

Emerald Publishing - A Guide to Getting Published

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Obsah prezentace

- ▶ Seznámení s Emerald
- ▶ Jak začít s publikováním
- ▶ Co vlastně editoři, recenzenti hledají
- ▶ Publikační process a recenzování
- ▶ Výběr časopisu vs. hodnocení časopisů
- ▶ Struktura článku
- ▶ Praktické tipy
- ▶ Publikační etika
- ▶ Umění revize a korekce
- ▶ Závěr a další zdroje



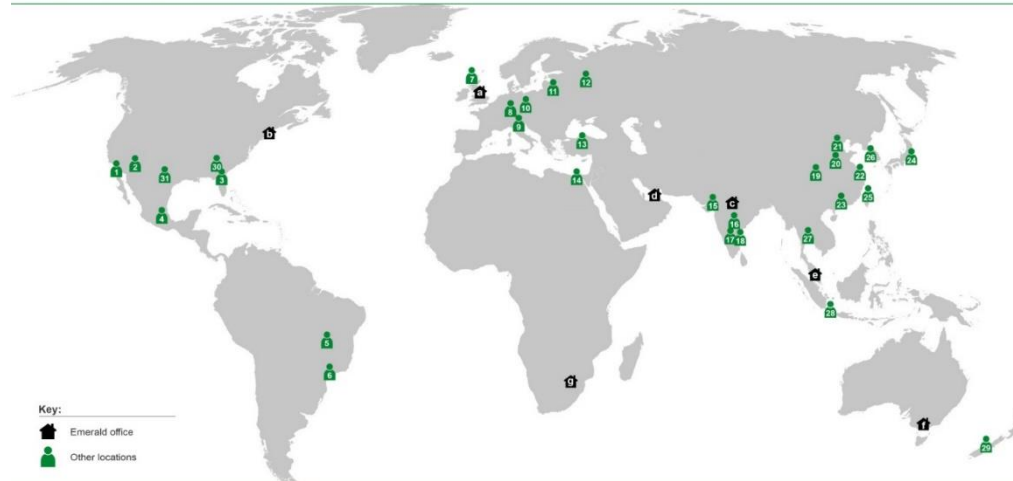
Emerald

Emerald ve zkratce

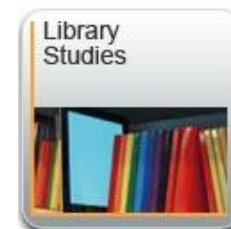
Emerald je celosvětový vydavatel spojující výzkum a praxi ve prospěch společnosti. Působíme ve více než **130** zemích světa – více než 26 miliónů stažených článků za rok

Publikujeme 350+ časopisů, 240+ knižní série, 300+ knih

Emerald offices, representatives and associates world-wide



Oblasti, ve kterých publikujeme



<http://emeraldgroupublishing.com/products/collections/index.htm>

Vysoká kvalita Emerald titulů

Mnoho našich titulů je indexováno v Clarivate Analytics – celkem 62 a dalších hodnotících indexech jako je Scopus and CiteScore, H-Index, SCImago Journal Rank.

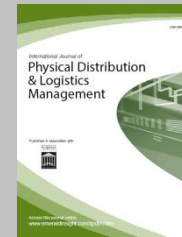
Ale důležité jsou i další ukazatelé jako je využití, editorská rada časopisu



Supply Chain Management



Industrial Management & Data Systems



Journal of Physical Distribution & Logistics Management



Journal of Service Management



Internet Research



Journal of Knowledge Management

Standards v našem vydatelství

Všechny naše časopisy jsou recenzované (double blind peer reviewed)
Publikování je zadarmo



Jsme členy COPE
(Committee of
Publishing Ethics)

Emerald je
Green
Publisher

Jsme kompatibilní se zásadami
TRANSFER
(prodej či koupě titulů)

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Emerald news

Emerald among first to join Open Discovery Initiative

ODI checklist helps publishers like Emerald convey exactly what they are doing to increase the discoverability of their content

Bingley, United Kingdom, 10 August 2017 – [Emerald Publishing](#) has become one of the first academic publishers to release checklists detailing what it is doing to make the content it publishes easier to find.

