

Attendance

CERTIFICATE

This is to certify the attendance of

Donna Ekawaty

Universitas Gadjah Mada

At the following event:

**Emerald Writing Impactful Abstracts and Understanding
Publishing Ethics & Policies**

Date: 23 April 2026

Venue: Library, Universitas Gadjah Mada

Prepared by:

**Emerald Publishing
East Asia Region**



Writing Abstract with Impact & Emerald Ethical Policies

(Universitas Gadjah Mada)

23 April 2026



Agenda & Acknowledgement

UNIVERSITAS GADJAH MADA
PERPUSTAKAAN DAN ARSIP

emerald
PUBLISHING

Workshop

Writing Impactful Abstracts & Understanding Publishing Ethics and Policies

Narasumber

WILLIAM LOH
Customer Success Partner,
Emerald Publishing

Moderator

IRWAN SUKARDI
Business Manager Indonesia
Emerald Publishing

Master of Ceremony: Wasilatul Bayanah (Perpustakaan dan Arsip UGM)

Luring
Alumni Corner Sayap Barat Lantai I
Fakultas Ekonomika dan Bisnis UGM

Daring
Google Meet

Kamis, 23 April 2026
13.00 – 15.00 WIB

FREE REGISTRATION
www.emeraldpub.com/ugm2026

*Fasilitas: Snack, E-Sertifikat & Doorprize
*Terbuka untuk civitas academica UGM

UGM.ac.id perpustakaan_ugm UGM Library Perpusdata UGM layanan.lib@ugm.ac.id

Agenda:

- 10mins : Celebrating UGM Success
- 10mins : What Editors are looking for
- 30mins : Improvement on Abstract Writing
- 10mins : Q&A
- 10mins : Emerald Publishing Ethics and Policies

Acknowledgement:

- Library, Universitas Gadjah Mada

Scan for Attendance e-Certificate

- You will be invited for a short questionnaire on today's session, your interest to our newsletter and interest to be a reviewer. E-Certificate will be emailed shortly.





Celebrating Success



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PUBLISHING



High Usage Award 2026 (Worldwide)

Universitas Gadjah Mada
No: 8 (Worldwide)





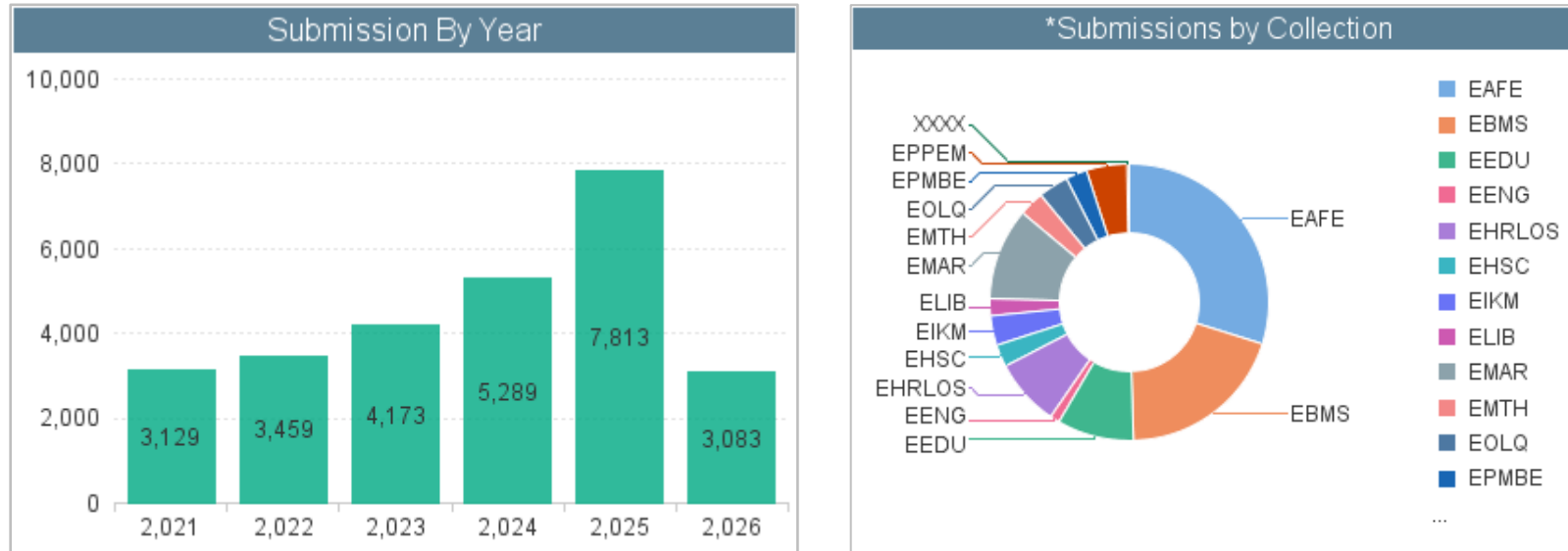
High Research Output 2026 (Indonesia)

Universitas Gadjah Mada
No: 2 (Indonesia, 2025 Data)

Year	Submission (Paper)	Publication (Paper)	% Acceptance to Submission
2022	144	35	24.31%
2023	205	32	15.61%
2024	247	46	18.62%
2025	431	45	10.44%
2026	129	17	13.18%
Grand Total	1156	175	15.14%



