

An insider's guide to getting published in research journals

Adam Sutcliffe
Senior Business Manager Asia
Emerald Group Publishing

E-mail: asutcliffe@emeraldinsight.com

Emerald Group Publishing – company background

- Emerald Group Publishing Limited (formerly MCB University Press) Founded in 1967 in Bradford, West Yorkshire
- Over 200 employees. Offices in China, India, Malaysia, Australia, Japan and the US
- 2005 launch of **Emerald Management Xtra** – developed with and for business schools
- As a publisher we are ...
 - International
 - Inclusive (theory and practice, rigour and relevance)
 - Supportive of scholarly research
 - Committed to improve author, reader and customer experience

The Emerald portfolio

Journals:

- 175+ business and management; 28 library and information science.
- 16 engineering, mathematical and materials science journals.
- 36 journals are Thomson Scientific ranked (formerly ISI).
- Almost all are peer reviewed (normally double blind), except practitioner titles.

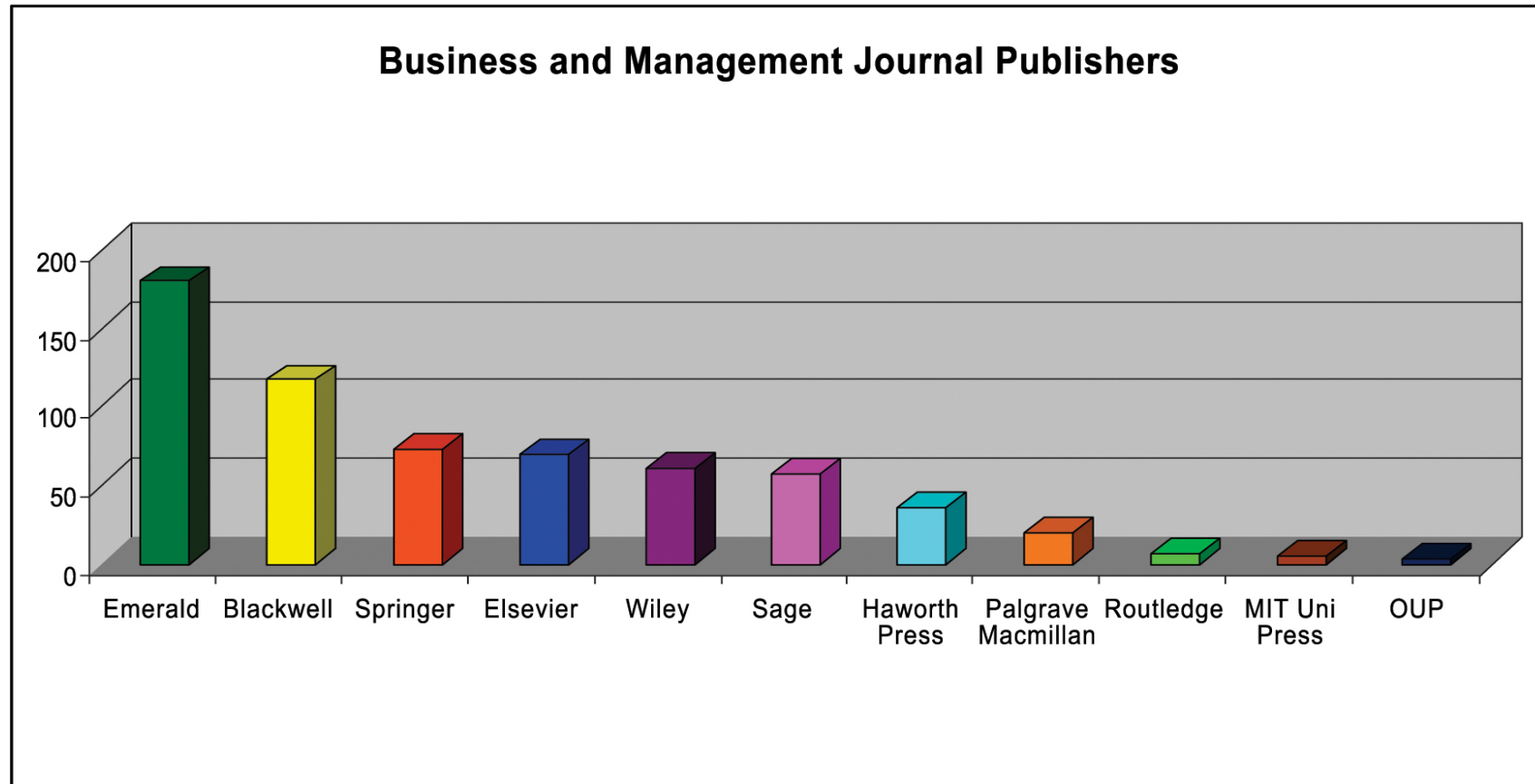
Electronic databases:

- Emerald Management Xtra (www.emeraldinsight.com) Emerald Management First (first.emeraldinsight.com)
- Emerald Management Reviews – e.g. *Harvard Business Review*, *MIS Quarterly* (www.emeraldinsight.com/reviews)
- Emerald Abstracts – e.g. *Computer Abstracts International Database* (www.emeraldinsight.com/abstracts)

Coverage:

- Over 1,600 university libraries worldwide, including 97 of the FT top 100 business schools (2007 figures)
- Potential readership of 15 million

Category leadership – world's leading publisher of management research



Emerald published authors at Mahidol!!

Dr Duangpun Kritchanhai

Dept of Industrial Engineering

Mr Jun Onishi

**General Management Division
College of Management**

Dr Vichita Vathanophas

College of Management

Professor Philip Hallinger

College of Management

Dr Phallapa Petison

College of Management

Dr Toni Ivergard

**College of Management Mahidol
University**

Professor Kantabutra

College of Management

Ms Porntip Anaprayot

Siriraj Medical Library



Dynamics of the manufacturer-supplier relationships in emerging markets

A case of Thailand

The Authors

Phallapa Petison, *College of Management, Mahidol University, Bangkok, Thailand*

Lalit M. Johri, *Saïd Business School, University of Oxford, Oxford, UK and Asian Institute of Technology, Klong Luang, Thailand*

Abstract

Purpose – The purpose of this paper is to analyze the nature and the evolution of manufacturer–supplier relationships in Thailand's automobile industry and to identify the factors that influence the evolution of these relationships.

Design/methodology/approach – The study is based on case research method involving in-depth interviews with 120 local and expatriates of 7 companies and their 14 suppliers.

Findings – In Thailand, the manufacturer–supplier relationship starts out as a market-exchange-type relationship, and then gradually moves to a partnering type. The stages in evolution involve constant efforts on the part of foreign manufacturers to develop the suppliers by offering resources, training, feedback and solutions. The supplier capability building programs, bridging of cultural differences and formation of trust provides the basis for enduring partnerships. These partnerships are symbiotic relationships in which manufacturers benefit from suppliers' knowledge of local production and market factors and suppliers benefit from manufacturer's technical and managerial support. Additionally, closer collaboration with suppliers helps to prevent the leakage of business intelligence and theft of intellectual property and to prevent suppliers from working with competitors, thus allowing manufacturers to devote undivided attention to smooth supply of parts without any shortage.

Practical implications – In emerging markets, the local suppliers play key role in the success of foreign automobile companies. However, the local suppliers need technical and managerial support from manufacturers. The process of building a network of competent local suppliers consumes time and resources, therefore manufacturers should take a long-term view of the market. The undeniable importance of overcoming cultural differences and building trust is the hallmark of successful partnerships.

Originality/value – The paper highlights the importance and process of developing local suppliers in emerging markets using Thai automobile industry as an example.

Article Type: Research paper

Keyword(s): Supplier relations; Partnership; Automotive industry; Emerging markets; Thailand.

Journal: Asia Pacific Journal of Marketing and Logistics

Volume: 20

Number: 1

Year: 2008

pp: 76-96





Assessing responsiveness of the food industry in Thailand

The Authors

Duangpun Kritchanchai, Assistant Professor in the Department of Industrial Engineering, Mahidol University, Salaya, Nakornpratom, Thailand

Acknowledgements

This research project was funded and supported by The Thailand Research Fund (TRF). The authors highly appreciate the advices and comments on the research from Professor B.L. MacCarthy at the University of Nottingham, UK.