The [NISO Open Discovery Initiative \(ODI\)](#) checklist helps publishers convey, in a standard format, exactly what they are doing to increase the discoverability of their content.

Emerald has also recently published checklists detailing what it does for each of its three main products: Books, Journals and e-Studies.

These checklists include information about Abstracting and indexing (A&I), social media and metadata. Emerald is also working on a fourth checklist, covering its discovery-related activities for Open Access (OA) content, which it plans to release shortly.

Mike Roberts, Content Discovery Manager at Emerald Publishing, said: "We're glad to be one of the first publishers to have signed up to the ODI checklist, in line with our commitment to working with partners to increase the discoverability of our content and continually improving the experience of authors, readers and librarians when interacting with us and our content."

The checklists can be found here: http://www.emeraldgrouppublishing.com/support/discovery_resources.htm

- ENDS -

About Emerald Publishing: www.emeraldpublishing.com

Nurturing fresh thinking that makes an impact

Emerald Publishing was founded in 1967 to champion new ideas that would advance the research and practice of business and management. Today, we continue to nurture fresh thinking in applied fields where we feel we can make a real difference, not only in business but also in society, including health and social care, education and engineering. We publish over 300 journals, more than 2,500 books and over 100 case studies, via our dedicated research platform emeraldinsight.com.

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Emerald news

New Emerald partner database in EBSCO Discovery Service™

With the launch of the EDS Emerald Insight partner database, Emerald content discovery will be enhanced for mutual customers of Emerald and EBSCO Information Services

Bingley, United Kingdom 12 April 2017 - [Emerald Publishing](#) is pleased to have partnered with [EBSCO Information Services](#) (EBSCO) on developing the new database, EDS Emerald Insight which will enhance the discovery of Emerald content within *EBSCO Discovery Service™* (EDS).

Thanks to the newly launched partner database, mutual subscribers of Emerald content and EDS will now be able to easily discover, limit to and link out to their subscribed Emerald content. EDS Emerald Insight will provide enhanced metadata and direct linking to [emeraldinsight.com](#), Emerald Publishing's research platform offering access to over 300 journals, more than 2,500 books and over 1,500 case studies.

The database will provide greater visibility into the content's source via the result list and Content Provider facet and, via *EBSCOadmin™*, via the Databases list.

Shariq Mumtaz, Managing Director - Global Sales at Emerald Publishing, said: "This is a great enhancement for our customers who access Emerald content via EDS.

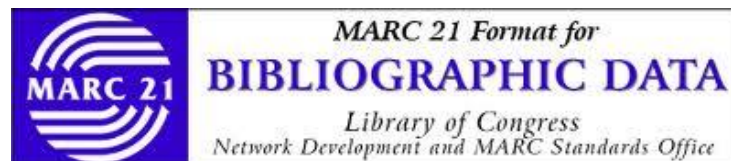
"Emerald is committed to working with EBSCO to ensure our mutual customers and users worldwide are able to maximize their research and discovery experiences."

EBSCO Information Services Director of Licensing Operations, Thomas Smith, said the partnership between EBSCO and Emerald significantly enhances the research experience for mutual customers: "EBSCO is committed to help libraries find and access the highest-quality content for the best-possible research experience.

"Our partnership with Emerald is a great example of this commitment. By working together, we are able to expand the reach of Emerald's scholarly content and deliver it more effectively."

