



# A Guide to Getting Published

**Radka Křivánková**  
**Business Manager – South Eastern Europe**  
**| Finland | Sweden**

# Aim and overview

## Aim

To provide a comprehensive guide to optimize your academic writing and preparation skills whilst focusing on best practice for submission.

## Overview

- ▶ About Emerald
- ▶ Why publish?
- ▶ Selecting the right journal
- ▶ Structuring your paper
- ▶ The publishing process and surviving peer review
- ▶ Publication ethics
- ▶ Getting discovered
- ▶ Dissemination and promotion



# Objectives of the session

**Demystify**

**...the publishing process**



**Provide**

**...information and recommendations**



**Encourage**

**... you to write, submit and get published**



# Emerald

# A brief introduction to Emerald

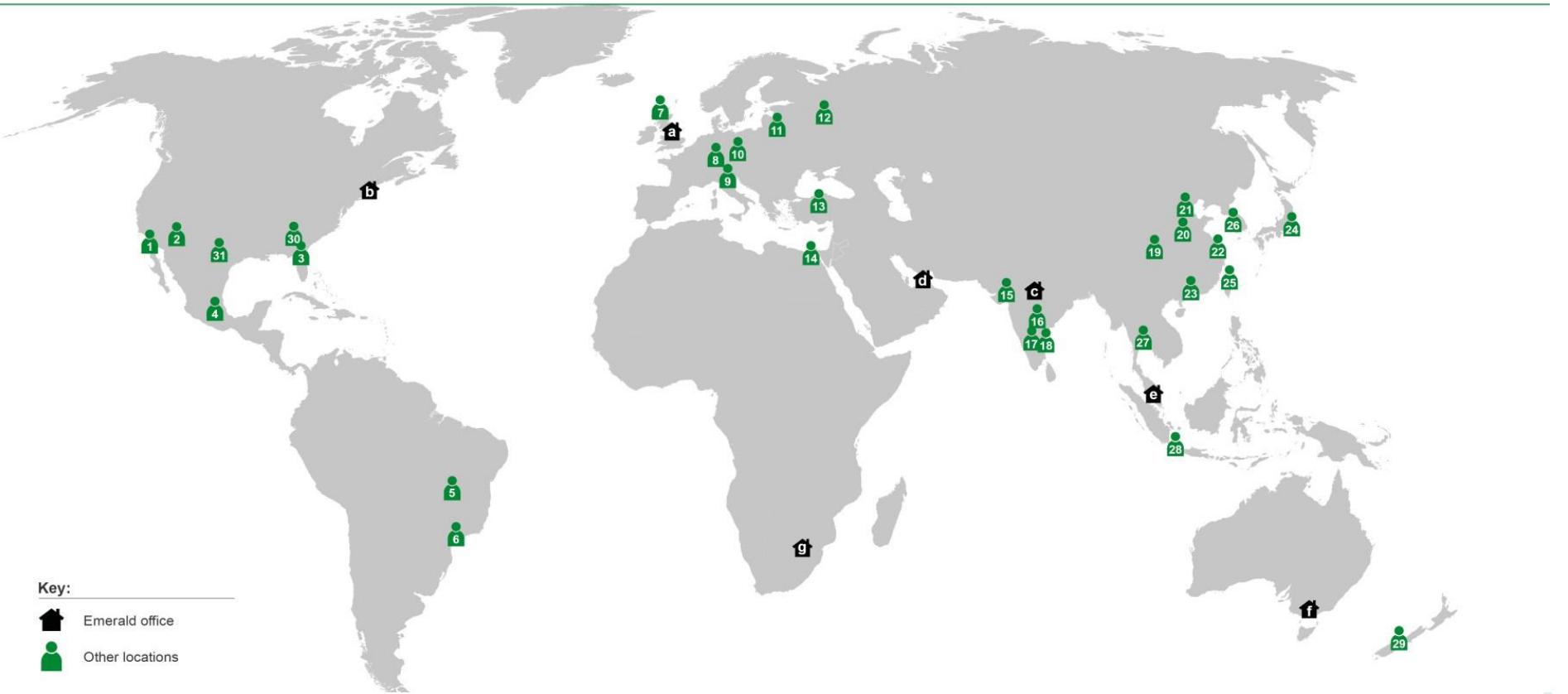
## Company history

- ▶ Emerald Group Publishing Limited
- ▶ Founded in 1967 in Bradford, West Yorkshire
- ▶ Core subjects: business, management, education, engineering, information science
- ▶ 300+ journals, 200 book front list, 1500 + teaching cases
- ▶ Over 30 million Emerald articles were downloaded in 2016 – more than 80,000 a day!



# Emerald Publishing – company background

Emerald offices, representatives and associates world-wide



# Why publish?



# Why publish in journals?

## 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.**

# Emerald journals

- ▶ Combining the Management and Specialist Portfolios, this premium collection provides access to the full breadth of Emerald's eJournal content
- ▶ Over 170,000 articles from more than 300 journals by the end of 2018



# Emerald Standards

All of our journals are peer reviewed to ensure quality Publishing at Emerald is for free



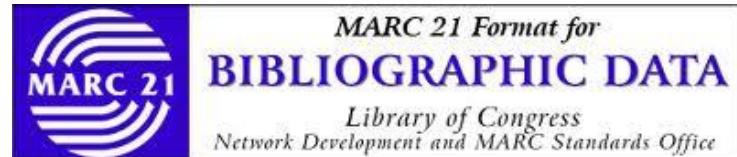
We follow the policies of COPE (Committee of Publishing Ethics) Emerald is ROMEO Green Publisher

