



Publishers' Charter

# Emerald Management Reviews



## About *Emerald Management Reviews*

*Emerald Management Reviews* has been meeting management information needs since 1961, when it was first launched as *Anbar Abstracts*. It gives practitioners and researchers immediate access to both the latest and the most significant thinking, practice and solutions from the entire management field via a database of 270,000+ easy-to-scan journal article abstracts, with an archive going back to 1988.

### Accreditation by *Emerald Management Reviews*

*Emerald Management Reviews* seeks to disseminate information about the best management literature in the world, which is why it is based on an accredited coverage list of the top 400 management publications in the world. Every year our editorial teams gather and assess the journals and magazines of publishers from all over the world, in order that the finest literature can be brought to the attention of our global customer base.

### The Accredited Journal List

The *Emerald Management Reviews* accreditation process is both rigorous and effective. Each year the Accreditation Board makes a judgement with the brief of determining which titles should be in the world's best management library. A composite list is created comprising the journal holdings of centres of excellence renowned for their research acumen and ability to generate and share best practice. Harvard Business School, INSEAD and Cranfield University are among those who have contributed. The Accreditation Board members also consider recommendations from users, together with their own experiences and expertise. Only the top 400 management publications in the world are selected.

Although we receive constant requests from publishers striving to have their publications accepted on to our coverage list, the vast majority are rejected as not meeting our high standards.

Members of the Accreditation Board are recognized experts in their fields. For example, in the field of marketing Professor Philip Kotler makes the decisions, our expert in human resources is Professor Cary Cooper and we have a number of specialists in general management, including B. Joseph Pine II and Darrell K. Rigby.

### The Accreditation Board

Professor Andrew Campbell	<i>Ashridge Strategic Management Centre, UK</i>
Professor Cary L. Cooper	<i>Lancaster University Management School, Lancaster, UK</i>
Professor Ralph Katz	<i>College of Business Administration, Northeastern University, USA</i>
Professor Philip Kotler	<i>J.L. Kellogg Graduate School of Management, Northwestern University, USA</i>
B. Joseph Pine II	<i>Co-founder, Strategic Horizons LLP, USA</i>
Darrell K. Rigby	<i>Vice-President, Bain &amp; Co., USA</i>
Professor Richard Teare	<i>Professor &amp; Principal, University of Action Learning, USA</i>
Professor Kosaku Yoshida	<i>Aoyama Gakuin University, Japan</i>

## A huge boost to brand awareness

Global awareness of your title is just the beginning. *Emerald Management Reviews* accolades are visible signs of the quality of your periodical, instantly recognized around the world. Being acknowledged as one of the top 400 management journals in the world has benefited our contributing journals greatly over the last 50 years (since our inception as *Anbar Abstracts* in 1961).

### How publishers benefit

As a publisher, inclusion in the *Emerald Management Reviews* service is a major boost to both sales and quality of content. On the sales and marketing side, tangible benefits include a huge boost to brand awareness, combined with the ability to sell licensed copies of articles within your target markets – a method infinitely superior to the hit-and-miss effect of sample copies. In terms of content, authors are becoming increasingly sophisticated in targeting journals that bring worldwide dissemination of their ideas. *Emerald Management Reviews* ensures wide access to their work.

### How editors benefit

For editors, the profile of a journal is vital if high quality contributions are to be attracted. These days authors are very discerning about where they publish. By being included in the *Emerald Management Reviews* Accredited List as an editor you gain a double benefit: (1) increased brand awareness means that you become widely known among authors; (2) discerning authors know that their paper will be read very widely and by those who matter. The Accredited Journal badge, Citations of Excellence, and other celebrations of success provide visible, publicized evidence of the quality of your work.

### How authors benefit

In addition to increased dissemination of their work, authors published in an *Emerald Management Reviews* accredited journal also become eligible to receive a Citation of Excellence, an award given as recognition of an author's unique ability and academic achievement. The Citations of Excellence are awarded to the best 50 papers included in the *Emerald Management Reviews* database each year, as selected by our editorial review team.

## Building your brand

### Visibly celebrating your success

In the competitive world of publishing, the instantly recognized title is usually the one that gains the sale. Put simply, if the quality of your content is not obvious, then you are losing out. *Emerald Management Reviews* provides a recognized seal of approval that customers trust; its independence and attention to detail are known by researchers, practitioners and librarians around the world. A number of awards are made annually that successful titles can use on their promotional materials, within their periodical and on their web sites.