Abstract

Speed is now a key competitive factor in industry. Responsiveness is a significant component, which can create speed in a system. In the author's previous research four groups of industries were identified with respect to responsiveness characteristics – off-the-shelf, safety stock, assembler and customizer. This paper focuses on one industrial sector within the off-the-shelf class – the food industry in Thailand – to study responsiveness in depth. A survey was conducted investigating critical areas for performance measurement with respect to responsiveness. A more precise set of critical areas for responsiveness were obtained. The results highlight the importance of planning, sourcing and inventory areas in this sector. Then an in-depth interview was conducted in 11 case studies. Those three areas identified in the survey were investigated. It was found that there are three methods of creating responsiveness responding by production plan adjustment to customer; responding by production plan adjustment to raw material available level; and responding by providing raw material. Thus, according to the three responding methods, a framework for responsiveness assessment was developed. It also implies that nature of industry, types of stimuli and raw material significantly influence the areas for creating ability to respond.

Article Type: Research paper

Keyword(s): Response time; Performance measures; Food industry; Thailand.

Journal: Industrial Management & Data Systems

Volume: 104

Number: 5

Year: 2004

pp: 384-395

Copyright ©Emerald Group Publishing Limited

ISSN: 0263-5577

Background

This research project is inspired by an earlier research on responsiveness of order fulfillment processes conducted in the University of Nottingham, UK (1997-2000). While responsiveness has been recognized

Editorial supply chain and journal management structure



Quality research papers

Research

EAB and reviewers

Solicits new papers

Handles review process

Promotes journal to peers

Attends conferences

Develops new areas of coverage

The link between the publisher and editor

Helps editors succeed in their role and build a first class journal

Overall responsibility for journal

Promotion and marketing

Attends conferences

Handles production issues

QA – sub-editing and proof reading

Convert to SGML for online databases

Print production

Despatch

Added value from publisher

Access via library

Hard copy

Database

Third party

Online usage and dissemination of authors' work

- 70,000+ articles online, over 14 years of content in Emerald Management Xtra
- 9,000 abstracts from 1989-1994
- Over 18 million downloads in 2007
- Nearly 2 million articles downloaded each month on average for final quarter
- 63% of customer usage occurs outside the UK

New for 2008:

- [Emerald Backfiles](#) (60,000+ articles from over 120 journals)
- [Emerald Series and Books](#)
- [25 new journals](#)

Being published means...

- Your paper is permanent – published material enters a permanent and accessible knowledge archive – the ‘body of knowledge’
- Your paper is improved – through the interventions of editors, reviewers, sub-editors and proof-readers
- Your paper is actively promoted – it becomes available to a far greater audience
- Your writing is trustworthy – material which has been published carries a QA stamp. Someone apart from the author thinks it’s good

Ideas: where to start

- As well as 'traditional' research...
- 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

Target!

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

- Identify a few possible target journals but be **realistic**
- Follow the Author Guidelines – scope, type of paper, word length, references style, etc
- Find where to send your paper (editor, regional editor, subject area editor). Check a copy of the journal or the publisher’s web site
- Send an outline or abstract and ask if this looks suitable and interesting (or how it could be made so)
- Confirm how an editor would like a submission, e.g. e-mail; hard copy
- **Read** at least one issue of the journal – visit your library for access

Example of author guidelines

The screenshot shows the Emerald website interface. At the top, there is a navigation bar with 'Home', 'Text view', 'Contact us', 'Site map', and 'Help'. A search bar is located on the right. Below the navigation bar is the Emerald logo and a login section with fields for 'username' (containing 'bowdenj') and 'password', and buttons for 'login', 'Athens login', and 'Forgot Password?'. A breadcrumb trail reads: 'Home > Product Information > Journal list > Accounting, Auditing & Accountability Journal Information'. The main content area features a sidebar on the left with a 'Journals' menu listing various Emerald journals. The main content area is titled 'Accounting, Auditing & Accountability Journal' and includes the ISSN '0951-3574', a 'Table of Contents' link, a 'Latest Issue RSS' link, and an 'Author Guidelines' link. Below this, the 'Author Guidelines' section is displayed, starting with 'Submit to the journal' and 'All submissions should be sent to:'. The contact information for Professor Lee D Parker, Joint Editor, is provided, including the journal title, school, university, address, and email. A note at the bottom states: 'Three copies of the manuscript should be submitted with double line spacing and wide margins. All authors should be shown and author's details must be printed on a separate sheet and the author should not be identified anywhere else in the article.'

