Publishing Connect

Partnering with the Global Research Community

Publishing Workshop

"How to publish your research in a top journal"

MICHIGAN STATE UNIVERSITY

Dr. Elaine van Ommen Kloeke
Elsevier
Agronomy & Remote Sensing

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What will we cover in this workshop?

- Understanding scholarly publishing
- How to get published:
  - Preparing
  - Structuring & writing
  - Using Proper Scientific Language
- Publishing ethics

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Understanding Scholarly Publishing

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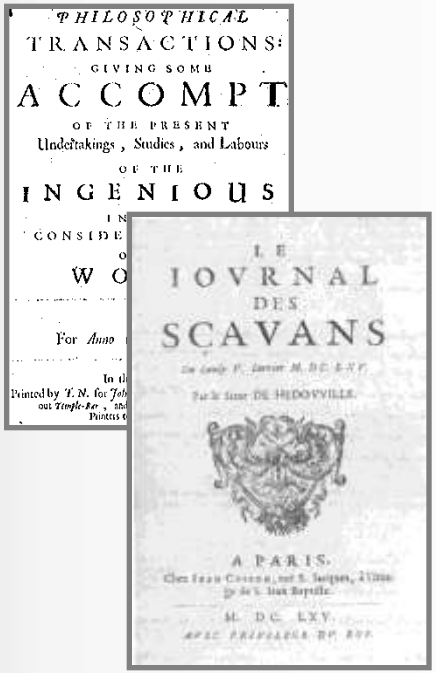
Let's Start at the Beginning

Journal publishing has thrived for over 340 years but the fundamental role of Publishers remains unchanged


PHILOSOPHICAL
TRANSACTIONS:
GIVING SOME
ACCOMPT
OF THE PRESENT
Undertakings, Studies, and Labours
OF THE
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First scientific journals published in 1665