We are compliant with TRANSFER when acquiring or selling journals



We use iThenticate® software to combat plagiarism

# Industry Standards and Co-operation



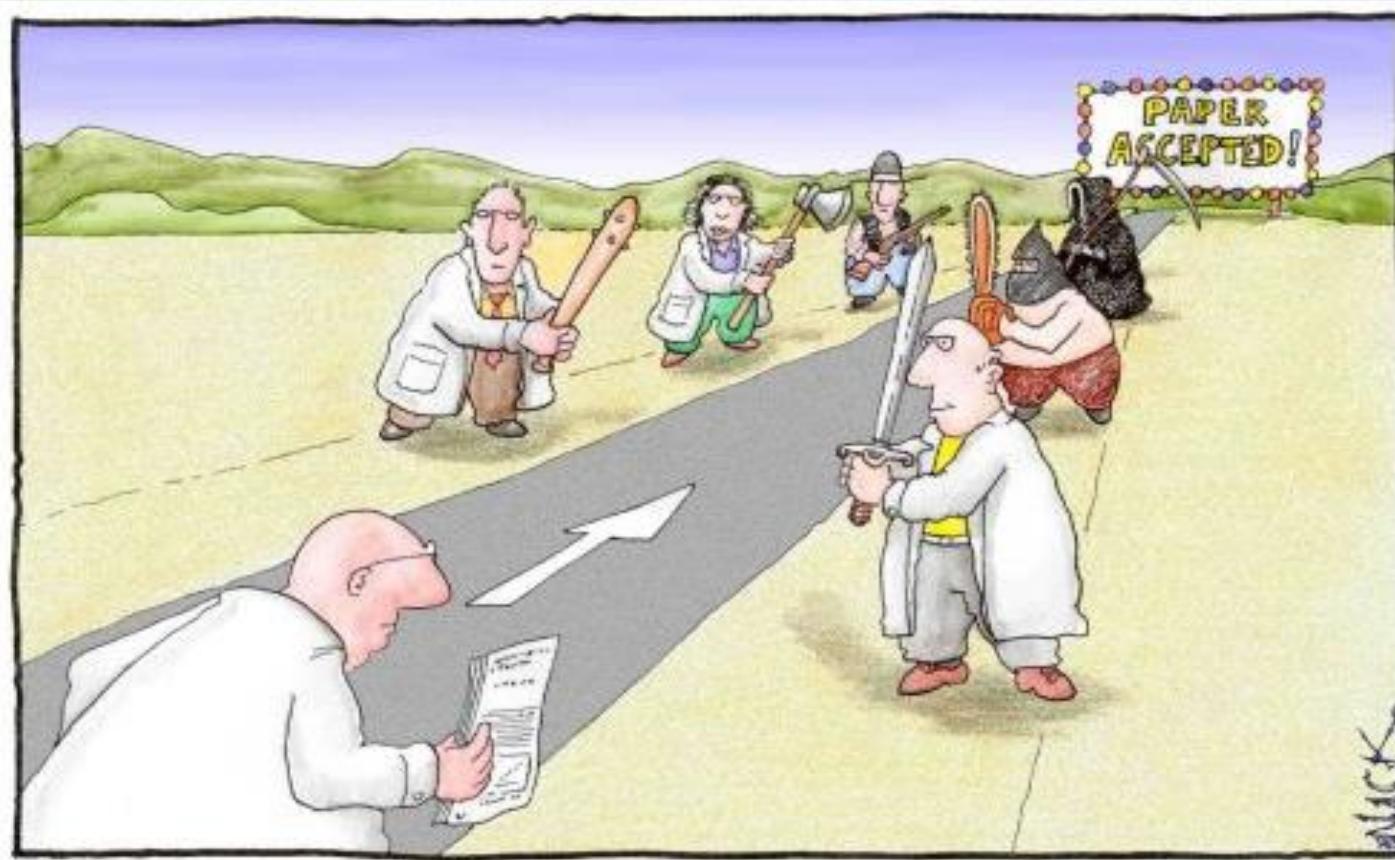
eduserv athens



# Structuring your paper



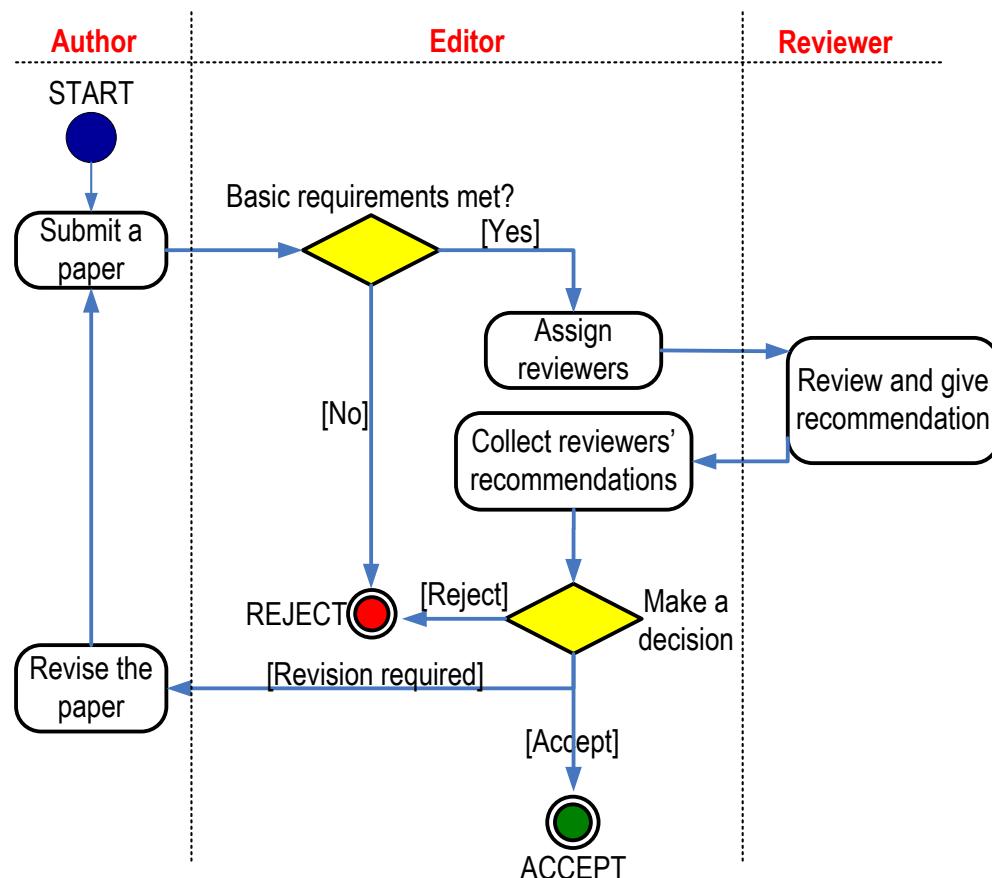
# The publishing process and surviving peer review



Most scientists regarded the new streamlined peer-review process as 'quite an improvement.'

