

# Emerald资源使用与投稿交流

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# 目录

Emerald资源介绍与期刊推荐

数据库平台使用

英文学术论文写作

国际期刊投稿指南



# Emerald资源介绍与期刊推荐

Nurturing Fresh Thinking



# Emerald Overview

- 1967, Bradford University 50名学者
- 管理学、工程学、图情学, 及其它人文社会科学
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图书情报学 农林经济管理
- 其他**交叉学科**和**泛管理**领域的期刊

市场营销

会计金融与经济学

商业管理与战略

公共政策与环境管理

信息与知识管理

人力资源与组织研究

图书馆研究

旅游管理

教育管理

运营物流与质量管理

房地产管理与**建筑环境**

健康与社会关怀

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## Full access to open research worldwide

- **International Journal of Climate Change Strategies and Management**
- Asia Pacific Journal of Innovation and Entrepreneurship
- Asian Association of Open Universities Journal
- European Journal of Management and Business Economics
- Higher Education Evaluation and Development
- Innovation & Management Review
- **International Journal of Crowd Science**
- Irish Journal of Occupational Therapy
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- Journal of CENTRUM Cathedra: The Business and Economics Research Journal
- Journal of Defense Analytics and Logistics
- Journal of Economics, Finance and Administrative Science
- **Journal of Intelligent and Connected Vehicles**
- Journal of Research in Innovative Teaching & Learning
- Journal of Tourism Analysis: Revista de Análisis Turístico
- Journal of Tourism Futures
- Journal of Work-Applied Management
- Maritime Business Review
- New England Journal of Entrepreneurship
- PSU Research Review
- Revista de Gestão



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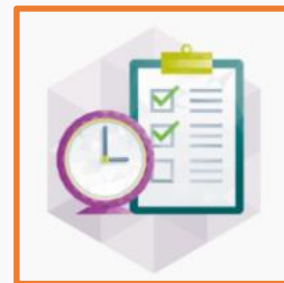
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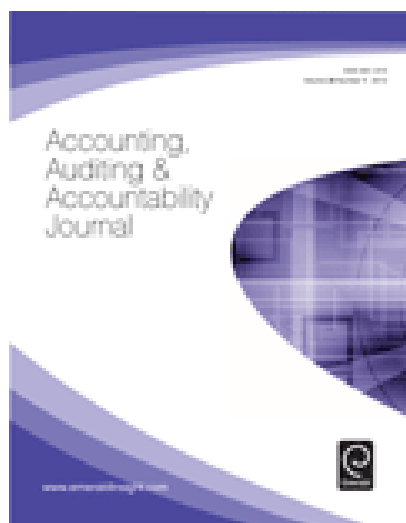


Tourism & Hospitality



Transport

# Accounting, Finance & Economics



*Accounting, Auditing &  
Accountability Journal*  
《会计、审计与职责杂志》



*China Agricultural Economic  
Review*  
《中国农业经济评论》



*China Finance Review  
International*  
《中国金融评论国际期刊》

# Accounting, Auditing & Accountability Journal



➤ **SSCI**

➤ **Impact Factor: 2.732**

**JCR 分区: Q1**

Aims and Scope

会计计量

会计报告

会计准则

实践与应用

审计

理论与模型

- \* Budgeting **China**. Macro-policies and micro-practices in public sector changes  
中国式预算：公共部门变革的宏观政策和微观实践
- \* The roles, responsibilities and characteristics of audit committee in **China**  
中国审计委员会的作用、职责和特点

# Business, Management & Strategy

注重理论与实践结合，涉及众多知名企业案例，包括Apple, Airbnb, Disney, Ford, General Motors, IBM, McDonalds, Microsoft, Nike.....



*Journal of Service  
Management*  
《服务业营销杂志》



*Management Decision*  
《管理决策》



*Chinese Management  
Studies*  
《中国管理研究》

# Management Decision



➤ **SSCI**

➤ **Impact Factor: 1.396**

Emerald历史最悠久的期刊，目前有中国作者142人

## **Aims and Scope**

企业经营策略

企业社会责任

运筹管理与物流研究

管理会计

企业行为与人力资源管理

\* The impact of different types of market orientation on product innovation performance: Evidence from **Chinese** manufacturers  
不同类型的市场导向对产品创新绩效的影响：以中国制造商为例

\* International diversification and corporate social responsibility: an empirical study of **Chinese** contractors  
国际多元化与企业社会责任：对中国承包商的实证研究



# Marketing

此学科合集同时具备了学术质量和现实意义，其中91%的期刊被Scopus收录，10本期刊被SSCI收录，2016年下载量共计490万次。



*European Journal of  
Marketing*  
《欧洲营销杂志》



*International Marketing  
Review*  
《国际营销评论》



*Journal of Services  
Marketing*  
《服务业营销杂志》

# International Marketing Review



➤ **SSCI**

➤ **Impact Factor: 1.672**

## **Aims and Scope**

出口营销

国际营销策略

国际零售业

市场进入决策

营销渠道管理

供应链问题

- \* International marketing in Southeast Asia: Retailing trends and opportunities in **China**

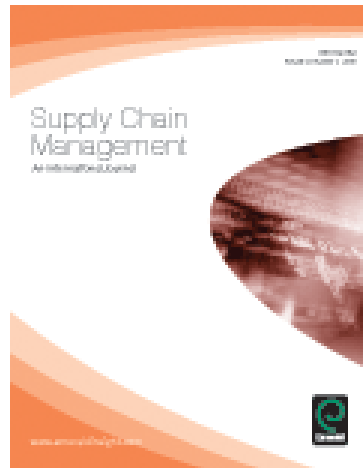
东南亚国际营销：中国零售的趋势和机遇

- \* How global brands incorporating local cultural elements increase consumer purchase likelihood: an empirical study in **China**

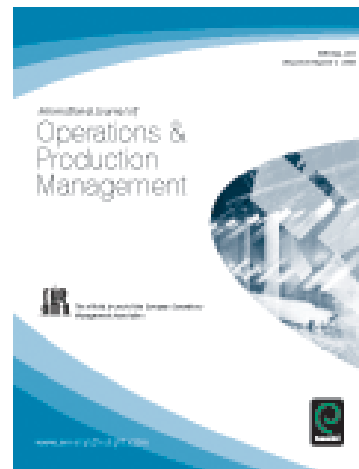
全球品牌如何因融入当地文化元素而增加消费者购买可能性：中国的实证研究

# Operations, Logistics & Quality

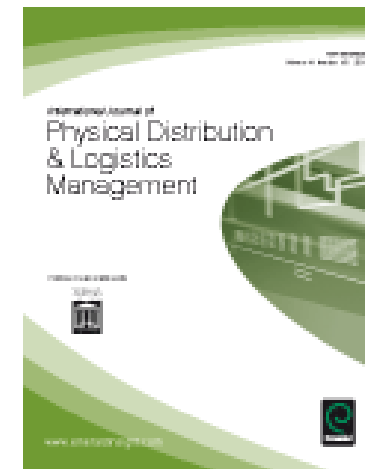
合集内所有期刊均被Scopus收录，其中5本被SSCI收录，其中，*Supply Chain Management* 的2016年影响因子超过4，2016年下载量共计320万次。



