An Insider's Guide to Getting Published

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Research you can use

Aims of the session

To get you to share your knowledge,
i.e. to get you **writing!**

- 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!

Background

- **Editor – TQM Journal – for 6 years;**

- **Industry for 15 years / academia 18 years;**

- **35 journal papers published;**

- **Reviewed papers for** Managing Service Quality, International Small Business Journal, International Journal of Operations and Production Management, Management Decision, Industrial Management and Data Systems, International Journal of Six Sigma and Competitive Advantage, International Journal of Learning, International Journal of Productivity and Performance Management, Higher Education Research and Development, Journal of Business Economic and Management Review and International Journal of Lean Six Sigma

- **Editorial Advisory Board of:** Managing Service Quality, International Journal of Quality and Services Sciences, International Journal for Excellence in Healthcare; Industrial Management and data systems; International Journal of Lean Six Sigma; International Journal of Modelling in Operations Management, also Italian and Indian Journals.

Leading Editor Award 2009

The TQM Journal's publishing philosophy

- Inclusive, international, innovative and independent

- Supportive of scholarly research

- Committed to improving author and reader experience
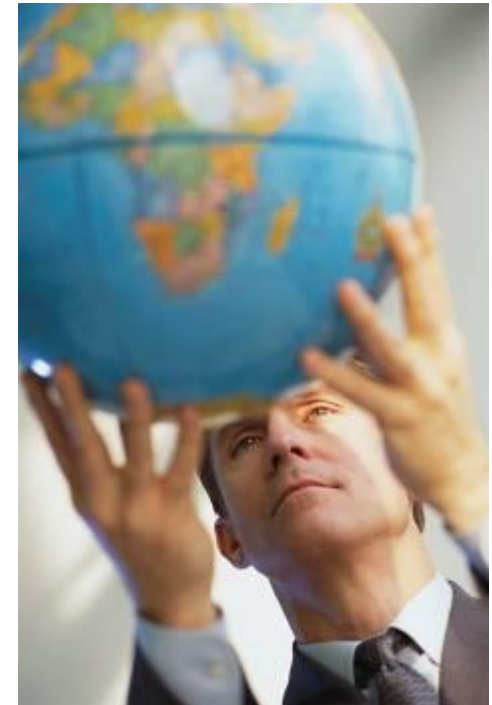
- Committed to publishing *'Research you can use'*
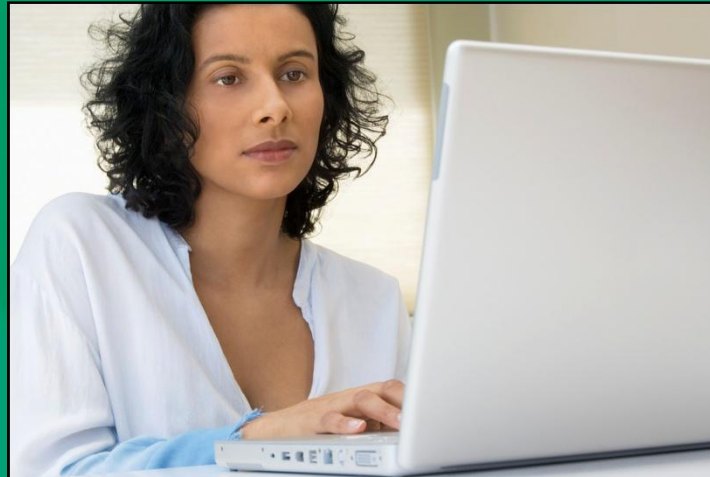
What do we mean by research you can use?

Teaching and learning

Knowledge

Practice

Impact zones

Society and environment

Public policy

Economy

Research that has an impact

The process of publishing your research in a journal

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Research you can use

Editorial supply chain and journal management structure: journals

Author → **Editor** → **Publisher/ Managing Editor** → **Production** → **Users**

Author	Editor	Publisher/ Managing Editor	Production	Users
Quality research papers	EAB and reviewers	The link between the publishing company and editor	QA – sub-editing and proof reading	Access via library
	Solicits new papers	Helps editors succeed in their role and build a first class journal	Convert to SGML for online databases	Hard copy
	Handles review process			Database
		Overall responsibility for journal	Print production	Third party
	Promotes journal to peers		Despatch	
	Attends conferences	Promotion and marketing	Added value from publisher	
	Develops new areas of coverage	Attends conferences		
		Handles production issues		

Research

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

What journal should you submit to?

