

# Guide to Getting Published – the Emerald way

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Emerald Group Publishing, University of Pretoria and Africa Academy of  
Management in Africa

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Research you can use

# Emerald Group Publishing – company background

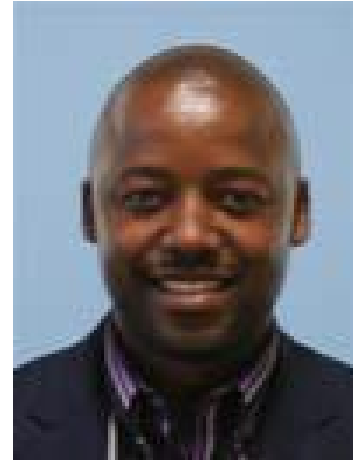


- Emerald Group Publishing Limited
- Founded in 1967 in Bradford, West Yorkshire
- For academics by academics



# Emerald Staff in Africa

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# Aims of the session

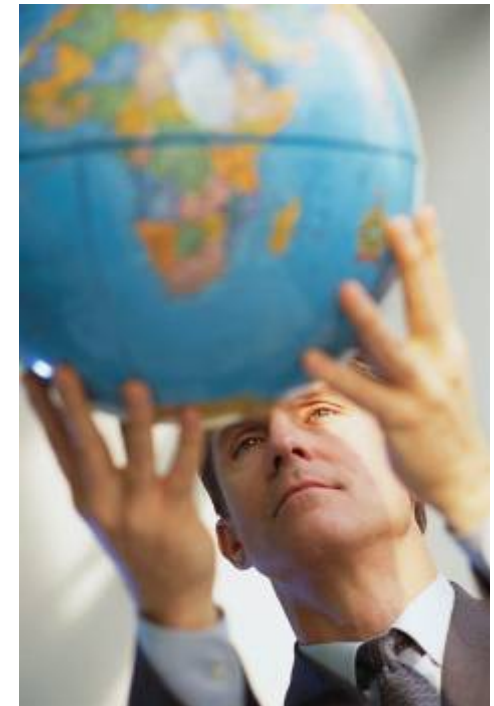


- To ‘demystify’ the publishing process
- To provide tips, insider knowledge and key questions to maximize your chances of publication
- To encourage some of you to go beyond publishing, e.g. reviewing, book reviewing, editorial roles
- Q&A session: ask anything!
- Follow-up: I’m always available to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

