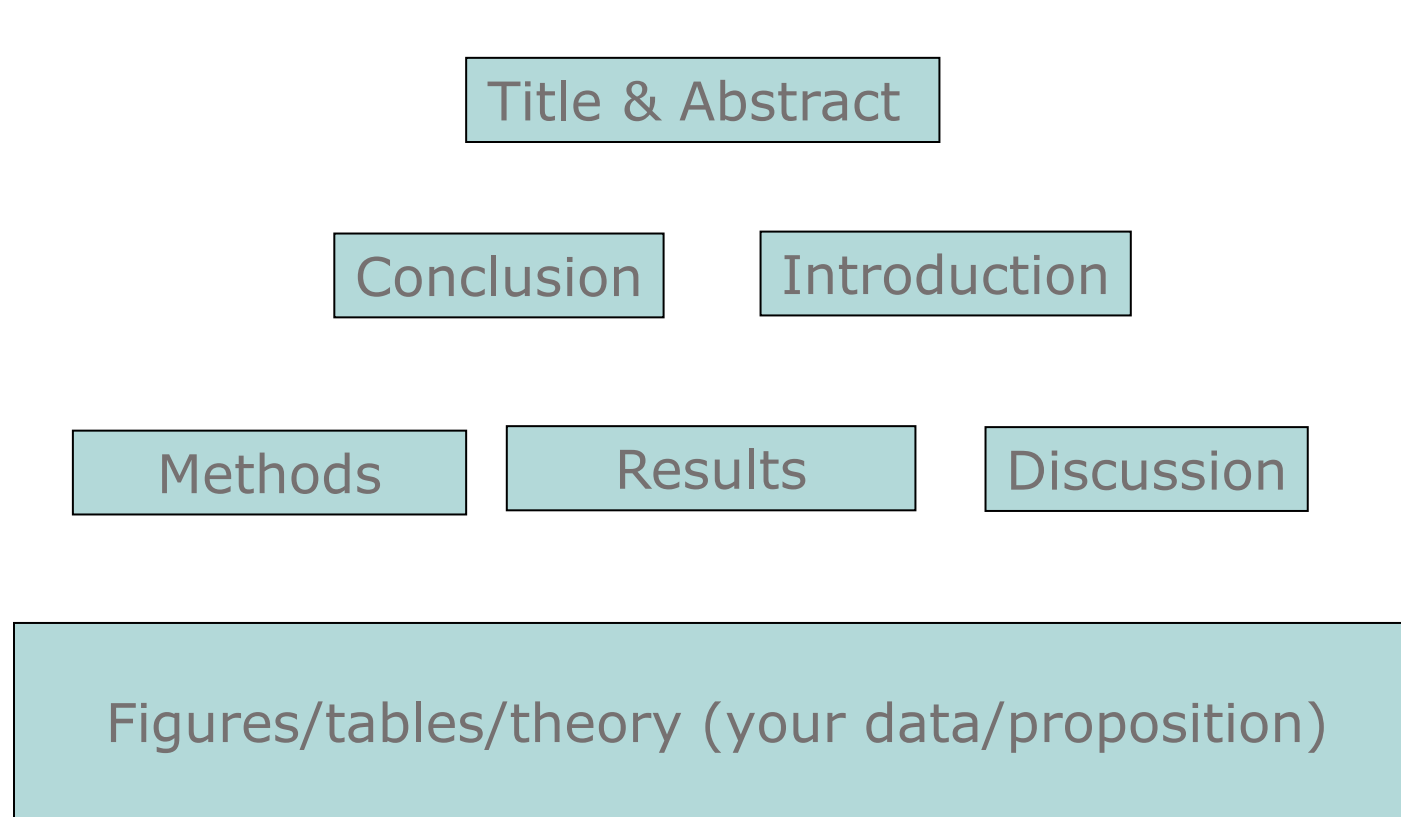
Editors and reviewers look for...

- 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

Structuring Your Paper



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?

Consider the following:

- 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

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 always 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?

