



Insiders Guide to Getting Published

University of Tehran

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Emerald Group Publishing Limited

<http://www.emeraldinsight.com>

Aims of the session

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

Overview:

- ▶ About Emerald
- ▶ Tehran University Access
- ▶ Why Publish
- ▶ Publications from UoT over last 10 years
- ▶ Publishing process and peer review
- ▶ Choosing a journal and structuring your paper
- ▶ Publication ethics, dissemination and promotion
- ▶ Helpful resources



Emerald Group Publishing

Founded in 1967, West Yorkshire, United Kingdom by academics *for* academics.

Over 310 employees

About 300 journals and 230 book series

Over 26 million Emerald articles were downloaded in 2014 – more than 70,000 a day.

Global offices in Australia, China, Dubai, South Africa Japan, India, Malaysia, Brazil, Mexico, and USA.



The Emerald Portfolio

28 subject areas including

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

Electronic databases: Emerald Management eJournals; eBooks and Emerald Management First

Over 3,000 university libraries worldwide including 98 of the FT top 100 business schools

Full list of Emerald titles:

<http://emeraldinsight.com/journals>

<http://books.emeraldinsight.com>



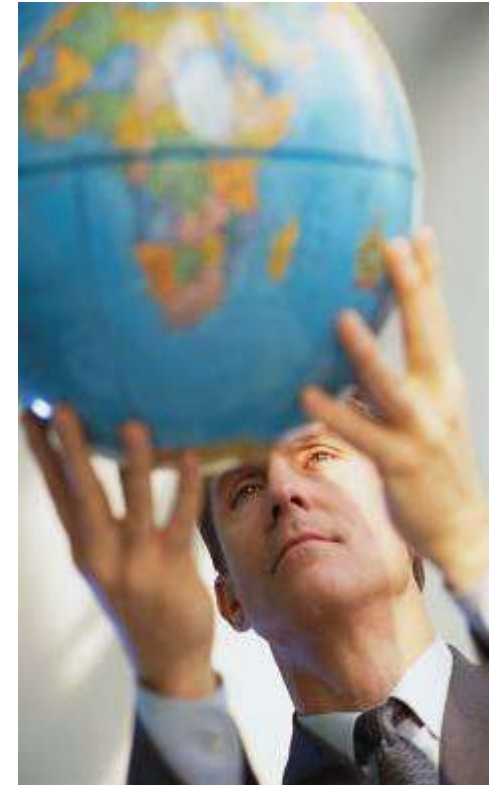
Tehran University Access



- ▶ UoT has access to more than 200 journals
- ▶ Specialist areas include: Engineering
- ▶ *'Research you can use'*
- ▶ www.emeraldinsight.com
- ▶ *Trial for ALL journals running till 31st March, 2017*
- ▶ *62 of our journals are ISI ranked, listing:*
<http://www.emeraldgrouppublishing.com/products/journals/impact.htm>



