

# Author Workshop: *A Guide to Getting Published*

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# Objectives of the session



**Demystify**



**...the publishing process**

**Provide**



**...information  
and recommendations**

**Encourage**



**...you to write, submit and get  
published!**



# What we will cover

Getting Started

The Editorial Process

Structuring your paper

Publishing Ethics

Promoting your work

Summary and useful resources



# Emerald Group Publishing Limited

Founded in 1967, Bradford, West Yorkshire  
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# *Getting started*

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# Where do I start?

**Are you working on a Doctoral or Master's thesis?**

**Do you have an opinion or observation on a subject?**

**Have you given a presentation or a conference paper?**

- If you answered **‘yes’** to one of those questions, you have the basis for a publishable paper

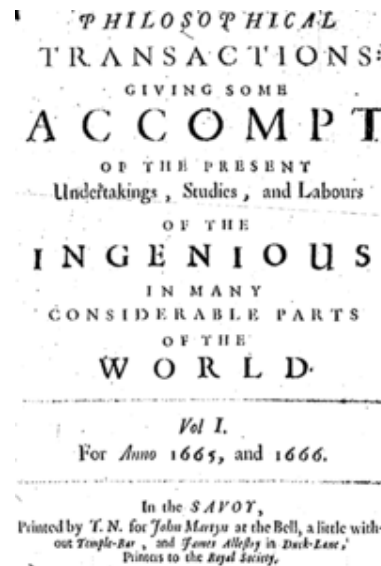


# Co – Authorship... a possibility

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- With colleagues or a supervisor
- **Cross-disciplinary** practice or research
  - Reads as **one voice**
  - Agree and clarify order of appearance of authors and the person taking on the role of corresponding author

# Which conversation do you want to be a part of?



Develop a publication strategy – you may not get published in a top journal straight away.