Indonesia Market: Submission Trends



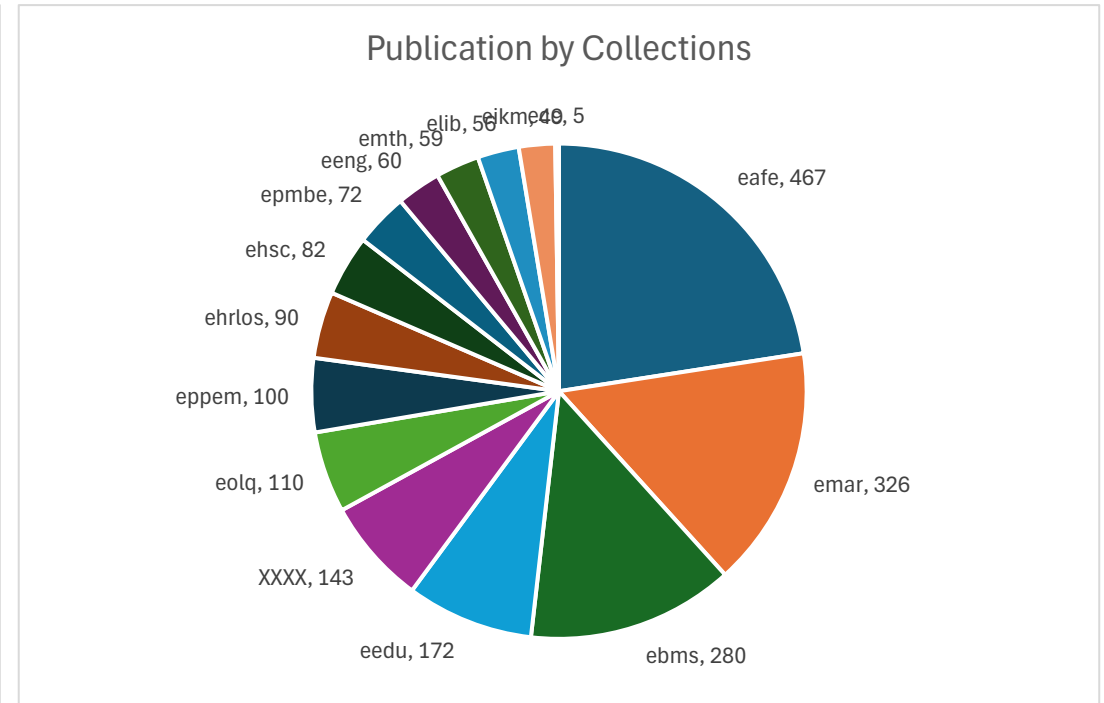
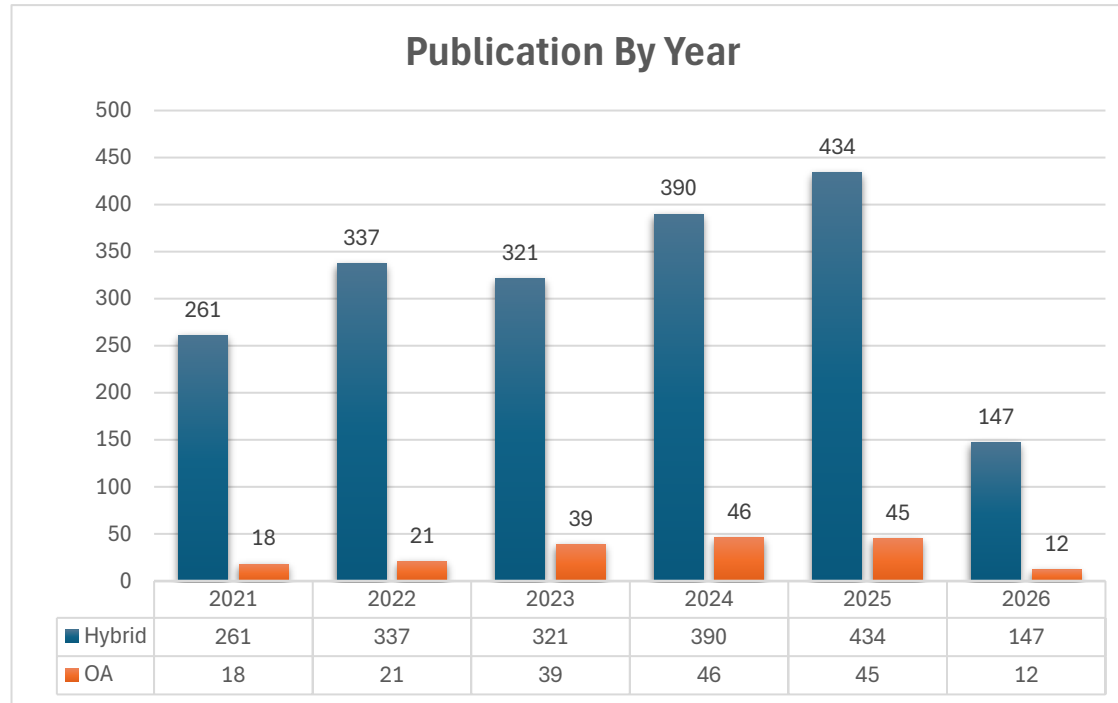
- Submissions grew by an average of 14.73% (recent 5 years), with a 41.4% rise in 2025.
- Top 4 submitted subject are; (1) Accounting, Finance & Economics, (2) Business, Management & Strategy, (3) Marketing, and (4) HR, Learning & Organization Studies.

