Bringing research to life – the library as the 21st century research hub

Presented by Wendy Knox, Business Manager
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Emerald turns 50!

EMERALD:
the first
50 years
1967—2017

Emerald Publishing
Emerald turns 50!

- **1967:** The company is born
- **1992:** Going digital – the first electronic product
- **2008:** Over 100 years of management research
- **2017:** 50 years of bringing research to life
Our products: eJournals
Our products: Backfiles

Management Backfiles Portfolio
As an established leader in management research, this portfolio of over 170 journals provides essential coverage of relevant topics within all management disciplines.

Backfiles Premier
The largest eJournal collection available from Emerald
One single payment provides perpetual access to Emerald's largest eJournal collection with over 129,000 articles from more than 260 journals, dating back to 1898. Unique in its breadth, this collection charts the work of leading thinkers within various fields of management across 100 years.

Backfiles Subject Collections
Pick and choose only the subjects you need
Effectively manage allocation of budget by tailoring resources to the subject specialities of your institution. Providing context to present day thinking, each collection offers an invaluable reference for the evolution of subject themes relevant to your institution's subject specialities.

Specialist Backfiles Portfolio
Developed through strong support of our subject communities, each collection is dedicated to publishing the latest, topical research at the forefront of its field.

library studies
Health & Social Care
Engineering
Education
Our products: eBooks

**Business, Management & Economics eBook Collection**
A unique, international and high quality collection of more than 1100 eBooks which reinforces Emerald’s position as a world leading publisher in business and management research.

**Transport eBook Collection**
The Transport collection has over 40 eBooks that span related disciplines, including safety, systems, logistics, planning and the environment.

**Social Sciences eBook Collection**
A growing collection that delivers more than 550 eBooks containing cutting edge, cross-disciplinary research in social science from high profile, international authors.
Our products: eCases

Real world business scenarios for the classroom
The library’s role in supporting the author with research
Librarians and publishers working together to support the researcher
Librarians and publishers working together to support the researcher

Emerald is committed to working with you, to develop research for the future...

- Interviews and surveys
- Meeting regularly to gain insight
- Awards programme
- Author services
- Speaking with the next generation
- Reducing barriers to submission
- Research Media
- Relaunch of our Literati Network
Listening to the librarian and researcher communities
Insight from an author

Where do I publish and find collaborators for my work?

What adds value to my research?

Resources and funding – where can I find these?

Quantity vs Quality? The value of impact factors

Suzi Muchmore
Doctoral Researcher
Loughborough University
Insight from a librarian

Evidence based not opinion based decision making

Usability – who and how are people using content?

Key influencers include academics and library customers

Discoverability – synchronization with discovery tools
Supporting the librarian and author

- Product concepts
- Continued user relationships
- Support and investment
- Solving user problems
- Collaboration
- Use of experts
Emerald’s future strategy is developed by this input

- Research and business education
- Theory to reality
- Communities
- Research that matters
- Compelling customer experience
Nurturing fresh thinking

- High-quality, applied research remains at the heart of what we do
- Our vision for the future is to make research more engaging, digestible and easy to apply by students and professionals
- We are making our research more discoverable across all channels and devices, improving the user experience and acting as a platform for our communities to collaborate internationally
- We believe that connected and informed communities create change
Connecting with our customers

• Our customer first approach is more important than ever to gain a deep understanding of the needs of the communities we serve

• We continue and develop our support for authors and institutions to demonstrate impact, through our relaunched Literati Network and support systems and services

• We want your library user to have the best user experience through any digital setting – collaborating and sharing
A rich learning experience

- Emerald is continually building on a range of products that meet our customer’s needs at specific stages along their journey – from undergraduate to professor or CEO
- Our research bridges the gap between theory and reality
- We are not only offering customers access to content, but a rich learning experience
And our journey explained here...