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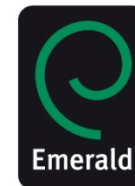
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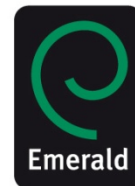View it now ▶

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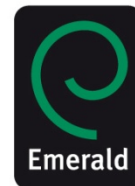
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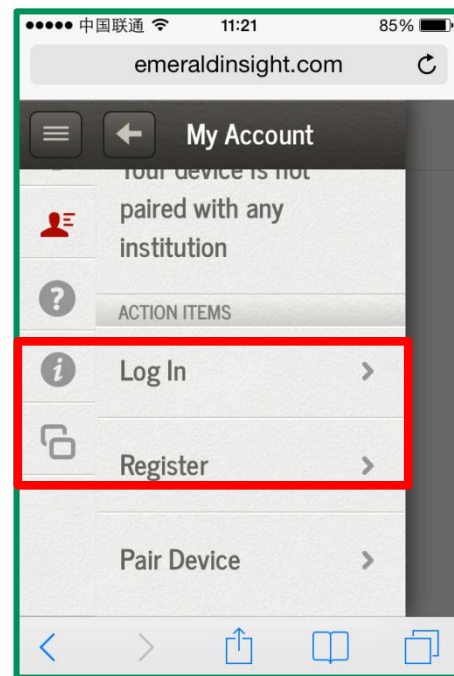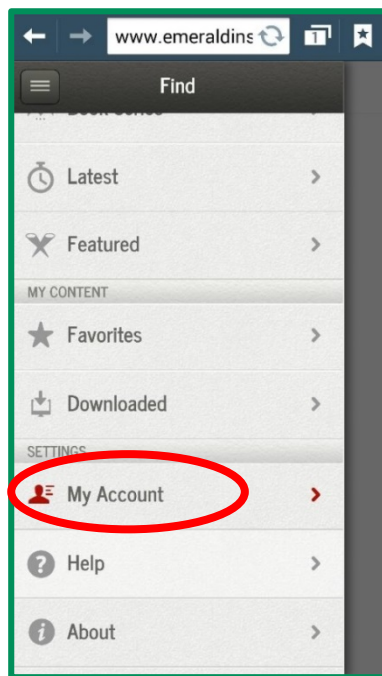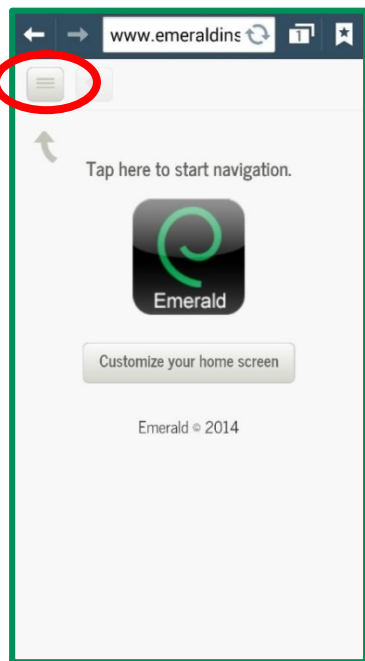
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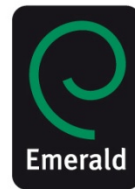
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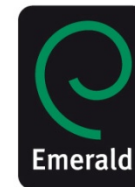2. 输入www.emeraldinsight.com，进入Emerald首页

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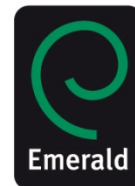4. 点击My Account

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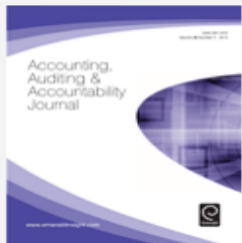
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Many wine marketing campaigns try and establish links with the past to highlight longevity (Peterson, 2005). This is because wine sales can actually increase by showcasing herita... ...hrough a greater enjoyment of the wine through association. However, there is no set definition o... ...02). It is therefore is up to the consumers' interpretation of the overall product (Stuart, 2012). Howa... ...09) and Urde et al. (2007) point out that heritage can be an identity and does not necessarily have ...uilding but can be an association with a legacy such as a family name. It is therefore reasonable ...ed by family association with the product. This has been successfully done for centuries in Old ...