Indonesia Market: Submission Trends

	Acronym	Journal	Submissions	Scopus	WOS	WOS	Subject
1	jima	Journal of Islamic Marketing	1132	Q1	ESCI	Q2	Marketing
2	jiabr	Journal of Islamic Accounting and Business Research	1050	Q1	ESCI	Q2	Accounting, Finance & Economics
3	imefm	International Journal of Islamic and Middle Eastern Finance and Management	656	Q1	SSCI	Q2	Accounting, Finance & Economics
4	ijoes	International Journal of Ethics and Systems	501	Q1	ESCI	Q1	Accounting, Finance & Economics
5	jarhe	Journal of Applied Research in Higher Education	373	Q1	ESCI	Q2	Education
6	jfra	Journal of Financial Reporting and Accounting	372	Q1	ESCI	Q1	Accounting, Finance & Economics
7	ijse	International Journal of Social Economics	359	Q1	ESCI	Q2	Accounting, Finance & Economics
8	ara	Asian Review of Accounting	345	Q2	ESCI	Q2	Accounting, Finance & Economics
9	ijoem	International Journal of Emerging Markets	337	Q1	SSCI	Q2	Business, Management & Strategy
10	ijem	International Journal of Educational Management	307	Q1	ESCI	Q3	Education
11	jfc	Journal of Financial Crime	301	Q1			Accounting, Finance & Economics
12	cg	Corporate Governance	296	Q1	ESCI	Q2	Business, Management & Strategy
13	sampj	Sustainability Accounting, Management and Policy Journal	282	Q1	SSCI	Q1	Accounting, Finance & Economics
14	jaee	Journal of Accounting in Emerging Economies	281	Q1	ESCI	Q1	Accounting, Finance & Economics
15	jsbed	Journal of Small Business and Enterprise Development	279	Q1	ESCI	Q2	Business, Management & Strategy
16	mrr	Management Research Review	278	Q1	ESCI	Q2	Business, Management & Strategy
17	apjml	Asia Pacific Journal of Marketing and Logistics	270	Q1	SSCI	Q1	Marketing
18	aeds	Asian Education and Development Studies	268	Q1	ESCI	Q2	Education
19	jabs	Journal of Asia Business Studies	267	Q1	ESCI	Q2	Business, Management & Strategy
20	sri	Social Responsibility Journal	264	Q1	ESCI	Q2	Business, Management & Strategy

- 19 out of top 20 submitted journals are Q1 Scopus.
- 18 out of top 20 submitted journals are Q1 & Q2 in ESCI / SSCI (WoS).

Indonesia Market: Key Publishing Trends



- Publication (totality) grew by an average of 15% (recent 5 years). About 26.5% acceptance by submission in 2025.
- Publication on OA grew by an average of 30% (recent 5 years). OA constitutes around 8.7% of yearly publication.
- Consistent with submission data by subject, Top3 publication by subject are (1) Accounting, Finance & Economics, (2) Marketing, and (3) Management & Strategy.

Questions



Call for Papers

FINANCE, ECONOMICS & BUSINESS SUSTAINABILITY

FEBS Conference 2026

"Artificial Intelligence for Sustainable Economy & Business in the Era of IR 5.0"

05 - 06 August 2026
The Waterfront Hotel, Kuching, Sarawak, Malaysia

Sub Theme

Finance and Accounting

- AI in financial decision-making, auditing, and reporting
- Fintech, blockchain, and green finance
- ESG investment and corporate accountability
- General papers on banking, capital markets, and accounting

Economics and Policy

- AI and sustainable economic growth
- IR 5.0 and labor market transformation
- General papers on macroeconomics, microeconomics, development, and trade

Management and Business Strategy

- Human-AI collaboration and organizational excellence
- Digital transformation and corporate sustainability
- Circular economy and responsible supply chains
- General papers on leadership, entrepreneurship, and innovation

Marketing and Consumer Behavior

- AI in digital marketing, analytics, and personalization
- Sustainable consumption and green branding
- Customer experience in the AI era
- General papers on marketing strategy and consumer insights

Energy Economics and Sustainability

- AI applications in energy forecasting and management
- Climate, energy, and environmental economics
- Renewable energy transition and carbon neutrality
- Energy markets, pricing, and policy reforms
- Sustainable energy access for emerging and rural economies
- AI in smart grids, energy efficiency, and carbon trading systems
- Energy security and geopolitical dynamics in the age of IR 5.0
- A Just Transition

Rural Development and AI

- AI for sustainable agriculture and food security
- Smart rural communities and digital inclusion
- AI-driven rural entrepreneurship and microfinance
- Infrastructure, energy, and technology for rural sustainability
- Socioeconomic transformation in rural areas through AI adoption
- AI in education, healthcare, and poverty reduction in rural contexts
- Bridging rural-urban divides with AI-enabled policies and innovations

Keynote Speakers



Prof. Dr. Farhad Taghizadeh-Hesary

Tokai University, Japan
Professor of Economics and Finance
Chief Economist, Climate Finance Asia
Vice President and Co-founder, International Society for Energy Transition Studies (ISETS)
Editor-in-Chief, Journal of Environmental Assessment Policy and Management



