

# Emerald Education Training

Presented by: Julie Lin  
Account Executive Management  
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# What we wish to achieve by the end of this workshop?

- ▶ About Emerald
- ▶ Getting started
- ▶ The path to become a modern researcher
- ▶ Structuring your paper
- ▶ Useful Tools
- ▶ Dissemination and promotion
- ▶ Summary and resources



# Founded by academics, for academics

- ▶ **Founded in 1967, West Yorkshire, United Kingdom by academics for academics.**
- ▶ **Over 310 employees**
- ▶ **More than 300 journals and 230 book series**
- ▶ **Dr Keith Howard OBE\*, Phd (Bradford), LLD\*\* (Hon)(Leeds), MSc (Leeds), BSc (Hons) (Leeds)**



# Emerald Publishing: 50 Years of Heritage



## Clarivate Analytics:



Emerald received its **best ever Impact Factor results** in 2016 with overall citations up **41%**. **70** titles indexed with **92%** of Emerald's Impact Factor journals seeing an **increase** in number of citations.



## Scopus:



Over **57%** of journals have **increased** their CiteScore for 2016. **89%** of Emerald journals are indexed by **Scopus**.



## ABDC:



**197** titles, with **10%** of titles ranked in the **top A or A\*** quality category.



## CABS:



**111** titles ranked, an increase of **10%** since 2010.

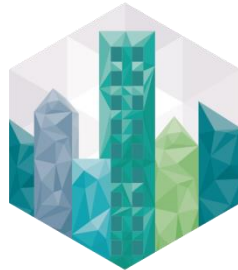


