An insider’s guide to getting published

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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
• 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
Emerald Group Publishing – company background

- Emerald Group Publishing Limited
- Founded in 1967 in Bradford, West Yorkshire
- Over 250 employees. Offices in China, India, Malaysia, Australia, Japan, Brazil, Dubai, USA
Emerald’s publishing philosophy

- Emerald believe that good management can – must – make a better world
- Emerald believe in inclusivity, internationality, innovation and independence
- A better-managed world means better government, better business, more equality, meritocracy of race, age and gender, more employment, more wealth
- Supportive of scholarly research
- Committed to improving author, reader and customer experience
- ‘Research you can use’
The Emerald Portfolio

28 subject areas including

- Sociology
- Library & Information Studies
- Linguistics
- Business & Management
- Human Resource Management
- Engineering
- Education
- Accounting & Finance
- Politics
- Built Environment
- Tourism & Hospitality
- Marketing
- Economics
- Health Care

- 200+ journals, 240+ book series, 300 stand-alone texts
- Electronic databases: Emerald Management eJournals and Emerald Management First
- Over 3,000 university libraries worldwide including 98 of the FT top 100 business schools
- Over 21 million Emerald articles were downloaded in 2009 – more than 50,000 a day!
- Potential readership of 15 million

Full list of Emerald titles:

Emerald’s marketing journals

- Arts Marketing
- Asia Pacific Journal of Marketing & Logistics
- Corporate Communications
- Journal of Research in Interactive Marketing
- European Journal of Marketing
- International Journal of Bank Marketing
- International Journal of Pharmaceutical & Healthcare Marketing
- International Journal of Wine Business Research
- International Marketing Review
- Journal of Business and Industrial Marketing
- Journal of Communication Management
- Journal of Consumer Marketing
- Journal of Fashion Marketing and Management
- Journal of Historical Research in Marketing
- Journal of Islamic Marketing
- Journal of Product and Brand Management
- Journal of Services Marketing
- Journal of Social Marketing
- Marketing Intelligence & Planning
- Qualitative Market Research
- Young Consumers
What do we mean by research you can use?

Research that has an impact
• Journals are ranked based on how many times the articles included in that journal are cited … in other ISI-ranked journals.

• Thomson calculate citation data over 3 years to produce an Impact Factor for any given year.
Other indicators of impact

ISI is the most well known ranking, **BUT**…

- It is heavily weighted towards North America
- Citations are a good, but not complete, guide to quality
- Article downloads - key measure of *utility*
- Google Scholar
- [www.harzing.com](http://www.harzing.com) (Anne-Wil Harzing's site about academic publishing and the assessment of research and journal quality, as well as software to conduct citation analysis)
- [www.scopus.com](http://www.scopus.com) (abstract and citation database of research literature and quality web sources)
- *And* be aware of other important rankings, such as ABS, ABDC etc

Be **strategic** and decide what’s important to you – 5 articles in ‘low ranked’ journals or 1 in a ‘top ranked’ journal?
Percentage of marketing authors by region (2009)
Most highly downloaded subject areas (2009)
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
“Many papers are rejected simply because they don’t fulfil journal requirements. They don’t even go into the review process.”

- Identify a few possible target journals/series 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). Check a copy of the journal/series or the publisher’s web site
- Send an outline or abstract and ask if this looks suitable and interesting (or how it could be made so)
- Confirm how an editor would like a submission, e.g. e-mail; hard copy or online submission system
- **Read** at least one issue of the publication – visit your library for access
- Include a cover letter – opportunity to speak directly to the editor, convince them of the importance of your manuscript to the journal
Co-authorship as a possibility

- With supervisor, across departments, someone from a different institution
- Demonstrates the authority and rigour of the research
- Especially useful for cross-disciplinary research
- Ensure the manuscript is checked and edited so that it reads as one voice
- Exploit your individual strengths
- Agree and clarify order of appearance of authors and the person taking on the role of corresponding author
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
Example of author guidelines

Every journal has detailed notes and guidelines
Editorial supply chain and journal management structure: journals

Author
- Quality research papers
- Solicits new papers
- Handles review process
- Promotes journal to peers
- Attends conferences
- Develops new areas of coverage

Editor
- EAB and reviewers
- Handles review process
- Promotes journal to peers
- Attends conferences

Publisher/Managing Editor
- The link between the publishing company and editor
- Helps editors succeed in their role and build a first class journal
- Overall responsibility for journal
- Promotion and marketing
- Attends conferences
- Handles production issues

Production
- QA – sub-editing and proof reading
- Convert to SGML for online databases
- Print production
- Despatch
- Added value from publisher

Users
- Access via library
- Hard copy
- Database
- Third party

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Some key questions before submitting

- **Readability** – Does it communicate properly? Is it clearly written? Is there a logical progression in the argument?