Prof. Dr. Irwan Trinugroho

Universitas Sebelas Maret, Indonesia
Professor of Finance
Vice Rector for Planning, Partnership, International, and Information

Registration Fees

	RM
International Presenter	1,500
Local Presenter	1,000
Student Presenter	600
International Co-authors / Participants	600
Local Co-authors / Participants	600

Important Dates

01 December 2025	Abstract Submission Starts
30 May 2026	Abstract Submission Deadline
30 June 2026	Full Paper Submission Deadline
01 - 30 June 2026	Registration and Payment Period
20 July 2026	Camera-Ready Submission Deadline
05 - 06 August 2026	Conference Date

Partner Journals

Journal of Environmental Assessment Policy and Management (Scopus-Q1)
Journal of Indonesian Economy and Business (Scopus-Q2)
International Journal of Business and Society (WoS-ESCI, Scopus-Q3)
International Journal of Banking and Finance (Scopus)



Call for Papers

FINANCE, ECONOMICS & BUSINESS SUSTAINABILITY

FEBS Conference 2026

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05th - 06th August 2026
The Waterfront Hotel, Kuching, Sarawak, Malaysia

Keynote Speakers

Farhad Taghizadeh-Hesary



is a Professor of Economics and Finance at Tokai University, Japan. He also serves as Chief Economist of Climate Finance Asia and is the Vice President and Co-founder of the International Society for Energy Transition Studies (ISETS).

Previously, he held Assistant Professor positions at Keio University and Waseda University. He has been a visiting professor, scholar, or fellow at numerous universities and research institutions worldwide, including Keio University (Japan), Chiang Mai University (Thailand), University of Economics Ho Chi Minh City (Vietnam), UCSI University (Malaysia), the Institute of Energy Economics of Japan (IEEJ), the Credit Risk Database (CRD) Association of Japan, the Graduate School of Economics at the University of Tokyo, Griffith University (Australia), the University of Tasmania (Australia).

In 2022, he was named a Highly Cited Researcher™ by Clarivate. His leadership in green and climate finance has been recognized through multiple bibliometric studies published in Renewable Energy and Renewable and Sustainable Energy Reviews (Elsevier).

On April 19, 2023, he received the Medal and Commendation for Science and Technology from the Minister of Education, Culture, Sports, Science, and Technology of Japan, recognizing his outstanding contributions to renewable energy financing, particularly his work on the design of green credit guarantee schemes. In 2024, he was among only 11 scientists across all disciplines in Japan to receive the Clarivate Japan Research Front Award for his exceptional research achievements in energy economics and finance.

Dr. Taghizadeh-Hesary's research spans energy economics and policy, green and climate finance, SME finance, Asian economics, and the contemporary Japanese economy.

He is currently the Editor-in-Chief of the Journal of Environmental Assessment Policy and Management (World Scientific) and serves as an associate editor or editorial board member for several journals, including Economic Analysis and Policy, Energy Efficiency, Singapore Economic Review, Global Finance Journal, Financial Innovation, Journal of Risk Finance, Review of Accounting and Finance, and China Financial Review International.

Dr. Taghizadeh-Hesary has led and contributed to numerous research, capacity-building and training and consulting projects for international organizations and institutions in the fields of energy, economics, and finance. He holds a Ph.D. in Economics from Keio University, Japan.

Irwan Trinugroho



is a Full Professor of Finance at the Faculty of Economics and Business, Universitas Sebelas Maret (FEB UNS), Indonesia since November 2021 when he was 37 years old. Until now, he holds the title of the youngest professor ever appointed by UNS. Currently, he is also the Vice Rector for Planning, Partnership, International, and Information. He was the founder of the Center for Fintech and Banking UNS. Irwan was the UNS best lecturer in 2015 and 2018 as well as the finalist of national best lecturer in 2018. In 2022, he was awarded as the National Academic Leader granted by the Ministry of Education, Culture, Research, and Technology, a prestigious award at the national level. Irwan graduated with a PhD degree in Economics, major in banking and finance from the University of Limoges, France. He has done some research services to the Indonesia Financial Services Authority (OJK), the Indonesia Deposit Insurance Corporation (IDIC), World Bank, USAID, and Bank Indonesia. Irwan has published a number of papers in reputed journals including Journal of Financial Stability, Economic Modelling, Economics Letters, Finance Research Letters, Global Finance Journal, British Accounting Review, Economic Systems, Research in International Business and Finance, Economic Analysis and Policy, Journal of Behavioral and Experimental Finance, Borsa Istanbul Review, International Economics, Journal of Economic Policy Reform, Economics Bulletin, Emerging Markets Finance and Trade, Studies in Economics and Finance, and Singapore Economic Review. He currently also serves as a risk oversight committee member of a financial firm in Indonesia.



