

Emerald – a creative approach to management publishing

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Publisher

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1. New launch programme
2. Impact of research
3. Social media
4. Usage
5. Awards programme
6. New developments



- **World's leading scholarly publisher in Business and Management**
- We publish research which makes a significant contribution to practice
- Formed 1967, independently owned, 200 employees
- Publishing offices in US, UK, China, India and Malaysia; sales/service offices in Canada, Dubai, Brazil, Japan, Poland and Australia
- 200+ peer reviewed journals (44 in ISI)
- 2000+ book series, e-books, stand-alone volumes

1. Sustained new launch programme



Research you can use

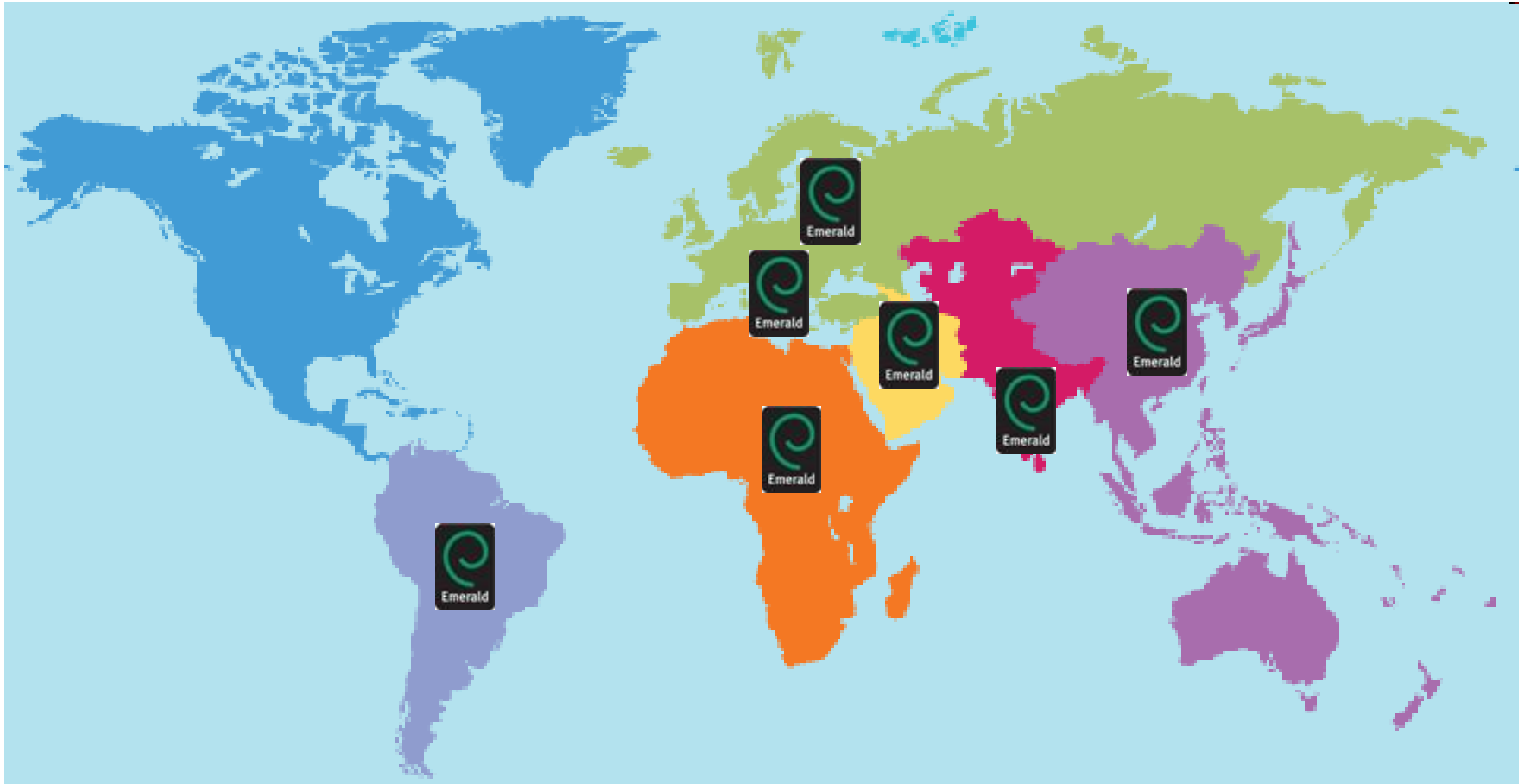
- New journals: subjects include:
 - Climate change and sustainability
 - Responsible leadership
 - Accounting in emerging economies
 - Humanitarian logistics
 - Sports, business and management
 - Social marketing