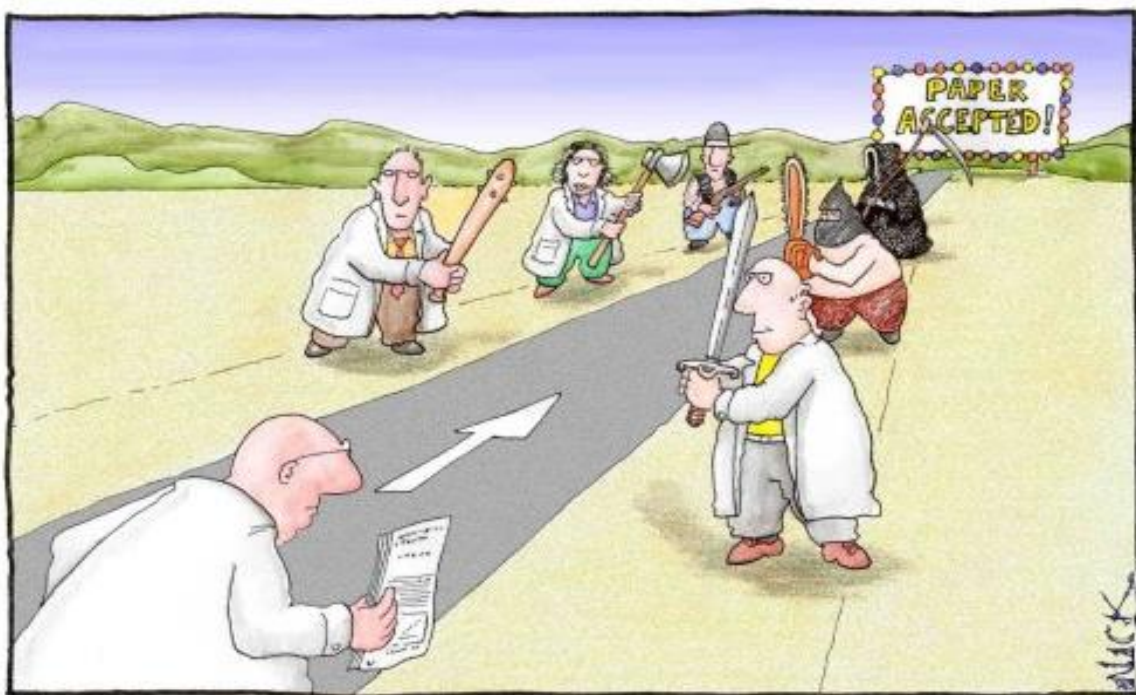
EBSCO Discovery Service, the world's most-used research discovery tool, creates a unified, customized index of an institution's information resources, and an easy, yet powerful means of accessing all of that content from a single search

