Emerald
Research with impact

XJTLU
Oct 10, 2012

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www.emeraldinsight.com
Agenda

- **About Emerald**
- Emerald Database
- Guide to Emerald Platform
- Publishing Environment
About Emerald

- Emerald Group Publishing Limited, 1967 in Bradford, UK
- About 300 employees
- Offices in China, India, Malaysia, Australia, Japan, Brazil, Dubai, USA
- In 2010, more than 21 million Emerald articles were downloaded and read in research and study.

Pic: Howard House
About Emerald

- 3,000+ university libraries worldwide subscribe to Emerald journal collections.
- All of the world’s top 100 business schools (listed by the FT Global MBA Rankings 2010 – FT 100) have Emerald authors or EAB.
- 72 of the world’s top 100 biggest companies (as listed by the Forbes Global 2000) have Emerald authors or Editorial Board members.
Agenda

• About Emerald
• **Emerald Database**
• Guide to Emerald Platform
• Publishing Environment
Emerald Database

- Emerald eJournals
- Emerald Books
- Emerald Abstracts
- Emerging Market Case Studies
Over 240 titles in business & management

24 subject areas

All titles are double blind peer-reviewed.

- Marketing
- Built Environment
- Accounting and Finance
- Management Science
- Managing Quality
- Tourism and Hospitality
- Regional Management Studies
- Operations and Logistics Management

- Economics
- Education
- Environmental Management
- Business Ethics and Law
- Enterprise and Innovation
- Learning and Development
- Human Resource Management
- Information and Knowledge Management
Emerald’s new journals on ISI

• As a publisher we work closely with our subject communities to launch high quality new journals in exciting and innovative fields

• A number of our recently launched journals have already been indexed by Thomson Reuters (ISI):
  
  • Baltic Journal of Management (2006)
  • Chinese Management Studies (2007)
  • International Journal of Climate Change Strategies and Management (2009)
  • China Agricultural Economic Review (2009)
As well as new ISI launches, many of our existing journals are also indexed by Thomson Reuters (ISI)

Journals with the highest impact factors:

- **International Journal of Physical Distribution & Logistics Management**
  - Impact factor 2.6

- **Supply Chain Management**
  - Impact factor 3.4

- **Journal of Managerial Psychology**
  - Impact factor 2.2

- **International Journal of Operations & Production Management**
  - Impact factor 1.8

- **Industrial Management & Data Systems**
  - Impact factor 1.6

- **Journal of Documentation**
  - Impact factor 1.4
Emerald books

✔️ 2000 backlist

✔️ 1000 volumes of e-books series-372 BKCI

✔️ Subject: economics, accounting, organization, strategy etc.
Emerald publishes a wide range of books with renowned institutions, including:

- Research in the Sociology of Education
  Published with the University of Pennsylvania: Wharton

- Research on Technological Innovation, Management and Policy
  Published with Stanford University GSB

- Advances in Financial Economics
  Published with New York University: Stern

- Advances in Mergers & Acquisitions
  Published with Dartmouth College: Tuck and Lancaster University

- Research in Urban Policy
  Published with the University of Chicago: Booth
100+ case studies with a focus on management issues
Approximately 100 new cases added annually
Cases to support graduates and undergraduates
Accompanying teaching notes including discussion points, assignment questions + multimedia resources where available.
<table>
<thead>
<tr>
<th>Case</th>
<th>Author</th>
<th>Region</th>
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<tr>
<td>Banyan Tree Hotel</td>
<td>Jochen Wirtz</td>
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<td>What's cooking: Indonesia's Kerosene..</td>
<td>Abdul Rahim Abu Bakar</td>
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<td>Harold Harlow</td>
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<td>A Big Bath China</td>
<td>Mingchuan Ren</td>
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<td>Jumierah Group</td>
<td>Melodena Balakrishnan</td>
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<td>Touche Solutions</td>
<td>Vesna Damnjanovic</td>
<td>Eastern Europe</td>
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Emerald Emerging Markets Case Studies Collection

HIGH QUALITY. RELEVANT. ACCESSIBLE

Peer reviewed by a comprehensive and inclusive external review board comprising an Editor in Chief; 7 Regional Editors; 130 EAB members from 53 countries

Available online through a simple search and browse facility

Written primarily by authors working in the developing economies to ensure truly reflective local insights

Flexible licensing options with unlimited downloads and institution-wide simultaneous access
Emerald Abstracts

A gateway to essential reading.....