Research that has an impact



Publications from Tehran over last 10 years

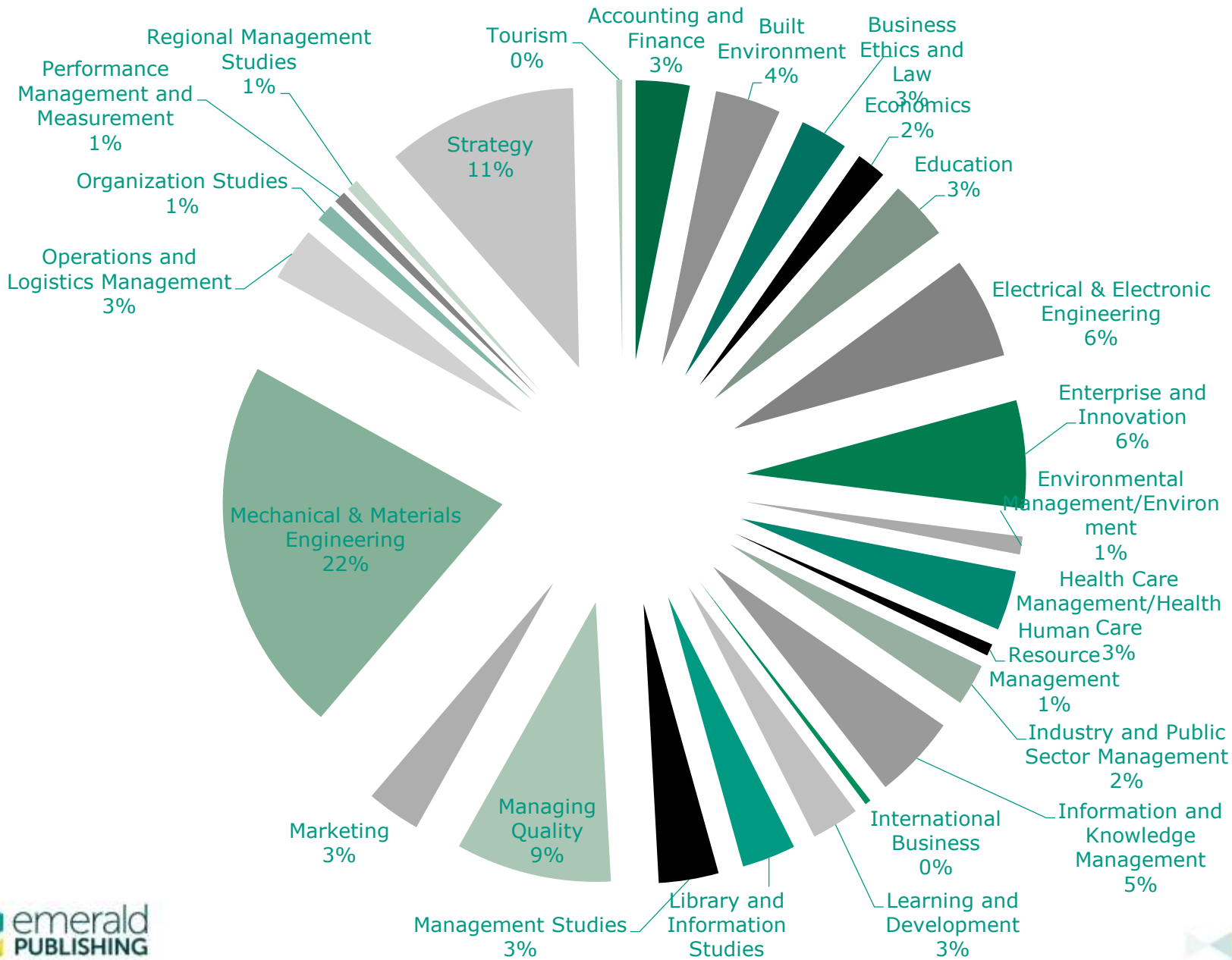
Tehran University Publications with Emerald



- ▶ 291 papers published
- ▶ *These have been downloaded 260,483 times globally*
- ▶ *Total citations for these published papers: 191 times*
- ▶ *Over 160 Authors*
- ▶ *Over 18 Reviewers*
- ▶ *2 Editorial Board Members:*
 - ▶ *Dr. Ali Torabi for Journal of Humanitarian Logistics and Supply Chain Management*
 - ▶ *Dr. Mohammad Reza Jalilvand for Internet Research*



UoT Publication Subject Areas by Percentage



Prominent Authors from UoT (Citations)