Coccossis and Nijkamp (1995) suggest that family heritage linkage should not be limited ...e rest of the world including New World countries. New World wine countries may not have been e... ...pean and Middle Eastern competitors however many New World vineyards have also been in o... ...me New World wineries may also reveal a long association with the wine industry dating bac... increases heritage linkage through association with wine. Howard (2003, p. 6) suggests ...ip with inheritance which means "legacy". It could be argued by simply being a relative or ancesto...n to

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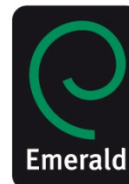
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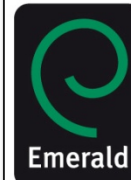
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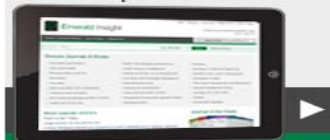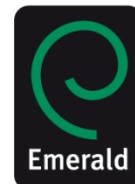
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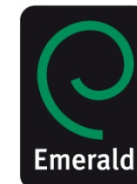
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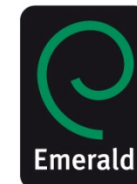Teaching Zone

Teaching Insights

Multimedia Zone——多媒体园地

国际期刊投稿建议

➢ **投稿准备流程**

➢ **审稿及成功发表**

➢ **ISI主编反馈/Voices from Editors**

论文准备-以Emerald 投稿为例

1、选择一本目标期刊— 关键词检索

2、浏览期刊主页— 选题范围、写作指南、范文

论文准备-以Emerald 投稿为例

3、修改论文格式——参考Author Guidelines

✓ **标题**: 最少的单词，表达最充分的意思
     Emerald期刊一般要求论文题目不超过8个英文单词

✓ **摘要：**

结构性摘要	报道性摘要	指示性摘要
• 出现于20世纪80年代后期 • 明显不同之处在于行文中用**醒目的字体**(黑体、全部大写、或斜体),直接标出目的、方法、结果、结论等以便于读者了解论文的内容 • **Emerald采用这种摘要类型。**	• 资料性或情报性摘要 • 主要**总结论文中的主要发现**，运用于描述实验研究类论文和创新价值较大的、主题单一的文献.它向读者提供原文中的全部创新内容，提供尽可能多的定量或定性的信息。	• 介绍性摘要，也称陈述性摘要。 • 主要介绍**论文的论题和目的**，用简单的几句话使读者对论文所研究的主要内容有一概括的了解，不需要介绍方法、结果、结论的具体内容，也不需要用数据进行定量描述。

结构性摘要举例

Milorad M. Novicevic, Mario Hayek, Tony Fang, (2011) "Integrating Barnard's and contemporary views of industrial relations and HRM", Journal of Management History, Vol. 17 Iss: 1, pp.126 - 138

Abstract

•*<u>Purpose</u>* – The purpose of this paper is to juxtapose the **contemporary views** of **industrial relations** (IR) and **human resource management** (HRM) with the ideas expressed by Chester Barnard.

•*<u>Design/methodology/approach</u>* – The paper analyzes Chester **Barnard**'s views along the four premises that underlie **contemporary perspectives** on the fields of IR and **HRM**.

•*<u>Findings</u>* – Barnard's main points: that sincerity and honesty of management is crucial to developing an individual employee's will to collaborate, and that collective cooperation is superior to collective bargaining are found to resonate well with the **contemporary views** and provide a clear indication for Barnard's preference of **human resource** perspective to the IR perspective.

•*<u>Practical implications </u>* – This paper provides **Barnard**'s practical insights into why managing IR and HR by policies leads to poor management.

•*<u>Originality/value</u>* – This paper is the first to recognize **Barnard**'s unique contribution to **contemporary perspectives** on IR and **HRM** disciplines.

论文准备-以Emerald 投稿为例

- ✓ **关键词**：数量限制，一般4-6个
- ✓ **论文类型**：**7**种（见右图）
- ✓ **正文**：字数限制**4,000~6,000**单词
  论文结构

- ✓ **参考文献:**

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MLA (the Modern Language Association):美国现代语言协会制定的论文指导格式，一般偏重应用于人文科学领域。
APA(the American Psychological Association):美国心理学会 所发行的出版手册规定的格式要求，一般应用于心理学，教育学等。