# The publishing process

## Review Cycle



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**

# Why does it take so long?!

- ▶ Time dependant on a number of factors
  - ▶ Volume of papers in queue for initial assessment
  - ▶ Availability of reviewers
    - ▶ Difficulty finding subject specialists
    - ▶ Holidays
    - ▶ Reviewer workload
  - ▶ Reviewer response time
    - ▶ If a reviewer doesn't respond to the initial request within two weeks another reviewer will be contacted
    - ▶ If a reviewer doesn't complete the review within time frame or then pulls out of completing the review process starts again.

# How to select the right journal

## Emerald journal publishing process

- Type of review process: almost all double-blind
- Time from submission to acceptance: average target is 166 days (approx. 5 months)
- Time from acceptance to publication: <35 days target
- Acceptance rates vary by subject area and journal

# Surviving peer review

## Reasons for rejections

- ▶ Not following instructions – author guidelines
- ▶ Inappropriate to the journal scope
- ▶ Problem with quality (inappropriate methodology, not reasonably rigorous)
- ▶ Insufficient contribution to the field
- ▶ Research is so ground-breaking that reviewers don't appreciate its value!





# Selecting the right journal



# How to select the right journal (1)

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, society connections and internationality, likelihood of acceptance, and 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.
- ▶ Be **political** (e.g. national vs. international) and **strategic** (e.g. five articles in 'low ranked' journals vs. one in 'top ranked' journal).
- ▶ Do you have an open access mandate? You can publish open access with any Emerald journal.

# How to select the right journal (2)

## 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.

- Impact Factor
- Scopus and CiteScore
- H-index
- Google Scholar
- Usage
- Peer perception
- Subject area rankings or individual university lists

# How to select the right journal (3)

## Examples of Emerald journal quality

Web of Science inclusion for the Business, Management and Strategy journals:

- 71% in ESCI
- 19% have impact factors

Scopus and CiteScores:

- 84% of BMS journals are covered, 75% with increased scores for 2016

Usage

- 5.2 million article downloads in 2016, a 21% increase over a 2-year period

# How to select the right journal

**CABELL'S**  
The journal whitelist.

## Cabell's Whitelist

Taylor & Francis, Ltd.  
**Accounting and Business Research**

United Kingdom Hybrid score

About Metrics Contact

Mathematics, Geology, Nursing, Astronomy, Management  
Disciplines

Academics Audience

0001-4788 1970  
129 Launch date  
2159-4260 2011  
e-ISSN Launch date

About the Journal  
Accounting and Business Research publishes...  
Read more

**SUBMISSION** View guidelines

Electronic Submission Required  
Method

0-5% Invited articles

16 Acceptance Rate

4.2 Impact Factor

Blind Peer Review

1-2 month Review time

Peer review

Review time

See Manuscript Guidelines

Unknown

0 Int 2 Ext Unknown

Journal Citation Reports  
Journal Impact Factor

1.347

CO Snapshot



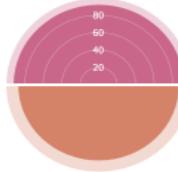
**CABELL'S**  
The journal whitelist.

### Difficulty of Acceptance

92% 87%

Difficulty of Acceptance

Discipline Management Accounting





# International Journal of Logistics Management

ISSN: 0957-4093

Publish open access  
in this journal

Full text online

Content: [Table of Contents](#) | [Latest Issue RSS](#)

Information: [Journal information](#) | [Editorial Team](#) | [Author Guidelines](#)

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2016 Impact Factor: 1.610\*  
5-year Impact Factor (2016): 2.061\*



CiteScore 2016: 1.79  
CiteScoreTracker 2017: 2.07 (Updated Monthly)

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## Editorial objectives

- To provide a platform for new thinking on (new) problems and techniques of logistics and supply chain management.
- To facilitate the interchange of information about logistics and supply chain management among business managers and researchers on a world-wide basis.
- To provide executives and teachers with reports of current developments in the field of logistics and supply chain management.

Researchers and practitioners are invited to submit manuscripts that advance the science and practice of logistics and supply chain management. While articles in any area of logistics or supply chain management are welcomed, the journal is especially interested in those dealing with managerial applications of theory and techniques. Articles which provide new knowledge and guidelines for framing, interpreting or implementing the logistics process in the supply chain are of particular interest. This implies that the journal is particularly interested in empirical research including a special preference for qualitative research. All articles are anonymously reviewed for publication by referees who look for original ideas that are clearly presented as a contribution to scientific knowledge.



Professor Britta Gammelgaard  
introduces the journal

# Structuring your 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

# Structuring your paper

## Purpose

Have you done something new and interesting?

Is your work challenging the status quo?

Have you provided solutions to any difficult problems?

