



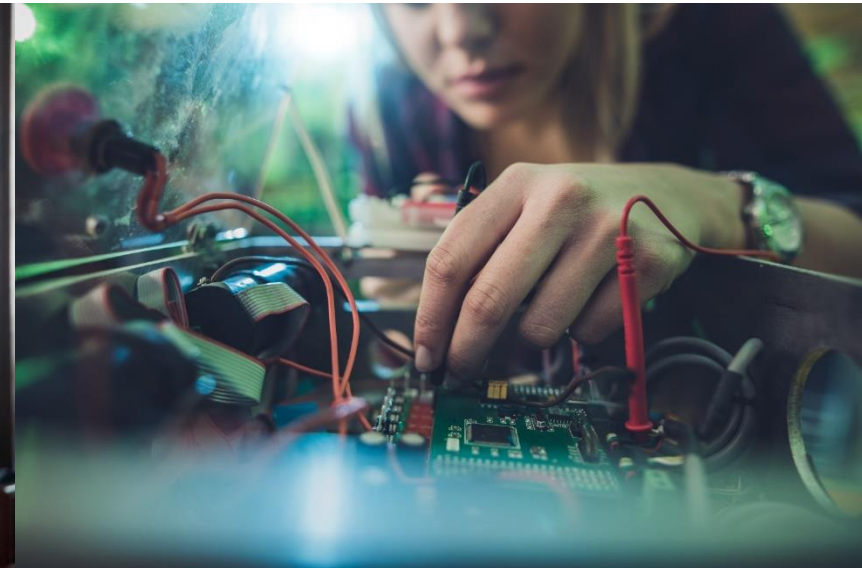
# Emerald资源使用与投稿交流

北京林业大学

高瑛键 [bm9@emeraldinsight.com.cn](mailto:bm9@emeraldinsight.com.cn)

# Emerald Overview

- 1967年成立于英国 Bradford，具有近60年的学术出版历史
- 学科主要涉及**管理学**、**图情学**、**工程学**等



# Influence & Impact

- 世界主要的人文社科学术出版社之一
- 客户和作者群覆盖：泰晤士高等教育**TOP 200**高校 金融时报**TOP 100** 商学院



100% of the THE top 200 universities worldwide are Emerald customers

We have authors all of the THE top 200 universities worldwide

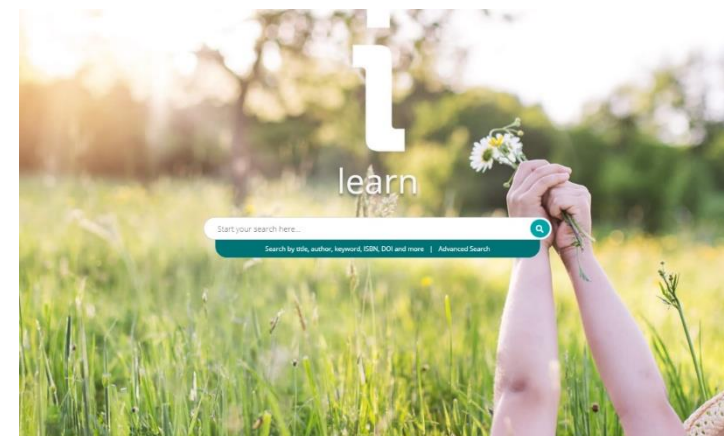


All of the FT top 100 business schools worldwide are Emerald customers

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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

Nurturing Fresh Thinking



# Emerald Resources



## 学术期刊 380+

均经同行双盲评审，超过 95% 被 Web of Science 和 Scopus 收录，超过三分之一被 SCI / SSCI / A&HCI / EI 收录。



## 科研图书 5800+

内容主题广泛，涵盖 200+ 主题领域，超过 80% 被 BKCI 收录，以系列丛书为特色，同时出版专著、参考书、手册等。



## 商业案例 3100+

来自 130+ 个国家，90% 含教学注释，分为新兴市场案例集、美国案例协会官方期刊、国际知名商学院授权案例集。

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涵盖 管理学五大一级学科

管理科学与工程

工商管理

公共管理

农林经济管理

图书馆、情报与档案管理



# Emerald 管理学核心期刊

- Emerald管理学**核心刊物**有77本，其中，**Q1区**刊物有38本，**Q2区**刊物有25本
- Emerald期刊大部分为主题性期刊



# 管理学Q1核心刊物推荐 (1)

Operations, Logistics & Quality

运营物流与质量管理学科合集所有期刊均为Scopus收录，其中87%期刊为WOS收录，文章年均下载量高达320万次；

主题范围覆盖：供应链管理、质量控制、生产管理、冷链管理、绿色供应链、服务管理、技术管理等。



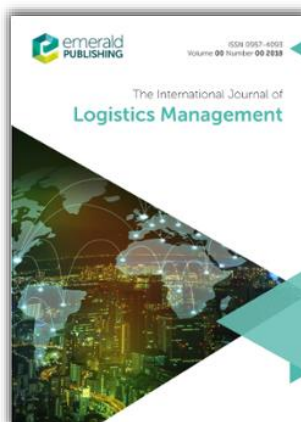
*International Journal of Operations & Production Management*  
《经营与生产管理国际期刊》  
2022 IF: 9.9



*Journal of Manufacturing Technology Management*  
《生产工艺管理杂志》  
2022 IF: 7.6



*Supply Chain Management: An International Journal*  
《供应链管理》  
2022 IF: 8.8



*The International Journal of Logistics Management*  
《物流管理》  
2022 IF: 7.5

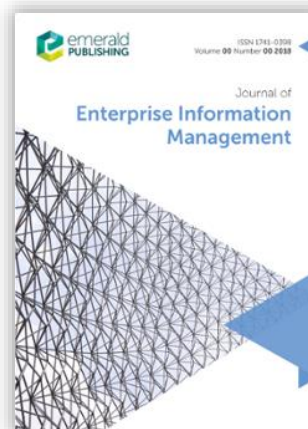
## 管理学Q1核心刊物推荐 (2)

Information & Knowledge Management

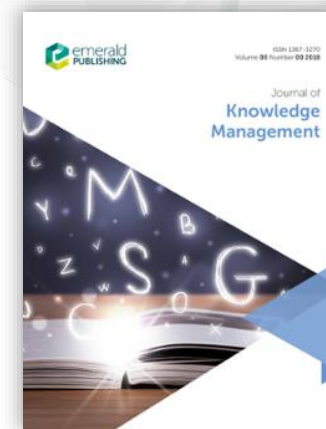
**信息与知识管理合集**内92%为WOS收录期刊，包括世界著名的知识管理期刊Journal of Knowledge Management 和“万维网”术语发源期刊 Internet Research。该学科合集主题范围包括大数据、电子商务、物联网、人工智能等。



*Internet Research*  
《因特网研究》  
2022 IF 5.9



*Journal of Enterprise Information Management*  
《企业信息管理杂志》  
2023 IF 7.4



*Journal of Knowledge Management*  
《知识管理杂志》  
2022 IF 7.0

## 管理学Q1核心刊物推荐 (3)

Accounting, Finance & Economics

会计、金融与经济学合集内93%为WOS收录期刊，文章年下载量约320万次，主题范围包括：人力资本管理、数字会计和会计信息系统、风险管理战略等。



*Sustainability Accounting  
Management and Policy Journal*  
《可持续性会计、管理与政策》  
**2022 IF 4.5**



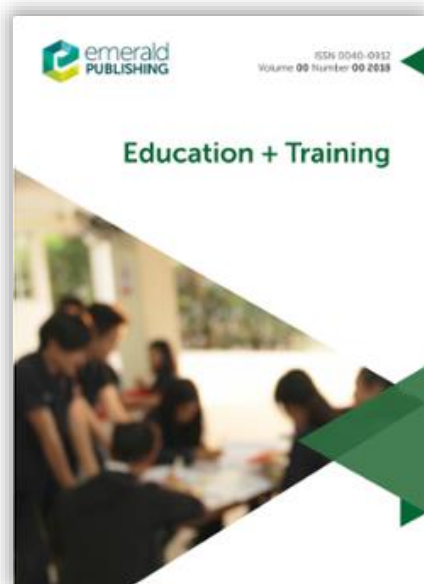
*China Agricultural Economic Review*  
《中国农业经济评论》  
**2022 IF 5.1**



*International Journal of Manpower*  
《人力资源国际期刊》  
**2022 IF 4.4**

## 管理学Q1核心刊物推荐 (4)

Education



*Education + Training*  
《教育与培训》  
2022 IF 3.6



*Journal of Professional Capital and Community*  
《专业资本与共同体》  
2022 IF 3.8



**教育管理学科合集**内96%的期刊为WOS收录，年下载量约为120万次，主题范围涵盖教育管理与领导力、商科教育、远程教育、教育技术、职业教育与培训等话题。

## 管理学Q1核心刊物推荐 (5)

HR & Learning & Organization Studies

人力资源与组织研究学科合集92%期刊为WOS收录，文章年下载量约430万次。

主题范围涵盖：人才管理、组织管理、职业发展、绩效管理、性别与组织等。



*Gender in Management: An International Journal*

《性别与管理》

2022 IF 3.7



*Personnel Review: A Journal of People, Work and Organisations*

《人事评论：关于人、工作与组织期刊》

2022 IF 3.9

# 管理学Q1核心刊物推荐 (6)

## Other Subject Collections



*Journal of Service  
Management*

《服务管理杂志》

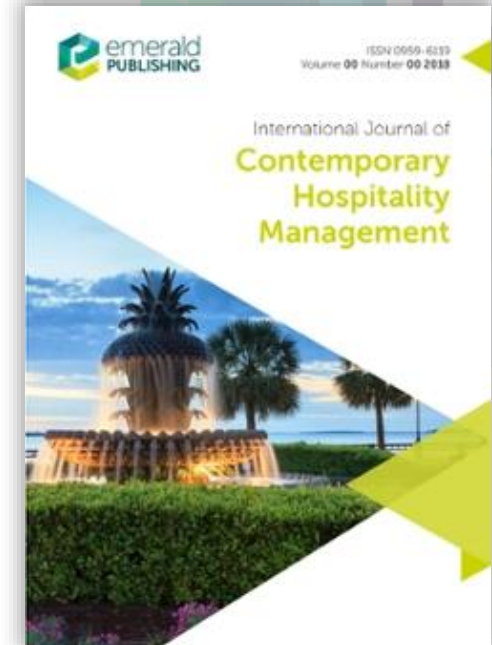
**2022 IF 10.6**



*Journal of Research in Interactive  
Marketing*

《互动营销研究》

**2023 IF 9.6**



*International Journal of Contemporary  
Hospitality Management*

《当代服务业管理国际期刊》

**2022 IF 11.1**

## 管理学Q2核心刊物列表

| Title                                                                      | 中文刊名          | IF  |
|----------------------------------------------------------------------------|---------------|-----|
| Accounting, Auditing & Accountability Journal                              | 会计、审计与职责杂志    | 4.2 |
| International Journal of Islamic and Middle Eastern Finance and Management | 伊斯兰和中东财政管理    | 3.0 |
| Managerial Auditing Journal                                                | 管理审计杂志        | 2.9 |
| European Journal of Innovation Management                                  | 欧洲革新管理杂志      | 5.1 |
| International Journal of Conflict Management                               | 冲突管理国际期刊      | 3.3 |
| International Journal of Emerging Markets                                  | 新兴市场国际期刊      | 2.7 |
| International Journal of Entrepreneurial Behavior & Research               | 企业家行为与研究国际期刊  | 5.5 |
| International Journal of Sustainability in Higher Education                | 高等教育可持续发展国际期刊 | 3.1 |
| Employee Relations                                                         | 雇员关系          | 3.4 |
| Journal of Managerial Psychology                                           | 管理心理学杂志       | 3.2 |
| Leadership & Organization Development Journal                              | 领导与组织发展杂志     | 4.9 |
| Industrial Management & Data Systems                                       | 工业管理与数据系统     | 5.5 |
| Information Technology & People                                            | 信息技术与人        | 4.4 |
| International Journal of Climate Change Strategies and Management          | 气候变化战略与管理国际期刊 | 3.6 |