Title	First Name	Surname	Journal Title	Journal Subject	Article Title	Customer Usage	Citation Count
Professor	Caro	Lucas	International Journal of Intelligent Computing and Cybernetics	Electrical & Electronic Engineering	Colonial competitive algorithm: A novel approach for PID controller design in MIMO distillation column process	916	77
Mr	Esmaeil	Gargari	International Journal of Intelligent Computing and Cybernetics	Electrical & Electronic Engineering	Colonial competitive algorithm: A novel approach for PID controller design in MIMO distillation column process	916	77
Mr	Farzad	Hashemzadeh	International Journal of Intelligent Computing and Cybernetics	Electrical & Electronic Engineering	Colonial competitive algorithm: A novel approach for PID controller design in MIMO distillation column process	916	77
Mr	Ramin	Rajabioun	International Journal of Intelligent Computing and Cybernetics	Electrical & Electronic Engineering	Colonial competitive algorithm: A novel approach for PID controller design in MIMO distillation column process	916	77
None	Mis	Tohidinia	Industrial Management & Data Systems	Information and Knowledge Management	Knowledge sharing behaviour and its predictors	7543	36
Dr	Mohammad	Mosakhani	Industrial Management & Data Systems	Information and Knowledge Management	Knowledge sharing behaviour and its predictors	7543	36

Prominent Authors from UoT (Citations)

Title	First Name	Surname	Journal Title	Journal Subject	Article Title	Customer Usage	Citation Count
Dr	Omid	Haddad	Engineering Computations	Mechanical & Materials Engineering	Optimization of non-convex water resource problems by honey-bee mating optimization (HBMO) algorithm	341	33
Dr	Mohammad Reza	Jalilvand	Internet Research	Information and Knowledge Management	The impact of electronic word of mouth on a tourism destination choice: Testing the theory of planned behavior (TPB)	8457	31
Ms	Atefe	Houshmandi	Management Decision	Management Science/Management Studies	Development and evaluation of a knowledge risk management model for project-based organizations: A multi-stage study	4571	23
Dr	Mohammad Reza	Jalilvand	Marketing Intelligence & Planning	Marketing	The effect of electronic word of mouth on brand image and purchase intention: An empirical study in the automobile industry in Iran	9830	22
Ms	Asal	Ataie-Jafari	Nutrition & Food Science	Health Care Management/Health Care	Effects of sour cherry juice on blood glucose and some cardiovascular risk factors improvements in diabetic women: A pilot study	660	20

Prominent Authors from UoT (Downloads)

Title	First Name	Surname	Journal Title	Journal Subject	Article Title	Customer Usage	Citation Count
Dr	Mohammad Reza	Jalilvand	Marketing Intelligence & Planning	Marketing	The effect of electronic word of mouth on brand image and purchase intention: An empirical study in the automobile industry in Iran	9830	22
Dr	Mohammad Reza	Jalilvand	Internet Research	Information and Knowledge Management	The impact of electronic word of mouth on a tourism destination choice: Testing the theory of planned behavior (TPB)	8457	31
None	Mis	Tohidinia	Industrial Management & Data Systems	Information and Knowledge Management	Knowledge sharing behaviour and its predictors	7543	36
Dr	Mohammad	Mosakhani	Industrial Management & Data Systems	Information and Knowledge Management	Knowledge sharing behaviour and its predictors	7543	36
Dr	Mohammad	Haghighi	Journal of Behavioral Strategy	Strategy	The effect of selling strategies on sales performance	4869	1
Ms	Atefe	Houshmandi	Management Decision	Management Science/Management Studies	Development and evaluation of a knowledge risk management model for project-based organizations: A multi-stage study	4571	23
Dr	Fariorz	Jolai	Supply Chain Management: An International Journal	Operations and Logistics Management	A method to compare supply chains of an industry	3214	8

Being published means....

Being published means your paper:

- ▶ Is **permanent**
- ▶ appears in **print and electronically**
- ▶ is **improved** via the review process
- ▶ is actively **promoted** by the publisher
- ▶ is **trustworthy** – material that has been published carries a QA stamp



Considering co-authorship



Benefits

- ▶ First time authors
- ▶ Demonstrates the authority and rigour of the research
- ▶ Especially useful for cross-disciplinary research

Where to find a co author

- ▶ Supervisor or colleague
- ▶ Conferences
- ▶ Journals



Considering co-authorship

Tips

- ▶ Exploit your individual strengths
- ▶ Ensure the manuscript is checked and edited so that it reads as one voice
- ▶ Agree and clarify order of appearance of authors and the person taking on the role of corresponding author
- ▶ Distributing work
- ▶ Extending your work
- ▶ Co-ordination and revision



How to get started?

