

# A Guide to Getting Published

Radka Krivankova  
Business Manager - Romania

# 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



# Objectives of the session

**Demystify**

...the publishing process



**Provide**

...information and recommendations



**Encourage**

... you to write, submit and get published



# About Emerald



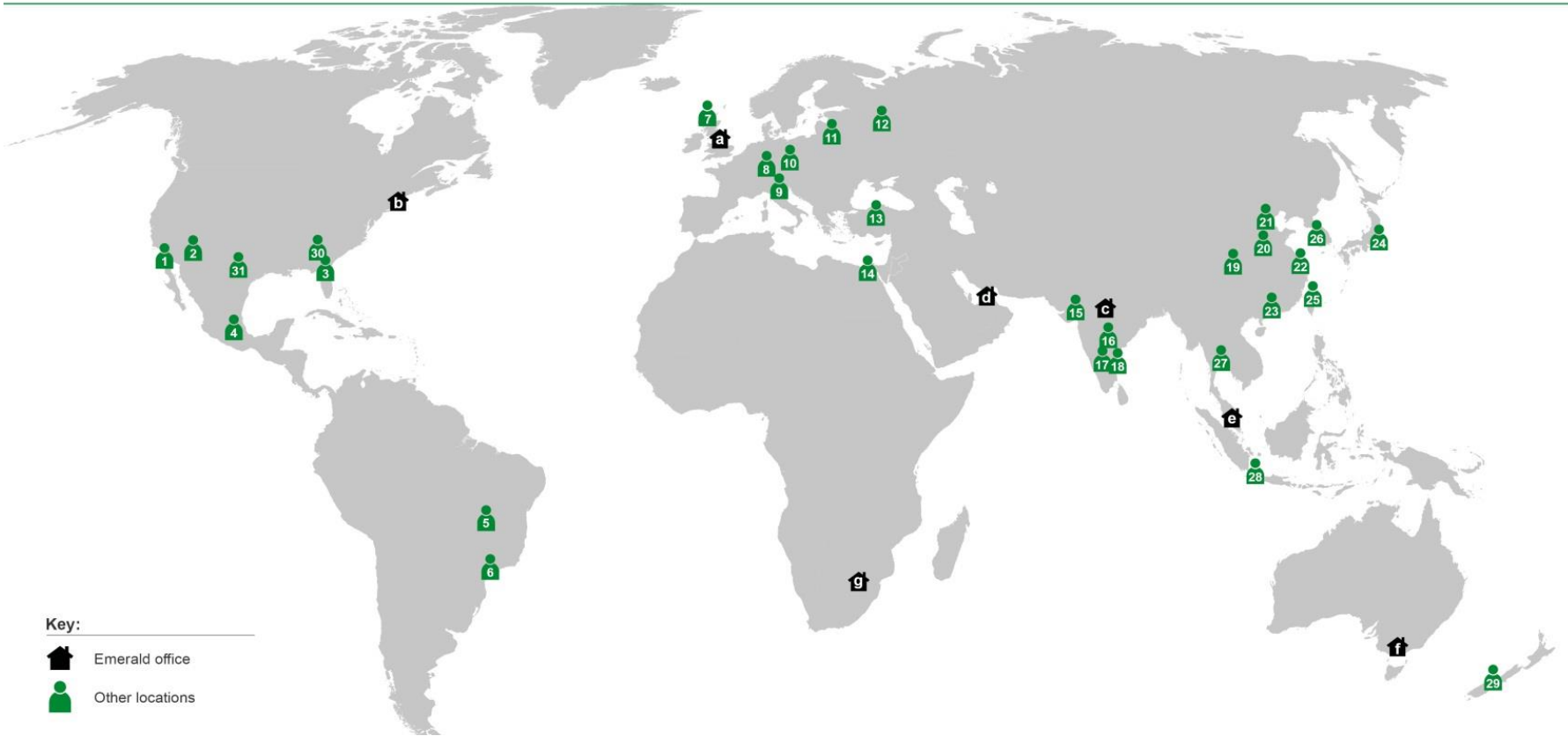
# A brief introduction to Emerald Company history

- ▶ 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!



# Emerald Publishing – company background

Emerald offices, representatives and associates world-wide



Key:  
Emerald office  
Other locations

# Why publish?

# Why publish in journals?

## Career

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

**What do previous authors say?**

## Altruism

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

## Subject Development

**70% wanted to share knowledge and experience.**

## Own Business

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



# How to select the right journal

# How to select the right journal

**“Why do I want to publish my work?”**

Improving  
career  
prospects

Raising my  
profile

Influencing  
key policies/  
decisions

...???



# 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.



# 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

## CABELL'S The journal whitelist.

## Cabell's Whitelist

**Accounting and Business Research**  
Taylor & Francis, Ltd.  
United Kingdom Hybrid scores

Journal Citation Reports  
Journal Impact Factor **1.347**  
OJJ Snapshot

**About** Metrics Contact

Mathematics, Geology, Nursing, Astronomy, Management  
Disciplines

Academics  
Audience

0001-4188 1970  
ISSN Launch date

2150-4260 2001  
e-ISSN Launch date

About the Journal  
Accounting and Business Research published  
[Read more](#)