Standardy a spolupráce



eduserv athens

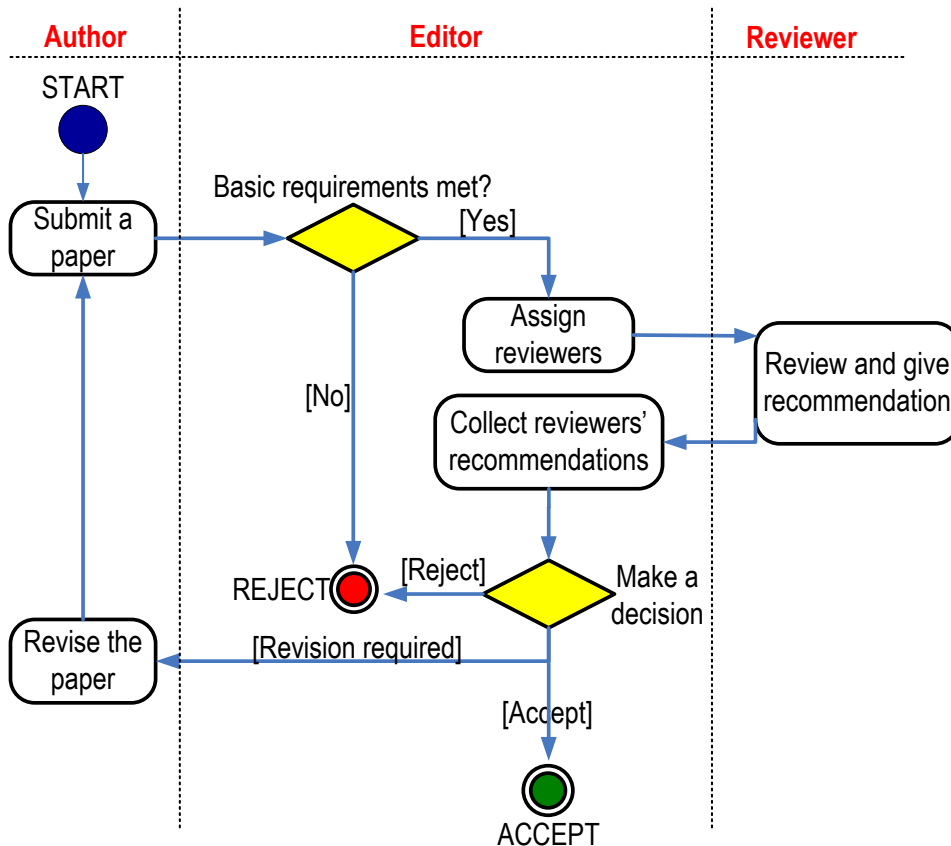




Most scientists regarded the new streamlined peer-review process as 'quite an improvement.'

Průvodce publikováním

Publikační proces



Editor se seznámí s textem a určí, jestli je vhodný do daného časopisu (přibl. 1 týden)

Editor určí vhodné recenzenty (přibl. 1 týden)

Recenzenti mají přibližně 6-8 týdnů na dokončení revize

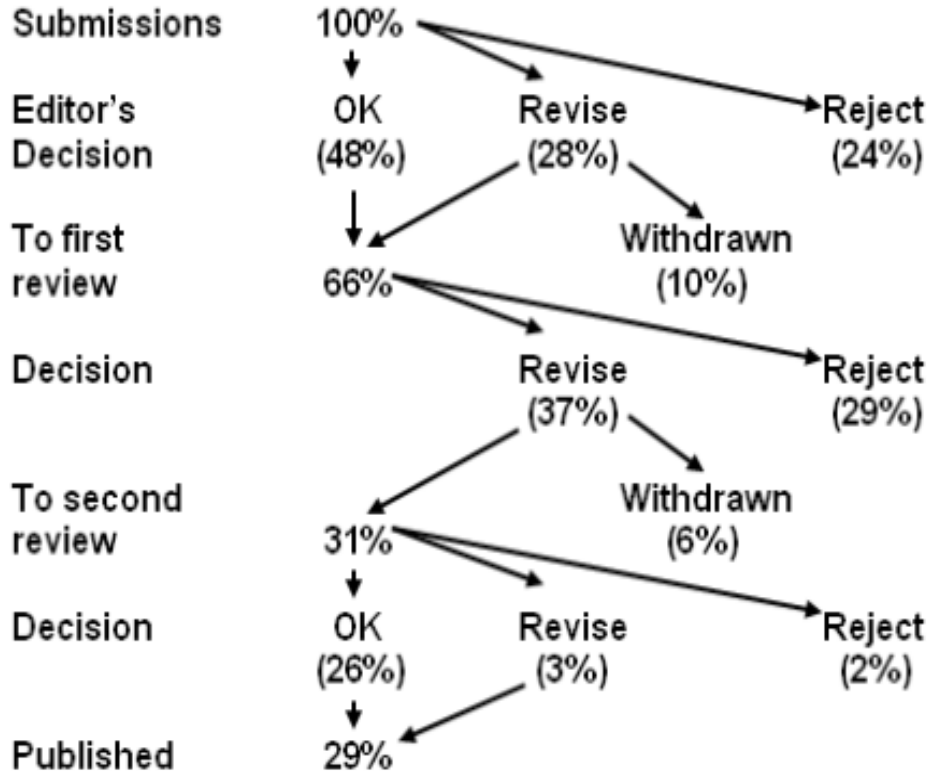
Editor rozhodne o přijetí článku na základě hodnocení recenzentů a jejich doporučení (přibl. 2týdny)