What do I write about?

- ▶ Have you completed a project that 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, briefing or conference paper?
- ▶ Are you working on a Doctoral or Master's thesis?
- ▶ Do you have a new idea or initiative?

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



What keywords to use ?

Keywords

- Researchers search using keywords or phrases.
What would you search for?
- Look at the keywords of articles relevant to your manuscript – do they give good results?
- If you had to summarise your research paper into four to six keywords, what would they be ?
- Jargon – keywords should reflect a collective understanding of the subject, not be overly niched or technical



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?

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?



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

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 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.



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



- ▶ 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



Which Journal to publish in ?



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.



Journal Selection

- ▶ Finding a journal with the right “fit” is more important than finding the top ranked journal
- ▶ Journals will publish research which fits with their scope and aims
- ▶ You have to mould your research to fit the journal not the other way around!
- ▶ Reading widely in your field will help you create a shortlist of journals
- ▶ Subject area of your research
- ▶ Select ` read and understand objectives of each journal selected
- ▶ Download relevant articles and read them
- ▶ Get to know the journal. Build a relationship
- ▶ Ask your librarian for advice



How to select the right journal?

Measuring quality

Are rankings important to you? Are you required to publish with journals that are ranked ?

- ISI
- Scopus
- H-index
- Usage
- Peer perception



Example: Internet Research Journal



Internet Research
ISSN: 1066-2243

Full text online
Content: [Table of Contents](#) | [Latest Issue RSS](#)  **RSS**
Information: [Journal information](#) | [Editorial Team](#) | [Author Guidelines](#)
Other: [Journal News \(inc. calls for papers\)](#) | [Sample article](#) | [Recommend this journal](#)

Search in this title:

C O P E |  This title is indexed in **Scopus**
2015 impact Factor: **3.017 ***

Most read papers from this title

LAST 7 DAYS LAST YEAR

[Facebook advertising's influence on intention-to-purchase and purchase amongst Millennials](#)

Published Online: Jul 2015

Volume: 25, Issue: 4, pp. 498-526

[Consumer attitudes towards online shopping : The effects of trust, perceived benefits, and perceived web quality](#)

Published Online: Sep 2015

Volume: 25, Issue: 5, pp. 707-733

[The effects of blogger recommendations on customers' online shopping intentions](#)

Published Online: Apr 2013

Volume: 23, Issue: 1, pp. 69-88

Reputation is key

▶ Indication of a good journal

- ▶ Come from reputable publishers or societies
- ▶ Have ISI / Scopus etc. ranking
- ▶ Have digital preservation such as Portico or LOCKSS
- ▶ Member of ethical bodies such as COPE (Committee on Publication Ethics)
- ▶ Blind Peer Review
- ▶ Editorial advisory boards
- ▶ Reputable authors

Check with your library / department for a list of recommended journals



Rankings

What rankings do you use ?

The bottom half of the slide features a decorative graphic composed of several overlapping, semi-transparent geometric shapes. These include a large dark teal triangle on the left, a yellow triangle at the bottom center, a light blue triangle on the right, and various shades of green and teal triangles and polygons scattered throughout the lower section.

THOMSON REUTERS (ISI)

Background

Thomson Reuters, formerly known as Thomson Scientific, (and formerly known as Thomson ISI!), has provided access to academic research information for over 50 years following the work of its founder Dr Eugene Garfield

ISI is by far the most respected ranking for academic journals in the world, and is used for key decisions such as whether an author will publish with a journal, and whether a library will subscribe to it.

More information at <http://scientific.thomsonreuters.com/>



RANKINGS

- ▶ ISI,
- ▶ Scopus,
- ▶ CABS,
- ▶ ERA/ABDC

France, Germany,
Denmark, Norway



Not all Editors are scary...