- **Originality** – Why was it written? What’s new? Is it paradigm-shifting or merely incremental?

- **Credibility** – Are the conclusions valid? Is the methodology robust? Is it honest? Don’t hide limitations of research – you’ll be found out.

- **Applicability** – Will your research advance the discipline – and have you explained how? Do your findings apply to the world of practice?

- **Internationality** – Does the paper have a global perspective?
Emerald has introduced structured abstracts

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

• **Purpose** – Reasons for research, aims of paper
• **Design** – Methodology, scope of study
• **Findings** – Discussion, results
• **Research limitations/implications** – Exclusions, next steps
• **Practical implications** – The ‘so what?’ factor
• **Originality/value** – Who benefits, what’s new?
• **Social implications**
Improve electronic dissemination by …

- Using **short descriptive** title containing main keyword
- Writing a clear and descriptive abstract
  - include main keywords and follow any instructions for content and length
- Providing **relevant and known** keywords – not obscure new jargon
- Making your references **complete and correct** – vital for reference linking and citation indices
- Ensuring your paper is **word-perfect**
Example of a good abstract


• Purpose – The aim of the research is to identify the impact of the Tesco Clubcard on customer loyalty. The secondary aim is to contrast customer perceptions of the Clubcard, staff and “feeling valued” to identify which factor has the greater impact on customer loyalty to store.

• Design/methodology/approach – Quantitative analysis was used based on 60 questionnaires conducted with randomly selected customers in Tesco Metro Dundee in 2005. Tesco were not involved in the research other than to provide approval at a store level for the research to take place outside their premises.

• Findings – A positive moderate relationship was found r=0.388, p=0.01 between the owning of a Clubcard and loyalty to store. It was also found that there was a positive moderate relationship between the Clubcard returns and customer loyalty, with r=0.334, p=0.01. The research, however, found no relationship between loyalty and customers feeling more valued by Tesco, nor did the research reveal a significant relationship between Tesco staff and customer loyalty.

• Research limitations/implications – The research is restricted in so far as it only considers Tesco Clubcard in the grocery retail sector and as it is an exploratory study the research is limited in so far as the number of participants is only 60. A further limitation surrounds the issue of generalisability as only one Tesco retail outlet in Dundee was used. Further research needs to include other Tesco formats and contrast with grocery retailers who do not use loyalty cards.

• Practical implications – It is suggested that Tesco consumers are influenced by having a loyalty card in so far as it contributes to making them loyal. However, other factors need to compliment such a card, with consumers seeing the Tesco “provision” as inter-related.

• Originality/value – The paper is useful to both practitioners and academics in the fields of relationship marketing and loyalty. The research provides some initial insight into consumer perspectives in the value of loyalty cards.

• Keywords: Customer loyalty, Loyalty schemes, Supermarkets
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
Process of acceptance for a journal – just one example

Submissions → 100%
  Editor’s Decision
    OK (48%)
    Revise (28%)
    Reject (24%)
  To first review
    66%
    Withdrawn (10%)
    Revise (37%)
    Reject (29%)
  Decision
    To second review
      31%
      Withdrawn (6%)
      Revise (3%)
      Reject (29%)
    Decision
      OK (26%)
      Published
      n = 86
A request for revision is good news!

- You are now in the publishing cycle. Nearly every published paper is revised at least once

**Acknowledge** the editor and set a revision deadline

**Clarify** understanding if in doubt – ‘This is what I understand the 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**, 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.

- **Don’t give up!**
  At least 50% of papers in business and management don’t get published. Everybody has been rejected at least once.
Publishing your research means:

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