

## New launches case studies 2010



### **Short interview with Professor Dilanthi Amaratunga and Dr Richard Haigh, Co-Editors of the *International Journal of Disaster Resilience in the Built Environment (IJDRBE)***

#### **1. How did you go about generating the idea of IJDRBE?**

We have both been working in this field for the last 7 years. During that period we noticed a significant increase in the attention given towards the role of the built environment in tackling the challenges posed by hazards of various types. At the same time, the number of disasters reported was also increasing and this trend was deemed likely to continue. We initially started holding dedicated disaster management streams at major built environment conferences. In 2008 we organised a major conference in Sri Lanka that specifically focused on the role of the built environment in helping to reduce the risk of disasters and also the role played in any response and reconstruction activities should a disaster occur. We received a very positive response to these events and it confirmed the need for more research in this area. We also recognised that a lot of research was taking place, but that the knowledgebase was very fragmented. As a consequence, we proposed two special issues within existing journals: the International Journal of Strategic Property Management and Disaster Prevention and Management. Both received a large number of submissions and we quickly realised that there was a genuine need for a dedicated publication that would bring together various disciplines to address disaster related issues in a built environment context. We received interest from several publishers but we were particularly impressed with the response to our proposal from Emerald, who was both enthusiastic and professional.

#### **2. What particular advice would you offer on:**

##### **a. the selection of an Editorial Board?**

We were keen to ensure that the Editorial Board represents a broad cross-section of expertise within the subject area of the journal. Similarly we recognised it was important to emphasise vital inter-disciplinary linkages and therefore selected some members from outside the built environment field. A global presence is important and the selections represent this international dimension. We chose a balance of academics and professionals to ensure that theory and practice are both covered. Overall, we tried to ensure that the Editorial Board includes members who genuinely want to contribute to the success of the journal, promote it to their colleagues and networks, and provide open and honest feedback. In the longer term, we hope this will ensure a high quality publication.

##### **b. the sourcing of quality papers for a new journal?**

We see this as a long term strategy but were also warned that it is usually difficult to attract a high number of submissions for the early issues. Raising awareness was therefore a priority during the pre-launch phase. The New Launch team at Emerald was extremely supportive and we made use of the publisher's large database of contacts. We approached conference organisers to Chair

themed sessions that address the journal's theme and also delivered seminars on related subjects. The Editorial Board has been very active in promoting the journal and as a consequence we received a high number of submissions from their colleagues and networks. We posted messages to existing email lists and websites, and published articles in the magazines of professional organisations. In particular, this has resulted in proposals for several themed issues on timely subjects, including research linked to campaigns of the United Nations. These will be Guest Edited by experts from associated networks and institutions, which should help to attract high quality articles and broaden the authorship in the early issues. We recognise that it will be vital to sustain this effort until the journal has established its place as the first choice publication for research in this field.

### **3. What factors influenced your choice of articles for the inaugural issue?**

As always, quality was the most important criterion as it will set a benchmark for the future. In addition, we deliberately selected a high number of literature review papers for the first issue, as this provides a good starting point for establishing the discipline and sets a context for the journal. We also felt that it would be important to demonstrate the breadth of the field. We therefore focused on a global perspective with contributing authors that represent a wide range of countries, institutions and disciplines. In a similar vein, the papers in the first issue address a wide array of disaster related challenges that are indicative of the journal's scope.

### **4. Based on your experience, do you have any other advice you would offer to the Editor of a new journal?**

After we received approval for the journal, we had approximately 18 months to finalise the first issue. This seemed like a long lead-in period but we quickly realised that it would be a challenge to meet the appointed deadlines. There was a steep learning curve in understanding the publication process and therefore establishing a good rapport with the Emerald team was vital. We made several visits to their headquarters in order to build a strong relationship. The New Launch team – Joe, Juliet, Valerie and Emily – was extremely supportive and a regular dialogue was established in order to develop our knowledge of the process and prepare for the first issue. We elected to use Manuscript Central at launch and we don't regret the decision. It probably increased our initial workload but with the support of Andrea at Emerald, we have found the system to be convenient, easy to use, and very effective for monitoring the overall review process for articles.