Registration

Timestamp

Certification

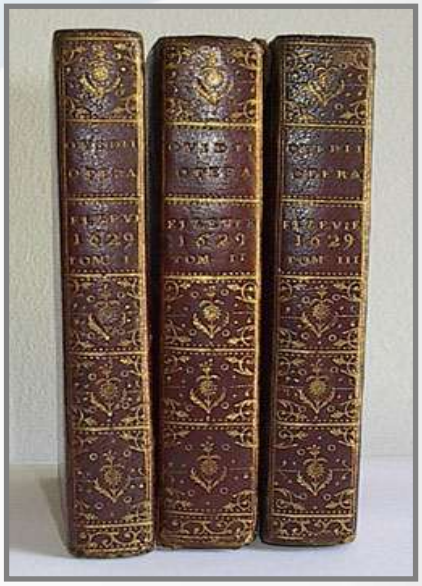
Peer review – validity & integrity

Dissemination

Medium to share findings

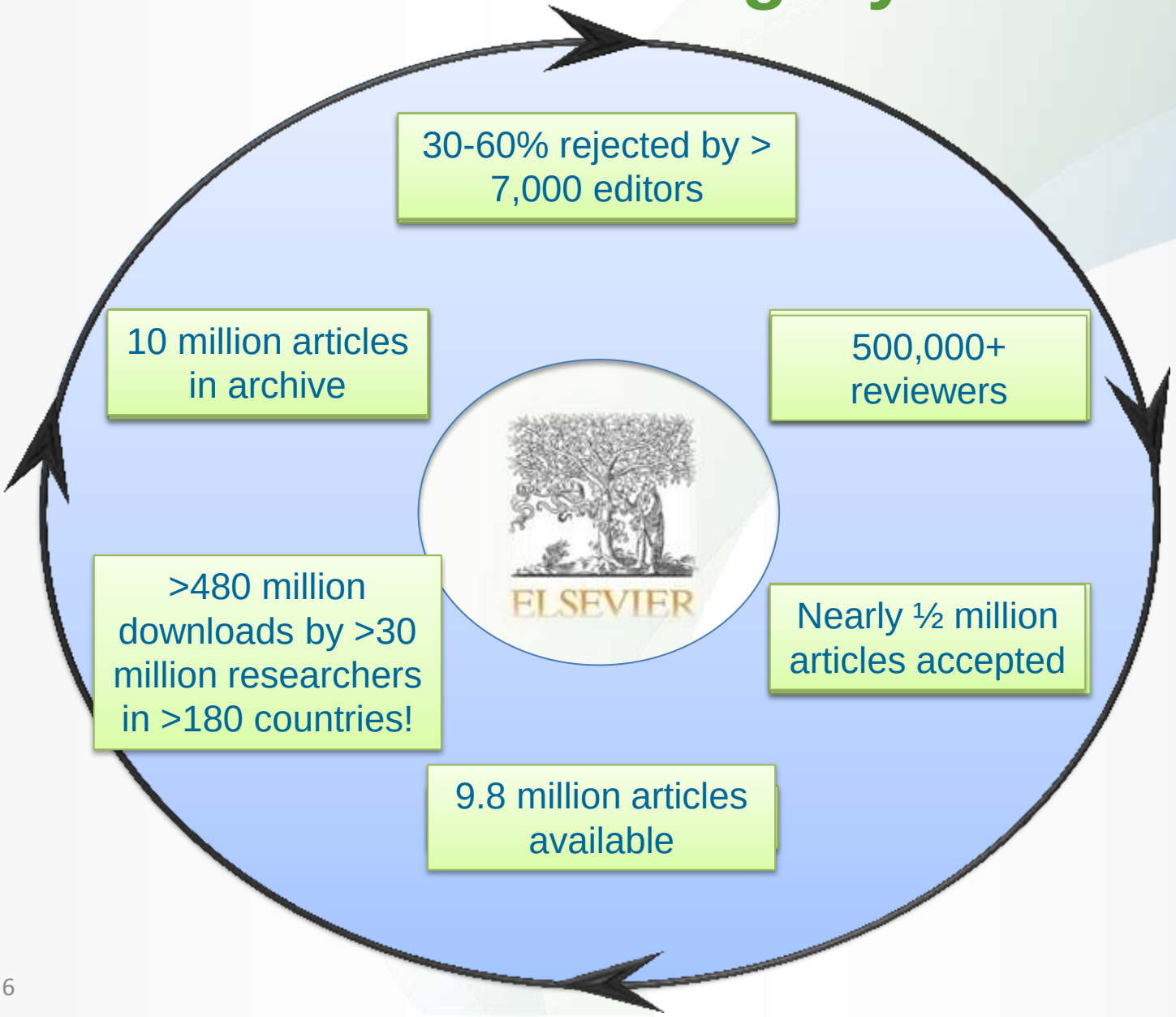
Preservation

Preserve and archive records of science



Elzevirianas circa 1629

The Publishing Cycle



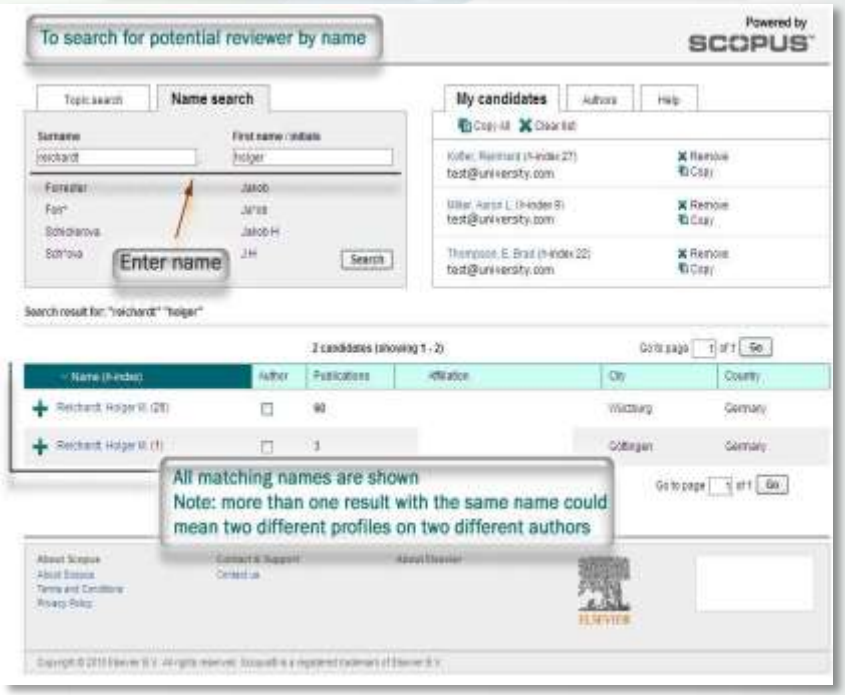
Peer Review

Helps to determine the quality, validity, significance and originality of research

Helps to improve the quality of papers

Publishers stand outside the academic process and are not prone to prejudice or favour

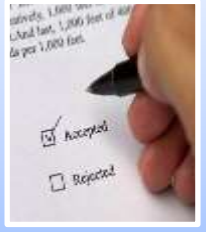
Publishers facilitate the review process by investing in online review systems and providing tools to help Editors and Reviewers



Principles of Peer Review

A well understood concept

Without it there is no control in scientific communication



Journal Editors evaluate and reject certain articles prior to external peer review

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The Publishing Industry Over Time…

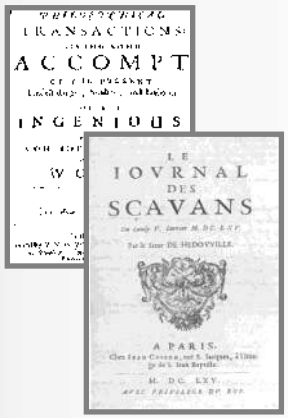
PubMed Central

Google scholar

creative commons

BioMed Central
The Open Access Publisher

1580 — 1665 — 1880 — 1989 — 1998-1999 — 2000 — Today



Google

BLOG

WIKIPEDIA
The Free Encyclopedia

open access

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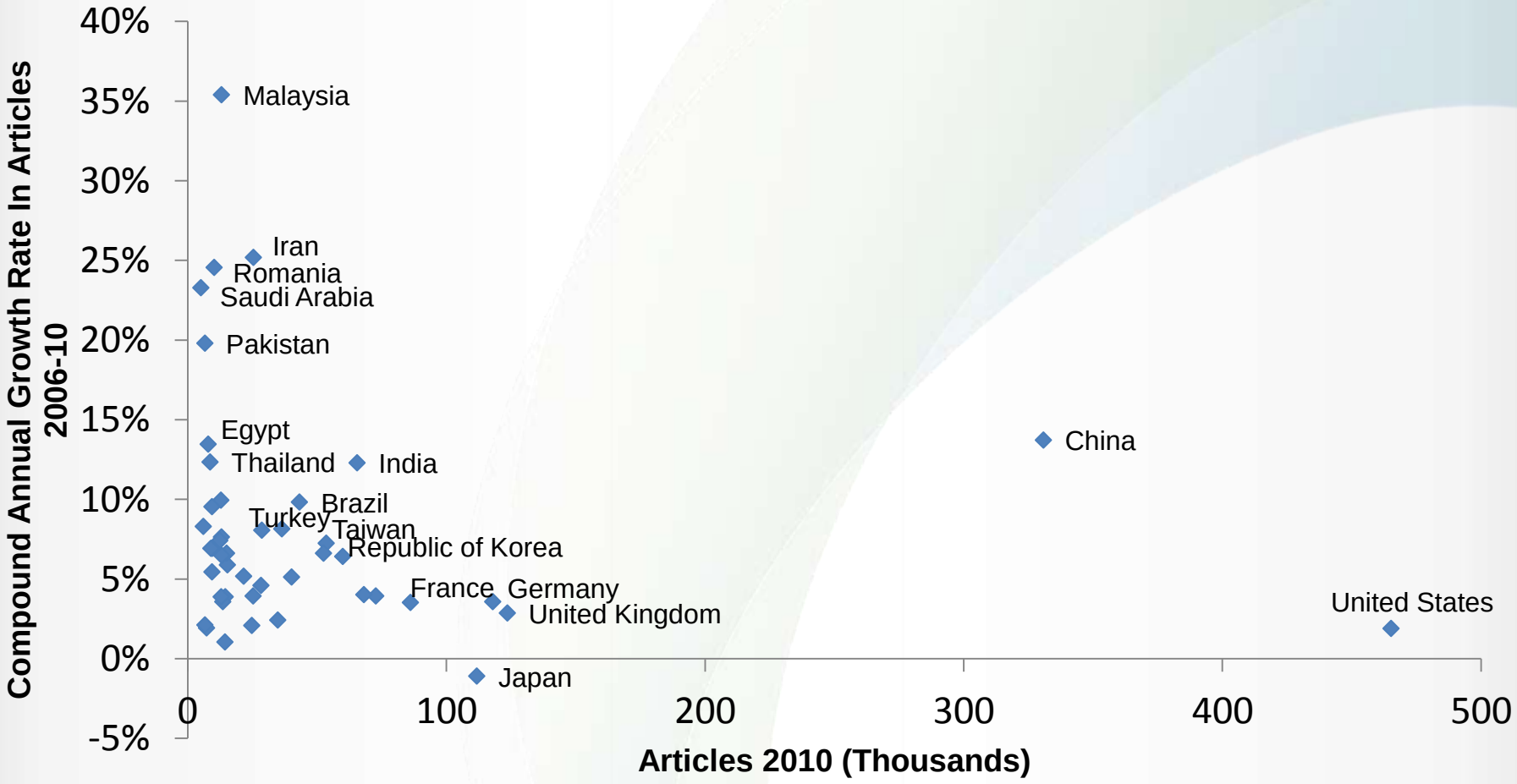
Global Expansion of Research



