

# Elements in Business History Proposal

Elements are short form, digital first publications of 20,000—30,000 words in length (including list of references).

Information about current Elements series, and how to contact Series Editors can be found at: <https://www.cambridge.org/core/publications/elements>

You can also find their details on the Elements series page on Core [here](#)

**\*\*\*\* Before submission be sure to have read the Series Aims and Objectives for Business History \*\*\*\***

Prospective authors are welcome to submit a section of the manuscript (such as a sample chapter, or a draft of the introduction) as part of their initial application, although this is not strictly required. Series editors reserve the right to ask for such additional material before initiating the formal peer review process.

**Please return this proposal via email and preferably in PDF format to all three Elements in Business History Series Editors:**

Bernardo Batiz-Lazo ([bbatiz64@gmail.com](mailto:bbatiz64@gmail.com)),  
Ghassan Moazzin ([gmoazzin@hku.hk](mailto:gmoazzin@hku.hk)), and  
J.-C. Spender ([jcspender@gmail.com](mailto:jcspender@gmail.com)).

(Please use normal font, size 12 throughout. Keep headings but remove any bold or italics from the text you add. British English is preferred. Remove our instructions from your submission.)

## **Proposed Elements Title:**

**Synopsis** (*600 to 1000 words*)

**Indicative description of source material and archives** (*150 – 200 words, where appropriate indicate if you have already gained access*)

**Novelty, contribution and relevance for a wide audience** (*150 – 200 words*)

**Market positioning (i.e similar titles) and distinctive features/ perspectives (selling points)** (*150 – 210 words*)

**Proposed table of contents** *(Indicate, if possible, the approximate word count per chapter, keeping in mind the permitted total of 20,000 – 30,000 word (including references) maximum)*

### Author bios

(For each author)

**Author's Name:**

**Title:**

**Affiliation:**

**Preferred email address:**

**Social media:**

**Contact phone number (of correspondent author only):**

**Short bio:** *(150 – 200 words each)*

**Timeline** *(please identify when your manuscript will be ready for submission to peer review)*

**Suggested reviewers** *(Please mention 3-4 potential reviewers, including institutional affiliation and email, one or two of these must be non-academic experts of international reputation and willing to comment on your proposal or manuscript)*

**Reviewer's Name:**

**Title:**

**Affiliation:**

**Preferred email address:**

**Nature of your relationship:**

**Coauthor/Other (provide details)**

**Reviewer has already approached:**

**Yes/No**

(If no, then provide details as to why and when Editors can approach this person)

**Willing to review proposal:**

**Yes/No/NA**

**Willing to review draft manuscript:**

**Yes/No/NA**

**Suggested promotion forums** *(Please mention 3-4 potential distribution lists or websites where the final manuscript could be promoted, including academic and non-academics fora. In the case of LinkedIn or Reddit, please identify specific groups with substantial non-academic participation and provide URLs)*

**List of references** *(max. 1 page)*

**Supporting materials** *(Please add these as a separate page after the list of references)*

Please give some indication if you can. Leaving this section blank at the proposal submission stage is fine. This may change once the final manuscript is delivered.

**In text materials required?** Please give details (tables/ graphs/ photographs/ line drawings/other):

Number of colour figures	Number of black and white figures	Number of in-line audio files	Number of in-line video files	Number of Code Ocean Widgets	Number of Interactive Java image files	Any other file formats (please provide details)	Supplementary Resources (please provide details)

Pedagogical features, digital functionality, or other text extension? This is material that could be hosted alongside the Element on the Cambridge platform (Provide URL if relevant and no more than 200 words description)

Submission guidelines for additional materials can be found [here](#).

All relevant permissions should be cleared by the author in order for these materials to be published.

### Note on Alt-Text

To comply with the European Accessibility Act and to maximise the accessibility of Elements, your Element will need to meet our accessibility standards, particularly concerning captioning and alt-text for images, video and audio. More information can be found [here](#).

### Publishing options

#### Gold Open Access Publishing

We offer authors the option of publishing their Elements as Gold Open Access to allow them to make their works freely available online without compromising any aspect of the publishing process.

We expect Gold Open Access to be agreed on with authors at the contract stage. This allows Sales to take any Open Access Elements into account when pricing a series each year. It is especially important for Elements which will be ready for peer review in the coming year. A processing fee is charged to the author (or funding body) on final acceptance of the manuscript for publication. You can find out more [here](#).

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Do you have external funding set up for this or will you be self-funding?	Funded/Self-Funded/TBC
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Are there any requirements attached to funding?	
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We also understand that the funding environment is changing and evolving for Open Access publishing and you may not be in a position to make a decision until your Element nears its submission date. If you are not able to commit to Gold Open Access publishing now but would like to review your options when you submit your manuscript for peer review, please indicate below. We may contact you before your submission date for an update.

I would like to review my Open Access publishing options when I submit my Element for Peer Review	YES/NO
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#### UK Research Excellence Framework (REF) (for completion by UK authors only)

Under the current UK Research Excellence Framework (REF) policy (as of 2021 submissions), Elements published under our Green Open Access model are eligible for submission but are not covered by the REF Open Access policy.

However, we are waiting for a new REF Open Access policy to be announced for the 2029 exercise which will be in-line with UKRI's recently announced new Open Access policy. We cannot yet make any statements about how the new policy will apply to Elements series.

Do you plan to submit your Element for future UK Research Excellence Frameworks?	YES/NO
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### Elements Video Abstracts

The inclusion of a video abstract for your Element is covered by our standard Elements contract. If you are producing the video yourself, or involving external suppliers, you will be responsible for ensuring that the relevant rights are cleared and that any required permissions evidence is provided alongside the final files. Find out more [here](#).

Would you be interested in creating a Video Abstract for your Element?	YES/NO
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### Elements New Books Network Podcast

Promoting your new book through the New Books Network is an excellent way to raise its visibility, particularly during the two-week open access window offered by Cambridge University Press for Elements titles. A podcast interview allows you to share the key arguments of your research in an accessible format, reaching a global audience of scholars, students, and general listeners. Many authors find this a valuable complement to their launch strategy, helping to maximise engagement at a crucial moment. Find out more [here](#).

About New Books Network (as of June 2025)

Metric	Value/Stat
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Episodes	2,000 +
Active since	13 years ( $\approx$ 2012)
Release frequency	Daily
Apple Podcasts rating	4.3★ from \~242 reviewers ( <a href="#">rephonic.com</a> )
Chart rankings	Top 200 in multiple countries ( <a href="#">rephonic.com</a> )

Would you be interested in being interviewed by one of the editors for a New Books Network podcast?	YES/NO
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