



UNIVERSITY
of
GREENWICH

An insider's guide to getting published

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Editorial Advisory Board Member:

Journal of Islamic Marketing

Journal of Islamic Accounting and Business Research



Aims of the session



Research you can use

- 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



Research you can use

- 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



Research you can use

- 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



Research you can use

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:

<http://emeraldinsight.com/journals>

<http://books.emeraldinsight.com>

Emerald's marketing journals



Research you can use

- 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 you can use



Research that has an impact



Thomson Reuters (ISI)

What is an Impact Factor?



Research you can use

- 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



Research you can use

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

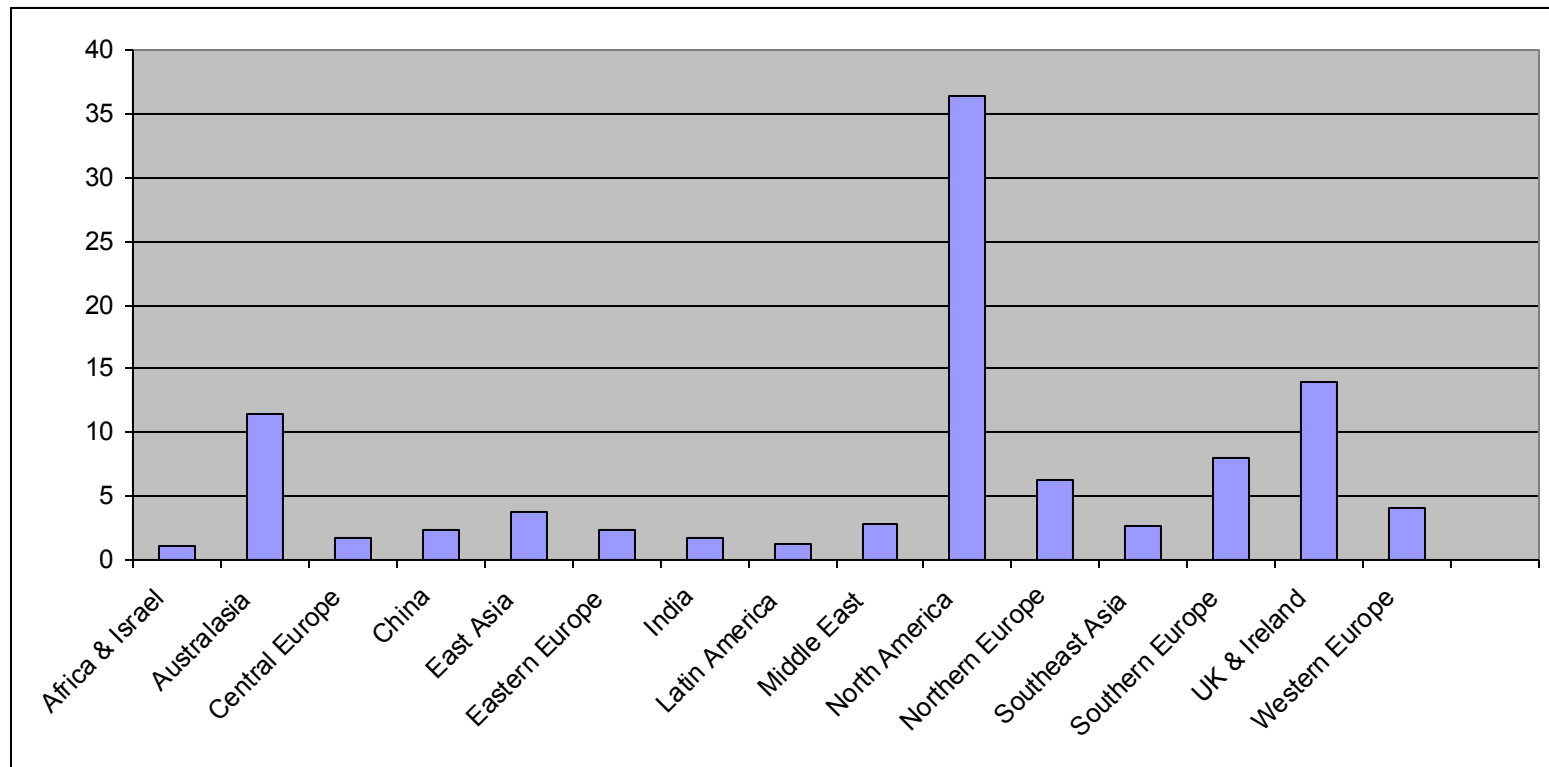
- It is heavily weighted towards North America
- Citations are a good, but not complete, guide to quality
- Article downloads - key measure of *utility*
- Google Scholar
- www.harzing.com (Anne-Wil Harzing's site about academic publishing and the assessment of research and journal quality, as well as software to conduct citation analysis)
- www.scopus.com (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)