- Emerald Management Review
- Computer & Communications Security Abstracts
- Computer Abstracts
- Current Awareness Abstracts
- International Civil Engineering Abstracts
Agenda

- About Emerald
- Emerald Database
- Guide to Emerald Platform
- Publishing Environment
Directly through Emerald’s website
You might automatically gain access to Emerald content via your campus’ IP range.
Visit: www.emeraldinsight.com

Download Emerald’s app
Our app is available to download on the App Store.
http://itunes.apple.com/gb/app/emerald/id479491823?mt=8

Visit Emerald’s mobile site
You can also access Emerald content via Emerald’s mobile site using your handheld device.
Visit: www.emeraldinsight.com/mobile
How to use Emerald Advanced Search

Advanced search

Search in: All Journals Books Bibliographic Databases Case Studies Site Pages

Search for

Match: All ○ Any ○ Phrase in All fields

AND ○

Match: All ○ Any ○ Phrase in All fields

AND ○

Match: All ○ Any ○ Phrase in All fields

Limit the search to:

- Items published between: All ○ and All ○
- Include in results: EarlyCite Articles ○ Emerald Backfiles ○
- Within: All content ○ My subscribed content ○

Search History

Search | Content Type | Results
No search history
How to understand the results pages

5 categories

Marked lists

Add to your profile
How to Browse Emerald Abstracts

Select database:

- **Emerald Management Reviews**
  - Computer & Communications Security Abstracts
  - Computer Abstracts International Database
  - Current Awareness Abstracts - Library and Information Management
  - International Civil Engineering Abstracts

Browse Options

By subject:

1. Accounting & Finance
2. Human Resource Management
3. Information Management & Technology
4. Management of Quality
5. Marketing & Logistics
6. Operations & Production Management
7. Top Management
Your Profile - Your own personalized area

Welcome to your Emerald profile.

User services
In this section you will be able to set up, review and edit your alerts & saved searches, marked lists, and newsletters. You will also be able to update your details.

Benefits
Registering your profile will give you free access to the For Engineers and For Librarians membership areas which contain special features, exclusive interviews, viewpoints and more.

If you have registered before, please login, otherwise complete the form below.

N.B.: All fields must be filled in.

Your registration

Your details

Title: Please Select
First Name: 
Last Name: 
E-mail Address: 
Country: Please Select
Your Profile - Your own personalized area

- Save your preferred journals and books
- Create, manage and export the content you discover; Move citations from Emerald into software like Endnote
- Subscribe to table of contents alert for your chosen resource to receive emails as soon as the latest content available online
For Librarians – designed specifically for library and information science (LIS) community to improve information services for library users

For Authors – information on all aspects of writing, practical tips and guidance on how to get your – or your students’ – work published and help to maximise dissemination

The Research Zone – designed to provide advice and support on how to keep up to date with the latest research and developments in the management area

The Learning Zone – includes a selection of useful resources to complement learners at all levels

The Teaching Zone – designed to provide support and ideas for faculty involved in teaching business and management.

The Multimedia Zone – designed to offer video and audio resources for end-users.
For Authors

Support and services

Use the For Authors section to find information on all aspects of writing. Get practical tips and guidance on how to get your – or your students’ – work published and maximize dissemination. Hear what editors themselves look for in papers, contact experienced copy editors to help improve your paper, or have an expert come to your institution to give advice on how to get published direct from the publisher.

Book authors: visit our books section.

Impact of research

Emerald’s philosophy concerning impact of research is explained. Discover what Emerald means by impact, how Emerald measures impact and what impact information Emerald provides, as well as links to further information sources.

Editing service

The Emerald Literati Network Editing Service

Emerald’s scheme for external editorial evaluation to help improve the standard of English in a paper before it is submitted to a journal for consideration.

Insider’s Guides to Getting Published

Emerald Guides to Getting Published are a unique initiative – advice on how to get published direct from the publisher. Why not host a presentation at your institution?

Editor interviews

What are, and what will be, the hot topics in your interest areas? What criteria do editors and reviewers use to select papers? How could you improve your chances of getting published?
Emerald Literati Network Editing Service

If English is not your first language ...

