A Guide to Getting Published

Irwan Sukardi

isukardi@emeraldgroup.com

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
- ▶ Books
- ▶ Cases
- ▶ Publication ethics
- ▶ Getting discovered
- ▶ Kudos
- ▶ Dissemination and promotion

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Objectives of the session

Demystify

...the publishing process

Provide

...information and recommendations

Encourage

... you to write, submit and get published

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About 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!

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Emerald Publishing – company background

Emerald offices, representatives and associates world-wide
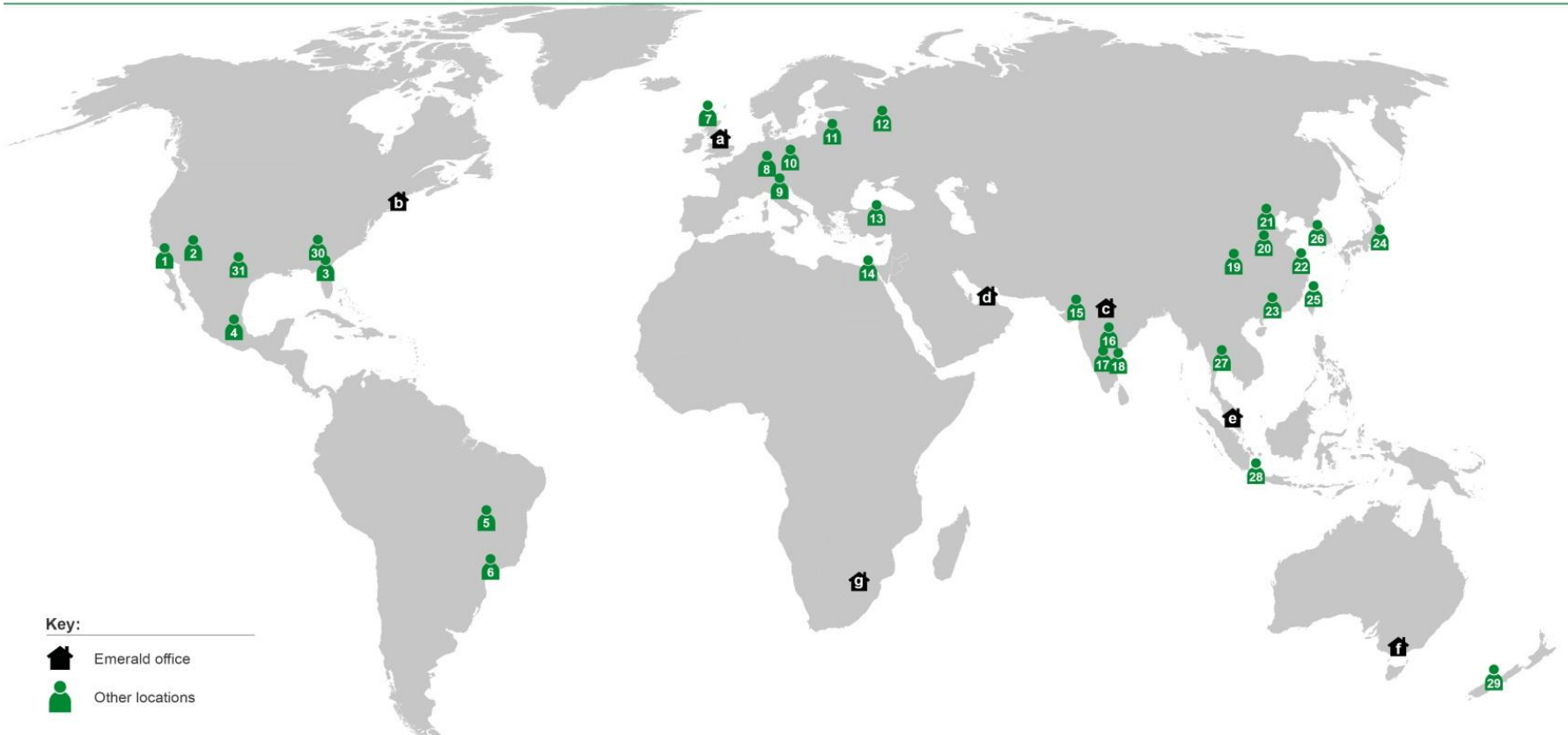
Emerald Publishing:
Nurturing Fresh Thinking That Makes An Impact

Why publish?

Why publish:
An integral part of the research cycle

Research Cycle

- Think & Plan
- Discover
- Gather & Analyse
- Write & Publish
- Share/Impact

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Why publish in journals?

Career
80% of our authors published with a view to career progression and personal development.

Altruism
85% published for esteem and to receive internal and external recognition.

What do previous authors say?

Subject Development
70% wanted to share knowledge and experience.

Own Business
50% published for company recognition and to promote their business.

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How to select the right journal

How to select the right journal

"Why do I want to publish my work?"

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.

- ▶ 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.

Journal Selection: Relevance

- Finding a journal with the **right "fit"** should be more important than finding the top ranked journal

- Reading widely in your field will help you create a **shortlist** of journals which publish research in your subject area

- 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!