A good choice of journal can enhance the impact of your work and your reputation.

Which publications will reach the audience you want to
share your research with?

Considerations…be *political…*

Thomson Reuters ISI is the most well known ranking, **but others exist:**

- Citations are a good, but not complete, guide to quality
- Usage is a better measure of *utility*
- Other factors to consider are recent articles, most communicative, societies and internationality, likelihood of acceptance, circulation, time from submission to publication
- Be **strategic** (e.g. five articles in 'low' ranked journals vs one in 'top' ranked journal)

e.g. The TQM Journal

Look at the citation history in Thomson Reuters Web of Science, Scopus or Publish or Perish

Research the number of article downloads
253,665 *TQM* full articles downloaded in 2010

Most downloaded article so far this year:

S.K. Breja, D.K. Banwet, K.C. Iyer (2011), Quality strategy for transformation: a case study, The TQM Journal, Vol. 23, No. 1, pp 5-20   2,843

Most downloaded article in 2010:

David James Bryde, Lynne Robinson (2007), The relationship between total quality management and the focus of project management practices, The TQM Journal, Vol. 19, No. 1, pp 50-61   7,245

Rejection rate = 76%

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

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Research you can use

Target!

- Identify a few possible target journals/series but be **realistic**
- Check a copy of the journal/series or the publisher's web site
  - Follow the Author Guidelines – scope, type of paper, word length, references etc
  - Find out who to send your paper to (editor, regional editor, subject area editor).
  - Confirm how to submit your manuscript, e.g. e-mail; hard copy or online
- **Read** at least one issue of the publication – visit your library for access
- If still unsure, send an outline or abstract and ask if this looks suitable and interesting (or how it could be made so)
- Include a cover letter – This is your opportunity to speak directly to the editor.

Example of author guidelines

Every journal has detailed notes and guidelines

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

Plagiarism and referencing

- Plagiarism (from the Latin *plagium* meaning 'a kidnapping') is 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://info.emeraldinsight.com/about/policies/plagiarism.htm

- For more general information visit http://www.plagiarism.org/

Copyright

- As the author, you need to ensure that you get permission to use content you have not created <u>before</u> submitting your manuscript otherwise this may delay your paper being published

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

How to increase electronic dissemination

- Use a **short descriptive** title containing main keyword – don't mislead

- Write a clear and descriptive abstract containing the main keywords and following any instructions as to content and length

- Provide **relevant and known** keywords – not obscure new jargon

- Make your references **complete and correct** – vital for reference linking and citation indices

- All of this will make your paper more discoverable which means more dissemination and possibly more citation

Emerald has 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?

www.emeraldinsight.com/structuredabstracts

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…"

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 invite 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***

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

If your paper is rejected:

- **Don't give up!**
  At least 50% of papers in business and management don't get published. 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!**

How to revise your paper

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

❑ **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)

Support for The TQM Journal authors

- Dedicated Editor, Editorial Assistant and Publisher.

- Emerald is a Signatory of the Committee on Publication Ethics (COPE), committed to protecting its authors' work from copyright infringements.

- Numerous resources for authors at http://www.emeraldinsight.com/authors/index.htm

- Online Scholar One Manuscript Central submission process.

- EarlyCite: Pre-publication of *The TQM Journal* articles online will mean people can read (and cite!) your work earlier.

- Complimentary journal issue and five reprints upon publication.

Other useful resources

- www.isiwebofknowledge.com (ISI ranking lists and impact factors)

- 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)

- www.cabells.com (addresses, phone, e-mail and websites for a large number of journals as well as information on publication guidelines and review information)

- www.phrasebank.manchester.ac.uk (a general resource for academic writers, designed primarily with international students whose first language is not English in mind)

What do you use?

Any questions?

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Research you can use

For any answers you didn't get today (or were too shy to ask) …

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