## Sectioning

Use headings/subheadings to group or separate controlling themes/ideas

# Structuring your paper



# Structuring your paper

## Titles

A good title should contain the **fewest** possible words that **adequately** describe the contents of a paper – leads onto the next slide on importance of keywords

- (A) A phrase that introduces the paper and catches the reader's eye
- (B) Keywords that identify focus of the work
- (C) The "location" where those keywords will be explored

# Title

Original Title	Revised	Remarks
Preliminary observations on the effect of Zn element on anticorrosion of zinc plating layer	Effect of Zn on anticorrosion of zinc plating layer	Long title distracts readers. Remove all redundancies such as “observations on”, “the nature of”, etc.
Action of antibiotics on bacteria	Inhibition of growth of mycobacterium tuberculosis by streptomycin	Titles should be specific. Think to yourself: “How would I search for this piece of information?” when you design the title.
Fabrication of carbon/CdS coaxial nanofibers displaying optical and electrical properties via electrospinning carbon	Electrospinning of carbon/CdS coaxial nanofibers with optical and electrical properties	“English needs help. The title is nonsense. All materials have properties of all varieties. You could examine my hair for its electrical and optical properties! You MUST be specific. I haven’t read the paper but I suspect there is something special about these properties, otherwise why would you be reporting them?” – the Editor-in-Chief

# Structuring your paper

## Keywords

- ▶ Researchers search using key phrases. What would you search for?
- ▶ Look at the keywords of articles relevant to your manuscript – do they give good results?
- ▶ Be descriptive – topic, sub discipline, methodology and significant features
- ▶ Jargon – keywords should reflect a collective understanding of the subject, not be overly niched or technical
- ▶ Repeat appropriately – in the abstract and title for visibility



# 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?

# Structuring your paper

## Literature review

- ▶ 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

<http://www.emeraldinsight.com/authors/guides/write/literature.htm>



# Structuring your paper

## Methods

- ▶ 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.
- ▶ Statistical tests you have carried out on your data
- ▶ Additional detail can 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?**

These results will feed into your discussion of the significance of the findings.



### International Journal of Operations & Production Management

ISSN: 0144-3577

Online from: 1980

**Subject Area:** Operations and Logistics Management

**Content:** [Latest Issue](#) | [Latest Issue RSS](#) | [Previous Issues](#)

**Options:** To add Favourites and Table of Contents Alerts please take a [Emerald profile](#)

### Some moderating effects on the service quality-customer retention link

#### Document Information:

**Title:** Some moderating effects on the service quality-customer retention link

**Author(s):** [Chatura Ranaweera](#), (The Judge Institute of Management Studies, University Cambridge, Cambridge, UK), [Andy Neely](#), (Centre for Business Performance Cranfield School of Management, Cranfield, UK)

**Citation:** Chatura Ranaweera, Andy Neely, (2003) "Some moderating effects on the service quality-customer retention link", International Journal of Operations & Production Management, Vol. 23 Iss: 2, pp.230 - 248

# Structuring your paper

## Discussion

### ► Consider:

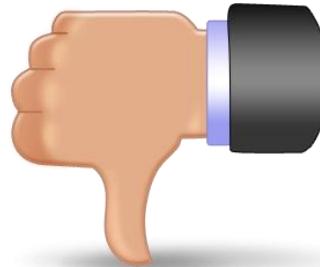
- ▶ Do you provide interpretation for each of your results presented?
- ▶ Have you used “hedging” language?
- ▶ Are your results consistent with what other investigators have reported? Or are there any differences? Why?
- ▶ Are there any limitations?
- ▶ Does the discussion logically lead to your conclusion?

### ► Do not

- ▶ Make statements that go beyond what the results can support
- ▶ Suddenly introduce new terms or ideas

# Structuring your paper

## Conclusion



- ▶ Present global and specific conclusions
- ▶ Indicate uses and extensions
- ▶ Answer the original question
- ▶ Apply to theory and practice
- ▶ State limitations
- ▶ State implications for further research
  
- ▶ Summarise the paper – the abstract is for this
- ▶ Start a new topic/introduce new material
- ▶ Make obvious statements
- ▶ Contradict yourself

# Writing tips



# Writing tips

## Avoid: Generalisations

*As a rule, for the most part, generally, in general, potentially, normally, on the whole, in most cases, usually, the vast majority of...*

## Avoid unless you can qualify them in some way

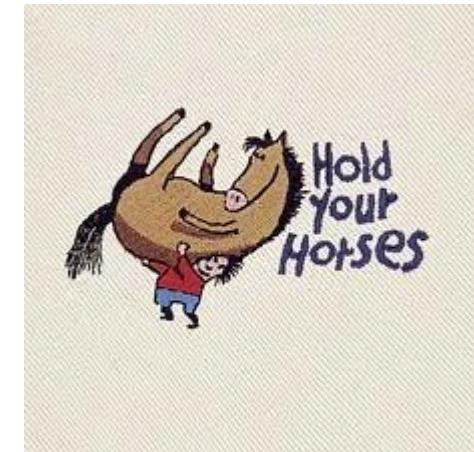
...contracts have **tended to** reinforce the position of large community organisations, and diminish the position of smaller organisations. **For example**, Ernst & Young's (1996) study of the New Zealand Community Funding Agency found that there was a clear concentration of public resources in favour of large community organisations ...

"A comparison of contracting arrangements in Australia, Canada and New Zealand" Neal Ryan, International Journal of Public Sector Management, Vol. 12 No. 2

# Writing tips

## Avoid: Idioms and analogies

- ▶ Fit as a butcher's dog
- ▶ Speak of the Devil
- ▶ Have a lie in
- ▶ Hold your horses
- ▶ He has a chip on his shoulder



**Avoid using them at all if you are unsure**

[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)



# Books

# Why publish a book?

The length of your research may lend itself to a book format, we offer multiple publishing formats with flexible time frames.

- ▶ Scholarly monographs
- ▶ Edited collections
- ▶ Short form books –our *Emerald Points Series*
- ▶ Professional books

We publish for scholarly and professional markets and all of our books are published electronically and in print – there is also the option of Open Access.