- Select, read and understand objectives of each journal selected. Get to know the journal. **Build a relationship**

- Follow the **Author Guidelines** – scope, type of paper, word length, references style

- **Send an outline** or abstract to the Editor and ask if the paper looks suitable

- Ask your librarian for **advice**

Journals Selection: Reputation

Indication of a reputable journals:

- ▶ Come from publishers or societies known to communities
- ▶ Highly regarded Editor and Editorial Advisory boards
- ▶ Member of ethical bodies such as COPE (Committee on Publication Ethics)
- ▶ Documented Peer Review processes
- ▶ Have digital preservation such as Portico or LOCKSS
- ▶ Have ranking information relevant to discipline e.g. ISI/ Scopus/ABS
- ▶ Reputable authors

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

How to select the right journal

Measuring quality

Are rankings important to you? Web of Science (ISI) 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

How to select the right journal

Journal Selection:
Open Access and mandates

Green Open Access

- ▶ Free to publish. Journal is behind a paywall
- ▶ Author can self-archive content in institutional repository

Gold Open Access

- ▶ Author pays an Article Processing Charge (APC)
- ▶ Free to access online immediately

Platinum Open Access -

- ▶ The costs of publication are sponsored by a third party (i.e. institution/association)
- ▶ Free to access online immediately

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OPEN ACCESS

Journal Selection: Benefits of Open Access

- ▶ Easy for researchers to reuse your articles content (subject to licensing).

- ▶ More people can access your work and do so for free.

- ▶ Increased research opportunities for poorer institutions
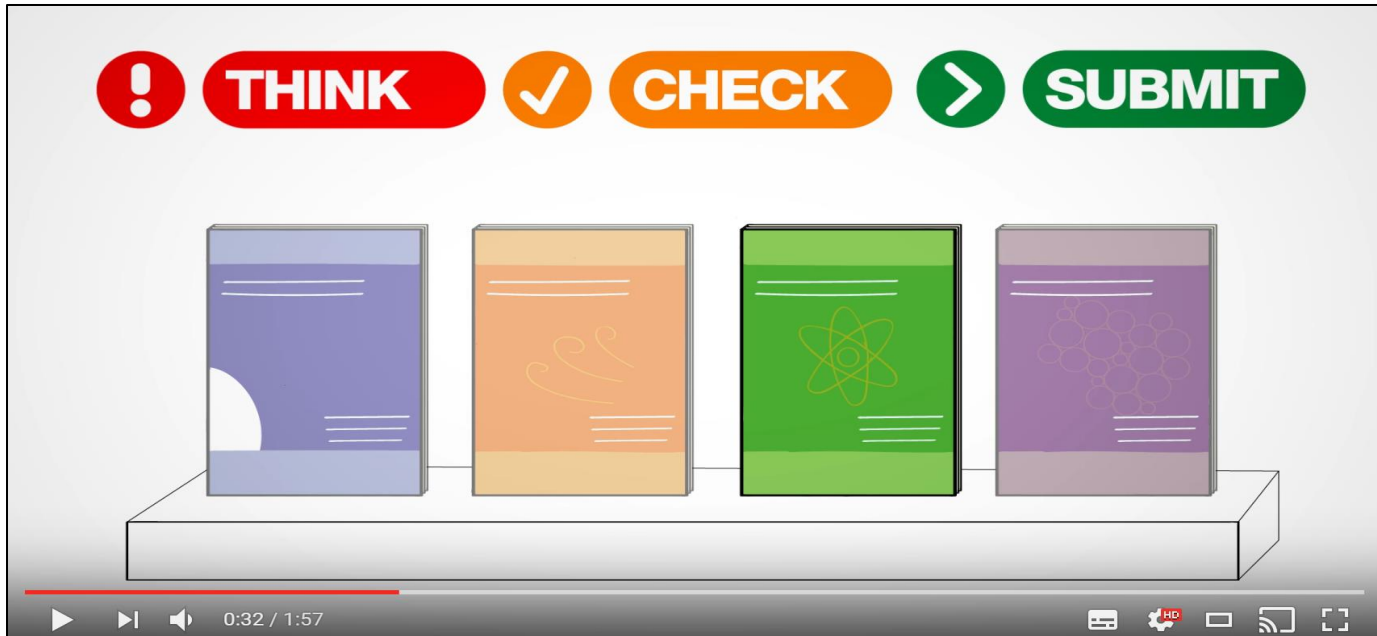
- ▶ Satisfy policy on funding and mandates

Journal Selection: Predatory Journals

▶ There are thousands of journals online

▶ But are they all what they seem?

▶ Beware:

- Organizations you've never heard of
- Guaranteed publication
- Publisher/Editor is also the owner
- No editorial information
- No documented peer review process
- Very broad journals

IF IN DOUBT ASK YOUR LIBRARY FOR HELP

Journal Selection

- Think Check Submit
  - https://www.youtube.com/watch?v=L4z0Nxq4Epc
- Reviews of Peer-Reviewed Journals in the Humanities and Social Sciences
  - https://journalreviews.princeton.edu/ranking-peer-reviewed-journals/
- Publish or Perish
  - https://en.wikipedia.org/wiki/Publish_or_perish
- Cabell's
  - https://www.cabells.com/about-us

Structuring your paper

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.