*Supply Chain Management: An International Journal*  
《供应链管理》

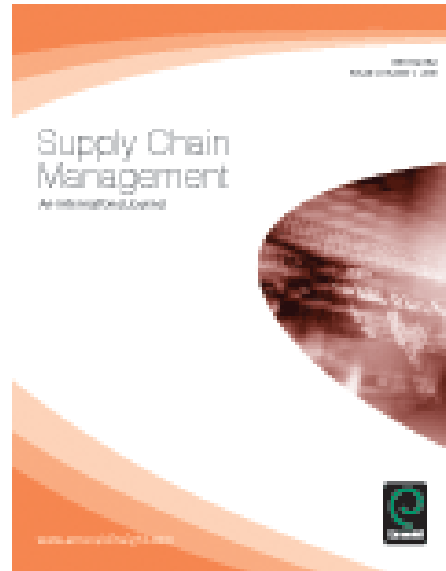


*International Journal of Operations & Production Management*  
《经营与生产管理国际期刊》



*International Journal of Physical Distribution & Logistics Management*  
《物资流通与后勤管理国际期刊》

# Supply Chain Management: An International Journal



## ➤ SSCI

➤ Impact Factor: **4.072**  
JCR 分区 **Q1**

## ➤ Aims and Scope

物流	合同关系
组织行为	供应链运作
风险管理	有效客户反应

- \* Low carbon supply chain with energy consumption constraints: case studies from **China's** textile industry and simple analytical model

低碳型供应链：中国纺织行业案例研究和简单分析模型

- \* Overseas sourcing decisions – the total cost of sourcing from **China**  
海外采购决定 - 从中国采购的总成本

# 数据库平台使用

Your guide to getting the best from Emerald Insight







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- 2018年“走进好书”读书月活动... [04-03]
- 春季大讲坛——图书馆四月外文... [04-03]
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HKMO (港澳博硕) 优秀

ProQuest Education D

SAGE期刊数据库

Springer期刊数据库

NSTL回溯期刊数据库

EBSCO商业资源库 (BSP)

ACS (美国化学学会)

Elsevier ScienceDire

Springer电子图书

Emerald期刊数据库

EBSCO学术期刊库 (ASP)

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分学科浏览



研究前沿

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三、辅助资源

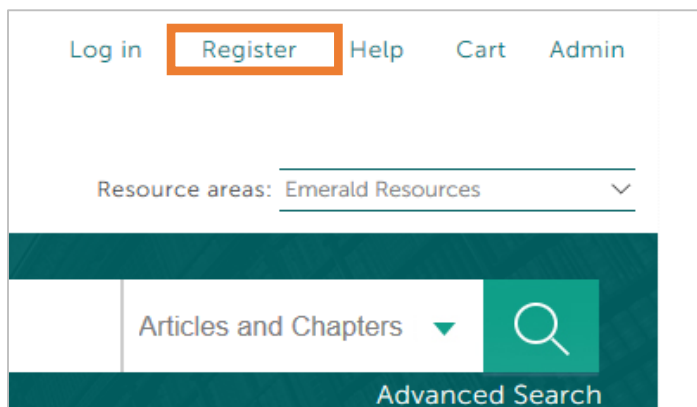
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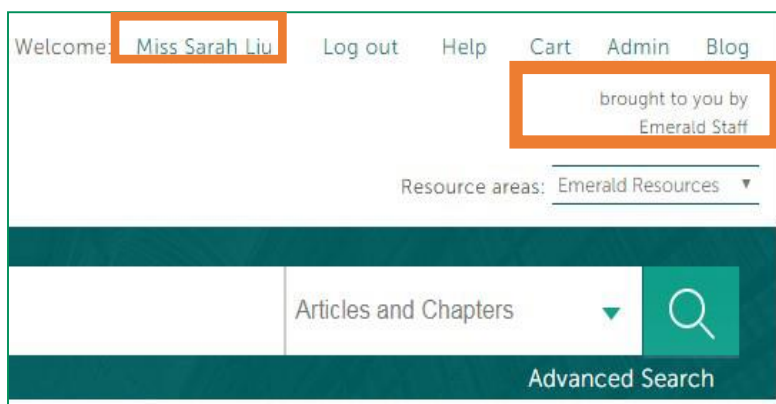
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在机构IP范围内进入平台后，点击右上角 Register 注册，填写邮箱密码等信息。

This is a screenshot of the 'Registration Details' form. It includes a note: '\* Indicates required fields.' The form contains four input fields: 'Email:\*' (empty), 'Retype email:\*' (containing 'service@emeraldinsight.com.cn'), 'Password:\*' (masked with dots), and 'Retype password:\*' (empty). Arrows from the top-left screenshot point to this form, indicating the next step in the registration process.

注册成功之后，点击 Log in 输入用户名和密码，登陆后右上角同时出现个人账户和机构名称

（显示个人账户名称，说明可以享受个性化服务功能，显示机构名称，说明可获得机构购买资源全文内容）

点击个人账户名称进入您的个人页面，在此设置推送服务，添加喜欢的期刊和图书等个性化服务



# 个性化服务总览-My Account

## My Account

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Update your personal details here.

Details

### Access

Access your subscription information here.

Access

Details: 个人信息

Access: 有个人访问权限的资源

### Redeem voucher

Redeem your voucher code here.

Redeem voucher

Redeem voucher : 兑换码、口令激活码

### Alerts

Manage your email alerts here.

Alerts

Alerts: 内容提醒

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View your marked list articles and publications here.

Marked list

Market list: 收藏夹

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Searches

Searches : 保存检索条件

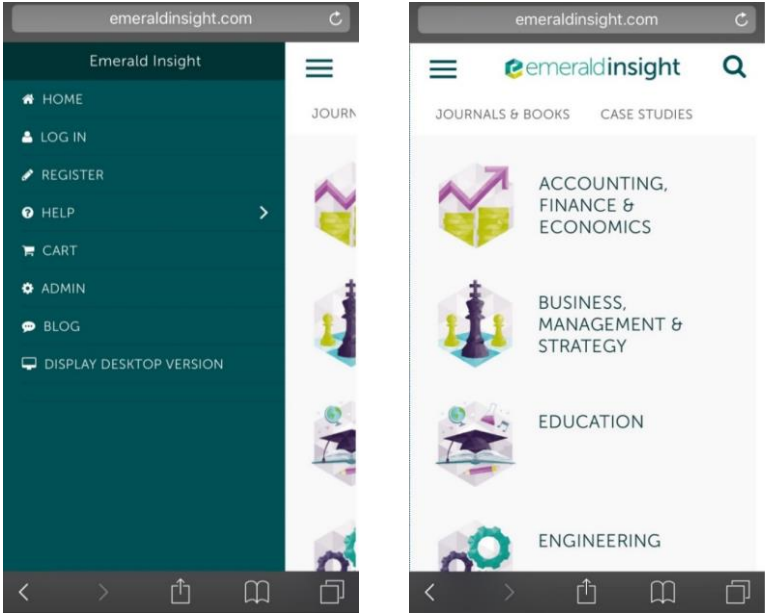


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ARTICLES/CHAPTERS (3693)CASE STUDIES (48)