# Submitting your proposal

- ▶ We welcome proposals for new books and aim to carry out both our initial review and our external peer review process in a timely fashion to ensure you will receive feedback quickly.
- ▶ Our team of commissioning editors are highly experienced and are more than happy to provide you with early advice and guidance on your project, the preparation of your proposal, and on how the book publishing team works here at Emerald.
- ▶ When you are ready to pull together your proposal, you can download the new book proposal form. If you are a first-time author, and if available, we would ideally wish to see a sample draft chapter along with the completed proposal to ensure that we can give you comprehensive and helpful feedback after our review process.

# Preparing your manuscript

## Things to bear in mind during the writing period

- ▶ 3rd party material
- ▶ Clearing permission for use of copyrighted material
- ▶ Abstracts
- ▶ The word count
- ▶ The Author Marketing Form and your cover



### Books author hub

The resources you need  
to understand the  
publishing process

FIND OUT MORE >



<http://www.emeraldgrouppublishing.com/products/books/hub/index.htm>

# The books publishing process





# A Guide to Getting Published: Case Studies



# Why Case Studies?

*"We have to find ways of capturing the complexity of management. And, the only way we can do that is with in-depth, longitudinal, carefully crafted, rigorously developed case studies."*

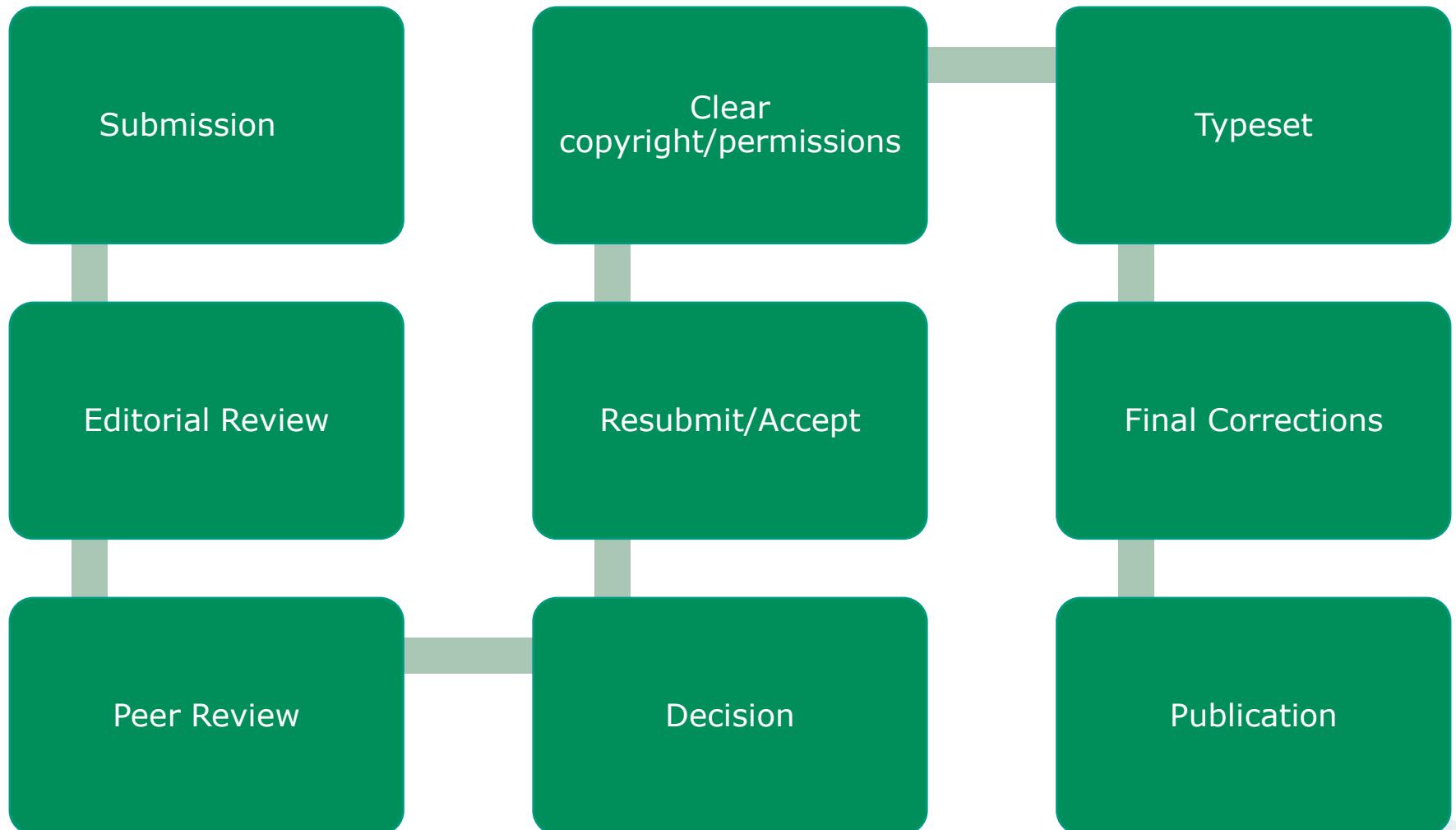
*"Undertaking case studies has been fundamental to every bit of work that I've done."*

**Michael E. Porter,  
Harvard University**

# Why write Case Studies?

- ▶ Writing your own classroom materials allows you to tailor to your classes needs, your curriculum needs, even your own needs.
- ▶ In a rapidly-changing business and educational landscape it gives you the power to run engaging classes on emerging or hot topics, and to focus on companies or industries that didn't exist a few years ago.
- ▶ Demonstrating your excellence as teachers in your specialisms is essential in today's climate, and writing and ultimately publishing your own teaching cases is a tangible way of doing just that.
- ▶ Is a way of demonstrating impact beyond your own classroom.
- ▶ Financial reward, either through a royalty for each one-off purchase, or an upfront honorarium upon acceptance.

