

BMDA

Riga

7th May 2014

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Emerald Group Publishing Limited

www.emeraldinsight.com



Emerald, Baltics and Authors

- Co-Publishing with BMDA
- *The Baltic Journal of Management*
- Great Success
- Impact Factor

Emerald Conference in Lithuania

- Usage

KTU, VU, VGTU and IMS

- *Teaching Methods*

Structure of the talk

- History of Emerald
- Where is Emerald Today
- Emerald and Authors / EABs in the Baltics
- EAB: Editorial and Advisory Board

- Editorial Structure
- Asta Pundziene, KTU - Ruta Kazlauskaite, ISM
- Editorial Development
- http://www.emeraldgrouppublishing.com/products/journals/editorial_team.htm?id=bjm
- <http://www.emeraldgrouppublishing.com/authors/interviews/bjm.htm>

We are looking for more BJMs

We are looking for
more authors from
the Baltics

My background



- ISI Thomson Reuters Web of Science
- Born in Russia
- Lived in the UK

An introduction to Emerald

- Emerald Group Publishing Limited
- Founded in 1967 in Bradford, West Yorkshire
- 250+ journals, 240+ book series, 300 stand-alone texts
- Electronic databases: Emerald e-journals, Emerald e-books and Emerald Management First
- Over 24 million Emerald articles were downloaded in 2013



Subject areas include:

- Marketing
- Information & Knowledge Management
- Library Studies
- Engineering
- Education
- Health & Social Care
- Accounting, Finance and Economics
- Business Management & Strategy
- HR, Learning & Organizational Studies
- Operations, Logistics and Quality
- Property Management & Built Environment
- Public Policy & Environment Management
- Tourism & Hospitality



Emerald and the Baltics Region

	Authors	EABs
• Latvia	12	5
• Estonia	76	10
• Lithuania	71	11
• Poland	454	27

Emerald and the Baltics Region

EABs Latvia



- Anita Pipere - International Journal of Sustainability in Higher Education
- Arthur Lindemanis - Baltic Journal of Management
- Arthur Lindemanis - Emerald Emerging Markets Case Studies
- Maris Klavins - International Journal of Climate Change Strategies and Management
- Tatjana Volkova - Baltic Journal of Management

Emerald and the Baltics Region

EABs Estonia



- Maaja Vadi - Baltic Journal of Management
- Maaja Vadi - Advanced Series in Management, Volume 10
- Madis Habakuk - Baltic Journal of Management
- Maksim Saat - Baltic Journal of Management
- Ruth Alas - Baltic Journal of Management
- Ruth Alas - Chinese Management Studies
- Ruth Alas - Cross Cultural Management: An International Journal
- Tiia Vissak - Advanced Series in Management, Volume 10
- Tiit Elenurm - Baltic Journal of Management

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Emerald and the Baltics Region

EABs Lithuania



- Arturas Kaklauskas - International Journal of Disaster Resilience in the Built Environment
- Asta Pundziene - Qualitative Research in Organizations and Management: An International Journal and European Business Review
- Audarius Banaaitis - International Journal of Disaster Resilience in the Built Environment
- Edmundas Zavadskas - International Journal of Disaster Resilience in the Built Environment
- Jurga Duobiene - Baltic Journal of Management
- Kristina Maiksteniene - Baltic Journal of Management
- Ramune Petuchovaite - Journal of Documentation

Emerald and the Baltics Region

EABs Lithuania



- Remigijus Ciegis - International Journal of Sustainability in Higher Education
- Ruta Kazlauskite - Baltic Journal of Management
- Vava Zuzeviciute - Emerald Emerging Markets Case Studies