**SUBMISSION** [View guidelines](#)

Electronic Submission Required  
Method

0-5% Invited articles

16 Acceptance Rate

Blind Peer Review  
Peer review

1-2 months Review time

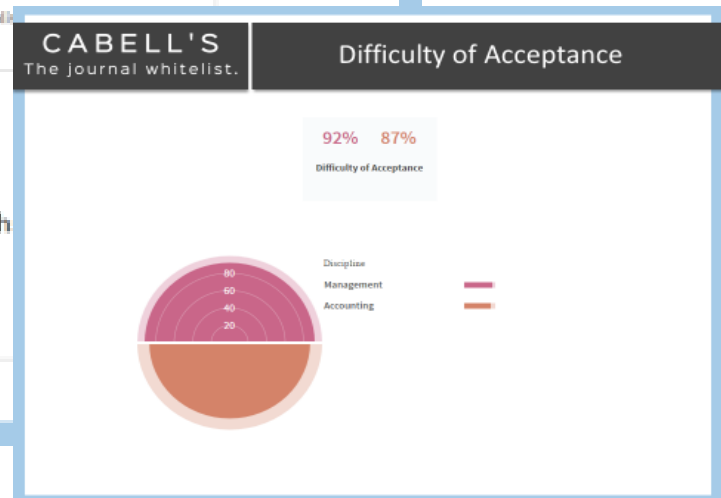
30+ pp

See Manuscript Guidelines

Unknown

0 Int / Ext

Unknown



# 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.**



# 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?

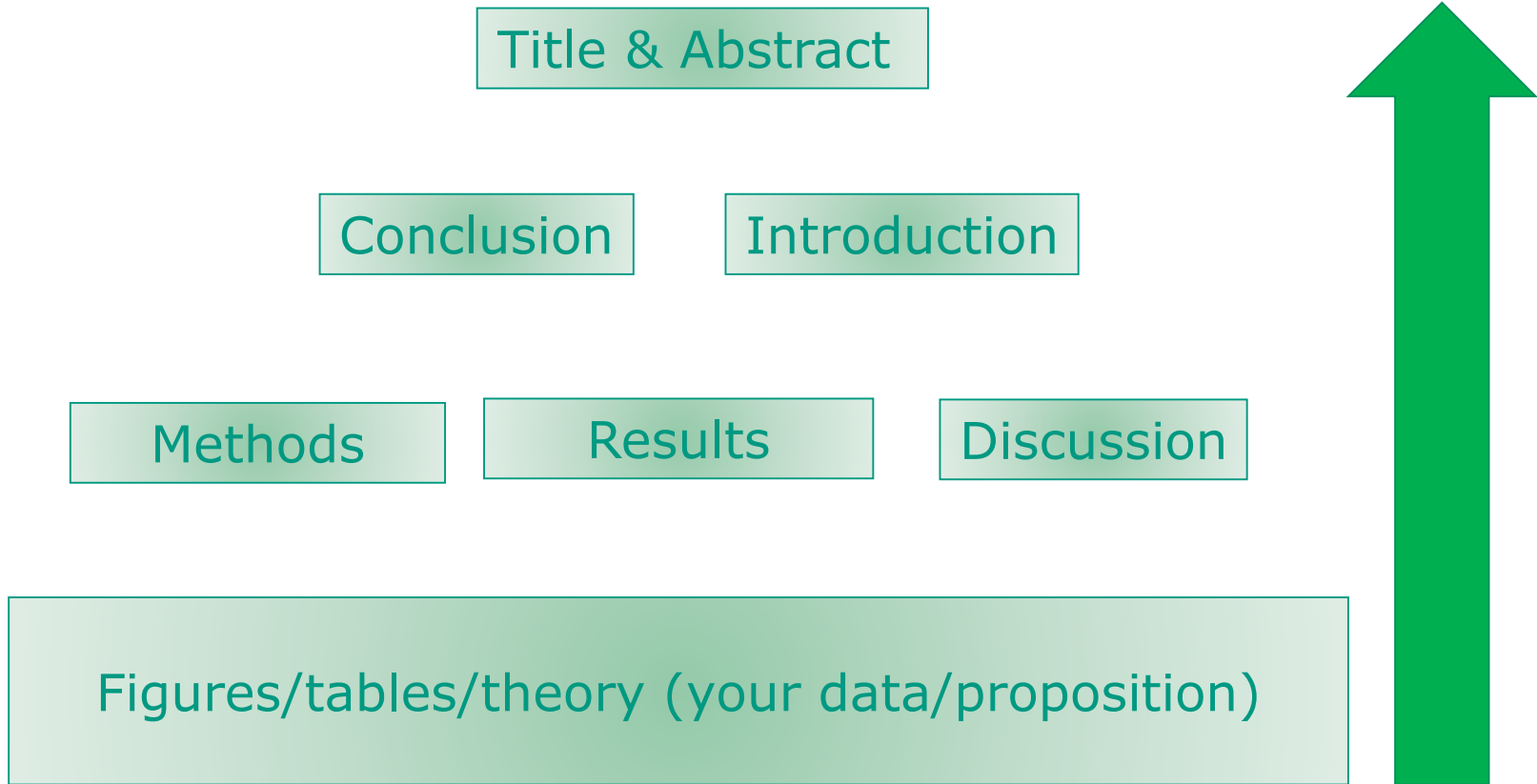
Have you provided solutions to any difficult problems?

It's all about the transitions....

## Sectioning

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

# Structuring your paper



# 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



# 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



# 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.



**International Journal of Operations & Production Management**  
ISSN: 0144-3577  
Online from: 1980  
**Subject Area:** [Operations and Logistics Management](#)  
**Content:** [Latest Issue](#) | [RSS](#) [Latest Issue RSS](#) | [Previous Issues](#)  
**Options:** To add Favourites and Table of Contents Alerts please take a [Emerald profile](#)

---

**Some moderating effects on the service quality-customer retention link**

**Document Information:**

**Title:** Some moderating effects on the service quality-customer retention link

**Author(s):** [Chatura Ranaweera](#), (The Judge Institute of Management Studies, University Cambridge, Cambridge, UK), [Andy Neely](#), (Centre for Business Performance Cranfield School of Management, Cranfield, UK)

**Citation:** Chatura Ranaweera, Andy Neely, (2003) "Some moderating effects on the service quality-customer retention link", International Journal of Operations & Production Management, Vol. 23 Iss. 2, pp.230 - 248



# 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

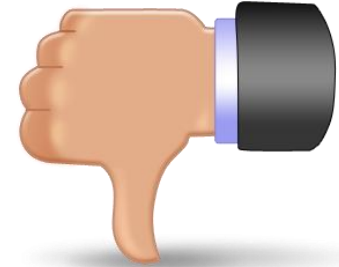


# Structuring your paper

## 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

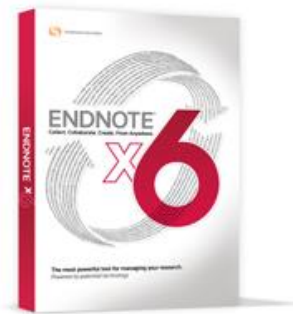
## Accurate Referencing

### Why?

- ▶ Accuracy will avoid plagiarism questions
- ▶ An "audit trail" for your work

### For example

- ▶ Harvard
- ▶ APA

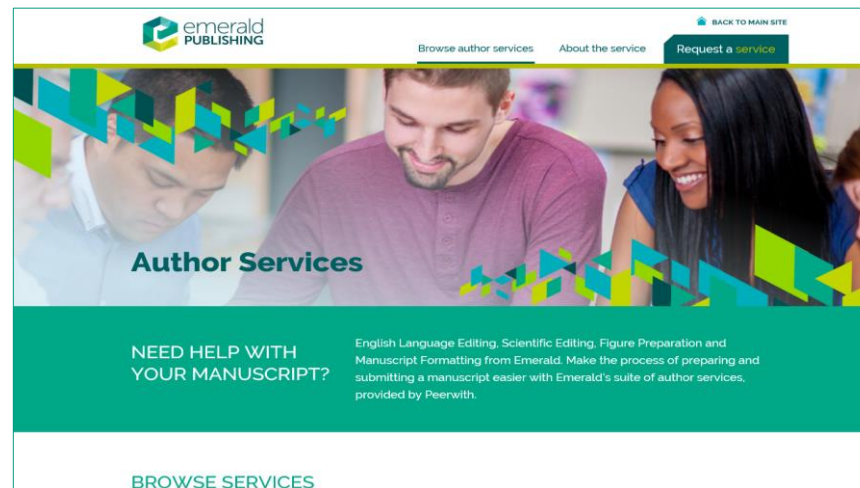


***Always check the guidelines on the journal homepage***

# Emerald Author Services

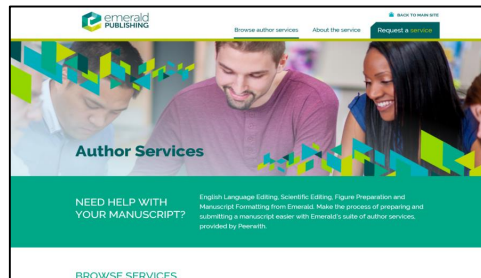
## Powered by Peerwith

- ▶ 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 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