- ▶ Send an outline or abstract and ask if this looks suitable and interesting (or how it could be made so)
- ▶ If it's not suitable for their journal, can they suggest another journal for you to consider?
- ▶ Confirm how an editor would like a submission, e.g. e-mail; hard copy or online submission system



Before you submit your article: your own peer review

- ▶ Let someone else see it - show a draft to friends or colleagues and ask for their comments, advice and honest criticism
- ▶ We are always **too close** to our own work to see its failings
- ▶ **Always** proof-check thoroughly – no incorrect spellings, no incomplete references. Spell checkers are not fool-proof



Spot the error:

“A knew research methodology introduced in 2007...”

Publication ethics

Ben Sng

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)



After submission

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: 3-4 months**



Possible editor decisions

You will be advised of one of three possible decisions:

Accept

Reject

Revise



What 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

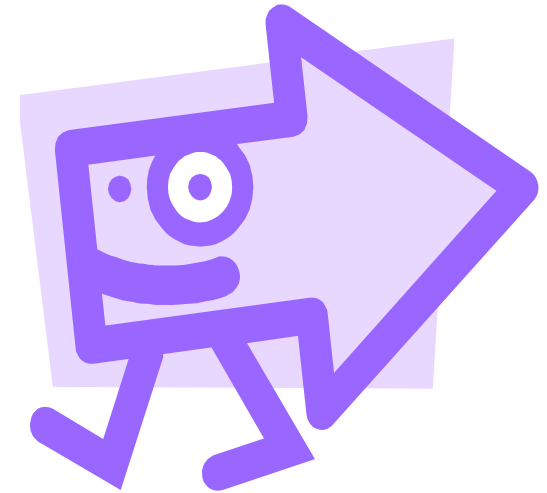
- ▶ **Keep trying!**



Reasons for rejection

- ▶ Not following instructions – author guidelines
- ▶ Lack of fit (‘why was it sent to this journal’?)
- ▶ Problem with quality (inappropriate methodology, not reasonably rigorous, excessively long)
- ▶ Insufficient contribution (does not advance the field, a minor extension of existing work, there is no ‘gap in our understanding’)
- ▶ Did you understand the “journal conversation”?

Sorry!



