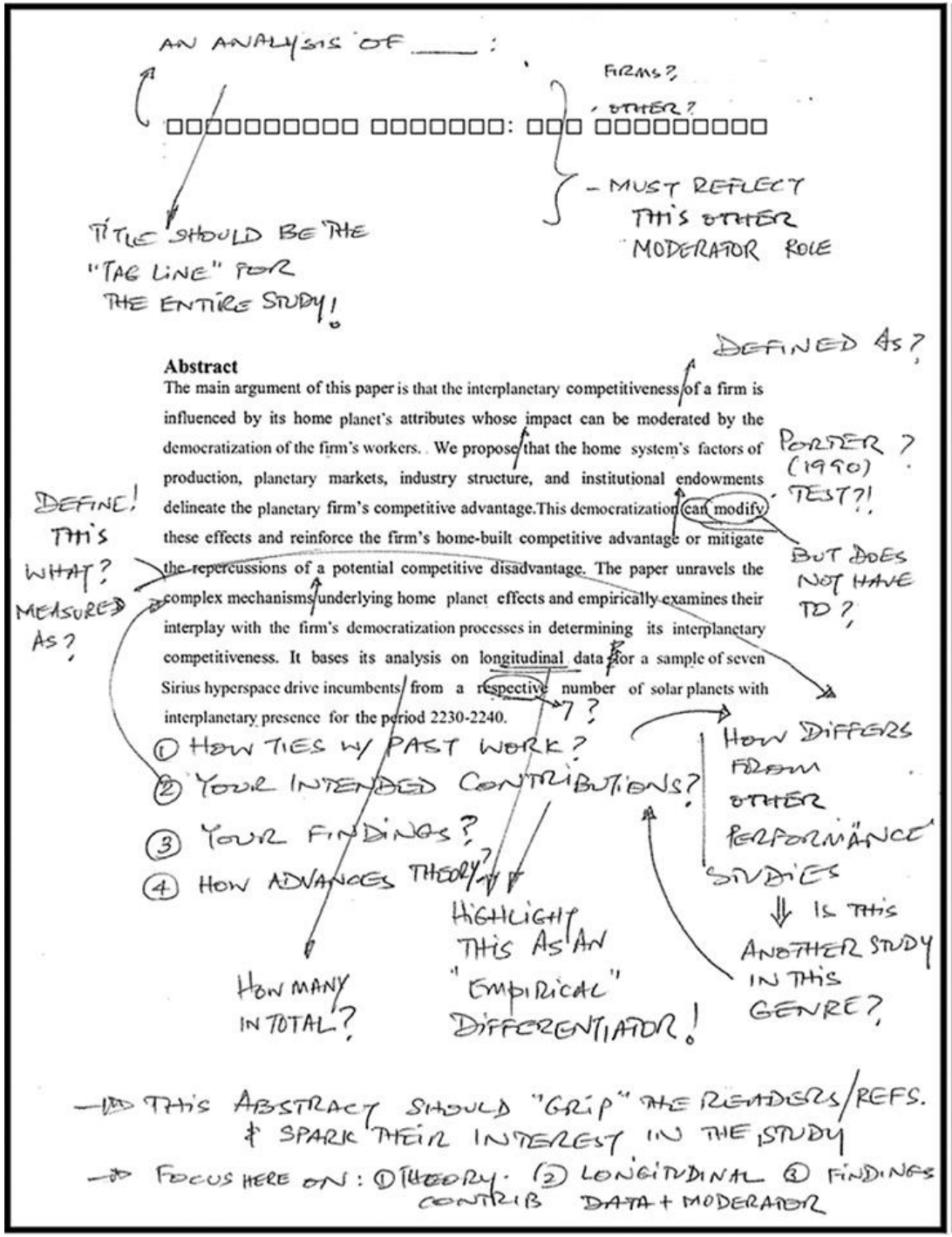
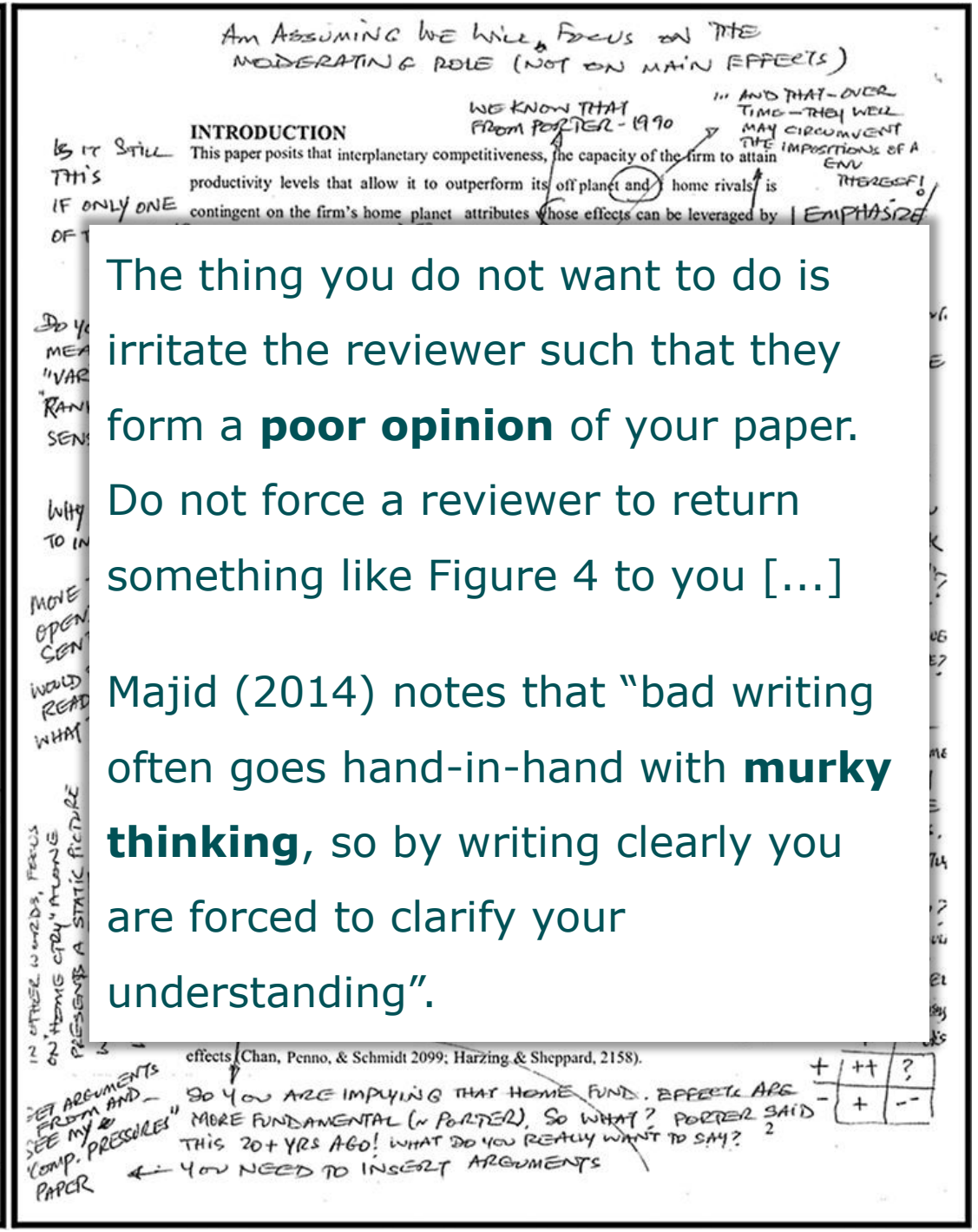
Guía para publicar