Every journal published will have detailed notes and guidelines

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
- **Adherence to the editorial scope and objectives** of the journal

Some essentials of a research paper

- **Purpose** of the paper/Introduction
- Research **methodology** used – the ‘whys and hows’
- **Literature** review – critical examination of what has gone before
- **References** should be:
 - complete
 - consistent with the style used in the journal
 - included in the list (anything not cited can be listed as further reading)
- **Argument and findings**
- **Conclusion** should – restate the purpose, encapsulate the main findings and include the most interesting bits

Emerald has introduced 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** – Exclusions/next steps
- **Practical implications** – Applications to practice/'So what?'
- **Originality/value** – Who would benefit from this and what is new about it?

www.emeraldinsight.com/structuredabstracts

Some key questions

- **Readability** – Does it communicate? Is it clear? Is there a logical progression without unnecessary duplication?
- **Originality** – Why was it written? What's new?
- **Credibility** – Are the conclusions valid? Is the methodology robust? Can it be replicated? Is it honest – don't hide any limitations of the research? You'll be found out.
- **Applicability** – How do findings apply to the world of practice? Does it pinpoint the way forward for future research?
- **Internationality** – Does it take an international, global perspective?

Your own peer review

- Let someone else see it – show a draft to one or more 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
- **Remember:** Leads Metropolitan University

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 paper 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

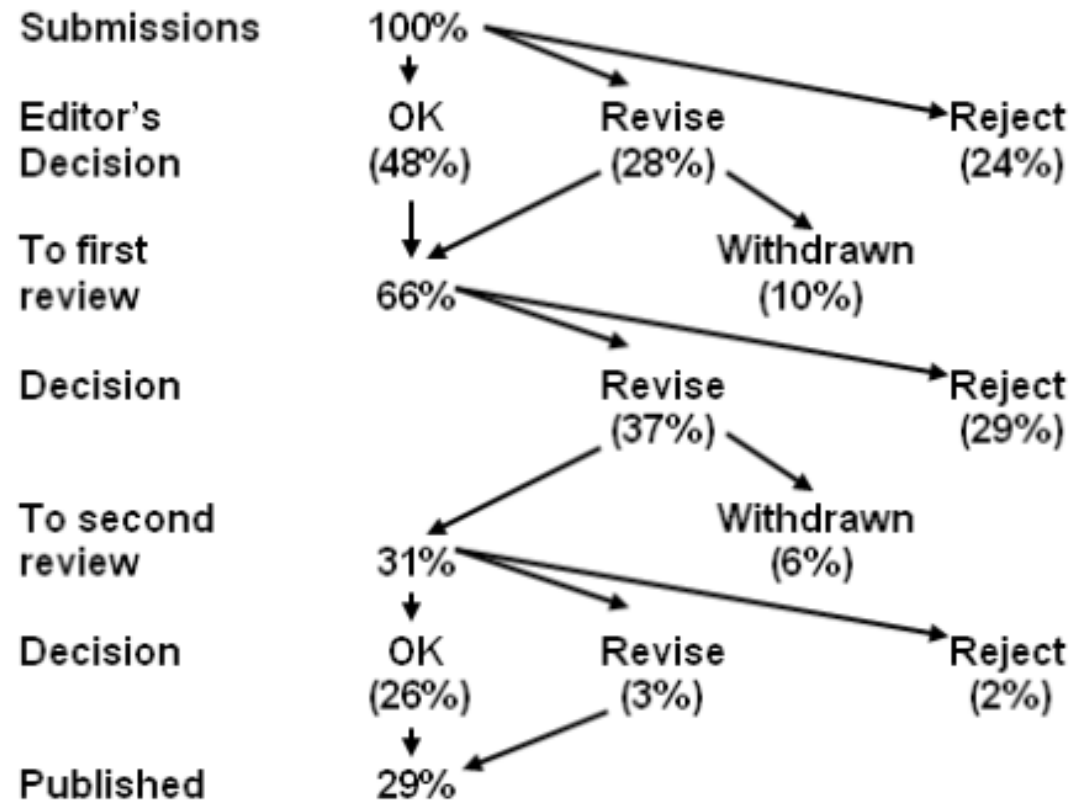
Improve electronic dissemination by...

