EMERALD:
the first 50 years
1967–2017
This book is dedicated to the memory of Martin Fojt, former Chairman of Emerald Publishing, who tragically died on 10 February 2014 while running on Ilkley Moor.
EMERALD:
the first
50 YEARS
In 1967, when I started the business along with 50 other academics, I had little idea that I would have an opportunity 50 years later to introduce the successful story of a global publisher.

While I didn’t know what the company would look like today, I did have a firm belief that what we were doing would enable the body of management research to grow and make a practical impact. Looking back across the years, as one business has grown into a wider group, now covering a diverse range of subjects, content types and services, I can take immense pride in what we have achieved.

As I look to our future as an independent family business, I have great faith in the talents of our leadership and people in enabling the research, education and practitioner communities to accomplish their aims.

My specific thanks go to the Emerald Group team who created this anniversary book, led by Janine Burr-Willans and Jonathan Burden. Reaching this milestone is the combined achievement of many who have worked for and alongside Emerald over the years, including of course those who write, read and use the research we publish. I take great pleasure in this opportunity to thank them all for their part in our continuing story.

Dr Keith Howard OBE
The acquisition of GoodPractice, a specialist provider of support tools for leaders and senior managers.

A group of academics from the University of Bradford School of Management forms Management Consultants Bradford (MCB) to host business activities including publishing.

The first journal – Management Decision (originally British Journal of Management) – is acquired for £1.

50 academics from the University of Bradford School of Management pay £100 each for a share in the company, the purchase of premises and support services.

The first electronic product, an abstracting and indexing database (ANBAR), is launched on CD-ROM. The Literati Network is launched to foster peer-to-peer collaboration among Emerald’s authors.

First international office opens in Japan.

The company renames itself Emerald after the success of its first digital database and online platform.

Following a share purchase, Dr Keith Howard takes full control of the business.

New office opens in China.

A collection of over 68,000 articles from 120 journals, dating back to 1898, are digitized in collaboration with The British Library. New offices open in USA and Australia.

Richard Bevan is appointed CEO of Emerald. New offices open in Brazil and Dubai.

The acquisition of Research Media, a specialist provider of communications and creative services to the research community.

The relaunch of emeraldinsight.com as a dedicated research platform via Atypon’s Literatum.

The acquisition of GoodPractice, a specialist provider of support tools for leaders and senior managers.
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<thead>
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<th>Year</th>
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<td>1977</td>
<td>The individual journal operations merge into one company, MCB Publications Ltd, which forms its first official Board</td>
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<td>MCB becomes the official publisher for the International Management Centres, an independent business school, which adopted the methodology of action learning</td>
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<td>1984</td>
<td>The business steps into the STM market for the first time, taking the decision to acquire six engineering journals</td>
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<td>1994</td>
<td>The Electronic Management Research Library Database (EMERALD) on CD-ROM is launched • New office opens in Malaysia</td>
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<td>1995</td>
<td>The internet version of Emerald Fulltext goes live</td>
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<td>2000</td>
<td>The first version of emeraldinsight.com is launched</td>
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<td>2006</td>
<td>Martin Fojt is appointed Chairman of Emerald • New office opens in India</td>
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<td>2007</td>
<td>Emerald begins publishing books and extends into new areas of social science with the acquisition of more than 2,000 series, serials, handbooks and reference works from Elsevier</td>
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<td>2011</td>
<td>Dr Keith Howard receives an OBE for services to business, sports and the arts in West Yorkshire, UK • Emerald extends its specialist focus into health and social care with the acquisition of Pier Publications. • The launch of Emerald Emerging Markets Case Studies</td>
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<td>2017</td>
<td>Emerald reaches its 50th birthday as a global knowledge business operating in more than 130 countries worldwide. The business celebrates half a century of disseminating research findings to academics and practitioners</td>
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Emerald was born on 23 February 1967 under its original name: Management Consultants Bradford (MCB). Its main purpose was to manage the growing volume of consultancy work being undertaken by a group of academics at the University of Bradford School of Management.

Before long, this practical work led to the University of Bradford being known among the community as the ‘businessman’s business school’. This vital link between academic theory and the real world remains a fundamental part of Emerald’s DNA to this day.