# 管理学Q2核心刊物列表

| Title                                                                 | 中文刊名          | IF  |
|-----------------------------------------------------------------------|---------------|-----|
| Journal of Intellectual Capital                                       | 智力资本杂志        | 6.0 |
| Library Hi Tech                                                       | 图书馆高新技术       | 3.4 |
| Online Information Review                                             | 在线信息评论        | 3.1 |
| International Journal of Bank Marketing                               | 银行市场学         | 5.3 |
| International Marketing Review                                        | 国际营销评论        | 5.0 |
| Journal of Product & Brand Management                                 | 产品与品牌管理杂志     | 5.6 |
| International Journal of Lean Six Sigma                               | 精益六西格玛国际期刊    | 4.0 |
| International Journal of Physical Distribution & Logistics Management | 物资流通与后勤管理国际期刊 | 6.7 |
| Engineering, Construction and Architectural Management                | 工程结构与建筑管理     | 4.1 |
| British Food Journal                                                  | 英国食品杂志        | 3.3 |
| Policing: An International Journal                                    | 治安            | 2.0 |
| Journal of Hospitality and Tourism Technology                         | 旅游与酒店管理技术     | 4.7 |
| Tourism Review                                                        | 旅游业评论         | 7.8 |
| Applied Economic Analysis                                             | 应用经济分析        | 2.3 |

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- *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*
- *ISRA International Journal of Islamic Finance*
- *Journal of Capital Market Studies*
- *International Hospitality Review*

## 中国地区

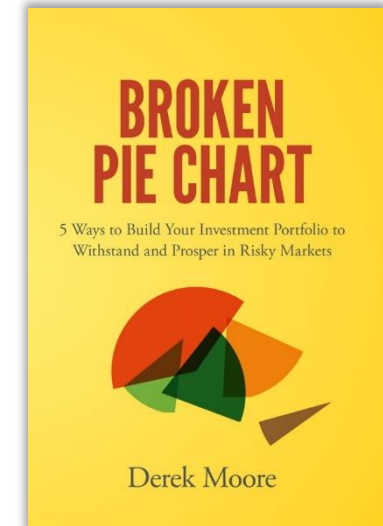
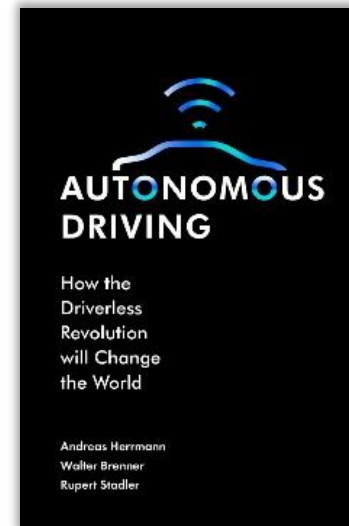
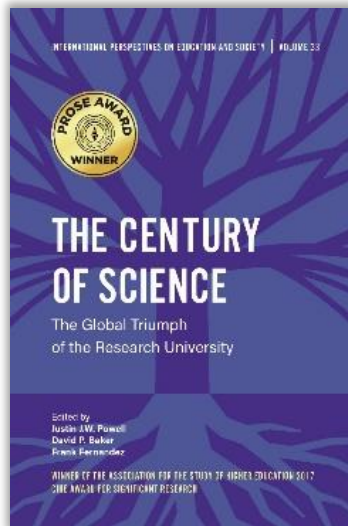
- *International Journal of Crowd Science*
- *Journal of Intelligent and Connected Vehicles*
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- 《社会科学》专集  
(Social Sciences)
- 电子书最早可追溯至1991年，作者来自140+国家和地区的顶尖大学（例如。如牛津大学、芝加哥大学、普林斯顿大学、麻省理工学院等）



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Authentic business scenarios for the classroom



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## 案例期刊

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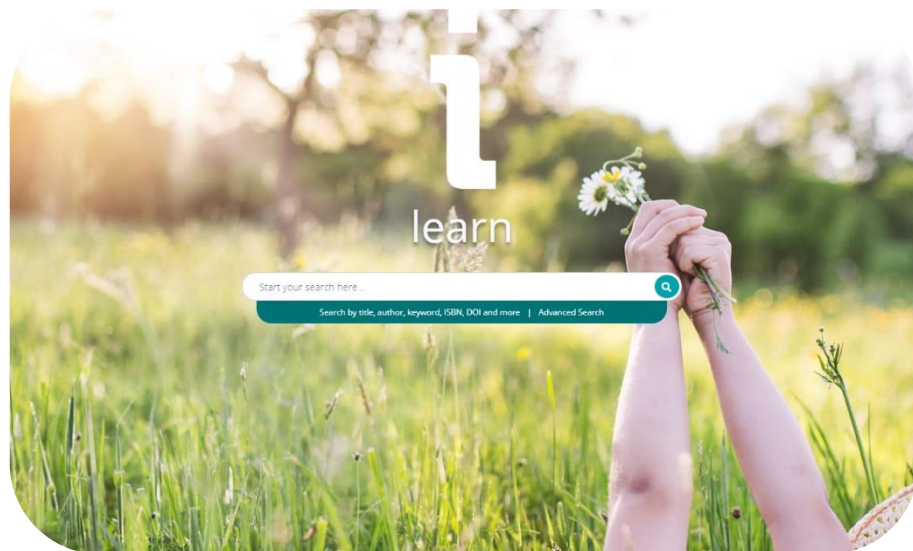


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复旦大学管理学院, 美国供应链管理专业协会.....



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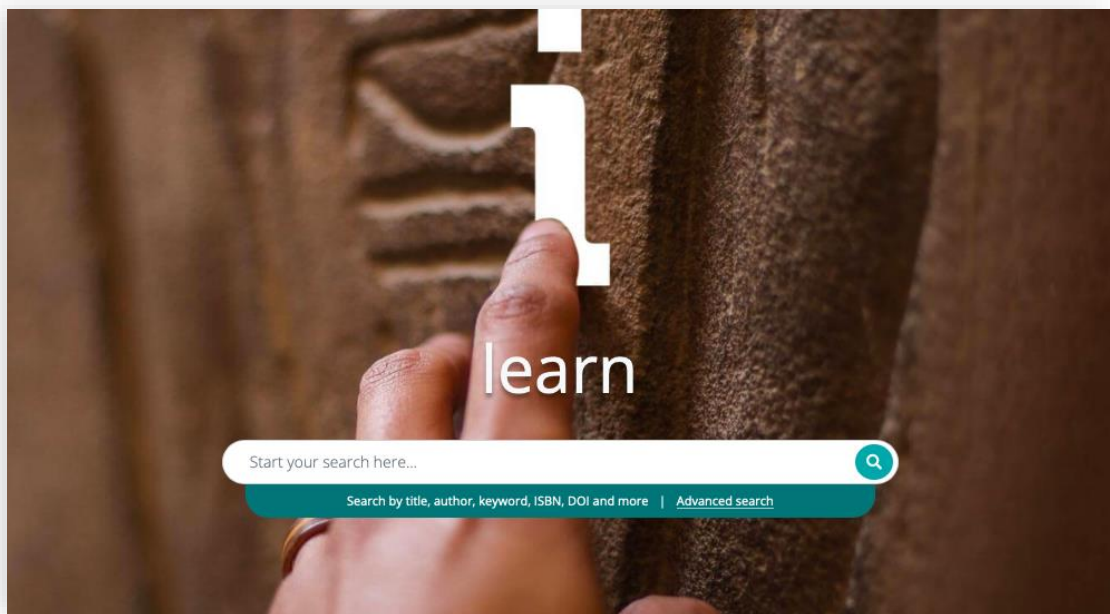
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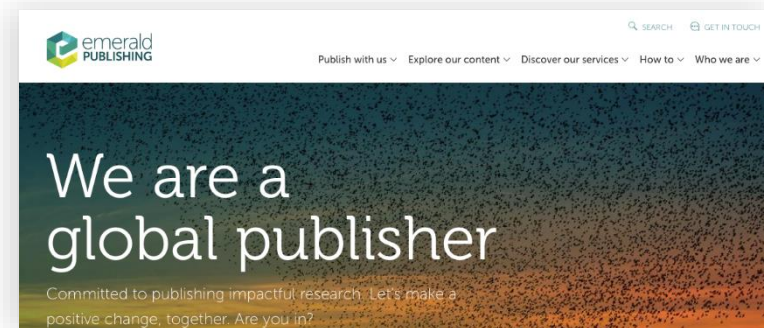