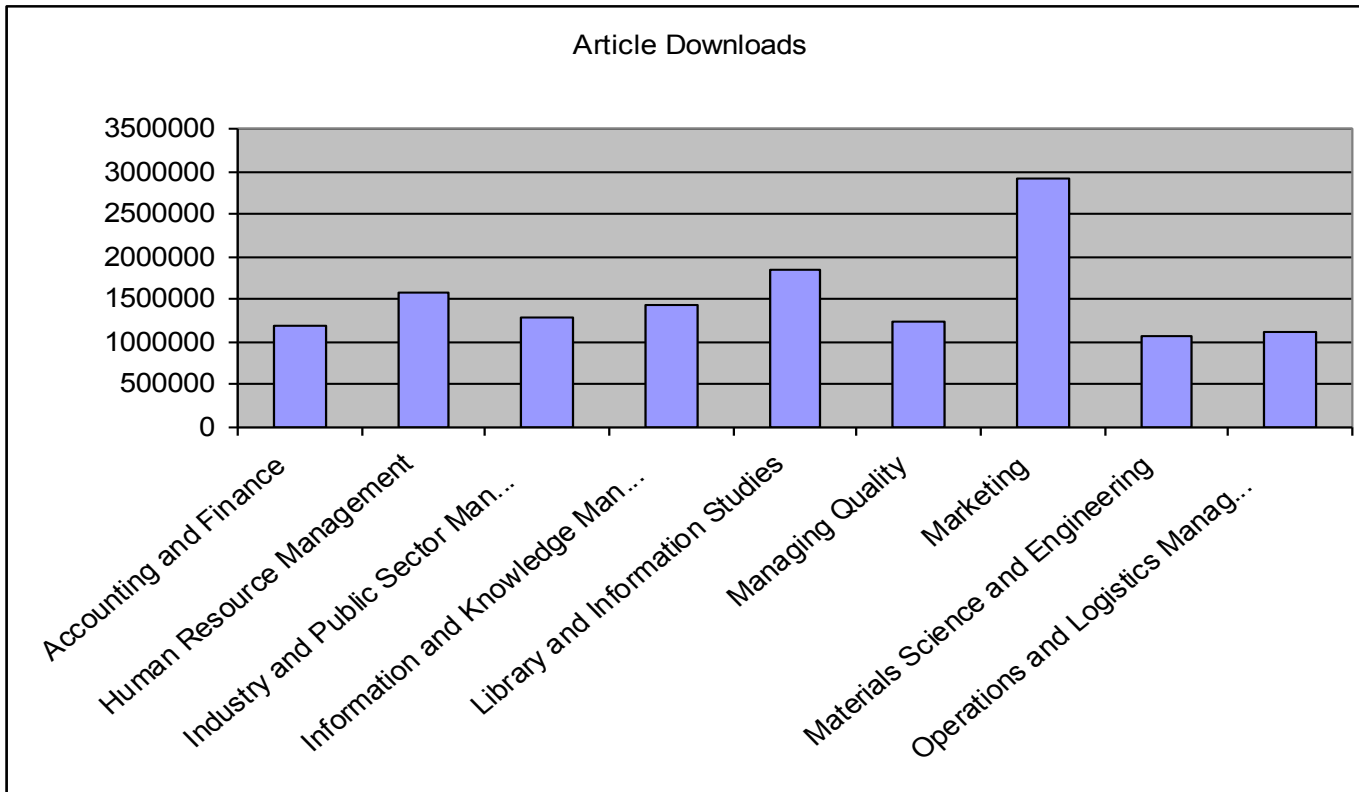
Research you can use



Most highly downloaded subject areas (2009)



Research you can use



Ideas: where to start



Research you can use

- 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



Research you can use

- 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 ...



Research you can use

- 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



Research you can use

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European Journal of Marketing
ISSN: 0309-0566
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Author Guidelines

Submit to the journal

Submissions to *European Journal of Marketing* are made using ScholarOne Manuscripts. Please see Submissions Process (below) for details on how to create an account and submit a paper using ScholarOne Manuscripts.

All authors should be shown. Author details must be uploaded in a separate file and the author should not be identified anywhere else in the article.

Editorial objectives

The explicit aim of the EJM is the dissemination of insightful and original marketing knowledge. We welcome novel and ground-breaking contributions from a wide range of research traditions within the broad domain of marketing, particularly encouraging innovative ideas in conceptual developments and research methodologies. The EJM is not preferentially disposed towards either empirical work or pure theory, nor towards one particular method or approach. Although the EJM will retain a European brand identity, we actively encourage global contributions from scholars across the broad domain of marketing.

