

Author Workshop: *A Guide to Getting Published*

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Objectives of the session



Demystify



...the publishing process

Provide



**...information
and recommendations**

Encourage



**...you to write, submit and get
published!**



What we will cover

Getting Started

The Editorial Process

Structuring your paper

Publishing Ethics

Promoting your work

Summary and useful resources



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Founded in 1967, Bradford, West Yorkshire
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Getting started

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Where do I start?

Are you working on a Doctoral or Master's thesis?

Do you have an opinion or observation on a subject?

Have you given a presentation or a conference paper?

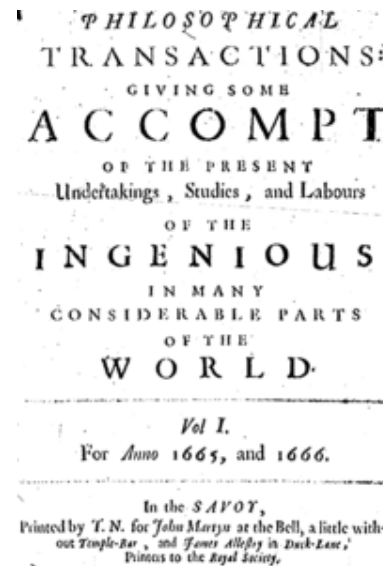
- If you answered ‘**yes**’ to one of those questions, you have the basis for a publishable paper



Co – Authorship... a possibility

- With colleagues or a supervisor
- **Cross-disciplinary** practice or research
 - Reads as **one voice**
 - Agree and clarify order of appearance of authors and the person taking on the role of corresponding author

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.