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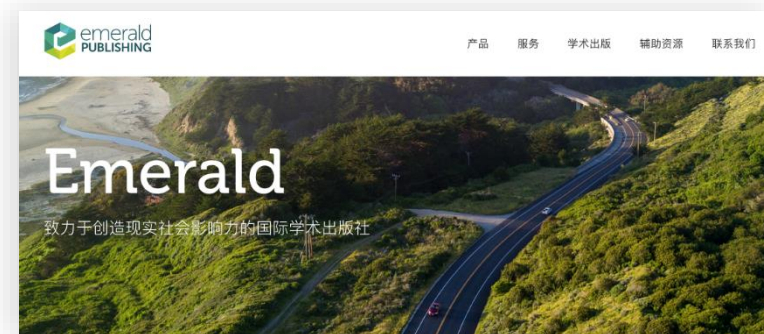
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- 活动通知 | “地理：历史的内核... 24. 10. 15
- 网络讲座预告（10月17日）| ... 24. 10. 15
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| > ISI Journal Citation Reports (JCR 期刊引证报告) | 简介 | 外文 / 期刊        | 分析工具 | 2009年至今       | 全学科        |
| > OVID-BIOSIS Previews生物文摘数据库 (2000年-2021年) | 简介 | 外文 / 期刊、会议录... | 文摘   | 2000年至2021年   | 生物         |
| > ACM Digital Library-美国计算机协会数字图书馆全文数据库     | 简介 | 外文 / 期刊、会议     | 全文   | 1950年至今       | 计算机        |
| > OVID-CAB Abstracts农学文摘数据库 (1990年至2024年5月) | 简介 | 外文 / 期刊、会议论... | 文摘   | 1990年至2024年5月 | 农学         |
| > OVID-AGRICOLA农学文摘数据库 (1970年至2024年5月)      | 简介 | 外文 / 期刊、专论、... | 文摘   | 1970年至2024年5月 | 农业、生物      |
| > 美国科学院院报PNAS                               | 简介 | 外文 / 期刊        | 全文   | 1915年至今       | 生物、物理、社会科学 |
| > Emerald-全文数据库 (管理学)                       | 简介 | 外文 / 期刊        | 全文   |               | 管理学        |
| > Springer Nature 电子书数据库                    | 简介 | 外文 / 电子图书      | 全文   |               | 全学科        |
| > 美国土木工程师协会 (ASCE) 数据库                      | 简介 | 外文 / 期刊、会议录... | 全文   | 1983年         | 土木工程       |
| > 爱学术 (iresearch) 电子书库                      | 简介 | 外文 / 图书        | 全文   |               | 农林         |
| > ProQuest-农业环境数据库                          | 简介 | 外文 / 期刊、学位论... | 全文   | 1944年         | 农业、环境      |
| > Wiley在线图书数据库                              | 简介 | 外文 / 图书        | 全文   | 2005年-2020年   | 理工         |
| > Emerald电子图书                               | 简介 | 外文 / 图书        | 全文   |               | 经管、社科      |
| > ProQuest-生物学数据库                           | 简介 | 外文 / 期刊、学位论... | 全文   | 1926年         | 生物学        |
| > Ebook Central 外文原版电子书荐书平台                 | 简介 | 外文 / 图书        | 全文   |               | 全学科        |

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# 检索结果

library automation



Advanced search

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50

Article

资源类型

Publication date: 3 July 2007

Age and exposure to computers as determinants of attitudes of librarians towards automation in Nigerian universities

Stephen Osahon Uwaifo

The paper seeks to examine age and exposure to computers as determinants of librarians' attitudes towards library automation in Nigerian universities.

View summary and detail



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Earlycite article (92)

Case study (51)

Article

Publication date: 1 August 2005

An evaluation of library automation in some Ghanaian university libraries



Available



PDF (70 KB)

# 检索结果

Article

Publication date: 3 July 2007

## Age and exposure to computers as determinants of attitudes of librarians towards automation in Nigerian universities

Stephen Osahon Uwaifo

The paper seeks to examine age and exposure to computers as determinants of librarians' attitudes towards library automation in Nigerian universities.

[Hide summary and detail](#)

Abstract

完整摘要

Purpose

The paper seeks to examine age and exposure to computers as determinants of librarians' attitudes towards library automation in Nigerian universities.

Design/methodology/approach

The paper uses a survey approach to determine the attitudes of academic librarians in Nigeria.

Details

文章信息

Library Review, vol. 56 no. 6

Type: Research Article

DOI: <https://doi.org/10.1108/00242530710760391>

ISSN: 0024-2535

Keywords

Computers

Attitudes

Librarians

Universities

Automation

Nigeria

## 作者在Emerald出版的所有文章

Article

Publication date: 1 February 2006

### The Role of Information Technology in Local Government Administration in Delta State Nigeria: A Case Study of Aniocha North and Aniocha South Local Government Areas

Stephen Osahon Uwaifo and Anthonia Chukwudumebi Kabadi

The study aims to examine the role of information technology in Local Government Administration in Delta State, using Aniocha North and Aniocha South Local Government...

[View summary and detail](#)

Article

Publication date: 1 January 2006

### An Assessment of the Capacity - Building Programme on Information and Communication Technology, Organized by the Education Tax Fund, Nigeria

Stephen Osahon Uwaifo and Gracious Chukwunweike Omede

To improve ICT processes and basic IT education of information professionals.

关键词，可直接点击检索

# Age and exposure to computers as determinants of attitudes of librarians towards automation in Nigerian universities

点击文章各部分  
进行跳读

Abstract  
Introduction  
Objectives of the study  
Research hypotheses  
Literature review  
Research methodology  
Data analysis and discussion  
Conclusion and

## Library Review

Issue(s) available: 463 – From Volume: 1 Issue: 1, to Volume: 66 Issue: 8/9

Category: Library and Information Studies

### - Volume 66

- [Issue 8/9](#) 2017
- [Issue 6/7](#) 2017
- [Issue 4/5](#) 2017
- [Issue 3](#) 2017
- [Issue 1/2](#) 2017

### - Volume 65

- [Issue 8/9](#) 2016
- [Issue 8/9](#) 2016
- [Issue 6/7](#) 2016
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ISSN:

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# Keywords

Computers

Attitudes

Librarians

Universities

Automation

Nigeria

## Citation

Stephen Osahon Uwaifo (2007) "Age and exposure to computers as determinants of attitudes of librarians towards automation in Nigerian universities", [Library Review](#), Vol. 56 No. 6, pp. 495-504

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## Introduction

The university is a center of excellence; as the apex of the educational system, the main aims and objectives of the university are to teach, conduct research, as well as provide public service to the people. [Bargh et al. \(2000\)](#)

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Bargh, C., Bocock, J., Scott, P. and Smith, D. (2000), *University Leadership: The Role of the Chief Executive*, Society for Research into Higher Education and Open University Press, Buckingham, p. 2.



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A Focused Issue on Building New Competences in Dynamic Environments

Editors: Ron Sanchez, AimÉ Heene

Subject: Management science & operations > Management science/operations research > Decision sciences

View book

Title

A B C D E F G H I J K L M  
N O P Q R S T U V W X Y Z  
0-9

Subject

Subjects

## For Authors

作者指南、征稿信息

## For Editors

期刊运营、宣传推广

## For Reviewers

同行评审流程、成为审稿人

## For Librarians

MARC数据、客户支持

## For Researchers

论文写作指南、研究技巧

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 Access through your institution

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2

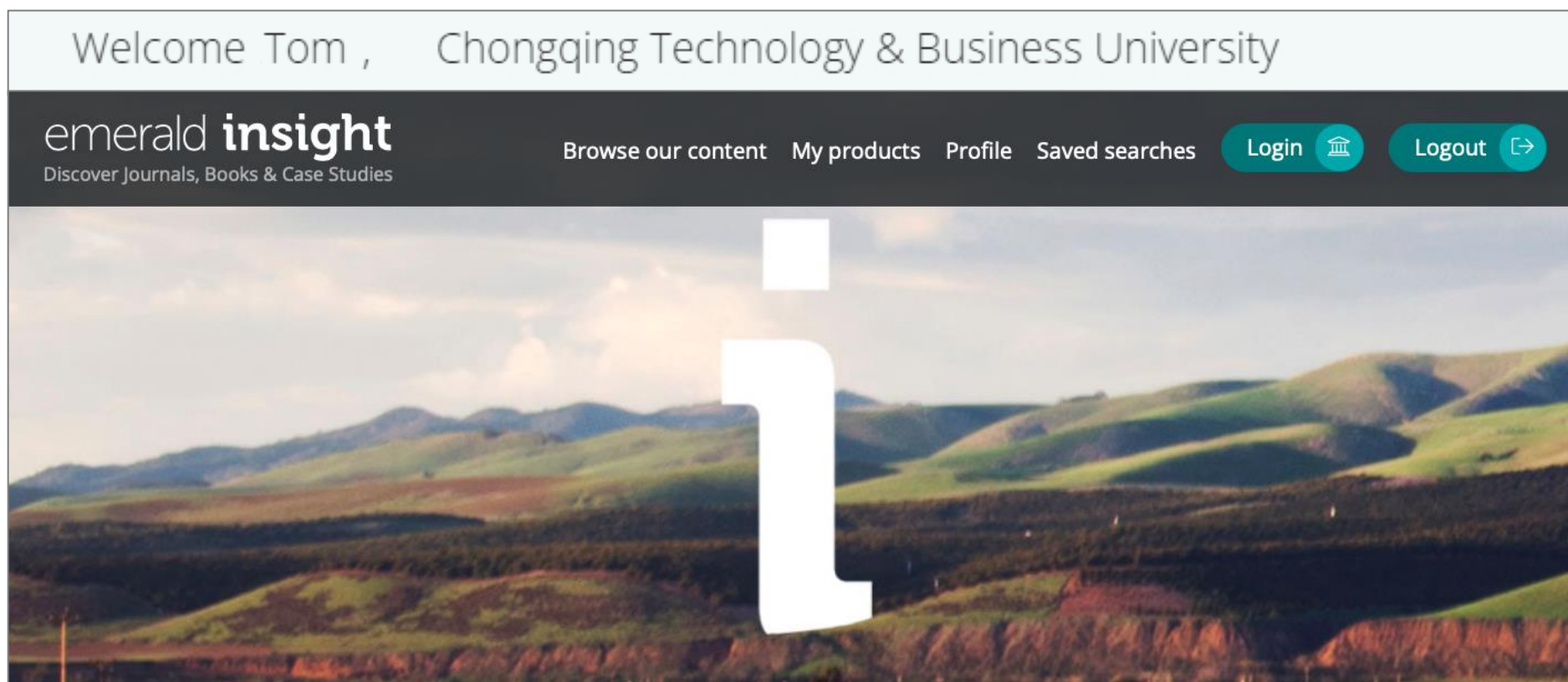
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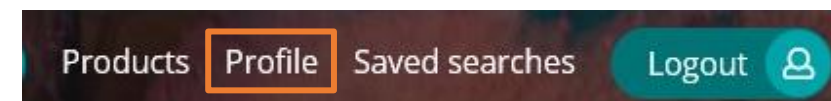