consejos de los editores en jefe Emerald para un artículo de calidad

Isabela Daneluci
Buenos Aires
31/10/2017





The thing you do not want to do is irritate the reviewer such that they form a **poor opinion** of your paper. Do not force a reviewer to return something like Figure 4 to you [...]

Majid (2014) notes that "bad writing often goes hand-in-hand with **murky thinking**, so by writing clearly you are forced to clarify your understanding".

Estructurando su texto

Título

Un bueno título debe contener el menor número de palabras possible que adecuadamente describa el contenido del artículo:

Una expresión que introduce el texto y que sostiene el lector

Palabras-clave que identifiquen el foco del trabajo

La "localización" del tema

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

Estructurando su texto

Strength through Joy: Consumerism and Mass Tourism in the Third Reich

Creating the New Egyptian Woman: Consumerism, Education and National Identity 1863-1922

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

¿Quién es Emerald?

Fundada por académicos para académicos

emerald PUBLISHING | 50 YEARS

http://www.emeraldat50.com

- Fundada em 1967 por investigadores de la Universidad de Bradford
- The Emerald Foundation – http://www.emeraldfoundation.org.uk/
- Dr Keith Howard OBE*, Phd (Bradford), LLD** (Hon)(Leeds), MSc (Leeds), BSc (Hons)(Leeds)

emerald PUBLISHING

Accounting, Finance & Economics

Business, Management & Strategy

Engineering

Health & Social Care

Education

HR, Learning & Organization Studies

Information & Knowledge Management

Marketing

Operations, Logistics & Quality

Library Studies

Property Management & Built Environment

Public Policy & Environmental Management

Tourism & Hospitality

Transport

Sociology

Crescimiento en citas – Clarivate & Scopus

Emerald Publishing ha recibido sus **mejores resultados de Factores de Impacto** en los datos publicados en el JCR 2016 de Clarivate Analytics, con un incremento total de citas del **41%**.

88% de las revistas de Emerald están indexadas en **Scopus**

92% de las revistas Emerald con Factor de Impacto han visto un **incremento en el número de citas**.

Somos la editorial con más títulos de **Negocios, Gestión y Contabilidad** de todo el mercado internacional con un **16%** más que todo el sector y **77% en los Q1/Q2**.

El proceso de la publicación

¿Por qué publicar em revistas?

Ser publicado significa que su artículo:

Es perfeccionado por las recomendaciones de revisores por el proceso de revisión

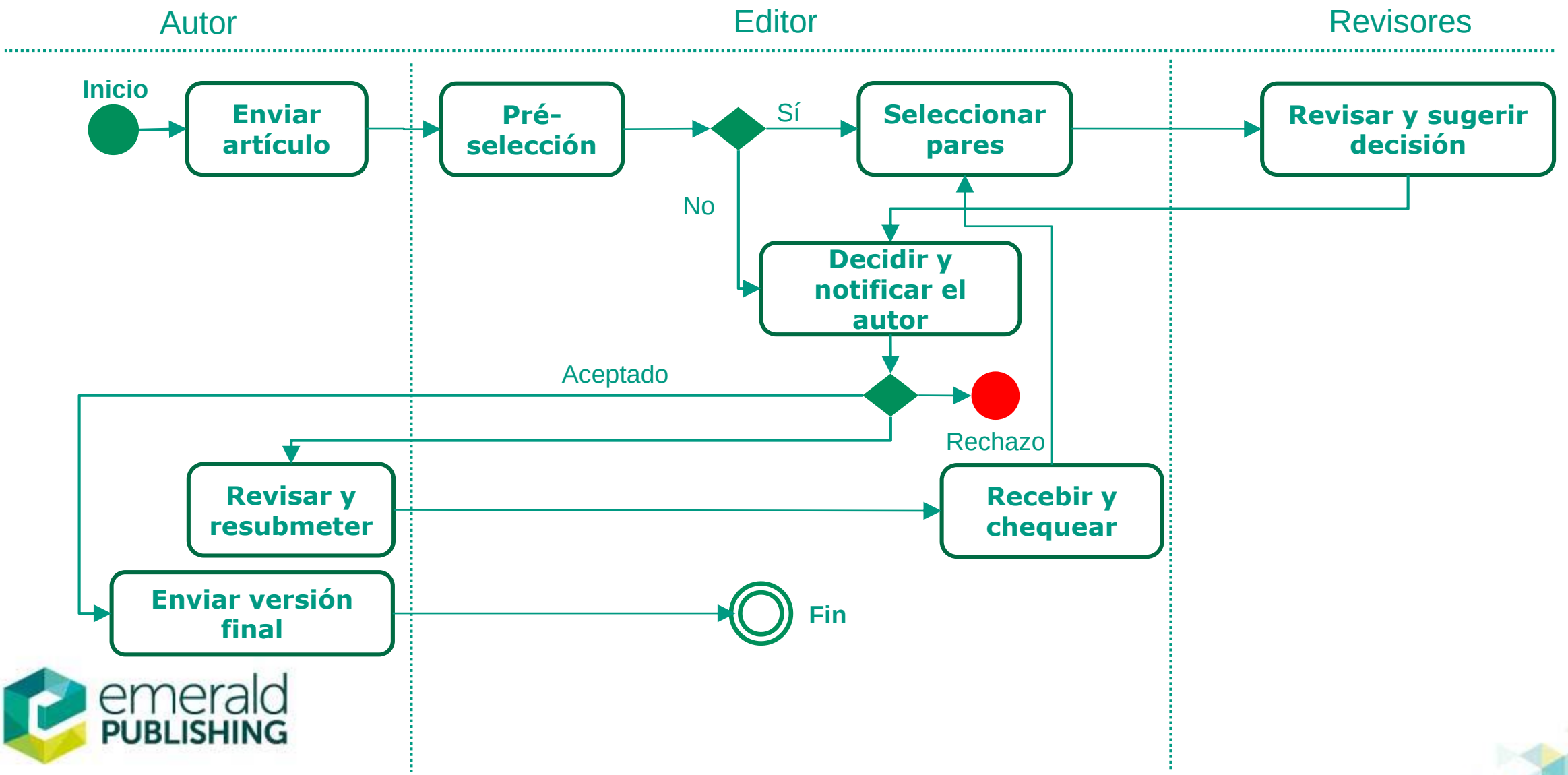
Se convierte en permanente

Reputación internacional para usted y su institución

La cadena de investigación/publicación

AUTOR	EDITOR	PUBLISHER	PRODUCCIÓN	INVESTIGADORES
Escribe artículos o libros o casos	Editorial Advisory Board members (EAB) y revisores Proceso de revisión Congresos Nuevos temas de investigación	Puente entre el editor y la editorial Apoya los editores con la calidad de la revista Marketing Puente con la producción	Proofreading Tecnologías: XML, Metadatos etc Plataforma y alcance internacional Valor agregado da editora	Acceso Biblioteca Versión impresa

La revisión por pares



The cover letter

"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".

The cover letter

"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."

The desk rejection

Bawden, David <D.Bawden@city.ac.uk> 10/18/13

to ANDRE, db, valeska.geldres, andre.nishizawa

Thank you for this.

While this sounds a potentially interesting paper, I do not think that it is really appropriate for the Journal of Documentation readership. I recommend 'Scientometrics' or 'Business Information Review' or - if you wish to publish in an Emerald journal - 'Aslib Proceedings'.

Best regards

David Bawden
Professor of Information Science, City University London
Editor, Journal of Documentation
http://theoccasionalinformationist.com/about

Joining a conversation

Joining a conversation

http://www.emeraldinsight.com/doi/abs/10.1108/03090560310465071

Joining a conversation

- **Conferences** provide an effective way of **joining a scholarly conversation**.
- They present **more recent developments in a field** than articles that may have been written more than two or three years before their eventual publication [...]
- For example, target **two or three conferences** in a field, in a row, to get to know personally some of the people interested in an area [...]
- That is, joining in the **formal** and **informal** discussions after [...]

http://www.emeraldinsight.com/doi/abs/10.1108/03090560310465071

Joining a conversation

[...] So the first step in getting published is to picture **the audience who will be reading and judging an article**. For instance, is the journal aimed at **academics** in a wide range of general areas of marketing, or academics in a particular field like franchising, or **practitioners** and **consultants**?

[...] In contrast, **Marketing Intelligence & Planning** is read by **consultants** as well as academics, and many of its consultant readers would expect a more balanced range of academic and practitioner-relevant articles in an issue.

(Listado de revistas para "practitioners")

Joining a conversation

- [...] Finally, find **one or two exemplars** of your type of article from the target journal (Huff, 1999). Exemplars are not necessarily about your topic, but they do show how an article is written that **uses your methodology** and/or makes the same sort of **arguments**.
- [...] While doing this literature review, do not criticise other writers in the conversation circle, instead, use words like "**complement**", "**build on**" and "**synthesise**", and avoid phrases such a "**omitted**" or "**failed to address**". After all, the writers you reference may be asked by the editor to review your submission.
- Más informaciones sobre revisión

Um recurso valioso

- Academic Phrasebank – http://www.phrasebank.manchester.ac.uk

In her In their In this	useful timely detailed excellent influential important pioneering	study (of X), survey (of X), analysis (of X), examination (of X), investigation (into X),	Smith (2012) showed that … Jones (2013) concluded that …

Joining a conversation

[...] In the penultimate discussion section, **findings** for each research issue or hypothesis are linked to the literature, thus identifying and emphasising **contributions to the field**.

In this section, conclusions and implications are **different** (Perry, 1997).

Conclusions arise **directly** from the findings, whereas implications are speculations arising **indirectly** from the findings.

In the article, consider implications for **theory**, and implications for **policy and practice**.