The Editorial Process

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The Editorial Process

AUTHOR → EDITOR → PUBLISHER → PRODUCTION → USERS

Produces high quality research

Editorial Advisory Board members

Link between the Editor and the Publishing Company

Proofreading

Preparation for online databases

Print and distribution

party

Research

Support editors
Build a first class journal

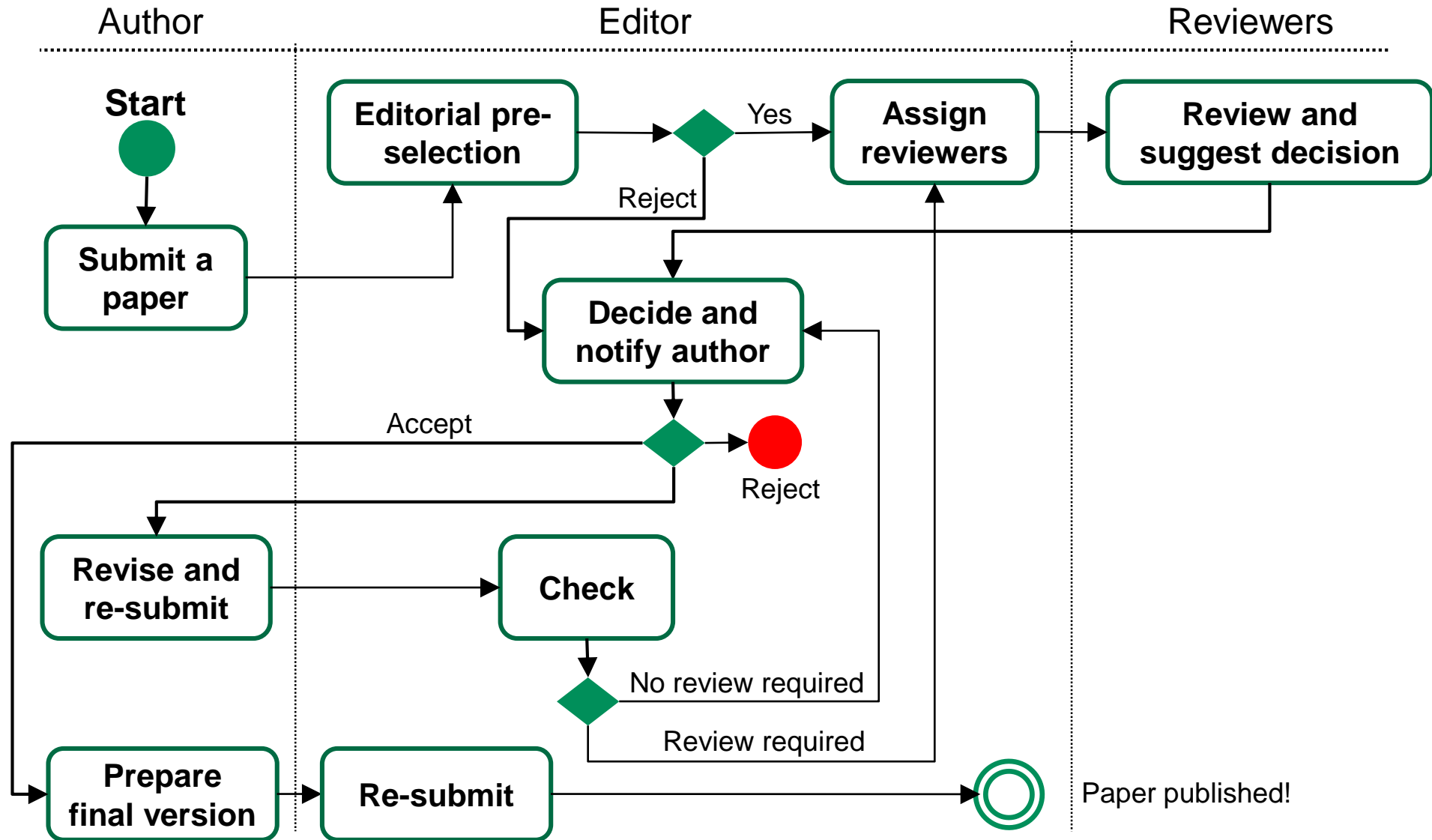
Marketing

Added

No cover

Link with Production (external)

The Editorial Process - Steps



Peer-review

- **Single Blind Review**
The names of the reviewers are hidden from the author.
- **Double Blind Review**
Both the reviewer and the author remain anonymous.
- **Open Review**
Reviewer and author are known to each other.

Peer-review



“Many papers are rejected simply because they don’t fulfil journal requirements. They don’t even go into the review process.”

A request for revision is good news!

You are now in the publishing cycle.

Nearly every published paper is revised at least once

Even if the comments are sharp or discouraging, they **aren’t** personal

Possible decisions



Accept

Reject

Revise (Minor/Major)

A request for revision is **GOOD NEWS!**
It is the heart and soul of the scholarly process.

How long does it take?