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根据相关性与时间排序

Results: 1-20 of 3693

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Items per page 20

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Icon key: ☒ You have access ☒ Partial access ☒ Backfile ☒ Earlycite ☒ Abstract only

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1 ☒ Consumarchy & CSR

Type: Research paper

P. Martin Dumas

Social Responsibility Journal, Volume: 2 Issue: 3/4, 2006

▼Preview | Abstract | PDF (290 KB) | Reprints and Permissions

2 ☒ The illusion of CSR: drawing the line between core and supplementary CSR

Type: Research paper

Pablo Gomez-Carrasco , Encarna Guillamon-Saorin , Beatriz Garcia Osma

Sustainability Accounting, Management and Policy Journal, Volume: 7 Issue: 1, 2016

▼Preview | Abstract | HTML | PDF (457 KB) | References | Reprints and Permissions

3 ☒ Strategic CSR: an integrative model for analysis

Type: Conceptual Paper

António Marques-Mendes , Maria João Santos

Social Responsibility Journal, Volume: 12 Issue: 2, 2016

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SEARCH HISTORY SAVED SEARCHES

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- [Anywhere: csr] AND NOT [Anywhere: china] (Articles/Chapters - 3693)

### Refine Search

## 深度检索

### FILTERS APPLIED:

None

### Keyword

Corporate Social Responsibility (982)  
Social Responsibility (314)  
Sustainability (182)  
Sustainable Development (158)  
+More

### Publication Date

Last Year (485)  
Last 6 Months (245)  
Last 3 Months (124)  
Last Month (49)

### Publication

Social Responsibility Journal (333)  
Corporate Governance (180)  
Strategic Direction (122)  
Corp Comm: An Int Jnl (110)  
+More

### Subject

# The illusion of CSR: drawing the line between core and supplementary CSR

Author(s): Pablo Gomez-Carrasco (Department of Accounting, Universidad Autonoma de Madrid, Madrid, Spain)  
...Show all authors

Abstract: Purpose

– The purpose of this paper is to contribute to the development of the theoretical framework for corporate social responsibility (CSR) and to provide a number of conceptual considerations which can be considered in the design of measures for corporate social performance (CSP).

Design/methodology/approach

– This study develops a theoretical framework of CSR and provides conceptual considerations to improve the measurement of CSP. The example of Spanish savings banks is used to illustrate the complexity of the concept of CSR, which includes different dimensions and relationships.

## Article

### 1. Introduction

Despite the significant attention given to corporate social responsibility (CSR, henceforth), develop its conceptual framework (Langhelle, 2010; Matten and Moon, 2008; Aguilera *et al.*, 2006). In recent years, the debate around CSR has focused on the relationship between corporate social performance (CSP), as a way of making CSR applicable to practice (Maron presents inconclusive evidence (Van Beurden and Gössling, 2008; De Bakker *et al.*, 2005), lack of theoretical foundation and the need of a unifying framework (Garriga and Melé, 2003; Ruf *et al.*, 2001; Ullmann, 1985)[1]. Therefore, there is need for research that further develops the CSR

文章正文，选择跳读

Section:	Choose
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	1. Introduction <<
	2. The conceptual framework...
	3. Core and Supplementary...
	4. An empirical illustrat...
	5. Discussion and conclus...
	References
	Appendix 1. Sources of in...
	Appendix 2
	Corresponding author

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Sustainability Accounting, Management and Policy Journal

ISSN: 2040-8021  
Online from: 2010  
Subject Area: Accounting, Finance & Economics

Current Issue | Available Issues | Earlycite

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<input type="checkbox"/> Acceptability of Transport Pricing Strategies	<input checked="" type="checkbox"/>	978-1-78635-950-6	Book
<input type="checkbox"/> Access to Destinations	<input checked="" type="checkbox"/>	978-0-08-046055-0	Book
<input type="checkbox"/> Accounting Research Journal	<input checked="" type="checkbox"/>	1030-9616	Journal
<input type="checkbox"/> Accounting, Auditing & Accountability Journal	<input checked="" type="checkbox"/>	0951-3574	Journal
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# 三、辅助资源



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# 辅助资源

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## Teaching Zone

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论文写作指南、研究技巧

## RealWorld Research

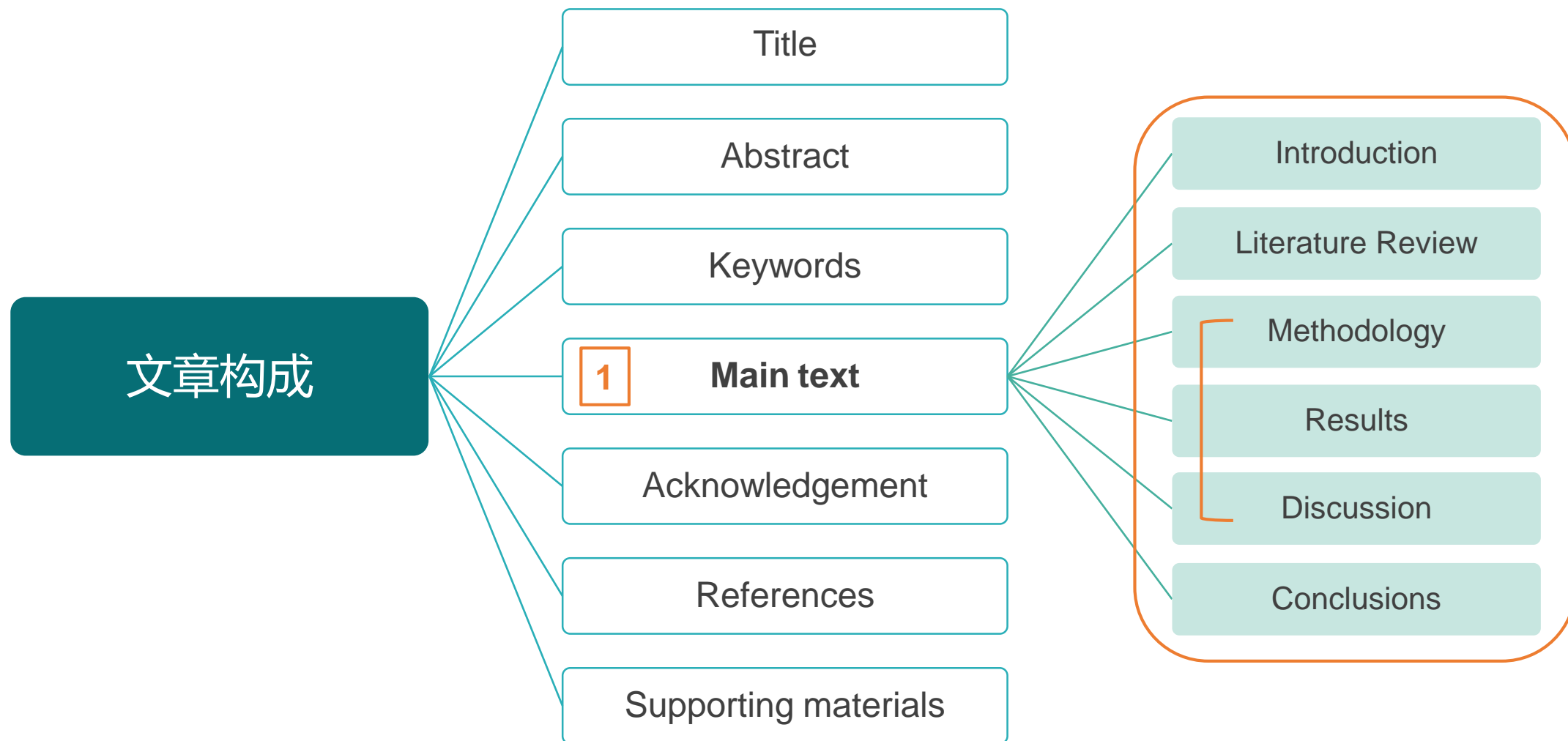
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# 英文学术论文写作