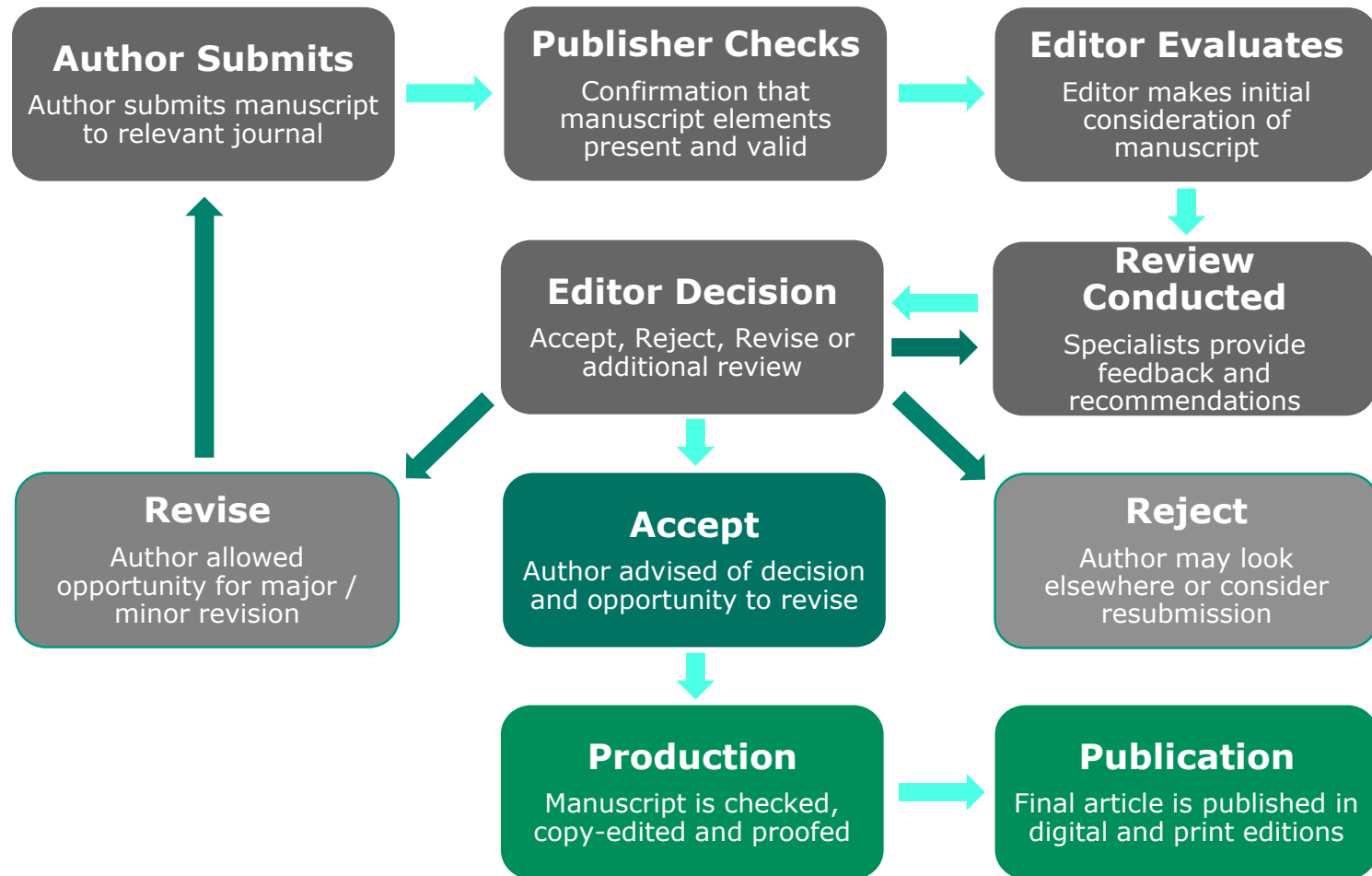
**RESULT!! Bradley says...**

*"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



# 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



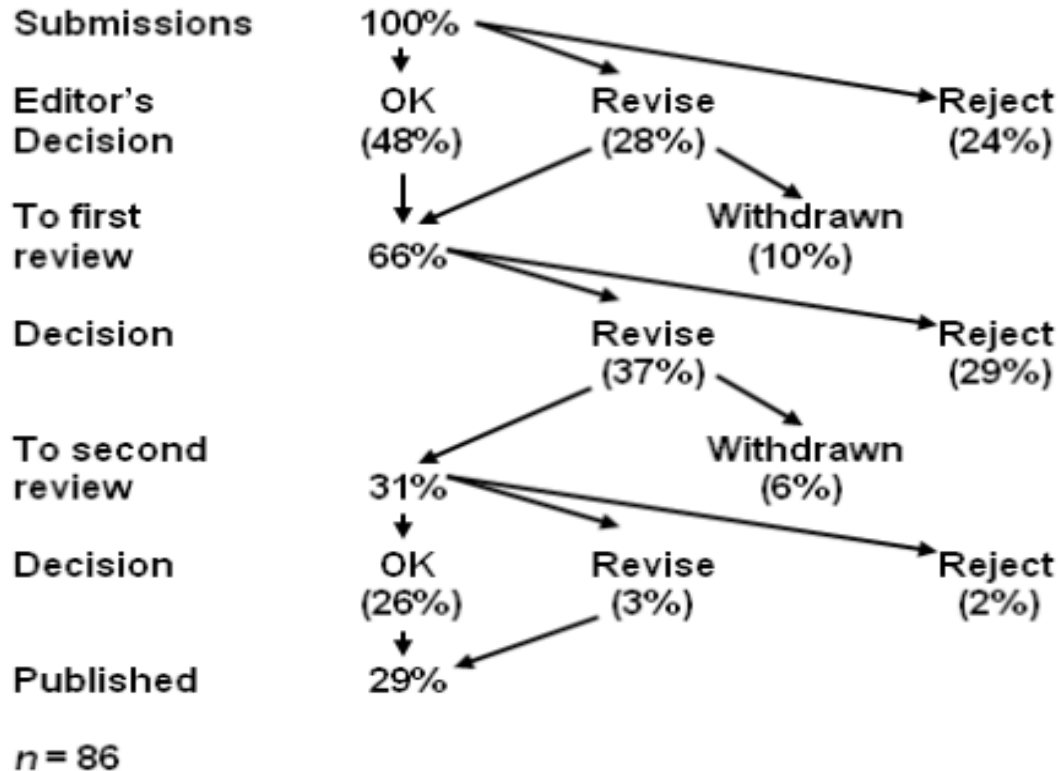
# Surviving peer review

- ▶ 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."*



# Rejection tips

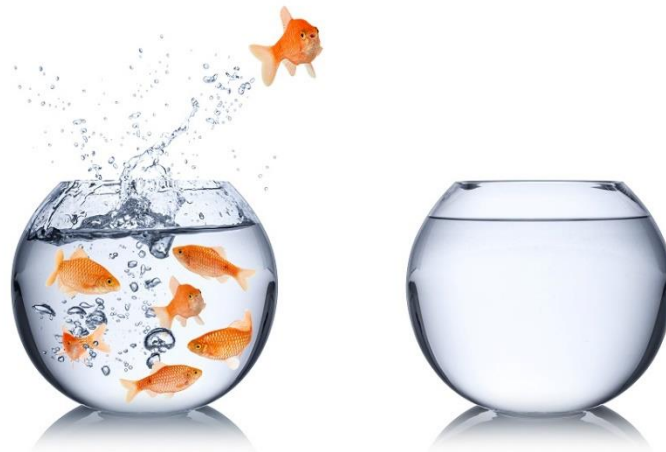


- ✓ Don't give up! Everybody has been rejected at least once
- ✓ Ask and listen. Most editors give detailed comments about a rejected paper.
- ✓ Try to improve and re-submit.
- ✓ Do your homework and target your paper as closely as possible