The Emerald Literati Network Editing Service allows authors to contact experienced copy editors to help improve the standard of English in a paper before it is submitted to a journal for consideration.

Emerald is keen to recognize excellence in research and thinking wherever it originates. We wish to avoid these papers being rejected because of the written English, particularly if the author does not have English as a first language.

The editors listed below have been selected by Emerald for the highest standards of their work. They are all experienced in either the business and management or scientific areas, and additional specialities are listed below. Please click on a name for more information and contact details.

Before contacting one of the editors, please check the information about their services and rates and contact them directly.

<table>
<thead>
<tr>
<th>Editor</th>
<th>Based In</th>
<th>Specialities</th>
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<tr>
<td>Rev. Dr Ross Githam</td>
<td>Torquay (VIC), Australia</td>
<td>Management theory and practice; qualified in medicine, history, theology and education</td>
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<tr>
<td>Dr V.C. Sahni</td>
<td>Mumbai, India</td>
<td>Materials science, conductivity, nuclear physics, technology transfer</td>
</tr>
<tr>
<td>Helen Stevens</td>
<td>Bradford, UK</td>
<td>Education and training (particularly vocational), labour markets, employment policy</td>
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<tr>
<td>Judy Hartley</td>
<td>Kent, UK</td>
<td>Development studies and other social sciences</td>
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Research Zone

Emerald's Research Zone is designed to provide advice and support on how to keep up to date with the latest research and developments. Use the Research Zone to find information on designing a research study, designing a survey, finding a research collaborator and much more. You can also access the most comprehensive collection of links to international management conferences available for researchers today.

Research awards
Emerald actively promotes and rewards research in management and LIS. As well as funding for research projects, Emerald also bestows awards for doctoral research and case study research.

Winning research funding
This six-part adaptation on winning research funding is presented as part of Emerald's continuous relationship with academic researchers and writers around the world.

"How to..." guides
"How to..." guides for researchers – practical tips and guidance on how to design, develop and present your research.

Research Connections
Research Connections is an online meeting place providing the opportunity for researchers to contact like-minded professionals and showcase their work.

Conference Central
Conference Central – selected events from around the globe – a comprehensive collection of links to international conferences and events in management, library and information science, and engineering. Use it to find out which conferences Emerald staff, editors and advisers will be attending and pinpoint the right event for you.
Research Zone - Research Connections

Emerald Research Connections

Join a worldwide research community

Do you want to get to know researchers in your field from all over the world? Do you need to find collaborative research partners? Would you like to showcase your work and have like-minded professionals contact you?

Emerald Research Connections is an online meeting place for the academic and corporate research communities, providing the opportunity for researchers to present their own work and interests, and find others to participate in future projects or simply share ideas.

Create Your Profile

Promote your research and experience, develop your career and allow others to contact you.

Create your Profile

Search Research Connections

Finding like-minded research professionals is now easier than ever.

Search | Browse

- If you would like to know more about the benefits of creating your profile on Emerald Research Connections, please view our Research Connections benefit page.
- Do you still have any unanswered questions regarding Emerald Research Connections? If so, see our FAQ and contacts page.
Agenda

- About Emerald
- Emerald Database
- Guide to Emerald Platform
- **Publishing Environment**
EDITORIAL SUPPLY CHAIN

Author

Editor

Publisher/Managing Editor

Production

Users

Quality research papers

EAB and reviewers

Solicits new papers

Handles review process

Promotes journal to peers

Attends conferences

Develops new areas of coverage

Research

The link between the publishing company and editor

Helps editors succeed in their role and build a first class journal

Overall responsibility for journal

Promotion and marketing

Attends conferences

Handles production issues

QA – sub-editing and proof reading

Convert to SGML for online databases

Print production

Despatch

Added value from publisher

Access via library

Hard copy

Database

Third party
EDITORIAL TIMETABLE

- The Editor will do an initial read
- The Editor will identify and contact two reviewers for the manuscript (approximately 1 week)
- Reviewers are usually given 6-8 weeks to complete their reviews
- The Editor assesses the reviewers' comments and makes a decision on the manuscript (approximately 2 weeks)
- **Expected time from submission to review feedback:** 3 - 4 months
TOP TIP #1

Be ‘savvy’...

ie. wise, sage, knowing

Don’t give an Editor a good reason to put your article in the wrong pile!
Every journal published will have detailed notes and guidelines.
EDITORS/REVIEWERS WANT...