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

Do

- Present global and specific conclusions
- Indicate uses and extensions
- Answer the original question
- State limitations
- State implications for further research

Do not

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

Polishing Your Work

When proofreading, 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
- Know your common mistakes
- Use, but don't rely on, the spell checker
- Show the draft to someone else – have a fresh pair of eyes look at it





Discoverability of an Article

Discoverability of an Article

The 3 segments of your paper have the potential to significantly impact your chances of getting published, read, and cited:

1. Keywords
2. Title
3. Abstract



Discoverability of an Article - Title

- Questions:

1. What is my paper about?
2. What techniques/designs were used?
3. Who/what is studied?
4. What were the results?

- Answers:

1. My paper studies whether X therapy improves the cognitive function of patients suffering from dementia.
2. It was a randomized trial.
3. I studied 40 cases from six cities in Japan.
4. There was an improvement in the cognitive function of patients.

- ▶ Use your answers to list key words. X therapy Randomized trial Dementia 6 Japanese cities 40 cases Improved cognitive function

Discoverability of an Article - Title

Build a sentence with these key words.

“This study is a randomized trial that investigates whether X therapy improved cognitive function in 40 dementia patients from 6 cities in Japan; it reports improved cognitive function.”
(28 words)

Delete all waste words (e.g., study of, investigates) and repetitive words; link the remaining.

“This study is a randomized trial that investigates whether X therapy improved cognitive function in 40 dementia patients from 6 cities in Japan” (23 words)

OR

“it reports improved cognitive function Randomized trial of X therapy for improving cognitive function in 40 dementia patients from 6 cities in Japan” (18 words)

Delete non-essential information and reword.

(reworded with subtitle and a focus on the results) “X therapy improves cognitive function in 40 dementia patients: A randomized trial (12 words)”

Discoverability of an Article - Keywords

Journals, search engines, and indexing and abstracting services classify papers using keywords. An accurate list of keywords will ensure correct indexing and help showcase your research to interested groups. This in turn will increase the chances of your paper being cited.

- List down the terms/phrases that are used repeatedly in the text
- Include variants of a term/phrase
- Include common abbreviations of terms
- Type your keywords into a search engine and check if the results that show up match the subject of your paper. This will help you determine whether your keywords are appropriate for the topic of your paper.

Discoverability of an Article - Abstract

- Begin writing the abstract after you have finished writing your paper.

Questions: "What problem are you trying to solve?" and "What motivated you to do so?"

Answer: Introduction and Conclusion

Question: "How did you go about achieving your objective?"

Answer: Methods section and list the major results from your Results section.

Question: "What are the implications of your findings?"

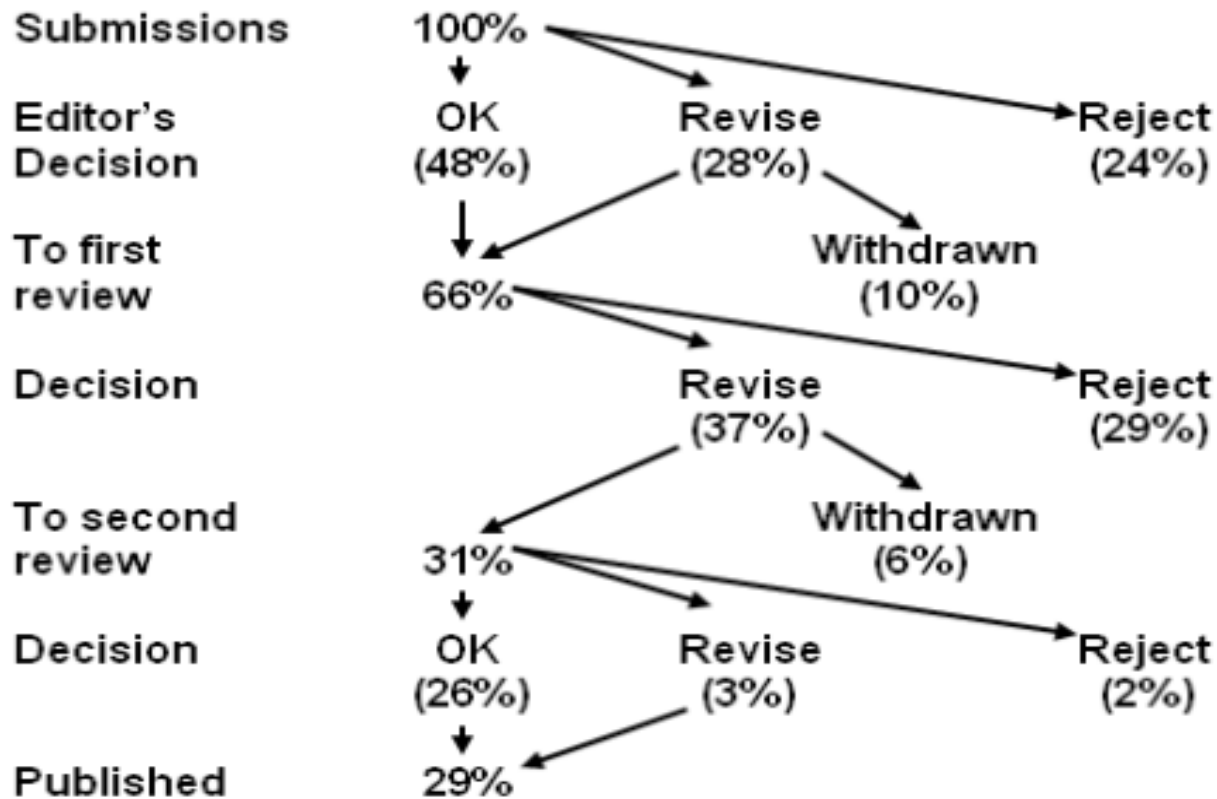
Arrange the sentences and phrases into a single paragraph in the following sequence: Introduction, Methods, Results, and Conclusions.