Publishing Innovations

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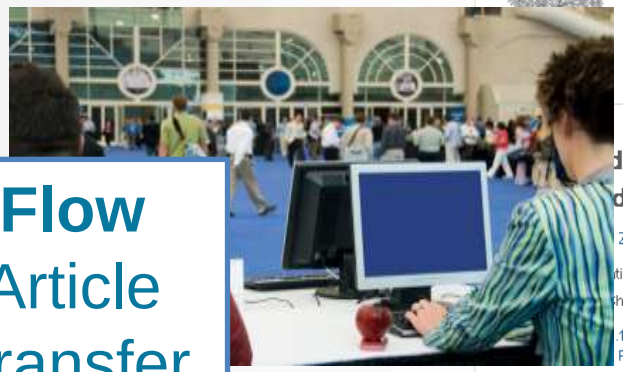
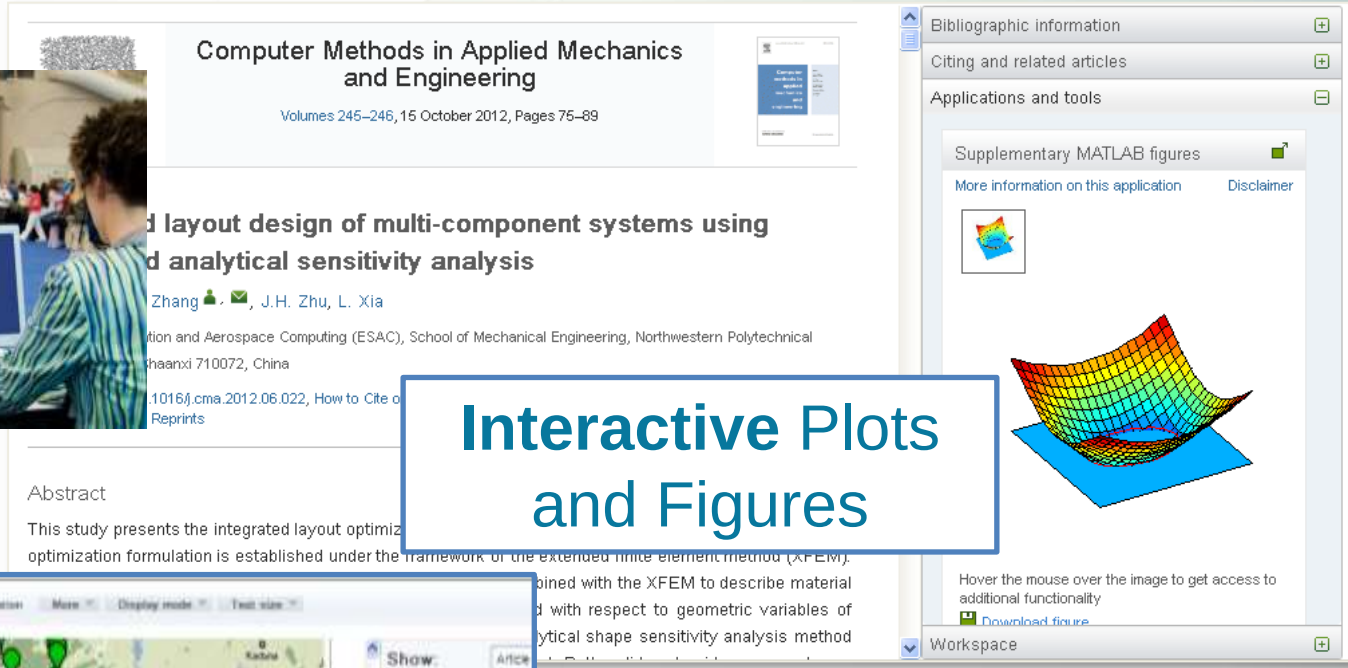
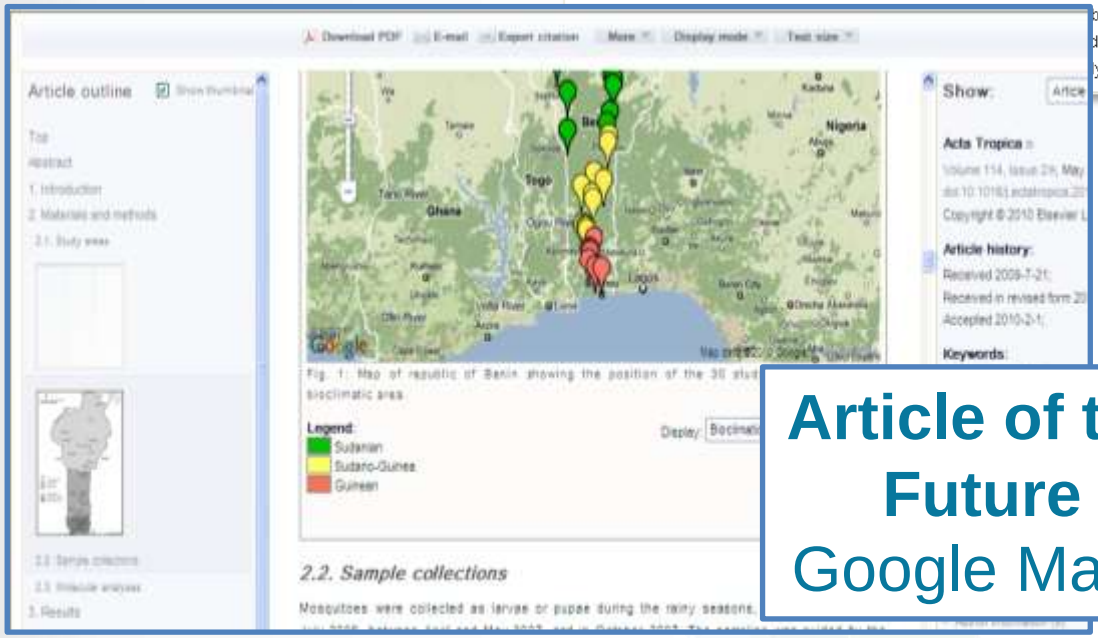