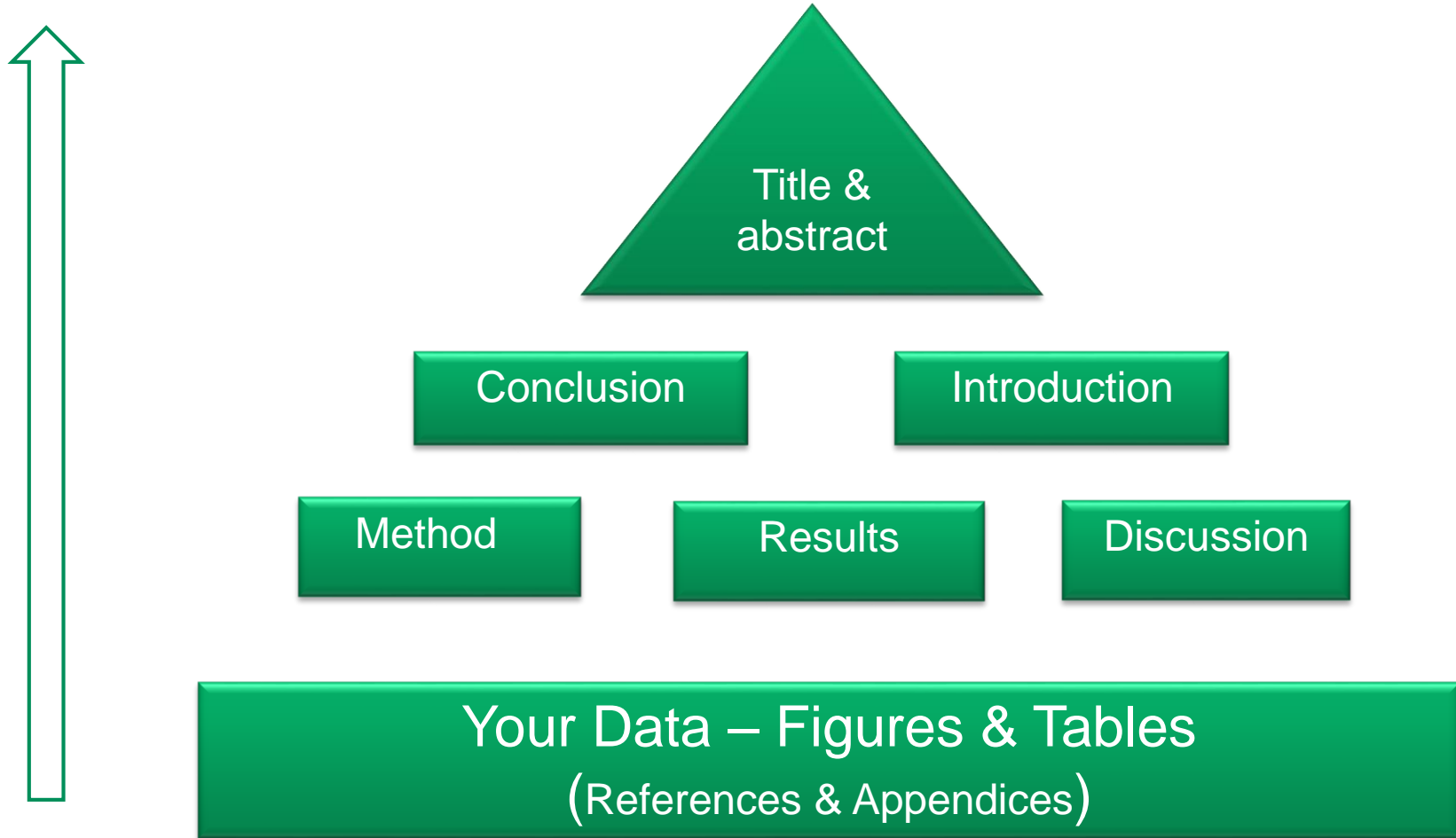


- The Editor does an initial read to determine if the subject matter and research approach is appropriate for the journal (1 week)
- The Editor contacts two reviewers (1 week)
- Reviewers usually have 6-8 weeks to complete their reviews
- The Editor assesses the reviewers' comments and recommendations and makes a decision (2 weeks)
- **'Ideal' time from submission to review feedback: 3-3.5 months**



Structuring your paper

The Pyramid



What makes a good paper?