In the 1960s, the concept of academic research in a business school was relatively new and the sector was striving for recognition as a credible area of study in higher education. As management academics, Emerald’s founders knew that existing publishers lacked the necessary focus to achieve this. They saw an obvious need for someone to help and so resolved to do it themselves.

In 1968, the business purchased its very first journal, *Management Decision*, for the princely sum of £1. A year later, 50 of the academics each paid £100 for a share in MCB in order to fund the purchase of premises in Bradford.

Among their number was Dr Keith Howard, Chairman of what was to become Europe’s largest doctoral programme. Little did Keith realize that the foundations of a global family publisher had been laid.

Linking theory with reality
As a family of business and management academics teaching and researching across a broad range of disciplines, Keith and his fellow founders understood the urgent need to build a comprehensive knowledge framework in the field.

In the 1960s, the MBA qualification was growing in stature among leading businesses, and the number of business schools and students was growing in response. There was an obvious gap in the market for a focused publisher to help advance research in the field of management and enable its use in teaching and practical application.

The early years of the company saw the establishment of many of its bedrock journals today. In some cases, these were edited by the Emerald founders themselves. This included two of Emerald’s most enduring and high-impact titles. Edited by Emerald co-founder, Gordon Wills, following his recent appointment as the UK’s first Professor of Marketing, European Journal of Marketing went on to make key contributions to many sub-disciplines in the field. Of equal note, International Journal of Operations & Production Management was edited by Keith himself for 13 volumes.
As the business expanded, Keith and his colleagues, in their capacity as publishers, editors and authors, focused on championing ideas that would make an impact in the wider world.

In the first issue of *Management Decision*, an article appropriately titled “Brave New Business” heralded the potential impact of computerization on the business world. In the paper, Alan Crawford, the Head of Operational Research at the International Publishing Corporation, provided an early indicator of things to come for Emerald, and for the wider publishing industry and society in general.
In the following years, the journal continued to challenge the status quo and break old taboos, such as in 1973 when it published a ground-breaking article entitled “Sex in advertising: its relevance, use and effects”. Now, it doesn’t raise an eyebrow, but back then it broke through boundaries and anticipated the pervasiveness of its subject matter in our living rooms in the following decades.

Building on this position of practical impact, other journals in the portfolio continued to publish research that was highly relevant to the real world, both then and now.
In 1971, *The European Journal of Marketing* published a highly topical paper on “Marketing in socialist societies”, co-authored by Gordon Wills, which provided a Cold War perspective on Soviet business, socialism and Marxism that echoes through to competing ideologies and approaches in the business and political climate nearly 50 years later.

In 1984, as Keith approached the end of his tenure as the editor of *International Journal of Operations & Production Management*, the journal published an article, “The Toyota Production System — Lessons for American Management”. The paper gave early focus to Kanban techniques, since adopted by many businesses worldwide and very much central to Emerald’s workflow in the agile publishing environment of the 21st century.

The business and its founders were clearly establishing a reputation for nurturing fresh thinking that proved popular with researchers looking to push boundaries.
A family approach to business

For the first ten years, the different journals were run as individual publishing companies, by what Keith fondly recalls as a family of academic entrepreneurs. The business comprised 46 individual shareholders, 14 companies, 14 directors and various interconnected shareholdings. Shares were given to one man in exchange for decorating the office stairway!
After the growth and success of this first decade there was a clear need to professionalize the business. The ‘family’ had begun the tradition of holding annual Think Tanks in 1971, coming together to make many of the more important business decisions at these events. At the 1977 Think Tank, the landmark decision was taken to create one core company with one Board.

Although five years later, in 1982, Keith and five others gave up their academic careers to focus all their time on running the business, the essence of a family approach remained central to Keith’s publishing philosophy.
MY EXPERIENCES WITH EMERALD

BEV FOSTER
Sales Development Manager,
Asia Pacific

“I joined Emerald in 1991. My role was Administration Assistant and I was based at our warehouse in Bradford, from where everything was distributed to all our customers worldwide; I kept logs of stock control for all our journals on small pieces of paper and dealt with the Royal Mail on a daily basis for all our postal requirements.

For the past 17 years I have worked with customers and colleagues across Asia Pacific, ensuring that they are fully trained on all our products, services, processes and internal systems. I’ve always loved the importance Emerald places on understanding different cultures and ways of working and I know it’s something that our customers appreciate.”
I joined Emerald in 2010, supporting local customers in the development of their research programmes. The visit to South Africa by Dr Keith Howard in 2012 is a memory that will always stand out. During his one-week visit, we hosted a joint seminar together with the University of Pretoria and visited academic institutions, government departments and public sector bodies across the country.