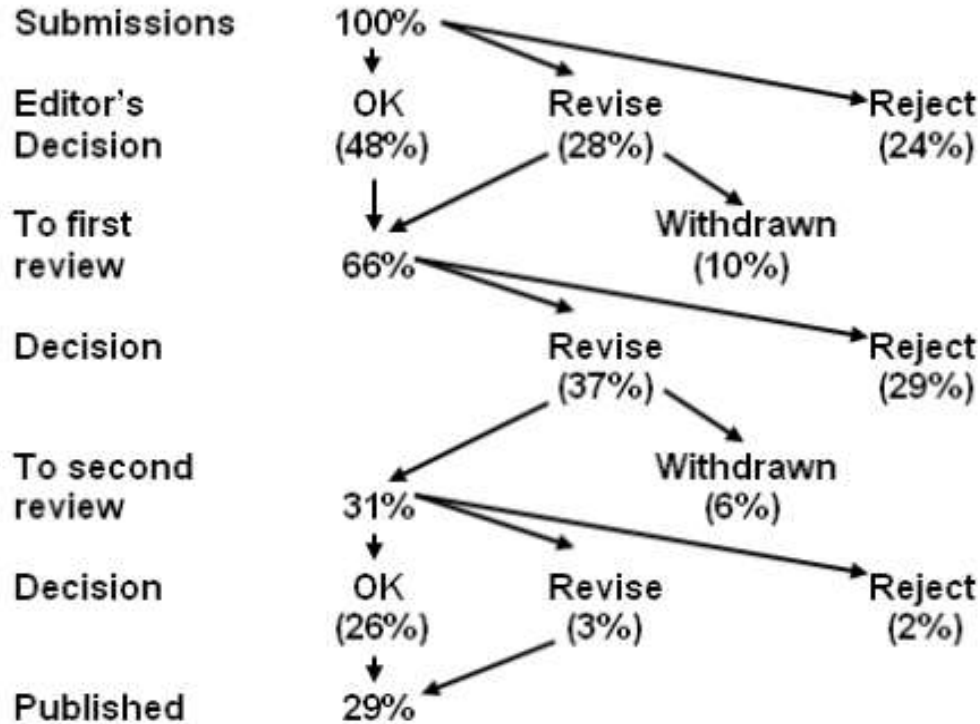
Where submissions often fall short

- ▶ The theory base or market analysis is dated and general
- ▶ The conceptualization is weak - either the questions, or the 'big idea'
- ▶ The level and depth of discussion is shallow, weak, and lacks critical reflection
- ▶ More needs to be done to apply findings to theory and practice.
- ▶ The presentation lacks clarity and could be a more compelling read



Surviving peer review

Rejection tips



Don't give up!
Everybody has been rejected
at least once

Ask and listen
most editors give detailed
comments about a rejected
paper.

Try to improve and re-submit.
Do your homework and target
your paper as closely as
possible

n = 86

Suggestions

- Forming teams across industries, institutions and countries, with cross-functional skills
- More writing practice. This can start off with Blogs and magazines, then culminating in research papers
- More social media engagement, where people champion and share their big ideas - receiving useful feedback
- More meetings, events and conferences where people get to debate



Request for revision

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

“One Emerald author likes to let reviews sit for a week to let his blood pressure return to normal”.



How to revise your paper

- ❑ **Acknowledge** the editor and set a revision deadline
- ❑ **If you disagree**, explain why to the editor
- ❑ **Clarify understanding** if in doubt –
'This is what I understand the comments to mean...'
- ❑ **Consult with colleagues** or co-authors and tend to the points as requested
- ❑ Meet the revision **deadline**
- ❑ Attach a **covering letter** which identifies, point by point, how revision requests have been met (or if not, why not)
- ❑ For example "The change will not improve the article because..."



Accept

Congratulations!!

Following a lot of hard work and at least one revision your paper has been accepted.

“In all the years I have been an editor I have not accepted a single paper on first submission.”

Typical editor comment



How to promote your work

Why?

- ▶ Influence policy
- ▶ Raise your profile
- ▶ Attract collaborators and funding
- ▶ New opportunities e.g. in consulting, the media

How?

- ▶ Use your network e.g. through listservs, press releases or simply link to the article in your email signature
- ▶ Contact the authors in your reference list
- ▶ Hone your media skills and 'brand image'
- ▶ Ask the publisher to provide you with book or journal leaflets

Check with your Librarian for **Support and services for authors and Editors**



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

For details of opportunities in this area please do get in touch with us!



Useful resources

Emerald supporting authors

Emerald author benefits

- ✓ EarlyCite
- ✓ Online Scholar One Manuscript Central submission process
- ✓ 3 months free access upon publication
- ✓ Annual Awards for Excellence (Reviewers; Outstanding Papers)
- ✓ Emerald Literati Network with more than 100,000 members
- ✓ Online support on all aspects of publishing



KUDOS

► Kudos is a web-based service – free for Emerald authors to use -that helps researchers and their institutions and funders maximize the visibility and impact of their published articles.

Kudos uses DOI linking to your fulltext article.

Uses a toolkit to support enriched metadata and contextual information to maximize discoverability of articles

Guidance and support on how to use both traditional and social media to raise awareness of articles.

For more information, please logon to
<http://www.emeraldgrouppublishing.com/authors/writing/kudos.htm>





**Thank you
for your attention
& participation**

Attendance Certificate

Insiders Guide to Getting Published

This certificate is awarded to

**for the “Insiders Guide to Getting Published” workshop at
University of Tehran held on 25th February, 2017.**



Amina Said

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Bahrain, Iran & Pakistan

Emerald Group Publishing

<http://www.emeraldinsight.com>