- African Journal of Economics and Management Studies
- Baltic Journal of Management
- Chinese Management Studies
- EuroMed Journal of Business
- Journal of Asia Business Studies
- Journal of Indian Business Research
- Nankai Business Review International
- Management Research: The Journal of the Ibero-American Academy of Management

Coverage



Research you can use



Regional publishing resources



Research you can use

- Editor/author Support Executive based in Beijing office
- Publishing Relationship Manager based in Delhi office
- Chinese language website <http://china.emeraldinsight.com>
- Author guides for Chinese and African authors
- Active programme of publishing workshops, delivered in CEE, China, India, Africa and Latin America
- Regional awards programme

2. Impact of research



Research you can use

- Conventional impact is measured through citation
- Emerald encourages authors to measure the impact of their research on a much wider scale



Why do we care about impact?



Research you can use

- We have a long-standing Publishing Philosophy:
 - bridging the gap between theory and practice
 - rigour and relevance
 - making the world better managed
 - Research You Can Use
- How can we publish business and management research *without* caring about the impact on the wider world?
- Demonstrates our belief in the value of academic research to the broader social environment

3. Social media



Research you can use

We are actively involved with:

- Journal special issues that incorporate multimedia
- Online communities: Emerald InTouch
- Blogs
- Twitter feeds



ResearchUCanUse

That's you!

Lists ▾

citation data - good, bad or ugly? -->
 RT @timeshighered 'Publish or
 perish' culture distorting research
 results <http://bit.ly/bH1OUz>

10:12 AM Apr 23rd via web

BBC news picks up History of PR conference organised by J of
 Comm Mgt deputy ed <http://news.bbc.co.uk/1/hi/education/8634442.stm>

11:41 AM Apr 22nd via web

Happy #earthday 40th! Free access to International Journal of
 Climate Change Strategies and Management until 20 May
<http://tiny.cc/63w89>

10:08 AM Apr 22nd via web

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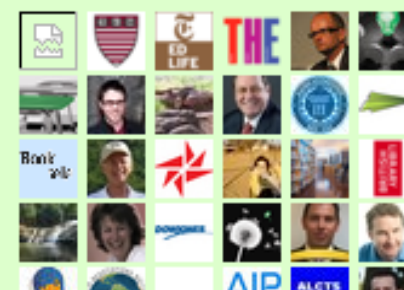
Bio Emerald Group Publishing - tweeting about journals, books and scholarly publishing news.

87 following 145 followers 3 listed

Tweets 149

Favorites

Following



4. Online usage



Research you can use

- 60,000+ articles online, over 110 years of content
- Digitized archive going back to 1890s
- 20 million downloads in 2009
 - >1½ million articles are downloaded each month on average
 - 1 article every 3 seconds!
- 2/3 of customer usage occurs outside the UK

Why are downloads important?