# *The Editorial Process*

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# The Editorial Process

AUTHOR → EDITOR → PUBLISHER → PRODUCTION → USERS

Produces high quality research

Editorial Advisory Board members

Link between the Editor and the Publishing Company

Proofreading

Preparation for online databases

Print and distribution

party

## Research

Support editors  
Build a first class journal

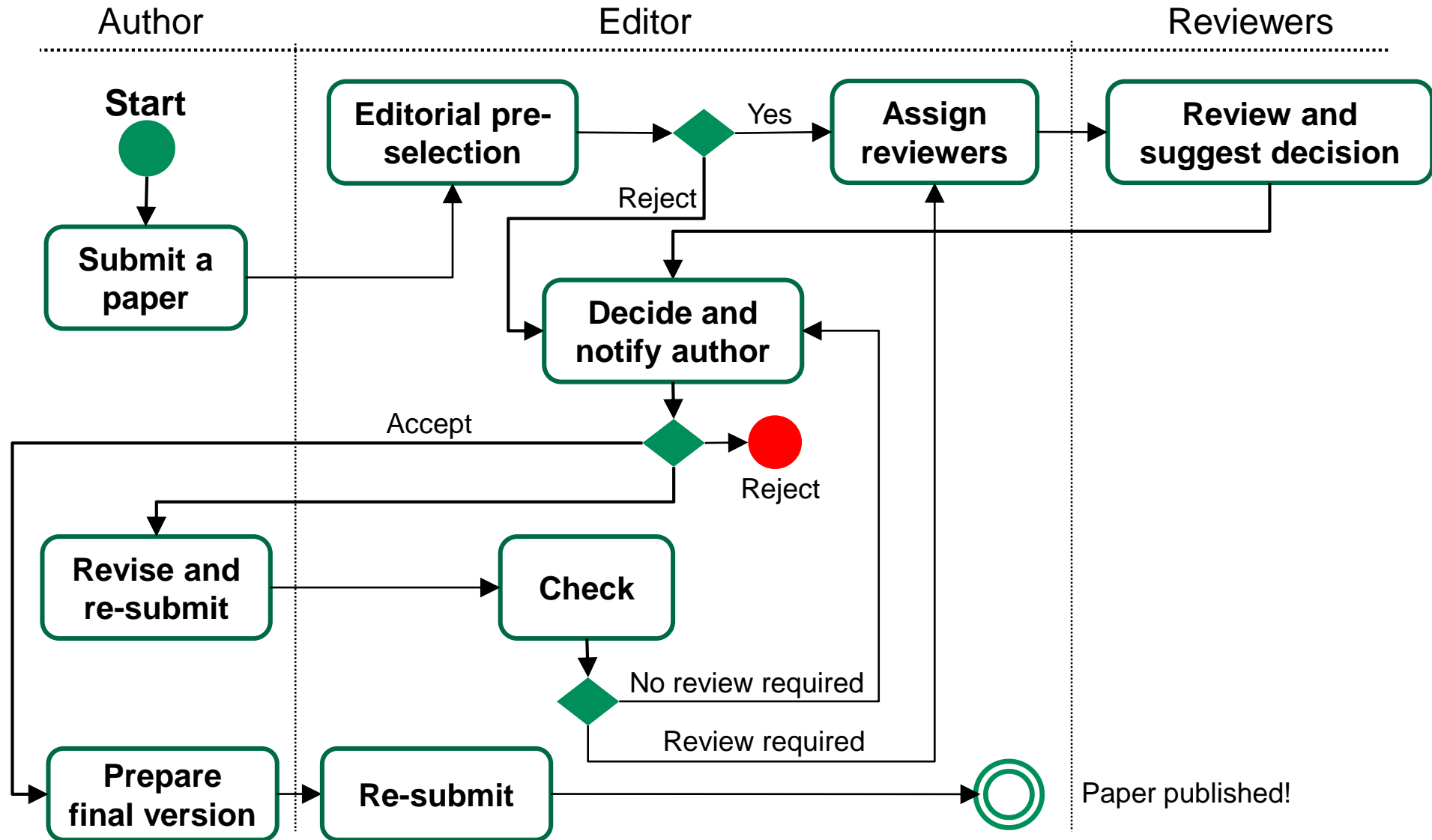
Marketing

Link with Production (external)

Added

No cover

# The Editorial Process - Steps



# Peer-review

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- **Single Blind Review**  
The names of the reviewers are hidden from the author.
- **Double Blind Review**  
Both the reviewer and the author remain anonymous.
- **Open Review**  
Reviewer and author are known to each other.

# Peer-review



*“Many papers are rejected simply because they don’t fulfil journal requirements. They don’t even go into the review process.”*

**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



# Possible decisions



Accept

Reject

Revise (Minor/Major)

A request for revision is **GOOD NEWS!**  
It is the heart and soul of the scholarly process.

# How long does it take?



- The Editor does an initial read to determine if the subject matter and research approach is appropriate for the journal (1 week)
- The Editor contacts two reviewers (1 week)
- Reviewers usually have 6-8 weeks to complete their reviews
- The Editor assesses the reviewers' comments and recommendations and makes a decision (2 weeks)
- **'Ideal' time from submission to review feedback: 3-3.5 months**