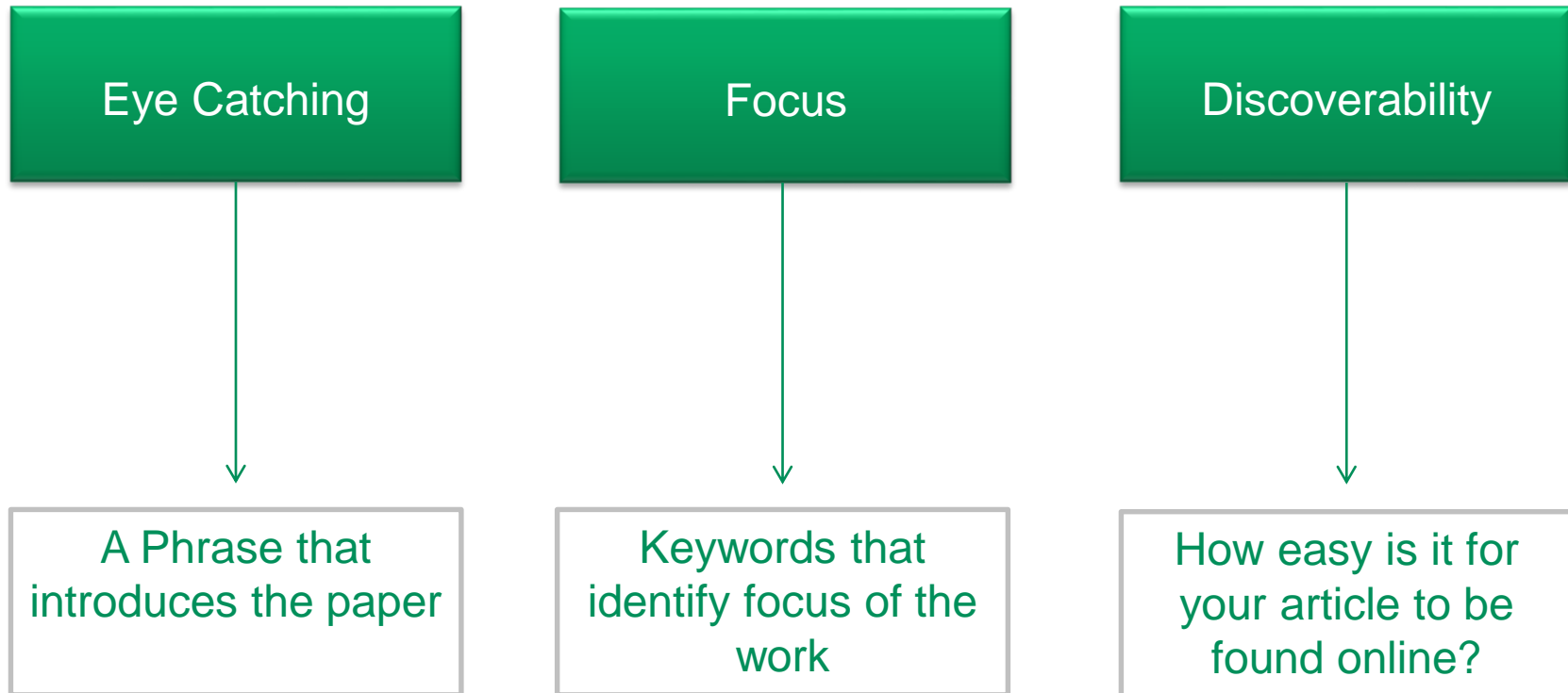


1. **Originality** – what's new about the subject?
2. **Relevance** to and extension of existing knowledge
3. Research **methodology** – are conclusions valid and objective?
4. **Clarity, structure and quality of writing** - does it communicate well?
5. Sound, logical progression of **argument**
6. **Theoretical and practical implications** – the 'so what?' factor
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

Titles: making your article discoverable



Be clear and concise



Your title needs to be memorable

Writing a Compelling Abstract

- The abstract at the start of your article is equally as important as the text in the article itself; **it is the sales pitch for why you should keep reading**. Be explicit about what a reader will gain or learn from the article and why it is new.
- Remember that competition is fierce! Academics are in competition with one another for the same readers, therefore it's no longer sufficient to just write an article and hope the work speaks for itself.
- Remember: the Editor's time is limited, make their life easier!
- Make sure you have fully proofread the abstract before submitting it as often online submission systems, such as ScholarOne Manuscripts, ask you to input the abstract into a free text field separately from your paper.

How to avoid...Desk Rejection

Identify

- The right journal/book

Follow

- Author Guidelines



Read

- 1 issue (at least!)