- Using **short descriptive** title containing main keyword – don't mislead
- Writing a clear and descriptive abstract containing the main keywords and following any instructions as to content and length
- Providing **relevant and known** keywords – not obscure new jargon
- Making your references **complete and correct** – vital for reference linking and citation indices
- Ensuring your paper is **word-perfect**

Revising

- **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

Process of acceptance for a journal – just one example



$n = 86$

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)

If your paper is rejected...

- **Ask why**, and listen carefully!
Most editors will give detailed comments about a rejected paper. Take a deep breath, and listen to what is being said
- **Try again!**
Try to improve the paper, and re-submit elsewhere. Do your homework and target your paper as closely as possible
- **Don't give up!**
At least 50% of papers in business and management don't get published. Everybody has been rejected at least once
- **Keep trying!**

The Emerald Literati Network

- More than 50,000 authors worldwide are members – a huge ‘expert network’
- Authors’ Charter – uniquely provides authors with a range of benefits and sets out levels of service
- Complimentary journal issue and five reprints upon publication
- Calls for Papers and news of publishing opportunities
- Editing service
- Outstanding Doctoral Research Awards
- Research Fund Awards
- Annual Awards for Excellence

www.emeraldinsight.com/literati

www.emeraldinsight.com/awards

Emerald Management Xtra – authors' resources

- Comprehensive help and advice every step of the way
- How to... guides
- Meet the Editor interviews and editor news
- Premium help with placing your paper for publication
- Publishing opportunities and Calls for Papers

www.emeraldinsight.com/authors

My Profile

For Administrators

Search and Browse

Product Information

Licensing Services

For Authors

Writing for Emerald

Author Workshops

Editing Service

Editor Interviews

How To Guides

Emerald Literati Network

For Librarians

Research Zone

Learning Zone

Teaching Zone

Support Resources

About Emerald



Join Emerald's learning
networking site

For Authors

Support and services



Emerald aims to be the publisher of choice for authors and offers an unrivalled package of support, rights and resources.

Use the For Authors section to find information on all aspects of writing. Get practical tips and guidance on how to get your – or your students' – work published and maximize dissemination. Hear what editors themselves look for in papers, contact experienced copy editors to help improve your paper, or have an expert come to your institution to give advice on how to get published direct from the publisher.

Writing for Emerald



If you are researching, teaching or consulting in management, or are yourself a manager with something to say, we aim to be your publisher of choice. Discover the benefits and opportunities in our [Writing for Emerald](#) section.

Editing service



The [Emerald Literati Network Editing Service](#) allows authors to contact experienced copy editors to help improve the standard of English in a paper before it is submitted to a journal for consideration.

Author workshops



[Emerald Author Workshops](#) are a unique initiative – advice on how to get published direct from the publisher. Why not host a presentation at your institution?

Editor interviews



What are, and what will be, the hot topics in your interest areas? What criteria do editors and reviewers use to select papers? How could you increase your chances of publication? Find out [hearing what our editors have to say](#).

Emerald Literati Network



Find out who has won one of our prestigious [Emerald Literati Network](#) awards. These awards recognize the efforts of authors and editors and celebrate the outstanding contributions many have made, not only to our journals, but to the body of knowledge itself.

"How to..." guides



A comprehensive set of ["How to..." guides for authors](#) – advice direct from the publisher on planning, writing and revising an article, by yourself or with others, to maximize its chance of acceptance by your chosen journal.



username password

Athens login Register Forgot Password?

Welcome:
Business Manager Access

[Home](#) > [For Authors](#) > Writing for Emerald

- My Profile
- For Administrators
- Search and Browse
- Product Information
- Licensing Services
- For Authors
- Writing for Emerald**
- Author Workshops
- Editing Service
- Editor Interviews
- How To Guides
- Emerald Literati Network
- For Librarians
- Research Zone
- Learning Zone
- Teaching Zone
- Support Resources
- About Emerald

Writing for Emerald

The complete guide for authors

Why write for Emerald?