Findings

Conclusions X Implications

Theory, Policy and Practice

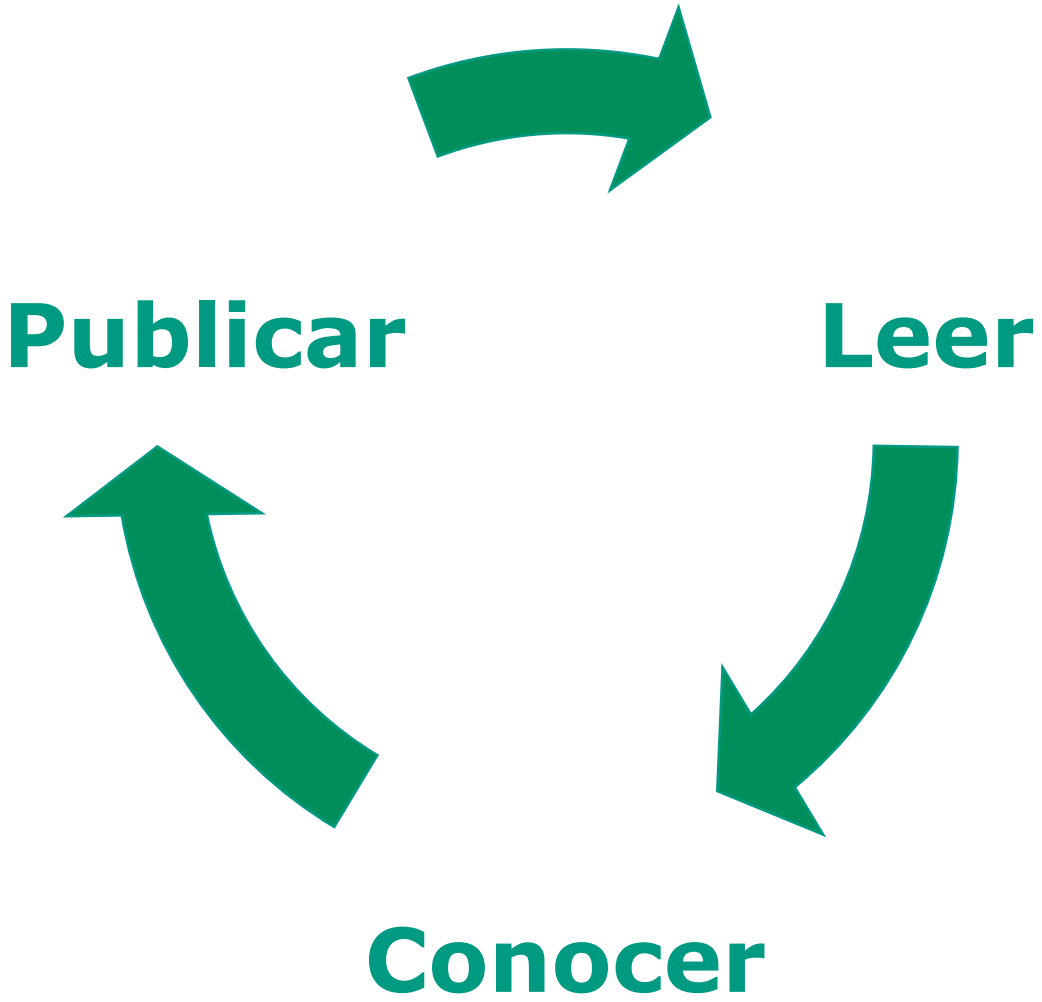
http://www.emeraldgrouppublishing.com/authors/guides/write/structure.htm

Getting published

- These points are particularly important for non-Western authors, or those who are not at mainstream academic institutions.
- [...] The first is a limited access to **literature**.
- Second, you may have limited access to ideas and rebuttals. Developing that **network** will allow you **contacts** that may stimulate research ideas or at least give you some input on your research.
- Third, access to data can be a problem. Increasingly free data can be found online, particularly, historical data. Additionally, **co-authors** may be a source of data.
- A final issue of concern is **language**. If you are trying to publish in English and English is not your first language then you are going to need a proofreader [...]

Jerry Paul Sheppard, (2015) "Getting published: achieving acceptance from reviewers and editors", Journal of Asia Business Studies, Vol. 9 Issue: 2, pp.117-132, doi: 10.1108/JABS-02-2015-0024

¿Cómo seleccionar una revista?


Publicar
Leer
Conocer

“Fake Cancer study published in 157 Open Access Journals”

Christian Heise — October 4, 2013 — Leave a comment

Yesterday the National Geographic published an article a
(“Who's Afraid of Peer Review?”) to test if Open Access p
spoof study due to several errors.

In short the results of Bohannons' study:

- only 106 of the tested 255 Open Access Journals pe
  accepted the paper for publication
- some did reject the article – for example: PLOS One
- of the 106 reviewed journals 70% ultimately accepted

Los puntos clave de un artículo

¿Qué buscan los editores?

- **Originalidad** – ¿Qué hay de nuevo en este tema?
- **Pertinencia y extensión** – de los conocimientos existentes
- **Metodología de la investigación** – ¿son conclusiones válidas y objetivas?
- **La claridad, la estructura y la calidad de la escritura** – ¿se comunica bien?
- **Argumentos** que tengan una progresión lógica
- **Las implicaciones** teóricas y prácticas (“so what?”)
- **Novedad y relevancia** de las referencias
- **Internacionalidad** – enfoque global
- La adhesión al **ámbito editorial** y los **objetivos** de la revista
- Un buen **título, palabras clave** y un **resumen** bien escrito

Visibilidad e Impacto

Kudos

Los autores registrados recibieron un promedio de 23% más descargas de sus artículos

KUDOS

Evolução do Livro: técnica, morfo

A evolução do livro: cor
tem modificado a histó

André Jun Nishizawa

Post a trackable link to your publication on your social
understand which of these is helping you increase you