Flow
Article Transfer Service



Interactive Plots and Figures



Article of the Future
Google Maps

Author Experience
Your Paper, Your Way

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Get social!

- New ways to communicate
  - Make sure the world knows you and your work
- New communities
  - Connect and collaborate

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‘How To Get Published’

Preparing Your Manuscript

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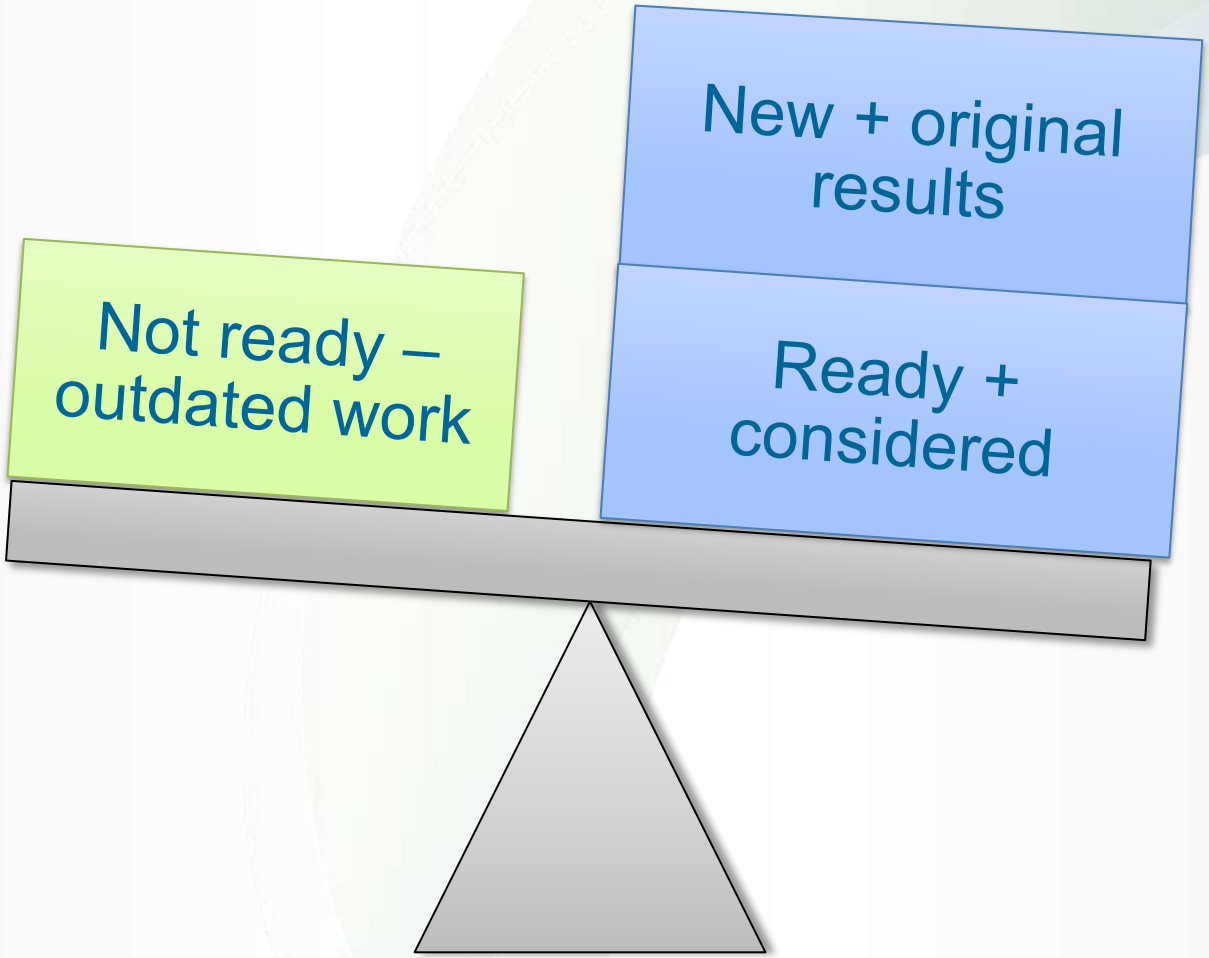
Are You Ready To Publish?



