

About Emerald 2009

History

In 2007, Emerald celebrated its 40th anniversary. The company has moved a long way from small beginnings as a consulting venture by academics from the University of Bradford, to become the world's leading scholarly publisher in business and management. Our challenge for the next 40 years, starting now, is to make a significant contribution to making ours a better-managed world.

Research you can use

From the beginning, Emerald publications have sought to bridge the gap between the scholarly and practitioner world of management. Emerald has always aimed to publish research which makes a significant contribution to practice.

Good management makes a difference to all of us. Management, in its various forms, is the world's most studied subject at university, as well as the world's most practised occupation. In 2009, more than ever, we need good, responsible management to rebuild our economies, and make a better, more socially-responsible business world.

International and inclusive

Many of the world's business schools and management studies departments subscribe to the entire Emerald collection online, as well as keeping selected journals in print. In 2008, more than 20 million Emerald articles were downloaded and read in research and study. This equates to more than 50,000 a day, every day of the year.

Emerald is a truly international publisher, with authors, editors, advisers, reviewers and customers drawn from around the world. Emerald has representative offices in the USA, Canada, Malaysia, Australia, China, India, Dubai, Brazil and Japan, as well as its head office close to its original foundations in Bradford, UK.

Corporate mission

"Emerald contributes to a better managed world by providing research that can be used in practice."

The company intends to fulfil this mission through the proactive publishing development, dissemination and support of research

and education which contribute to making a positive impact on global communities.

Corporate Social Responsibility (CSR)

Actively promoting ethical business research in its journals, Emerald has implemented its own CSR agenda to ensure that its business practice impacts positively on employees, the environment and the wider communities that it serves.

Internally, the company has put in place educational schemes, such as the Emerald Academy, to further the professional and individual development of employees.

To minimize its impact on the environment, Emerald has recently implemented a new Environmental Management System (EMS) and received the ISO 14001:2004 certification, awarded by ISO-accredited organization ISOQAR.

Globally, Emerald is a member of the Generally Responsible Leadership Initiative (GRLI), a group formed by the European Foundation for Management Development (EFMD) with the support of the United Nations Global Compact. The company is also actively supporting research and education world-wide with a number of awards and research grants.

Publishing development

Emerald's publishing development programme is constantly investigating the acquisition and launch of new titles and exploring new partnerships in order to enrich the content of the portfolio. It draws on the synergy between books and journals to offer a comprehensive and multi-faceted approach of niche disciplines in all regions of the world.

Online collections

Emerald Management Xtra Plus, Emerald's flagship product, gives access to a collection of 200 online journals and an extensive library of online resources addressing specifically the needs of authors, librarians, managers, researchers and members of faculty. Subscribers also automatically receive access to new journals and acquisitions when they are added to the portfolio.

Emerald Management First is an award-winning online resource designed to help managers tackle everyday business



challenges, and improve their skills. Featuring interviews, case studies, overviews of topical issues and précis of research articles, this resource combines high quality, easily digestible information with usability and online performance.

Other collections are available, such as Emerald Management Xtra, to suit the specific needs of some academic institutions or organizations in all sectors and regions.

eBook Series Collections

New for 2009, two eBook Series Collections, one on Business Management & Economics and the other on Social Sciences, add a wealth of knowledge to the journal collections. In total, 509 volumes, representing over 5,000 chapters, are available and accessible through the intuitive Emerald interface and searching facility. At least 80 new volumes will be added to the collection annually. Each series features leading international authors in all the fields covered.

Backfiles

Offering an exclusive look into the evolution and history of management research, Emerald Backfiles is a fully-searchable, digital archive collection, realised in partnership with the British Library, and containing over 65,000 articles from more than 120 journals. With four out of five reference articles published before the internet era and available in print only until the digitization project, Backfiles has understandably become a collection of choice for fast, flexible and accurate research.

Emerald communities

Emerald provides online services specifically designed for the professional development of its communities. As part of Emerald for Authors, the Emerald Literati Network is an exclusive service offering support resources to our extensive community of authors and editors. It details the article production process and rewards the best contributions with the annual Emerald Literati Network Awards for Excellence. Emerald for Librarians features research, interviews, practical guides, and monthly columns by high-profile industry figures to help LIS professionals stay on top of their career.

Research, learning and teaching

On top of the online collections of journals, e-books and community areas, Emerald offers online resources to help researchers, students and teachers with their day-to-day tasks and duties. These self-help zones are accessible to everyone.

Awards and research grants

As part of its programme to promote research and education in the fields of Business Management and Library and Information Science, Emerald has established a number of awards and

research grants around the world.

A list of awards is available at:

<http://info.emeraldinsight.com/research/awards/index.htm>

Partnerships and collaborations

Emerald works in close collaboration with a number of academic and corporate organizations and associations world-wide in order to further research and education in business management and library information. Among these organizations and associations are the Association to Advance Collegiate Schools of Business (AACSB), the Academy of Management (AOM), the European Business Schools Librarians' Group (EBSLG), the European Foundation for Management Development (EFMD), the International Federation of Library Associations (IFLA), the Joint Information Systems Committee (JISC), the UK Serials Group (UKSG), and many more.

Industry standards

Emerald meets publishing standards through a proactive process of customer and contributor feedback alongside ongoing collaboration with publishing industry bodies:

- Adheres to the COUNTER and OpenURL industry standards
- Uses CrossRef and DOIs to provide reference linking services
- Complies with TRANSFER, a code of practice set up by UKSG to ensure minimal disruption for subscribers when journals change publishers
- Athens is provided for users of Emerald databases to authenticate their subscription access
- Subscribes to IThenticate for the prevention of plagiarism
- Emerald databases are compatible with the following reference management software: EndNote, Reference Manager, RefWorks and ProCite.
- Is a partner of the Committee on Publication Ethics (COPE)
- Offers a reprint service through the Copyright Clearance Center (CCC)
- International advisers in both the academic and the information management sectors keep Emerald in line with the latest developments in LIS and management research and education
- Emerald's journal editors and editorial advisory board members are recruited for their expertise and are often invited to share their knowledge at conferences and special events.