Contact us:

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<https://www.conference.unimas.my/febs2026>

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ASIA GRADUATE RESEARCH SUMMIT 2026

27-28 August 2026 | Connexion Conference & Event Centre (Nexus), Bangsar South City, Kuala Lumpur, Malaysia



A one-of-its-kind summit dedicated to graduate students and early career researchers — providing focused guidance on research, publishing, supervising, and building collaboration

IMPORTANT DATES

Registration & Call for Abstracts: 3 March 2026
Deadline for Abstract Submission: 1 August 2026
Payment Deadline: 15 August 2026
Summit Date: 27 -28 August 2026

SUMMIT PROGRAM

DAY 1:

Keynote Dialogues
Postgraduate Colloquium (Presentation & Feedback)
Meet the Editors: Publication Opportunities
Research Matching for Collaboration

DAY 2:

Postgraduate Colloquium (Presentation & Feedback)
Workshop for Supervisors
Workshop on Academic Writing
Award Giving Ceremony (Best Papers & Presenters)

AFFILIATED JOURNALS

Young Consumers (SCOPUS Q1)
Journal of Applied Structural Equation Modeling (SCOPUS Q1)
Asian Journal of Business Research (SCOPUS Q2)
Journal of Indonesian Economy and Business (SCOPUS Q3)
Asian Academy of Management Journal (SCOPUS Q3)
Asian Journal of Business Innovation and Responsibility (AJBIR)
Online Proceedings with ISBN

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ABSTRACT THEMES

Business & Management
Economics, Accounting & Finance
Marketing & Consumer Behaviour
Entrepreneurship & Innovation
Tourism & Hospitality
Sustainability & Environmental Studies
Education & Social Sciences
Technology, Digital Transformation & AI
Interdisciplinary Graduate Research
Media & Communication Studies

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extended abstract



If you have any enquiries, please contact
us at

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☎ +60 16-365 6886 (Mr. Wong Lee King)

For more information, please visit our official website
<https://www.responsibleborneo.com/agsr2026>

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*UNLESS, if your choice to publish as OA in hybrid & Gold journal.
Emerald's single rate APC of £3,222/\$4,351/€3,710.*

Selecting the right venue for your work



- 95% Scopus-indexed
- 90% Clarivate-indexed
- Free to publish in normal issue
- APC £3,222/\$4,351 to publish in OA article

- Scopus-indexed
- Free to publish as normal book
- BPC £10,770/\$14,538 to publish in OA book

- Scopus-indexed
- Free to publish as normal case
- APC unavailable yet

Examples of selecting the right journal

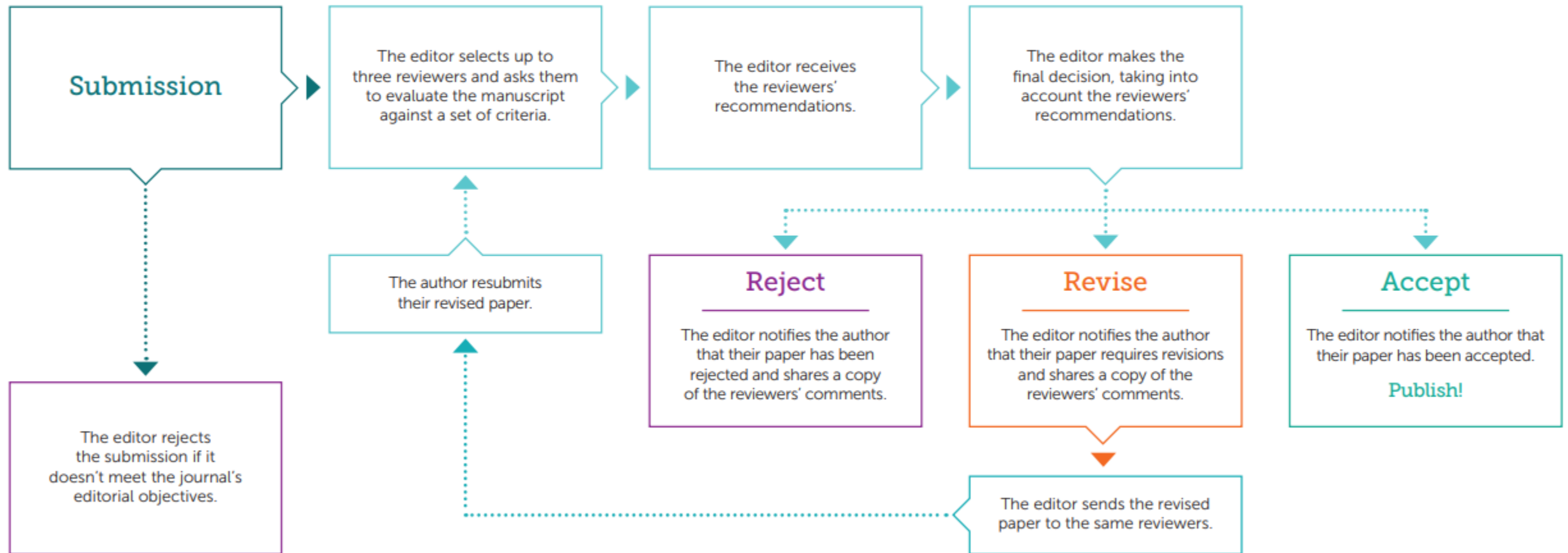
1. Read more articles during your literature review
 - Some articles may come from the same journal
2. Google Scholar, Scopus, Clarivate etc (some use bibliometric listing)
3. Special Issues
4. Established & reputable publisher
5. Read & understand the Journal Aims & Scopes, and author guidelines (formatting)
6. Read Top Downloaded & Top Cited articles

What makes a good paper?

Editors and reviewers look for...