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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?
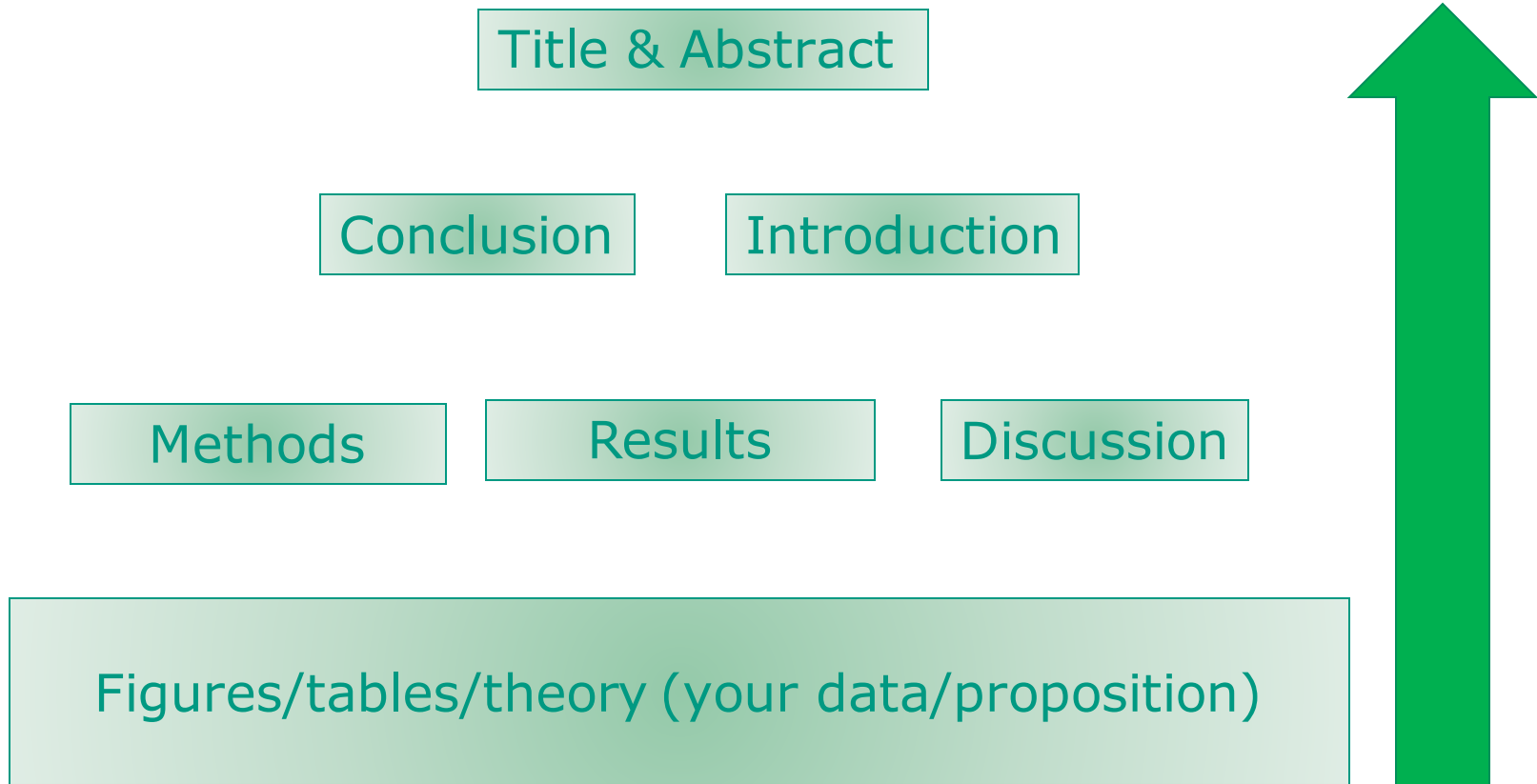
Is there anything challenging in your work?

Have you provided solutions to any difficult problems?

It's all about the transitions....

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

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Structuring your paper

Title & Abstract

Conclusion   Introduction

Methods   Results   Discussion

Figures/tables/theory (your data/proposition)

Structuring your paper

Title

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 the focus of the work

(C) The "location" where those keywords will be explored

http://writing.markfullmer.com/academic-style-titles

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

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 always 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.

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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
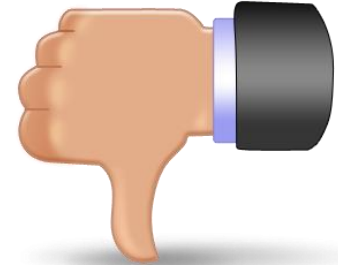
Structuring your paper

Conclusion

- Present global and specific conclusions
- Indicate uses and extensions
- Answer the original question
- 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

Polishing your work

Polishing your work

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
- Know your common mistakes
- Use, but don't rely on, the spell checker
- Show the draft to someone else – have a fresh pair of eyes look at it

Polishing your work

Accurate Referencing

Why?

▶ Accuracy will avoid plagiarism questions

▶ An "audit trail" for your work

For example

▶ Harvard

▶ APA
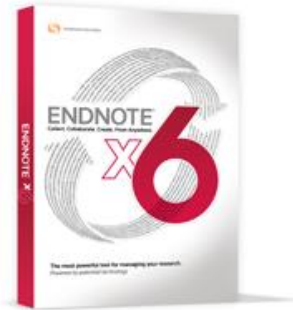
Always check the guidelines on the journal __homepage__

Emerald Author Services
Powered by Peerwith

▶ Helping you to "polish" your work

▶ All relevant author services on one marketplace, connecting researchers with selected experts

▶ Expert advice and resource – indexing, language editing, scientific editing, translation services, statistical support, video, visuals, literature search and more

emerald**PUBLISHING** https://Authorservices.emeraldpublishing.com
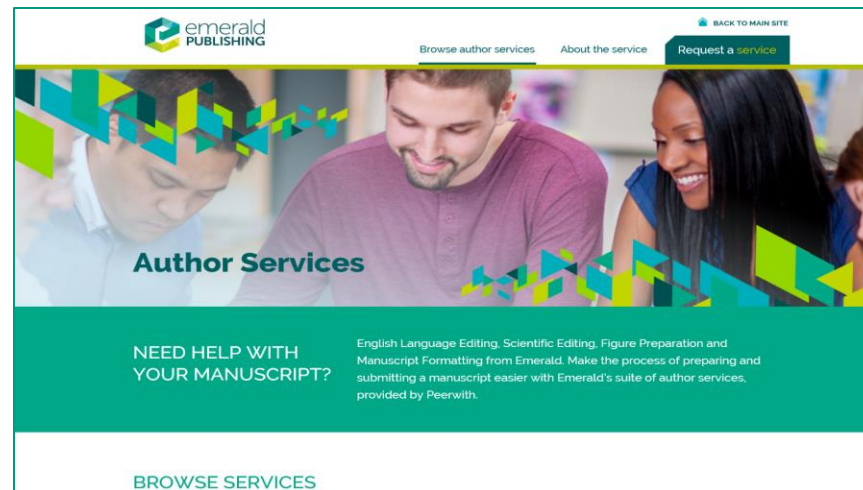
Emerald Author Services