# What do we mean by research you can use?



Research that has an impact



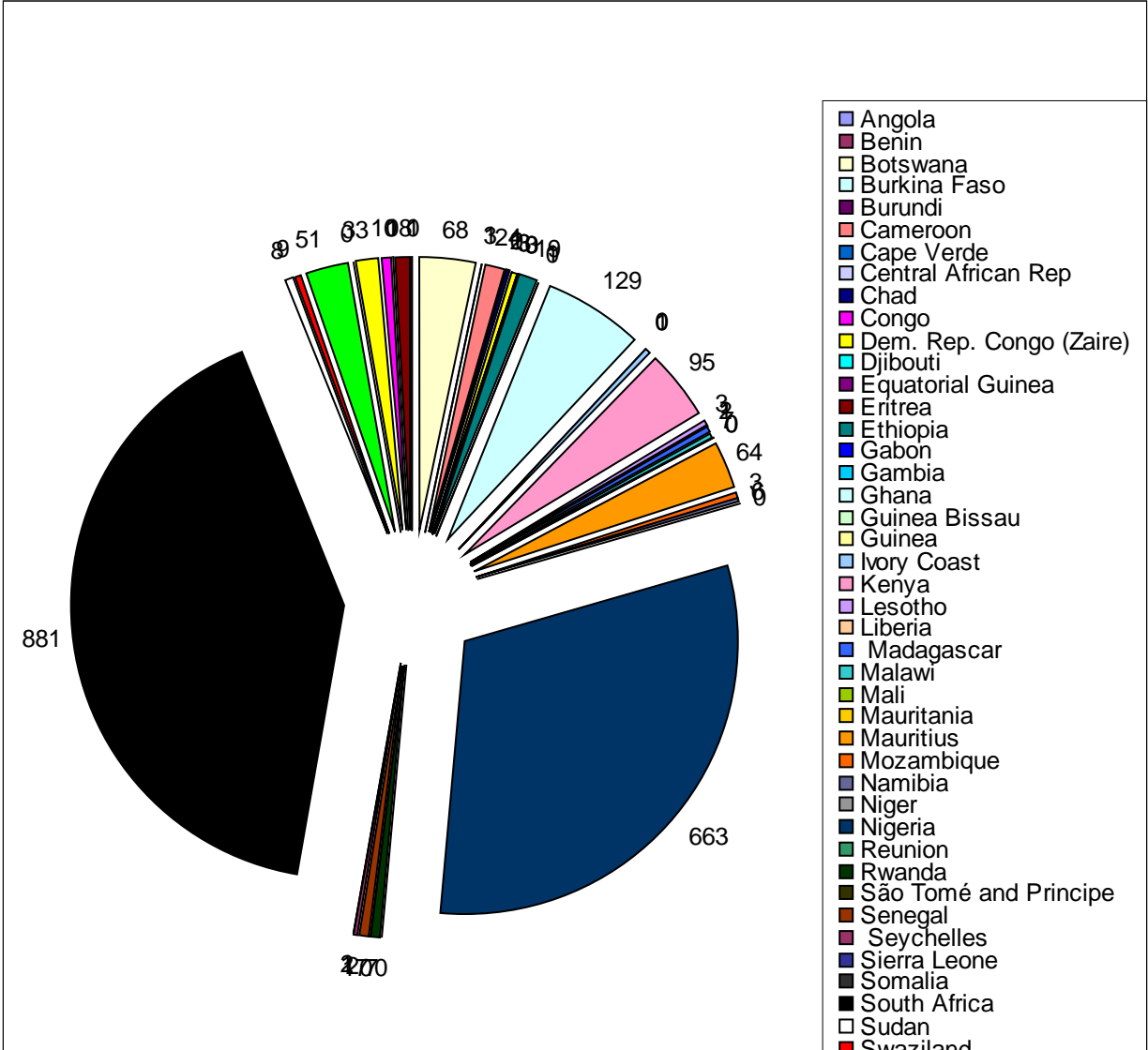


# Emerald in Sub – Saharan Africa

- Emerald one of the first academic publisher to focus on Africa
- South Africa most significant market, editorially and commercially
- Recent commercial success in Algeria, Namibia, Botswana, Swaziland and Mauritius
- Dedicated Regional Developments team tasked with developing publishing activities in emerging economies

# Emerald in Africa continued...

To date, we have published **2428** authors and have **213** editorial contacts (Editors and EAB members) based in / from Africa  
 1.6 million downloads in 2011



# Journals with an African focus

- ***African Journal of Economic and Management Studies*** (AJEMS) [www.emeraldinsight.com/ajems.htm](http://www.emeraldinsight.com/ajems.htm)
- ***Journal of Agribusiness in Emerging and Developing Economies*** (JADEE) [www.emeraldinsight.com/jadee.htm](http://www.emeraldinsight.com/jadee.htm)
- ***Journal of Accounting in Emerging Economies*** (JAEE) and its sister-publication, ***Research in Accounting in Emerging Economies*** (RAEE), [www.emeraldinsight.com/jaee.htm](http://www.emeraldinsight.com/jaee.htm)
- ***Meditari Accountancy Research*** – new acquisition for 2011, [www.emeraldinsight.com/medar.htm](http://www.emeraldinsight.com/medar.htm)