Are you ready to publish? Guiding questions

- Have you done something new and interesting?
- Have you provided solutions to any difficult problems?
- Have you checked the latest results in the field?
- Have you verified the findings?
- Did you perform the appropriate controls?
- Do your results fit - is the story complete?

Choosing the right journal

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Find the journal that best suits your work:

Look at the Aims & Scope of a journal

Physiological and Molecular Plant Pathology

Physiological and Molecular Plant Pathology provides an International forum for original research papers, reviews, and commentaries on all aspects of the **molecular biology**, **biochemistry**, **physiology**,**ultrastructure**, **genetics** and **evolution** of **plant-microbe interactions**.

Papers on all kinds of infective pathogen, including viruses, prokaryotes, fungi, and nematodes, as well as mutualistic organisms such as *Rhizobium*and *mycorrhyzal fungi*, are acceptable as long as they have a bearing on the interaction between microbe and plant.

…

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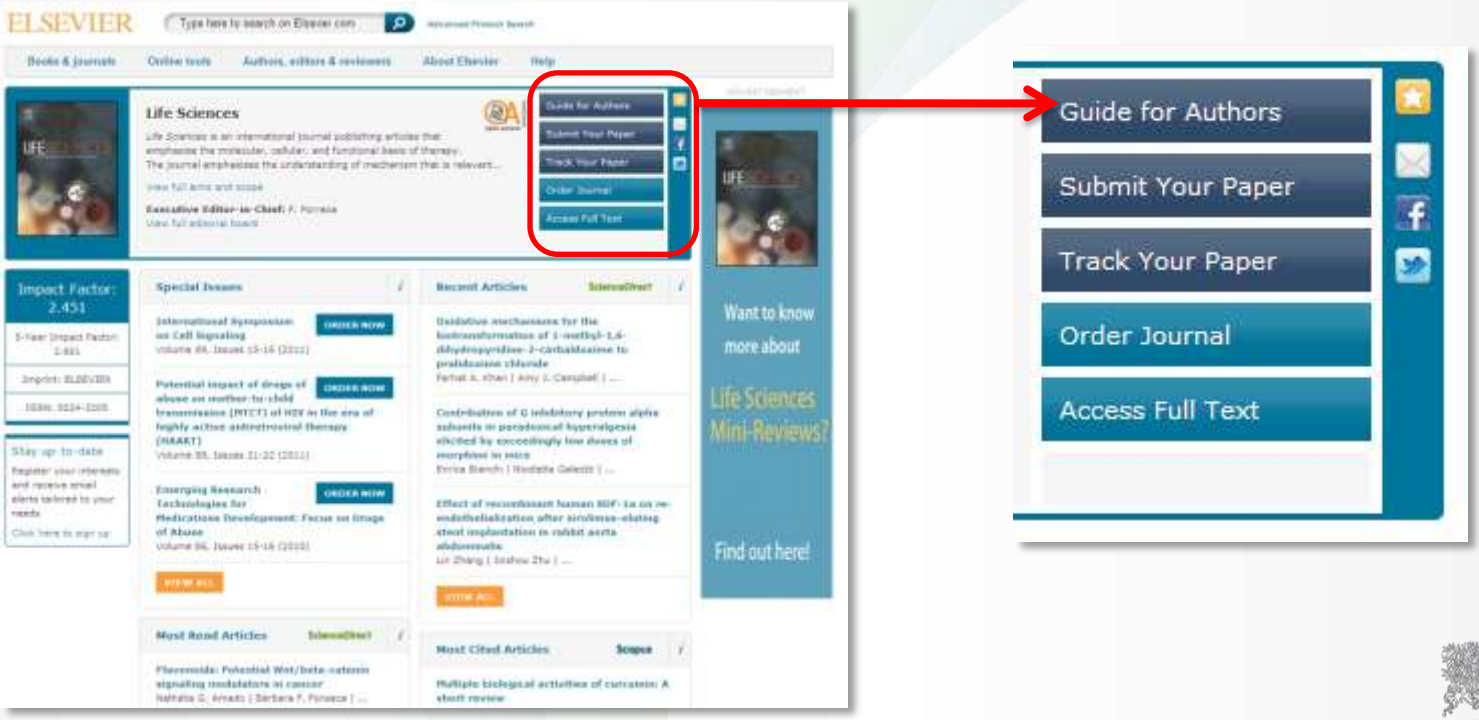
Read The '*Guide for Authors*'

- Find it on the journal homepage of the publisher, e.g. **Elsevier.com**
- Keep to the *Guide for Authors* in your manuscript
- Editors do not like wasting time on poorly prepared manuscripts



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‘How To Get Published’

structuring & writing and your article

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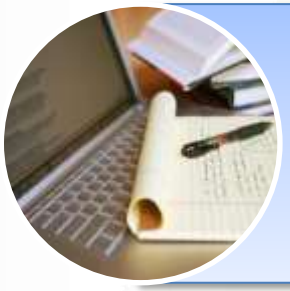
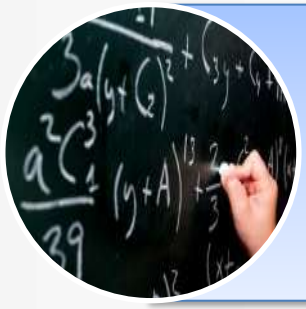
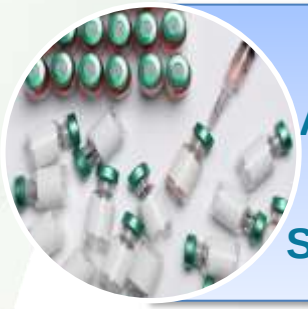
General structure of a research article