# From submission to publication



# Emerald and Cases



# Who to contact

- ▶ Gareth Bell, Publisher, [gbell@emeraldgroup.com](mailto:gbell@emeraldgroup.com)
- ▶ Steve Lodge, Senior Product Manager,  
[slodge@emeraldgroup.com](mailto:slodge@emeraldgroup.com)
- ▶ David Porter, Marketing Manager, Author Engagement,  
[dporter@emeraldgroup.com](mailto:dporter@emeraldgroup.com)

**[www.emeraldinsight.com/page/casestudies](http://www.emeraldinsight.com/page/casestudies)**

# Publication ethics



# Publication ethics

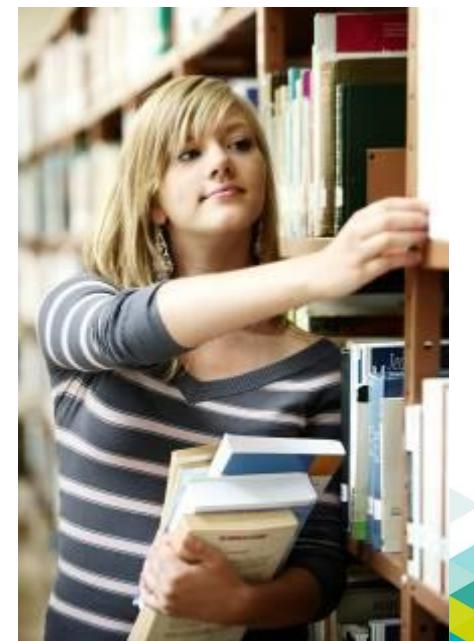
-  Don't submit to more than one journal at once
-  Don't self-plagiarise
-  Clear permission to publish interviews/case studies
  
-  Seek agreement between authors
-  Disclose any conflict of interest
-  Authors and editors are supported by the Committee on Publication Ethics (COPE)



# Publication ethics

## Plagiarism

- ▶ 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/>



# Publication ethics

## Copyright

- ▶ 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



More information including a permissions checklist and a permissions request form is available at:

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# Publication ethics

NEWS EUROPE

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24 February 2011 Last updated at 11:38



## German minister loses doctorate after plagiarism row

Germany's defence minister has been stripped of his university doctorate after he was found to have copied large parts of his work from others.

Karl-Theodor zu Guttenberg, an aristocrat who lives in a Bavarian castle, admitted breaching standards but denied deliberately cheating.

Analysis revealed that more than half of his thesis had long sections lifted word-for-word from the work of others.

So far the German Chancellor, Angela Merkel, has stood by the minister.

The University of Bayreuth decided that Mr Guttenberg had "violated scientific duties to a considerable extent".

It deplored the fact that he had lifted sections of text without attribution.

Last week Mr Guttenberg said he would temporarily give up his PhD title while the university investigated the charges of plagiarism. He admitted that he had made "serious mistakes".



Mr Guttenberg failed to name sources for parts of his PhD thesis

### Related Stories

[Germany's Baron without a title](#)

[Plagiarism row minister drops PhD](#)

[German minister denies plagiarism](#)

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News > World news > Hungary

## Hungarian president resigns over doctorate plagiarism scandal

Pal Schmitt steps down after university revokes doctorate, saying Olympics thesis was mostly copied from two authors

Associated Press in Budapest  
The Guardian, Monday 2 April 2012 13.29 BST



The Hungarian president, Pal Schmitt, who has announced his resignation.  
Photograph: Matej Divizna/EPA

The Hungarian president, Pal Schmitt, has announced he will resign after losing his doctorate in a plagiarism scandal.

Schmitt, who was elected to his largely ceremonial office in 2010 for a five-year term, said in a speech at the start of parliament's plenary session that he was stepping down because his "personal issue" was dividing Hungary.

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Hungary warned its democracy could be put under international scrutiny



# Polishing



# Polishing

## Proofreading your own work

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



# Polishing

## Proofreading your own work

**Questions of content:**

- Does the paper say something original?
- Is the research methodology sound?
- Is the paper grounded in the literature?
- Is the paper accurate?
- Is the writing clear?
- Is the presentation logical?
- How appropriate to a practitioner?
- Use of graphs and other visual elements
- Length

**Questions of editorial accuracy:**

- Are all sentences clearly and grammatically constructed?
- Are grammar and punctuation correct?
- Have I eliminated spelling errors?
- Is artwork correctly labelled and in the right sequence?
- Are references correct?

**The types of revision**

- ▶ Know your common mistakes
- ▶ Use, but don't rely on, the spell checker



### [How to... write more simply](#)

Reviewers of academic papers often point out that the language is unnecessarily obscure and obtuse. The reviewer or editor feels there is a good point in there somewhere, but it is not easy for the reader to find. In contrast, good English is economical and spares redundant words. In *Lost for Words: The Use and Abuse of the English Language*, John Humphrys describes the qualities of good English: "... clear, simple, plain and unambiguous ... free of jargon, although there will be exceptions. It should be easy to read and listen to rather than a chore. At the very least it should not make our tongues fur up". This guide provides suggestions on how you can make sure your style is as clear as possible.



### [How to... prepare papers if English is not your first language](#)

Preparing and writing an academic article for publication in an English language journal is a daunting experience for anyone, but particularly so if your first language is not English. This guide gives you some support with preparing articles in a non-native tongue. It is not possible to give specific advice about English, because teaching English as a foreign language is a highly specialized area requiring a great deal of skill. However, we will provide general advice on writing articles and list some useful resources including editing services.



### [How to... proofread your work](#)

As far as writing an article for publication is concerned, we are talking about authors proofreading **before** it goes to production. In many ways, it is more like copy-editing, which is about close attention to the detail of the script, reading at sentence level to make sure there is nothing that can detract from accuracy and clarity, be it errors of grammar, inconsistency, spelling, or punctuation. "If a paper is not carefully checked, then it looks not just sloppy, but as though the author does not care. So why should anyone else?" (John Peters, former Emerald CEO and editor of *Management Decision*).