# Special issues with a focus on Africa



## Published:

- *CRS in Africa, African Journal of Economic and Management Studies, 3.1, (2012)*
- *Sustainable Development in Africa, African Journal of Economic and Management Studies, 1.2, (2010)*
- *African perspectives, Library Management, 31.6 (2010)*
- *Small Business Development and Poverty Alleviation in Africa, Management Research Review, 26.2 (2011)*
- *Foresight: Is Africa the Land of the Future?, Foresight, 13.13 (2011)*
- *Information Systems in South Africa, Journal of Systems and Information Technology, Vol 13 (2011)*
- *African Housing Markets, International Journal of Housing Markets and Analysis, 3.3 (2010)*
- *Africa Special Issue, Property Management, 29.3 (2011)*

## Forthcoming:

- *Events and Festivals in Asia & The Middle East/North Africa (MENA) Region: Opportunities & Challenges, International Journal of Event and Festival Management, 3.1, (2012)*
- For more information, visit [www.emeraldinsight.com](http://www.emeraldinsight.com) and visit the journal websites.

# Emerald and UP

- **UP Subscription Holdings 2012**
  - EM150
  - African Journal of Economics and Management
  - Computer Abstracts, Civil Engineering and Communication Abstracts
  - Emerald Resources: ReadingList, Author Resources, Student Resources, Library Resources, Researcher Resources

# Emerald and UP



## **Emerald authors, editors and EAB from UP**

63 Emerald authors are based at UP.



# Emerald and UP

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## Emerald Usage to date

- **2009 – 166,680 (downloads)**
- **2010 – 267,657 (downloads)**
- **2011 – 371,634 (downloads)**
- **To date – 172,446 (downloads)**



# Popular Emerald Subject Areas

## Most popular subject areas: totals in 2012

- Managing Quality (8,642 downloads)
- Industry and Public Sector Management (8,337 downloads)
- Operations and Logistics Management (7,206 downloads)
- Management Science (6,424 downloads)
- Library and Information Studies (6,222 downloads)
- Education (6,094 downloads)
- Organization Studies (6,041 downloads)
- Strategy (5,997 downloads)
- Business Ethics and Law (5,148 downloads)

# Ideas: where to start



- 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 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

# Emerald has introduced 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?'
- **[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)



# Plagiarism and referencing

- 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/>

# Copyright

- As the author, you need to ensure that you get permission to use content you have not created as soon as your manuscript has been accepted 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>