Write

- Email the Editorial team

Selecting the right journal...

Choosing the **right** Journal/Series to publish in is an **investment decision**.

A good choice can enhance the impact of your work
and your reputation

Consider the following



Readership
Content
Rankings
Internationality
Type of paper
Ease of acceptance


Author Guidelines



Journal of European Real Estate Research

ISSN: 1753-9269

Full text online

Content: Table of Contents | Latest Issue RSS 

Information: Journal information | Editorial Team | **Author Guidelines**

Other: Journal News (inc. calls for papers) | Sample articles | Events | Sponsored Links |

Recommend this journal

Search in this title:

Search

| C | O | P | E |

This title
is indexed
in **Scopus**

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- Complete all fields and browse to upload your article
- When all required sections are completed, preview your .pdf proof
- Submit your manuscript

Review process

Each paper is reviewed by the editor and, if it is judged suitable for this publication, it is then sent to at least two independent referees for double blind peer review.

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Quick index

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10. Frequently asked questions

Manuscript requirements

- Format
- Article length
- Article title
- Author details
- Biographies and acknowledgements
- Research Funding
- Structured abstract
- Keywords
- Article classification
- Headings
- Notes/Endnotes
- Figures
- Tables
- References

Proofreading..

What you check for before submission:



- Incorrect grammar, spelling and punctuation
- Flow, transition or sense problems
- Unintended typographical errors
- Accuracy of any mathematical or statistical content
- Incomplete or inaccurate references
- Ensure consistency over your manuscript

Avoid: Generalisations, Idioms and Analogies



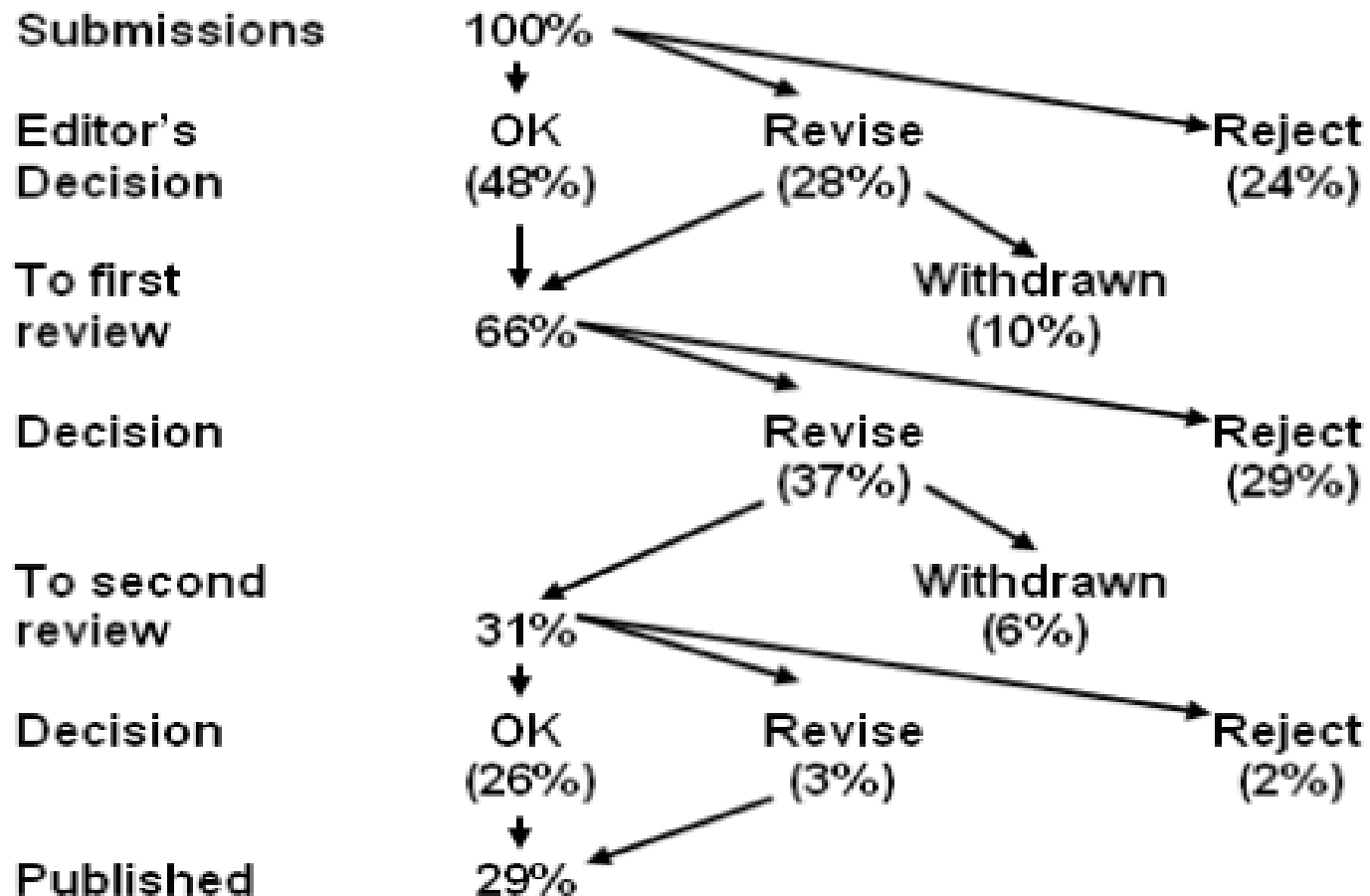
As a rule, for the most part, generally, in general, potentially, normally, on the whole, in most cases, usually, the vast majority of...