General principles

The EJM will be an outlet for research that is:

- based on rigorous, high quality scholarly work of international standing,
- from a diverse range of methodological, philosophical and theoretical approaches,
- situated within either a pure or applied research tradition,
- derived from stringent theoretical conceptualisation, and appropriate and defensible research methodology,
- well written and of clear relevance and interest to marketing scholarship

The EJM is receptive to controversial topics, and new, as well as developments that challenge existing theories and paradigms. EJM will be particularly receptive to the development and testing of new theories, as long as they fulfill the rigour criteria detailed above. The EJM will not generally be receptive to pure opinion or unsupported conjecture, although viewpoint and commentary articles are welcome where they can meet appropriate standards of rigour. Authors who wish to submit such articles are encouraged to contact the editors prior to commencing work. The EJM is also receptive in principle to the submission of replication studies, where they are able to demonstrate a clear and substantive contribution to existing marketing knowledge.

Navigation Menu:

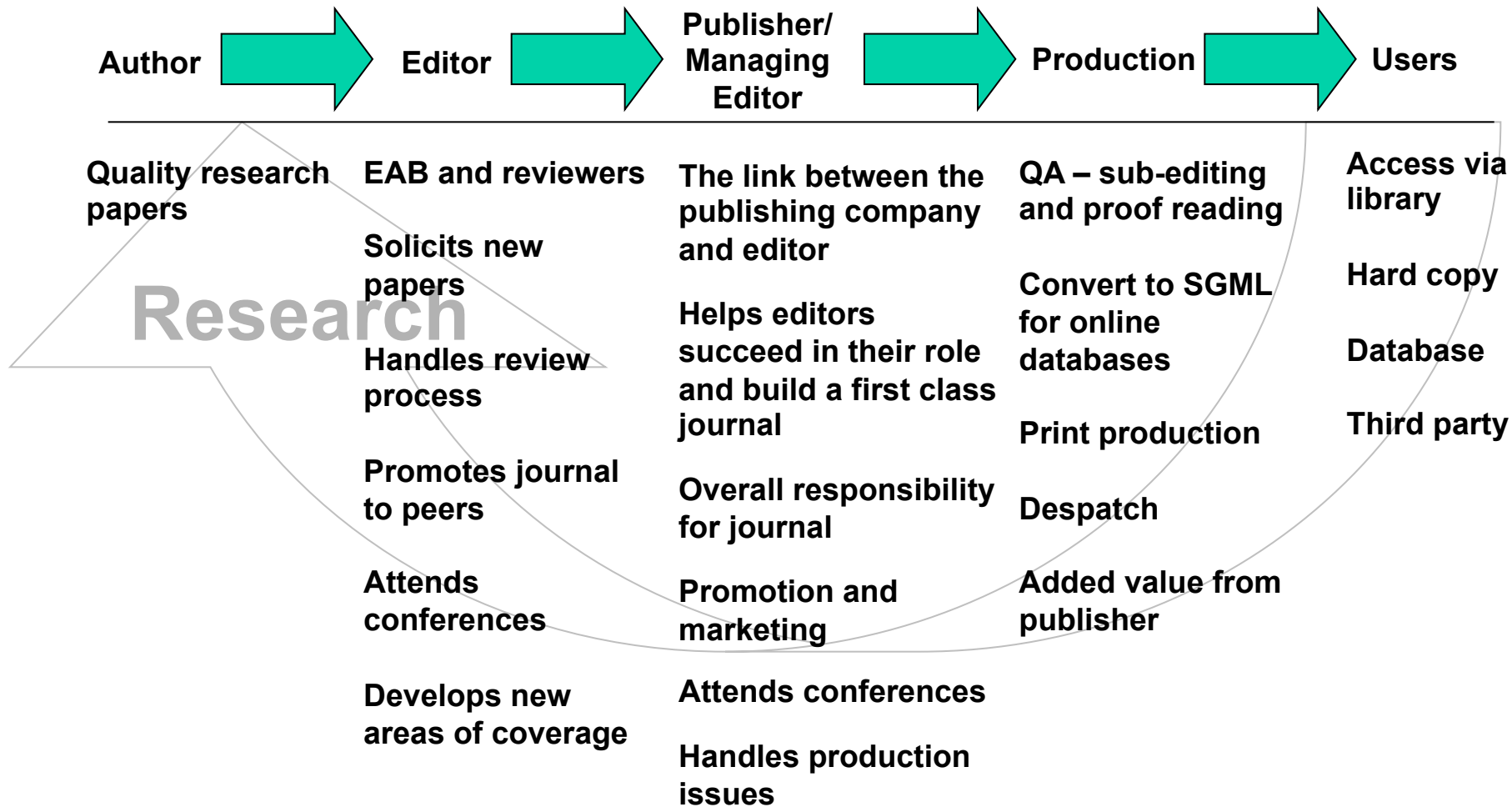
- My Profile
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- Emerald Journals**
- New titles
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- About Emerald