# Timetable from submission to initial feedback to authors



- 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**



# How to increase electronic dissemination



- 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



# Editorial supply chain and journal management structure: journals



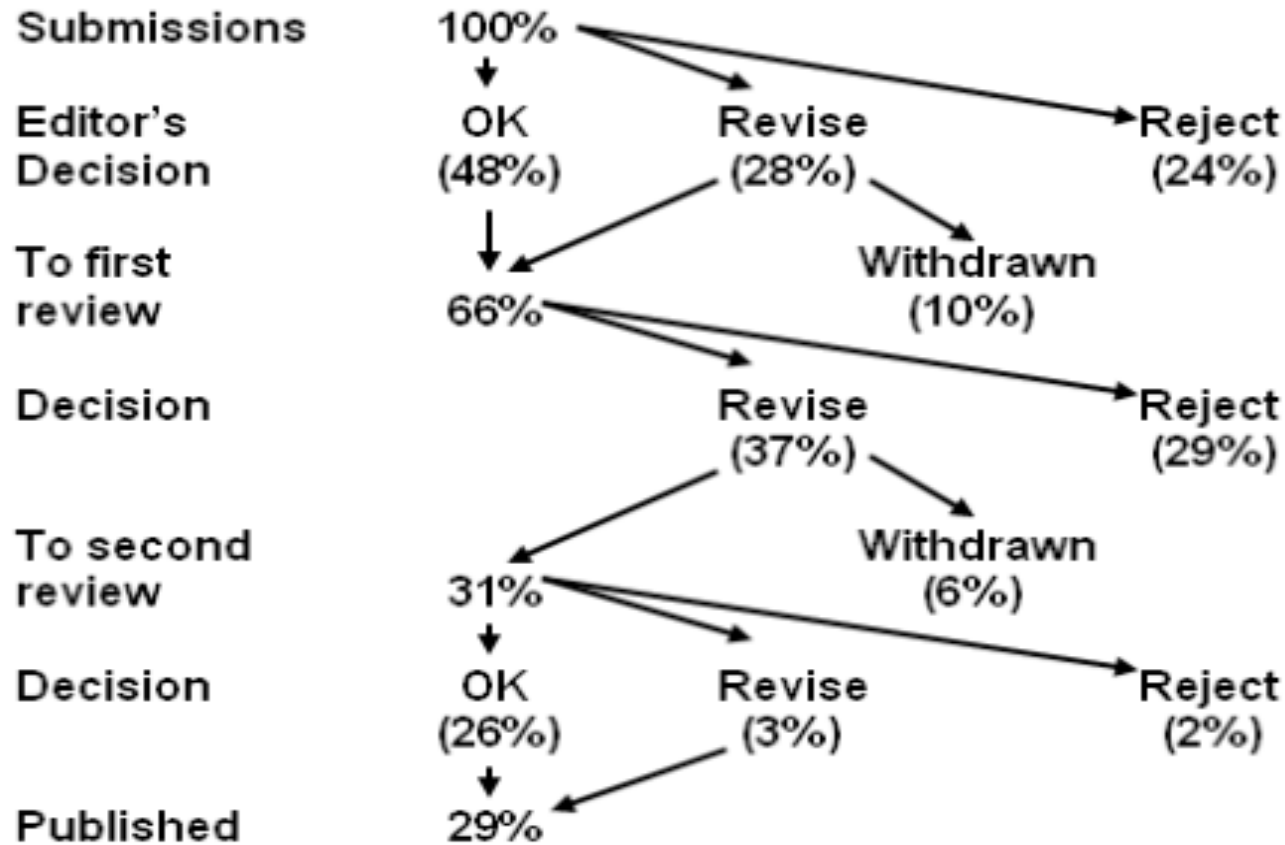
# Once you have submitted your article



- **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
  - "Stephen Wojtal likes to let reviews sit for a week to let his blood pressure return to normal".
- **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



*n* = 86

# Author Guides

- Author Support Guides available:
  - *Guide for African Authors*
  - As well as a wealth of other ‘How to...’ Guides
  - <http://www.emeraldinsight.com/authors/guides/write/index.htm>





# Beyond authorship



## 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!**





# Research Fund Awards

- **African Management Research Fund Award**, in association with INASP and the IAABD!  
judging in progress!
- **African Engineering Research Fund Award**, in association with INASP and the AEEA.  
Results are in!
- **Emerald/EFMD MENA Management Research Fund Award**.  
judging in progress!
- **2013 Emerald/AABS Case Study Competition**  
Closing Date: 20 March 2013





# Institutional Repository

## I am an Emerald Author- can I place my article in a repository?

Yes. However, it must be the Author's own version. It can include all the editorial changes but it must be in a different format, different font and different layout, and have none of the Emerald logos, branding or watermarks. It must also carry a license statement and include a link to the journal homepage.

Please contact Emerald's Rights and Permissions Manager:  
[LJenkins@emeraldinsight.com](mailto:LJenkins@emeraldinsight.com)

## UP Open Scholarship Policy

In February 2009 Senate and the Executive of the University of Pretoria adopted a policy for the mandatory submission of research papers authored by UP staff and students. The complete text of the policy is available on the UP intranet.

# Emerald's partnerships and activities with an African focus



## We are also working closely with the:

- Africa Academy of Management (AFAM)
- Association of African Business Schools (AABS)
- African Economic Research Consortium (AERC)
- International Academy of African Business and Development (IAABD)
- International Network for the Availability of Scientific Publications (INASP)
- European Foundation for Management Development Middle East and North Africa (EFMD- MENA)
- African Accounting and Finance Association (AAFA)
- AUTHOR AID networking, mentoring, resource and training for researchers in developing countries
- Emerald African Management Research Fund Award
- On territory support



# Key Contacts



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