Očekávaná doba od podání k revizi článku je: 3-3.5 měsíce

Proč to tak dlouho trvá? Mnoho faktorů:

- množství článků v závislosti na časopisu
- vhodný recenzent a jeho/jejich pracovní vytížení
- Pokud recenzent do 2 týdnů neodpoví, tak editor hledá jiného nebo pokud nevrátí dokončenou revizi, editor opět hledá jiného
- Interní cíl Emerald je 166 dní od podání do přijetí, <35 dní od přijetí k vlastnímu publikování (může se lišit v závislosti na časopisu a oblasti výzkumu)

Jak přežít recenzní proces?



n = 86

Nevzdávejte to. Každý byl někdy odmítnut

Ptejte se a poslouchejte. Většina editorů vám poskytne zpětnou vazbu k důvodu zamítnutí vašeho článku

Pokuste se opravit a znovu poslat do jiného časopisu.

Don't be in the 16% who gave up

Co tedy editoři a recenzenti hledají ...

- ▶ **Originalitu** – nové řešení, zpracování výsledků?
- ▶ **Relevantnost** k dané oblasti a rozšíření daných poznatků
- ▶ **Postavení Vaší práce** – přispívá k existující teorii, dává novou perspektivu?
- ▶ **Metodologie výzkumu** – platné a objektivní závěry?
- ▶ **Srozumitelnost, struktura a kvalita psaní** – komunikuje Vaše práce dobře? Logická posloupnost argumentů.
- ▶ **Teoretické a praktické uplatnění**
- ▶ **Aktuálnost a relevance zdrojů/citací**
- ▶ **Mezinárodnost / globální zájem**
- ▶ **Dobrý nadpis, klíčová slova a dobře napsaný abstrakt**



Miřte na cíl!

"Many papers are desk rejected because they simply don't fulfil journal requirements. They don't even go into the review process."

- ▶ Najděte si několik možných časopisů, ale buďte **realističtí**
 - ▶ **Existuje daný časopis, predátorské časopisy (viz <https://beallslit.weebly.com/>)**
- ▶ **Pokyny pro autory:** rozsah & typ publikace, počet slov, styl citací, atd.
- ▶ Zjistěte si, **komu** poslat Vaši práci (např. Scholar One, editor, regionální editor, subject area editor) ...
- ▶ ... a **jak** poslat Vaši práci (email, tištěná kopie, online podání)
- ▶ Pošlete **shrnutí** nebo **abstrakt** editorovi: jestli je to vhodné? Jak to pozměnit, aby to bylo vhodné?
- ▶ **Přečtěte si alespoň jedno číslo daného časopisu**



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2016 Impact Factor: 1.610*
5-year Impact Factor (2016): 2.061*



CiteScore 2016: 1.79
CiteScoreTracker 2017: 2.07 (Updated Monthly)

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Editorial objectives

- To provide a platform for new thinking on (new) problems and techniques of logistics and supply chain management.
- To facilitate the interchange of information about logistics and supply chain management among business managers and researchers on a world-wide basis.
- To provide executives and teachers with reports of current developments in the field of logistics and supply chain management.

Researchers and practitioners are invited to submit manuscripts that advance the science and practice of logistics and supply chain management. While articles in any area of logistics or supply chain management are welcomed, the journal is especially interested in those dealing with managerial applications of theory and techniques. Articles which provide new knowledge and guidelines for framing, interpreting or implementing the logistics process in the supply chain are of particular interest. This implies that the journal is particularly interested in empirical research including a special preference for qualitative research. All articles are anonymously reviewed for publication by referees who look for original ideas that are clearly pre-sented as a contribution to scientific knowledge.