Case study

Literature review

General review

Viewpoint

Research paper

Technical paper

Conceptual paper
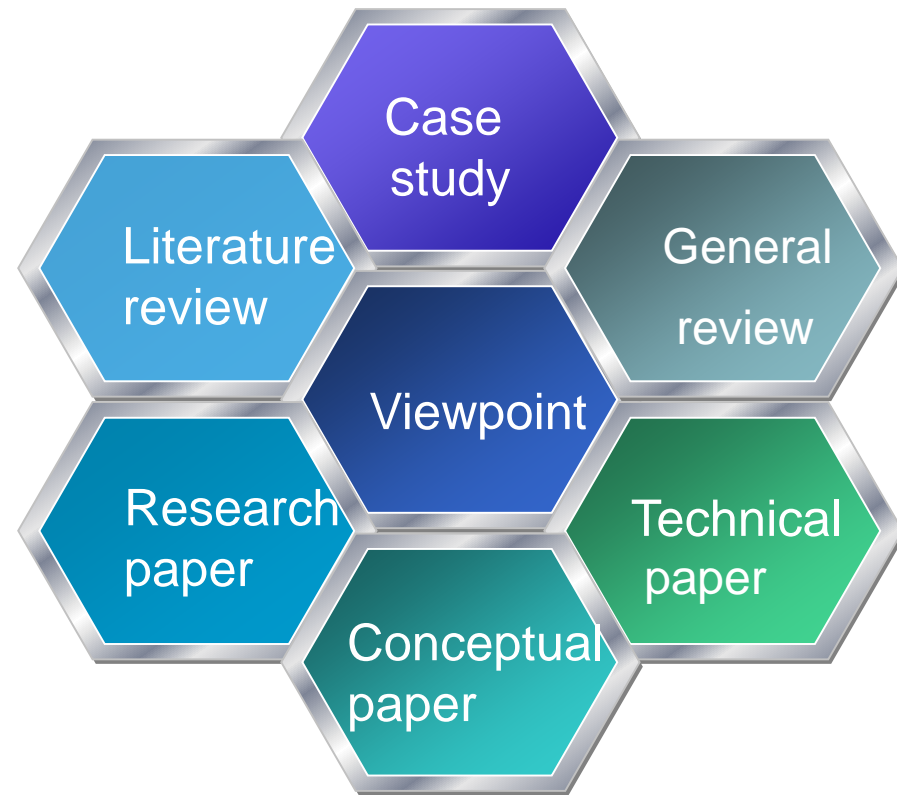
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参考文献举例-*数量；时间；质量*

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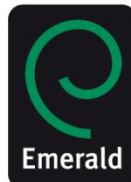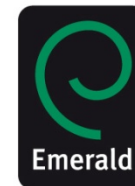Delmar, F. and Shane, S. (2006), "Does experience matter? The effect of founding team experience on survival and sales of newly founded ventures", *Strategic Organization*, Vol. 4 No. 3, pp. 215-47.

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4、准备Article title page-从Author guidelines 下载

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不建议使用的covering letter:
* *I am sending this article for you to publish in Journal of Documentation, after your editorial amendments. I have chosen JDoc to publish this paper, as it is a high-impact and well-regarded journal.*

5、选择正确投稿途径— *Author Guidelines*

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论文准备 - 在线提交系统ScholarOne

- **论文评审状态示例:**

Submitted Manuscripts

Manuscript ID	Manuscript Title	Date Created	Date Submitted	Status
MD-03-2010-0083	Optimal inventory management Policy for Direct Reusable Deterioration Items [View Submission]	18-Mar-2010	18-Mar-2010	ED: Not Assigned GE: Soriano, Domingo EA: Snowden, Kate PUB: Not Assigned • In Review

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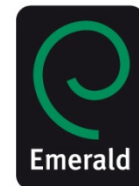
审稿方式：两轮同行双盲评审

审稿周期：

从提交到收到初次反馈: 3~3.5个月

发表周期: 3个月、1年不等

审稿结果：

拒绝— 选题问题，改投其他期刊

修改—根据评审意见进行修改、意见不同之处积极与主编沟通

再次提交：修改时间，随附修改Notes

修改说明-Revision Notes

Ref #	Reviewer Comment	Author Response
1	**Better grounding of the problem.** Parts of the front-end of the paper read like a tutorial-like introduction of action research. In a rewrite, there are two things that I would like to see instead.	You imply that you do not wish to see a tutorial to CAR (even though one reviewer thinks that this is needed since some sections of the MISQ readership may not be familiar with CAR). We concur with you and have removed the tutorial aspects. The front end of the paper (pages 2-5) has been revised in order to outline the research and practical problems that we focused on.
2	I would expect a clearer attempt to establish the research-practice gap as an intellectual challenge. This is the main theme of the paper and it would therefore be useful to substantiate your understanding of this gap beyond the surface level.	We agree that the research-practice gap needs to be positioned clearly as an intellectual challenge (as highlighted on page 3). We have now deliberately positioned the paper in this way with the challenge manifested in the action-research dichotomy, where either action or research tends to be the focus of action research projects (as explained on page 3). We also substantiate our arguments better in the broader CAR literature (as detailed from pages 5-14).
3	Next comment	Next response

期刊稿件评审流程

Submissions — 100%

Editor's Decision — OK (48%) Revise (28%) Reject (24%)

To first review — 66% Withdrawn (10%)

Decision — Revise (37%) Reject (29%)

To second review — 31% Withdrawn (6%)

Decision — OK (26%) Revise (3%) Reject (2%)