How to write a good English paper



# 文稿准备



# 文稿准备

Title

Abstract

Keywords

Introduction

Literature Review

Methodology

Results

Discussion

Conclusions

Acknowledgement

References

大多数的缺陷通常在论文的哪个部分？

- A) 方法：55%    B) 讨论：24%  
C) 结果：21%    D) 引言：0%

① 如何收集和得出数据？

② 如何分析数据？

描述准确、详尽、清晰

为什么选择这种方法，证明研究有效性

提供足够的信息，以便读者能够重复试验或推倒过程



# 文稿准备

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Keywords

Introduction

Literature Review

Methodology

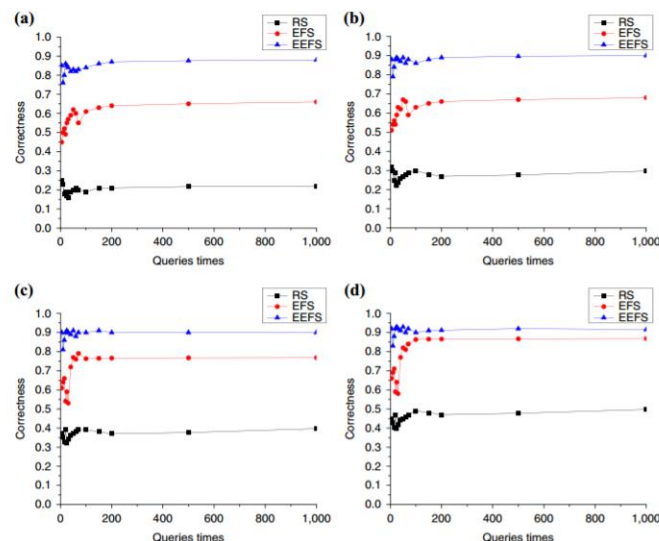
Results

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Notes: (a)  $\tau = 10$  cm; (b)  $\tau = 15$  cm; (c)  $\tau = 20$  cm; (d)  $\tau = 30$  cm

Observed from Figure 3, the proposed strategies: EFS and EEFS are significantly superior to RS. The correctness of EFS is close to 70 percent when  $\tau \leq 15$  cm. As  $\tau$  increases, the curve of EFS is close to EEFS and it can reach nearly 85 percent. The main reason is that the contributions of end users' feedbacks will be reduced when the relaxing of  $\tau$  reaches some point.

On the other hand, in the four sub-figures of Figure 3, it is easy to discover that for each sub-figure the three curves tend to be a straight line after the queries times are larger than 25. The reason has the following two issues. The first one is because with the increasing of queries times the queries results have achieved the "best" solution and it cannot optimize the results further even though increasing the users' feedbacks. The second one is that when the queries times are large enough, increasing the users' feedbacks are invalid to increase the correctness, once the data provided by the data sources are all error. The results selected from them are certainly the wrong choices. This problem can be resolved by introducing the existing mechanisms to help data sources improve their "bad" data.

图表/文字：避免完全一致；数据尽可能多

# 文稿准备

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研究  
问题  
说明

## Discussion

The academic debate on supply chain skills started by [Murphy and Poist \(1991\)](#) and [van Hoek \(2001\)](#) is still ongoing ([Bak and Boulocher-Passet, 2013](#); [Myers \*et al.\*, 2004](#); [Sohal, 2013](#); [Dubey and Gunasekaran, 2015](#)). An understanding of the “bigger picture” of supply chain skills is deemed to be necessary to bridge the gap between the supply chain needs and associated skills required ([Bak and Boulocher-Passet, 2013](#)). Previous research on supply chain management skills covered the USA, Australia and the Far East ([Bak and Boulocher-Passet, 2013](#)) with few providing a general outlook on UK supply chain skills needs ([van Hoek, 2001](#); [van Hoek \*et al.\*, 2011](#)). Hence, the current study based on a UK university has provided an insight into the skills impact and changing focus on key supply chain skills in an increasingly competitive global environment.

重要  
发现  
、  
结果  
和  
意义

First, the changing competitive global environment indicated the inclusion of new supply chain skills requiring specialist training in areas such as lean, six sigma, CPC and regulations. An understanding of the application of regulations has been identified as a crucial requirement as part of decision-making skills, especially in relation to national and international laws and regulations (e.g. environment, exports, imports) and rules and regulations involving health and safety and employment law because many management decisions are bound by both external laws and internal rules and regulations.

Second, the findings indicated that not all skills are weighted equally and different levels of emphasis have been placed by the respondents on the identified skills. For example, although previously identified as a key enabler within the supply chain ([Bowersox, 2002](#); [Kirby, 2003](#); [Mangan and Christopher, 2005](#)),

at university, with some also having exposure to workplace stress through undertaking an industrial placement year. Although graduates are well equipped with technical supply chain skills, the findings supported a greater emphasis towards the behavioural, decision-making and people management skills, highlighting key areas for further research. The inclusion of skills identified (behavioural, decision-making and people management skills), business ethics and specialist training (i.e. six sigma, CPC) can be further developed through innovative and collaborative relationships between industry and higher education, such as mentorship schemes and company based projects.