# 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

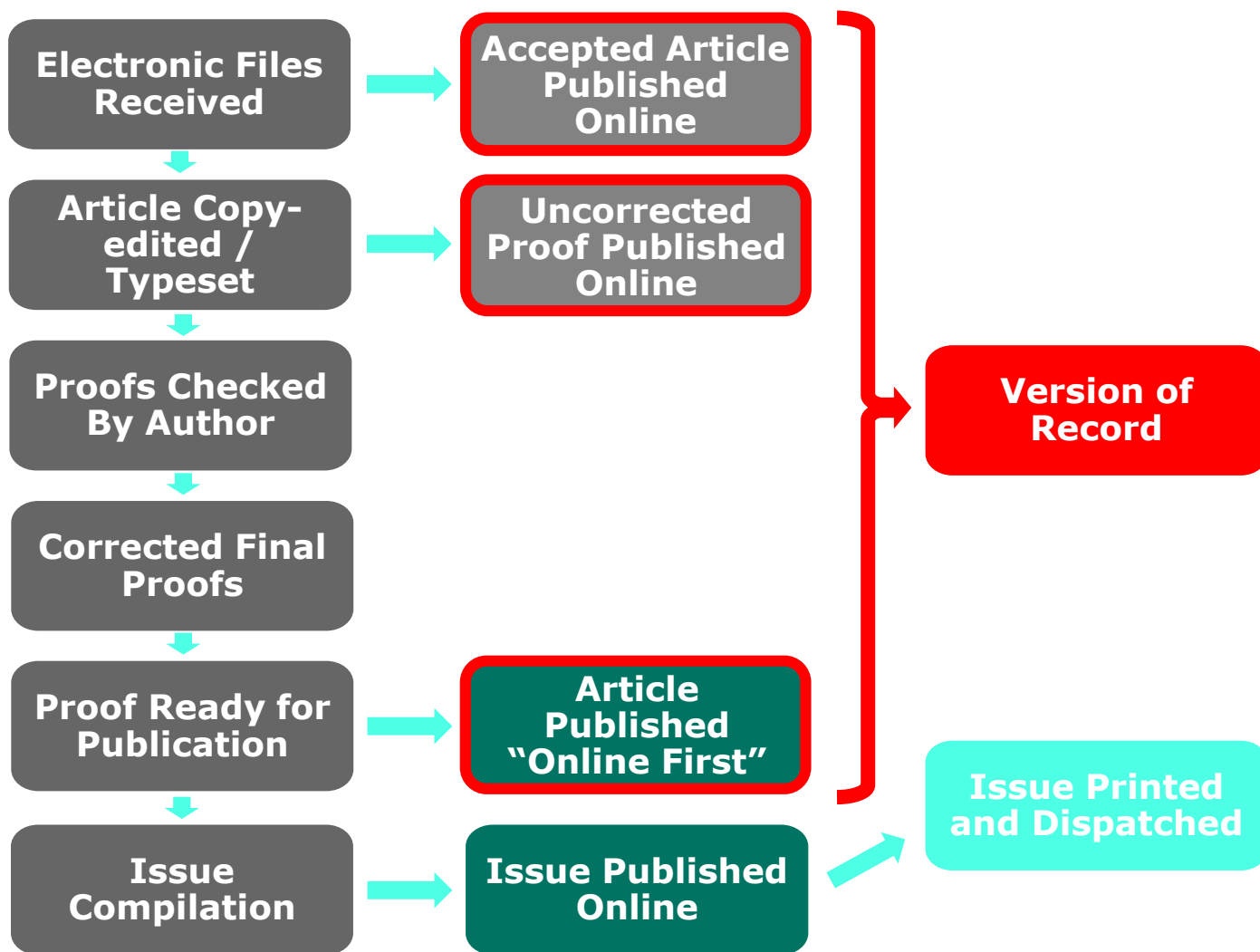
## Revision tips

- ✓ 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)





# Production Workflow



# Books

# Why publish a book?

# Why publish a book?

The length of your research may lend itself to a book format, we offer multiple publishing formats with flexible time frames.

- ▶ Scholarly monographs
- ▶ Edited collections
- ▶ Short form books –our *Emerald Points Series*
- ▶ Professional books

We publish for scholarly and professional markets and all of our books are published electronically and in print – there is also the option of Open Access.