Keith was very supportive of my ideas to develop the business in Africa and this support reflects the culture of the entire business; one where I’ve always had the freedom to introduce new initiatives that improve the way we deliver our service to customers.”
Action learning and the Emerald Academy

Over the years, the company has been a strong advocate of action learning; working to solve real issues, implementing solutions and reflecting on the actions taken in order to advance problem-solving skills.

This commitment began back in 1982, when the business became the official publisher for the International Management Centres, an independent action learning business school. Having left their full-time academic positions, five of the directors launched the International Management Centre from Buckingham (IMCB), with a key objective in mind: to develop management training programmes that centred on addressing real challenges faced at work.
“The Academy really opened my eyes and gave me a great platform to begin my career. I was fairly new to Emerald when I was a participant, and it provided me with an opportunity to meet people from around the business. The flexibility of the programme allowed me to work on a project that I was interested in and that was important – and I had the opportunity to learn about things which I would not have been involved in during my day-to-day role.”

PETER SNELL
Business Technology Team Leader
Academy participant 2011
“Working on the cross-cultural communications guide as part of the Academy enabled me to get involved in the wider publishing industry, build my internal relationships globally across the group and learn skills and techniques of project management that I can use daily. It’s a great way to stretch yourself within your role and deliver real impact to business-critical projects.”

KAT PALMER
Innovation Manager
IMCB built a strong customer base of business and professional managers in the UK and beyond, and was recognized for its endeavours as an educational institution by the British Accreditation Council. Key to its success was its unique action learning approach, which was not adopted by other learning and development institutions at the time.

The company used action learning to help build global expansion and relations, establishing pioneering courses in Australia, Malaysia and South Africa. These experiences taught the importance of listening to and supporting local cultures.

The lessons learned led to the development of the Emerald Academy, an internal corporate university established for all staff worldwide. From its outset, the programme developed team-based projects striving to enhance efficiency or explore new areas of opportunity. One such project influenced the business to take its first steps into publishing health and social care research.

Staff from over 13 different countries, as far afield as China, India and Latin America, have become Academy graduates since its inception.
In 1992, Emerald extended its family of academics when it launched the Literati Club, which brought together authors, editors, editorial board members and reviewers in a mutually beneficial network.

This pioneering initiative, later renamed as the Literati Network, quickly became known across the industry, making the publication process more transparent to authors and fostering cross-disciplinary research and collaborations.

In 1993, the club launched its first awards programme, which developed into two categories: Citations of Excellence and Awards for Excellence. These have since become synonymous with individuals who carry out novel, interdisciplinary, high-impact research and research activities.

The Literati Network: a connected and informed community
“It is my deep pleasure to receive the Emerald Literati Network’s 2008 Highly Commended Award. Such international recognition is not only a great honour for myself, but also a token of encouragement for Taiwanese scholars to reach new levels of research excellence. I also truly believe this award will serve as a stimulus for other researchers in Asia to continually contribute more high-quality research in logistics management and supply chain management to the global academic community.”

PROFESSOR YEN-CHUN JIM WU
National Sun Yat-Sen University, Taiwan
Highly Commended Award 2008
Thousands of researchers have received an Emerald award over the years, clearly appreciating the benefit as reflected by Cornell University’s Professor Bradford Bell when he received the Citation of Excellence Award in 2009:

“To have my work selected as one of the top 50 management articles from a pool of 15,000 articles is both gratifying and humbling. I appreciate the fact that Emerald takes the time to recognize research that their reviewers believe has made a significant contribution to the field.”

Bringing together academics to develop new ideas has driven the expansion of Emerald’s portfolio and topic coverage in the time since the Literati Network’s founding, building significant strength in increasingly important areas. One such example, *Journal of Islamic Marketing*, was established in 2010 and has become a key focal point for researchers working in this field.
“This is a real testament to Emerald,” states the journal’s editor, Dr Jonathan Wilson. “There is a can-do attitude within the organization, which is something I really like. It is also a pleasure to work with the people at Emerald – they are genuine, friendly, down to earth, and they actually have a passion for the projects they produce.”