However, it should be noted that the findings are relevant to one UK-based university setting and its stakeholders based on 25 skills assessed and may not reflect other UK universities, where variances across supply chain teaching might exist ([Mangan and Christopher, 2005](#)). Indeed, a need for a wider UK based study was evident through successive calls by researchers undertaking studies on supply chain management; current education provision, practitioner viewpoints; future supply chain skills needs and collaboration between industry and teaching ([van Hoek \*et al.\*, 2011](#); [Bak and Boulocher-Passet, 2013](#)). Hence, the findings of the study need to be tested in a wider UK higher education setting.

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## Conclusion and research implications

This study began with a discussion of existing supply chain skills identified in the academic literature. The discussion surrounding supply chain skills needs is not new ([Bowersox, 2002](#); [Kirby, 2003](#); [Mangan and Christopher, 2005](#); [van Hoek \*et al.\*, 2011](#); [Bak and Boulocher-Passet, 2013](#)), although the emphasis on specific skills areas has evolved over time. Supply



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## 已知信息——未知信息

1. **研究背景**：研究领域的信息，为读者提供研究背景，以突出研究的重要性和意义
2. **研究成果**：其他研究人员的研究成果（已知信息）
3. **当今空白**：表明研究的意义，填补现今研究的空白（未知信息）
4. **目的/目标**：描述本文的主要发现
5. **合理性/价值**

# 文稿准备

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- 文献综述并不是简单的参考文献罗列
- 描述、分析、总结

## 参考文献选取过程

1. 确定研究问题，缩小检索范围
2. 文献检索：期刊、图书、报纸、政府报告等
3. 文献评估：时效性、权威性、质量
4. 总结分析：观点异同，疑问&质疑

# 文稿准备

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Conclusions

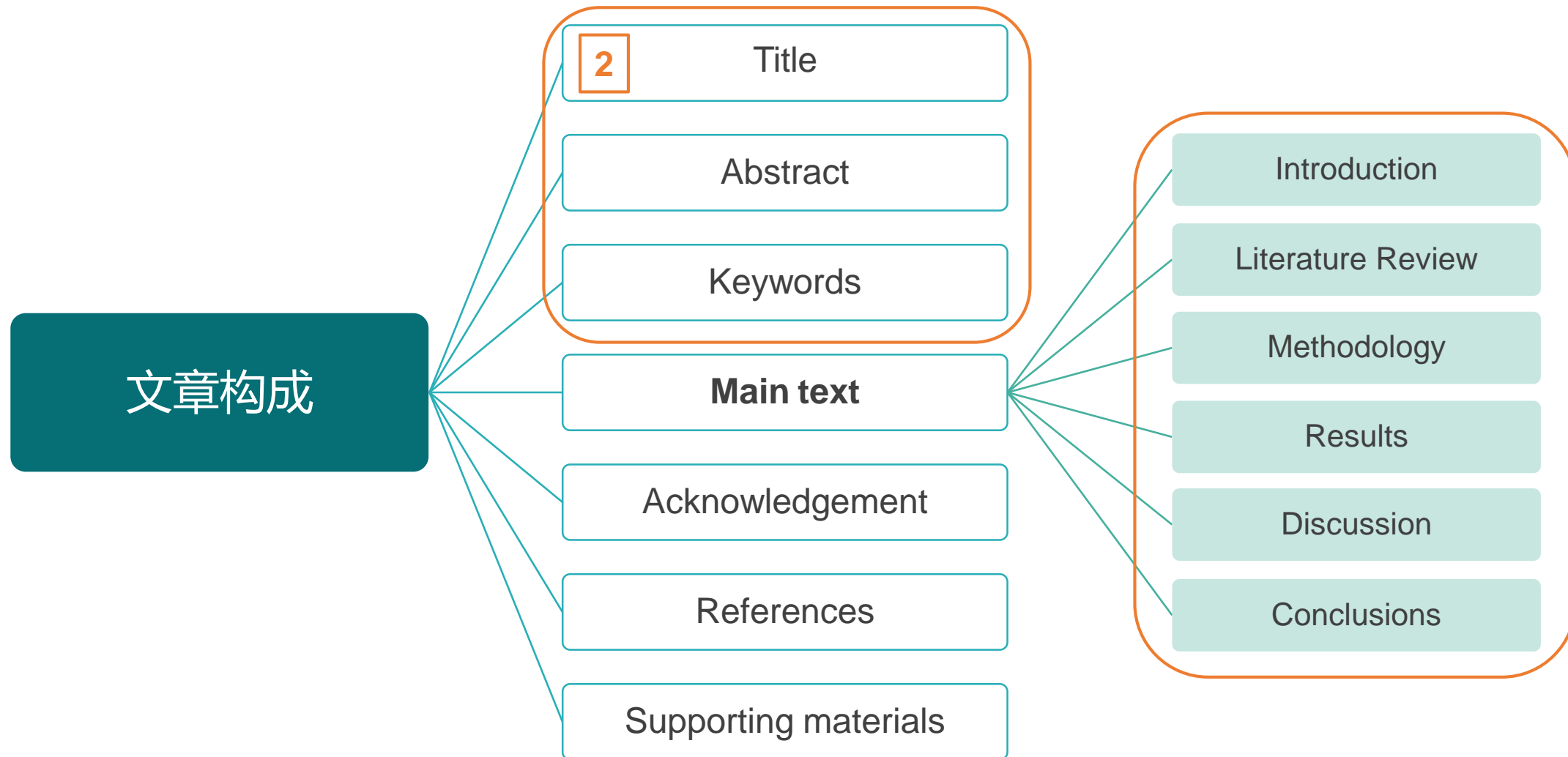
Acknowledgement

References

## 尽量避免总结文章

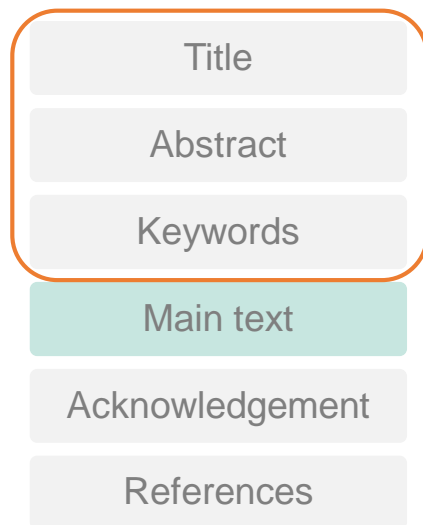
- 概括研究内容、结果及其意义与价值。
- 具体说明研究假设与结论，强调实际意义，应用前景等。
- 相关研究比较。
- 局限性、不足之处、尚待解决的问题。
- 展望前景，指出研究方向。

