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How to get published in top journals

Prepared by: Katherine Eve

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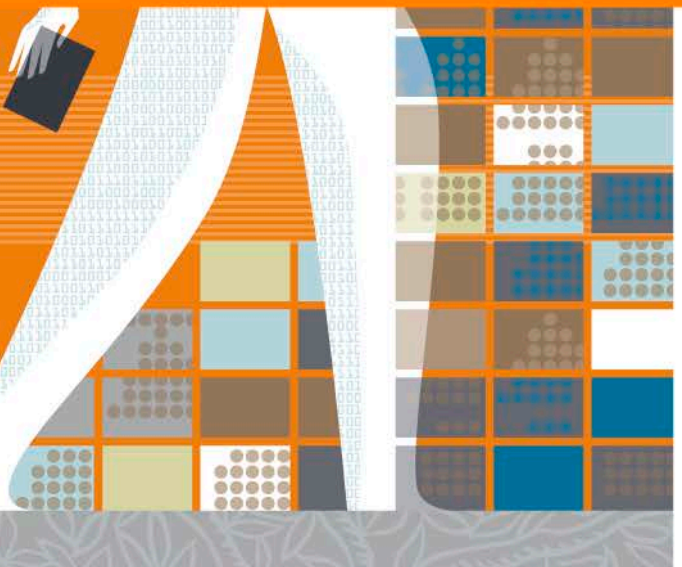
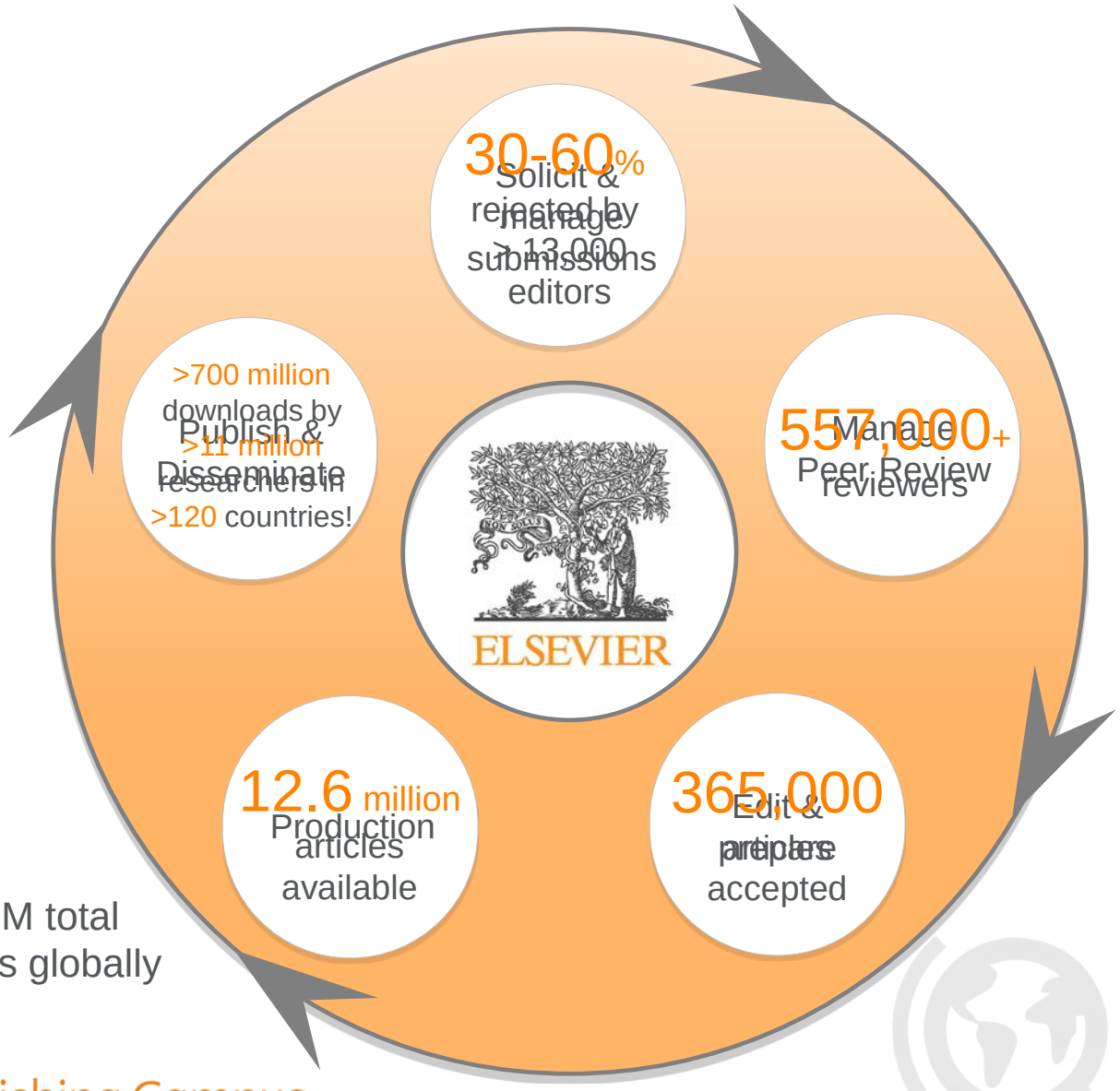
Scholarly Publishing