- Generally between 100 and 300 words – journal specific
- Use past tense



The publishing process and surviving peer review

Dealing with Peer Review



n = 86

- Don't give up! Everybody has been rejected at least once
- Ask and listen. Most reviewers give detailed comments about a rejected paper.
- Focus on paper improvement and re-submit.

Request for Revision

A request for revision is good news – you are now in the publishing cycle. Nearly every published paper is revised at least once and, even if the comments are sharp or discouraging, they aren't personal.

- 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



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PUBLISHING

Publication Ethics

Do:

- Seek agreement between authors
- Disclose any conflict of interest
- Authors and editors are supported by the Committee on Publication Ethics (COPE)

Do not:

- Don't submit to more than one journal at once
- Don't self-plagiarise
- Clear permission to publish interviews/case studies

<https://publicationethics.org>

Plagiarism and Copyright

Plagiarism 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://www.emeraldinsight.com/about/policies/plagiarism.htm>
- For more general information visit <http://www.plagiarism.org>

Copyright is also important. 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



Making your
article
discoverable

What is Kudos and Why Use it?



- KUDOS is a multi-publisher platform that helps researchers to undertake more outreach around their work and thus increase understanding and impact
- One place for researchers to explain, share and measure impact related to their work
- Key metrics from multiple providers, with insights on what is effective
- Small efforts can have worthwhile results - an average of 23% increase in downloads
- Emerald already have over 10,000 authors registered with Kudos

Website: <https://info.growkudos.com>


Step 1: Explain

Researchers add a plain language explanation of their work

Personal perspectives bring the research to life


Linked resources help set the work in context

What's it about?

 The purpose is to test major Web search engines on their performance on navigational queries, i.e. searches for homepages. 100 real user queries are posed to six search engines (Google, Yahoo, MSN, Ask, Seekport, and Exalead). Users described the desired pages, and the results position of these is recorded. Measured success N and mean reciprocal rank are calculated.




Performance of the major search engines Google, Yahoo, and MSN is best, with around 90 percent of queries answered correctly. Ask and Exalead perform worse but receive good scores as well. All queries were in German, and the German-language interfaces of the search engines were used. Therefore, the results are only valid for German queries. When designing a search engine to compete with the major search engines, care should be taken on the performance on navigational queries. Users can be influenced easily in their quality ratings of search engines based on this performance.

Why is it important?


 This study systematically compares the performance of the search engines on informational queries

Resources

External resources such as presentations, videos, interviews, figures, data-sets or related publications.