- Originality
- Relevance
- Strong methodology
- Clarity, structure and quality of writing
- Sound, logical progression of argument
- Theoretical and practical implications (the ‘so what?’ factors!)
- Recency and relevance of references
- **Adherence to the editorial scope and objectives** of the journal
TOP TIP #2

What Editors and Reviewers DO NOT want…
1. The title is too long
2. The title is uninteresting and would not catch the eye of a researcher
3. The authors should not be named on the first page of the article – they should be on a separate title page
4. This paper does not have a Structured Abstract, despite the instructions in the journal
5. No author is named as corresponding author
6. All authors’ addresses should be included with the paper
7. The keywords are OK, however they should include a more general word such as ‘productivity growth’
8. The article does not list the article’s JEL Index numbers which all submissions to economics journals should contain
9. There are two spelling mistakes and one grammatical error in just abstract
10. There is a footnote on the first page – all articles for Emerald require endnotes.
Voices from editors

- The authors from China do **ignore the submission guidelines** then try to negotiate the word length and other issues. This is difficult for editors. In several cases they have refused to shorten their papers to the 6,000 word limit. In one case an author said that if I wanted to cut the paper I could eliminate the references. This week I received a paper that was 20,000 words, and the author complained when I returned it. I let them know that the guidelines are not negotiable, but the Chinese authors are the only ones in the world that protest the requests for changes. This has been very surprising.

- Another limitation of Chinese papers is that they often **fail to provide a conceptual or theoretical basis** for their hypotheses.

- **Lack novel practical or theoretical contributions** have weak English be methodologically simplistic replicate Western research findings in China without considering the indigenous Chinese context.
Voices from editors

- papers by Chinese authors are more likely to contain English grammar problems, not conform to the required research paper structure, are weak in research training and writing for international journals, lack a critical analysis of the related studies,

- First let me say that we do not have huge numbers of submissions from China as we did in the past, because word has spread that we come down very hard on plagiarism.

- that we simply don't understand; following instructions (for example, structured abstract) is still a problem.

- the major issue relates to the fact that most papers do not contribute to the field and scope of the journal. Paper are either a plug and play (replication of previous studies) , data crunching statistical analysis with no implications and/or papers that do not fit the scope of the journal
Voices from editors

• I believe this is because there is a stress to people to publish in order to publish and not for conducting "innovative" research.

• I suggest they always work with an experienced native speaking copy-editor, or better, a co-author experienced in publishing in high-level scientific journals.

• Manuscripts from Asia in general, and China in particular are often more literature-driven than issue-driven.

• By this I mean that Chinese authors will sometimes review the literature on a specific topic or group of topics and develop hypotheses or models with the justification being that the hypotheses or models proposed have never been proposed or tested. True, the hypotheses/models may be novel but this does not mean that they are worthwhile or make any meaningful contribution to theory or practice.
Why manuscripts are rejected

• Drawn from - *Journal of Accounting Education* – 1998 to 2004
• 1,300 submissions (estimated)
• 3,900 review hours (estimated)
• 75% rejection rate
• 2,925 hours on rejected manuscripts
• 73 work weeks on rejected manuscripts
• 1.41 work years on rejected manuscripts

(Data & graphs courtesy of Jim Rebele, Editor-in-Chief)
Revising

- A request for revision is good news!
  - You are now in the publishing cycle. Nearly every published paper is revised at least once
- **Acknowledge** the editor and set a revision deadline
- **Clarify** understanding if in doubt – ‘This is what I understand the comments to mean…’
- Meet the revision **deadline**
- Attach a **covering letter** showing how you met the reviewers’ requests (or if not, why not)
If Your Paper Is Rejected …

- **Ask why**, and listen carefully!
  Most editors will give detailed comments about a rejected paper. Take a deep breath, and listen to what is being said.

- **Try again!**
  Try to improve the paper, and re-submit elsewhere. Do your homework and target your paper as closely as possible.