Starting out with approximately 8,000 members in 1992, the Literati Network has now grown to more than 100,000 spanning the globe.

“We’ve always believed that connected and informed communities create change,” says Emerald’s Publishing Director, Tony Roche. “The Literati Network has enabled this to happen over the past 25 years and will continue to do so through an expanded range of services in the years ahead.”
In 1992, the business published an article entitled ‘World-wide web: The Information Universe’ in its ground-breaking journal *Electronic Networking*. The paper highlighted the potential of an innovative, information sharing system. The authors included Tim Berners-Lee who would go on to achieve global fame, recognition and a knighthood as the Web’s original founder. The journal itself has since been renamed *Internet Research* as a reflection of the profound impact the ideas contained in the article have made on all of our lives.

This new thinking about knowledge and information sharing inspired the business to take the step from print into a new digital world – one of the first publishers to do so. First, there was an abstracting and indexing database on CD-ROM called ANBAR. Then in 1994, the business transferred its entire collection onto the world’s first *Electronic ManagEment ReseArch Library Database*, or EMERALD. The first ever digital library focused on management content, it was moved online one year later and, by 2000, had been developed into the first version of the company’s current research platform, emeraldinsight.com.

On 15 June 2001, led by the success of the online database, the company changed its name to Emerald and looked to a digital future.
MY EXPERIENCES WITH EMERALD
I’ve done several things with Emerald. Number one was working with them on an annual series of books called *Advances in Mergers and Acquisitions*, where we looked at the people problems of mergers and acquisitions. That was a real innovation because it was the first time that all the research in this field was brought together in one volume that’s published every year. Emerald helped to shape the wellbeing agenda in that regard because this series was looking at how these problems affect people’s health, performance and all aspects of their behaviour.

Emerald also backs a journal I coedit called the *Journal of Organizational Effectiveness: People and Performance*. This journal really looks at how HR can create a liveable working environment and how it can help not only people but also the performance and productivity of organizations, whether in the UK or elsewhere.

What Emerald is really good at is publishing books and journals that take the science and convert it into practical applications. In both their journals and books their USP is original ideas on original topics.”
Starting in the 1990s, Emerald entered into a period of growth and change that shaped it into a global knowledge business, connecting the work of academic and professional communities across the world.

In 1993, the business started building its presence in Asia, opening its first international offices in Japan and, a year later, in Malaysia. Here, the local team started building close relationships with institutions that today remain some of Emerald’s most long-standing customers. “The major benefit of working in a local team in the context of a global business is our ability to take action quickly,” says Wan Yat Seng, Regional Manager of the Malaysia office, based in Kuala Lumpur. “We enjoy very high levels of appreciation from our customers for our agility and engagement.”

Offices in India and China followed in the 2000s, with the latter growing to become Emerald’s highest revenue market worldwide. The local team in China has launched 10 new journal titles since 2008, and now more than 300 academic institutions have access to the Emerald database. For the past six years, Emerald has come first for excellent customer services in China’s annual survey of international publishers.
In 2006, Keith’s son-in-law, Martin Fojt, became Chairman of the business having joined Emerald as a Publisher in 1994. In 2009, Richard Bevan was appointed CEO and, together with Martin, drove the next phase of expansion, opening offices in Australia, Dubai, South Africa, Brazil and the USA and transforming the business into a globally significant publisher.

The USA has proved particularly important to Emerald’s journey. Many specialist business disciplines were either founded or significantly developed at top US business schools in the 20th century. Emerald’s investment in its US presence, based in Boston, has demonstrated continued commitment to providing customers with the most sought-after research in the world.

“We have invested heavily in putting people on territory around the world,” Keith stated in a company letter in 2007. “We have recognized the value of emerging, developing countries, and put a lot of emphasis into research that is being undertaken for the benefit of those countries.”

In 2009, Emerald’s global activities were given the seal of approval by His Royal Highness Prince Edward, the Duke of Kent who, on a tour of the office, praised Emerald’s impressive achievement in establishing an international network and customer base that includes top business schools, leading corporations, governments and public bodies from across 130 countries.

“Having a local presence in the countries in which we operate demonstrates to our customers that we are in tune with them and can service their needs in a timely manner,” says Shariq Mumtaz, Emerald’s Global Sales Director.
Working closely with our communities

Emerald has always prided itself on its specialist focus within the management and librarian communities, both in the academic world and in practice. As the business grew with confidence into the new millennium, it started to build a number of close relationships around the world.

