

A Guide to

Getting Published

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About us

Emerald Publishing was founded in 1967 to champion new ideas that would advance the research and practice of business and management. Today, we continue to nurture fresh thinking in applied fields where we feel we can make a real difference, now also including health and social care, education, engineering and sociology.

Emerald manages a portfolio of over 300 journals, more than 2,500 books and over 1,500 teaching cases. The success of our new books and Open Access programmes was recently recognized at the Independent Publishing Awards where we were awarded IPG Academic and Professional Publisher of the Year 2018.

Our aim for this guide is to provide you with all the information you need to optimize your academic writing and preparation skills whilst focusing on best practice for submission. If you have any additional questions then please contact the team at authorengagement@emeraldgroup.com



Why Publish?

Journals

Publishing your work is important to both personal and professional development. Authors whose research has appeared in peer-reviewed publications often see professional growth after publishing their work! Other reasons to publish:

- Subject development
- Promotion of business for professionals
- Recognition

Selecting a journal

Once you've completed your research, you've got to select where to submit your work. There are many factors that need to be considered when choosing where to submit. Think 'why do I want to publish my work?'. Choosing a journal is an investment decision, one that will raise your profile and further disseminate your work, if chosen correctly. Often, academics identify the right journals based on this criteria:

- Relevancy
- Internationality
- Time from submission to publication
- JCR ranked
- Open Access

Be strategic when choosing journals. Quality journals have Clarivate Analytics Journal Citation Report rankings, but there are other ranking systems to consider. Scopus and CiteScore, H-index, Google Scholar as well as checking the usage and peer perceptions of the journals will help you narrow down the contenders.

Doing your due diligence prior to submission is critical. You can search thousands of journals and their metrics, [here](#) on Cabells.

How to get started

Have you completed a project that yielded great results? Do you have an observation on a subject or have an idea for an initiative? You may be working on a doctoral thesis or have presented a paper at a conference. If you've said yes to any of these, then you have the basis of a publishable paper.

Co-authorship as a possibility

Co-authorship can be a great start into academic publishing. Combining your strengths alongside another academic can solidify your argument while also bringing a new perspective to your paper.

When considering a co-author, it's important to remember a few key things:

- Edit your paper to create one, consistent voice
- Play to one another's strengths when crafting your argument
- Decide who should be the corresponding author throughout the submission process

What makes a good paper?

Reviewers use a checklist of criteria to measure your paper and indicate where there are problems. Get access to a copy of the journal beforehand, make sure your paper meets the requirements. Editors and reviewers are looking for quality submissions that are:

- Original: What's new about the subject, treatment, or results?
- Relevance and expansion on previous knowledge
- Research and methodology- are the conclusions valid and objective?
- Clarity, structure and quality of writing- does it communicate well?
- Theoretical and practical implications (the 'so what?' factor)
- Utilizes recent and relevant references
- International/global focus
- Adherence to the editorial scope and objectives
- A good title, keywords and a well written abstract

Getting Started

Once you've identified the focus of your paper and what you aim to accomplish, then you can start to figure out how to communicate that to readers. Focusing on purpose, evidence, and execution is important.

Structuring your paper

Your research will be the building blocks of your paper, but there are many other elements to consider. Carefully plan the following parts of your paper to ensure publishing success.

- Title should adequately describe the contents of your paper in the fewest possible words
- **Keywords:** What keywords would bring up your paper in a search? Use proper jargon
- **Introduction:** Convince readers that your work is relevant and informative
- **Literature Review:** What are you adding to the body of knowledge?
- **Conclusion:** Present global and specific conclusions, indicate uses and extensions, answer the original question, state limitations, state implications
- **Abstract:** Explain the main elements of your paper in a brief paragraph?
- **Methods:** Indicate the main methods used by demonstrating the methodology was robust and had appropriate objectives
- **Results:** Focus on the essentials a the main facts and those with wider significance
- **Discussion:** Do you provide interpretation for each of your results presented?

Polishing your work

The editing process should be part of every stage when crafting your paper. Go back to basics when editing and be sure to check:

- Incorrect grammar, spelling, and punctuation
- Accuracy of any mathematical or statistical content
- Incomplete or inaccurate references

Ask a peer to review your paper as a fresh pair of eyes.