- ✓ Originality – what's new about subject, treatment or results?
- ✓ Relevance to and extension of existing knowledge
- ✓ Research methodology – are conclusions valid and objective?
- ✓ Clarity, structure and quality of writing – does it communicate well?
- ✓ Sound, logical progression of argument
- ✓ Theoretical and practical implications (the 'so what?' factors!)
- ✓ Recency and relevance of references
- ✓ Internationality/Global focus
- ✓ Adherence to the editorial scope and objectives of the journal
- ✓ A good title, keywords and a well written abstract

Peer review process



The peer review process takes between 2-8 months

A person's legs are shown in mid-stride, running on a hopscotch grid painted on asphalt. The grid consists of white lines forming a series of squares and rectangles, with numbers 1 through 8 visible. A large, semi-transparent green geometric shape, resembling a stylized house or a large letter 'A', is overlaid on the right side of the image. The word 'Abstract' is written in white serif font within this green shape.

Abstract



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Experience Matters in Engineering Universities: Hedonic Experience, Social Influence, And User Behaviour

Abstract:

Engineering universities increasingly invest in shared learning and innovation spaces to enhance student engagement. However, understanding the behavioural drivers that encourage students to use and continue engaging with these spaces actively remains limited. Drawing on Customer Engagement Theory, this study examines the influence of social influence and hedonic experience on student behaviour in engineering universities. A quantitative survey was conducted among 51 engineering students at a university as part of a pilot study. Data were analysed using descriptive statistics, reliability analysis, exploratory factor analysis, and multiple regression analysis. The findings indicate that both social influence and hedonic experience have a significant and positive impact on student behaviour, accounting for 47.2% of the variance. The results highlight that students' behavioural responses are shaped not only by functional or academic considerations but also by enjoyable experiences and peer influence. This study contributes to the growing body of literature on student behaviour and customer engagement in higher education by highlighting the importance of experiential and social dimensions. Practical implications for engineering universities include designing student-centred spaces that promote social interaction and positive experiential value.

Keywords: Hedonic experience, student behaviour, social influence.

Experience Matters in Engineering Universities: Hedonic Experience, Social Influence, And User Behaviour

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Engineering universities increasingly invest in shared learning and innovation spaces to enhance student engagement. However, understanding the behavioural drivers that encourage students to use and continue engaging with these spaces actively remains limited. Drawing on Customer Engagement Theory, this study examines the influence of social influence and hedonic experience on student behaviour in engineering universities. A quantitative survey was conducted among 51 engineering students at a university as part of a pilot study. Data were analysed using descriptive statistics, reliability analysis, exploratory factor analysis, and multiple regression analysis. The findings indicate that both social influence and hedonic experience have a significant and positive impact on student behaviour, accounting for 47.2% of the variance. The results highlight that students' behavioural responses are shaped not only by functional or academic considerations but also by enjoyable experiences and peer influence. This study contributes to the growing body of literature on student behaviour and customer engagement in higher education by highlighting the importance of experiential and social dimensions. Practical implications for engineering universities include designing student-centred spaces that promote social interaction and positive experiential value.

Keywords: Hedonic experience, student behaviour, social influence.

Unraveling the Relationship Between Consumption Value, Social Consciousness, and Purchase Intention in the Context of Disability-Led Production

Abstract

Purpose – The purpose of this study is to examine factors influencing consumers' intention to purchase products made people with disabilities via the lens of consumption values (TCV)

Design/methodology/approach – This research adopted a quantitative research methodology, collecting data from 392 respondents through an online questionnaire. The participants, chosen through purposive sampling, were all knowledgeable about the products made by people with disabilities. The data were analyzed using partial least square structural equation modeling (PLSSEM) using SMARTPLS4.

Findings – This study found that functional value is the most important value predictor, followed by emotional value, and epistemic value. Furthermore, the moderation analysis reveals that the influence of social consciousness moderates the relationship between emotional value and purchase intention

Originality/value – This study demonstrates that consumption values in the context of products made by people with disabilities have a direct impact on consumer purchase intention, with social consciousness acting as a significant catalyst. The study provides a new perspective that mitigates the misconceptions about products made by people with disabilities, demonstrating the complexities and perception of consumer adoption in these innovative-inclusive products.

Questions



Publishing Ethics & AI Policy



<https://www.facebook.com/reel/808264408454198>

Summary

- Role as Research Integrity Manager
- Read & follow ethical guidelines
- Beware of scams & predatory (*if it is too good to be true, it is probably is*)
- Identify & be clear on co-authors's role
- Back-up your data



Summary of our research and publishing ethics

You should only submit your research to us if the following conditions apply:

- The research has been conducted with the [highest standards of rigour](#) and [integrity](#) as per the ethics policies below.
- The work is [original](#).
- The work has [not been submitted elsewhere](#) and is not currently under consideration with any other publication or publisher. For permitted exceptions, please see our preprint and conference paper policies.
- The work adheres to our [requirements](#) in relation to [generative AI](#).
- The authors listed on the work meet our [authorship criteria](#).
- The work [appropriately cites](#) and [references](#) any previous publication or presentation of the ideas or content featured in the submission.
- Any [conflicts of interest](#) that may influence the handling of the work are appropriately disclosed.
- The work [does not include libellous, defamatory, or unlawful statements](#).
- Permission has been cleared for any [third-party material](#) included.
- [Proof of consent](#) has been obtained for any named individuals or organisations, and ethical approval has been appropriately documented if required.