One aspect we underestimated was the need for such a large reviewer database. Due to the diversity of expertise required and the day-to-day pressures of academic life, we initially found it difficult to complete the review process for articles as quickly as we had hoped. This inevitably had the consequence of limiting our choice of articles for the first couple of issues. Since launch we have gradually increased the number of reviewers in our database. We made direct approaches to many of our contacts and early contributors to the journal, and Emerald posted an invitation to its author mailing list. This effort is now starting to pay dividends, with a faster turnaround of the peer review process.

## **Short interview with Dr. Baker Ahmed Alserhan, Editor of *Journal of Islamic Marketing (JIMA)***

### **1. How did you go about generating the idea of JIMA?**

Throughout my studies in marketing all I was able to see was how consumers were seen as the firms' ultimate cash cows. I became increasingly convinced that clichés such as “the customer is a king”, and “the customer is always right”, were nothing more than glamorous baits used to trick the unsuspecting customer into spending more of his hard-earned money on things that he doesn't need to have or “experiences” that don't suit him. The more I searched the more evident it became that traditional marketing is not the way forward or, as described by a DTC marketing expert: “Conventional marketing is dead”. Over the years, it became clear to me that what is needed is a qualitatively different approach to marketing that deals not only with the tangible part of the customer/firm relationship but goes much deeper than that, something that goes beyond pretences and claims, something that actually shapes the motivations underlying firms' decisions to engage markets and, at the same time, guides customers' decisions to consume. The Islamic economic system and its related Islamic business ethics could provide the much needed ethical, motivational, and creative guidance that the field of marketing needs today. However, I could not find any publication that is available to the international marketing audience that deals with this topic. Once I determined that the field of Islamic Marketing was not served by any publication whatsoever, I assessed the current and future growth potential of that market and whether it can generate enough interest in the long run. The conclusion of that assessment was that “the Journal of Islamic marketing is long overdue”. The size of the Islamic market currently stands at nearly a quarter of the world population and is forecasted to be nearly 50% of that population by 2050. Moreover, as Muslims grow more observant, they are increasingly asking for Islamic products, Islamic media, Islamic business practices, etc.

## **2. What particular advice would you offer on:**

### **a. the selection of an Editorial Board?**

The choice of the editorial advisory board is a key factor in the success of the journal. This stage is not about getting as many names as possible, it is about getting the right names. It is not how long your editorial board list is that matters, it is the quality and dedication of members on that list; having a supportive and passionate board can make things a whole lot easier. My advice is that the selection of the board should be an elaborate process whereby a list of all important names in the field is prepared and then contacted. Do not be afraid to contact big names, they are more able to spot and value a great idea than less experienced ones.

### **b. the sourcing of quality papers for a new journal?**

Create awareness. The new journal at this stage is literally unknown so the first step is to create awareness among your potential audience. Work with your publisher to extensively promote the journal, promote it using your own networks, use the media, attend events, and utilise PR skills. It is only after creating awareness that you can expect papers to pour in. Differentiate the journal. If a journal cannot be differentiated it will be extremely difficult to attract quality submissions. Therefore, the editor must answer the key question of: what do I offer writers. After all, there are many journals nowadays and they are having a difficult time finding a different name, not to mention a whole new different and interesting perspective. If a journal is 'just another journal' in the field then it is more likely that writers will not pay much attention to it.

## **3. What factors influenced your choice of articles for the inaugural issue?**

Diversity. The subjects chosen for inclusion in the inaugural issue should cover as much of the journal's scope as possible. The second and third issue should also be fairly diverse. This is important for two reasons: (1) future writers will understand better the journal's focus and scope and, (2) it will increase the number of hits, downloads, and citations because a wider audience will find articles that fall within their interests.

Quality of submissions. In most cases, it is difficult to get enough quality submissions, which should be expected at this early stage of the journal's life. One way to reduce the effect of this problem is for editors to engage more closely with their contributors to help them produce articles of publishable standard.

**4. Based on your experience, do you have any other advice you would offer to the Editor of a new journal?**

The key success factors for an editor are hard work, a lot of patience, relentless campaigning, and having a supportive publisher. Customer service must be exemplary. In the Journal of Islamic Marketing we developed and published an ethical code of conduct that ensures authors world-class standard in dealing with their queries and in handling their submissions; authors must be made to trust you.