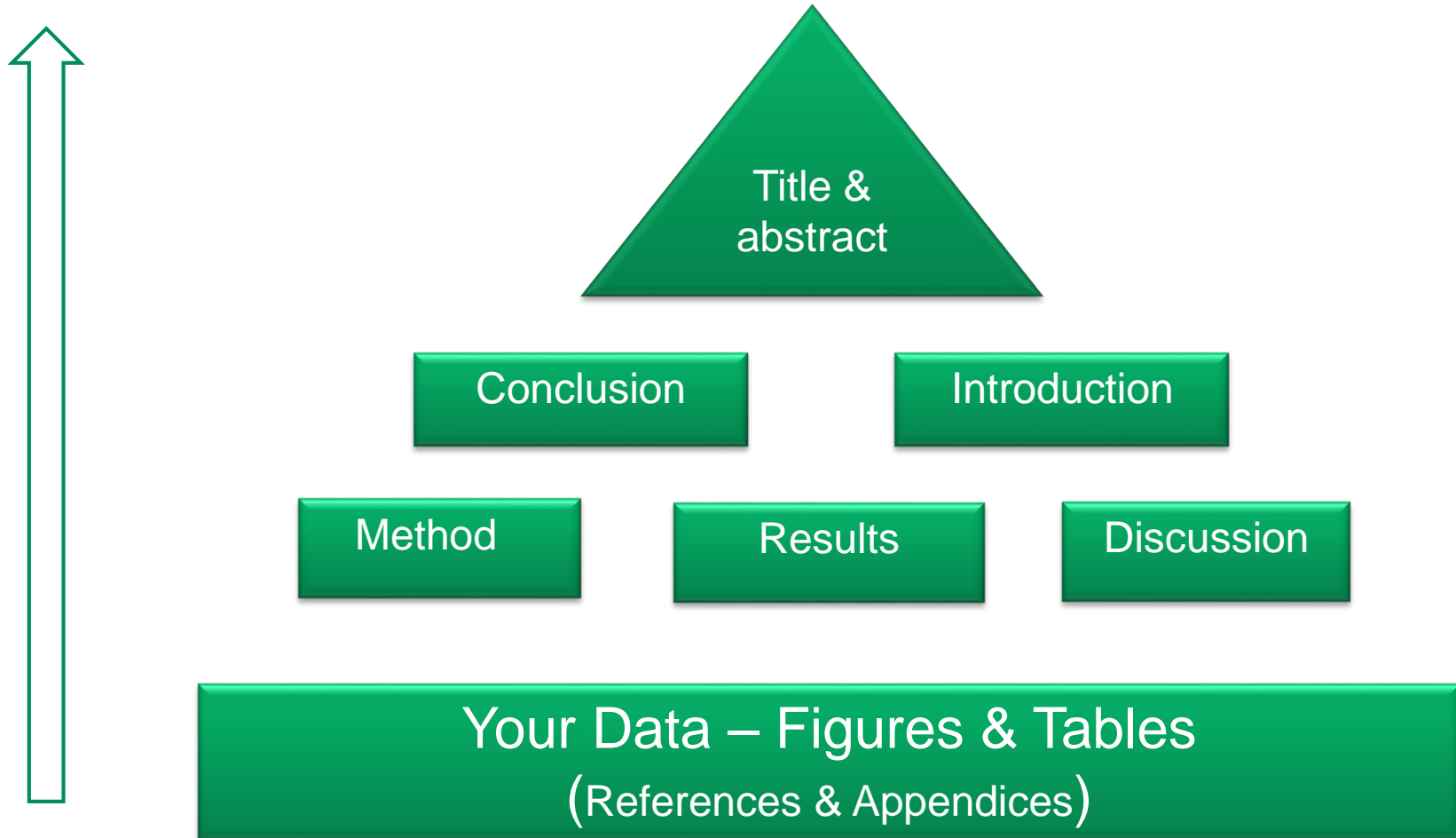


# *Structuring your paper*

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# The Pyramid



# What makes a good paper?



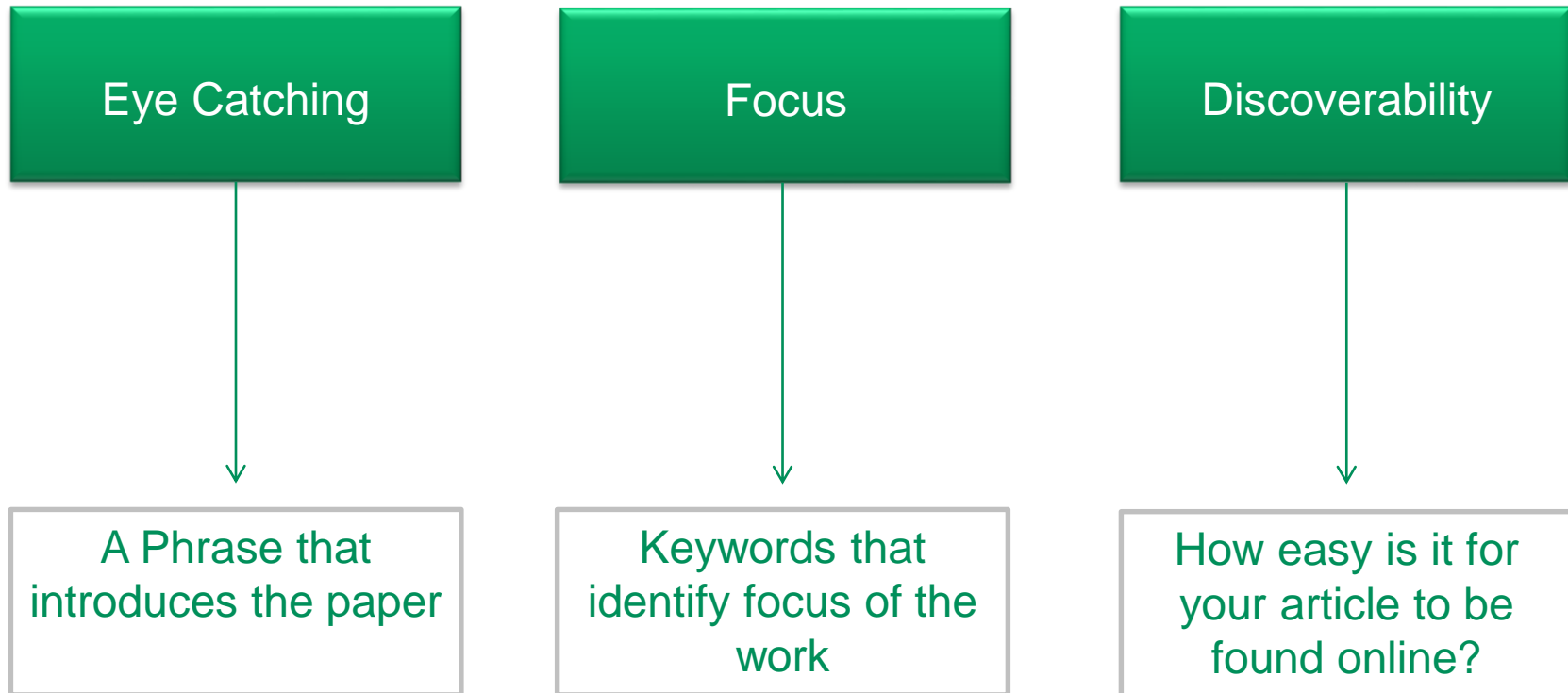
1. **Originality** – what's new about the subject?
2. **Relevance** to and extension of existing knowledge
3. Research **methodology** – are conclusions valid and objective?
4. **Clarity, structure and quality of writing** - does it communicate well?
5. Sound, logical progression of **argument**
6. **Theoretical and practical implications** – the 'so what?' factor
7. Recency and relevance of **references**
8. **Internationality / Global focus**
9. **Adherence to the editorial scope and objectives** of the journal
10. A good title, keywords and a well written abstract



# Titles: making your article discoverable



*Be clear and concise*



*Your title needs to be memorable*

# Writing a Compelling Abstract

- The abstract at the start of your article is equally as important as the text in the article itself; **it is the sales pitch for why you should keep reading**. Be explicit about what a reader will gain or learn from the article and why it is new.
- Remember that competition is fierce! Academics are in competition with one another for the same readers, therefore it's no longer sufficient to just write an article and hope the work speaks for itself.
- Remember: the Editor's time is limited, make their life easier!