The academic publishing cycle & key figures (at Elsevier)



>40M total articles globally

1.4 M accepted articles globally each year

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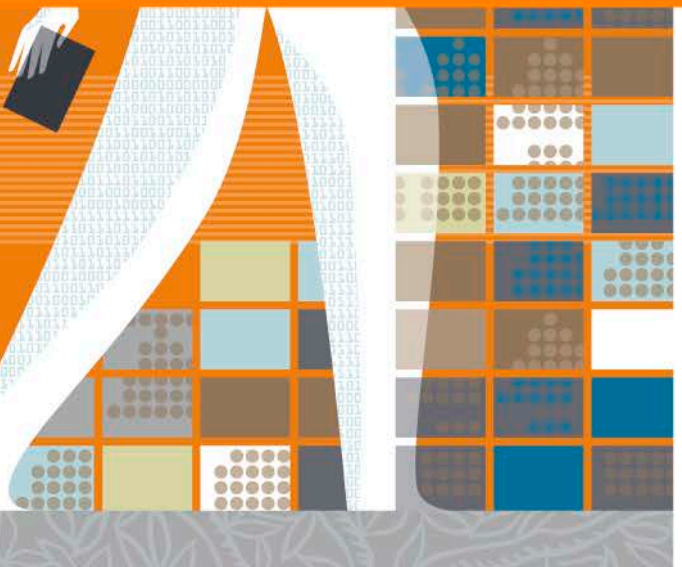
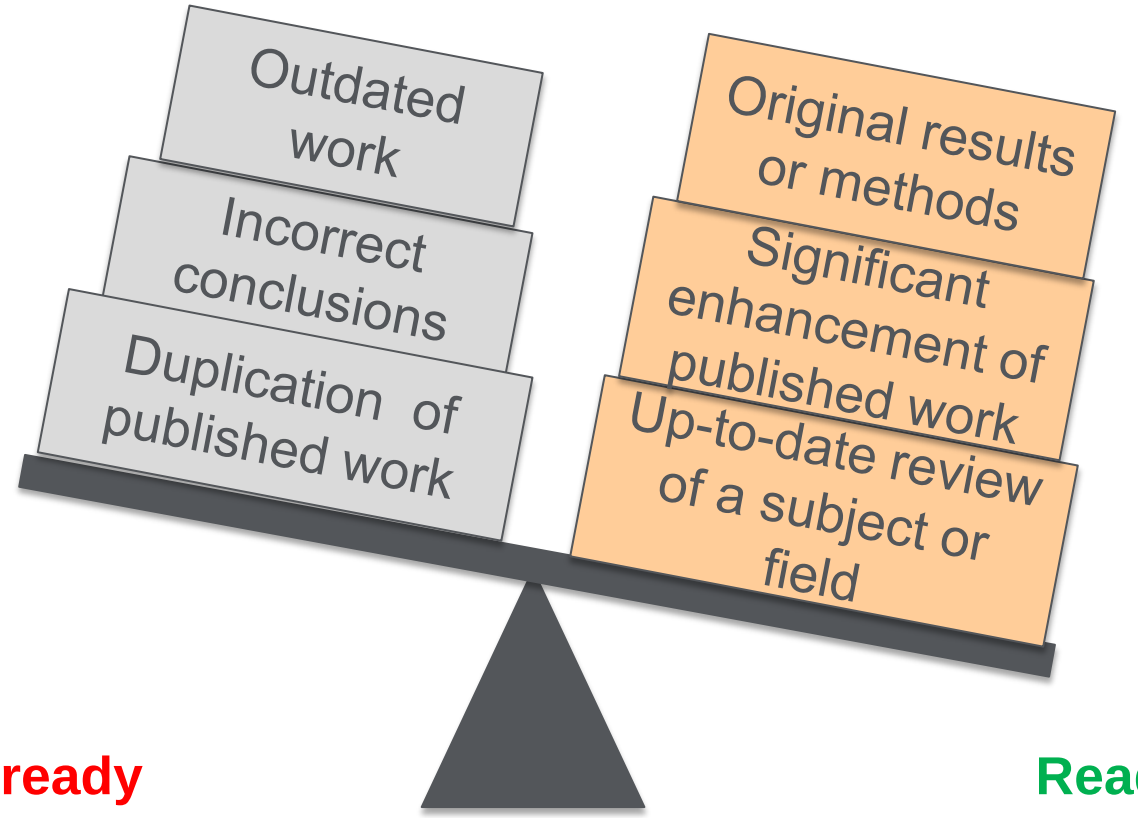
Planning your article