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如何写好一篇合乎规范、  
易受主编青睐的论文？

# Writing An Academic Paper

## -From a publisher's perspective

# 论文类型（社会科学）



## Research Paper

研究型论文，涉及建模、测试、市场调研、数据分析、实证研究等



## Literature Review

文献综述/文献评论，主要目的是为了注释或评论某一特定领域的文献

## Case Study

案例研究，主要描述实际案例或经验，具有一定的针对性和特殊性

## 其他

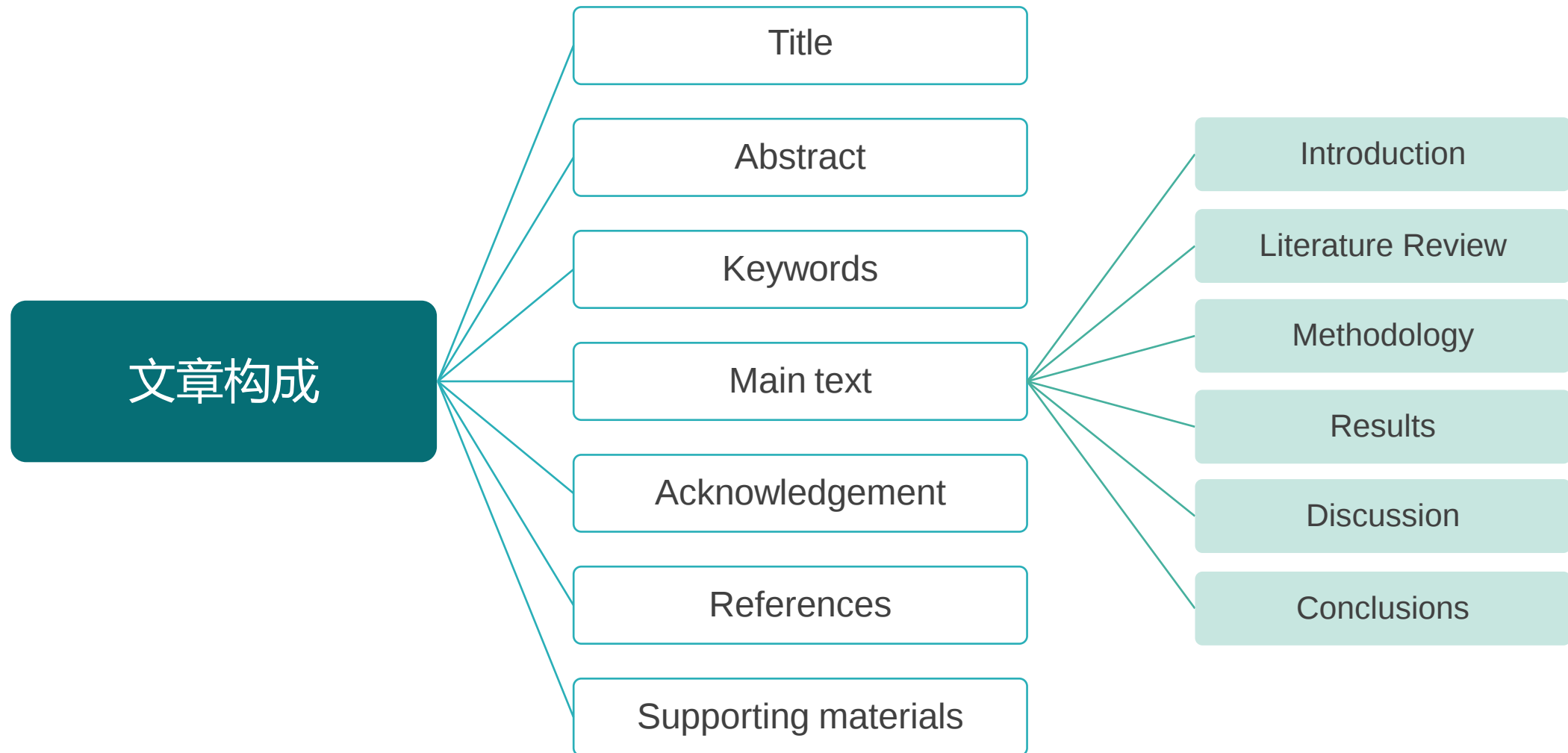
Technical Paper（技术型论文）

Conceptual Paper（理论/概念型论文）

General Review（一般性评论）

Viewpoint（观点）

# Research Paper Structure



The effect of advertising strategies on a short video platform: evidence from TikTok

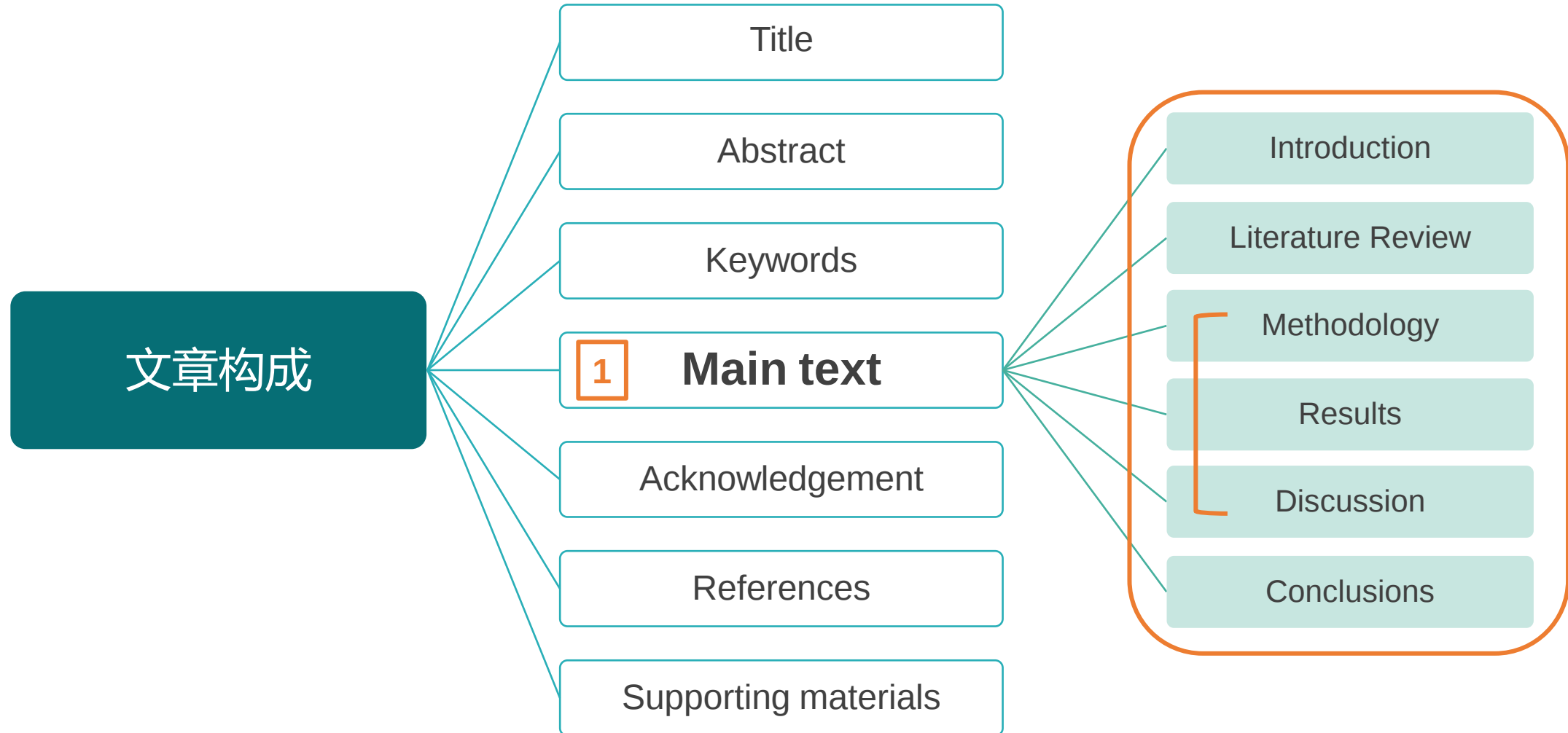
- **1. Introduction**
- **2. Literature Review**
  - 2.1 Two advertising strategies
  - 2.2 Online traffic
  - 2.3 Business model for short video platform
- **3. Theoretical Background**
  - 3.1 Effect of in-feed advertising
  - 3.2 Effect of KOL endorsement
  - 3.3 Moderating effect of product price
  - 3.4 Moderating effect of cumulative videos
- **4. Methodology**
  - 4.1 Data and variables
  - 4.2 Model-free
  - 4.3 Model specification
- **5. Results**
  - 5.1 Robustness check
- **6. Discussions**
  - 6.1 Key findings
  - 6.2 Theoretical implications
  - 6.3 Practical implications
  - 6.4 Limitation and future scope

How TikTok leads users to flow experience: investigating the effects of technology affordances with user experience level and video length as moderators

- **1. Introduction**
- **2. Literature Review and research hypotheses**
  - 2.1 Flow experience
  - 2.2 Antecedents to flow
- **3. Research methodology**
  - 3.1 Measurement items
  - 3.2 Data collection
- **4. Results**
  - 4.1 Testing the measurement model
  - 4.2 Testing the structural model
  - 4.3 A post hoc moderating effect test
- **5. Discussion and implications**
  - 5.1 Discussion
  - 5.2 Theoretical implications
  - 5.3 Practical implications
- **6. Conclusions**
  - 6.4 Limitation and future scope

## 结构速览实例

# Writing Priorities



# Methodology

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**主编调研：大多数的缺陷通常在论文的哪个部分？**

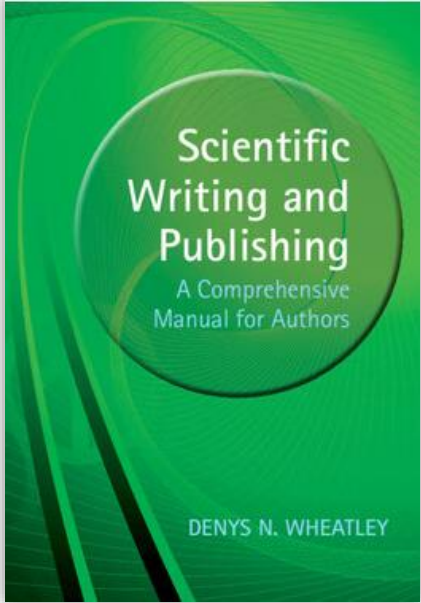
- A) 方法：55%**    B) 讨论：24%  
C) 结果：21%    D) 引言：0%

**内容：**(1)如何收集和得出数据？    (2)如何分析数据？

**文字：**描述准确、详尽、清晰、简洁——说明为什么选择这种方法，证明该方法使用后的研究有效性

**提供足够的信息，以便读者能够重复试验或推导过程**

**原则：**全面、短小、简洁，一般而言不需要图片或数据；



## Methods

### *Sample and data collection procedure*

The research context was Portuguese restaurants in Macau, a competitive destination for gourmet food. Accompanying the development of casino business and leisure activities, various eateries have flourished in Macau. Today, a plethora of international cuisines exist, ranging from French, Italian and German to Japanese, Korean, Cambodian, Thai and Indian. The most distinctive cuisine in Macau is Portuguese as a result of Portugal's more than 400 years of colonial rule. The cuisine was inscribed in the Macau Intangible Cultural Heritage List in 2012 and eating Portuguese food has become one of the must-be-experienced tourist activities in Macau.

The study samples were mainland Chinese and Taiwanese, who constitute the major tourist markets in Macau. Mainland China and Taiwan have a vast heterogeneous market, and consumer behavior can be affected by the economic conditions as manifested in purchasing power, attitudes, lifestyles, media use and consumption patterns (Cui and Liu, 2000; Sun and Wu, 2004). Thus, the profile of these respondents fits the research purpose of this study.