- Make sure you have fully proofread the abstract before submitting it as often online submission systems, such as ScholarOne Manuscripts, ask you to input the abstract into a free text field separately from your paper.

# How to avoid...Desk Rejection

Identify

- The right journal/book

Follow

- Author Guidelines



Read

- 1 issue (at least!)

Write

- Email the Editorial team

# Selecting the right journal...

Choosing the **right** Journal/Series to publish in is an **investment decision**.

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

Consider the following



Readership  
Content  
Rankings  
Internationality  
Type of paper  
Ease of acceptance


# Author Guidelines



## Journal of European Real Estate Research

ISSN: 1753-9269

Full text online

Content: Table of Contents | Latest Issue RSS 

Information: Journal information | Editorial Team | **Author Guidelines**

Other: Journal News (inc. calls for papers) | Sample articles | Events | Sponsored Links |

Recommend this journal

Search in this title:

Search

| C | O | P | E |

This title  
is indexed  
in **Scopus**

## Author Guidelines

### Submit to the journal

Submissions to Journal of European Real Estate Research are made using ScholarOne Manuscripts, the online submission and peer review system. Registration and access is available at <http://mc.manuscriptcentral.com/jerer>. Full information and guidance on using ScholarOne Manuscripts is available at the Emerald ScholarOne Manuscripts Support Centre: <http://msc.emeraldinsight.com>.