# 文稿准备





# 文稿准备



重点检索区域→营销

**吸睛**，提高文章的被发现、阅读、引用概率

给主编的第一印象

- ① 潜在读者会检索什么？
- ② 如何选择合适的用词、用句？
- ③ 同行阅读，是否产生读下去的兴趣？

# 文稿准备

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Abstract

Keywords

Main text

Acknowledgement

References

最少的单词，表达最充分的意思

长度	≤ 20 words
描述/简洁	<p>A Study of the effects of foreign investment on the economic growth in Spain during the period between 1976 and 1990</p> <p>关于1976-1990年间外资对西班牙经济增长的影响的研究</p>
具体	<p>"New Techniques in Carbon Materials"</p> <p>"(The) Use of Optical Microscopic Techniques in Characterizing New Carbon Materials"</p>

# 文稿准备

Title

Abstract

Keywords

Main text

Acknowledgement

References

论文的微缩模型

≤ 250单词

摘要：Emerald采用**结构型摘要**

行文中用**醒目的字体**(加粗、全部大写、或斜体) 直接标出内容提要。

## Abstract

- **Purpose** – 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.
- **Design/methodology/approach** – The paper analyses Chester Barnard's views along the four premises that underlie contemporary perspectives on the fields of IR and HRM.
- **Findings** – 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.
- **Practical/Social implications** – This paper provides Barnard's practical insights into why managing IR and HR by policies leads to poor management.
- **Originality/value** – This paper is the first to recognize Barnard's unique contribution to contemporary perspectives on IR and HRM disciplines.

# 文稿准备

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数量：4-6个

选择方向：主题相关

细分学科

研究方法

国际视野

---

**Notes：** 避免过于专业的术语

---

避免尚未广泛接受的缩写

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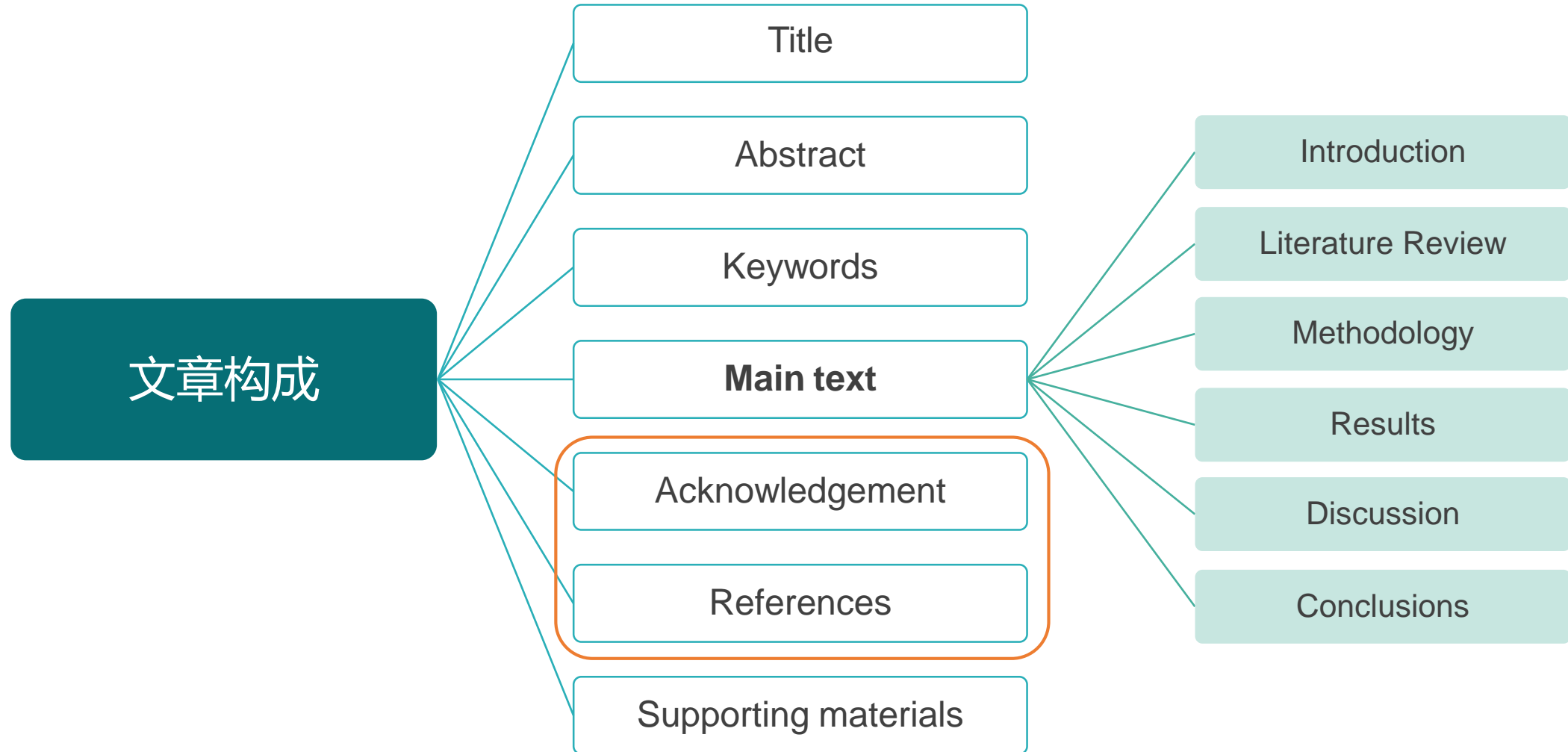
考虑平台检索-相关度

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重要关键词出现频率

---

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Title

Abstract

Keywords

Main text

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References

参考文献：  
数量、时间、质量

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A

## References

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Dahlqvist, J., Chandler, G.N. and Davidsson, P. (2004), "Patterns of search and the newness of venture ideas", in Zahra, S.A., Brush, C.G., Davidsson, P., Fiet, J., Greene, P.G., Harrison, R.T., Lerner, M., Mason, C., Meyer, G.D., Sohl, J. and Zacharakis, A. (Eds), *Frontiers of Entrepreneurship Research*, Babson College, Wellesley, MA.

# 文稿准备

## SSCI参考文献调研

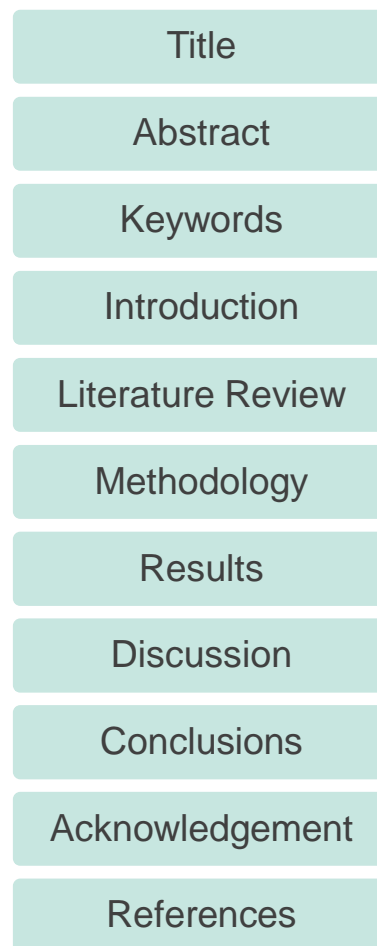
Title
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Keywords
Main text
Acknowledgement
References



平均每篇文章有**48.658**条参考文献

# 文稿准备

- Figures and visualizations (tables, graphs *etc.*)
- Methods, Results, Discussions
- Conclusions
- Introduction
- Abstract, Title



2

文章的自我营销与推广

1

逻辑/结构清晰，论据鲜明有说服力  
干货，文章的灵魂

3

Grammar! Logic!

