

Our Publishing Policy and Philosophy

Emerald's publishing policy makes us different and unique amongst scholarly publishers. It is based on eight core principles, all of which inter-relate to form our distinctive philosophy:

1. Internationality

Our policy: "International" means that we draw from researchers in almost every country in the world. We encourage international representation of our contributors to our journals and books. We also set targets for themed journal issues that take a specific international perspective on a subject, topic or industry. This is because we operate in a transnational world of scholarly ideas and we believe that encouraging authors from all parts of the world creates a richer and more valuable ecology of knowledge and scholarship that will benefit all our constituents.

In 2008, 7,986 journal papers from 115 different countries were published.

2. Diversity

Our policy: "Diversity" means that we seek – and actively encourage – excellence, wherever it originates. We ask some editors to take a section within a journal to cover practitioner-authored papers, or new researchers' papers, or to specifically encourage such papers. We set targets, and ask for (and measure) special issues on interdisciplinary approaches, or new/emergent themes. We do so because this gives us better, stronger and more vibrant journals, and a clear leadership position in our industry to help us to be the "publisher of choice" for our target authors, end users and customers.

We publish books on new and emerging themes, and have diversified into new subject areas to broaden our publishing programme. Publishing books has also provided another channel for authors who may not have published with Emerald previously, which means that our readers benefit from a variety of thought leaders.

In the past year we published more than 42 themed issues dealing with interdisciplinary approaches to a subject or industry.

We encourage themed issues on leading edge and innovative research topics, and in the past 12 months published 35 such issues in our journals.

3. Supporting scholarly research

Our policy: Emerald seeks to make the process of getting research to publication more transparent by providing help and advice on the process via our online contributor community portal, the Literati Network. We are implementing an online submission and review system across the journal portfolio that allows authors to track their papers through the process. We provide a service to authors whose first language is not English. In addition, we have begun publishing in Chinese. We do so in order to help remove barriers to publication and to reinforce our policy of diversity and internationality for customers, end users and authors.

We give papers at conferences which address scholarly publishing themes, and provide author workshops for researchers who wish to learn more about how to be published. Emerald Earlycite is a new online pre-publication service provided free of charge to allow quicker access to peer-reviewed research. Articles can be referenced, enabling research to be read and cited earlier than traditional publishing.

Emerald offers ongoing support to the research community with its annual research fund award programme.

Through a partnership with the European Foundation for Management Development (EFMD), Emerald also runs the annual Emerald/EFMD Outstanding Doctoral Research Awards – awarding at least ten cash prizes in ten research categories for the improvement of management research.

4. Committed to publishing research you can use

Our policy: Committed to "research you can use" means that we ask authors, Editors and review board members to consider application, and beneficial implication, of theory for practice. This reflects the need of our suppliers and consumers – the applied researcher, the reflective practitioner, students and faculty. Our strongly-held philosophy is that research should be both rigorous



and relevant. "Research you can use" does not mean that every Emerald-published paper is "easy reading". Quite the opposite in some cases – research papers may be detailed, reflective and sometimes densely packed. We believe that research should be used in practice, in the classroom, for helping to shape public policy as well as for developing future scholarly research.

All Emerald publications have a direct application to the world of work to connect the academic world with the practitioner world.

As the world's leading publisher of management research, we believe that we have an important role in encouraging research which helps the world to be better managed.

We have committed to the principles set out in the AACSB International Taskforce on the Impact of Research, in addressing discipline-based scholarship, contributions to teaching learning and contributions to practice, in our publications.

5. Committed to high quality

Our policy: "High quality" means that all articles published in Emerald's primary research journals go through a quality assured peer review system, and Emerald books publish a mixture of reviewed content and invited contributions from leading experts in their fields. All content published by Emerald makes in some way an explicit original contribution to the existing body of knowledge. Research published by Emerald is accessible to a wide range of students, scholars and practitioners in the fields in which we publish – and is beneficial in some way to researchers, to practitioners, or to both.

A total of 40 Emerald journals are Thomson Reuters (ISI) listed and we continue to work with our Editors to develop our journals to increase our rankings.

6. Dedicated to continuous improvement of reader, author and customer experience

Our policy: Continuous improvement means that we are never satisfied with the *status quo*. We ask "Are we as good as we could be?" in our effort to improve reader, author and customer experience. We continue to invest in enabling technology to increase efficiency and effectiveness in content and customer acquisition, servicing and management. We benchmark against others' and against our own standards. We are as clear as possible in our policies, measures, targets and achievements and we do not hide shortfalls, but confront and learn from them.

Emerald has recently gained ISO 14001:2004 certification in recognition of our environmental management practices. We are committed to continual improvement of our environmental impacts; prevention of pollution; complying with legal and other requirements which relate to our environmental aspects; setting and reviewing realistic environmental objectives and targets;

promoting awareness of global environmental matters via dissemination of relevant publications.

Emerald retains the status of an ISO 9001:2000 certified production process, in recognition of adherence to quality systems and processes when preparing print journals.

Emerald retains the Investors in People (IIP) accreditation. IIP is a business improvement tool designed to advance an organization's performance through its people. Emerald is certified with the Two Ticks symbol as an employer friendly to disabled people. Emerald's web site is WSC3-rated as accessible to visually-impaired users.

Emerald is COUNTER-compliant, meeting the international code of practice for reports that allow clients to measure usage of online information products and services in a consistent manner. Emerald also works with CrossRef to provide DOIs to provide reference linking services. Emerald complies with TRANSFER, a code of practice set up by UKSG to ensure minimal disruption for subscribers when journals change publishers.

7. Copyright

Our policy: Our industry-leading copyright policy combines the protection of rights; benefits for authors and readers along with high levels of service for anyone seeking to use published material. Emerald is a RoMEO Green publisher, and we keep accurate records of copyright assignment in perpetuity. Emerald is a founding signatory to the ground-breaking Zwolle principles and follows the Publishers' Licensing Society's Principles of Good Practice in Scholarly Journal Publishing. Emerald also partners with the digital preservation initiative LOCKSS (Lots Of Copies Keeps Stuff Safe). We also offer a reprint service through the Copyright Clearance Center (CCC).

8. Upholding editorial integrity

Our policy: "Editorial integrity" means that Emerald publications do not rely on advertising revenues; and are not influenced by private agendas, pressure groups or political bodies. Emerald is taking steps to ensure that papers accepted for publication are free from plagiarism and do not duplicate previously published work. Emerald partners with iParadigms, developers of the Turnitin plagiarism detection product for academic institutions and the iThenticate plagiarism detection product for content publishers. This will help Emerald address the problems of plagiarism and copyright infringement. In December 2008, Emerald signed up to COPE (Committee on Publication Ethics). COPE will support Emerald's Editors in dealing with ethical issues, such as how to handle issues of plagiarism, dual article submissions and publication and other conflicts of interest.

Emerald Group Publishing Limited

Board of Directors