Published — 29%
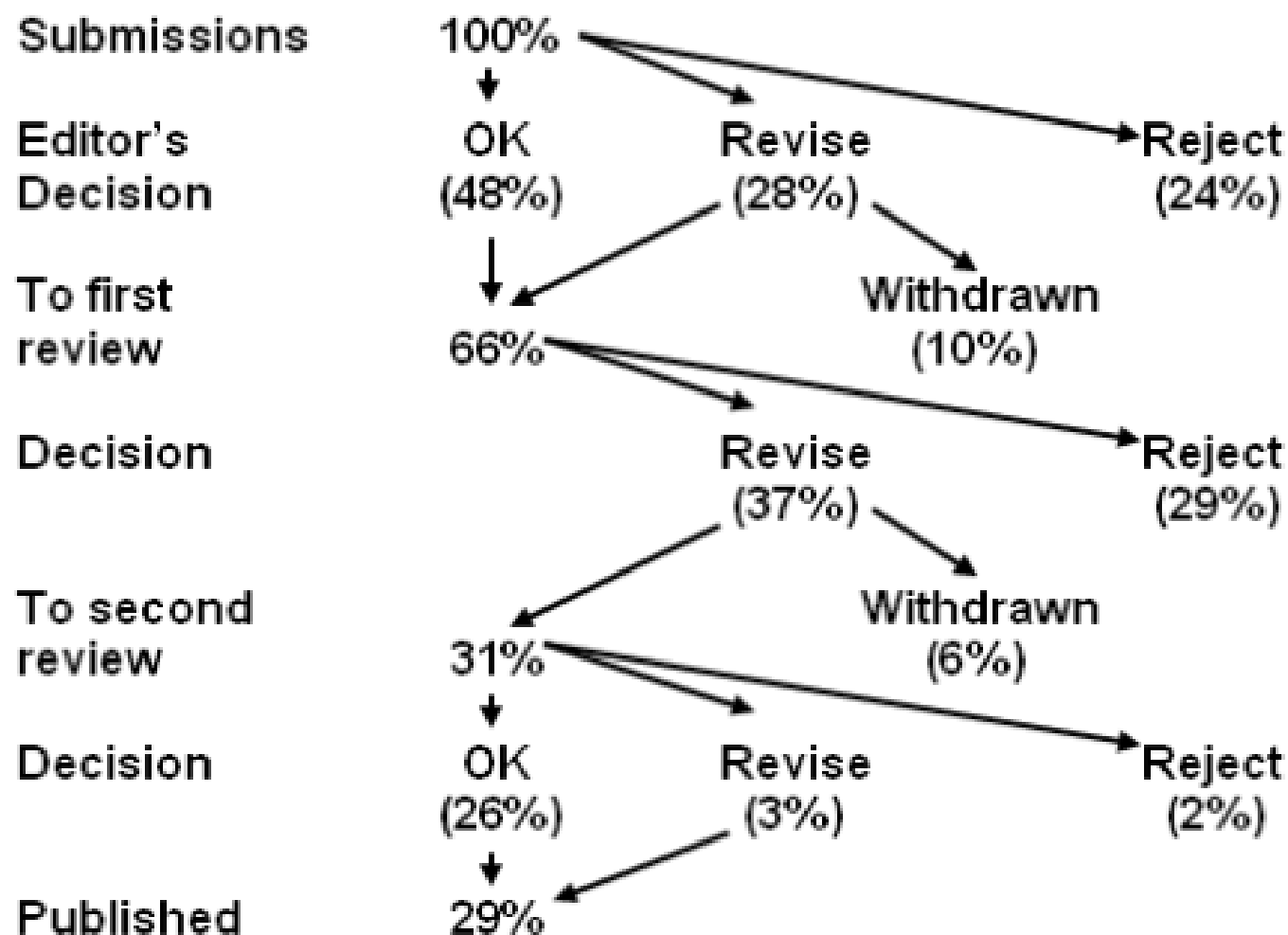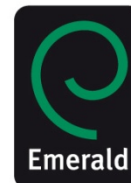
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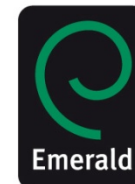
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  Solution：仔细阅读每本期刊的Author Guideline

- 论文内容与期刊内容方向不符
  Solution：投稿前先将摘要发给期刊主编，如方向不符，另择期刊投稿

- 英语语法、词句错误较多
  Solution：寻求合作作者或专业的第三方做proofreading

- 文章缺乏创新性，有抄袭（plagiarism)现象
  Solution： 论文完成后，在turn it in等专业检测论文相似度的网站检测

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.
- 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

- 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

- 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.

- 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

- I believe this is because there is a stress to people to publish in order to publish and not for conducting "innovative" research
- Manuscripts from Asia in general, and China in particular are often more literature-driven than issue-driven.

- 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.

- 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.

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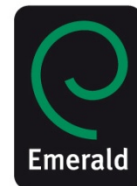
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