#### *Emerald Management Reviews* accredited journals



You are able to use the Accredited Journal badge as soon as you have been identified by the Accreditation Board as being outstanding and have signed your agreement with us. We only approach those publications that are recognized as being excellent in their field of management and we reject all others. The badge separates you from the rest as being a part of a service that covers only the best 400 management titles in the world. Publishers of journals and magazines included in *Emerald Management Reviews* use it on the journal, on their promotional materials and on their web site.

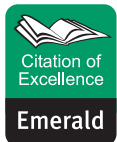
Its use comes with some responsibilities, however. The Accreditation Board sits every year to determine journal coverage. Should your title be deemed inappropriate, *Emerald Management Reviews* will require you to cease using this badge. However, *Emerald Management Reviews* is seeking a dialogue with publishers and is happy to share publishing best practice based on our assessment process. That said, the decision of the Accreditation Board is final.

To collect this badge, or for more information about the accreditation processes, go to:

[http://info.emeraldinsight.com/products/reviews/about\\_list.htm](http://info.emeraldinsight.com/products/reviews/about_list.htm)

Or contact our Executive Editor, Debbie Spurgeon: [dspurgeon@emeraldinsight.com](mailto:dspurgeon@emeraldinsight.com)

#### Citations of Excellence



By now, the *Emerald Management Reviews* Citation of Excellence certificate is becoming a familiar sight on the study walls of renowned authors. It is awarded where an author has written an article that is acknowledged as being outstanding in a combination of ways, either the academic or practical impact of the research or the originality or communication of the research to the practising manager. The best 50 papers are selected for this award each year from the 1,000s assessed. Citations of Excellence are unique and highly prized, encouraging authors to continue to seek publication in your journal and in turn publicize your journal.

For more information on the Citation of Excellence awards, go to:

<http://info.emeraldinsight.com/products/reviews/awards.htm>

## Global dissemination of knowledge

### Bringing the world to your periodical

Citation indexes, with all their inherent assumptions, are often the way in which the success of a journal is measured. If your title is not cited frequently enough, authors are reluctant to write for it. For journal publishers, including controlled circulation titles, being read is what matters. Inclusion in *Emerald Management Reviews* brings the world to your periodical. This section explains how.

### Ensuring that as many people as possible gain exposure to your journal

For publishers, expenditure on promotion is often the deciding factor in the commercial success of a journal – a decent return on investment and the journal has the space to thrive; disappointing results – and the viability of a title might be called into question. Inclusion in *Emerald Management Reviews* can greatly assist marketers at that most expensive end of the marketing mix – creating awareness.

A core value of the *Emerald Management Reviews* database is that great attention is given to ensuring that only the best 400 management journals are included. Having established this fact, *Emerald Management Reviews* actively promotes the List. The message being given to users and potential users is that these titles are the best in the world. This message is disseminated widely, using a tested marketing mix that draws on around 40 years of accumulated experience.

### Promotional mix

The Emerald web site boasts a staggering 20 million downloads per year – because we link back to all accredited journal homepages, you can also benefit from this online traffic.

Emerald also has long-standing, successful relationships with the major library agents around the world and other effective third parties. This distribution network has been built up over many years, with the *Emerald Management Reviews* relationship being highly prized. *Emerald Management Reviews* appears in advertising, agent and subject-specific brochures.

The *Emerald Management Reviews* subscriber base is global. More than 3,000 libraries subscribe to Emerald databases worldwide, including 95 out of the top 100 business schools (*Financial Times* Global MBA Rankings, 2010).

### Building awareness worldwide

A key benefit of inclusion in *Emerald Management Reviews* has to be the massive boost it gives to awareness of your brand. Reviews show-case individual articles, with full bibliographic details clearly indicating the source of the material. Full-text articles can then be accessed either via DOI linking or via our document delivery partner, depending on your own arrangements. If you are a member of CrossRef, the article will be available through DOI linking to any of your existing subscribers. If the user does not have a subscription to your periodical, the content can then be purchased on a pay-per-view basis, depending on your own agreement with CrossRef.

In addition, full-text articles may be available either online or in hard copy via our document delivery partner, Infotrieve. This again will depend on the publisher's own agreement with Infotrieve. Royalty payments accrue for publishers every time a full-text article is downloaded, or a licensed photocopy is despatched. If you do not have a direct agreement with Infotrieve, royalty payments will be made to you via the US Copyright Clearance Center or the UK Copyright Licensing Agency.