"**HELP!** The subject of my journal article involves the legal history of medical translation. I'd like to submit the article to Emerald's *International Journal of Human Rights in Healthcare*, but I am not used to Harvard citation style." – Bradley Oates, USA
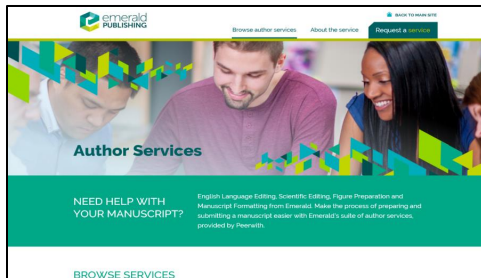
Connects with expert Lucio Vinicius at UCL

RESULT!! Bradley says...
"VERY good at looking at both citations and editing content. I couldn't recommend this editor more highly. Kept all of "me" in my article, and knew just where to cut. Very professional and knowledgeable."

The publishing process and surviving peer review

Peer review – basic workflow

Author Submits
Author submits manuscript to relevant journal

Publisher Checks
Confirmation that manuscript elements present and valid

Editor Evaluates
Editor makes initial consideration of manuscript

Review Conducted
Specialists provide feedback and recommendations

Editor Decision
Accept, Reject, Revise or additional review

Revise
Author allowed opportunity for major / minor revision

Accept
Author advised of decision and opportunity to revise

Reject
Author may look elsewhere or consider resubmission

Production
Manuscript is checked, copy-edited and proofed

Publication
Final article is published in digital and print editions

Source: ALPSP

How long does this take?

- Desk Review (2 weeks)

- Inviting Reviewers (another week or two)

- Under Review (6-8 weeks)

- Editor Assessment (2 weeks)

- **'Ideal' time from submission to review feedback: 3 to 4 months**

   But it may be longer!

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.

Reasons for rejection

▶ Not following instructions – author guidelines

▶ Inappropriate to the journal scope

▶ Problem with quality (inappropriate methodology, not reasonably rigorous)

▶ 'Paper motivation is weak'

▶ Insufficient contribution to the field

How to avoid desk rejection

"Many papers are rejected simply because they don't fulfill journal requirements. They don't even go into the review process."

Identify → The right journal/book

Read → Read at least one issue of the publication – visit your library for access

Follow → The author guidelines

Find out → Where to send the manuscript (for Emerald - ScholarOne)

Send → Send an outline or abstract and ask if it looks suitable and interesting – an opportunity to speak directly to the editor, convince them of the importance of your manuscript to the journal

Cover letter: how to write it

"I am submitting this article to *Journal of Documentation*.
You will see that it deals with public library management, which I appreciate is **outside** JDoc's normal scope.
However, it focuses on the **novel application of a theoretical model to the topic**, and hence I think it is **appropriate** for Jdoc".

Good letter for unusual/new content

Cover letter: how to write it

"I am sending this article for you to publish in *Journal of Documentation*, after your editorial amendments.

I have chosen JDoc to publish this paper, as it is a **high-impact** and **well-regarded** journal."

Bad cover letter
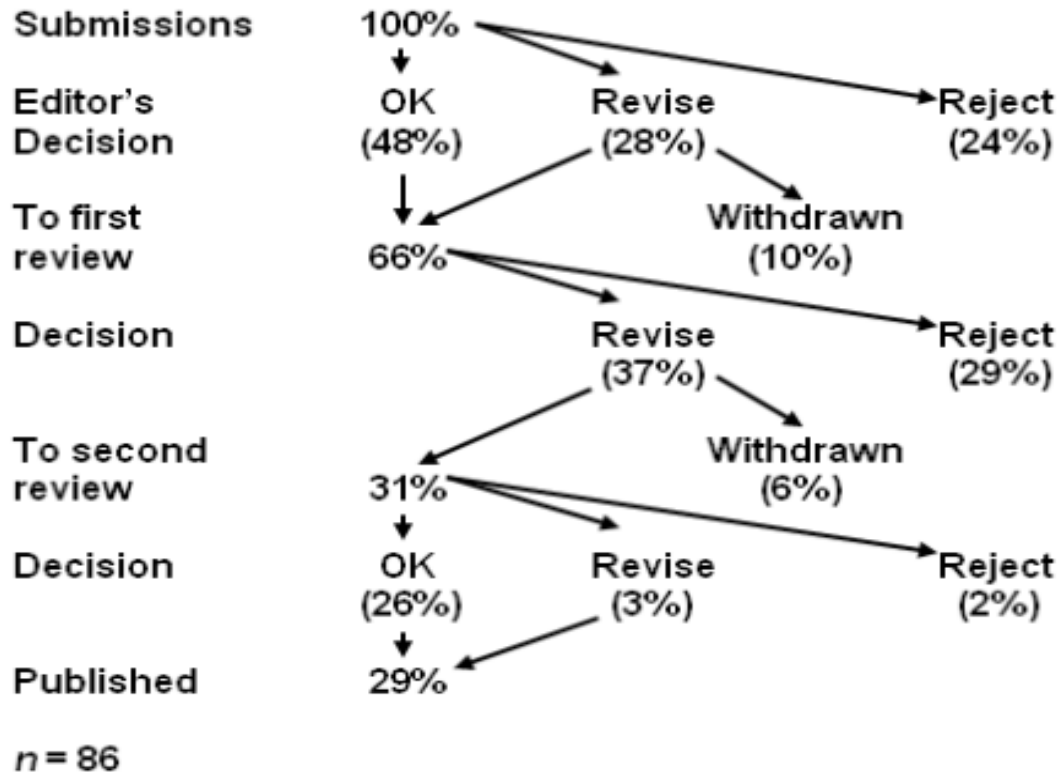
Surviving peer review

- Identify a few possible target journals/series but be **realistic**

- Follow the Author Guidelines – scope, type of paper, word length, references style, etc.