One of its most enduring partnerships was formed in 2003 with the European Foundation for Management Development (EFMD), supporting accreditation and lifelong learning in the management field. Viewing EMFD’s objectives as aligned with its own, Emerald keenly supported the organization’s Entrepreneurship in Practice initiatives and Dean Management Training Programme, as well as providing sponsorship to its annual Outstanding Doctoral Researchers Award.

In 2016, Emerald published *Reimagining Business Education: Insights and Actions from the Business Education Jam*, a joint project between EFMD, the Association to Advance Collegiate Schools of Business (AACSB), Boston University Questrom School of Business, and the Graduate Management Admissions Council (GMAC). The Business Education Jam was an unprecedented online initiative to link the leading minds of the academic, publishing and practitioner world; it received engagement from thousands of participants worldwide and Emerald’s support was a reflection of its longstanding commitment to management in practice.

Since 2003, Emerald has developed a number of similar long-standing partnerships with management associations across different
“Emerald has always viewed a close relationship with the librarian community as integral to our business. We continue to support IFLA through the IFLA Corporate Partner Programme and through work on the CPD & Workplace Learning Standing Committee, as well as providing annual professional recognition and research awards to the ALA.”

EILEEN BREEN
Publisher of Library Studies, Emerald
CPD & WL Standing Committee Member, IFLA
CIRI Board Member, San Jose State University Information School, USA
continents, including in Eastern Europe (CEEMAN), China (IACMR) and India (AIMA), sometimes as an association’s official publisher as with the BMDA in the Baltic and CLADEA in Latin America.

The desire to partner with like-minded organizations extended beyond management associations to one of Emerald’s most important customer communities – librarians. Emerald has been a supporter of librarianship and information management since the early days and had developed a leading Library Studies collection by the late 1990s.

Via its publications and additional web-based resources, Emerald sought to help librarians adapt to changing work environments, continually learning new skillsets required for a role that has, over the years, sat at the forefront of the revolution in digital information. Recognizing this revolution early, Emerald became one of the first publishers to digitize its products. Then, in collaboration with the British Library in 2008, the business made 68,000 articles from the archive of more than 120 journal titles digitally available to library users worldwide.

Over the years the business has forged close links with important groups worldwide, including the American Librarian Association (ALA) and the International Federation of Library Associations and Institutions (IFLA). This activity has included providing free access to articles, which have their origins in IFLA conference papers and articles published through an arrangement with the Bill and Melinda Gates Foundation’s Global Libraries Initiative.
MY EXPERIENCES WITH EMERALD

PROFESSOR GEORGE STYLIOS, MSc, PhD, FSTA
Editor, International Journal of Clothing Science and Technology

“M y association with Emerald goes back to 1986. I was 27 years old then, just a young lecturer on probation; I am now 57, a senior research professor and perhaps one of a few that are leading this field worldwide.

I was desperate to publish my PhD work, which was on clothing technology, but the two journals in those days – Journal of the Textile Institute and Textile Research Journal – were publishing textile research. Somebody told me that there was a small publishing company nearby and off I went. I asked a lady to see someone in that firm; it was Dr Keith Howard, Emerald’s founder and Group Chairman. There were no business plans, no small talk, nothing. I was completely adamant that a new journal was needed. I had no idea of what it would involve and Keith asked me, “Are you sure you can do it?” I said “Of course.” He asked if I could get him four papers by the following month and I answered that I already had them.

So Keith agreed and told me I could name the journal: International Journal of Clothing Science and Technology (IJCST). I already had the editorial board ready, which Keith said I needed. That was the birth of a niche journal that is still serving the community. It is now in its 28th consecutive year and I am still its editor. The impact of my own research in the Research Excellence Framework (REF), which is the largest and most important measure of research quality across all UK universities, was scored 98 per cent, and came first in the country as ‘Internationally Leading’ (out of more than 130 other universities). I am certain that being involved as an editor of IJCST had something to do with it.”
The ambition of taking research to the wider world has infused Emerald’s culture since its foundation. Its roots grew from Keith’s frustration when fellow academics didn’t spend enough time testing theories in a live environment or, on the occasions they did, ensuring these learnings fed back into higher education and future research.