- **Don’t give up!**
  At least 50% of papers in business and management don’t get published. Everybody has been rejected at least once.
TOP TIP #3

Think about the title and abstract page

• Using **short descriptive** title containing main keywords
• Writing a clear and descriptive abstract
• Bring out the key points
• Providing **relevant and known** keywords
Discoverability

- Many readers will arrive at the article via a search engine
- Think about your reader and the way they search and find information
- Make a **marketing plan** for your work
The growth of research output

The Accounting Journal Landscape...

- Nine journals on FT45
- 13 journals on ISI
- 48 Journals on Scopus
- 100+ peer reviewed journals
- 1000+ book titles
- 10,000+ reviews, reports and websites
Discoverability

How to get published and disseminate your work

How to... guides for authors

Discoverability

Direct from the publisher, practical tips and comprehensive guidance on getting your work published and increasing its dissemination - from choosing the right title to journal to developing a promotional strategy.

How to... increase online readership of your article

The online environment presents opportunities with a huge amount of choices in how to reach potential readers. As an author, it is important to remember that your article is competing for attention alongside other articles and online resources; but the good news is that you can make a big difference in how visible papers you write are to researchers. This guide explains how.

What do editors really want?

Is it possible to sum up what editors of academic journals are looking for in a publishable paper? Bringing together the wisdom, comments and advice from some of Emerald’s reading editors, this “How to...” guide will help you make your paper stand out from the crowd, ensure it lands in the review pile, and then successfully sail through it...

How to... write a book proposal

Are you thinking of writing a book? Books are as much a part of scholarly conversation as journal articles - whereas the latter are usually a write-up of a particular piece of research, a book provides the opportunity to put into context in much more depth, drawing on the research of others as well as your own. Despite the emphasis on journal articles today, the skilled writer, who has the discipline and clarity of thought, can still write a book which will interest academics.

How to... write a press release

The journal remains one of the most popular methods of scholarly communication, and as a new researcher, you probably spend hours of your time poring over academic journals. How do you write an article that is timely, relevant to the particular movements and developments within your chosen discipline, and yet becomes a part of an area of research development, or one you have decided to be involved with a different take on the subject matter? How do you get your article published in your chosen journal?

How to... demonstrate an intellectual achievement in your publication

Most scholarly journals and conferences achieve the best results when they reach a wide audience of interested researchers at academic, public and corporate organisations. Getting published as a position author has many benefits, as well as offering international opportunities for your company. This concise guide presents the benefit of being published and suggestions on how to achieve this.

How to... disseminate your work

A good career strategy will increase the impact of your work by getting more people to read your articles, improving your citation ratings, and ensuring that your work becomes more visible both within your academic and practitioner community and outside. If you would like to increase the practical and policy-related implications of your work, then this guide is for you. This guide is an overview of strategies that will help you and your colleagues make your articles as well as your research as widely available as possible.

How to... simplify your research and reduce your impact

What gives a paper published in a journal especially credibility is that other experts have read the work and deemed it credible and relevant. The paper was peer-reviewed by experts within your chosen field, and your article has also been done the necessary revisions, a quality control check. This guide offers advice on maximising the chances of being published by getting things in the first place, or practical examples of skipping out on peer review.

How to... feel the right amount

Finding the right amount of everything is as important to the publishing process as choosing something original to eat and having it well. Many more authors, however, think that a good proportion of their nutrition happens because more is better, and small doses can be insufficient or insufficiently visible. As such, it is easier (and usually leads to a more successful outcome) if you address these issues as early as possible.

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Rankings

The politics of publishing!

• ISI, Scopus, Google Scholar and usage metrics
• To provide advice and guidance on using metrics
What is ISI?

What is commonly referred to by academics as ‘ISI’, ‘SSCI’ or ‘Impact Factors’ is actually just a small part of Thomson Reuters, and more specifically, its ‘Journal Citation Reports’ (JCR). These reports index and rank the journals it has on its ‘Web of Science’ product, and is the collection of bibliographic information of over 12,000 evaluated scholarly journals.

Access: www.isiknowledge.com
What is an Impact Factor (IF)?

Journals are ranked in the JCR depending on how many times the articles included in that journal are cited in other ISI-ranked journals. The ranking is published every June and corresponds to the previous year’s data.