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If you have not yet registered on ScholarOne Manuscripts, please follow the instructions below:

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- Follow the on-screen instructions, filling in the requested details before proceeding
- Your username will be your email address and you have to input a password of at least 8 characters in length and containing two or more numbers
- Click Finish and your account has been created.

### Submitting an article to Journal of European Real Estate Research on ScholarOne Manuscripts

- Please log on to Journal of European Real Estate Research at <http://mc.manuscriptcentral.com/jerer> with your username and password. This will take you through to the Welcome page (To consult the Author Guidelines for this journal, click on the Home Page link in the Resources column)
- Click on the Author Centre button
- Click on the submit a manuscript link which will take you through to the Manuscript Submission page
- Complete all fields and browse to upload your article
- When all required sections are completed, preview your .pdf proof
- Submit your manuscript

### Review process

Each paper is reviewed by the editor and, if it is judged suitable for this publication, it is then sent to at least two independent referees for double blind peer review.

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### Quick index

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8. Final submission
9. Open access submissions and information
10. Frequently asked questions

### Manuscript requirements

- Format
- Article length
- Article title
- Author details
- Biographies and acknowledgements
- Research Funding
- Structured abstract
- Keywords
- Article classification
- Headings
- Notes/Endnotes
- Figures
- Tables
- References

# Proofreading..

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What you check for before submission:



- 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

# Avoid: Generalisations, Idioms and Analogies



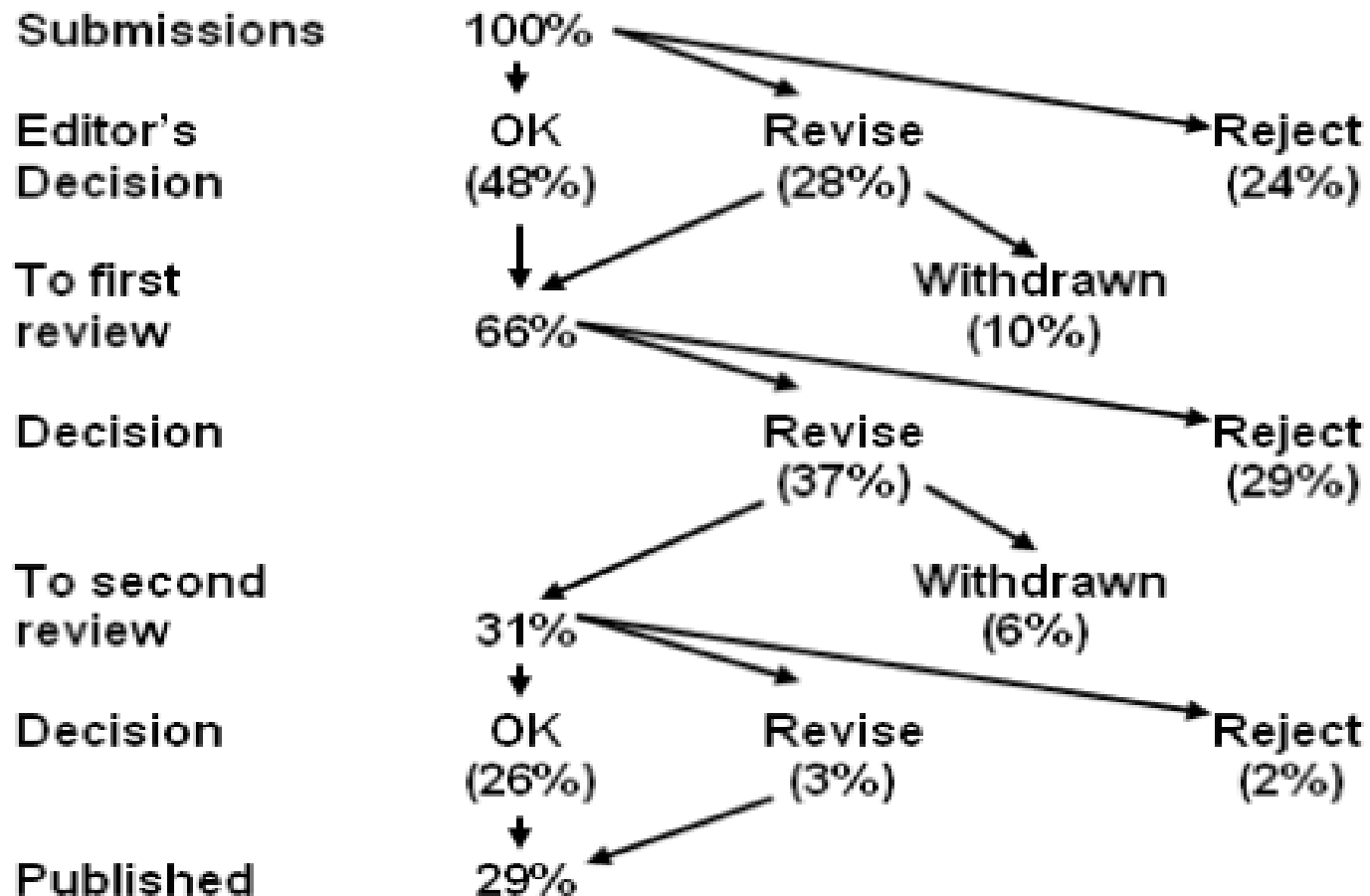
*As a rule, for the most part, generally, in general, potentially, normally, on the whole, in most cases, usually, the vast majority of...*