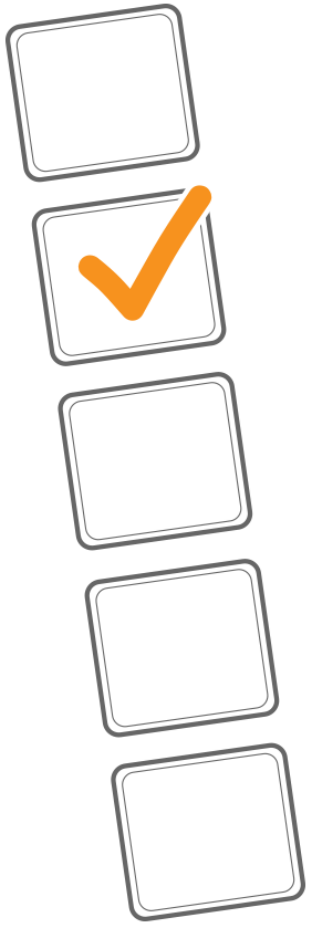
Are you ready to publish?



Not ready
Work has no scientific interest

Ready
Work advances the field

What makes a strong manuscript?



- A **clear**, **useful** and **exciting** message,
  - novelty
  - contribution
- presented and constructed in a **logical** manner
- allowing readers to easily grasp the **significance**.

Editors, reviewers and readers all want to receive well presented manuscripts.

What article type should I choose?

Full articles

- Substantial, complete and comprehensive pieces of research
  Is my message sufficient for a full article?

Letters or short communications

- Quick and early communications
  Are my results so thrilling that they should be shown as soon as possible?