Title Abstract
Keywords



Introduction
Methods Results
AND Discussion



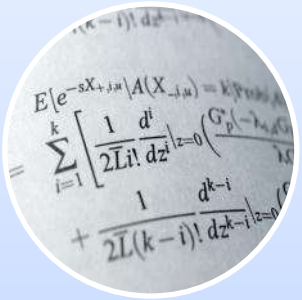
Conclusion
Acknowledgements
References
Supporting Materials

Titles

Fewest possible words

Adequately describes content

Identifies main issue



Does not use rarely-used abbreviations

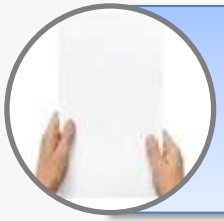
Effective manuscript titles

Abstract

< 200 – 300 words

This is the advertisement of your article. Make it interesting and understandable

Make it accurate and specific



A clear abstract will strongly influence whether or not your work is considered

Keep it as brief as possible

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Keywords

Used by indexing and abstracting services

Are the labels of the manuscript

Use only established abbreviations e.g. DNA

Do not repeat words in the title

Highlights

Advertise your work

3-5 bullet points

Key conclusions

Use full sentences

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Introduction

Provide a brief context to the readers

Address the problem

Identify the solutions & limitations

What is hoped to be achieved

Consistent with the nature of the journal

Methods

Describe how the problem was studied

Include detailed information

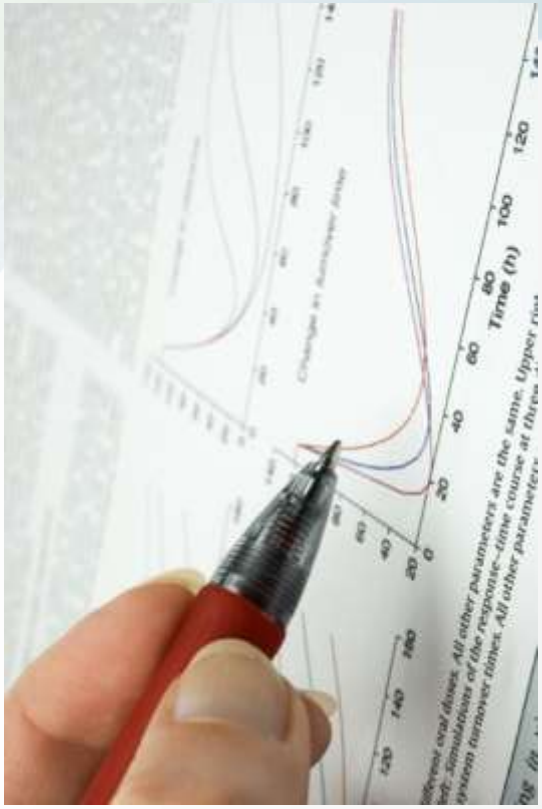
Do not describe previously published procedures

Identify the equipment and describe materials used

Other researchers should be able to reproduce your work using the method description

Results

- Be clear & easy to understand
- Highlight the main findings
- Feature unexpected findings
- Provide proper statistical analysis
- Include clear illustrations & figures



Discussion

- Most important section!
- What do the results mean?
- Make the discussion correspond to the results
- Compare your own results with published work
- What is the ‘bigger picture’?
  Go beyond your results

The Conclusion

Should be clear & concise

Provide justification for the work

Advance the present state of knowledge

Provide suggested future experiments

Take Home Message!