As Emerald’s digital transformation continued in the new millennium, this passion fed into the development of Emerald Management First. At the time of its launch in 2000, the innovative concept was unique to Emerald. Growing to more than 1,000 articles, interviews and examples of business in practice, it became an award-winning business tool that translated management concepts into practical advice that could be applied to everyday business challenges and decision-making.

The concept behind Management First remains highly relevant today, as professionals tackle information overload and the increasing challenge of discerning practical implications from a growing body of research. Emerald is currently exploring how the product can be developed and delivered more effectively, engaging with audiences to identify the right content in the right format that would help readers make the right decisions.

Management First marked Emerald’s first foray into applied tools, a theme that continued in 2011 when the...
business launched its first series of Emerging Markets Case Studies. The case method is time-honoured in management teaching, originating at Harvard Business School. Keith had long been interested in making a useful contribution to case teaching, and Emerald’s expertise and networks within developing markets provided the perfect opportunity. Written by professionals working in or closely with global markets, the product introduced well-researched, instructive online cases about the most interesting organizations in complex emerging market contexts. This approach gave fresh insights and understanding to faculty members charged with developing effective managers globally. With plans to grow Emerald’s case offering significantly, the business is committed to helping advance case teaching in the future.

Emerald’s early product development in the new millennium had centred on providing users with the information needed to make good decisions. As the company started to grow into a group of businesses for the first time, this became a priority.
Translating success into new areas
After a decade of expanding Emerald’s global presence, a significant commitment was made by Keith to the future of the company and its communities worldwide.

In 2003, Keith took full control of Emerald’s future after buying shares from Dr Barrie Pettman. The move allowed him to make bold investment decisions that have shaped the business today, assertively expanding into a more diversified group that offers a broader range of services all aligned with the company’s founding principle: to bridge the gap between academic theory and the real world.

The first of these decisions represented another big leap for the business, this time into the world of book publishing. In December 2007, when Emerald purchased a list of established titles from Elsevier, the move represented a significant step for a business that had to this point focused on publishing journals. Despite this, Keith could see that the acquisition would bring benefits to customers and the business, enabling the company to cover new fields within social sciences that were closely related to Emerald’s strength in practical management. These portfolios included education, transport and the environment, with titles such as *International Perspectives on Education and Society* and *Transport and Sustainability* that showcased Emerald’s desire to move beyond existing boundaries in these areas in the same way it had with management since the 1960s. Today, the business publishes more than 2,500 books and book series.
The books acquisition was the first of several to expand the company’s boundaries and capabilities under the leadership of Martin Fojt and Richard Bevan. In 2011, looking for opportunities to expand into other areas that have an immediate and profound impact on society, the business took the opportunity to buy Pier Professional, a specialist publisher in the field of health and social care. The move was driven by its adjacency to Emerald’s existing strengths. At the time of the acquisition, Pier published 24 specialist journals addressing topics that were important to society including *Drugs and Alcohol Today*, *Journal of Criminal Psychology* and *Journal of Public Mental Health*. Many of its authors and readers were practitioners working in large public organizations such as the UK National Health Service (NHS).

The papers being published were providing readers with insights relevant to the everyday situations they were facing. The collection has since been developed and incorporated into Emerald’s portfolio, strengthening its link with practice.

The success of these moves only increased Emerald’s appetite for diversified growth and, in 2013 and 2015, the business made its two largest acquisitions to date, expanding into the fields of research communications and professional learning and development.
Starting in 2009 as an innovative business dedicated to translating scientific research into a language everyone can understand and engage with, Research Media joined forces with Emerald in 2013.

Vicky Williams, now Research Media’s CEO, led the acquisition as a member of the Emerald Board:

“Research Media seeks to translate and transform research to ensure access for a wide and diverse audience, using a broad range of tools not normally considered in an academic publishing environment. We thought it was somewhat ahead of the curve in this regard. Moreover, the aim of making research resonate and have true application beyond a peer audience also held true with Emerald’s origins and applied publishing philosophy.”

Research Media’s industry expertise, combined with its integrated creative approach, has supplied much needed help to a range of clients. These have included leading universities and important industry associations such as ARMA, the UK’s Association of Research Managers and Administrators, with whom Research Media has partnered to deliver their membership communications.