- Find out where to send your paper (editor, online submission e.g. Scholar One). Check author guidelines which can be found in 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)

- **Read** at least one issue of the publication – visit your library for access

- Include a covering letter – opportunity to speak directly to the editor, convince them of the importance of your manuscript to the journal

"Many papers are rejected simply because they don't fulfil journal requirements. They don't even go into the review process."

Accounting, Auditing & Accountability Journal

Library Hi Tech

British Food Journal

An international multi disciplinary journal for the dissemination of food related research

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Rejection tips

Submissions — 100%

Editor's Decision:
OK (48%) — Revise (28%) — Reject (24%)

To first review — 66% — Withdrawn (10%)

Decision:
Revise (37%) — Reject (29%)

To second review — 31% — Withdrawn (6%)

Decision:
OK (26%) — Revise (3%) — Reject (2%)

Published — 29%

n = 86

- ✓ 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

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Surviving peer review

A request for revision is good news!

▶ You are now in the publishing cycle.

▶ Nearly every published paper is revised at least once

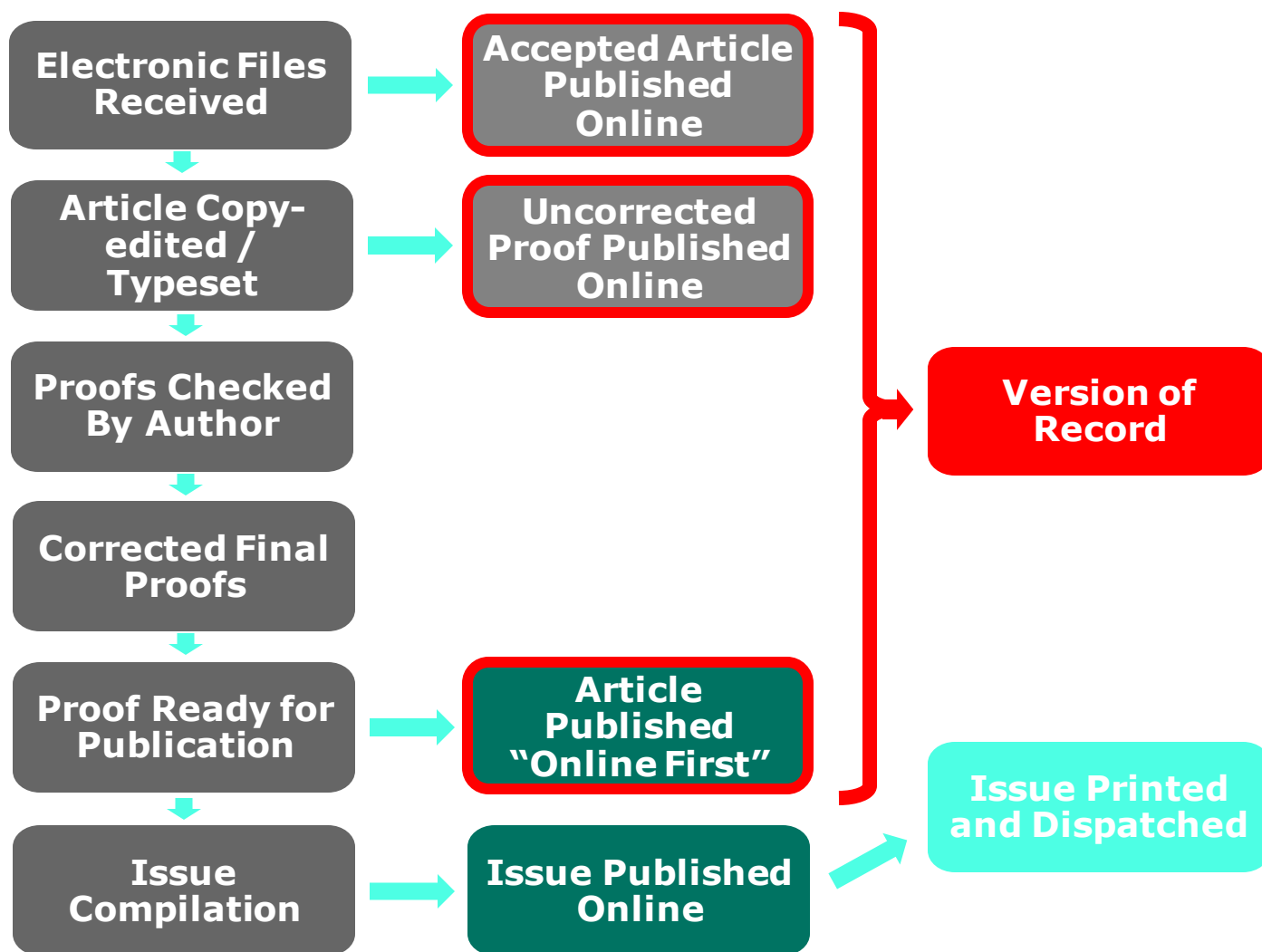▶ Even if the comments are sharp or discouraging, they **aren't** personal
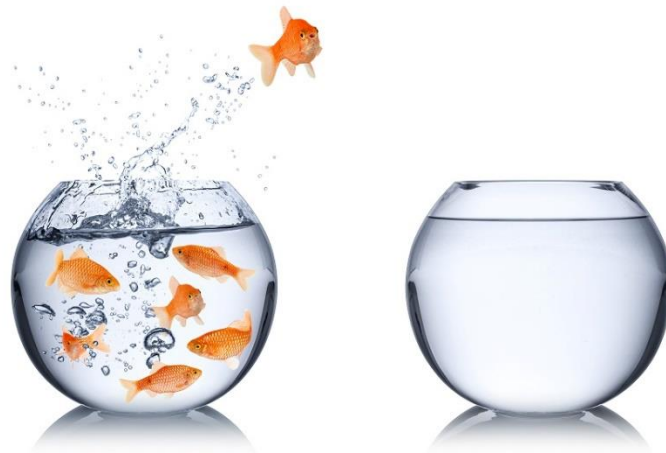
Surviving peer review