# 国际期刊投稿指南

Guide to paper submission



# 目标期刊选择

Step 1

常阅读/引用

关键词检索

同行推荐

按学科检索

- *International Journal of Operations & Production Management*
- *International Journal of Physical Distribution & Logistics Management*
- *Supply Chain Management*



# 目标期刊选择

Step 2

Aims & Scope

Author Guideline

已发表文章

Home > Emerald journals > Supply Chain Management Information



## Supply Chain Management

An International Journal  
ISSN: 1359-8546

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## Editorial Objectives

SCM:IJ is targeted at academics and practitioners in both public and private sector organizations working on all aspects of vertical coordination and process integration. The journal promotes the exchange of knowledge, experience and new ideas between researchers and practitioners and encourages a multi-disciplinary and cross-functional approach to the resolution of problems and the exploitation of opportunities within supply chains that extend beyond the buyer-supply interface.

## Editorial Scope

Supply chain management is viewed as a business philosophy, which covers all aspects of business activity, the main emphasis being on working together with customers and suppliers to achieve competitive advantage. Thus, the scope of this journal is wide ranging and includes all aspects of the delivery process (procurement, manufacturing, logistics, inventory management, account management, marketing and new product development) and theoretical contributions from the social sciences (operations management, corporate strategy, organizational behaviour, new institutional economics, and public policy) in relation to developed and developing countries worldwide.



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- 图表数量、分辨率、格式、是否单独提交
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- 参考文献格式
- 文本格式：Word/PDF/LaTeX
- .....

Format	Article files should be provided in Microsoft Word format. LaTeX files can be used if an accompanying PDF document is provided. PDF as a sole file type is not accepted, a PDF must be accompanied by the source file. Acceptable figure file types are listed further below.
Article Length	Articles should be between 6000 and 9000 words in length. This includes all text including references and appendices. Please allow 280 words for each figure or table (maximum 7 figures and tables per article).
Article Title	A title of not more than eight words should be provided.
Author details	<p>All contributing authors' names should be added to the ScholarOne submission, and their names arranged in the correct order for publication.</p> <ul style="list-style-type: none"><li>• Correct email addresses should be supplied for each author in their separate author accounts</li><li>• The full name of each author must be present in their author account in the exact format they should appear for publication, including or excluding any middle names or initials as required</li><li>• The affiliation of each contributing author should be correct in their individual author account. The affiliation listed should be where they were based at the time that the research for the paper was conducted</li></ul>
Biographies and acknowledgements	Authors who wish to include these items should save them together in an MS Word file to be uploaded with the submission. If they are to be included, a brief professional biography of not more than 100 words should be supplied for each named author.
Research funding	Authors must declare all sources of external research funding in their article and a statement to this effect should appear in the Acknowledgements section. Authors should describe the role of the funder or financial sponsor in the entire research process, from study design to submission.
Structured Abstract	<p>Authors must supply a structured abstract in their submission, set out under 4-7 sub-headings (see our "How to... write an abstract" guide for practical help and guidance):</p> <ul style="list-style-type: none"><li>• Purpose (mandatory)</li><li>• Design/methodology/approach (mandatory)</li><li>• Findings (mandatory)</li><li>• Research limitations/implications (if applicable)</li><li>• Practical implications (if applicable)</li><li>• Social implications (if applicable)</li><li>• Originality/value (mandatory)</li></ul> <p>Maximum is 250 words in total (including keywords and article classification, see below).</p> <p>Authors should avoid the use of personal pronouns within the structured abstract and body of the paper (e.g. "this paper investigates..." is correct, "I investigate..." is incorrect).</p>
Keywords	<p>Authors should provide appropriate and short keywords in the ScholarOne submission that encapsulate the principal topics of the paper (see the <a href="#">How to... ensure your article is highly downloaded</a> guide for practical help and guidance on choosing search-engine friendly keywords). The maximum number of keywords is 12.</p> <p>Whilst Emerald will endeavour to use submitted keywords in the published version, all keywords are subject to approval by Emerald's in house editorial team and may be replaced by a matching term to ensure consistency.</p>
Article Classification	<p>Authors must categorize their paper as part of the ScholarOne submission process. The category which most closely describes their paper should be selected from the list below.</p> <p><b>Research paper.</b> This category covers papers which report on any type of research undertaken by the author(s). The research may involve the construction or testing of a model or framework</p>

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- **论文正文**：不包含任何作者信息
- **Covering letter** 建议随附上，包含有效信息：
  - a. 陈述向这本期刊投稿的原因
  - b. 文章与众不同之处（期刊范围）

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.....

虽然本文的研究对象为公共图书馆，并不属于贵刊的一般研究范围，但是，本文重点关注的是该课题理论模型的新应用，因此也同样符合贵刊的研究方向。

.....

# 国际期刊投稿 —— Online Submission



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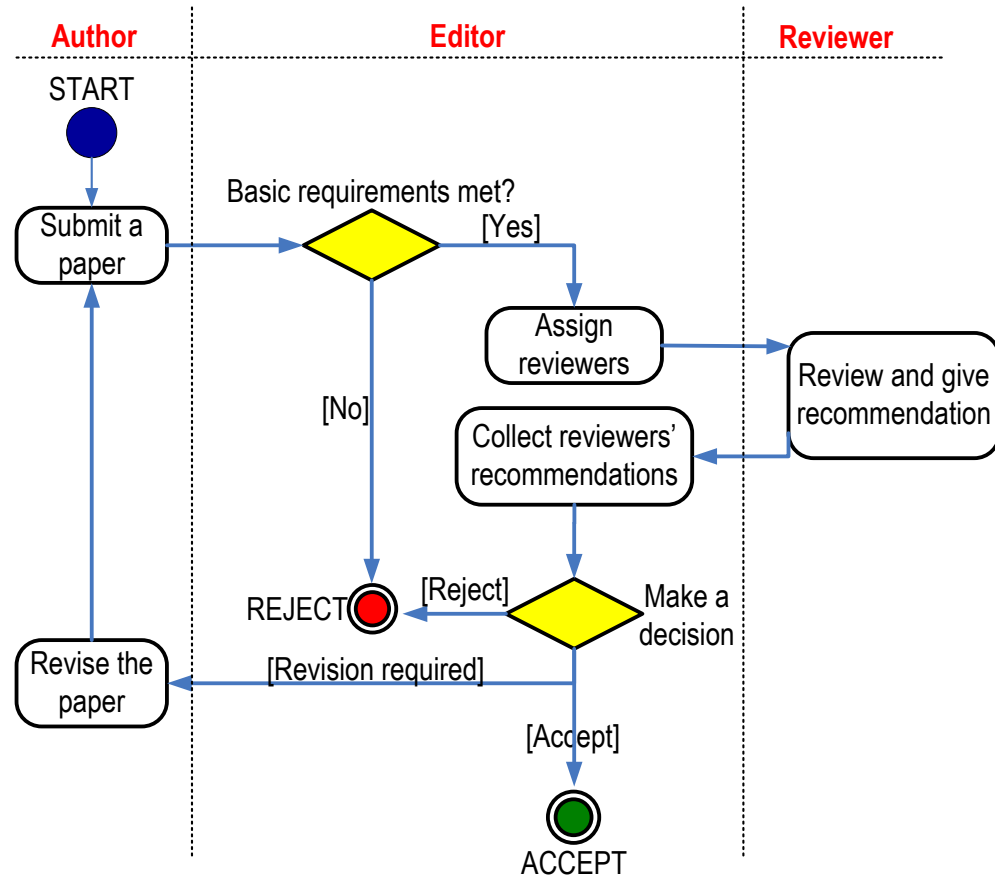
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- 审稿方式：两轮同行双盲评审