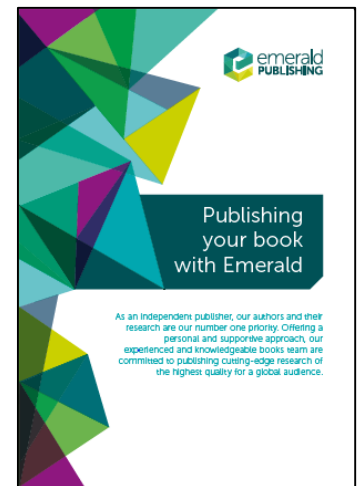


# Why publish your book with us?

- ▶ With our large backlist, and over 200 new titles publishing each year, we provide high quality, cutting edge research
- ▶ Our books add depth to research and learning, featuring ground breaking research, case studies and advice from global thought leaders
- ▶ We offer multiple publishing formats, with flexible time frames to find the right home for your work, including scholarly monographs, edited collections, short form books, handbooks and professional texts
- ▶ We aim to support the work of early career researchers. Our experienced commissioning editors will support you every step of the way

## Subjects we publish in

Business	HRM
Corporate Governance	International Relations
Criminology	Leadership
Cultural Studies	Marketing
Development Studies	Media & Communication Studies
Economics	Political Science
Education	Public Policy
Entrepreneurship	Sociology
Environment Studies	Social Policy
Finance	Transport
Geography	Strategy
Health and Social Care	Urban Studies



# Submitting your proposal

- ▶ We welcome proposals for new books and aim to carry out both our initial review and our external peer review process in a timely fashion to ensure you will receive feedback quickly.
- ▶ Our team of commissioning editors are highly experienced and are more than happy to provide you with early advice and guidance on your project, the preparation of your proposal, and on how the book publishing team works here at Emerald.
- ▶ When you are ready to pull together your proposal, you can download the new book proposal form. If you are a first-time author, and if available, we would ideally wish to see a sample draft chapter along with the completed proposal to ensure that we can give you comprehensive and helpful feedback after our review process.

# Peer Review

Peer review is an integral part of academic publishing.

Everything we publish is peer reviewed at the proposal stage, single blind, by a specialist from the relevant academic community.

## What sort of opinions do we ask reviewers for?



Please write in your own words, a short synopsis of the work.

What are the main ideas within the work?  
What makes it original, ground breaking or thought provoking?



How would you assess the research content of the proposal – what does it contribute to the field?

Is the proposal comprehensive in its coverage of the subject area? In your opinion, is anything missing?



What are the proposal's strengths and weaknesses?

Is the book logically structured? If this is an edited work, is the coverage of the topic fluid and comprehensive, and is the coverage of the topic coherent?



Do you have any additional thoughts or recommendations that you would advise the author(s) to take into consideration as they revise the manuscript? Please feel free to offer specific feedback.



## Who are our peer reviewers?

We ask you to provide a list of possible external peer reviewers in your proposal. We may use your names, but are as likely to pull on our own list of contacts to ask them to review your project. Be careful not to list peer reviewers who are based at your own institution or who were your PhD supervisors if your book is an adaptation of your thesis.

# Preparing your manuscript

## Things to bear in mind during the writing period

- ▶ 3rd party material
- ▶ Clearing permission for use of copyrighted material
- ▶ Abstracts
- ▶ The word count
- ▶ The Author Marketing Form and your cover



### Books author hub

The resources you need  
to understand the  
publishing process

[FIND OUT MORE >](#)



<http://www.emeraldgrouppublishing.com/products/books/hub/index.htm>



# The books publishing process



[www.emeraldpublishing.com](http://www.emeraldpublishing.com)

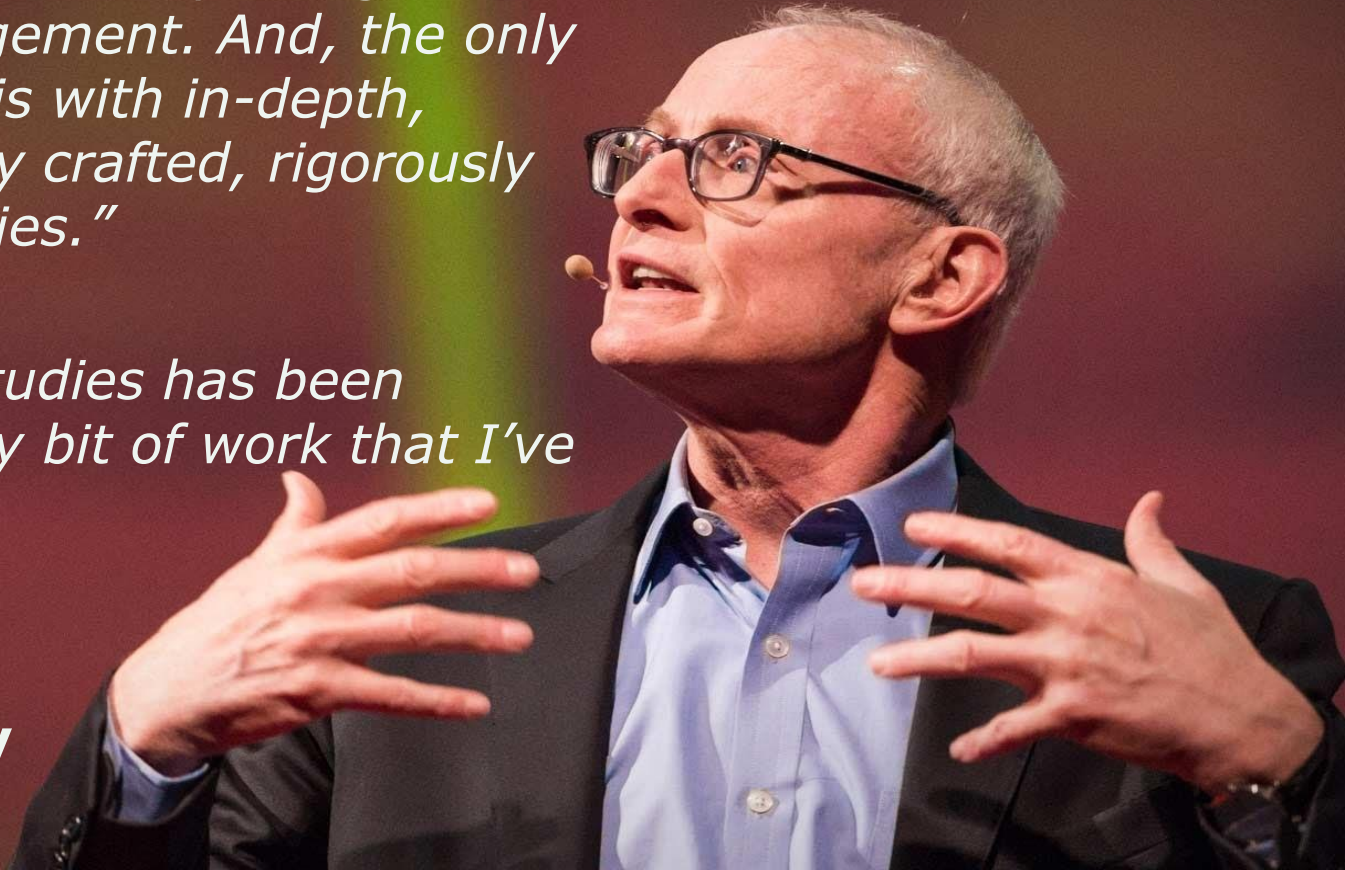
# A Guide to Getting Published: Case Studies

# Why Case Studies?

*"We have to find ways of capturing the complexity of management. And, the only way we can do that is with in-depth, longitudinal, carefully crafted, rigorously developed case studies."*