Emerald and Baltics Authors, Citations

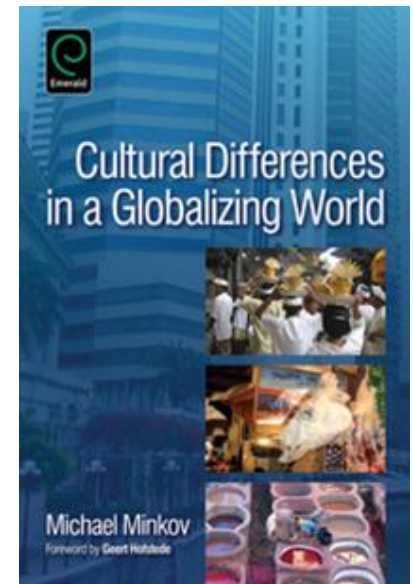


Row Labels	Articles	Cites	(Crossref to end 2012) 2011-12 Usage
Grand Total	222	261	62168
Ruth Alas	14	33	4228
Maaja Vadi	10	20	4057
Sirje Virkus	5	16	1931
Kristine Paberza	5	12	1094
Ilona Buciuniene	6	11	1918
Linas Turauskas	2	10	976
Ruta Kazlauskite	5	10	1326
Tiit Elenurm	6	10	1595
Tonis Mets	7	10	3671
Loreta Gustainiene	2	8	1207

Emerald and e-Books Publishing

- Interview with a Bulgarian author on our website: Michael Minkov, the International University College, Sofia and at the University of Sofia:
- http://www.emeraldinsight.com/authors/interviews/cdgw_book.htm

His advice on getting published internationally is:
“First, they need a good command of English, at least in their academic field. This means reading tons of scientific literature in English. Second, they should get some interesting articles published in good academic journals so as to get spotted by the academic community”.



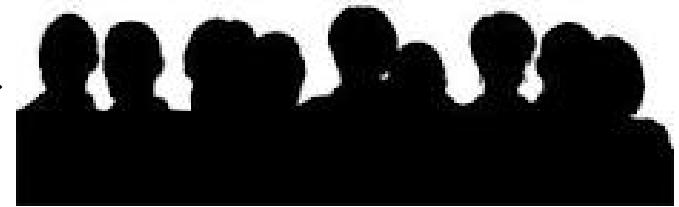
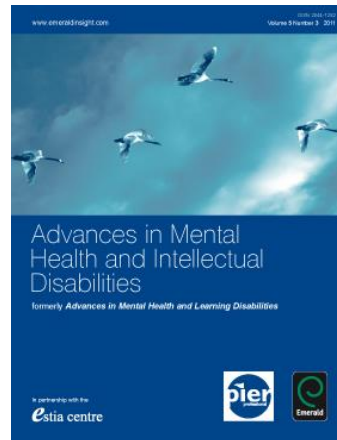
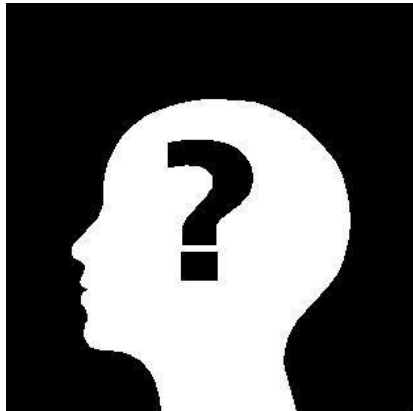
Why publish?

Why publish?