If you are researching, teaching or consulting in management, or are yourself a manager with something to say, we aim to be [your publisher of choice](#).

Authors' Charter



Find out more about Emerald's copyright principles, responsibilities to authors, and how we add value throughout the publication process in our [Authors' Charter](#).

Journal Article Record forms



Has your article been accepted for publication? [Download a Journal Article Record form](#) here.

Calls for papers



Contribute to existing and new journals, or place your work at the cutting edge in one of our [forthcoming special issues](#).

Originality guidelines



Guidelines to assist authors in understanding acceptable and unacceptable practice. Our approach specifically aimed at promoting and [protecting author work](#).

Author FAQs



Find out all you need to know about submitting a paper for publication with our [Author FAQs](#).



Welcome:
Business Manager Access

[Home](#) > [For Authors](#) > [Writing for Emerald](#) > Calls for papers

- [My Profile](#)
- [For Administrators](#)
- [Search and Browse](#)
- [Product Information](#)
- [Licensing Services](#)
- [For Authors](#)
- [Writing for Emerald](#)**
- [Author Workshops](#)
- [Editing Service](#)
- [Editor Interviews](#)
- [How To Guides](#)
- [Emerald Literati Network](#)
- [For Librarians](#)
- [Research Zone](#)
- [Learning Zone](#)
- [Teaching Zone](#)
- [Support Resources](#)
- [About Emerald](#)

Calls for papers

Special issues

- *International Journal of Public Sector Management*
[Special Issue: Delivering and Measuring Success in the Public Sector](#)
final submission on 1st January 1970
- *Journal of Corporate Real Estate*
[Integrating Human Resources Management and Corporate Real Estate Strategies](#)
final submission on 30th July 2008
- *International Journal of Social Economics*
[Special Issue on "Radical Economics"](#)
final submission on 31st July 2008
- *Management Research News*
[Managing Technology in Supply Chain Operations](#)
final submission on 15th August 2008
- *International Journal of Sustainability in Higher Education*
[Climate Action Planning at US and Canadian Campuses](#)
final submission on 29th August 2008
- *International Marketing Review*
[Special Issue on Globalization and Regionalization](#)
final submission on 30th August 2008
- *Benchmarking*
[Special Issue on the Benchmarking of Supply Chain Performances](#)
final submission on 31st August 2008
- *Competitiveness Review*
[Competitiveness of Emerging Nations in a Globalized World](#)
final submission on 31st August 2008
- *International Journal of Culture, Tourism and Hospitality Research*



RSS Feeds

Keep up to date with our [RSS feed](#)