Acknowledgements

Advisors

Financial Supporters & Funders

Proofreaders & Typists

Suppliers who may have donated materials

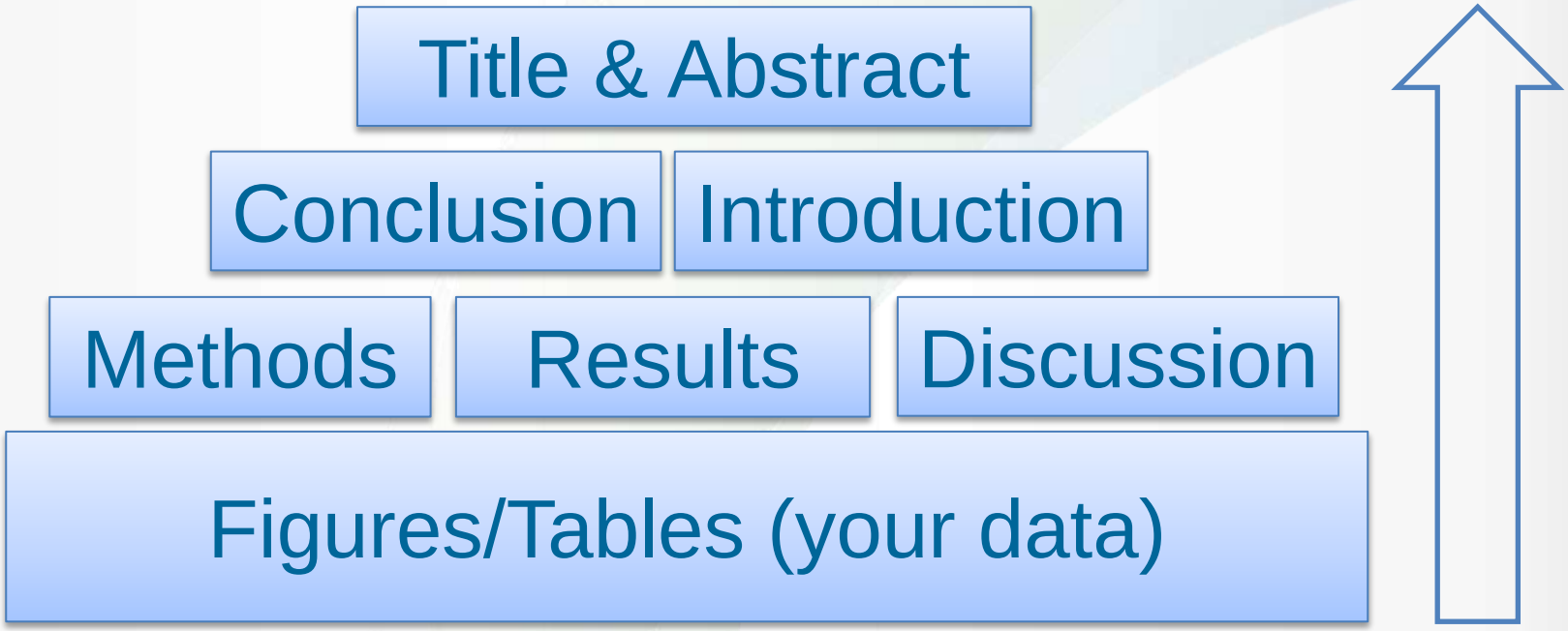
Acknowledgments

References

- Do not use too many references
- Always ensure you have fully absorbed material you are referencing
- Use published work – not grey literature
- Avoid excessive self-citations
- Avoid excessive citations of publications from the same region/country
- Conform strictly to the style in the guide for authors or 'Your Paper Your Way'

The Process of Writing

Building the Article



Cover Letter

Your chance to address the Editor directly

- "selling" your work
- WHY did you submit the manuscript to THIS journal?
  - Do not summarize your manuscript, or repeat the abstract
- Mention special requirements, e.g. *if you do not wish your manuscript to be reviewed by certain reviewers*
- Declare whether the current manuscript is based on previously-published (conference) paper(s) and how it has been (significantly) extended/altered
- Although most editors will not reject a manuscript only because the cover letter is bad, a good cover letter may accelerate the editorial process of your paper

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Suggest potential reviewers

- Your suggestions may help the Editor to pass your manuscript to the review stage more efficiently
- The reviewers should represent at least two regions of the world. They should not be your supervisor, direct colleagues at the same institute or close friends
- Generally you are requested to provide 3-6 potential reviewers. Check the Guide for Authors!

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Post-review revision

Carefully study the reviewers' comments and prepare a detailed letter of response

- Respond to all points - even if you disagree
- Write a polite, scientifically solid rebuttal
- State specifically what changes you have made to address the reviewers' comments, mentioning the page and line numbers where changes have been made
- Perform additional calculations, computations, or experiments if required; these usually serve to make the final paper stronger
- Avoid repeating the same response over and over

Editor Decisions

Reality: editorial decision making is NOT a democracy

Example:

- 4 reviews received, 3 minor revision, 1 reject
- The editor may reject the paper if the fourth reviewer found a fundamental flaw that the other reviewers failed to notice

OR

- The editor may make a revise decision

The interpretation of what constitutes minor and major revision can vary considerably among reviewers and editors

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Publishing Ethics

Authorship, Plagiarism, multi submissions

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What does it mean to be an Author?

An “author” is generally considered to be someone who has made substantive intellectual contributions to a published study

Being an author comes with credit but also with responsibility: they are two sides of the same coin

Decisions about who will be an author and the order of authors should be made before starting to write up the project

Authorship

Authorship policies vary across disciplines, cultures and journals

Example, the International Committee of Medical Journal Editors (aka Vancouver Group) declared that an author must:

1. substantially contribute to conception and design, or acquisition of data, or analysis and interpretation of data **AND**
2. draft the article or revise it critically for important intellectual content **AND**
3. give their approval of the final version to be published

→ **all 3 conditions must be fulfilled to be an author**

Authorship

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Corresponding Author

First Author

Good Listing Principle

Ghost Authorship

Gift Authorship

Poor Listing Principle

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What is Plagiarism?

"Plagiarism is the appropriation of another person's ideas, processes, results, or words without giving appropriate credit, including those obtained through confidential review of others' research proposals and manuscripts."

source: Federal Office of Science and Technology Policy, 1999

"Presenting the data or interpretations of others without crediting them, and thereby gaining for yourself the rewards earned by others, is *theft*, and it eliminates the motivation of working scientists to generate new data and interpretations."

Professor Bruce Railsback
Department of Geology, University of Georgia

M. Errami & H. Garner, A tale of two citations
Nature 451 (2008): 397-399

Forms of Plagiarism

Work that can be plagiarised includes…

Words (Language)	Graphs
Ideas	Illustrations
Findings	Information
Writings	Lectures
Graphic Representations	Printed Material
Computer Programs	Electronic Material
Diagrams	Any Other Original Work

Higher Education Academy, UK

Question

A researcher notices a paragraph in a previously published article that would be suitable as the Materials & Methods in his article.

The researcher decides to copy that paragraph into his paper without quotes or attribution.

- **Has the Researcher violated any ethical boundaries?**
- **How about if you copy your own work?**

Submission (Q)

A researcher is ready to submit her paper and decides to submit to *Science*, *Nature* and *Cell* at the same time.

A researcher has had his paper rejected by *Science* and decides to submit it to *Nature*. Failing that, he plans to submit it to *Cell*. Failing that, he plans to submit to each journal in his discipline until it is accepted.

The first scenario is <u>not acceptable</u> to most research communities and journals

The second scenario is <u>acceptable</u> but authors should heed the advice of referees and editors concerning improvements.

Submissions (A)

Multiple, redundant, or concurrent publication issues

- Should be avoided where manuscripts that describe essentially the same research are published in more than one journal or primary publication.
- An author should avoid submitting a previously published paper for consideration in another journal.
- Duplication of the same paper in multiple journals of different languages should be avoided.
- “Salami Slicing”, or creating several publications from the same research, is manipulative and discouraged.