- **切忌一稿多投**

- **Article Level Publishing :**

- 加快出版周期 (32天)

- DOI：利于文章被检索、发现、引用

- 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

# 国际期刊投稿 —— Revision

## Ref # Reviewer Comment

**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.

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.

Next comment

## Author Response

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.

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**).

Next response

# 中国作者常见现象

- 不严格遵守投稿指南，如字数超限等
- **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Subediting





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- Emerald以出版社的专业角度关注国际发表的标准及要点；
- 语言编辑均为英语母语人士，拥有博士以上专业学科背景；
- 高级编辑&深度编辑，满足不同作者需要；
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# Emerald Subediting 案例

Retail sector ~~is~~ projected ~~sure~~ to ~~beshow~~ the

批注1: Language: By adding the word “projected” the flow of information has been improved.

highest growingth sector in ~~the coming next~~ five

批注2: Article usage: A superlative adjective is preceded by the definite article “the.”

years. ~~The~~ This sector is rapidly transforming fast

批注3: Language: The formal phrase “the next” suits the academic tone of the document.

~~changing~~, with the current players and new

批注4: Typographical error: The spelling error has been eliminated.

entrants prepare ing to explore the market.

批注5: Grammar: The correct form of the verb (“preparing”) has been used here.

Momentous growth ~~are~~ is expected ~~in the coming~~

批注6: Article usage: Since “market” is used in the business context, the definite article has been added.

~~future~~ in the organized retail sector; due to the

批注7: Grammar: The singular verb form “is” matches the singular subject “growth.”

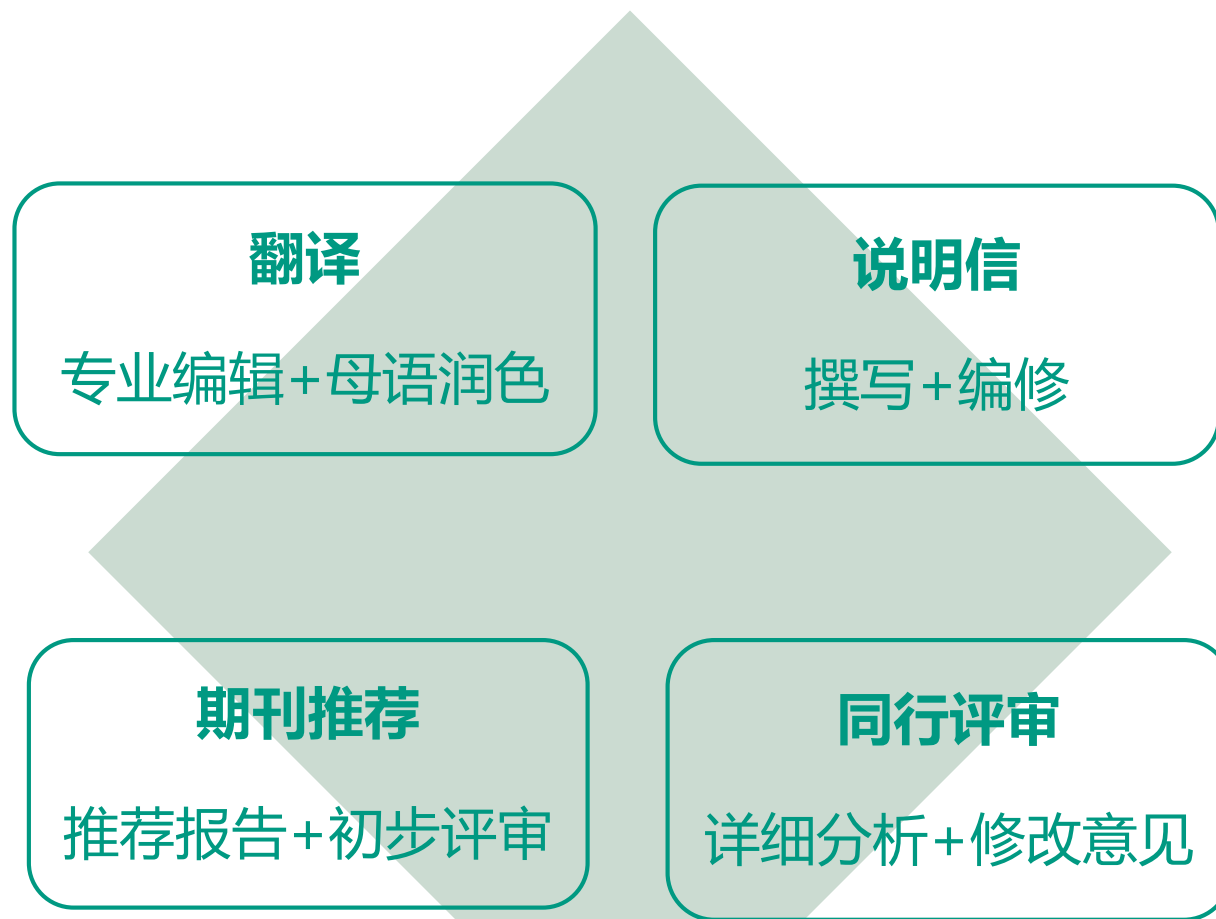
rapidly ~~increae~~ sing consumer demand and

批注8: Grammar: “rapid” describes the adjective “increasing”; hence, the suffix “-ly” has been added.

availability of real estate.

批注9: Typographical error: The spelling error has been eliminated.

# Emerald 翻译 & 投稿辅助



# THANKS

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