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)

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Production Workflow

```
Electronic Files          →    Accepted Article
Received                        Published Online
    ↓
Article Copy-             →    Uncorrected
edited /                        Proof Published
Typeset                         Online
    ↓
Proofs Checked                                    →    Version of
By Author                                              Record
    ↓
Corrected Final
Proofs
    ↓
Proof Ready for          →    Article
Publication                     Published
                                "Online First"
    ↓
Issue                     →    Issue Published       →    Issue Printed
Compilation                     Online                    and Dispatched
```

Source: ALPSP

Publication ethics

Publication ethics

❌ Don't submit to more than one journal at once

❌ Don't count on referees to give you tutoring

❌ 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)

|C|O|P|E| COMMITTEE ON PUBLICATION ETHICS

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https://publicationethics.org/

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/

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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:
http://www.emeraldinsight.com/authors/writing/best_practice_guide.htm
http://www.emeraldinsight.com/authors/writing/permissions.htm

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24 February 2011 Last updated at 11:38

Share

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.

Mr Guttenberg failed to name sources for PhD thesis

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".

Related St

Germany's B
without a titl

Plagiarism r
minister dro

German min
denies plagi

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Hungarian president resigns over doctorate plagiarism scandal

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

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Article history

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

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Hungary · Europe

Education
Plagiarism · Higher education

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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.

Titles and Subtitles

"Sustainable Supply Chain Management"
or
"Green is the New Gold"

?   ?

Be clear and concise – reflect the content

Instantly identifiable	Differentiation
↓	↓
A phrase that introduces the paper	Words that identify the focus of the work

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.

Key words

✓ 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 key words.

✓ Spend time of them, and select them with care. Don't use Supply Chain, as the first or only key word when submitting to the journal, *Supply Chain Management*

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

EXPLAIN   SHARE   MEASURE

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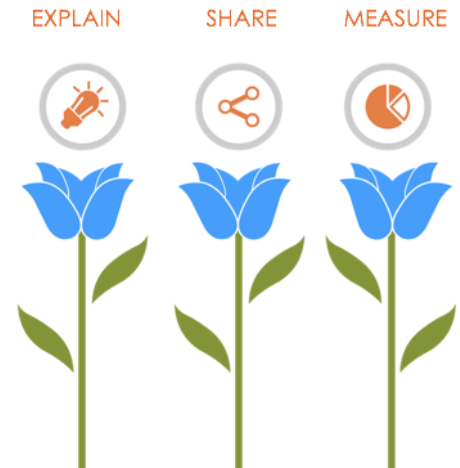
3 simple steps
Step 1: Explain

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 in their performance.

Why is it important?

This study systema... and compares the f... informational quer...

Resources

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

Alladi Venkatesh at UCI

Alladi Venkatesh, along with Nikhilesh Dholakia and A. fuat Firat, continues to work on transmodern and postmodern marketing issues.

Pioneering and Precursor Piece by A. Fuat Firat

Pioneering and Precursor Piece by A. Fuat Firat...in this very insightful early 1990s piece, Fuat lays out most of the key ideas that later developed into many significant later works, some of which were done in collaboration with Alladi Venkatesh and Nikhilesh Dholakia.

Nikhilesh Dholakia on Google Scholar

Comprehensive portal into, and continually updating bibliographic database of, scholarly works by Nikhilesh Dholakia, including significant ensuing pieces inspired by this EJM article.

Baudrillard and postmodernism

The online Stanford Encyclopedia of Philosophy (SEP) is one of the best places on the Web to find detailed, well-documented, and expertly interpreted information on philosophy-oriented issues, ideas and people. This detailed SEP essay is on Jean Baudrillard, and provides an excellent introduction to Baudrillard's works on postmodernism.
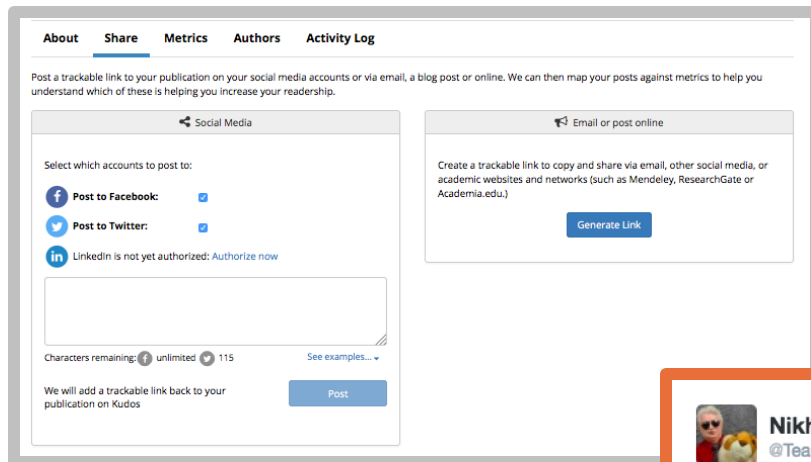
EXPLAIN