Accurate Referencing

Accurate referencing is important to avoid plagiarism questions and create an "audit trail" for your work. Always check the guidelines for citation type on the journal's homepage.

Emerald's Author Services

The Emerald Author Services platform enables authors to submit a request and customize it based on their specific needs. Our partnership with [Peerwith](#) connects researchers with expert advice and resource from indexing services through to translation or even incorporating multimedia content.

Whether you are looking for someone to polish the language of the article or thoroughly edit and improve it, you can choose the expert that sends you the most relevant offer.

The Emerald community has the opportunity to submit requests, but also offer their expert services, stimulating collaboration and knowledge sharing.

TYPESETTING

Once accepted, your paper is immediately processed by our in-house team, who check the copyright forms and whether third-party permissions (if applicable) have been provided.

Your paper is then sent to our typesetting team, who will perform further quality checks and prepare PDF proofs. You will receive an email link to the PDF proofs, along with a query form that highlights any inconsistencies, grammar, table/figure and referencing errors that need resolving before publication.

AUTHOR PROOFS

Your proof must be returned to the typesetters within 10 working days. If this deadline cannot be met, any outstanding queries will be resolved by the Emerald team.



EARLYCITE

Once proofs are returned, corrections are made by the typesetting team, then final proofs are sent to the journal's content Editors for final checks. Once this is complete, your paper is published through EarlyCite.

Your paper is now a fully citable, published article with a DOI number. The article can be promoted, downloaded and referenced.

Your published article will remain on EarlyCite until it is assigned to an issue.

PUBLICATION

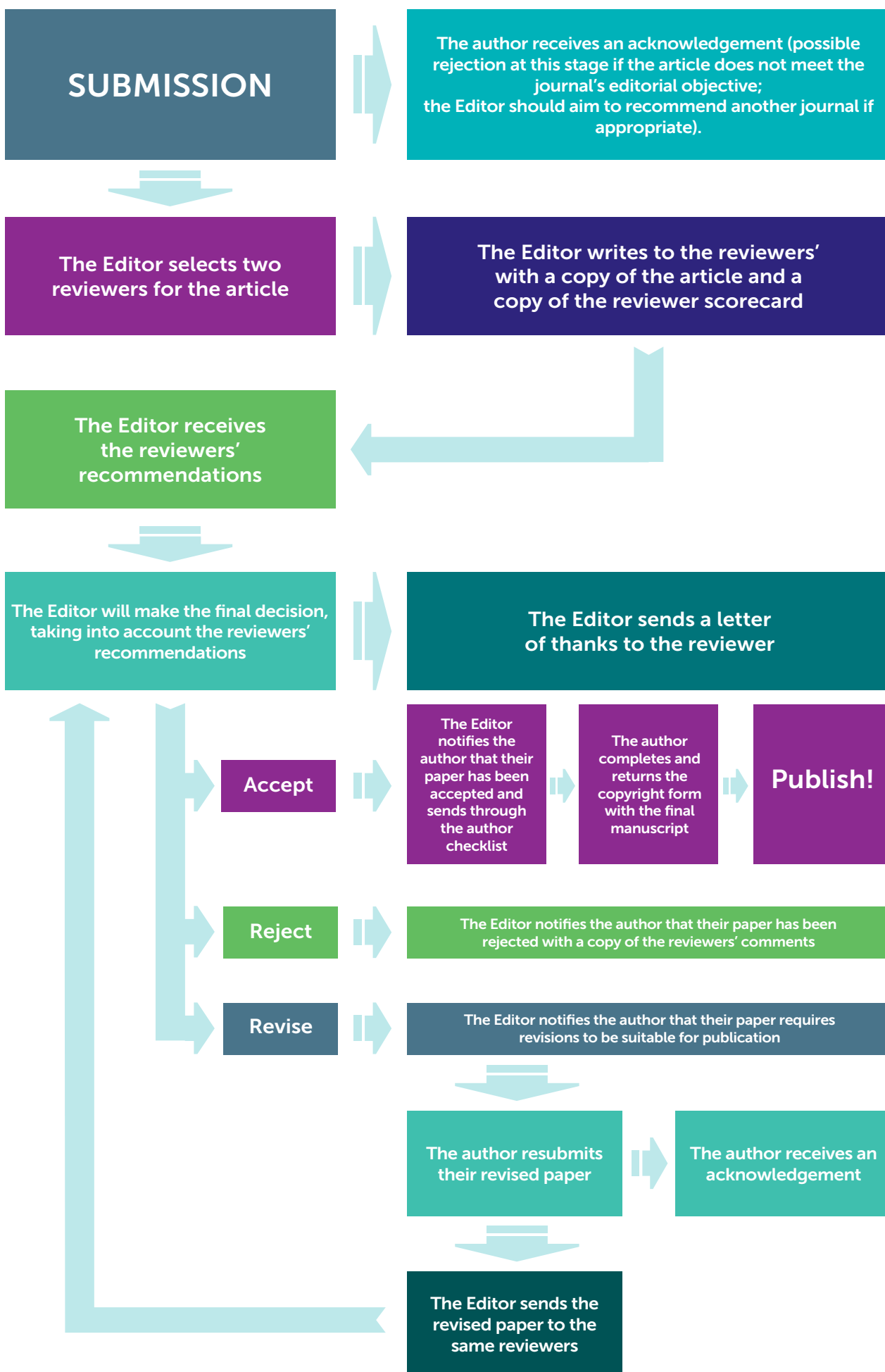
When a journal issue is available for your article to be published in, the typeset files will be reworked by the typesetting team to add pagination, volume and issue details. The re-supplied files will be re-loaded to our online platform, moving from the EarlyCite container to the relevant volume and issue number. Where applicable, a print copy will then be produced.