The data were acquired from two different sources: primary survey data were collected by the authors and secondary data were collected from the statistical authority in China and Taiwan (see details in subsequent sections). The survey procedure was conducted in several steps. First, a list of Portuguese restaurants was created; 23 full-service outlets were included in the study on the basis of accessibility, food authenticity and popularity. Second, a quota sample was established from the selected restaurants by targeting 25-30 respondents for popular restaurants and 5-10 respondents for less popular ones. Then, field investigators were assigned to intercept diners outside the corresponding restaurants while exiting the venues after finishing their meals. Respondents were greeted and introduced to the survey objective. A filter question was asked to ensure that subjects were tourists from mainland China or Taiwan. To reduce response bias, a systematic sampling method was used in which field investigators approached every third diner exiting a selected restaurant. Non-responders were replaced by the next available subject.

The questionnaire was originally designed in English and then translated into Chinese. It was modified based on multiple rounds of refinements; finally, it was back translated into English for accuracy. A pilot test was conducted with 12 respondents to improve the quality of the questionnaire.

研究背景

指明研究对象

阐释研究对象的  
合理性

数据来源

详细介绍实验方  
法：抽样调查、  
问卷调查等

对实验的补充说  
明

# Results

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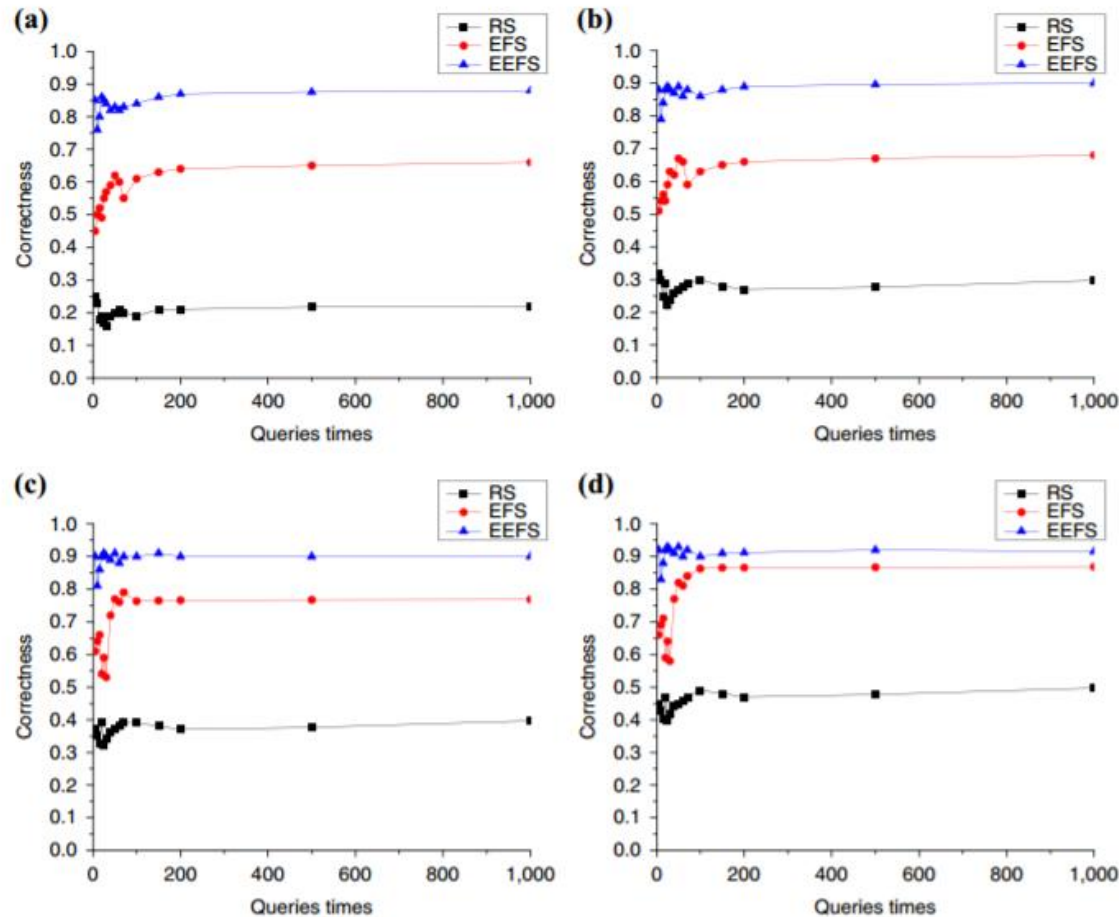
Results是论文贡献的集中体现，是整篇论文的立足点

## ① 介绍：

1. logical > chronological;
2. Most relevant: 简要描述**最重要最相关**实验、调研或观察结果（实际上实验大部分可能都与您的论点无关）；

## ② 评论：对结果的简要说明、解释、与模型或他人结果的比较等。

**图表/文字：避免重复描述；数据尽可能完整**



**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.

# Discussion

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在讨论部分**重复总结研究结果**仍是当今许多论文的常见问题

**Example:** We have investigated the way in which CYTp1 interacts with Apel2 in the mouse 3T3 fibroblasts system. Our Main results shows that when both genes were fully expressed under normal conditions of cell culture, intracellular glucose levels rose from 12.3  $\mu\text{M}$  to 21.9  $\mu\text{M}$ .

## Discussion的重要功能:

- 1、解释研究结果 (address doubts) , 可对比/联系其他研究;
- 2、阐述研究结果的意义 (Relate results to wider context) ;
- 3、说明研究局限性, 点明未来研究方向;

**Checks!** 确保discussion和introduction内容平衡, 相互补充, 但并不重复。

## 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.

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.

## 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

# Introduction

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## 从 已知信息 到 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 (注意不要太宽泛)
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, 填补现今研究空白 (未知信息)
4. **目的/目标**: 描述本文的主要研究内容
5. **合理性/价值**

# Introduction

## 1. Introduction

In recent years, with the rapid development of the internet and information technology, leading companies highly value the virtual brand community because of its unique superiority. In virtual brand communities, companies can not only acquire customers' timely feedback on products and services, but also identify loyal customers according to their behaviors (e.g. giving advice and participating in exciting programs and creative design activities).

With more and more companies realizing the value of virtual brand community, featured companies worldwide have been establishing their virtual brand community these years. Successful examples in China include Weiphone (the Chinese virtual brand community of Apple Inc.), Huafen Club (the fan club of Huawei) and Xiaomi BBS (the BBS of Xiaomi). As a virtual brand community that has millions of active users, Huafen Club has over 40m registered users, and the average posting amount is above 200,000 per day. User-generated content in this club has been a strong and convincing advertisement for Huawei. Moreover, by participating in activities of the virtual brand community, customers can satisfy their demand, such as helping improve products/services and getting rewards and trust from other community members. It allows customers to perceive more value from this brand, and in turn, further reinforces their willingness to participate in value co-creation.

As mentioned above, customers' participation in value co-creation is beneficial to companies as well as to themselves. From the perspective of companies, customers involving in value co-creation can help develop new products/services by the wisdom of crowds. Besides, the feedback from customers can help companies improve service quality, and in turn, these companies will perform better and gain customer loyalty (Casaló *et al.*, 2007). And for customers, participating in value co-creation can not only help them satisfy their needs and gain a sense of achievement, but also give them a chance to gain extra rewards (i.e. material and mental rewards) from the company, and also gain admiration from other community members. This indicates the importance for companies to understand the factors influencing customers' willingness to participate in value co-creation of the virtual brand community because it is the foundation and the guarantee of improving customer satisfaction and customer loyalty.

However, most extant literature focused on the construction of virtual brand communities and customer participation behaviors (Dholakia *et al.*, 2004; Royo-Vela and Casamassima, 2011; Kaur *et al.*, 2018). As there is limited research that explores the factors influencing customers participating in value co-creation of virtual brand communities, this study aims to investigate the following two questions:

- RQ1. In virtual brand communities, which factors will influence customers' willingness to participate in value co-creation?
- RQ2. How does customer's involvement moderates the relationship between influencing factors and users' willingness to participate in value co-creation?

研究背景

理论铺垫  
前人研究

转折, 强调本研究的  
独特性 (非必须)

本文主要研究内容

# Literature Review

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References

- 文献综述并不是简单的参考文献罗列
- 描述、分析、总结、疑问

## 引用文献选取过程

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（甚至是质疑）

# Conclusions

Title

Abstract

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Acknowledgement

References

## 尽量避免总结全文、避免与Discussion重复论述！

- 说明研究假设、简练概括研究内容、结果、结论； (Monir points being left aside)
- 在Discussion基础上，进一步强调价值，以及应用前景等；
- 可在此着重**体现论文的国际视野**

## 9. Conclusions

This research investigated the impact of compatibility, relative advantage, perceived enjoyment, complexity, perceived cost, perceived value, and PAFS on purchase intentions.

研究  
内容

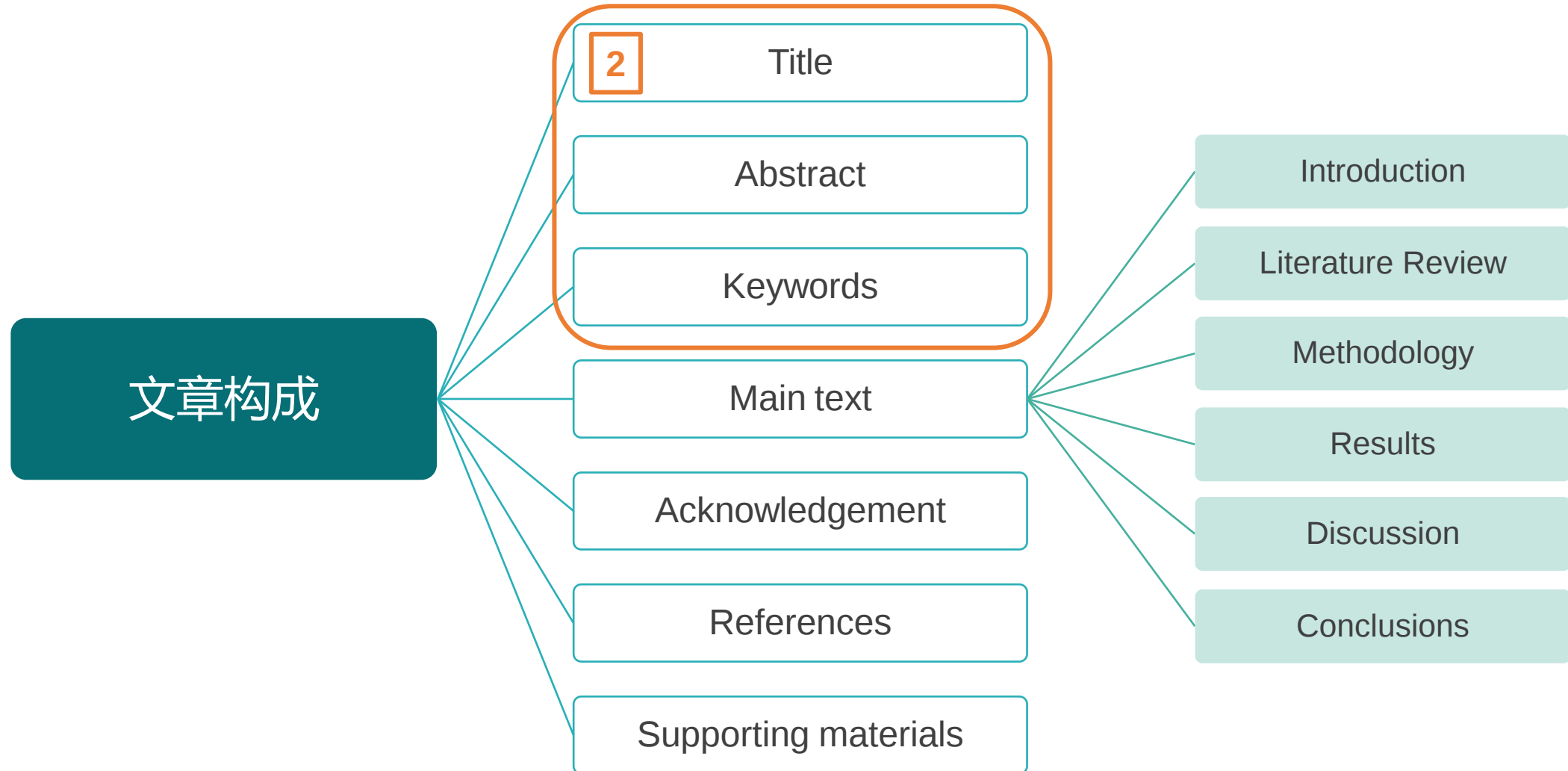
The proposed model and empirical findings contribute a more thorough understanding of users' behavioral intentions to purchase a GPS navigation app. Specifically, this study makes three important contributions to the theoretical development of app purchase behaviors. First, the authors modified and extended VAM to explain users' behavioral intention to purchase a paid GPS navigation app. This has rarely been explored in the existing literature.