# Emerald Publications – eJournals

## Emerald Management eJournals Database



Public Policy & Environmental Management



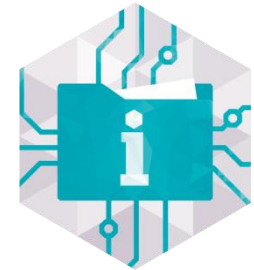
Property Management & Built Environment



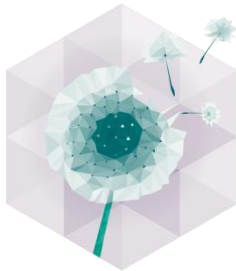
Accounting, Finance & Economics



Business, Management & Strategy



Information & Knowledge Management



Marketing



Tourism & Hospitality



HR, Learning & Organizational Studies



Operations, Logistics & Quality

# Emerald Publications – eJournals

## Emerald Specialist Collections



Education



Engineering



Health &  
Social Care



Library  
Studies



**NEW**

Sociology



**NEW**

Transport

# Emerald Publications – eBooks

Business, Management & Economics | Social Sciences



# Emerald Publications – Case Studies

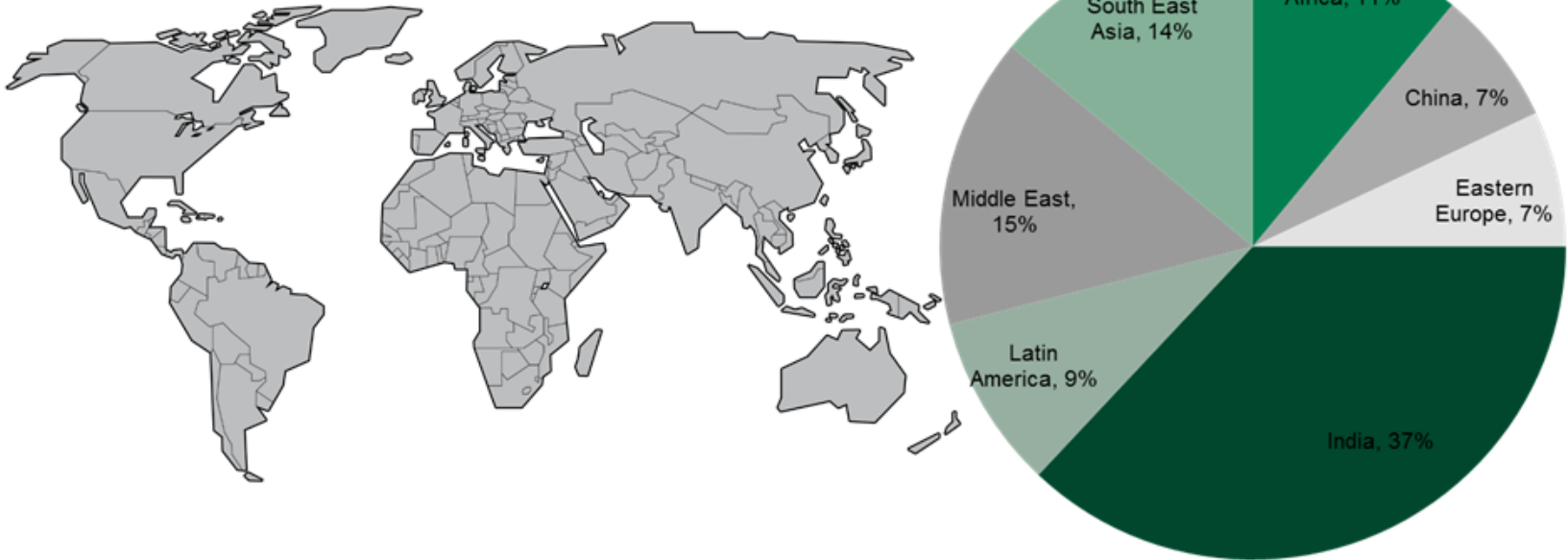
## Emerging Markets Case Studies



# Emerald Publications – Case Studies

## Emerging Markets

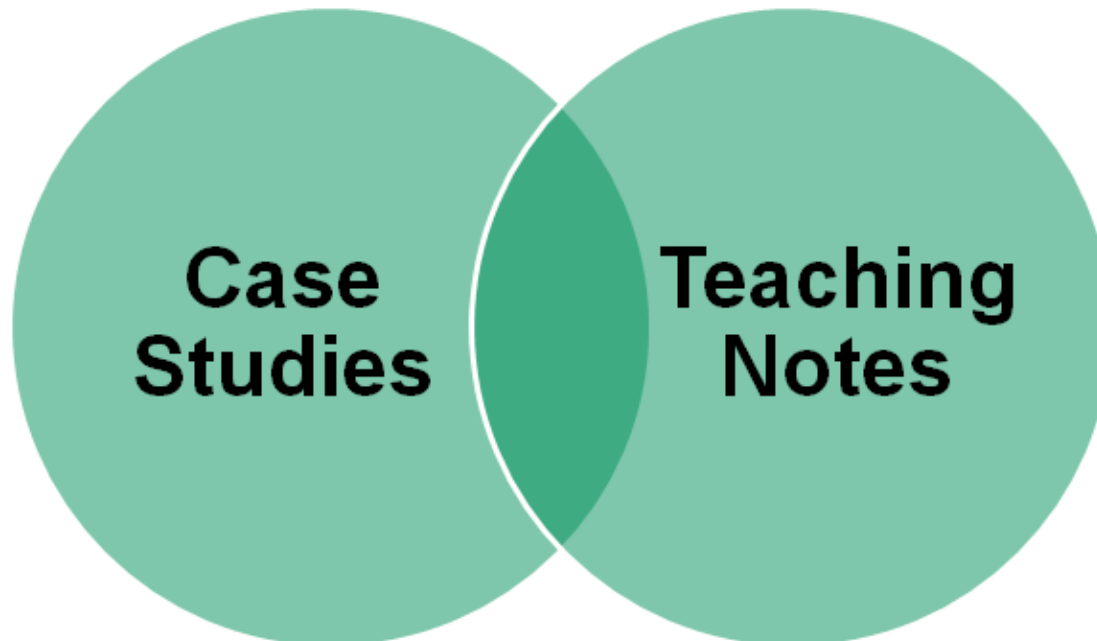
EEMCS addresses the increasing demand from business educators and practitioners for quality-controlled teaching cases focusing on emerging markets. This growing collection of over **430 case studies** also benefits from regular updates throughout the year with emphasis on the following regions:



# Emerald Publications – Case Studies

## Emerging Markets

- ❑ Heavy focus on Strategy, Entrepreneurship, and Marketing
- ❑ Case studies are great for the corporate market as well as academia as they provide examples of real-world scenarios
- ❑ All cases come with accompanying teaching notes





# Developing a Publication Strategy

# To start, a topic...

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



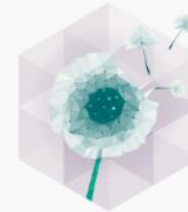
HR, Learning & Organization Studies



Information & Knowledge Management



Library Studies



Marketing



Operations, Logistics & Quality

# Topic Selection

- ▶ Pick a big theme first
- ▶ Then a sub-field
- ▶ Make it smaller
  - ▶ Time
  - ▶ Place
  - ▶ Event
  - ▶ Group of people
- ▶ Identify the main
  - ▶ Issue
  - ▶ Problem

- Accounting, Finance & Economics
  - + Accounting/accountancy
  - + Agricultural/environmental economics
  - Auditing
  - + Development economics
  - + Economic history & thought
  - + Financial investment/markets
  - + Financial management/structure
  - Financial reporting
  - + Financial risk/company failure
  - + International economics
  - + Labour economics
  - + Macroeconomics
  - + Management accounting/corporate finance
  - + Mathematical/quantitative economics
  - Microeconomics
  - + Public finance/economics
  - Social & environmental accounting
  - + Social economics
- + Business, Management & Strategy
- Economics
- + Education
- + Engineering
- + Health & Social Care
- + HR, Learning & Organization Studies
- + Information & Knowledge Management



# Topic Development

## ▶ Think About These

- ▶ Research Question
- ▶ Theory
- ▶ Methodology

## Paper Types

- ▶ Research paper
- ▶ Viewpoint
- ▶ Technical paper
- ▶ Conceptual paper
- ▶ Case study
- ▶ Literature review
- ▶ General review



# How to Structure your Paper

- ▶ Abstract
- ▶ Introduction
- ▶ Literature Review
- ▶ Theory
- ▶ Methodology
- ▶ Main Body
- ▶ (Result)
- ▶ Conclusion
- ▶ Reference



# Abstract

- ▶ Maximum 250 words
- ▶ Purpose
- ▶ Design/methodology/  
approach
- ▶ Findings
- ▶ Research limitations  
/implications
- ▶ Practical implications
- ▶ Social implications
- ▶ Originality/value



# Literature Review

- ▶ Purely descriptive
- ▶ Critical assessment of the literature



What has been said



Key writers



Prevailing theories and hypotheses



Questions being asked



Appropriate and useful methods and methodologies

# Literature Review

- ▶ 1. Define the problem
- ▶ 2. Search for relevant materials
- ▶ 3. Evaluate the materials
- ▶ 4. Analyse the findings



## DO

Look at the relationships between the views and draw out themes



## DON'T

Just write a list or quote authors without citing them

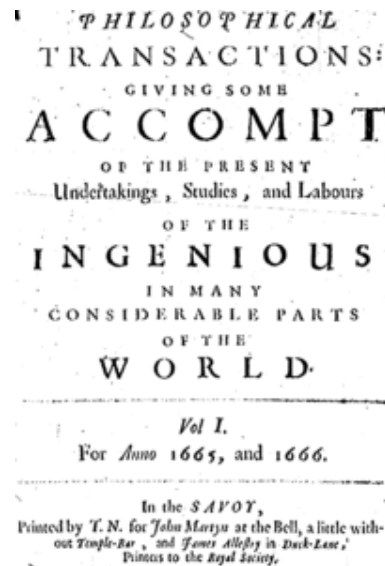




# Useful Tools



# Which conversation do you want to be a part of?



Develop a publication strategy – you may not get published in a top journal straight away.

