

Instructions for Writing a Structured Abstract for Emerald

Emerald has introduced a new format for article abstracts intended to help researchers by consistently providing the most useful information. Each abstract is made up of a number of separate set elements. An attached example is provided below. (Visit <http://www.emeraldinsight.com/authors/guides/write/abstracts.htm> for more information on structured abstracts.)

1. Write the abstract

To produce a structured abstract for the journal and Emerald database, please complete the following fields about your paper. There are four fields which are obligatory (Purpose, Design/methodology/approach, Findings and Originality/value); the other three (Research limitations/implications, Practical implications, and Social implications) may be omitted if they are not applicable to your paper.

Abstracts should contain no more than 250 words. Write concisely and clearly. The abstract should reflect only what appears in the original paper. Please divide the abstract up into these headings:

Purpose

What are the reason(s) for writing the paper or the aims of the research?

Design/methodology/approach

How are the objectives achieved? Include the main method(s) used for the research. What is the approach to the topic and what is the theoretical or subject scope of the paper?

Findings

What was found in the course of the work? This will refer to analysis, discussion, or results.

Research limitations/implications (if applicable)

If research is reported on in the paper this section must be completed and should include suggestions for future research and any identified limitations in the research process.

Practical implications (if applicable)

What outcomes and implications for practice, applications and consequences are identified? How will

the research impact upon the business or enterprise? What changes to practice should be made as a result of this research? What is the commercial or economic impact? Not all papers will have practical implications.

Social implications (if applicable)

What will be the impact on society of this research? How will it influence public attitudes? How will it influence (corporate) social responsibility or environmental issues? How could it inform public or industry policy? How might it affect quality of life? Not all papers will have social implications.

Originality/value

What is new in the paper? State the value of the paper and to whom.

2. Using keywords

Using keywords is a vital part of abstract writing, because of the practice of retrieving information electronically: keywords act as the search term. Use keywords that are specific, and that reflect what is essential about the paper. Put yourself in the position of someone researching in your field: what would you look for? Consider also whether you can use any of the current "buzzwords".

3. Choose a category for the paper

Pick the category which most closely describes your paper. We understand that some papers can fit into more than one category but it is necessary to assign your paper to one of the categories – these are listed and will be searchable within the database:

- **Research paper.** This category covers papers which report on any type of research undertaken by the author(s). The research may involve the construction or testing of a model or framework, action research, testing of data, market research or surveys, empirical, scientific or clinical research.
- **Viewpoint.** Any paper, where content is dependent on the author's opinion and interpretation, should be included in this category; this also includes journalistic pieces.
- **Technical paper.** Describes and evaluates technical products, processes or services.
- **Conceptual paper.** These papers will not be based on research but will develop hypotheses. The papers are likely to be discursive and will cover philosophical discussions and comparative studies of others' work and thinking.

- **Case study.** Case studies describe actual interventions or experiences within organizations. They may well be subjective and will not generally report on research. A description of a legal case or a hypothetical case study used as a teaching exercise would also fit into this category.
- **Literature review.** It is expected that all types of paper cite any relevant literature so this category should only be used if the main purpose of the paper is to annotate and/or critique the literature in a particular subject area. It may be a selective bibliography providing advice on information sources or it may be comprehensive in that the paper's aim is to cover the main contributors to the development of a topic and explore their different views.
- **General review.** This category covers those papers which provide an overview or historical examination of some concept, technique or phenomenon. The papers are likely to be more descriptive or instructional ("how to" papers) than discursive.

Sample of Structured Abstract

Purpose: This chapter explores the use of evolutionary and institutionalization models to understand the progression of sustainability in organizations and their contribution to sustainable effectiveness. It describes the evolution of Gap, Inc.'s sustainability approach, its increasingly central role in the organization's strategy and design, and the methods it is using to institutionalize this critical change.

Design: The chapter describes alternative models of sustainability evolution and change institutionalization, and then applies the concepts in those models to understand Gap, Inc.'s sustainability journey.

Findings: The models of sustainability evolution and change institutionalization provide different but complimentary views on the extent to which sustainability is embedded in Gap, Inc.'s organization. These models can be a useful tool for assessing progress and recommending actions to increase the institutionalization of sustainability strategies and initiatives.

Originality and Value: The findings of this chapter will help senior executives with responsibility for sustainability implementation. In addition to providing indicators for assessment of progress, findings of sustainability's institutionalization should prove helpful in predicting achievement of sustainable effectiveness.

Keywords: Institutionalization, sustainability, collaborative capability,

Paper Category: Research paper/Case study