



# Publishers' Charter

Emerald Management Reviews



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**Emerald Management Reviews** gives practitioners and researchers immediate access everywhere in the world to both the latest and the most significant thinking, practice and solutions from the entire management field. The service provides a library of 190,000 independent, easy-to-scan journal article abstracts, with an archive going back to 1989, based on an accredited coverage list of the top 400 management publications in the world.

# Accreditation by Emerald Management Reviews

## Who we are

**Emerald Management Reviews** seeks to disseminate information about the best management literature in the world. **Emerald Management Reviews** has been meeting management information needs since 1961, when it was called Anbar. Every year our editorial teams gather and assess journals and magazines 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 journals 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. Newly launched journals are separately assessed and the best ones are selected for trial inclusion.

## The Accreditation Board

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.

For the complete list of the Accreditation Board members, please see page 8.

## 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 world-wide 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, Golden Page Awards and other celebrations of success provide visible 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 independent reviewers.

## 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 years.

# Building Your Brand

[www.emeraldinsight.com/reviews/awards.htm](http://www.emeraldinsight.com/reviews/awards.htm)

## 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 is 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 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 journals 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. The Accreditation Board sit 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 upon 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: [www.emeraldinsight.com/reviews/awards/badge.htm](http://www.emeraldinsight.com/reviews/awards/badge.htm)

Or contact our Publisher Liaison Executive, Joe Bennett:  
[jbennett@emeraldinsight.com](mailto:jbennett@emeraldinsight.com)



## Golden Page Awards

Golden Page Awards for excellence are awarded annually. **Emerald Management Reviews'** processes are renowned for independence and attention to detail. Awards for excellence are only given after rigorous review. Each published article is assessed by our specialist reviewers and is awarded one, two or three stars for research implications, practical implications, readability and originality. At the end of every year, these scores are aggregated to produce annual performance rankings and the top journal in each category/section receives the prestigious Golden Page Award.

Awards are made for: Best Research Implications; Most Original Content; General Readability; Readability of Research; Practical Usability of Research and Managerial Application.

All award winners receive a winner's pack containing their certificate, a Golden Page Award booklet and press release information to use in promotional or editorial material.

To access the complete journal performance rankings and a list of Golden Page Award winners for 2004, please visit [www.emeraldinsight.com/reviews/awards/golden.htm](http://www.emeraldinsight.com/reviews/awards/golden.htm)



### **Citations of Excellence**

Celebrating the success of journals is all very well, but what of the author? 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 and communication of the research to the practising manager. The best 50 papers will be selected for this award each year from the thousands assessed. Citations of Excellence are unique and highly prized, encouraging authors to continue to seek publication in your journal.



### ***Emerald Management Reviews* Coolsites**

The ***Emerald Management Reviews*** Coolsites badge is a familiar one to those who seriously use the Internet as part of their research and networking activities. It is awarded according to strict criteria. Where it is seen, Web users know their time is not going to be wasted.

***Emerald Management Reviews*** invites its publishing partners to propose their own Web sites for Coolsite assessment. If successful, the Coolsites badge is awarded, used by publishers as part of their image building and traffic generation online, and links are put in place to the publisher's Web site from the Emerald Management Reviews site.

For more on Coolsites including the assessment criteria, go to:  
[www.emeraldinsight.com/reviews/coolsites](http://www.emeraldinsight.com/reviews/coolsites)

# 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.

## How ***Emerald Management Reviews*** is used and marketed worldwide

### 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 upon around 40 years of accumulated experience.

### Web usage and promotion

The Emerald Web site boasts over 1 million user sessions per month – because we link back to all accredited journal publisher Web sites, you can also benefit from this online traffic.

30-day free trials are available, exposing potential customers to reviews of your journal articles.

An online newsletter is sent to 150,000 subscribers every month.

A dedicated Internet Marketing department is well established, leading the world in proactively promoting ***Emerald Management Reviews***' message on the Web.

### Promotional mix

Emerald has longstanding, successful relationships with the major library agents around the world and other,

effective third parties. This distribution network has been built over many years, with the ***Emerald Management Reviews*** relationship being highly prized. ***Emerald Management Reviews*** appears in advertising, agent and subject-specific brochures.

***Emerald Management Reviews*** makes significant use of direct mail and direct response advertising. Information professionals, researchers and practitioners are carefully targeted using leaflets and advertising.