Every journal has detailed notes and guidelines

Editorial supply chain and journal management structure: journals



Research you can use



Some key questions before submitting



Research you can use

- **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



Research you can use

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**



- 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



Research you can use

• J J Turner and K Wilson (2006) 'Grocery loyalty: Tesco Clubcard and its impact on loyalty', **British Food Journal**, vol. 108 (11), pp. 958-964

• **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



Research you can use

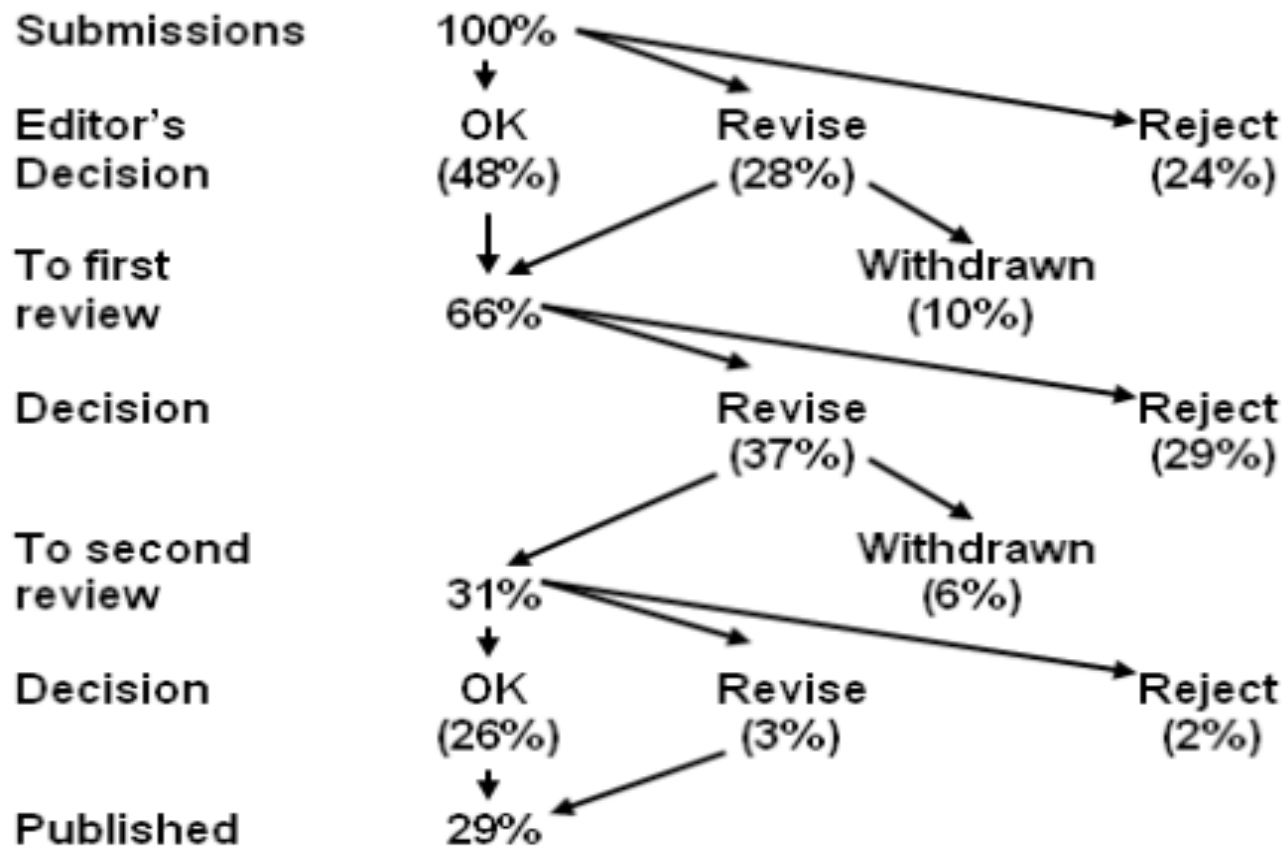
- The Editor(s) do an initial read to determine if the subject matter and research approach is appropriate for the journal (approx. 1 week)
- The Editor(s) identify and contact two reviewers (approx. 1 week)
- Reviewers usually have 6-8 weeks to complete their reviews
- The Editor(s) assess the reviewers' 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



Research you can use



$n = 86$

- 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 ...



Research you can use

- **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...



Research you can use

- 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?



Research you can use