Take an idea

Publish it

Reach an audience



Be cited



Authors Workshops from Emerald

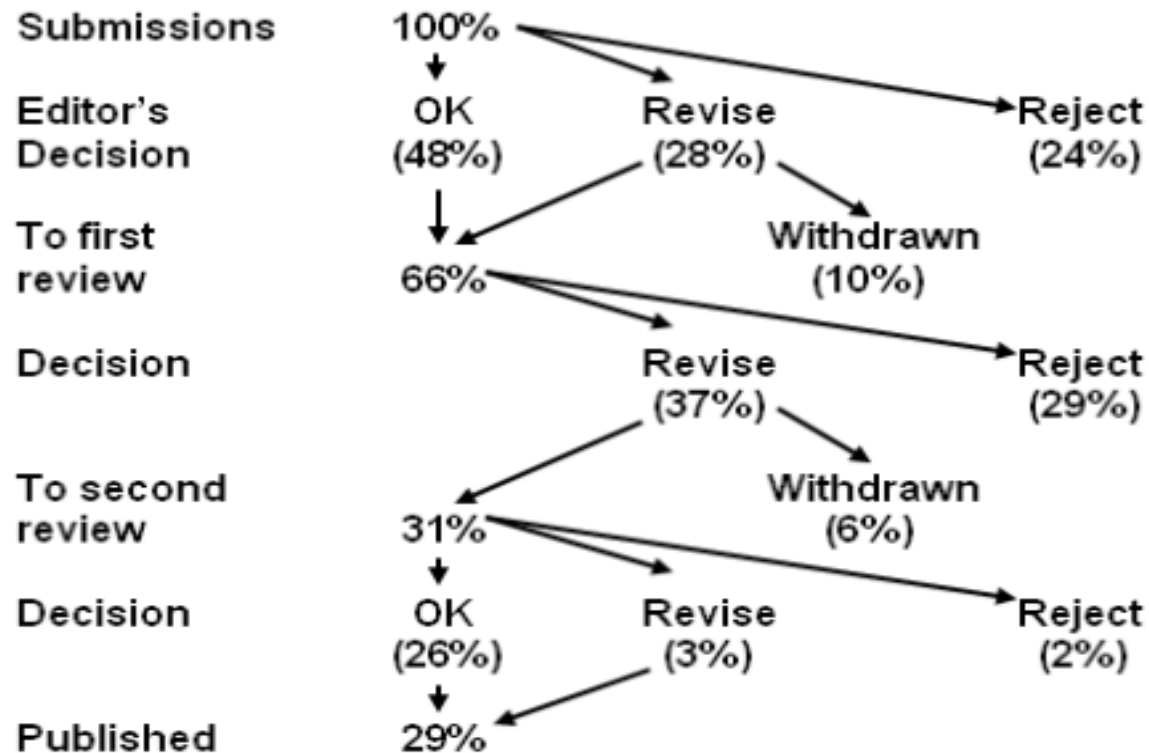
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Don't give up!



Don't be in the 16% who gave up



$n = 86$

Why publish?

What do previous authors say?



Career

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

Altruism

85% published for esteem and 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