-  **Alladi Venkatesh at UCI**
Alladi Venkatesh, along with Nikhlesh Dholakia and A. Fuat Firat, continues to work on transmodern and postmodern marketing issues.
-  **Pioneering and Precursor Piece by A. Fuat Firat**
Pioneering and Precursor Piece by A. Fuat Firat...in this very insightful early 1990s piece, Fuat lays out most of the key ideas that later developed into many significant later works, some of which were done in collaboration with Alladi Venkatesh and Nikhlesh Dholakia.
-  **Nikhlesh Dholakia on Google Scholar**
Comprehensive portal into, and continually updating bibliographic database of, scholarly works by Nikhlesh Dholakia, including significant ensuing pieces inspired by this (J)M article.
-  **Baudrillard and postmodernism**
The online Stanford Encyclopedia of Philosophy (SEP) is one of the best places on the Web to find detailed, well-documented, and expertly interpreted information on philosophy-oriented issues, ideas and people. This detailed SEP essay is on Jean Baudrillard, and provides an excellent introduction to Baudrillard's works on postmodernism.

Perspectives

 **Mr Makoto Kimura (Author)**

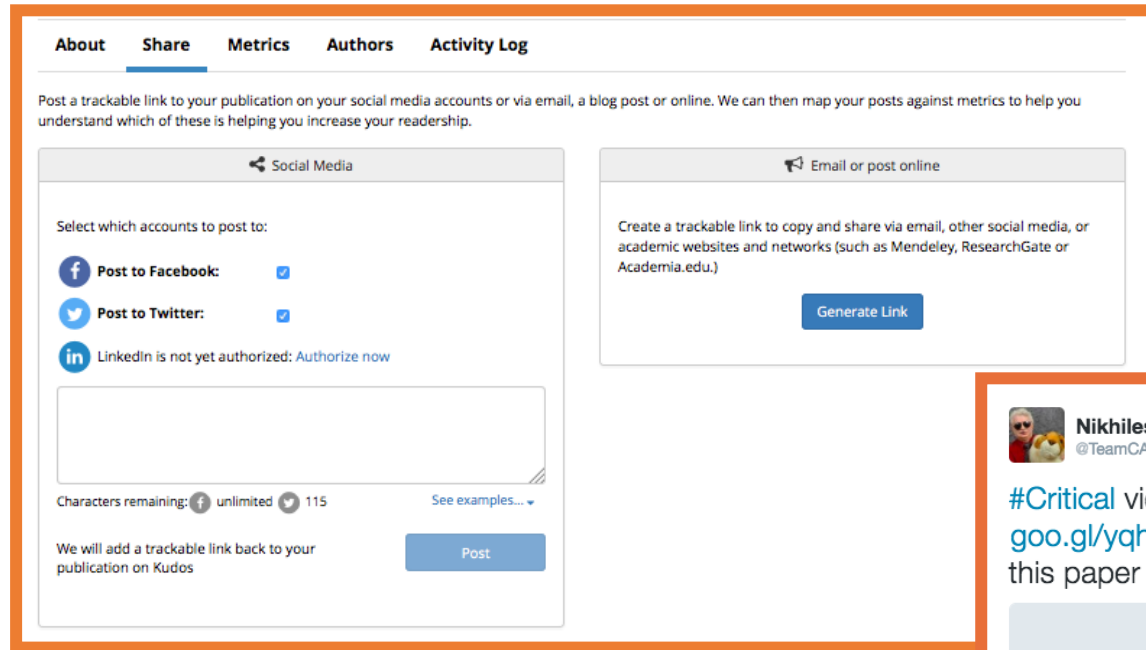
Coupled with the results generated by the performance models a comparison of each game series showed that although word-of-mouth and backward serialization may influence sales performance for the first title in a console game series, sales of the second title in the series were most heavily influenced by forward serialization and advertising. The author further found that word-of-mouth via social networks was unlikely to affect the sales performance of a series' second title.