Review papers

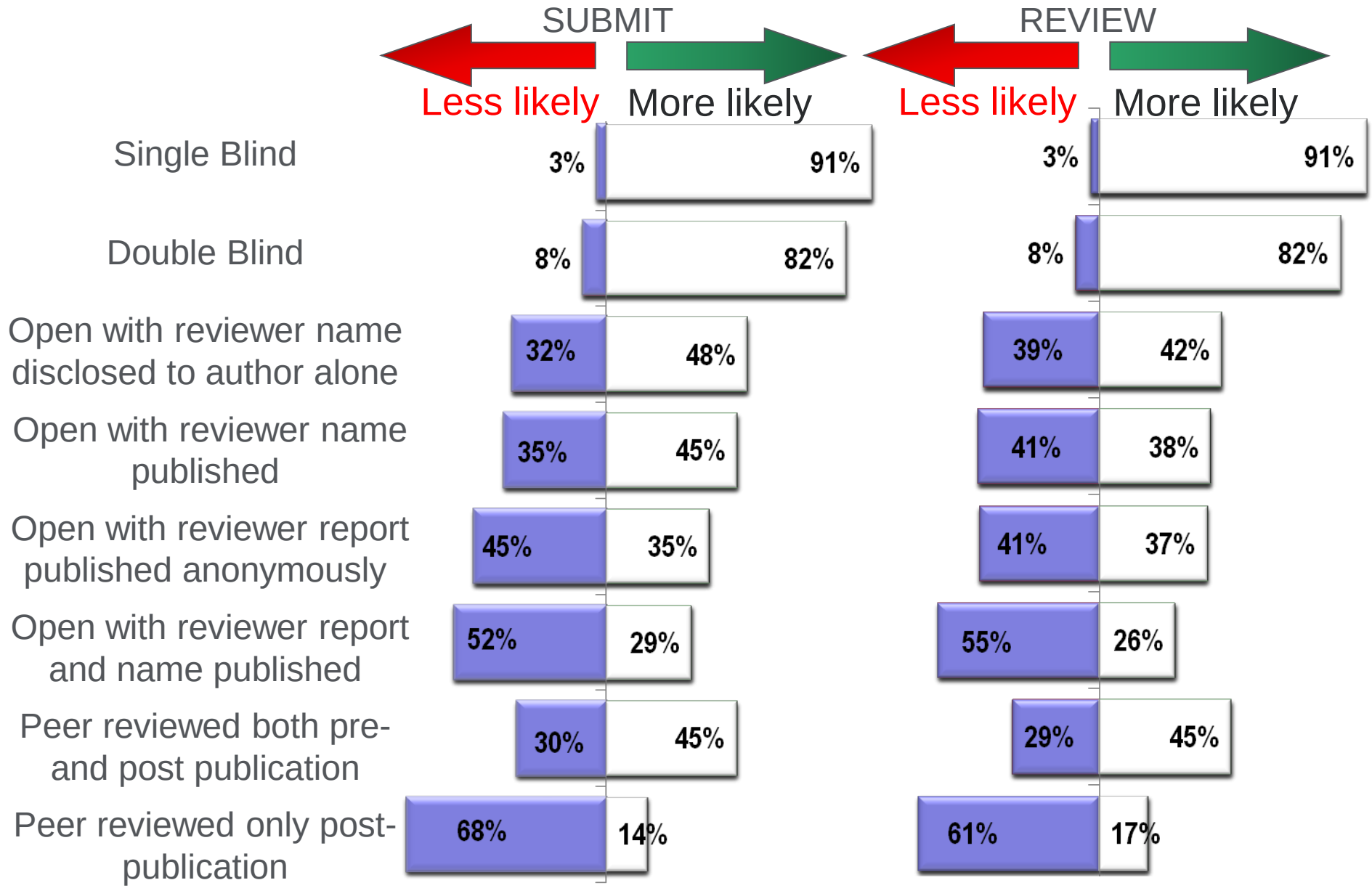
- Summaries of recent developments on a specific top
- Often submitted by invitation

How do I choose the right journal?

- Aim to reach the intended audience for your work
- Choose only one journal, as simultaneous submissions are prohibited
- Supervisor and colleagues can provide good suggestions
- Shortlist a handful of candidate journals

- Investigate your journal shortlist:
  - Aims & Scope
  - Types of articles considered
  - Readership e.g. academic versus practice
  - Subscription versus Open Access
  - Speed of publication
  - **Peer review process (single blind, double blind, open)**
  - **Bibliometrics**
  - **Content innovation**

What are the different kinds of review that exist?