# What other criteria are there?

Citations are good but they are not everything...

## Other important factors:

**Frequency of publication**

**Internationality**

**Likelihood of acceptance**

**Thematic match**



# Creating "Your Profile"

The screenshot shows the top navigation bar of the Emerald Insight website. On the left is the Emerald Insight logo. On the right are links for Log in, Register, Help, Cart, Mobile Pairing, and Admin. Below the logo are links for HOME, JOURNALS & BOOKS, and CASE STUDIES. On the right side of the header, there is a dropdown menu for "Resource areas:" currently set to "Emerald Resources". Below this is a search bar with a dropdown menu set to "Articles and Chapters" and a magnifying glass icon. To the right of the search bar is a link for "Advanced Search".

The screenshot shows the "Log in" form. It has a title "Log in" and two input fields: "Email or Username:" with the value "shino@emeraldinsight.com" and "Password:" with a masked password of 10 dots. There is a checkbox for "Remember me" which is unchecked. At the bottom of the form are two buttons: "Log in" and "Clear".

• After completing your registration form, click on Log in and enter your 'username' and 'Password' to access 'My Account'

- The ability to create favourites lists down to the article level
- The ability to customize email alerts to receive specific notifications about special offers and the topics you care most about.

[Register](#)

[Forgotten your password?](#)  
[Shibboleth](#)  
[OpenAthens](#)

## Using a token?

Please sign in or register for an account above, then visit your profile area to activate your token and gain access to content.



# “Your Profile” Features

The screenshot displays the Emerald Insight website interface. At the top right, a red box highlights the user profile information: "Welcome: Ms Shino Barnes" and "brought to you by Emerald Staff". Below this, navigation links include "Log out", "Help", "Cart", "Mobile Pairing", and "Admin". A dropdown menu for "Resource areas" is set to "Emerald Resources". The main navigation bar includes "HOME", "JOURNALS & BOOKS", and "CASE STUDIES". A search bar contains "Articles and Chapters" and a magnifying glass icon. Two green callout boxes provide instructions: "Once logged in, you will be able to see your name and institute name appear on the top right corner." and "Click on your name to access your 'My Account' features". Below the navigation is a grid of ten icons representing various academic disciplines: Accounting, Finance & Economics; Business, Management & Strategy; Education; Engineering; Health & Social Care; and others. The Emerald Publishing logo is visible in the bottom left corner.

emeraldinsight

HOME JOURNALS & BOOKS CASE STUDIES

Resource areas: Emerald Resources

Articles and Chapters

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- Click on your name to access your 'My Account' features

Accounting, Finance & Economics

Business, Management & Strategy

Education

Engineering

Health & Social Care

emerald PUBLISHING

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- Click on 'My Account' to view all features.

# My Account - Alert

Home / My Account

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- Manage your e-mail alerts from this tab e.g. Table of Content, Citation and subject alerts

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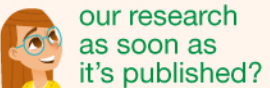
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You are not subscribed to any alerts.

• TOC alerts

# My Account – TOC Alert


HOME / BROWSE JOURNALS & BOOKS / INTERNATIONAL JOURNAL OF INFORMATION AND LEARNING TECHNOLOGY



## Academic and Library Computing

ISSN: 1055-4769  
Previously published as: Library Workstation Report  
Currently published as: Campus-Wide Information Systems  
Online from: 1991

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



This title is indexed in **Scopus**

• You can start e-mail alerts for the 'Table of Contents' to any journal by visiting its page on the website and clicking on 'ToC Alert'.