EXPLAIN



Step 2: Share

Researchers share coded links to their publication profile pages on any network

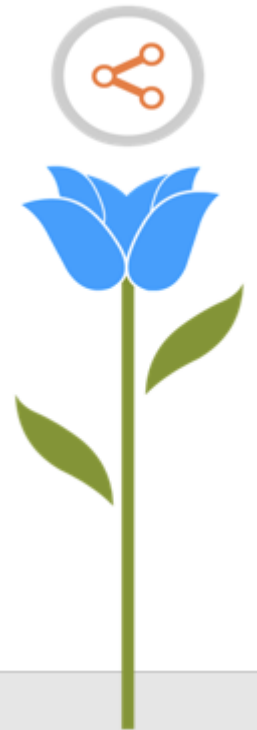


The screenshot shows a user interface with a navigation bar containing 'About', 'Share', 'Metrics', 'Authors', and 'Activity Log'. The 'Share' tab is active. Below the navigation bar, there is a text instruction: 'Post a trackable link to your publication on your social media accounts or via email, a blog post or online. We can then map your posts against metrics to help you understand which of these is helping you increase your readership.' The interface is divided into two main sections: 'Social Media' and 'Email or post online'. The 'Social Media' section has a heading 'Select which accounts to post to:' and three options: 'Post to Facebook' (checked), 'Post to Twitter' (checked), and 'LinkedIn is not yet authorized: Authorize now'. Below these options is a text area for a message, with character counts for Facebook (unlimited) and Twitter (115). A 'Post' button is at the bottom right of this section. The 'Email or post online' section has a heading 'Create a trackable link to copy and share via email, other social media, or academic websites and networks (such as Mendeley, ResearchGate or Academia.edu.)' and a 'Generate Link' button.

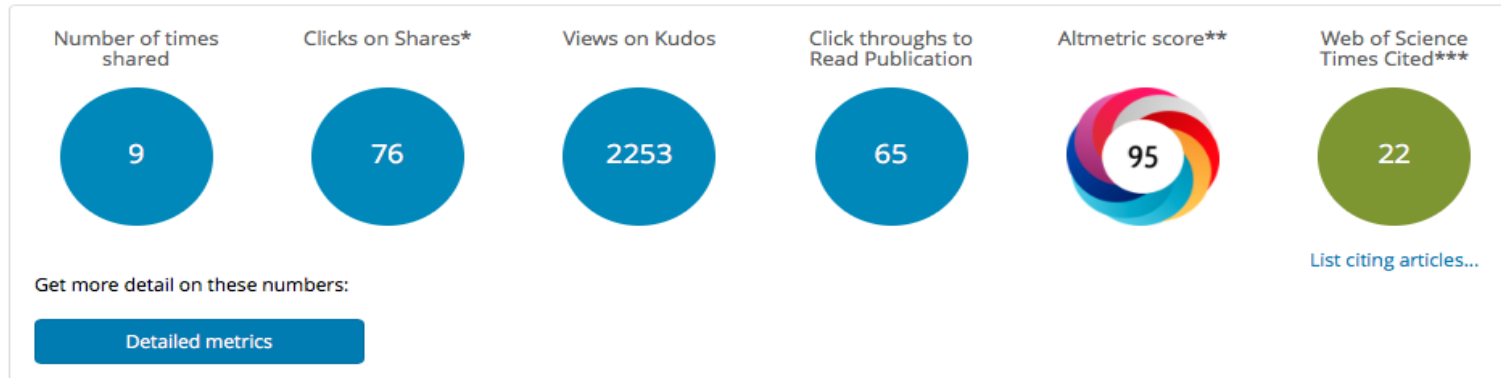


The screenshot shows a tweet from Nikhilesh Dholakia (@TeamCAQTUS). The tweet text is: '#Critical view of #postmodern #advertising goo.gl/yqhco2 ... illustrative of many concepts of this paper'. Below the text is a link to a document titled 'Postmodernism and marketing' with a preview of the text: 'The idea of postmodernism -- especially as an epochal moment that represents the impending eclipse of high modernity, and the possibilities of new directions -- has influenced art, architecture,...' from growkudos.com. The tweet shows 1 retweet.

SHARE



Step 3: Measure



Date	Event Type	Notes	Referrals ?
16-SEP-15 18:15	Share	Shared via Facebook	5
16-SEP-15 18:13	Share	Shared via Twitter read tweet	11
16-SEP-15 18:11	Share	Shared via LinkedIn	12
16-SEP-15 18:08	Add Resource	Add Resource of type related	-
16-SEP-15 18:06	Edit	Author Perspective text added	-
16-SEP-15 18:05	Edit	"Why is it important?" text added	-
16-SEP-15 18:03	Edit	"What's it about?" text added	-
16-SEP-15 17:59	Edit	Short title added	-
16-SEP-15 17:49	Claimed	Dr Pete A Lund claimed the publication	-

MEASURE



Beyond Authorship...



Other 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



Any questions?

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