# Polishing

## Accurate Referencing

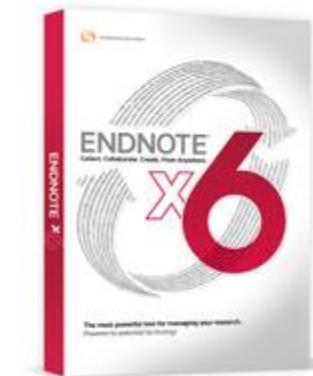
### Why?

- ▶ Accuracy will avoid plagiarism questions
- ▶ An "audit trail" for your work

### For example

- ▶ Harvard
- ▶ APA

***Always check the guidelines on the journal  
homepage***



# Getting discovered

An example

A large, abstract graphic composed of several overlapping 3D-style triangles in various colors (dark teal, light blue, green, yellow) and sizes, creating a sense of depth and movement across the bottom half of the slide.

# Write a compelling abstract

- ▶ Be explicit about what a reader will gain or learn from the article and why it is new.
- ▶ Proofread it!
- ▶ Remember that competition is fierce! Academics are in competition with one another for the same readers, it's no longer sufficient to just write the article and hope the work speaks for itself.

## Keywords

- ✓ The Editor will use them to find reviewers
- ✓ Google Scholar will use them to find your article when people search for that word.
- ✓ Web of Science, Scopus, and other ranking bodies use the keywords.
- ✓ Spend time of them, and select them with care e.g. don't use Supply Chain, as the first or only keyword when submitting to the journal, *Supply Chain Management*

# Abstract

## Structured abstract

- ▶ in 250 words
- ▶ **Purpose**
- ▶ **Design** – Methodology
- ▶ **Findings**– Discussion/ Results
- ▶ **Research limitations/ Implications**)- next steps
- ▶ **Practical implications** the „so what factor“
- ▶ **Social implications**– impact on society/public policy
- ▶ **Originality/value** – Who is going benefit out of it/ what's new

<http://emeraldgrouppublishing.com/authors/guides/write/abstracts.htm>

# Example

- ▶ SMEs have historically played an important role in contributing to economic development of many countries around the world. Naturally all businesses start as small businesses or even start out of small businesses initiated by individuals. Evidence from this study shows that SMEs represent vast portion of businesses in developing countries including South Africa. In South Africa, SMEs account for about 91% of the formal business entities, contributing to about 51 and 57% of GDP, providing almost 60% of employment. The main challenges affecting SMEs in South Africa include lack of management skills, finance, access to bank credit, access to markets, appropriate technology, low production capacity, recognition by big companies, lack of interest, long bureaucracy processes, and support for the roles that small businesses can play in economic development. This study re-assesses the role of SMEs in creating jobs, boost, enhance and support economic development in South Africa
- ▶ **“I started to review this but could not get much past the abstract.” (EB 2010)**
- ▶ **“The abstract and results read much like a laundry list.” (EB 2010)**



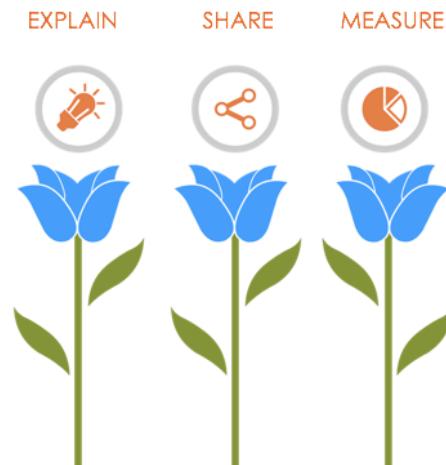
# Partnering with

## KUDOS

<https://www.growkudos.com>

# What is KUDOS and why should researchers 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



# 3 simple steps

## 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 by the results of the engines on the first page.

**Why is it important?**

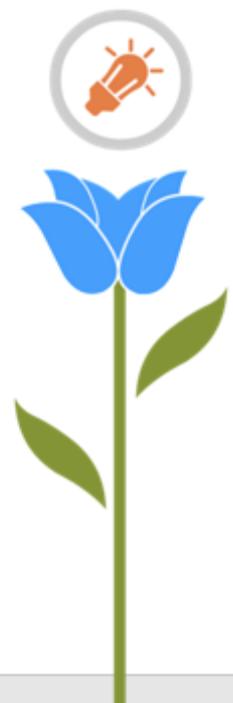
This study systematically and compares the performance of major search engines on informational queries.

**Resources**

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

- Alladi Venkatesh at UCI
- Pioneering and Precursor Piece by A. Fuat Firat
- Nikhilesh Dholakia on Google Scholar
- Baudrillard and postmodernism

EXPLAIN



### 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.

# 3 simple steps

## Step 2: Share

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

The screenshot shows a user interface for sharing a publication. At the top, there are tabs: About, Share (which is selected), Metrics, Authors, and Activity Log. Below the tabs, a message encourages users to post a trackable link to their social media accounts or via email. It includes sections for 'Social Media' (with checkboxes for Facebook, Twitter, and LinkedIn), a 'Generate Link' button, and a note about LinkedIn not being authorized yet. There's also a character limit field (115) and a 'Post' button.