*"Undertaking case studies has been fundamental to every bit of work that I've done."*

**Michael E. Porter,  
Harvard University**

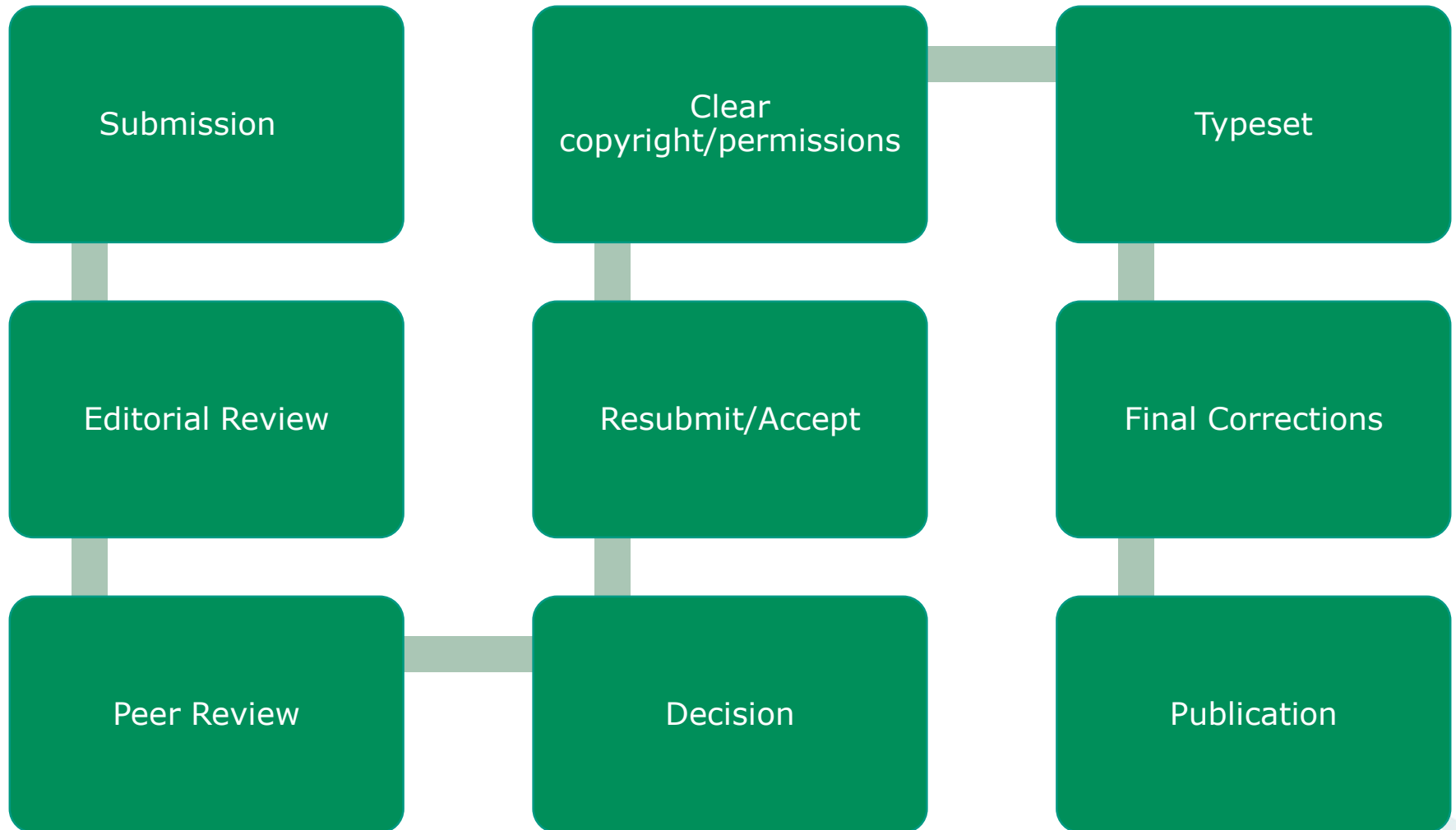


# Why write Case Studies?

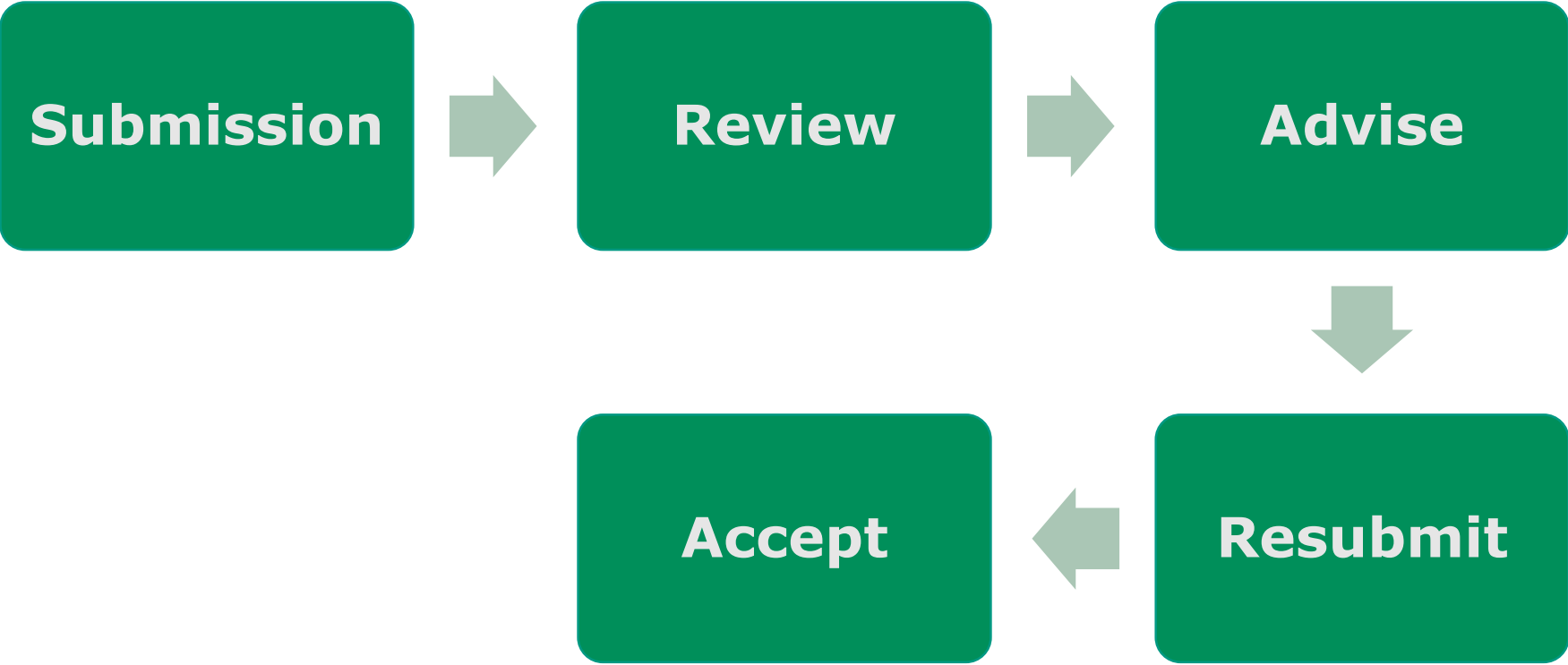
- ▶ Writing your own classroom materials allows you to tailor to your classes needs, your curriculum needs, even your own needs.
- ▶ In a rapidly-changing business and educational landscape it gives you the power to run engaging classes on emerging or hot topics, and to focus on companies or industries that didn't exist a few years ago.
- ▶ Demonstrating your excellence as teachers in your specialisms is essential in today's climate, and writing and ultimately publishing your own teaching cases is a tangible way of doing just that.
- ▶ Is a way of demonstrating impact beyond your own classroom.
- ▶ Financial reward, either through a royalty for each one-off purchase, or an upfront honorarium upon acceptance.