Social Media

Select which accounts to post to:

Facebook is not yet authorized: Authorize nov

Twitter is not yet authorized: Authorize now

LinkedIn is not yet authorized: Authorize now

We will add a trackable link back to your

wa | Menu

Publication

tion Metrics

s publication

s to help you

cial media, or
rchGate or

KUDOS
Greater Research Impact

30 SHARE CLICKS

628 KUDOS VIEWS

90 CITATIONS

Name: Dr Nikhilesh Dholakia

Role: Professor

Specialty: Business & Management

Institution: University of Rhode Island

Country: United States

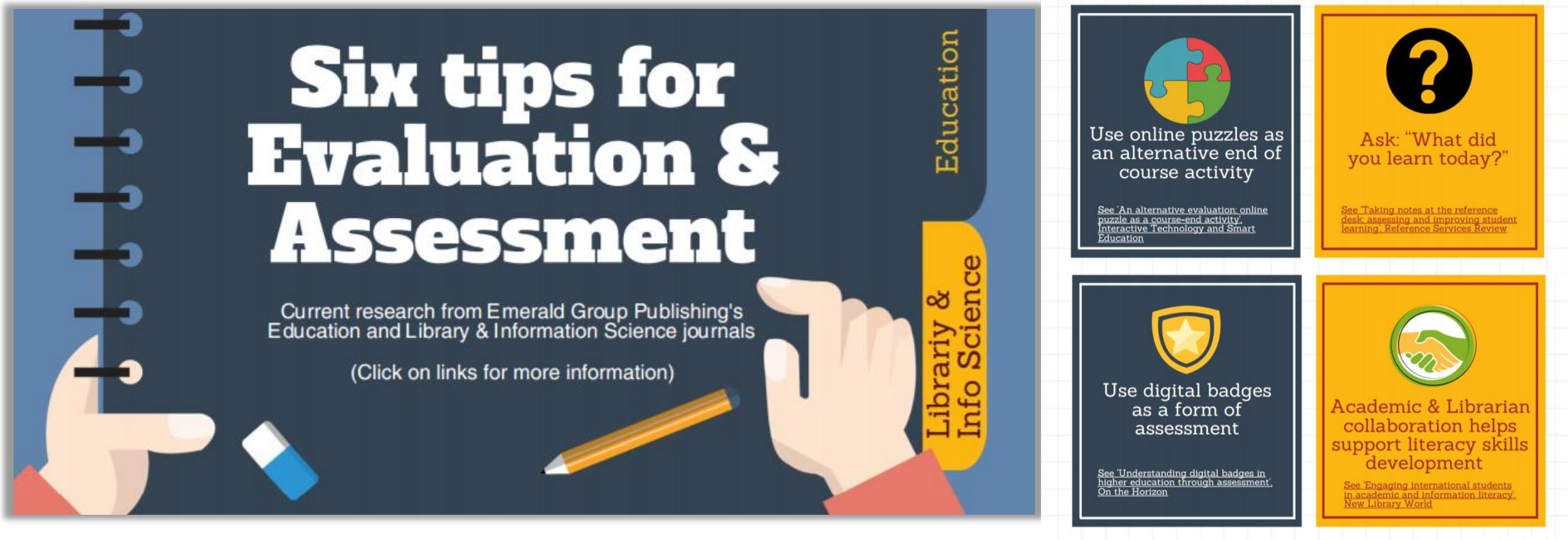
"Kudos is a very effective tool for researchers to build web pages that explain their works in popular language, and enable the creation of a deep resource base around these works."

EXAMPLE: http://bit.ly/dholakia

ACTION: Added explanatory text and resources
Shared via Twitter

RESULT: 628 views of the publication on Kudos /
8 shares via online channels / 30 share clicks