Professor Britta Gammelgaard introduces the journal

Struktura článku



Title

- ▶ **Krátký výstižný nadpis** - né obecné fráze typu:
Study on...; Action of...
- ▶ Okolo **8 "hlavních"** krátkých a informativních slov
- ▶ Nezapomeňte, že většina lidí vyhledává právě pouze pomocí abstraktu, klíčových slov a názvu článku. Pak teprve se rozhodnou, jestli stáhnou plný text



Title

Original Title	Revised	Remarks
Preliminary observations on the effect of Zn element on anticorrosion of zinc plating layer	Effect of Zn on anticorrosion of zinc plating layer	Long title distracts readers. Remove all redundancies such as “observations on”, “the nature of”, etc.
Action of antibiotics on bacteria	Inhibition of growth of mycobacterium tuberculosis by streptomycin	Titles should be specific. Think to yourself: “How would I search for this piece of information?” when you design the title.
Fabrication of carbon/CdS coaxial nanofibers displaying optical and electrical properties via electrospinning carbon	Electrospinning of carbon/CdS coaxial nanofibers with optical and electrical properties	“English needs help. The title is nonsense. All materials have properties of all varieties. You could examine my hair for its electrical and optical properties! You MUST be specific. I haven’t read the paper but I suspect there is something special about these properties, otherwise why would you be reporting them?” – the Editor-in-Chief



Key words

- ▶ Relevantní a známá – ne zvláštní novotvary, nebo všeobecné pojmy jako jsou: “drug delivery”, “mouse”, “disease”
- ▶ Sledujete instrukce o obsahu a délce
- ▶ **Tipy:**
 - Co byste hledali vy?
 - Jaké výsledky dostanete, když bude vyhledávat pomocí vámi vybraných klíčových slov?
 - Jaká klíčová slova mají články, které citujete?
 - Opakujte se – znovu použijte daná slova v abstraktu a názvu pro zviditelnění vaší práce.



Abstract

Strukturovaný abstrakt

- ▶ v 250 slovech
- ▶ **Purpose** – záměr
- ▶ **Design** – Metodologie
- ▶ **Findings**– Diskuze/výsledky
- ▶ **Research limitations/ Implications)**- vyloučení/příští kroky
- ▶ **Practical implications** tzv. „ a co jako“
- ▶ **Social implications**– dopad na společnost/politiku
- ▶ **Originality/value** – Kdo z toho bude benefitovat a co je na tom nového

<http://emeraldgroupublishing.com/authors/guides/write/abstracts.htm>



Příklad

- ▶ SMEs have historically played an important role in contributing to economic development of many countries around the world. Naturally all businesses start as small businesses or even start out of small businesses initiated by individuals. Evidence from this study shows that SMEs represent vast portion of businesses in developing countries including South Africa. In South Africa, SMEs account for about 91% of the formal business entities, contributing to about 51 and 57% of GDP, providing almost 60% of employment. The main challenges affecting SMEs in South Africa include lack of management skills, finance, access to bank credit, access to markets, appropriate technology, low production capacity, recognition by big companies, lack of interest, long bureaucracy processes, and support for the roles that small businesses can play in economic development. This study re-assesses the role of SMEs in creating jobs, boost, enhance and support economic development in South Africa
- ▶ **“I started to review this but could not get much past the abstract.” (EB 2010)**
- ▶ **“The abstract and results read much like a laundry list.” (EB 2010)**



Tipy pro publikování

Introduction:

- ▶ Vysvětlete význam specifických termínů a zkratk
- ▶ Pište v přítomném čase - popisování aktuální situace v oblasti řešeného výzkumu.
- ▶ Pokud jste již dříve publikovali abstrakt nebo předběžnou zprávu o výsledcích výzkumu, zmiňte se o tom v úvodu s příslušným bibliografickým odkazem.