How are Impact Factor calculations made?

\[
A = \text{2010 cites to articles published in 2008-2009} \\
B = \text{number of articles published in 2008-2009} \\
A/B = \text{2010 impact factor for the journal}
\]
ISI is the most well known ranking, **BUT**…

- It is heavily biased towards North America
- Citations are a good, but not complete, guide to quality. Citations are only counted against titles on the list.
- Citations are equal
- Can’t compare journals across subject areas
- Usage is a better measure of *utility*
Mathematical (and political) calculations

“If I could get rid of the Impact Factor tomorrow, I would. I hate it… It totally distorts decision-making and it is a very, very bad influence on science”

Richard Horton, Editor of The Lancet

(Impact Factor: 33.633)
RECENT DEVELOPMENTS

The world is changing…

- ABS List: Increasing influence in UK
- Spain: Moved to use ISI in assessment; BUT some universities using Scopus
- Sweden: Also using ISI in assessment
- Australia: new ABDC list
- China: very ISI focused
- France, Germany and Italy have their own lists
There are many other rankings that provide useful – and potentially more relevant – information…
Use a range of bibliometrics:

- ISI
- Scopus
- GoogleScholar
- H-Index
- Downloads
Scopus impact

- Created in 2004, now includes over 18,000 titles
- Update now available on 2011 SNIP and SJR
- SNIP takes into account the characteristic of the subject area, the speed in which the citation impact matures and the extent to which the database covers the field’s literature
- SJR reflects the prestige of a journal. Not all citations are equal
- Broader coverage, direct comparison…. 
GoogleScholar

‘Free and easy’

• Covers EVERYTHING
• Free and easy to use
• Issues with data integrity
## POLITICAL DECISIONS: ABS vs ISI vs Scopus

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<td>Contemporary Accounting Research</td>
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<td>Abacus</td>
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<td>European Accounting Review</td>
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* Rosenstreich and Woollscroft (BAR 2009)
What sort of impact do you want your research to have?

Are rankings becoming too instrumental?

Utilise *market intelligence*!

Things may change…
Emerald in China

Emerald is proud to work closely with Chinese academia. In China we have:

- 4728 Emerald authors
- 260 Emerald editors and advisory board members
- Subscriptions from top institutions such as Tsinghua University, Shanghai Jiao Tong University etc.
- 843,148 full text downloads in 2010
Emerald China-focused title

- China Agricultural Economic Review
- China Finance Review International
- Chinese Management Studies
- Grey Systems: Theory and Application
- Journal of Chinese Economics and Foreign Trade Studies
- Journal of Chinese Entrepreneurship
- Journal of Chinese Human Resources Management
- Journal of Knowledge-based Innovation in China
- Journal of Science and Technology Policy in China
- Journal of Technology Management in China
- Nankai Business Review International
- International Journal of Intelligent Computing and Cybernetics
Write for Emerald

- Structured abstract: 250 words
- Key words: 4-6
- Paper type: 7 types
- Length: 4,000-6,000 words
- Reference: Harvard style
Structured abstract

Purpose – The purpose of this paper is to explore the clean development mechanism (CDM) which creates carbon credits from emission abatement projects in developing economies. The paper aims to examine the operation of the CDM with specific reference to fraud vulnerabilities regarding the additionality of a project. An examination of the process of establishment, certification and verification of additionality (confirmation that emissions post-implementation of the CDM project are lower than those that would have occurred under the most plausible alternative scenario) is used to highlight the need for particular vigilance in respect to sustaining and improving the integrity of future market-based mechanisms post-Kyoto.

Design/methodology/approach – The study takes a case study approach, examining the CDM project cycle and associated key entities.

Findings – The study posits that the processes associated with establishing and verifying additionality of a project are potentially key areas of systemic weakness that must be addressed. This case study explores the design features of the CDM that may afford greater opportunities for fraudulent or deceptive practices.

Originality/value – The CDM takes a project-by-project approach to establishment, verification and certification of additionality. Whilst conceptually this design may be appropriate from an operational perspective, it potentially provides opportunities for fraudulent outcomes. The individualised approach is, by its very nature, highly resource-intensive and inherently difficult to verify.

Harvard style reference

Barro, R.J. (2008), Macroeconomics: A Modern Approach, Thomson South-Western (a part of Cengage Learning), Mason, OH.
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