#RealWorldResearch



http://www.emeraldgrouppublishing.com/about/realworldresearch.htm

Literatis y Prémios

Premio Emerald/ASFAE al mejor artículo del encuentro ENEFA

Emerald/EFMD Outstanding Doctoral Research Awards

Premio de €1,500

Premio Emerald/CLADEA Research Fund Award

Premio de U$3,000

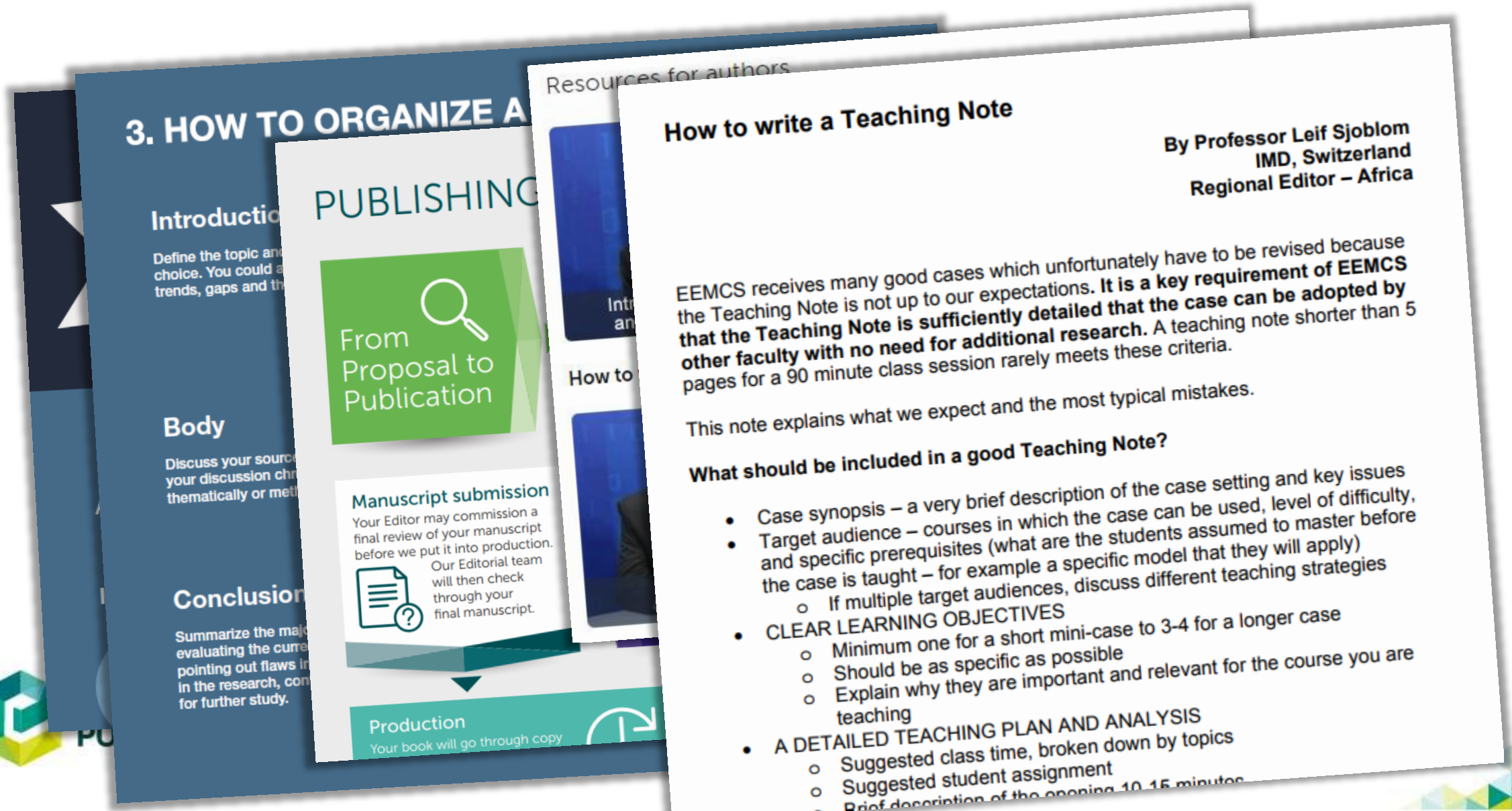
Materiales de Apoyo

How to... Guides

http://www.emeraldgrouppublishing.com/authors/guides/promote/index.htm

http://www.emeraldgrouppublishing.com/authors/guides/write/index.htm

Guías para revistas, libros y teaching cases



Check list

- http://www.emeraldgrouppublishing.com/authors/writing/checklist.htm
- Haga primero su propia revisión por pares!

Article submission checklist

Format	☐ Files formatted in MS Word ☐ Submitted electronically
Length	☐ Length of article conforms to limits set out in the Author
Article Title	☐ The article title does not exceed the set length. **Please re specific information.**
Article Title Page	☐ An article title page has been created for the article, inclu ☐ Full name of each contributing author ☐ Affiliation for each contributing author (reflecting locatio ☐ Brief professional biography for each contributing autho ☐ Name and email address of the corresponding author ☐ Structured abstract – formatted as per the Author Guidel ☐ A maximum of eight keywords ☐ Classification of your article – as per the Author Guidelin
Headings	☐ Headings formatted as per the Author Guidelines: ☐ First level headings presented in bold ☐ Sub-headings presented in italics ☐ Consecutive numbering used, as appropriate to the level
Notes/Endnotes	☐ Notes/Endnotes used only where deemed absolutely nec ☐ Consecutively numbered ☐ Enclosed in square brackets ☐ Listed at the end of the article
Figures	☐ Formatted as per the Author Guidelines

BROWSE SERVICES

Scientific editing

A senior writer in your academic field ensure the language as well as the science of your manuscript is perfectly written.

Read more

Translation services

Native speaking scientists with the right expertise will translate your work before the specified deadline.

Read more

Statistical support

Have your work or research design thoroughly checked for statistical soundness by the right experts.

Read more

Language editing

Find the right language expert to ensure your paper has the appropriate level of English.

Read more

Copy editing

Save time by leaving copy-editing up to an expert who can format your manuscript per required standards.

Read more

Funding application support

Connect with experts in grant, research or funding proposal writing to support you in securing your science career.

Read more

Visuals

Professionalize your illustrations, images or presentations to increase the impact of your scientific work.

Read more

Video

Communicate your research by using explanatory or summarizing animations, highlighting the essence of your work.

Read more

Publication support

Ask a publishing consultant about journal selection, journal submission, manuscript review and more.

Read more

Recursos para la investigación

emeraldinsight

Log in Register Help Cart Admin

HOME JOURNALS & BOOKS CASE STUDIES

Resource areas: Emerald Resources

Articles and Chapters

Advanced Search

Discover new things

Journals, books and case studies - a library of real world research at your fingertips

Accounting, Finance & Economics

Business, Management & Strategy

Education

Engineering

Health & Social Care

HR, Learning & Organization Studies

Information & Knowledge Management

Library Studies

Marketing

Operations, Logistics & Quality

Content Type: All *Journals* Books Series Books

Show: All content *Only content I have access to*

Icon key: You have access Partial access

Results: 1-20 of 418 Page: 1 2 3 4 5 6 7 8 9 10 Next >

Select All For selected items: Add to favourites

Publication	Access	ISSN/ISBN	Content
Academia Revista Latinoamericana de Administración	■	1012-8255	Journal
Academic and Library Computing	■	1055-4769	Journal
Accounting Research Journal	■	1030-9616	Journal
Accounting, Auditing & Accountability Journal	■	0951-3574	Journal
Advances in Autism	■	2056-3868	Journal
Advances in Dual Diagnosis	■	1757-0972	Journal
Advances in Mental Health and Intellectual Disabilities	■	2044-1282	Journal
Advances in Mental Health and Learning Disabilities	■	1753-0180	Journal
African Journal of Economic and Management Studies	■	2040-0705	Journal