Thus, this study points app purchase behavior research to a new direction. Second, findings are evidence that compatibility, relative advantage, perceived enjoyment, complexity, and perceived cost significantly influence purchase intentions through the mediation of perceived value. Importantly, perceived cost was found to be significantly and positively related to perceived value. Third, the empirical results indicate that PAFS weakens the positive relationship between perceived value and purchase intentions. This is a new finding that helps fill the knowledge gap related to the moderating effect of PAFS on purchase intention in previous research.

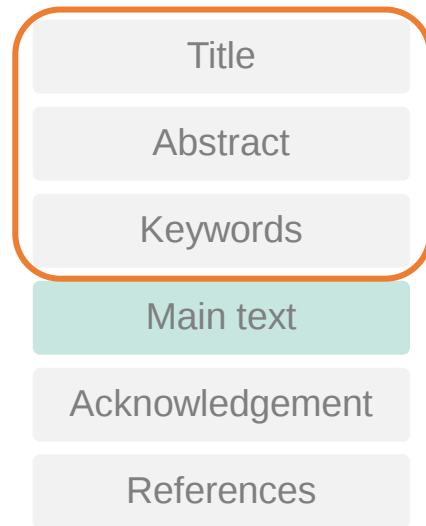
突出  
价值

结果  
意义

# Metadata & Promotion



# Title, Abstracts, Key words



重点检索区域→文章推广

**吸引关注**，提高被发现、被阅读、被引用的概率  
是给主编的第一印象！！

要考虑的问题：

- 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？

# Search Engine Optimization

- 如何根据搜索引擎特点优化标题、摘要与关键词?

搜索引擎 (例如Google) 为  
Springer与Wiely期刊提供了  
50%~60%的流量;

Title

Abstract

Keywords

Main text

Acknowledgement

References

- 1、**论文标题**: 描述性、简洁、包含关键词, 且出现得越前越好;
- 2、**摘要**: 200字的摘要里最好出现2~3次关键词, 要明显表现学科领域; 如有近义词, 需纳入以扩大检索的可能性;
- 3、**关键词**: 站在读者的视角, 选出2~4个最贴切的词语描述研究;
- 4、**自然**: 保持自然避免刻意, 否则会被谷歌Un-index

# Title

- **简练** (20个单词以内、减少不常被检索的词, 例如a/an/the/research on...)
- **具体** (避免笼统, 可包含研究方法、具体对象等具体信息)
- **引发兴趣** (避免在标题给出结论)

## Title

Abstract

Keywords

Main text

Acknowledgement

References

## 中国区作者TOP Download 10篇文章标题

字数

|                                                                                                                                                            |    |
|------------------------------------------------------------------------------------------------------------------------------------------------------------|----|
| The effect of advertising strategies on a short video platform: evidence from TikTok                                                                       | 13 |
| How TikTok leads users to flow experience: investigating the effects of technology affordances with user experience level and video length as moderators   | 22 |
| Consumers' purchase intentions in social commerce: the role of social psychological distance, perceived value, and perceived cognitive effort              | 18 |
| Research on the development path of China's digital trade under the background of the digital economy                                                      | 16 |
| Exploring the metaverse in the digital economy: an overview and research framework                                                                         | 12 |
| The influence of Internet shopping and use of credit cards on gender differences in compulsive buying                                                      | 16 |
| Detecting the research structure and topic trends of social media using static and dynamic probabilistic topic models                                      | 17 |
| The impact of social presence and facilitation factors on online consumers' impulse buying in live shopping – celebrity endorsement as a moderating factor | 22 |
| The business models of NFTs and fan tokens and how they build trust                                                                                        | 13 |
| Generalized grey information entropy weight TOPSIS model for financial performance evaluation considering differentiation                                  | 13 |

# Abstract

Title

**Abstract**

Keywords

Main text

Acknowledgement

References

论文的微缩模型

① ≤ 250单词，直接给出**重要结论**

② **内容**：研究目的、研究方法、研究发现、研究价值、研究意义

③ Emerald采用**结构型摘要**

④ 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.

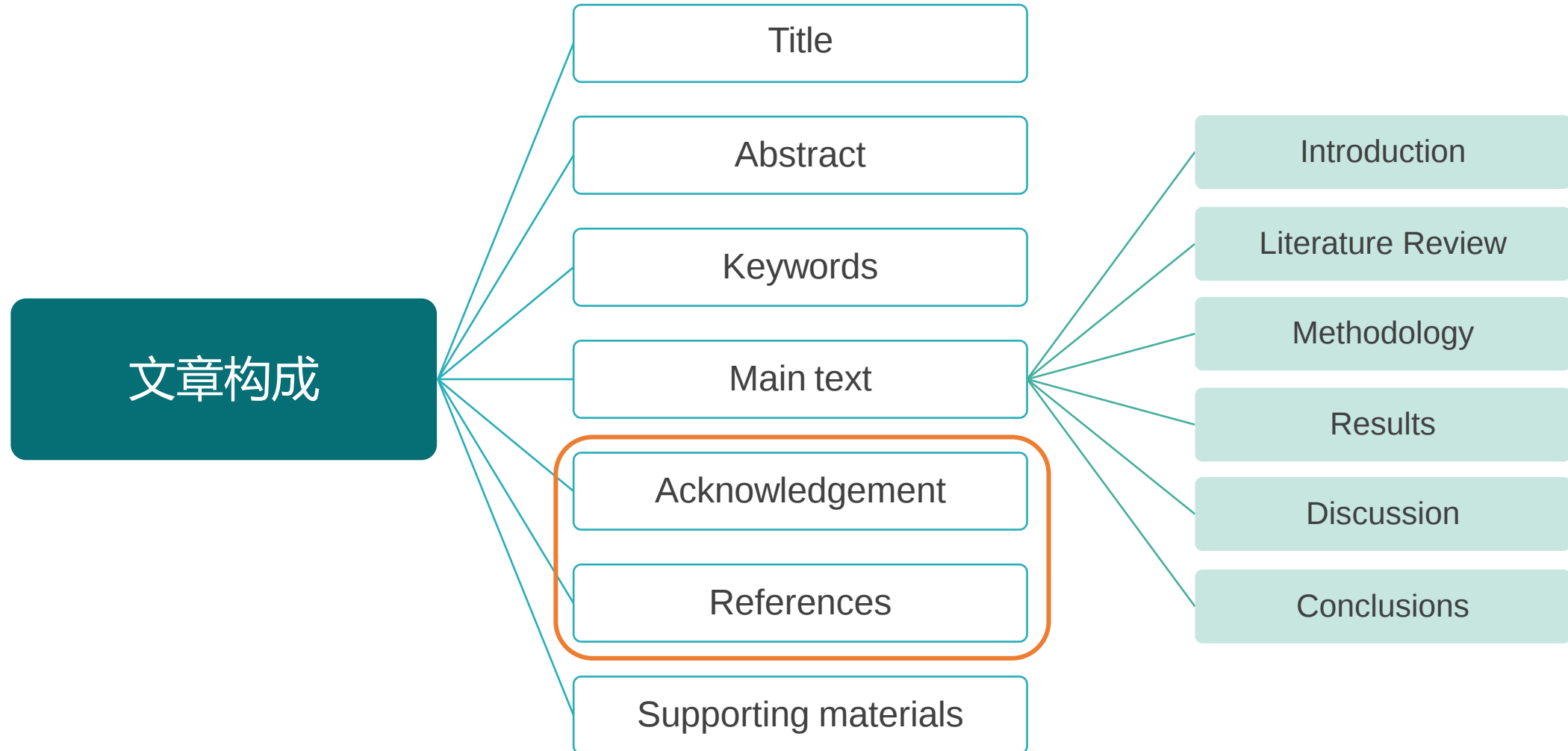
# Keywords

- 为何重要:** 主编邀请评审/读者检索/数据库、索引库收录
- 数量:** 遵循期刊要求, 一般为4-6个
- 选择方向:** 主题相关、细分学科 研究方法、要有国际思维
- 注意事项:** 避免尚未广泛接受的缩写、避免过于专业的术语

|                 |
|-----------------|
| Title           |
| Abstract        |
| <b>Keywords</b> |
| Main text       |
| Acknowledgement |
| References      |

| 中国区作者TOP Download 前5篇文章标题包含的关键词                                                                                                                          |                |
|----------------------------------------------------------------------------------------------------------------------------------------------------------|----------------|
| The effect of advertising strategies on a short video platform: evidence from TikTok                                                                     | TikTok(douyin) |
| How TikTok leads users to flow experience: investigating the effects of technology affordances with user experience level and video length as moderators |                |
| Consumers' purchase intentions in social commerce: the role of social psychological distance, perceived value, and perceived cognitive effort            |                |
| Research on the development path of China's digital trade under the background of the digital economy                                                    |                |
| Exploring the metaverse in the digital economy: an overview and research framework                                                                       |                |

# Final Parts



|                 |
|-----------------|
| Title           |
| Abstract        |
| Keywords        |
| Main text       |
| Acknowledgement |
| References      |

# Acknowledgements

- 1 Source images used in this paper are downloaded from [www.imagefusion.org](http://www.imagefusion.org). This work was supported in part by National Natural Science Fund of China under grants 61702347, 61401308 and 61572063, the Natural Science Fund of Hebei Province under grants F2018210148, F2016201142, F2016201187 and F2017210161, and Education Department of Hebei Province under grant QN2017132. The authors also thank the anonymous referees for their valuable suggestions.
- 2