With an increasing need to demonstrate the value of research and its benefit to society, the wider research and education community look to Research Media’s specialist skillset.
GoodPractice: enabling leaders and managers

GoodPractice was acquired by Emerald in June 2015. Founded in 2000, the Edinburgh-based business delivers learning support and online tools for leaders and managers across more than 300 organizations.

“GoodPractice has a reputation for exceptionally high-quality content, outstanding customer service, and an impressive management team. These factors, combined with the exciting opportunity it provides to grow our business in the corporate sector, make it a very strong strategic and cultural fit for the Group,” says Emerald’s CEO, Richard Bevan.

In 2001, GoodPractice launched its first product, known as the Knowledge Bank. The brainchild of Baroness Margaret Ford and CEO Peter Casebow, it was designed as a resource for HR and Learning & Development. Starting with the Scottish Ambulance Service, the business acquired 60 clients within its first year and has continued to build on this early success.

Since 2006, COO Owen Ferguson and his team have focused on further development of this resource into a comprehensive toolkit, increasing the subject coverage and introducing new types of content such as video, audio and animations. To meet the increased demands of a digitized society, GoodPractice has also focused on developing its user experience, site performance and compatibility with any mobile device.

“The acquisition has been everything we could have asked for. Emerald has delivered on its promise to invest in GoodPractice and help us develop. Our new office and expanding team in Melbourne, Australia, is a great example of how the support is helping the business to grow. I am excited by our evolution as part of Emerald Group,” says Peter Casebow.
MY EXPERIENCES WITH EMERALD

ELENARA CHAVES EDLER DE ALMEIDA

General Coordinator of Portal de Periódicos, CAPES, Brazil

“Celebrating 50 years of dedication to science is an important milestone! CAPES has been an Emerald partner for 13 years and, from the beginning, we realized the seriousness and commitment of the publisher toward the dissemination of scientific knowledge. This tradition has been upheld for many years, so I congratulate all your members for their excellent work on behalf of CAPES. We hope this partnership continues, with knowledge sharing as the constant priority.”
EMERALD’S CONTRIBUTIONS, IN PARTNERSHIP WITH THE EUROPEAN FOUNDATION FOR MANAGEMENT DEVELOPMENT (EFMD), HAVE BEEN ENDURING AND SIGNIFICANT IN JOINTLY PROMOTING BOTH CUTTING-EDGE RESEARCH AND SIGNIFICANT BOOK PUBLICATION IN THE MANAGEMENT EDUCATION FIELD. SPECIAL EFMD-EDITED ISSUES OF JOURNAL OF MANAGEMENT DEVELOPMENT HAVE FOCUSED ON CURRENT ISSUES IN THE FIELD FOR THE LAST DECADE. SEVERAL SIGNIFICANT BOOKS HAVE BEEN PUBLISHED IN PARTNERSHIP WITH EFMD. IN 2013 AND 2014, I WAS LEAD AUTHOR OF TWO VOLUMES WRITTEN ON THE OCCASION OF THE 40TH ANNIVERSARY OF EFMD, NAMELY, PROMISES FULFILLED AND UNFULFILLED IN MANAGEMENT EDUCATION AND SECURING THE FUTURE OF MANAGEMENT EDUCATION. THIS WAS FOLLOWED IN 2016 BY A PUBLICATION ENTITLED AFRICA: THE MANAGEMENT EDUCATION CHALLENGE CO-SPIRED BY EFMD AND THE GRADUATE MANAGEMENT ADMISSIONS COUNCIL (GMAC). IT IS CLEAR THAT I HAVE ENJOYED A VERY STRONG AND WORTHWHILE WORKING AND CONSULTING RELATIONSHIP WITH EMERALD. MY SINCERE THANKS ARE DUE TO KEITH HOWARD IN BEING THE DOMINANT AND FOUNDING VISIONARY OF EMERALD.”