Browse by Title

All 0-9 A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

Browse by Subject

All Subjects

- Accounting, Finance & Economics
  - + Accounting/accountancy
  - + Agricultural/environmental economics
  - - Development economics
    - Economic development
  - Financial investment/markets
  - Financial management/structure
  - Financial reporting
  - + Financial risk/company failure
  - + International economics
  - - Labour economics
    - Knowledge sharing
  - Macroeconomics
  - Management accounting/corporate finance
  - Mathematical/quantitative economics
  - Social & environmental accounting
  - Social economics

+ Business, Management & Strategy

Accounting, Auditing & Accountability Journal

ISSN: 0951-3574
Online from: 1988
Subject Area: Accounting, Finance & Economics

Current Issue | Available Issues | Most Cited | Most Read | ToC Alert | RSS | Add to favorites

This title is indexed in Scopus

MOST READ MOST CITED RELATED

...itle in the past 7 days:

Engaging with organisations in pursuit of improved sustainability accounting and performance

Initiating sustainable development reporting: evidence from New Zealand

Introduction : The legitimising effect of social and environmental disclosures – a theoretical foundation

Integrated Reporting: Insights, gaps and an agenda for future research

Corporate social and environmental reporting : a review of the literature and a longitudinal study of UK disclosure

See more >

Volume List

Issue(s) available: 171 - from Volume 1 Issue 1, to Volume 30 Issue 3

Icon key: You have access | Partial access | B Backfile | E Earlycite | A Abstract only

Volume 30

E Issue 4	2017	
Issue 3	2017	
Issue 2	2017	
Issue 1	2017	

Volume 29

Issue 8	2016	Special Issue: Operationalising ethnicity in accounting research
Issue 7	2016	Special Issue: Strong structuration theory in accounting research
Issue 6	2016	
Issue 5	2016	
Issue 4	2016	Special Issue: Social Accounting for human rights
Issue 3	2016	

Further Information

About the Journal
Sample Articles
Purchase Information
Editorial Team
Write for this journal

Share

Discover new things

Journals, books and case studies - a library of real world research at your fingertips