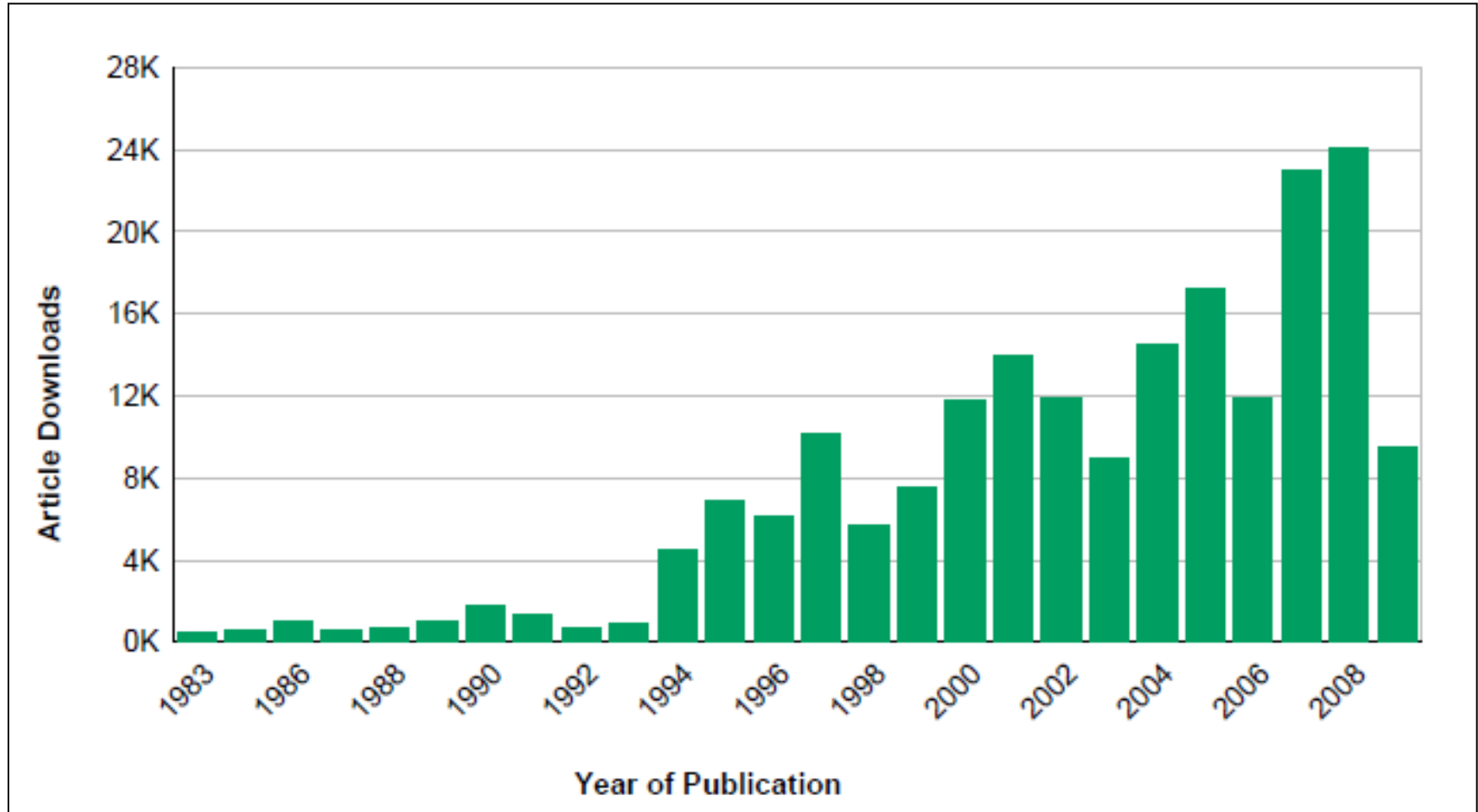
Research you can use

- Fit with accreditation bodies such as AACSB and funding-related bodies such as RAE who look for metrics
- COUNTER compliant – meet industry standards
- Give a broad view of readership
- Contributes to academic debate on importance of downloads as measure of utility – we think usage is just as important as citations
- We work on UKSG's Usage Factor project

International Marketing Review Usage in 2009 from all volumes



Research you can use



5. Awards programme



Research you can use

- More than 30,000 authors worldwide are members of our Literati network
- Authors' Charter – uniquely provides authors with a range of benefits and sets out levels of service
- Outstanding Doctoral Research Awards
- Annual Awards for Excellence, e.g. with CEEMAN
- Regional awards: Baltic, EuroMed zone, China, India, Brazil, Africa
 - encouraging regional research and bridging the gap between different traditions of scholarship

6. New developments



Research you can use

- Traditionally a business and management publisher
- Following a 2008 acquisition of books now focused on growing in the social sciences
- Education and Sociology identified as the growth areas for development
- As a result we launched Emerald EducationPlus and SociologyPlus

A banner for Emerald EducationPlus. On the left is the Emerald logo (a green swirl in a square). To its right, the text "Emerald EducationPlus" is displayed in a bold, sans-serif font. The background of the banner features a blurred image of a modern building with a prominent green architectural element.

Emerald EducationPlus

Emerald's premium and most comprehensive journal and book series collection

Public sector portal

<http://first.emeraldinsight.com/ps>



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Any questions?



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