Emerald Group Publishing in business and management subjects

Demonstrating and improving impact as a leading and distinctive publisher

Emerald is a global publisher with 12 offices worldwide and more than 4,000 customers in over 120 countries. Founded in 1967, Emerald today manages a range of digital products, a portfolio of nearly 300 journals, more than 2,500 books and over 450 teaching cases.

Emerald is not just a publisher of journals, the company’s books series is an important component of their publishing portfolio, so an understanding of the performance and impact of books is also vital.

Emerald Group Publishing has a strong global publishing programme across business and management subjects. In a competitive business, the company needs to quantitatively demonstrate its impact and maintain its reputation as a leading and distinctive publisher.

With InCites, Emerald is able to demonstrate the impact of journals and books and power a differentiated publishing strategy.
What challenges was Emerald facing?

**Demonstrating coverage and impact of journals and books**
Emerald needed to understand both subject coverage and impact, to position their products and develop marketing messages with compelling metrics.

**Understanding drivers of impact including benchmarking peer publications**
The company wanted to know where contributions in top subject areas come from, how much of that content comes from authors at the top cited institutions, and to rank its performance across different subject domains.

**Developing a publishing strategy that delivers differentiation**
To stay ahead of the competition, Emerald needs to evolve its product strategy to deliver a differentiated offering to authors and subscribers.

“Like any global publisher with an extensive publication list of books, journals and other products, it’s important to understand both our subject coverage and our impact... InCites is one of the key tools that we are using to help us achieve this as it presents a straightforward and powerful set of analytical tools for investigating the impact of our products.”

Mark Gerdes
Analyst, Emerald Group Publishing
Solution

InCites offers Emerald an easy way to benchmark and analyze its performance across multiple subject domains.
Emerald staff use the easy-to-use InCites interface (including filtering options) to perform whatever analyses they want, without having to manipulate large volumes of data from citation databases.

InCites showed that Emerald was publishing content from all top 200 of the world’s most cited organizations and institutions in these two subject areas.

Components

- InCites is a customizable, web-based research publication evaluation tool used to analyze journals and books, and to benchmark your publications against peers worldwide across a comprehensive range of indicators (including Journal Impact Factors).
- Analytics based on underlying citation data from Web of Science are normalized, enabling publishers to analyze performance in the context of their own field.
- Web of Science Core Collection is the world’s leading bibliographic and citation database providing authoritative, multidisciplinary coverage from more than 12,000 high impact research journals worldwide based on cover-to-cover indexing.
- Web of Science Core Collection – Books Citation Index indexes at both the book level and the individual chapter level to ensure citation tracking and linking at the appropriate level of granularity.

Value delivered

Generated demonstrable proof points to power marketing campaigns

- Emerald benchmarked and analyzed its performance across multiple subject domains based on normalized measures of actual citation impact compared to that expected.
- Within books the results showed that authors from two thirds of the top 100 institutions have contributed chapters to Emerald’s book series for the top 10 key related subjects.

Uncovered drivers behind performance and identified high performing authors to target

- Emerald is able to map where contributions in top subject areas come from, but crucially also identify those institutions not currently publishing with Emerald—opening the door to future opportunities in authorship and collaboration.

Unique insights gained to inform the development of a differentiated publishing strategy

- InCites has become a critical tool helping the company fine tune product and publishing strategy.

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It was fantastic to see these results - a firm demonstration that Emerald is attracting and publishing the top authors from the world’s leading institutions.

Mark Gerdes
Analyst, Emerald Group Publishing

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Who we are

Clarivate Analytics accelerates the pace of innovation by providing trusted insights and analytics to customers around the world, enabling them to discover, protect and commercialize new ideas faster. Formerly the Intellectual Property and Science business of Thomson Reuters, we own and operate a collection of leading subscription-based services focused on scientific and academic research, patent analytics and regulatory standards, pharmaceutical and biotech intelligence, trademark protection, domain brand protection and intellectual property management. Clarivate Analytics is now an independent company with over 4,000 employees, operating in more than 100 countries and owns well-known brands that include Web of Science, Cortellis, Thomson Innovation, Derwent World Patents Index, CompuMark, MarkMonitor and Techstreet, among others.

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