Accounting, Finance & Economics

Business, Management & Strategy

Education

Engineering

Health & Social Care

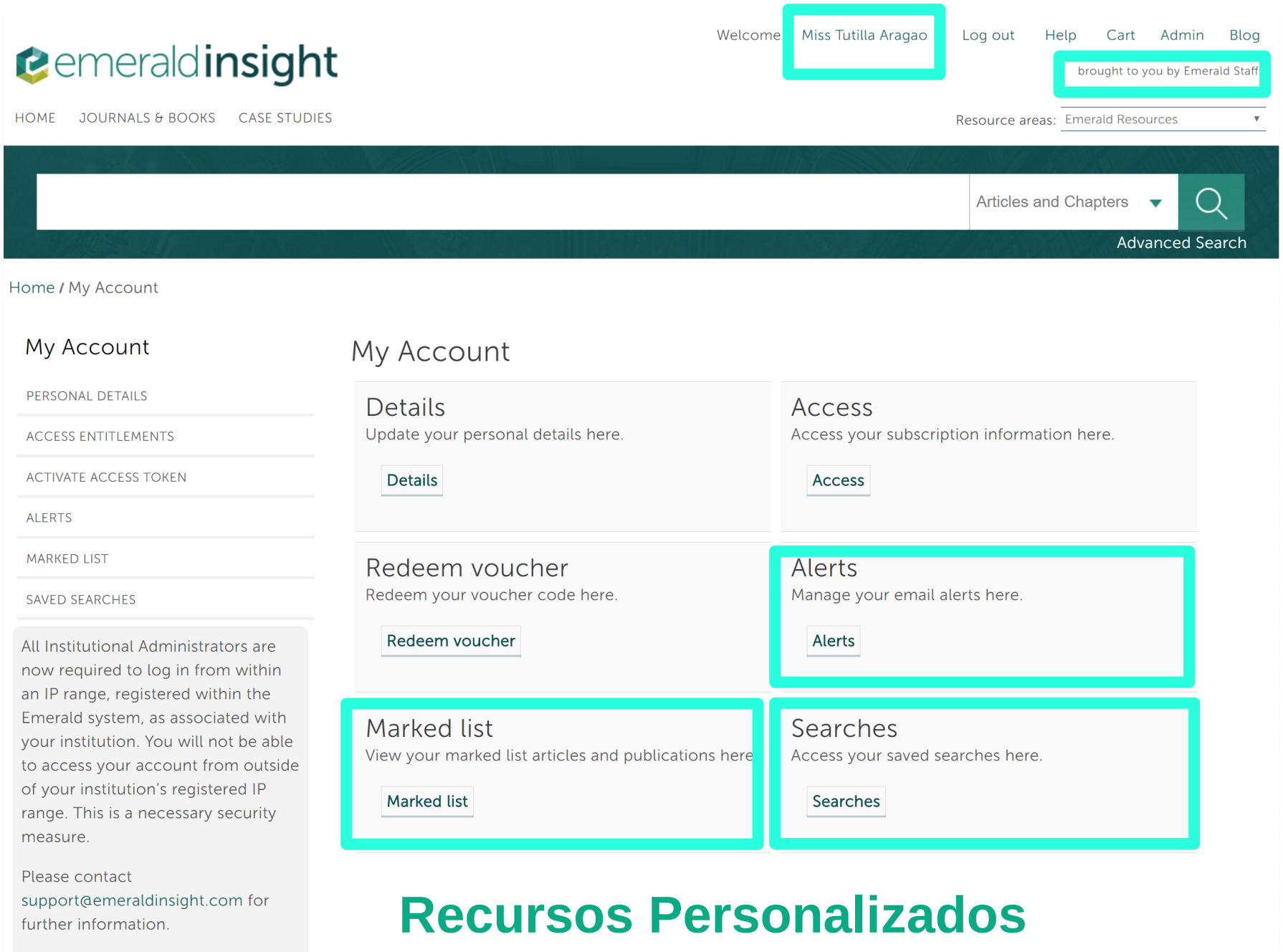
HR, Learning & Organization Studies

Information & Knowledge Management

Library Studies

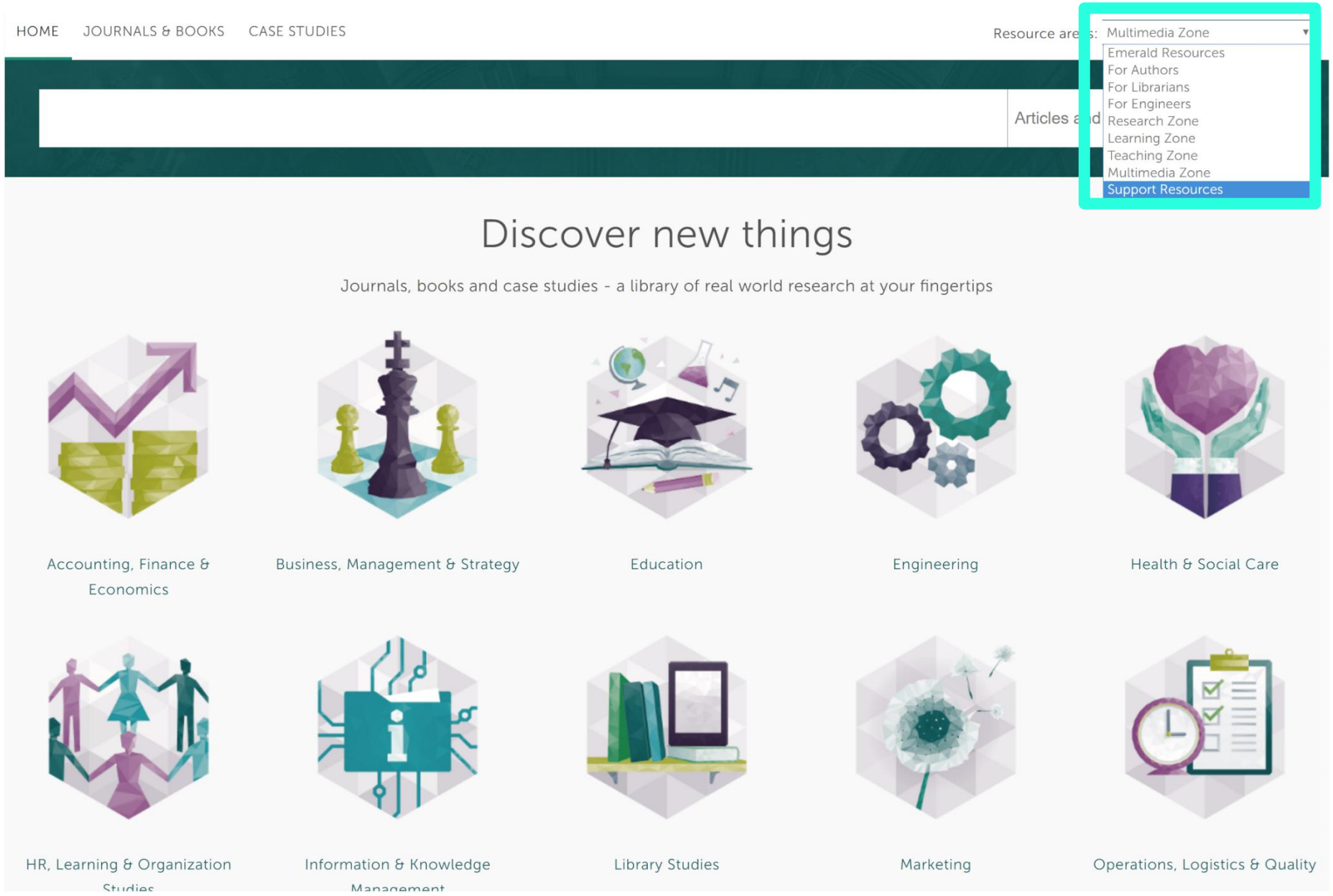
Marketing

Operations, Logistics & Quality



Recursos Personalizados

Emerald Resources



Para Autores

Login

Welcome:
Miss Isabela Daneluci
Emerald Staff

Logout

Product Information:-

- For Journals
- For books
- For Case Studies
- Regional information

Services

- Publishing Services

Resources:

- Licensing Solutions
- For Authors
  - Impact of Research
  - Writing for Emerald
  - Editorial Services
  - Emerald Literati Network
  - Guide to Getting Published
  - How To Guides
  - Editor Interviews
  - Emerald and Open Access

For Authors
Support and services

Do you want to publish with Emerald?
Find out how here

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 read our extensive "How to ..." guides.

Book authors: see also our books section.

KUDOS
Greater Research Impact

Maximize research impact post-publication

Raise visibility, share research and maximize article influence. Find out more about this service.

Impact of Research

Emerald's philosophy concerning impact of research is explained. Discover what Emerald means by impact, how Emerald measures impact and what impact information Emerald provides, as well as links to further information sources.

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.

Editorial Services

Emerald's author services platform offers an author services platform providing editorial support (including language editing and translation, visuals, and consulting) to help academics get their research submission-ready.

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.

Guide to Getting Published

Emerald's Guide to Getting Published is a unique initiative – advice on how to get published direct from the publisher. Why not host a presentation at your institution?

"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

Obrigada!
¡Muchas gracias!

Isabela Daneluci
Gerente de Soluciones
idaneluci@emeraldgroup.com

¡Únese a los más de 4 mil autores Emerald

y 200 miembros de comités editoriales en Latinoamérica!