***Emerald Management Reviews***' subscriber base is a global one. The core subscriber base is in Europe, the UK, Australia and the Far East. The fastest growing market penetration is in the USA.

### Building awareness worldwide

A key benefit of inclusion within ***Emerald Management Reviews*** has to be the massive boost it gives to awareness of your brand. Reviews showcase individual articles, with full bibliographic details clearly indicating the source of the material. Full text articles can then be ordered via our document delivery partners. If a publisher has signed an agreement with Ingenta, articles will be available online. If the user does not have a subscription to your periodical, the content can be purchased on a pay per view basis. If you prefer not to permit pay per view of your individual articles, users will not be permitted access. ***Emerald Management Reviews*** is also a member of CrossRef and so publishers will benefit from extra linking and increased citations via DOI linking.

In addition, full-text articles may be available either online or in hard copy via our document delivery partner, Infotrieve. This again will depend upon 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 dispatched. 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 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.

# 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. A named contact person dedicated to providing you with efficient and courteous service.
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. Ranking in the management journal performance tables – increasingly used in relation to the UK Research Assessment Exercise.
4. Entry into the Golden Page Awards scheme, annually celebrating journal excellence.
5. Your authors have the opportunity of being awarded Citations of Excellence. Each year, approximately 50 papers are classified as excellent in one or more of our categories.
6. Your Web site can be put forward for assessment as a Coolsite. If successful, this brings kudos and higher Web traffic.
7. ***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 review details available on subscription agents' databases and so on.
8. Royalty payments for access to full-text articles are managed by our document delivery partners. You will have agreed the royalty per article separately with your preferred document delivery provider.
9. Your full-text articles will only be available in the method that you have agreed with our document delivery partners. 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.
10. 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 dispatched in a timely manner after publication. This will be professionally processed by our Publishing Liaison 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, enclosed as an insert, 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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# 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**

*I am thrilled that **Facilities Design & Management** has been acknowledged for Most Original Content by your prestigious board of reviewers. I am about to notify my staff, the publisher, marketing director, and national sales director. We will be thrilled to explain to the industry in our next issue the significance of the Golden Page Award and to “wear” its logo.*

**Eileen McMorro, Editor In Chief, Facilities Design & Management**

*We are of course delighted with the news that our **Journal of Industrial Economics** has been selected to receive one of the Golden Page 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**

*Thank you for informing us that we have won an Emerald Golden Page Award for research implications. 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**

*On behalf of all of us associated with the **Health Services Research** journal, we are very honored to have been selected for two Golden Page Awards in the categories of “originality” and “implications for research”. It is wonderful testimony to our senior editorial team, editorial board and reviewers and, most of all, to our authors.*

**Dr Steve Shortell, Editor, Health Services Research**

## Comments from Emerald Management Reviews users:

*There was a time when I could claim to have read virtually everything that was published on business. Those days have, however, long since gone and I rely almost entirely on Emerald Management Reviews to ensure that I do not miss developments or thinking in areas which are of continuing interest and concern to me. I commend them to any busy person who is interested in management either in the broad or specific areas of activity.*

**Sir John Harvey-Jones, CBE**

*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 Barclays 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, Barclays Bank, UK**

*I will usually read 50 to 60 reviews at a time and may order articles selected. I am particularly interested in the Emerald Management Reviews quality gradings and think the people who review the materials do a terrific job. 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**

# Accreditation Board

Stephen Brown  
*Head of Research, RICS, UK*

Professor Andrew Campbell  
*Ashridge Strategic Management Centre, UK*

Professor Cary L. Cooper  
*University of Manchester Institute of Science and  
Technology (UMIST), UK*

William Hess  
*President, Senco Products Inc., USA*

Professor Ralph Katz  
*School of Management, MIT, USA*

Dr Ivor Kenny  
*University College Dublin, Ireland*

Professor Philip Kotler  
*J.L. Kellogg Graduate School of Management,  
Northwestern University, USA*

Alfred F. Lynch  
*President and CEO, J. C. Penney International Inc., USA*

Professor Alan Maynard  
*York Health Policy Group, University of York, UK*

B. Joseph Pine II  
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Darrell K. Rigby  
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Professor Richard Teare  
*Professor & Principal, University of Action Learning, USA*

Professor Gerald Vinten  
*Past President, Institute of Internal Auditors, UK*

Professor Kosaku Yoshida  
*Aoyama Gakuin University, Japan*