Selecting your audience

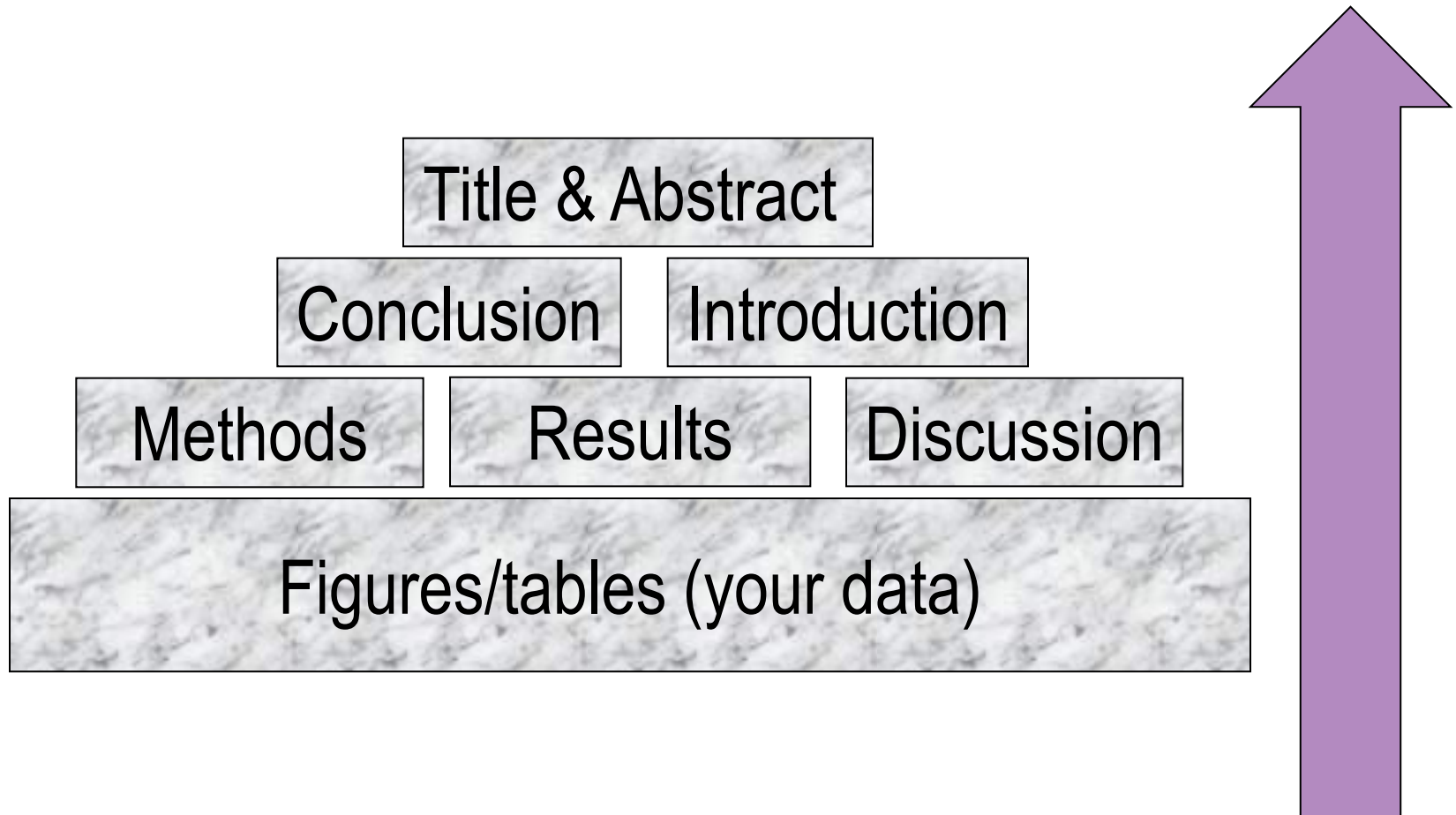
- Readers
- Strategy
- Impact
- Measuring quality:
 - Impact Factor
 - H-index
 - SCImago Journal Rank
 - Usage
 - Peer perception
- Other factors to consider: recent articles, societies and internationality, likelihood of acceptance, circulation, time from submission to publication

Structuring your paper

This section focuses on structuring your paper for submission to a journal

- Standard article structure
- Develop a purpose statement
- Understand the importance of a good title, abstract and key words
- How to approach writing the rest of the paper

Structuring your paper - the building blocks



Structuring your paper

Conclusion



- Present global and specific conclusions
- Indicate uses and extensions
- Answer the original question
- Apply to theory and practice
- 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

Writing tips

Hand out



Back to basics

Sentence example:

My husband and I wish we could travel yearly to Europe and take in all the amazing sites.

- Amazing - adjective
- husband - noun
- wish - verb
- we - pronoun
- yearly - adverb
- to - preposition
- and - conjunction

Useful resources

www.emeraldinsight.com



Emerald supporting authors



- Dedicated editorial and author relations support staff
- Quality-assured copy-editing and production service
- Emerald Literati Network with more than 100,000 members
- Signatories of the Committee on Publication Ethics (COPE), Emerald is committed to protecting its authors' work from copyright infringements



Journals

- EarlyCite
- Online Scholar One Manuscript Central submission process
- Complimentary journal issue and 3 months free access upon publication

Online resources

<i>For Researchers</i>	<i>For Authors</i>
<ul style="list-style-type: none">• www.emeraldinsight.com/research• How to... guides• Outstanding Doctoral Research Awards• Research Fund Awards• Emerald Research Connections• Case Study Competitions	<ul style="list-style-type: none">• For Authors www.emeraldinsight.com/authors• How to... guides• Meet the Editor interviews and Editor news• <u>Editing service</u>• Annual Awards for Excellence (Literati)• Calls for Papers and news of publishing opportunities

Thank you



- **Work Together**
- **Any questions?**

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**Please send us your article
candidates / books ideas!**