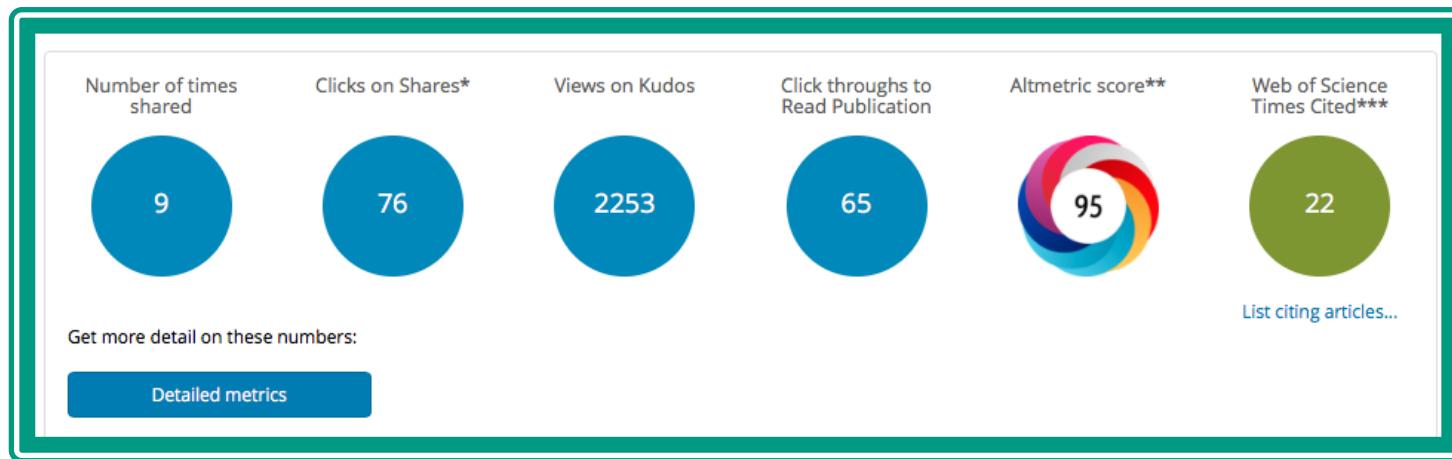
A tweet from Nikhilesh Dholakia (@TeamCAQTUS) featuring a Kudos link. The tweet reads: '#Critical view of #postmodern #advertising goo.gl/yqhco2 ... illustrative of many concepts of this paper'. A callout box highlights the link: 'Postmodernism and marketing' with the text: 'The idea of postmodernism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

SHARE

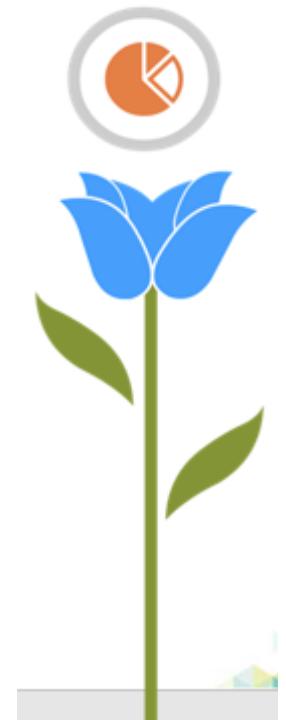


# 3 simple steps

## Step 3: Measure



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 <a href="#">read tweet</a>	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	-

# Dissemination and promotion



# Dissemination and promotion

## Before Publication

- ▶ Develop an online presence and start building a community:
- ▶ Build your contact base
- ▶ Use social networks to expand your reach
- ▶ Create a website or a blog
- ▶ Leverage your professional, corporate, and academic connections
- ▶ Volunteer as a reviewer
- ▶ Register for an ORCID ID



# Dissemination and promotion

## At Publication

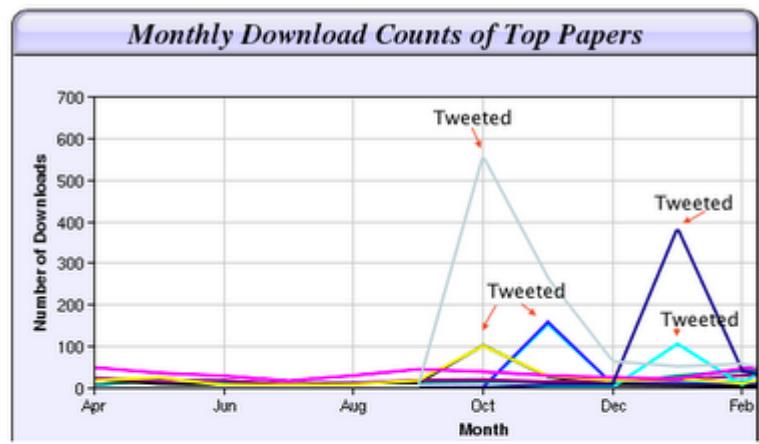
- ▶ Spread the word effectively within your community
- ▶ Let people know it is now available to be read and cited.
- ▶ Make the most of your publisher's PR campaign, work with them to develop relevant, successful marketing messages
- ▶ Let your institutional press office know so they can spread the word – does your institution subscribe?
- ▶ Contact those you've cited



# Dissemination and promotion

## After Publication

- ▶ Encourage readers to write reviews
- ▶ Promote your video abstract or discussion piece that can help to draw attention to your research
- ▶ Keep promoting your work over social media channels:  
<http://melissaterras.blogspot.co.uk/>



Digital Curiosities: Resource Creation Via Amateur Digitisation

- Enabled backchannel: conference Twitter use by digital humanists *Not Me*
- Framework for effective public digital records management in Uganda
- Library and information resources and users of digital resources in the huma
- A Virtual Tomb for Kelvingrove: Virtual Reality, Archaeology and Education
- What do faculty and students really think about e-books? *Not me*
- Documentation and the users of digital resources in the humanities
- Classification in British public libraries: a historical perspective *Not me*
- Teaching TEI: The Need for TEI by Example
- Should we just send a copy? Digitisation, Use and Usefulness

# Dissemination and promotion: Measuring your own impact



# Summary and Useful resources



# To summarise....

**Keep these points in mind to achieve....**

**P**resentation

**U**nderstand your target market

**B**e ethical

**L**earn from the review process

**I**n collaboration

**C**heck and check again

**A**ttention to detail

**T**ake your time

**I**nvolve your peers

**O**riginality

**N**ow spread the word!

# Finally... 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



Interested in proposing a book or a special issue in a journal?

**Contact: [submissions@emeraldgroup.com](mailto:submissions@emeraldgroup.com)**

Interested in proposing a book or a book series?

**Contact: [books@emeraldgroup.com](mailto:books@emeraldgroup.com)**