PROFESSOR HOWARD THOMAS
- LKCSB DISTINGUISHED PROFESSOR OF STRATEGIC MANAGEMENT AND MANAGEMENT EDUCATION
- DIRECTOR OF THE ACADEMIC STRATEGY AND MANAGEMENT EDUCATION UNIT
- MASTERCARD CHAIR OF SOCIAL AND FINANCIAL INCLUSION

SINGAPORE MANAGEMENT UNIVERSITY

AHMASH FAKAHANY DISTINGUISHED VISITING PROFESSOR OF STRATEGY, QUESTROM SCHOOL OF BUSINESS, BOSTON UNIVERSITY
Dr Keith Howard receiving his OBE from Queen Elizabeth II, on 12 October 2011
Emerald in the wider community

True to its independent spirit, Emerald is headquartered in Yorkshire, away from the traditional centre of UK publishing. This location reflects the company’s origins in Bradford and Keith’s passionate ongoing commitment to the local area. This commitment is largely achieved through the work of the Emerald Foundation, the company’s charitable arm, funded during recent years by approximately 30 per cent of Emerald’s net profit. The trustees are Karen Fojt, Melissa Fojt and the company’s two non-executive directors, Peter Meredith and Tim Ratcliffe. Keith himself is Chair and Sylvia Hall, Keith’s PA, is secretary.

Major recipients of financial support span a wide range of interests, including performing arts companies such as Opera North and Northern Ballet, which are now achieving an international reputation; sporting organizations such as Yorkshire County Cricket Club and Leeds Rugby Club, whose own charitable foundations encourage young people’s involvement in sport; and animal welfare groups such as Whitehall Dog Rescue, a centre of major activity with a “no-kill” policy.

In addition to these, financial support is provided to local schools and universities, as well as many other smaller organizations.

In 2011, in recognition of his services to the community, Keith received an OBE from Her Majesty the Queen.

The business has also supported many national charities over the years, and in 2017 aims to raise £50,000 for Heart Research UK. “We are delighted to have chosen Heart Research UK as the nominated charity for our 50th anniversary year,” says CEO, Richard Bevan. “The excellent research funded by this charity has particular relevance for Emerald as a family business. In February 2014, our Chairman Martin Fojt suffered a sudden and fatal heart attack, which was a huge surprise and loss to us all. Sudden cardiac death (SCD) of this type is responsible for over 3 million deaths per year worldwide and is the focus of a specific piece of research we are looking to support.”
Our future, our passion: bringing research to life

As Emerald reaches 50 years, it turns the page to the next exciting chapter in the company’s story at a time when the communities it serves face a myriad of opportunities and challenges. Richard Bevan, Emerald CEO, comments on the company’s evolution: “What started as a specialist academic publisher is now a global business focused on bringing research to life, with Emerald Group owning three companies that bridge research, education and professional learning and development: Emerald Publishing, Research Media and GoodPractice.”

Authors and researchers need to demonstrate the impact of their research both within and outside the academy, compete for funding, and increasingly connect and collaborate. Librarians are increasingly involved in assessing research impact and demonstrating return on investment through supporting the research and teaching performance of their institutions. Business schools are debating the practical value and relevance they have for professional managerial practice. Students and early career researchers are selective, critical, competitive and pressured. Leadership development is being closely examined to see if it is having impact. Global information output doubles every nine years. Through its group of complementary businesses, Emerald will strive to address the challenges of the future.
Richard Bevan, CEO
Emerald Publishing will continue to disseminate rigorous research in specialist fields, enabling these disciplines to have further practical value, just as Keith and his fellow founders did with management in the early days. Research will be made more accessible and discoverable through the redesign of emeraldinsight.com, and a range of open access publications will be launched to support research areas increasingly mandated to make their research more open. The case study format will be developed with videos, case shorts and an improved library of teaching notes to help educators deliver an enhanced student experience.

Research Media will provide creative services that nurture and showcase the work of authors to ensure broader impact and outreach. GoodPractice will bring further expertise in the impact of research on corporate learning and development, and so help to nurture fresh thinking in the managers of tomorrow.

With an appetite for more acquisitions and partnerships, the business will continue to grow worldwide. “Learning has always been at the heart of Emerald’s mission and is very close to Keith’s heart,” says Richard. “We will always seek to build and deliver content and experiences which help educators teach and students learn. Although Emerald grew out of the University of Bradford Management School, it rapidly became a global company, building close relationships with governments, institutions and authors around the world. This global outlook will continue to inform Emerald’s future efforts.”

Martin Fojt, Emerald’s former Chairman and Keith’s son-in-law, was always a firm believer that people do business with people. As Emerald continues to grow as an independent, family-owned business, its vision is to continue engaging closely with the people and communities it serves, enabling them to make decisions that count based on research that matters.
A FAMILY BUSINESS:
Keith pictured with his grandchildren, Howard and Melissa Fojt, who both work for Emerald