# From submission to publication



# Emerald's peer review process





# Emerald and Cases

## Real world business scenarios for the classroom

Emerald eCase Collection includes subscription access to teaching case studies published by Emerald in **The CASE Journal** and **Emerging Markets Case Studies** and licensed case study content from leading business school partners including **Kellogg School of Management** and **Darden School of Business**



**Local Insight  
with Global  
Relevance**



**The official Journal  
of the Case  
Association**

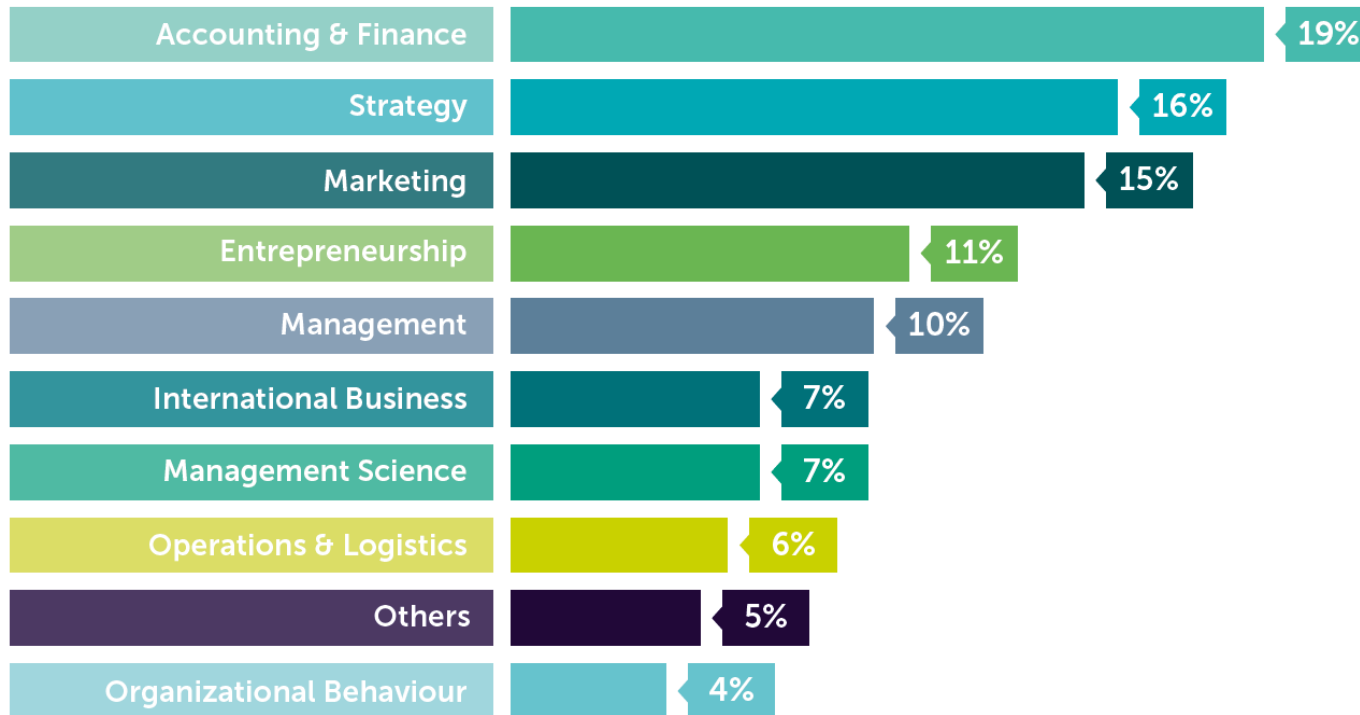


**Case studies from  
leading international  
business schools**

# Emerald and Cases

Over 1500 teaching case studies spanning the full spectrum of business and management disciplines.

Emerald eCase Collection covers a variety of different subject areas across the core MBA curriculum.





# Emerald and Cases



# Who to contact

- ▶ Gareth Bell, Publisher, [gbell@emeraldgroup.com](mailto:gbell@emeraldgroup.com)
- ▶ Steve Lodge, Senior Product Manager, [slodge@emeraldgroup.com](mailto:slodge@emeraldgroup.com)
- ▶ David Porter, Marketing Manager, Author Engagement, [dporter@emeraldgroup.com](mailto:dporter@emeraldgroup.com)

[\*\*www.emeraldinsight.com/page/casestudies\*\*](http://www.emeraldinsight.com/page/casestudies)



# Publication ethics

# 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)

# 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/>



# 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/best_practice_guide.htm)

<http://www.emeraldinsight.com/authors/writing/permissions.htm>



# Publication ethics

## NEWS EUROPE

Home World UK England N. Ireland Scotland Wales Business Politics Health Education Sci/Envi  
Africa Asia Europe Latin America Middle East US & Canada

24 February 2011 Last updated at 11:38

### 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.

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".

Mr Guttenberg failed to name sources for PhD thesis

Related Stories

- Germany's B without a title
- Plagiarism r minister dro
- German min denies plagi

News Sport Comment Culture Business Money Life & style Travel Environment

### News World news Hungary

## Hungarian president resigns over doctorate plagiarism scandal

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

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



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.