**(Avoid unless you can qualify them in some way)**

- ~~Speak of the Devil~~
  - ~~Have a lie in~~
  - ~~Hold your horses~~
- ~~He has a chip on his shoulder~~

[www.phrasebank.manchester.ac.uk](http://www.phrasebank.manchester.ac.uk)

# Don't give up...



$n = 86$



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# Publication ethics



- Don't submit to more than one journal at once – competing journals regularly **share information**
- Don't count on referees to give you tutoring – you shouldn't submit just to get feedback on your paper
- Seek agreement between authors – make sure everyone on the research team knows about the article
- Remember – Emerald authors and editors are **supported** by the Committee on Publication Ethics (COPE)

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# Promoting your work

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of your research

# Abstracts – a way to promote

## Abstract:

### **Purpose**

– Information and communication technology (ICT) is a key enabler for new product- and process-oriented services. The purpose of this paper is to investigate how ICT can enable service differentiation and, in doing so, act as a catalyst for a service business orientation.

### **Design/methodology/approach**

– The paper is based on a qualitative, multi-case research design with eight multinational goods manufacturers.

### **Findings**

– The paper identifies two distinct types of service-oriented differentiation: services in support of the product (SSP) and services in support of the client's actions (SSC). The study finds that SSC have the largest positive impact on firms' service business orientation.

### **Research limitations/implications**

– Western firms in a limited sample of industries are studied. Furthermore, the service business orientation construct does not include any measurements of service profitability or impact on overall competitive advantage.

### **Practical implications**

– To various extents, successful firms are likely to pursue both SSP and SSC differentiation traits through ICT. The two options are interdependent and the framework presented helps managers to understand both key specificities and their interrelatedness.

### **Originality/value**

– The study contributes to theory on service strategies by specifically focusing on the enabling role of ICT for new services and its effects on each of the three dimensions of the service business orientation construct.

## Keywords:

Industrial services, Information technology, Communication technologies, Management strategy, Service business orientation, Service orientation, Differentiation, Servitization

## Type:

Research paper

## Publisher:

Emerald Group Publishing Limited

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*To conclude...*



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- Editorial Advisory Board member
  - Guest Editing Special Issues
  - Regional / Associate Editorship
    - Editorship
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If you have any questions about the above then please feel free to ask questions or approach me throughout the conference...

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**Any Questions?**

**Thank you**



**Thank you!**

Hannah Elliott – Publisher ([helliott@emeraldinsight.com](mailto:helliott@emeraldinsight.com))