The *Emerald Management Reviews*' liberal network licence means that institutions can provide access to students, both walk-in and on-campus, professors at their desktops, and even distance learners. Multinational and transnational organizations can have the facility to network the product to use across branches and between countries. We encourage as wide a dissemination of material as possible by not limiting the numbers of users who can access the database.

## What others have said

### What some of our Publisher Partners have said:

*Merely having Emerald Management Reviews select Cornell Quarterly is an honour in itself.*

**Glenn Withiam, Editor, Cornell Hotel & Restaurant Administration Quarterly**

*Your awards will no doubt be used by the incoming editor and publisher to promote the journal to potential authors and subscribers. In a broader sense, as I am in a School of Management, I believe your results will be useful information for our tenure and promotion decisions for faculty and help in our AACSB re-evaluation efforts.*

**Francis J. Yammarino, Professor of Management, Fellow, Center for Leadership Studies, State University of New York at Binghamton, USA**

*We are of course delighted with the news that our Journal of Industrial Economics has been selected to receive one of the Awards. Thank you very much for your hard work in preparing the Awards. This service is greatly appreciated by the academic and business communities.*

**Luis Cabral, Co-Editor, Journal of Industrial Economics**

*We are proud to receive this highly respected award. It's a lovely reward for all the hard work put in by our authors, editorial board and publisher Taylor & Francis.*

**Harry Rothman, Editor, Technology Analysis & Strategic Management**

### Comments from Emerald Management Reviews users:

*To obtain the most comprehensive access to material, I have consistently advised candidates to use the Emerald Management Reviews network. It provides the most reliable and effective referencing service anywhere in the world. I would find it impossible to supervise the work of doctoral and MBA candidates without it.*

**Professor James C. Kable, Global Chairman of Doctoral Programmes, International Management Centres, UK**

*Emerald Management Reviews forms one of the major sources of information for us for research purposes ... We use it to identify key articles on a range of issues to assist Barclay's managers with their development and with key projects ... The Emerald Management Reviews coverage of financial services is world-leading.*

**Alison Footitt, Head of Management Resource Centre, Barclay's Bank, UK**

*I will usually read 50 to 60 reviews at a time and may order articles selected. So far I have not had a single disappointment. I find the Emerald Management Reviews approach really fresh and stimulating. The onus is on managers to keep up to date and I consider that services such as Emerald Management Reviews are key to this process – I shall continue to use and promote Emerald Management Reviews within my organization.*

**Ed Cummings, Projects Executive, EMI**

*Searching Emerald Management Reviews helps in the evaluation and selection of the most appropriate background reading, and articles highlighted by Emerald Management Reviews as being of particular merit are also sometimes included in learning guides as recommended reading.*

**Andrew Ettinger, Director of Learning Resources, Ashridge Management College**

## The *Emerald Management Reviews* Publishers' Charter

This is *your* charter. You should have high expectations of us. Signing the Charter welcomes you to the *Emerald Management Reviews* Accredited List of Publishers.

### What you can expect from us

1. *Emerald Management Reviews* agrees that each abstract shall appear under a full citation to the journal.
2. The rights to be an *Emerald Management Reviews* Accredited Journal, including use of the logo in your periodical, your web site and promotional literature.
3. Your authors have the opportunity of being awarded Citations of Excellence. Each year, approximately 50 papers are classified as outstanding.
4. *Emerald Management Reviews* will make every reasonable effort to build awareness of your title, listing it within accredited journal coverage lists, making bibliographic and article abstract details available on subscription agents' databases and including it in appropriate press releases.
5. Royalty payments for access to full-text articles are managed by our document delivery partner. You will have agreed the royalty per article separately with your preferred document delivery provider.
6. Your full-text articles will only be available in the method that you have agreed with our document delivery partner and CrossRef. Therefore, if you do not hold an electronic pay-per-view agreement with them, then your articles will not be made available in this way.
7. A named contact person, dedicated to providing you with efficient and courteous service.
8. Inclusion within *Emerald Management Reviews* services is non-exclusive. You are free to make the commercial decisions that are right for your title.

### What we need from you

In return for our Charter pledges, we need two actions in return from you:

1. That you make available a complimentary subscription to our review team, with issues despatched in a timely manner after publication. This will be professionally processed by our Journal Control Executive.
2. To be kept up to date with any changes affecting titles on the Accredited Lists – name changes, mergers, contact details, frequency changes, and so on.

### What to do next

Simply sign and return the *Emerald Management Reviews* agreement forms, retaining one copy for yourself, or contact us to discuss any questions or unique needs.

To discuss your preferred arrangements contact:

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Contact us today!

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