Share 363  
Tweet 37  
+1 36  
Share 5  
Email

Article history

World news  
Hungary · Europe

Education  
Plagiarism · Higher education

More news

Related

- 2 May 2013 London's famous student union faces threat of abolition
- 1 May 2013 János Starker obituary
- 29 Apr 2013 Cambridge academics baffled by teacher-training shake-up
- 26 Apr 2013 Hungary warned its democracy could be put under international scrutiny

# Getting Discovered

An example



# Titles and Subtitles



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



***Be clear and concise – reflect the content***

Instantly identifiable



A phrase that introduces  
the paper

Differentiation



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*

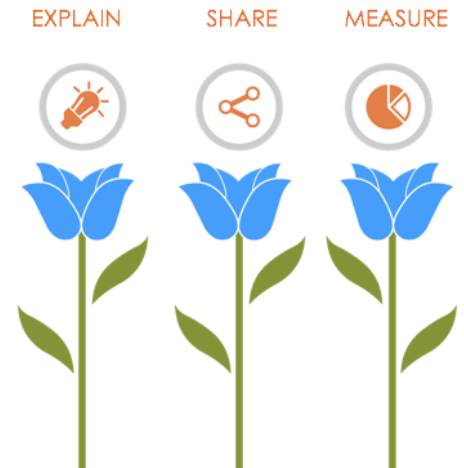
# Partnering with

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



# 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 search behavior.

**Why is it important?**


 This study systematizes and compares the performance of the major search engines on navigational queries.

**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 continuously updating bibliographic database of, scholarly works by Nikhilesh Dholakia, including significant ensuing pieces inspired by this IJM 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.

**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.

EXPLAIN



# 3 simple steps

## Step 2: Share

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

The screenshot shows the 'Share' tab of a publication management interface. It has a navigation bar with 'About', 'Share', 'Metrics', 'Authors', and 'Activity Log'. Below the navigation bar, there is a brief instruction: 'Post a trackable link to your publication on your social media accounts or via email, a blog post or online. We can then map your posts against metrics to help you understand which of these is helping you increase your readership.' The main content area is divided into two panels. The left panel, titled 'Social Media', allows users to select accounts to post to. It includes checkboxes for 'Post to Facebook:' (checked), 'Post to Twitter:' (checked), and 'LinkedIn is not yet authorized: Authorize now'. There is a text input field for a custom message and a 'Post' button. The right panel, titled 'Email or post online', provides instructions: 'Create a trackable link to copy and share via email, other social media, or academic websites and networks (such as Mendeley, ResearchGate or Academia.edu.)' and a 'Generate Link' button.

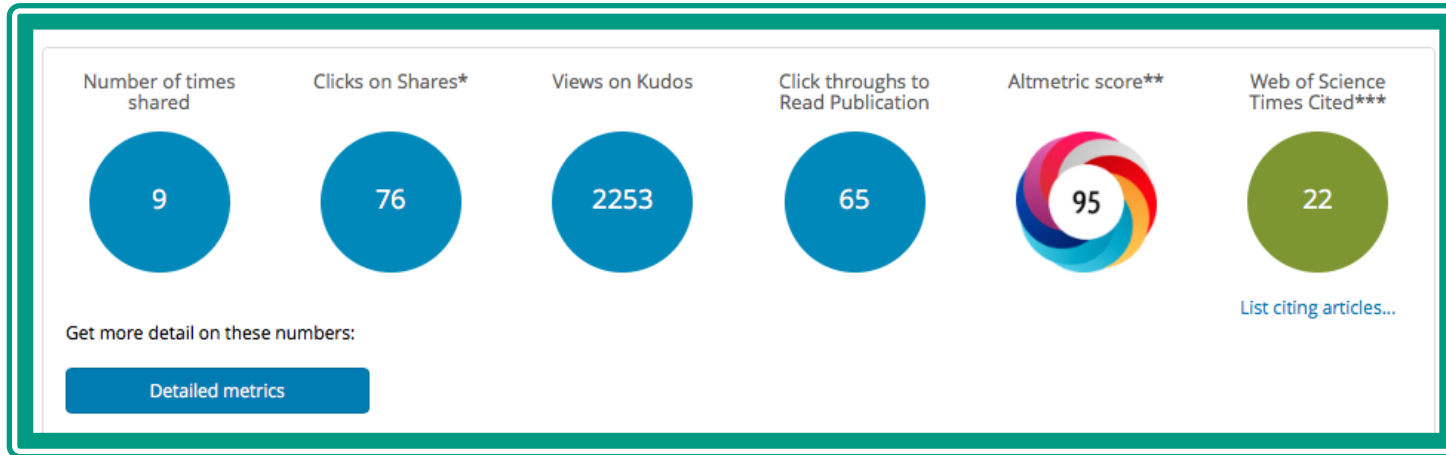
The screenshot shows a tweet from Nikhilesh Dholakia (@TeamCAQTUS). The tweet text is: '#Critical view of #postmodern #advertising goo.gl/yqhco2 ... illustrative of many concepts of this paper'. Below the text is a link to a publication titled 'Postmodernism and marketing' with a brief description: 'The idea of postmodernism -- especially as an epochal moment that represents the impending eclipse of high modernity, and the possibilities of new directions -- has influenced art, architecture,...' and the website 'growkudos.com'. The tweet shows 1 retweet and a 'Follow' button.

SHARE



# 3 simple steps

## Step 3: Measure



Date	Event Type	Notes	Referrals ?
16-SEP-15 18:15	Share	Shared via Facebook	5
16-SEP-15 18:13	Share	Shared via Twitter <a href="#">read tweet</a>	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	-

MEASURE



# 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 OrCID ID
  - ▶ Register with KUDOS



# Dissemination and promotion

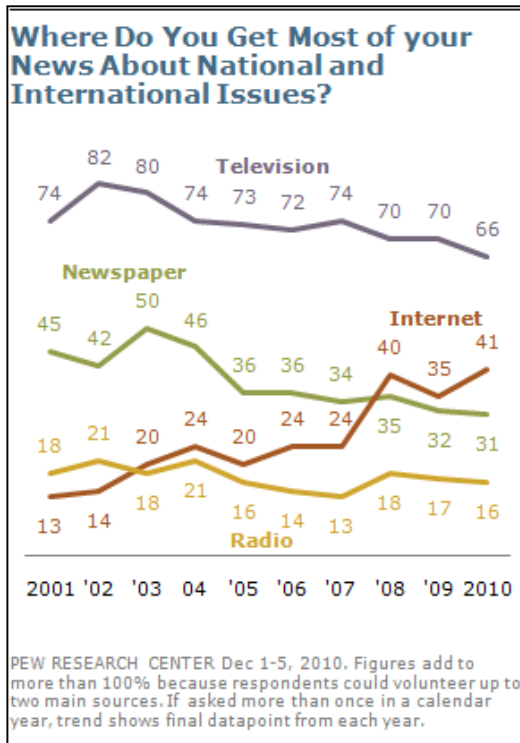
## At Publication

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



# Dissemination and promotion

## After Publication



<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.



# 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](http://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](mailto:books@emeraldinsight.com)

# Dissemination and promotion

## 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](mailto:submissions@emeraldgroup.com)**

Interested in proposing a book or a book series?

**Contact: [books@emeraldgroup.com](mailto:books@emeraldgroup.com)**

# Thank you for your time!