Plagiarism Detection

Cross Check Initiative (2009)

Huge database of 30+ million articles, from 50,000+ journals, from 400+ publishers

Software alerts Editors to any similarities between the article and this huge database of published articles

Many Elsevier journals now check every submitted article using CrossCheck

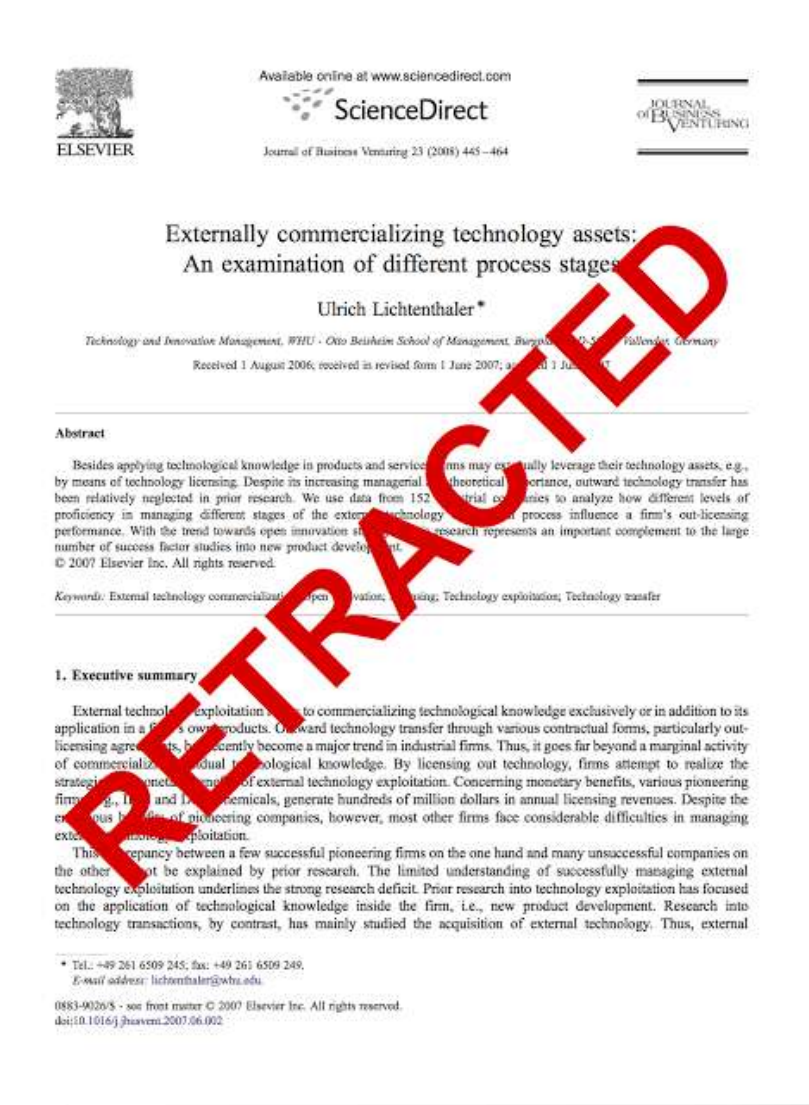
Consequences

What are the potential consequences ?

Potential consequences can vary according to the severity of the misconduct and the standards set by the journal editors, institutions and funding bodies.

Possible actions include:

- **Written letters of concern and reprimand**
- **Article retractions**
- **Some form of disciplinary action on the part of the researcher's institute or funding body**



Available online at www.sciencedirect.com

ScienceDirect

Journal of Business Venturing 23 (2008) 445–464

JOURNAL OF BUSINESS VENTURING

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Externally commercializing technology assets: An examination of different process stages

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Technology and Innovation Management, WHU - Otto Beisheim School of Management, Burgpl[illegible] Vallendar, Germany

Received 1 August 2006; received in revised form 1 June 2007; a[illegible] 1 Ju[illegible]

RETRACTED

Abstract

Besides applying technological knowledge in products and service[illegible]ms may ex[illegible]ually leverage their technology assets, e.g., by means of technology licensing. Despite its increasing managerial [illegible]theoretical [illegible]ortance, outward technology transfer has been relatively neglected in prior research. We use data from 152 [illegible]strial co[illegible]nies to analyze how different levels of proficiency in managing different stages of the exter[illegible]chnology [illegible] process influence a firm's out-licensing performance. With the trend towards open innovation s[illegible] research represents an important complement to the large number of success factor studies into new product develo[illegible]nt.

Keywords: External technology commercialisati[illegible]pen [illegible]vation; [illegible]ing; Technology exploitation; Technology transfer

1. Executive summary

External technol[illegible] exploitation [illegible] to commercializing technological knowledge exclusively or in addition to its application in a f[illegible]'s own products. O[illegible]ward technology transfer through various contractual forms, particularly out-licensing agre[illegible]ts, h[illegible]ecently become a major trend in industrial firms. Thus, it goes far beyond a marginal activity of commercializ[illegible]idual t[illegible]ological knowledge. By licensing out technology, firms attempt to realize the strategi[illegible]onet[illegible]n[illegible] of external technology exploitation. Concerning monetary benefits, various pioneering firm[illegible]g., I[illegible] and L[illegible]emicals, generate hundreds of million dollars in annual licensing revenues. Despite the e[illegible]ous b[illegible]s of pioneering companies, however, most other firms face considerable difficulties in managing exte[illegible]nology [illegible]xploitation.

This [illegible]repancy between a few successful pioneering firms on the one hand and many unsuccessful companies on the other [illegible]ot be explained by prior research. The limited understanding of successfully managing external technology exploitation underlines the strong research deficit. Prior research into technology exploitation has focused on the application of technological knowledge inside the firm, i.e., new product development. Research into technology transactions, by contrast, has mainly studied the acquisition of external technology. Thus, external

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All Stakeholders

Authors

Institutions
Companies
Agencies
Funding Bodies

Publishers/
Journal Editors

Who is really responsible for Ethics?

All Elsevier journals are members of:

COPE COMMITTEE ON PUBLICATION ETHICS

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Thank You & questions

Contact for further questions:

- e.vanommenkloeke@elsevier.com

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Further reading and info:

Authors: www.elsevier.com/authors

Reviewers: www.elsevier.com/reviewers

Ethics: www.ethics.elsevier.com

Free webcast tutorials on getting published:
www.elsevier.com/trainingwebcasts

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