- ① 任何个人或机构在研究上的帮助，包括提供实验材料、协作实验工作、提供有益的启发、承担某些辅助性工作，等等。
- ② 外部的基金帮助，如资助、协议或奖学金，有时还需要附注资助项目号、合同书编号。



**Permission request: 获取第三方授权许可**

# References

Title

Abstract

Keywords

Main text

Acknowledgement

References

相同点

文后参考文献列表中提供所引文献的详细信息，参考文献列表以**作者姓氏的字母顺序**排序。

不同点

- Harvard: (作者姓,出版年)
- APA: (作者姓,出版年)
- MLA: (作者姓 页码)

参考文献：  
数量、年份、质量

## References

- A
- ↓
- Z
- Ardichvili, A., Cardozo, R. and Ray, S. (2003), "A theory of entrepreneurial opportunity identification and development", *Journal of Business Venturing*, Vol. 18 No. 1, pp. 105-23.
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# Reference -Example

需特别注意参考文献**数量、格式、年份、质量、英文文献占比**;

| 中国区作者TOP Download 前10篇文章标题                                                                                                                                 | 论文字数  | 参考文献数量 | 参考文献格式  | 英文文献占比 | 2017年后参考论文占比 |
|------------------------------------------------------------------------------------------------------------------------------------------------------------|-------|--------|---------|--------|--------------|
| The effect of advertising strategies on a short video platform: evidence from TikTok                                                                       | 8400  | 57条    | Harvard | 91.2%  | 46%          |
| How TikTok leads users to flow experience: investigating the effects of technology affordances with user experience level and video length as moderators   | 13000 | 113条   | Harvard | 100%   | 45%          |
| Consumers' purchase intentions in social commerce: the role of social psychological distance, perceived value, and perceived cognitive effort              | 9600  | 84条    | Harvard | 100%   | 62%          |
| Research on the development path of China's digital trade under the background of the digital economy                                                      | 6500  | 32条    | APA     | 62.5%  | 75%          |
| Exploring the metaverse in the digital economy: an overview and research framework                                                                         | 11000 | 114条   | Harvard | 99.9%  | 71%          |
| The influence of Internet shopping and use of credit cards on gender differences in compulsive buying                                                      | 9900  | 103条   | Harvard | 99%    | 39%          |
| Detecting the research structure and topic trends of social media using static and dynamic probabilistic topic models                                      | 9800  | 115条   | Harvard | 99%    | 49%          |
| The impact of social presence and facilitation factors on online consumers' impulse buying in live shopping – celebrity endorsement as a moderating factor | 9600  | 90条    | Harvard | 92%    | 60%          |
| The business models of NFTs and fan tokens and how they build trust                                                                                        | 6300  | 22条    | Harvard | 100%   | 73%          |
| Generalized grey information entropy weight TOPSIS model for financial performance evaluation considering differentiation                                  | 4200  | 23条    | Harvard | 60%    | 91.3%        |





# 国际期刊投稿指南

Guide to paper submission



# 目标期刊选择方式

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*



# 选刊工具和途径介绍 (以查询Emerald目标期刊为例)

## 1) 出版社数据库平台 2) 引文数据库

### a. 关键词检索

The screenshot displays the Emerald Insight website interface. At the top, the logo 'emerald insight' is visible with the tagline 'Discover Journals, Books & Case Studies'. Navigation links include 'Browse our content', 'Publish with us', 'My products', 'Profile', 'Saved searches', 'Cart', 'Login', and 'Logout'. A search bar at the top contains the text 'media framing' and is highlighted with a red rectangle. To the right of the search bar are links for 'Advanced search' and 'Save this search'. Below the search bar, the text 'Search results 1 - 10 of over 37000' is shown. On the right side of the results area, there are filters for 'Per page' (10, 20, 50) and 'Sorted by relevance'. The main content area lists search results. The first result is an article titled 'Facebook and the public framing of a corporate crisis' by Michael Andreas Etter and Anne Vestergaard, published on 7 April 2015. It includes options for 'HTML', 'PDF (126 KB)', and 'Downloads' (3388). The second result is an article titled 'Competitive framing, emotion and heterogeneity: framing effects on Twitter in the case of an alt-right rally' by Porismita Borah, published on 29 March 2021. It also includes options for 'HTML', 'PDF (265 KB)', and 'Downloads'. On the right side of the results area, there is a sidebar with sections for 'Access' (Only content I have access to, Only Open Access), 'Year' (Last week (172), Last month (299), Last 3 months (785), Last 6 months (1623), Last 12 months (3376), All dates (37951)), and 'Content type' (Article (37951) x). The 'Content type' section is highlighted with a red rectangle.

## b. 使用浏览功能——从学科角度检索

  
Discover Journals, Books & Case Studies

[Browse our content](#) [Publish with us](#) [My products](#) [Profile](#) [Saved searches](#) [Cart](#) [Login](#) [Logout](#)

[Books and journals](#) [Case studies](#) [Expert Briefings](#) [Open Access](#)

Applied filters: Journals x [Clear all](#)

Journal



**A Life in the Day**  
Subject: Health & social care > Mental health > Social inclusion

View journal

Journal



**Academia Revista Latinoamericana de Administración**  
Editor: Mr Carlos Pombo  
Subjects: Strategy > International business

View journal

Journal



**Academic and Library Computing**  
Subjects: Education > Technology & learning > Campus systems

Title

A B C D E F G H I J K L M  
N O P Q R S T U V W X Y Z  
0-9

Subject

Subjects

1 - Sub category

2 - Sub category

Publication type

Books  
Edited Collections  
Monographs  
Journals

# 选刊工具和途径介绍 (以查询Emerald目标期刊为例)

1) 出版社数据库平台    2) 引文数据库

## Web of Science选刊

**a) 关键词选刊：**以media framing为例，在检索框中输入关键词，若有更多的关键词可“添加行”

文献      研究人员

选择数据库: Web of Science 核心合集 ▾ 引文索引: All ▾

文献   被引参考文献   化学结构

所有字段 ▾      示例: liver disease india singh  
media framing      ×

+ 添加行   + 添加日期范围   高级检索

× 清除   检索

|                             |   |
|-----------------------------|---|
| Web of Science 类别           | ^ |
| Citation Topics Meso ⓘ      | ^ |
| Citation Topics Micro ⓘ     | ^ |
| Web of Science 索引           | ^ |
| 所属机构                        | ^ |
| Affiliation with Department | ^ |
| 出版物标题                       | ^ |
| 语种                          | ^ |
| 国家/地区                       | ^ |
| 出版商                         | ^ |
| 研究方向                        | ^ |
| 开放获取 ⓘ                      | ^ |
| 按标记结果列表过滤                   | ^ |

出版物标题

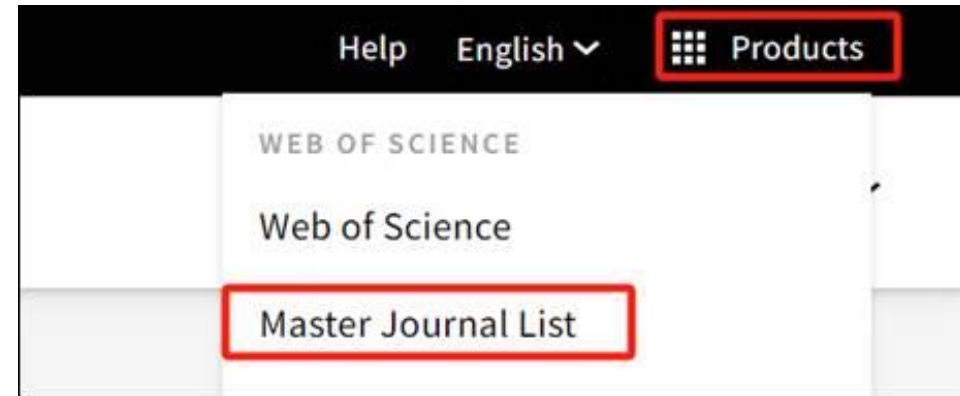
- ☐ CORPORATE COMMUNICATIONS 15
- ☐ ONLINE INFORMATION REVIEW 14
- ☐ ACCOUNTING AUDITING ACCOUNTABILITY... 13
- ☐ INFORMATION TECHNOLOGY PEOPLE 9
- ☐ INTERNATIONAL JOURNAL OF CONTEMPOR... 9

[全部查看 >](#)

- 点击“点击出版物标题”，即可查看与关键词相关的文章最多出现在哪些本期刊中。

# Web of Science选刊

**b) 标题及摘要选刊：** 在WOS页面右上角  
Product按钮中选择Master Journal List

A screenshot of the Web of Science search interface. At the top, there is a search bar with the placeholder text 'Search Journal, ISSN or title word...' and a blue 'Search Journals' button to its right. Below the search bar, there is a section titled 'Already have a manuscript?' with a subtext: 'Find relevant, reputable journals for potential publication of your research based on an analysis of tens of millions of citation connections in Web of Science Core Collection using Manuscript Matcher.' To the left of this text is an icon showing a document and a list. To the right is a button labeled 'Match Manuscript', which is highlighted with a red rectangle.

## Refine Your Manuscript Matcher Results

输入主题或摘要

Title

Safeguarding the unknown: performance measurement, academic agency and the meaning of research quality in practice

The manuscript title or relevant part(s) of the title. Works best with at least 10 words.

Abstract

The authors examine how performance measurement systems (PMSs) and academic agency influence the meaning of research quality in practice. The worries are that the notion of research quality is becoming too

The manuscript abstract or relevant part(s) of the abstract. Works best with at least 100 words.

Sort By:

Match Score

Find Journals

### ACCOUNTING AUDITING & ACCOUNTABILITY JOURNAL

Publisher: EMERALD GROUP PUBLISHING LTD , floor 5, Northspring 21-23 Wellington Street, Leeds, England, W YORKSHIRE, LS1 4DL

ISSN / eISSN: 0951-3574 / 1758-4205

Web of Science Core Collection: Social Sciences Citation Index

Additional Web of Science Indexes: Current Contents Social And Behavioral Sciences | Essential Science Indicators

Match Score

0.99



Top Keywords:

similar conceptual understandings

national performance pressures

performance measurement systems

## 目标期刊 选择因素

- 检索与收录情况：SCIE/SSCI
- 期刊接受文章类型、投稿方式
- 出版频率：半年刊/季刊/双月刊/月刊
- 区域/国际性期刊
- 是否是Open Access：便于推广
- 可获取的发表经验

→ 期刊主页、引文索引数据库

→ Author Guideline

→ Table of content

→ Aims & Scope、编委分布

→ 注意甄别



# 目标期刊选择方式

## Step 2

Aims & Scope

Author Guideline

已发表文章

Submit your paper

Overview

Author guidelines

Editorial team

Indexing & metrics

Calls for papers & news

Management Decision (MD) is a leading business science journal with the distinction of being the oldest and longest-running scholarly publication focused specifically on the area of management.

