CEEMAN
Budapest 2014

Alec Egan
Vice President: Southern Europe, Eastern Europe, Sweden, Finland

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Emerald and CEEMAN

• Case Writing Competition
Emerald and Authors

• Submission for Cases
• Books / Book Chapters
• Journal Articles
Emerald Metrics

- 295 journals
- 56 in ISI / 142 in Scopus
- 2,350 books / series
- formerly MCB Press
- 97% FT ranked schools
Emerald Metrics
Interview with a Bulgarian author on our website: Michael Minkov, the International University College, Sofia and at the University of Sofia:

http://www.emeraldinsight.com/authors/interviews/cdgw_book.htm

His advice on getting published internationally is: “First, they need a good command of English, at least in their academic field. This means reading tons of scientific literature in English. Second, they should get some interesting articles published in good academic journals so as to get spotted by the academic community”.
Emerald and Authors

- Submission for Cases
- Books / Book Chapters
- Journal Articles
Emerald / New Journals

- Co-publishing
- BMDA / BJM
- Baltic Journal of Management
Emerald / New Journals

- Co-publishing
- BMDA / BJM
Emerald / New Journals

• Contract Publishing
Emerald / Technology

• Looking for partners in e-Learning
• Both on Tech side and Content
Why publish?
Authors Workshops
Why publish?
What do previous authors say?

Career
80% of our authors published with a view to career progression and personal development

Altruism
85% published for esteem and receive internal and external recognition

Subject Development
70% wanted to share knowledge and experience

Own Business
50% published for company recognition and to promote their business
Back to basics

Sentence example:
My husband and I wish we could travel yearly to Europe and take in all the amazing sites.

- Amazing - adjective
- husband - noun
- wish - verb
- we - pronoun
- yearly - adverb
- to - preposition
- and - conjunction
Thank you / Questions