## Volume List

Issue(s) available: 17 - from Volume 8 Issue 4, to Volume 9 Issue 10

Icon key: ■ You have access ■ Partial access ■ Backfile ■ Earlycite ■ Abstract only

### Volume 9

- **B** Issue 10 1992
- **B** Issue 9 1992
- **B** Issue 8 1992
- **B** Issue 7 1992
- **B** Issue 6 1992
- **B** Issue 5 1992
- **B** Issue 4 1992
- **B** Issue 3 1992
- **B** Issue 2 1992

Students' dependence on smart phones :  
The influence of social needs, social influences and convenience

Mobile phone usage for m-learning:  
comparing heavy and light mobile phone users

Accommodating the newfound strategic importance of educational technologists within higher education : A critical literature review

Toward a learner-centered system for adult learning

Gender representations in children's media and their influence

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- Simply open any volume of a journal. Check the article box and click 'Track Citations'.

[← Previous Issue](#)

## Table Of Contents: Volume 29 Issue 8

Published: 2016, Start page: 1270

Special Issue: Operationalising ethnicity in accounting research

Editor(s): Rachel Francis Baskerville , Kerry Jacobs , Vashti Joannides de Lautour and Jeff Sissons

Icon key:  You have access to this item  Backfile  Earlycite  Abstract only

<input type="checkbox"/> Select all	<a href="#">Add to Marked List</a>	<a href="#">Track Citations</a>	<a href="#">Email to a Friend</a>	<a href="#">Send to Citation Mgr</a>
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
<b>Employing neo-Durkheimian institutional theory in cross-cultural accounting research</b>				
Philip Mark Linsley, Alexander Linsley, Matthias Beck, Simon Mollan (pp. 1270 - 1293)				
Keywords: Culture, Hofstede, Social relations, Cross-cultural, Cultural change, Mary Douglas				
Type: Research paper				
<a href="#">Abstract</a>   <a href="#">HTML</a>   <a href="#">PDF (322 KB)</a>   <a href="#">Reprints and Permissions</a>				
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<b>Budget processes in the Anglican Church of Melanesia: an emergent ethnic identity</b>				
Abraham Hauriasi, Karen Van-Peursem, Howard Davey (pp. 1294 - 1319)				
Keywords: Culture, Budgets, Ethnic identity, Anglican Church, Indigenous culture, Solomon Islands				
Type: Research paper				
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<b>Disempowerment and empowerment of accounting: an Indigenous accounting context</b>				
Luisa Lombardi (pp. 1320 - 1341)				
Keywords: Australia, Accounting, Indigenous, Empowering, Disempowering				
Type: Research paper				
<a href="#">Abstract</a>   <a href="#">HTML</a>   <a href="#">PDF (240 KB)</a>   <a href="#">Reprints and Permissions</a>				

The most popular articles from this title in the past 7 days:

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

Risk management: The reinvention of internal control and the changing role of internal audit

Corporate response to climate change: language, power and symbolic construction

Sustainability accounting and reporting: fad or trend?

What counts as "theory" in qualitative management and accounting research? Introducing five levels of theorizing

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## Available Newsletters

We have a selection of newsletters available on a range of subjects.

### Newsletters

#### Emerald Administrators' E-mail Update

This list is intended for users who have the responsibility for maintaining their institutions online access to the Emerald website. Members of this list can expect to be kept up to date with the latest news on developments and changes affecting the Emerald website.

#### Emerald MARC Record E-mail Update

Register to receive e-mail updates whenever the latest MARC records are available online.

#### Emerald News Update

Register to receive Emerald's email news service, keeping you up to date with the latest Emeraldpress releases, product updates, new launch/acquisition announcements and conference attendance.

#### Interest Area Updates

Also available are Information updates for the subject areas that are of interest to you. Updates will include latest product news, free access to selected journals, calls for papers, news of editorial board appointments, announcements of special issues and notice of Emerald's presence at forthcoming exhibitions and conferences.

Accounting and Finance

Built Environment

Business Ethics and Law

Civil Engineering

Computer Security

Computing

Economics

Education

Select

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- Select the newsletter or subject you wish to sign up for alerts and click submit at the end of the page.

