



The Development of Emerald as a Strategic Learning Organisation

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www.emeraldinsight.com

Introduction



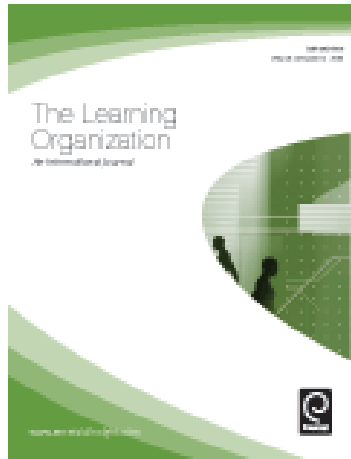
- Introduction to Emerald Group Publishing
- How Emerald became a learning organisation
- Benefits to the company – Employer perspective
- Benefits to the staff – Employee perspective
- Some examples of ROI
- The Emerald Academy
- The Future?

Emerald Group Publishing

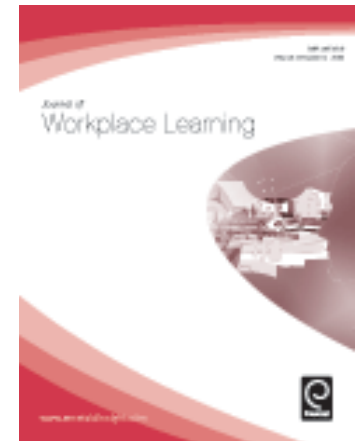


- Leading English language publisher of management and library & information science journals and databases
- Founded by Business School Academics for the business and academic community in 1967
- Celebrating 40 years in 2007
- Culture of enterprise and practicing 'what we preach'

Emerald Group Publishing



The Learning Organization: An International Journal
www.emeraldinsight.com/tlo.htm



Journal of Workplace Learning
www.emeraldinsight.com/jwl.htm



**Development and Learning in Organizations:
An International Journal**
www.emeraldinsight.com/dlo.htm

How Emerald became a learning organisation



- Establishment of International Management Centres - 1982
- Rapid adoption of 'Action Learning' within the company
- Qualification/non-qualification programmes
- Launch of the Emerald Academy - 2005

Benefits to the Company – Employer perspective



- Encouraging and harnessing the skills and ideas of staff
- Empowering staff to actively participate at a strategic level
- Identifying staff with the capacity to contribute at a senior level and drive change
- Encouraging cross departmental collaboration
- Career enhancement
- Facilitating the capacity for change

Benefits to the Company – Employee perspective



- Opportunity to learn in the workplace from real business cases of strategic importance
- Potential to influence company strategy and business processes
- An entrepreneurial culture and job enrichment
- Gaining recognition from senior management and Directors
- Career development and promotion opportunities
- A personal example

Examples of ROI Copyright Policy



The screenshot shows a Microsoft Internet Explorer browser window displaying the Emerald website's copyright policy page. The browser's address bar shows the URL: <http://www.emeraldinsight.com/info/copyright/index.jsp>. The page features a navigation menu with links for Home, Contact Us, Site Map, and Help. The main content area is titled "Copyright" and includes a sub-header: "All you need to know about Emerald's industry-leading Copyright policy". A quote from Jens Bammel, Secretary General of the International Publishers Association, is displayed next to a small image of hands holding a globe. The quote reads: "Promoting and protecting the interests of those who create and those who invest in creativity" and "A great example of best practice: open, transparent and clear... this publisher has made a strong commitment to authors as their most important client." Below the quote, it is attributed to Jens Bammel. The page also includes a sidebar with a "What's In This Section" list containing links to Copyright Home, For authors, Subscribers & Readers, Policy Summary, Plagiarism Policy, Plagiarism in depth, Copyright Law, Michael Seadle Column, Further Information, Reproduction Rights, and Self-Archiving. The main text states that Emerald's Copyright Policy is continually evolving and developing to ensure that it always supports Emerald's commitment to:


- Fulfill our promise to provide tangible benefits to and always act in the best interests of our [authors](#), [subscribers and readers](#). Authors are FREE to distribute or republish their own work (subject to acknowledgement of first publication details) and subscribers are FREE to re-use Emerald content under the terms of our liberal subscription licenses. (Follow the links for more information)
- [Add value](#) and invest in top class journals as the preferred vehicle for the publication of Academic Research and Best Practice
- Support [Copyright Law](#) and the principle of authors' moral rights and

Examples of ROI Literati Club

A screenshot of a Microsoft Internet Explorer browser window displaying the Emerald website. The browser title is "Emerald - Microsoft Internet Explorer provided by Emerald Group Publishing Limited". The address bar shows "http://www.emeraldinsight.com/info/authors/index.jsp". The website content includes a navigation menu on the left, a main section titled "Emerald for Authors Support and services", and a right-hand sidebar with "What's In This Section".

My Profile
Search & Browse
Quick Search
Advanced Search
Browse
Journals & Databases
Training & Support
Permissions Service
Reprint Service
About Emerald

Emerald for Authors
Support and services

 Emerald aims to be the publisher of choice for authors and offers an unrivalled package of support, rights and resources:

- Support from the [Emerald Literati Network](#)
- Emerald's unique [Authors' Charter](#) - what you have the right to expect from us
- Latest opportunity - the [Emerald/EFMD Outstanding Doctoral Research Awards 2006](#)

[Writing for Emerald](#)
[The Emerald Literati Network](#)

Call for Papers
Equal Opportunities International - special issue on [Public Policy on Democratizing Access to Education for Marginalized Groups](#)
Deadline for submission of papers is **1st May 2006**

How to write Publishable Papers
A [comprehensive guide](#) based on the book "How to get research published in journals" by Abby Day

Literati Network Awards
Celebrating the [best articles](#) from Emerald journals and the contributions of authors and editors

What's In This Section

- For Authors
- + Writing for Emerald
- + Guides
- + Resources
- + Journal News
- + Literati Network News
- Conference Diary
- + Contacts for authors

Address: http://www.emeraldinsight.com/info/authors/Contact_us/

The Emerald Academy



Launch October 2005

- Supported by Board of Directors
- Academic Board (staff who have completed previous in house projects)
- 3 Set Advisors
- 9 quartets = 36 participants phase 1 (Jan-July)
- Range of projects of relevance to our industry
- Phase 2 due to commence September 2006

The future?

- Qualification programmes in partnership with a university
- Action Learning as a company – practice what we preach!

The Emerald Academy



ECUANET

- Lead partner in 2 year EU funded project
- Objective - to identify Best Practice and create a network
- Working with expert Partners – ECLO, NOCA, KPC, IA, Global Change, IPC
- Emerald Academy as a participant within the network – learning from other corporate universities/academies

www.ecuanet.info



Thank you

www.emeraldinsight.com

Keith Howard & Jenny Pickles

information **ideas** insight