

About Emerald

Who are Emerald?

Emerald Publishing was founded in 1967 to champion new ideas that would advance the research and practice of business and management. Today, we continue to nurture fresh thinking in applied fields where we feel we can make a real difference, which now also includes health and social care, education and engineering. We publish over 300 journals, more than 2,500 books and over 1,500 case studies and operate worldwide with offices and associates in; Australia, Brazil, China, the Czech Republic, Dubai, India, Indonesia, Japan, Malaysia, Mexico, Singapore, South Africa, South Korea, Turkey, and the United States.



Introducing the Emerald Student Ambassador Programme

Emerald opens the door to the best ideas in the world of research and we want to make sure everyone benefits from the content we publish. This is why we are introducing the Student Ambassadors Programme to ensure all students receive the knowledge, support and direction to realise their academic ambitions. This programme will help to highlight the Emerald database and products available but will also ensure, through in depth research, that our offering is relevant and valuable to our users.

The aims of the programme:

- To improve the Emerald customer offering
- To support students and academics by building a locally-responsive presence
- To encourage and maintain active usage of the Emerald database and website
- To understand how our products are utilised
- To strengthen our relationships with institutions

By becoming a student ambassador, you will benefit from:

Being part of the Emerald community and experience first-hand what it is like to work with a leading, international publisher. You will grow in confidence, develop additional skills and build on your professional qualifications. Plus your dedication, positivity and enthusiasm will be rewarded with special incentives.

How can you get involved?

Emerald will work with your institution to select a number of students that fit the requirements to become the Emerald Student Ambassador. Full training will be provided.

For more information, please contact Shino or Rozita:

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Emerald Student Ambassador Programme - Frequently Asked Questions (FAQ)

(1) How many student ambassador(s) to select?

Answer: Minimum three (3) to four (4) students and maximum up to eight (8) students.

(2) What are the criteria for selection of student ambassadors?

Answer: Only students from 1st Year, Semester TWO. (From different batches or classes).

(3) What is required from these student ambassadors?

Answer: Student must fulfil the requirements stated below:

- ✓ Able to work alone and use initiative
- ✓ Confident public speaker
- ✓ Able to enthuse conversation
- ✓ Good data handling skills
- ✓ Ability to work within deadlines
- ✓ Good written skills
- ✓ Dedicated
- ✓ Positive, friendly and approachable demeanour.

(4) What is the incentive for the student ambassadors?

Answer: Incentive (non-monetary) - a signed reference from one of Emerald Publishing's Directors acknowledging your efforts and achievements on the project – only for those students who signed up for 2 years ambassador programme.

A framed Advocacy Excellence Award certificate. When you receive the award we will publicise it on our internal and external channels and also with your institution/library

Free personal access to Emerald content that you don't already have access to via your institution.

(5) What are the recruited student's tasks?

Answer: Training will be provided to the students to manage the tasks below:

- ✓ Encourage Emerald database usage
- ✓ Lead focus group sessions with the intention of gathering data on a particular subject predefined by Emerald
- ✓ To conduct Emerald database training for new students
- ✓ To find out how students use content & library
- ✓ To find out who is the end users of the database (ie: PHD / Master / Undergraduates)
- ✓ To build a locally-responsive presence by promoting Emerald brand.

(6) Is this Student Ambassador Programme geared to go once we select the Student Ambassador(s) or is there a start date to this project?

Answer: We wish to start off immediately once the student ambassadors are selected and training will be provided. However we will try to avoid peak time ie: during exam or assignment season.

(7) What is the duration of this project or how long are the student ambassadors required to commit to before being awarded their incentive?

Answer: Minimum 1 year (Preferably TWO full year however depending to the student choice).

(a) 1 year – Free personal access to Emerald content that you don't already have access to via your institution and a framed Advocacy Excellence Award certificate.

(b) 2 years – Will be getting all the incentives mentioned above including a signed reference from one of Emerald Publishing's Directors acknowledging your efforts and achievements on the project.

(8) Where the training will be conducted and how long is the training?

Answer: To make it easier for all the selected students, we will try to conduct the training in your institution. 1st training attendance is compulsory for all to attend and it will take about 2 to 3 hours.

(9) How many training sessions do we need to attend? How do we contact Emerald after that?

Answer: Just two intensive trainings and follow-up by a monthly face-to-face lunch catch up session with us to share your concerns or feedbacks.

(10) How can the students identify themselves as Emerald student ambassadors?

Answer: The students will be given student ambassador's name-card and a Emerald student ambassador mini tag. We will request permission from respective institutions prior to additional items.

Please Note: The selected Emerald Student Ambassadors will also be trained to conduct market insight sessions with fellow students. The market insight participants would be recruited directly by the student ambassadors. The sessions will take place within a set time frame agreed by the Ambassador Programme team.