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## Table Of Contents: Volume 34 Issue 4

Published: 2016, Start page: 553

Icon key:  You have access to this item  Backfile  Earlycite  Abstract only

Select all [Add to Marked List](#) [Track Citations](#) [Email to a Friend](#) [Send to Citation Mgr](#)

- Understanding users' continuance intention to use online library resources based on an extended expectation-confirmation model**  
Soohyung Joo , Namjoo Choi (pp. 554 - 571)  
Keywords: User studies, Academic libraries, User satisfaction, Library science, Information seeking behaviours  
Type: Research paper  
Abstract | HTML | PDF (222 KB) | Reprints and Permissions
- Usability evaluation with tasks characterized by the information search process: The China National Knowledge Infrastructure**  
Cuichang Ma , Shujin Cao , Tinghua Gu (pp. 572 - 587)  
Keywords: Evaluation, Digital libraries, Information seeking behaviours, Usability engineering  
Type: Research paper  
Abstract | HTML | PDF (389 KB) | Reprints and Permissions
- Investigating and implementing an extensible, adaptable game plan for digital initiatives at a large state university**  
Virginia A. Dressler (pp. 588 - 596)  
Keywords: Digital libraries, Digital repositories, Open source software, Systems design, Digital collections management, Digital workflow  
Type: Conceptual Paper  
Abstract | HTML | PDF (241 KB) | Reprints and Permissions

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information management behaviour of Kuwaiti engineers

The readiness of universities in managing electronic records : A study of three federal universities in Nigeria

Internet services in academic libraries : Impact on the use of printed resources and implications for libraries in Nigeria

Defining Web 3.0: opportunities and challenges

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- Are a few topics regular on your list of searches?
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# Polishing



# What makes a good paper?

1. **Originality** – what's **new** about subject, treatment or results?
2. **Relevance** to and extension of existing knowledge
3. Research **methodology** – are conclusions valid and objective?
4. **Clarity, structure and quality of writing** – does it communicate well?
5. Sound, logical progression of **argument**
6. **Theoretical and practical implications** (the 'so what?' factors)
7. Recency and relevance of **references**
8. **Internationality / Global focus**
9. **Adherence to the editorial scope and objectives** of the journal
10. A good title, keywords and a well written abstract



# An example...

“**Celebrity** endorsement,  
**brand credibility** and  
**brand equity**”

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# An example...

**Purpose**– This research aims to examine the impact of **celebrity** credibility on consumer-based equity of the endorsed **brand**. The mediating role of **brand** credibility and the moderating role of the type of **branding** (parent versus sub-brand) employed by the endorsed **brand** on the endorser credibility-**brand equity** relationship are also to be examined. The endorser **credibility-brand equity** relationship was developed using associative learning principles whereas the brand signalling theory is applied to examine the mediating role of brand credibility.

**Design/methodology/approach**– The conceptual framework was tested using a field experiment. Data were collected using a mall-intercept approach at a shopping centre from a sample of consumers in a metropolitan Australian city. The data were analysed using structural equation modelling.

**Findings**– Results suggest endorser credibility has an indirect impact on **brand equity** when this relationship is mediated by **brand credibility**. This mediating relationship was moderated by type of **branding**. However, the “endorser **credibility-brand credibility**” and “endorser **credibility-brand equity**” relationships did not vary according to the type of **branding** employed.

**Practical implications**– In support of past findings, the present study shows that a celebrity endorser should be one who is perceived as **credible** based on their attractiveness, expertise and trustworthiness. Moreover, in this research, even a moderately low credibility endorser proved to be able to build the **brand**.

**Originality/value**– The present study is one of the first to empirically examine and confirm the impact of endorser credibility on **brand credibility** and **consumer-based brand equity**.

**Keywords:** Celebrities, Product endorsement, Brands, Australia



Any questions?