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.
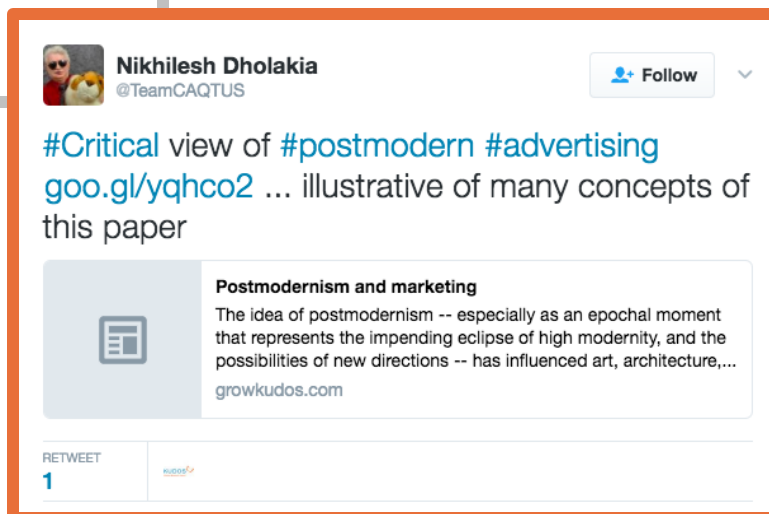
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3 simple steps
Step 2: Share

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

SHARE

3 simple steps
Step 3: Measure

MEASURE

Number of times shared	Clicks on Shares*	Views on Kudos	Click throughs to Read Publication	Altmetric score**	Web of Science Times Cited***
9	76	2253	65	95	22

List citing articles...

Get more detail on these numbers:

Detailed metrics
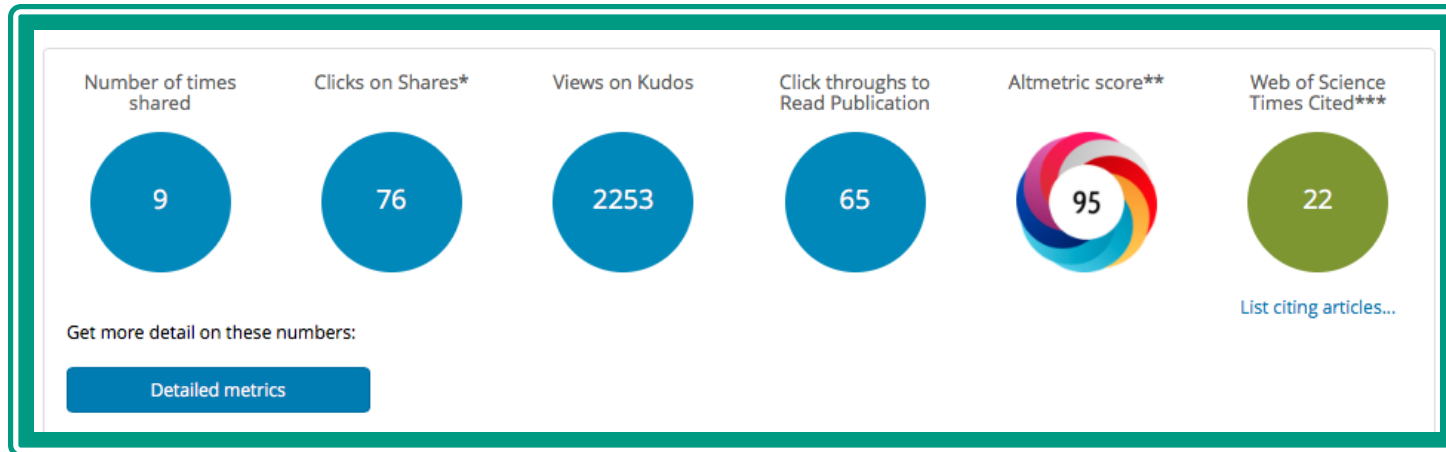
Date	Event Type	Notes	Referrals ❓
16-SEP-15 18:15	Share	Shared via Facebook	5
16-SEP-15 18:13	Share	Shared via Twitter read tweet	11
16-SEP-15 18:11	Share	Shared via LinkedIn	12
16-SEP-15 18:08	Add Resource	Add Resource of type related	-
16-SEP-15 18:06	Edit	Author Perspective text added	-
16-SEP-15 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 Orchid ID
>
> ▶ Register with KUDOS

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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 you institution subscribe?
- ▶ Contact those you've cited

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After Publication

Where Do You Get Most of your News About National and International Issues?

PEW RESEARCH CENTER Dec 1-5, 2010. Figures add to more than 100% because respondents could volunteer up to two main sources. If asked more than once in a calendar year, trend shows final datapoint from each year.

http://www.people-press.org/2011/01/04/internet-gains-on-television-as-publics-main-news-source/
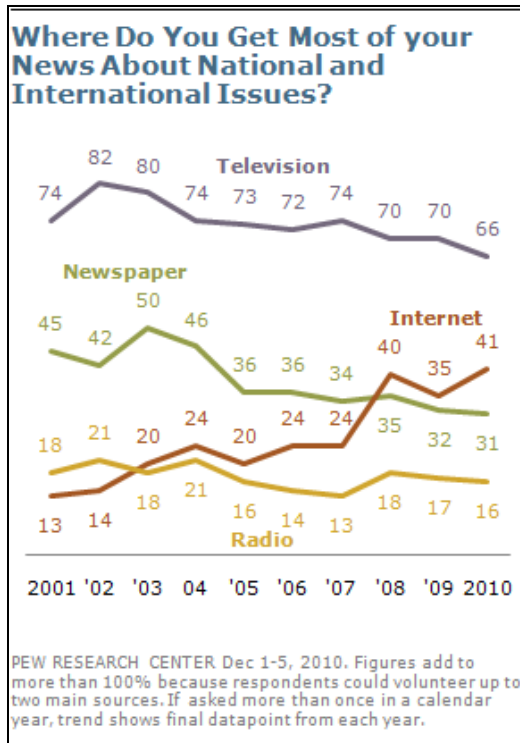
Members of social networks are:
✓ Eager to share information
✓ Looking to collaborate

Journal articles are ideal:
✓ Up-to-date, legitimate content that is critical for specialists in your networks
✓ Collaboration is essential for journal production, same as it is for Twitter, Academic.edu, LinkedIn etc.