Literature Review

- ▶ Používejte relevantní reference - všeobecně je to ten (ne nikdo další) kdo přinesl důležitou informaci (tzv. SIC significant intellectual contribution)

Vyhněte se:

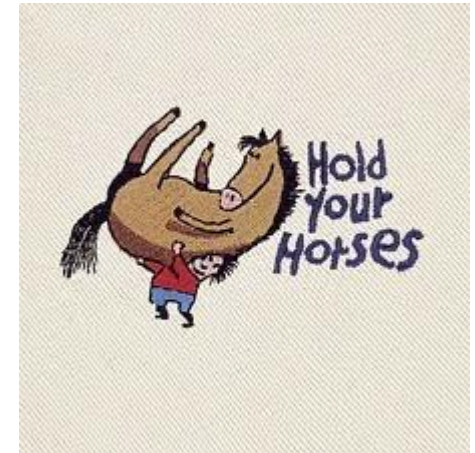
- ▶ Long time experiences have pointed out that..... (SELF REFERENCE)
nebo: According to authors' experience



Tipy co ano a co ne...

Vyhněte se frázím jako jsou:

- ▶ Fit as a butcher's dog
- ▶ Speak of the Devil
- ▶ Have a lie in
- ▶ Hold your horses
- ▶ He has a chip on his shoulder



Pokud to není nezbytné

www.phrasebank.manchester.ac.uk (zdroj často používaných obrátů v akademických publikacích)

Tipy

- ▶ <http://www.uv.uio.no/english/research/groups/lea/resources/academicwriting.pdf>
- ▶ Pište přímo k věci a krátce – vypadá to mnohem profesionálněji
- ▶ Jedna myšlenka či informace v jedné větě – vyhněte se dlouhým souvětím, kde je mnoho informací.
- ▶ Konstrukce anglické věty!



Etika publikování

- ✗ **Neposílejte článek do více než jednoho časopisu.**
- ✗ Vyhnete se plagiování vlastní práce. (**self-plagiarism**)
- ✓ **Souhlas s publikováním** rozhovoru/případové studie.
- ✓ Získejte souhlas od všech autorů.
- ✓ Oznamte střed zájmu. (**conflict of interest**)

COPYRIGHT => Jako autor musíte získat písemný souhlas od majitele autorských práv, že můžete použít obsah nebo text, který jste sami nevytvořili.

Vyjímka - STM Association zahrnuje Emerald.

<http://emeraldgrouppublishing.com/authors/writing/permissions.htm>

Permissions checklist & Permissions request form



Etika publikování

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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 parts of his PhD thesis

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Germany's Baron without a title

Plagiarism row minister drops PhD

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Hungarian president resigns over doctorate plagiarism scandal

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

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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.

Závěrečná kontrola

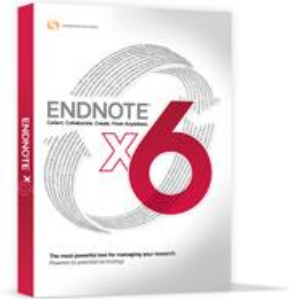
Správný formát citací

Příklad

- ▶ Harvard
 - ▶ <http://emeraldgroupublishing.com/authors/guides/te/harvard.htm>
- ▶ APA

Korekce pravopisu

- ▶ Použijte, ale nespolehejte se na něj
- ▶ Nechte někoho další zkontrolovat vaši práci



How to... write more simply

Reviewers of academic papers often point out that the language is unnecessarily obscure and obtuse. The reviewer or editor feels there is a good point in there somewhere, but it is not easy for the reader to find. In contrast, good English is economical and spares redundant words. In *Lost for Words: The Use and Abuse of the English Language*, John Humphrys describes the qualities of good English: "... clear, simple, plain and unambiguous ... free of jargon, although there will be exceptions. It should be easy to read and listen to rather than a chore. At the very least it should not make our tongues fur up". This guide provides suggestions on how you can make sure your style is as clear as possible.