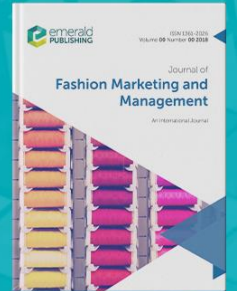


More on Author Guidelines

- Read about our [research ethics](#) for authorship. These state that you must:
 - **Include** anyone who has made a substantial and meaningful contribution to the submission (anyone else involved in the paper should be listed in the acknowledgements).
 - **Exclude** anyone who hasn't contributed to the paper, or who has chosen not to be associated with the research.
 - In accordance with [COPE's position statement on AI tools](#), Large Language Models cannot be credited with authorship as they are incapable of conceptualising a research design without human direction and cannot be accountable for the integrity, originality, and validity of the published work. The author(s) must describe the content created or modified as well as appropriately cite the name and version of the AI tool used; any additional works drawn on by the AI tool should also be appropriately cited and referenced. Standard tools that are used to improve spelling and grammar are not included within the parameters of this guidance. The Editor and Publisher reserve the right to determine whether the use of an AI tool is permissible.
- If your article involves human participants, you must ensure you have considered whether or not you require ethical approval for your research, and include this information as part of your submission. Find out more about [informed consent](#).

Home › Journal Finder › Journal Of Fashion Marketing And Management: An International Journal

Journal of Fashion Marketing and
Management: An International Journal



AI Policy in Publishing



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- In accordance with **COPE's position statement on AI tools**, **Large Language Models cannot be credited with authorship** as they are incapable of conceptualising a research design without human direction and cannot be accountable for the integrity, originality, and validity of the published work.



Emerald's Policy on AI & usages

This policy explains how our authors, editorial teams, and peer reviewers can use artificial intelligence (AI) when preparing or reviewing work for Emerald. Further details are provided below on the specific use-cases for this technology; any questions should be directed to the appropriate Emerald editorial contact.

- Copywriting (**creating, drafting, or writing**) any part of a submission using generative AI tools and technology to generate new material is **not permitted**.
- Copy-editing (**correcting, editing, formatting, modifying, or refining**) all or part of an author's own original existing work using generative AI tools and technology the content to improve its structure and the clarity of the language and grammar is permitted, ensuring users adhere to the following overarching principles.



AI and content creation

- **Copywriting** any part of a submission using a generative AI tool/LLM is **not permitted**, including the generation of the abstract or the literature review. In line with standard academic practice, however, Emerald permits the use of **examples of generative AI for illustrative purposes** as part of scholarly critique and discussion. These examples must be appropriately **flagged** in the text and be fully **cited** and **referenced** in accordance with formatting requirements.
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- **In-text reporting of statistics** using a generative AI tool/LLM is **not permitted** due to concerns over the authenticity, integrity, and validity of the data produced. Use of such a tool to aid in the analysis of the work is permissible with appropriate and transparent declaration.



AI and content editing

- **Copy-editing** a submission or a peer review report using a generative AI tool/LLM in order to improve its language and readability is **permitted**; this mirrors standard tools already employed to improve spelling and grammar, and **uses existing author-created material**, rather than generating wholly new content, while the author(s) remains responsible for the original work. Authors and peer reviewers should be conscious of the potential for **bias, fabrication, misinformation, inaccurate attribution**, and **plagiarism** when using such tools. They should verify the work prior to submission. Authors should maintain and provide documentation of all AI technology used for this purpose, and it should not be employed to **replicate the unique work of others**.
- Emerald defines **copy-editing as modifying existing material created by the author in order to improve its language, grammar, and spelling**. Copywriting would be the creation of new material; this echoes the guidance provided by STM's Recommendations for a Classification of AI Use in Academic Manuscript Preparation.



AI and content creation

- Submission and publication of **images created by AI** tools or large-scale generative models is subject to their intended purpose and potential rights requirements; any such usage must not breach Emerald's **plagiarism policy**. The following types of AI-generated images are **permitted**, but we encourage authors to check this in advance of submission with the appropriate editorial contact:
 - **explanatory diagrams, teaching illustrations, conceptual visualisations, and process flow diagrams.**
 - These images must be **accurate** and not misrepresent information; they should be clearly **labelled** as generated by AI in accordance with Emerald's attribution policy and cite the name and version of the tool used.
 - **Artistic renderings, cover art, design images, or graphical abstracts** created by generative AI are **not permitted**; this extends to **factual** and **evidential images**, whereby the images are used to support specific scientific or technical claims, such as experiential data and research results.
 - Any such third-party images must be clearly and transparently labelled as to their origin and meet our permissions and licensing specifications.
 - Any modifications made to images or figures using generative AI tools and technology must not breach Emerald's policy on image and figure manipulation.