 Emerald InTouch

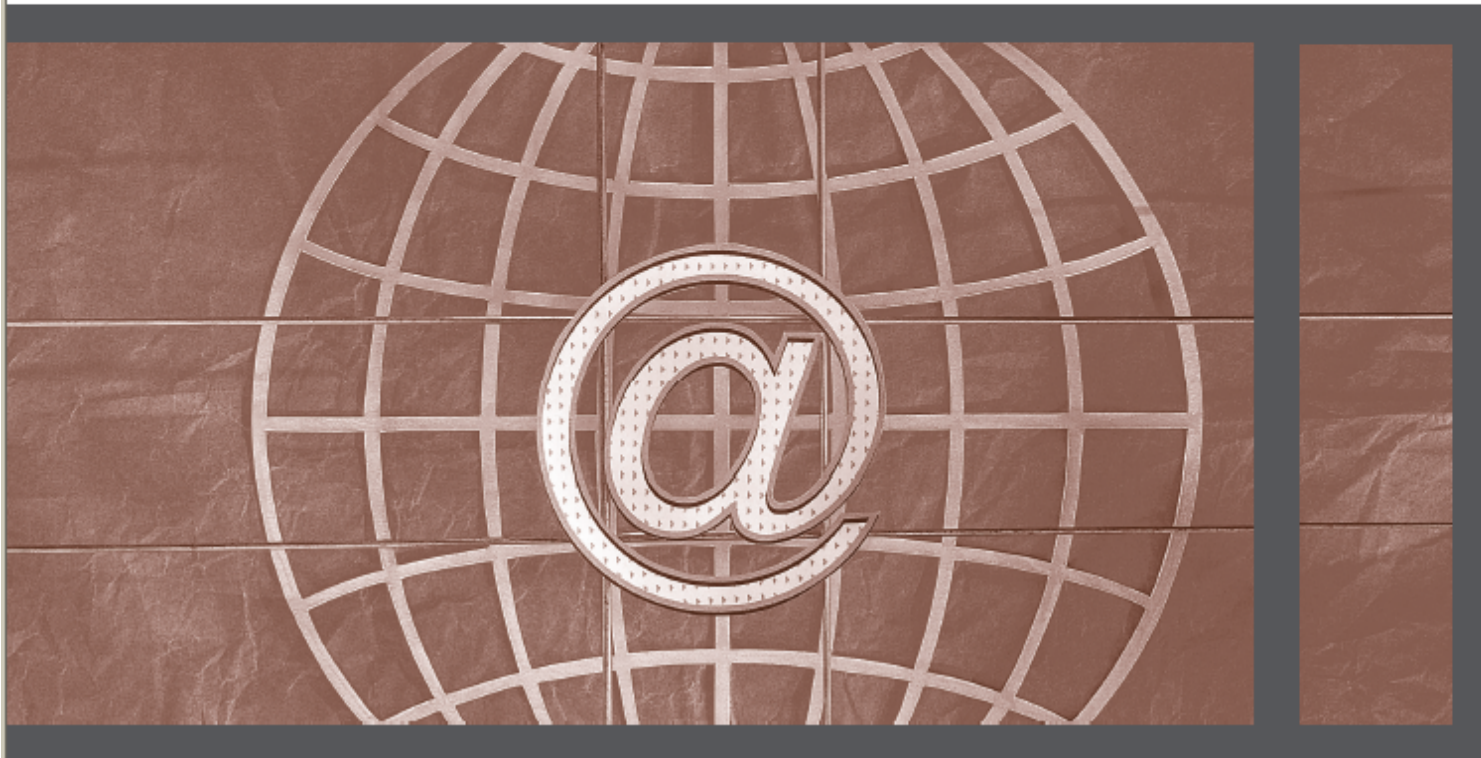
Join Emerald's learning
networking site

Talk to us, use us!

- Tell us how we can help you – talk to us, give us ideas
- Register with Emerald Research Connections
<http://connections.emeraldinsight.com>
- Register with Emerald InTouch
<http://intouch.emeraldinsight.com>
- Use the Emerald Literati Network
- Use Emerald Management Xtra
- Write for us!

Emerald **Research Connections**

Join a world-wide research community





username password

Welcome:
Business Manager Access

[Home](#) > [Research Zone](#) > Emerald Research Connections

- My Profile
- For Administrators
- Search and Browse
- Product Information
- Licensing Services
- For Authors
- For Librarians
- Research Zone
- Research Awards
- Winning Research Funding
- How To Guides
- Research Connections**
- Conference Central
- Learning Zone
- Teaching Zone
- Support Resources
- About Emerald

Emerald Research Connections

Join a worldwide research community



Do you want to get to know researchers in your field from all over the world?
Do you need to find collaborative research partners?
Would you like to showcase your work and have like-minded professionals contact you?

Emerald Research Connections is an online meeting place for the academic and corporate research communities, providing the opportunity for researchers to present their own work and interests, and find others to participate in future projects or simply share ideas.

Create Your Profile

Promote your research and experience, develop your career and allow others to contact you.

[Create your Profile](#)

Search Research Connections

Finding like-minded research professionals is now easier than ever.

[Search](#) | [Browse](#)

- If you would like to know more about the benefits of creating your profile on Emerald Research Connections, please view our [Research Connections benefits page](#).
- Do you still have any unanswered questions regarding Emerald Research Connections? If so, see our [FAQ and contacts page](#).



Thank you.

Questions???
But first a pause for thought!!!

For any answers you didn't get today ...

please e-mail or phone:

Adam Sutcliffe at:

asutcliffe@emeraldinsight.com

KL Office – Tel: +60 3 8076 6009