KUDOS

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Our top 10 author activities

1.
On average, a person sends over **40 emails a day**
Make sure you include your book title and link in your email signature.

2.
Do you teach or speak at **events or conferences?**
Feature a slide at the end of your lectures and presentations.

3.
Spread the word
Post information about your book to relevant contact lists, forums, associations and listservs.

4.
Join the conversation
Maximize the potential of your social media accounts. Use Facebook, Twitter, LinkedIn, YouTube, Academia.Edu and Google+.

5.
Speak to your librarian and campus bookstore
Make sure they have copies in stock and access to Emerald Insight.

6.
Download a flyer
You can download a flyer for your book directly from its product page on the Emerald Bookstore **www.emeraldpublishing.com/bookstore**

7.
Encourage reviews
Positive reviews have a great impact on sales so encourage your peers to review via online platforms, journal book reviews or directly to their networks.

8.
Register with Kudos
Use of Kudos leads to, on average, 23% higher downloads of full text on the publisher site.* So register with Kudos, and share, share, share!

9.
Build your Author platform
Amazon Author Central offers a free service that provides the opportunity to share the most up-to-date information about yourself and your work.

10.
Stay in touch!
We're always open to new ideas to reach our academic communities, send us an email at books@emeraldinsight.com

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Measuring your own impact

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**

Interested in proposing a book or a book series?
Contact: books@emeraldgroup.com

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Emerald Literati Awards

Numbers Authors - Indonesia

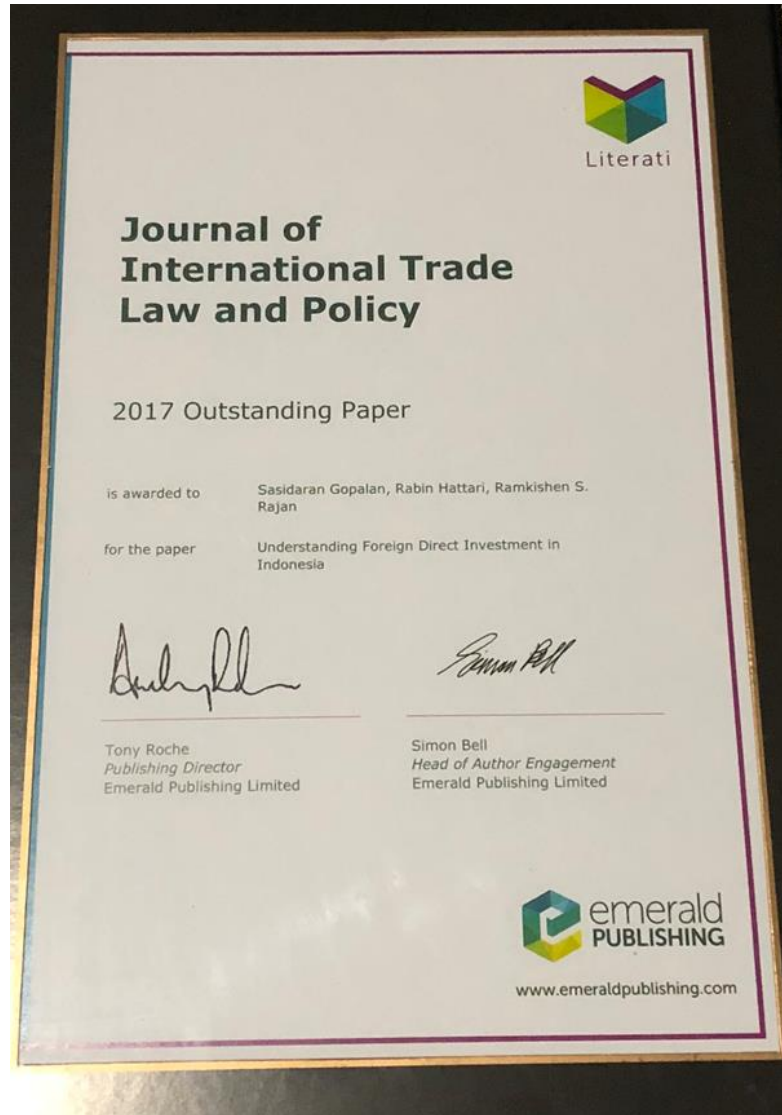|	2015	2016	2017	2018
INDONESIA	98	135	188	337

Emerald Literati Awards

Celebrating high quality, scholarly research

The Emerald Literati Awards, which include the Awards for Excellence and Citations of Excellence, are now in their 25th year and were established to celebrate and reward the outstanding contributions of authors and reviewers to scholarly research.

Emerald & Indonesia

- 2018 :
  - 4 Authors
  - 1 Reviewer
- 2017 :
  - 4 Authors
- 2016 :
  - 5 Authors
  - 1 Reviewer

Literati

Journal of International Trade Law and Policy

2017 Outstanding Paper

is awarded to — Sasidaran Gopalan, Rabin Hattari, Ramkishen S. Rajan

for the paper — Understanding Foreign Direct Investment in Indonesia

Tony Roche
Publishing Director
Emerald Publishing Limited

Simon Bell
Head of Author Engagement
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https://www.emeraldpublishing.com/news-and-blogs/integrity-and-anti-corruption-in-accounting-research/

Thank you for your time!