AI evaluation and peer review

- Emerald operates the following key principles when it comes to the use of artificial intelligence (AI) by our editorial teams and peer reviewers:
 1. Any work or files submitted to Emerald for consideration and review should **not be uploaded** to a generative AI tool or Large Language Model (LLM).
 2. Reviewers may use a generative AI tool to **copy-edit** and improve the quality of the language in their review. Reviewers maintain responsibility for the accuracy and integrity of the review, and must declare this usage transparently to the editorial team.
- Any work submitted to Emerald for consideration and review should be treated as **confidential**, meaning that sharing this material with another person or uploading it to a generative AI tool or LLM for assessment or evaluation would violate the author's confidentiality, as well as any proprietary and/or data privacy rights.
- There are additional concerns regarding the use of generative AI tools for peer review, due to **biases** in the datasets of these models and the **reliability** of their ability to assess content, with the risk of generating **false, flawed, or inaccurate** results.



AI evaluation and peer review

- To maintain trust in the integrity of the published record, Emerald does not permit the use of generative AI tools or LLMs to assist in **review, evaluation, or decision-making** of any part of an article, case study, or chapter by either a member of a journal's editorial team or a reviewer, in accordance with Emerald's principles of peer review. Any files under review should **not be uploaded** to a generative AI tool or LLM.
- Emerald does, however, permit the use of generative AI tools for **copy-editing** only of peer review reports in order to improve the quality of the language; the reviewer remains **responsible** for the accuracy and the integrity of the review, and must **declare** such usage clearly and transparently.
- Peer reviewers are ultimately responsible for the reviews they provide and accountable for their accuracy, rigour, and validity, which, as per COPE's position statement on AI tools, cannot be replicated by a non-human generative AI. Any breach of the integrity or trust of the review process as described above will be perceived as peer review misconduct.



Ethical Research - Hypothetical scenario & Best Practices

Editorial: A roadmap to ethical research

The Electronic
Library

Introduction

Ethics is a big word. As [Wet \(2010\)](#) argued, ethics in research is an extensive and complicated subject that requires thorough and thoughtful discussion. However, such a subject is critical, as it plays an essential role in maintaining the integrity and quality of scientific research.

Ethical issues in research, such as data fabrication and falsification, conflicts of interest, harm to participants and plagiarism, among others, are numerous, complex and diverse. These issues can potentially undermine the credibility of scientific findings, leading to negative consequences for various stakeholders, including researchers, participants, academic institutions and society ([Drolet et al., 2023](#)). Regardless of the importance of the topic, however, previous studies have found that while researchers have a negative attitude toward violations of ethical principles in research, they often lack knowledge of the issue or feel unprepared to address ethical dilemmas (e.g. [Kaiser et al., 2022](#); [Roy and Edwards, 2023](#)).

This editorial aims to provide authors with a clear understanding of ethical expectations, journal policies, publisher guidelines and best practices to ensure their studies and publications align with recognized ethical standards. To illustrate these principles, this editorial presents hypothetical scenarios to explore key ethical considerations in research and publication. The goal is to provide guidance for authors who are preparing to submit their work to our journal or others, ensuring that their studies adhere to the highest ethical standards.

Hypothetical scenario 1: Institutional review board approval

Ava, a university instructor, designed a survey to gather insights on student learning habits. She invited students currently enrolled in her class to participate, explaining that the survey would help improve the learning experience for future cohorts. To encourage participation, she assured students that their responses would remain confidential. However, Ava did not obtain Institutional Review Board (IRB) approval before distributing the survey because she thought there were no ethical concerns. After collecting the responses, Ava is eager to analyze the data and submit her findings for publication. She hopes the results will contribute valuable insights to the field of education.

Analysis and best practices for scenario 1

An Institutional Review Board (IRB), also sometimes known as an Independent Ethics Committee (IEC), Ethical Review Board (ERB) or Research Ethics Board (REB), is an administrative body responsible for protecting the rights, safety and welfare of human research participants. It ensures that studies involving human subjects adhere to ethical principles, such as respect for persons, beneficence and justice [[United States Agency for International Development \(USAID\), 2018](#)].

Hypothetical scenario 5: AI-generated content

James is considering using ChatGPT to assist in drafting the literature review section. He has heard that AI tools like ChatGPT can help generate summaries of existing research. Is it acceptable for James to use ChatGPT to assist in drafting the literature review section of his paper?

Analysis and best practices for scenario 5

With the rise of generative artificial intelligence (AI) tools, such as ChatGPT, the ethics of using such tools are controversial. The use of such tools in scholarly publishing raises concerns related to copyright, citation practices, and their potential impact on the “Matthew Effect,” which can influence visibility and recognition in academic research ([Lund et al., 2023](#)). Accordingly, many academic publishers have quickly responded to the impact of the tools on authorship and academic integrity and implemented AI authorship policies and guidelines for acknowledging AI usage in manuscript preparation.

Many publishers now require disclosure of the use of AI tools in writing assistance. For instance, Emerald’s publishing ethics clearly state that such tools cannot be credited with authorship, implying that generating the abstract or the literature review using AI is not permitted, in accordance with COPE’s position statement on AI tools. In many journals, the use of AI for spelling and grammar improvement is allowed; however, authors should be mindful of the potential for bias, fabrication, inaccurate attribution and plagiarism when using such tools. In some journals, such as *Science* or *Nature*, AI-generated images and other multimedia are generally prohibited. However, exceptions may be granted for images or videos included in manuscripts specifically focused on AI or machine learning.

The question of how much AI-generated content is permissible in journal publications is still subject to ongoing discussion. As AI technology rapidly evolves, publishers and journals anticipate that their stance on AI-generated content will change in response to developments in copyright law and industry standards on ethical use.



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Questions



Thank You



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