ISSN: 0025-1747

eISSN: 0025-1747



### What's here?

Aims and scope

Featured articles

Related journals

Sample article

Table of contents

Submit your paper

# 文章格式调整

## 仔细核对期刊的作者指南

- 字数限制 (6000-10000)
- 英式英语 vs 美式英语 (少数期刊)
- 参考文献格式 (Harvard/APA/MLA)
- 文本格式: Word > PDF/LaTeX  
<https://www.latex-project.org/>
- 分辨率 (300dpi) 、格式 (pdf/ai/eps > tif/jpeg/bmp)
- 图表**是否**单独提交

(\*文中对应位置插入图表并标记序号Table 1/Figure 1+单独提供原始文件)

All Figures (charts, diagrams, line drawings, web pages/screenshots, and photographic images) should be submitted in electronic form.

All Figures should be of high quality, legible and numbered consecutively with arabic numerals. Graphics may be supplied in colour to facilitate their appearance on the online database.

- Figures created in MS Word, MS PowerPoint, MS Excel, Illustrator should be supplied in their native formats. Electronic figures created in other applications should be copied from the origination software and pasted into a blank MS Word document or saved and imported into an MS Word document or alternatively create a .pdf file from the origination software.
- Figures which cannot be supplied as above are acceptable in the standard image formats which are: .pdf, .ai, and .eps. If you are unable to supply graphics in these formats then please ensure they are .tif, .jpeg, or .bmp at a resolution of at least 300dpi and at least 10cm wide.
- To prepare web pages/screenshots simultaneously press the "Alt" and "Print screen" keys on the keyboard, open a blank Microsoft Word document and simultaneously press "Ctrl" and "V" to paste the image. (Capture all the contents/windows on the computer screen to paste into MS Word, by simultaneously pressing "Ctrl" and "Print screen".)
- Photographic images should be submitted electronically and of high quality. They should be saved as .tif or .jpeg files at a resolution of at least 300dpi and at least 10cm wide. Digital camera settings should be set at the highest resolution/quality possible.

# 国际期刊投稿 —— Covering Letter

- **论文正文**：不包含任何作者信息（投稿系统中填写）
- **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）

*I am submitting this article to Journal of Documentation. You will see that it deals with public library management, which I appreciate is outside JDoc's normal scope. However, it focuses on the novel application of a theoretical model to the topic, and hence I think it is appropriate for JDoc.*

.....

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。

.....

# Online Submission

[Submit your paper](#)[Overview](#)[Author guidelines](#)[Editorial team](#)[Indexing & metrics](#)[Calls for papers & news](#)

Advances in Dual Diagnosis (ADD) offers peer-reviewed, practical and thought-provoking content and a forum for topical debate on dual diagnosis (co-occurring mental health and substance use disorders) - including complex needs.

ISSN: 1757-0972

eISSN: 1757-0972

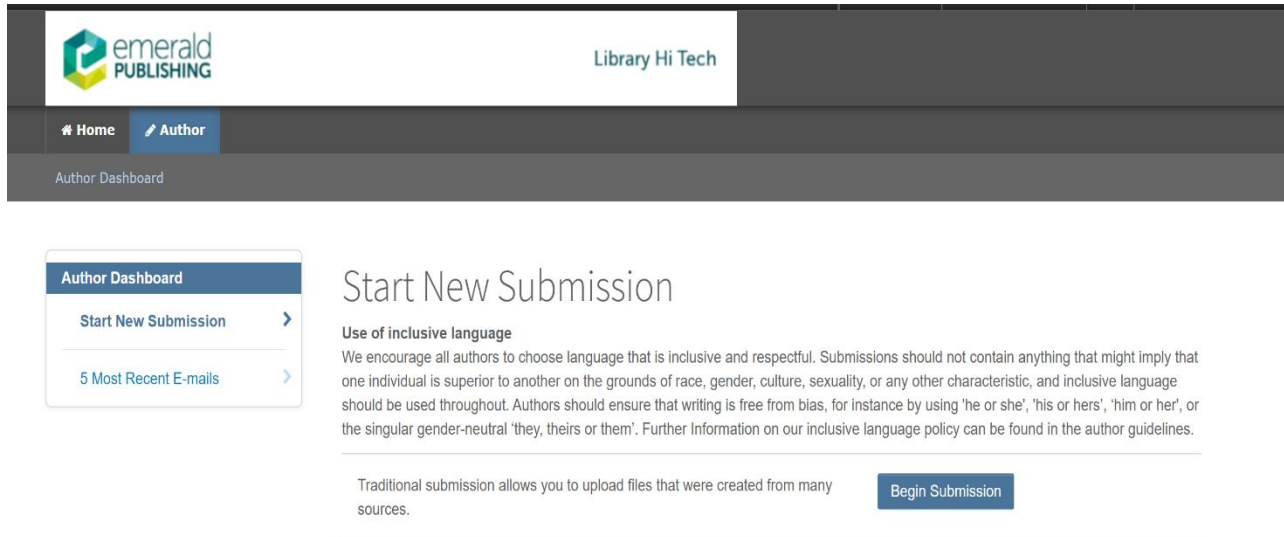


## What's here?

[Aims and scope](#)[Featured articles](#)[Related journals](#)[Sample article](#) [Table of contents](#) [Submit your paper](#) 

# 国际期刊投稿 —— Online Submission

- ScholarOne



The screenshot shows the Emerald Publishing Author Dashboard. At the top, there's a header with the Emerald Publishing logo and 'Library Hi Tech'. Below the header, there's a navigation bar with 'Home' and 'Author' tabs. The main content area is titled 'Start New Submission'. It includes a section for 'Use of inclusive language' with a paragraph of text. Below this, there's a 'Begin Submission' button. On the left side, there's a sidebar with 'Author Dashboard' and links for 'Start New Submission' and '5 Most Recent E-mails'.

emerald PUBLISHING Library Hi Tech

Home Author

Author Dashboard

Start New Submission

5 Most Recent E-mails

## Start New Submission

**Use of inclusive language**

We encourage all authors to choose language that is inclusive and respectful. Submissions should not contain anything that might imply that one individual is superior to another on the grounds of race, gender, culture, sexuality, or any other characteristic, and inclusive language should be used throughout. Authors should ensure that writing is free from bias, for instance by using 'he or she', 'his or hers', 'him or her', or the singular gender-neutral 'they, theirs or them'. Further information on our inclusive language policy can be found in the author guidelines.

Traditional submission allows you to upload files that were created from many sources.

Begin Submission

## Submission

Step 1: Type, Title, & Abstract >

Step 2: File Upload >

Step 3: Keywords >

Step 4: Authors & Institutions >

Step 5: Details & Comments >

Step 6: Review & Submit >

# Abstract Filling

## Submission

Step 1: Type, Title, & Abstract >

Step 2: File Upload >

Step 3: Keywords >

Step 4: Authors & Institutions >

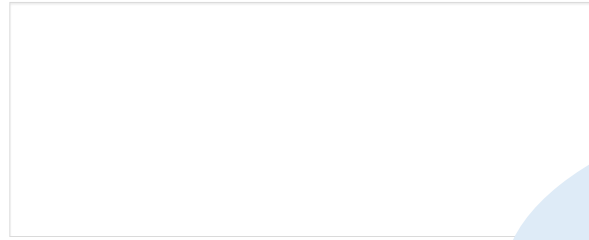
Step 5: Details & Comments >

Step 6: Review & Submit >

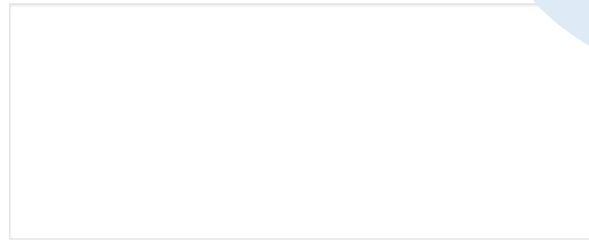
### Abstract (limit 250 words)

Please type your [structured abstract](#) into the corresponding fields. Your abstract should be no longer than 250 words in all. Each section of the abstract is limited to no more than 100 words.

### \* Design/methodology/approach (limit 100 words)



### \* Purpose (limit 100 words)



摘要部分，Emerald要求使用结构型摘要。作者可将相关内容填写至不同的摘要标题框中

# Detail & Comments (Covering Letter Upload)

- Step 5 Detail & Comments部分包含一些重要信息：
  - 作者准备的**Covering Letter** 在Step 5 Detail & Comments中上传
  - 资助情况
  - 是否为第一次投稿
  - 是否选择Open Access

## Submission

Step 1: Type, Title, & Abstract >

Step 2: File Upload >

Step 3: Keywords >

Step 4: Authors & Institutions >

**Step 5: Details & Comments** >

Step 6: Review & Submit >

# Submission Completing

- 按照步骤提交各部分的内容后，投稿流程就完成了。
- 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 [ <a href="#">View Submission</a> ] | 18-Mar-2010  | 18-Mar-2010    | ED: Not Assigned<br>GE: <a href="#">Soriano, Domingo</a><br>EA: <a href="#">Snowden, Kate</a><br>PUB: Not Assigned<br><br>● In Review |

# 国际期刊投稿 —— Review Procedures



- 审稿方式：两轮同行双盲评审
- 审稿周期（理想情况：3-4月）
  - 主编初审：2-4周
  - 邀请评审：2-4周
  - 评审：6-8周
  - 主编决定：2周

# 国际期刊投稿 —— Revision Notes

## 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

# 知而不易的常见现象

- 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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et al., 2012; Jung and Lee, 2018; Breslow et al., 2013; Johnson-Farmer and Frenn, 2009); Jung and Lee, 2018). Therefore, understanding adult professionals U-LE regarding behavior, cognition, and ...

In the u-learning field, most ... toward academic settings ~~for~~looking at students i... However, the learning characteristics processes between adult employees and students at school are quite different, since employees' learning is usually ~~associate~~associated with ... students' U-LE ~~are not obviously effective~~have no obvious effect on adult employees and ~~less-little~~ is known about affecting factors on employees' U-LE. Thus, ..., instructors, and corporate training directors ~~has less references~~have fewer resources derived from research to ~~make~~develop a more ... effectiveness (~~i.e.~~intended outcomes and, LElearning engagement (LE)). Our study has focused on adult employee's u-learning engagement (U-LE), its ...mechanism.

Moreover, previous studies denoted that system functionalities, (~~e.g.~~such as Domaindomain-specific innovativeness (DSI) factors) and system implementation, (~~e.g.~~such as interface design (ID) factors), may significantly affect ~~user~~the user's experience and their feelings, from a learning system design perspective (Cho et al., 2009; Hsiao, 2013; Islam,

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## Author

Remark: Consider specifying the age range of the employees for better clarity regarding the sample discussed here. ↵

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## Author

Tip: American-British Style→AmE serial comma: In American English, a comma (called serial or Oxford comma) is inserted before "and" in a series of three or more items. ↵

A

## Author

Tip: Comma: i.e. and e.g. (AmE): In American English, place a comma after the latin abbreviations "i.e.," and "e.g.," ↵



# THANKS

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