How to... prepare papers if English is not your first language

Preparing and writing an academic article for publication in an English language journal is a daunting experience for anyone, but particularly so if your first language is not English. This guide gives you some support with preparing articles in a non-native tongue. It is not possible to give specific advice about English, because teaching English as a foreign language is a highly specialized area requiring a great deal of skill. However, we will provide general advice on writing articles and list some useful resources including editing services.



How to... proofread your work

As far as writing an article for publication is concerned, we are talking about authors proofreading **before** it goes to production. In many ways, it is more like copy-editing, which is about close attention to the detail of the script, reading at sentence level to make sure there is nothing that can detract from accuracy and clarity, be it errors of grammar, inconsistency, spelling, or punctuation. "If a paper is not carefully checked, then it looks not just sloppy, but as though the author does not care. So why should anyone else?" (John Peters, former Emerald CEO and editor of *Management Decision*).

Závěrečná kontrola!!!!

Complaint from an editor: “[This] paper fell well below my threshold. I refuse to spend time trying to understand what the author is trying to say. Besides, I really want to send a message that they can't submit garbage to us and expect us to fix it. My rule of thumb is that if there are more than 6 grammatical errors in the abstract, then I don't waste my time carefully reading the rest.”



Revize článku

- ▶ **Žádost o revizi je dobrá zpráva!** Jste v publikačním procesu. Skoro každý článek je opravován, alespoň jednou.
- ▶ **Nepanikařte!** Připomínky nejsou míněny osobně.
- ▶ **Potvrďte žádost o revizi editorovi, určete si uzávěrku a dodržte ji!**
- ▶ **Ujasněte se, že rozumíte připomínkám** – ‘This is what I understand the comments to mean...’
- ▶ **Přiložte průvodní dopis,** který prokazujek, jak jste práci přepracovali dle požadavků o revizi a pokud jste tak neučinili, tak proč.



Pokud je Váš článek zamítnut ...

- ▶ **Zeptejte se proč a pečlivě poslouchejte!**
Většina editorů Vám poskytne detailní připomínky o zamítnutém článku.
- ▶ **Zkuste to znovu!** Pokuste se vylepšit svoji práci a poslat ji jinam. Miřte svým článkem co nejlíže, jak jen to je možné.
- ▶ **Článek se nehodí** (‘proč to bylo posíláno do tohoto časopisu’?)
Porozuměli jste „konverzaci časopisu“?
- ▶ **Problém s kvalitou** - Čitelnost? Dostatečné přispění? Použitelnost v reálném životě nebo dalším výzkumu? Rigoróznost? Délka?
- ▶ **Vývoj teorie je slabý** - Prosazování teorie, nebo opětovné vynalézání existující teorie. Metodologie není věrohodná, testy nevylučují alternativní hypotézy.
- ▶ **„A co jako“ faktor?**



Podpora autorům

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Emerald a Open Access



Emerald a politika Open Access

Emerald Green OA

- ▶ Emerald je tzv. 'RoMEO Green' publisher (platí pro všechny tituly) – autoři mohou dobrovolně uložit svůj článek do **vlastního** repozitáře, příp. repozitáře své mateřské univerzity nebo využít k výuce. Příspěvek musí být uveden ve formátu pre-printu nebo post-printu s řádnou referencí na Emerald

Emerald Gold OA (hybridní model)

- ▶ publikování článků v tzv. Gold OA – autor je pověřen publikovat ve věrohodném vydavatelství a vytvořením tzv. "Version of Record"



Emerald a politika Open Access

Emerald Platinum OA

- ▶ Emerald má ve svém portfoliu titul čistě ve formě Open Access
 - ▶ International Journal of Climate Change
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