32 Days

Please note, the timelines given are for guidance only, and are subject to change.

The Publishing Process



Peer Review

After you've submitted your paper, it will undergo a double-blind peer review to be evaluated. The peer review process has many steps:

- Author Submission
- Publisher checks manuscript elements are valid
- Editor evaluates manuscript
- Review is conducted by specialists
- Editor decides on whether to accept, reject, revise or additional review
- Production of the paper begins
- Publication of the paper

The publishing process is often cyclical. Papers that are asked to be revised will then go through the process again before they are accepted. The 'ideal' time from submission to review feedback is three to four months.

Reasons for rejection

If you understand why papers are often rejected, then you can try to avoid these pitfalls and improve your chances of getting to the review stage.

- Not following instructions
- Inappropriate to the journal scope
- Problems with quality
- 'Paper motivation is weak'
- Insufficient contribution to the field

Surviving Peer Review

Be realistic – you may not get published in a top journal straight away. Think about:

- Time restrictions of publication deadlines
- Be strategic: think about what journal your institution wants you to be published in
- Target a specific journal to avoid being rejected by the editor in the first instance
- Send an outline or abstract and ask if this looks suitable and interesting (or how it could be made so)
- Include a covering letter – opportunity to speak directly to the editor, convince them of the importance of your manuscript to the journal

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

Once you are ready to submit your work, there are some elements to consider and ethical guidelines to follow.

Do's

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

Don'ts

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

Plagiarism and Copyright

Understanding plagiarism and copyright prior to the publication process is crucial. Plagiarism is the act of taking someone else's work and passing it off as your own, and can be easily avoided by using tools provided by online resources.

As the author, you also need to make sure that you gain permission for any content that you have not created. In order to avoid publishing delays, this should be done prior to submission. Once you've received confirmation, you can include the permissions with your paper.

Getting Discovered and Dissemination

Writing an abstract

When writing your abstract, be explicit about what a reader will gain or learn from the article and why it is new. Utilizing key words will make your paper easily discoverable on Google Scholar and sites like Web of Science.

Dissemination

Increasing the dissemination of your work will improve its impact and increase discoverability.

Our partnership with [Kudos](#) allows Emerald authors to share, explain, and measure their work on one platform. Authors can explain their work in plain language, promote through their own social networks and then view the impact of their efforts.

When promoting your work, leverage your community and peers. Let others know your work is available to be read and cited post publication. Make the most of your publisher's PR campaign and work with them to help spread the word.

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

Contact us

E authorengagement@emeraldgroup.com



T +44 (0)1274 777 700

W www.emeraldgroupublishing.com/products/books/hub/why_publish.htm

Emerald Publishing Limited, Howard House, Wagon Lane, Bingley, United Kingdom BD16 1WA

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