(Avoid unless you can qualify them in some way)

- ~~Speak of the Devil~~
 - ~~Have a lie in~~
 - ~~Hold your horses~~
- ~~He has a chip on his shoulder~~

www.phrasebank.manchester.ac.uk

Don't give up...



$n = 86$

Publishing Ethics

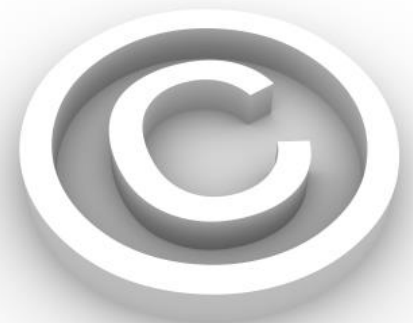
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citations and impact
of your research

Abstracts – a way to promote

Abstract:	<p>Purpose – Information and communication technology (ICT) is a key enabler for new product- and process-oriented services. The purpose of this paper is to investigate how ICT can enable service differentiation and, in doing so, act as a catalyst for a service business orientation.</p> <p>Design/methodology/approach – The paper is based on a qualitative, multi-case research design with eight multinational goods manufacturers.</p> <p>Findings – The paper identifies two distinct types of service-oriented differentiation: services in support of the product (SSP) and services in support of the client's actions (SSC). The study finds that SSC have the largest positive impact on firms' service business orientation.</p> <p>Research limitations/implications – Western firms in a limited sample of industries are studied. Furthermore, the service business orientation construct does not include any measurements of service profitability or impact on overall competitive advantage.</p> <p>Practical implications – To various extents, successful firms are likely to pursue both SSP and SSC differentiation traits through ICT. The two options are interdependent and the framework presented helps managers to understand both key specificities and their interrelatedness.</p> <p>Originality/value – The study contributes to theory on service strategies by specifically focusing on the enabling role of ICT for new services and its effects on each of the three dimensions of the service business orientation construct.</p>
Keywords:	Industrial services, Information technology, Communication technologies, Management strategy, Service business orientation, Service orientation, Differentiation, Servitization
Type:	Research paper
Publisher:	Emerald Group Publishing Limited

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To conclude...



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Thank you!

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