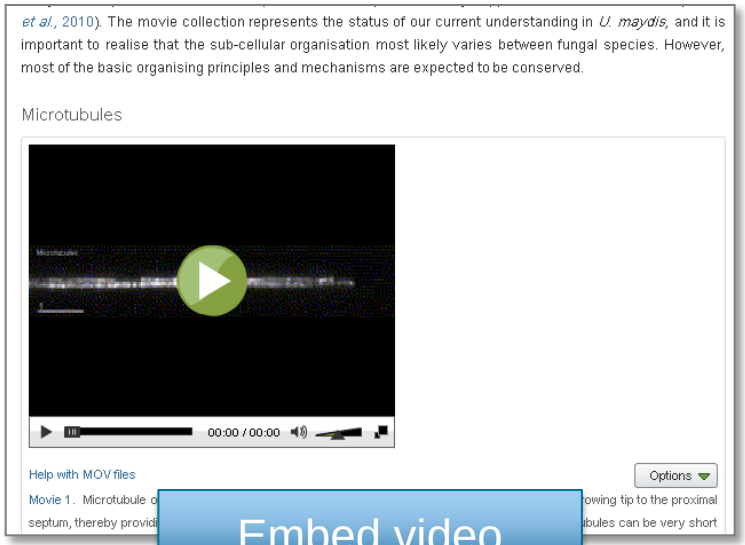


Bibliometrics

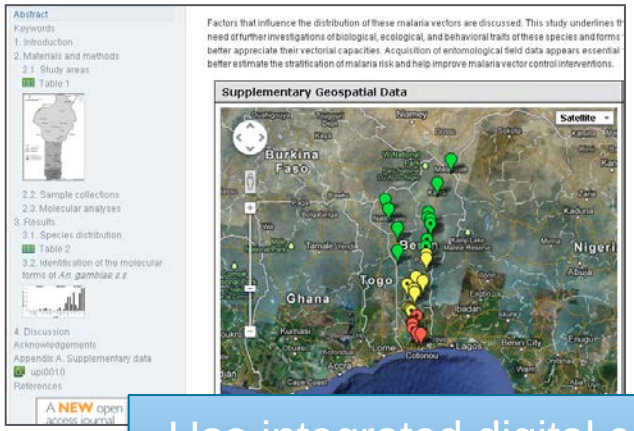
- It indicates how many times the more recent papers in a journal are cited on average in a given year
- It is influenced by editorial policies of journals
- It varies by field and the turnover of research in that field
- It varies by the types of papers published

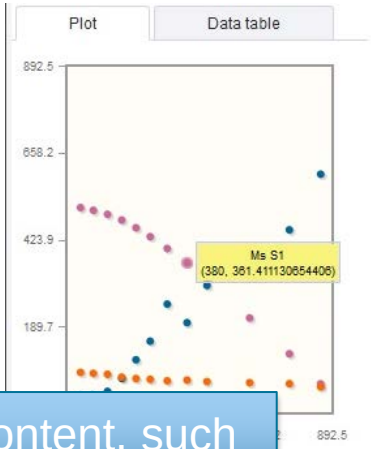
$$\text{IF year x} = \frac{\text{cites in year x to source items published in years x-1 and x-2}}{\text{number of source items published in years x-1 and x-2}}$$

Content innovations

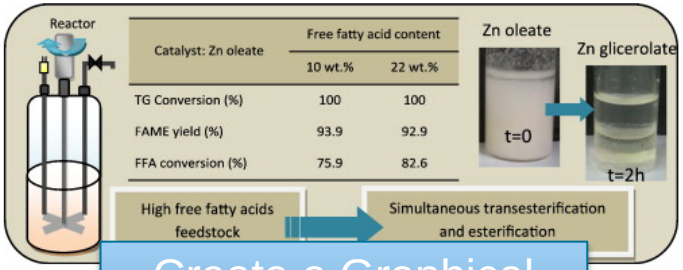


Embed video





Use integrated digital content, such as Interactive Maps and iPlots



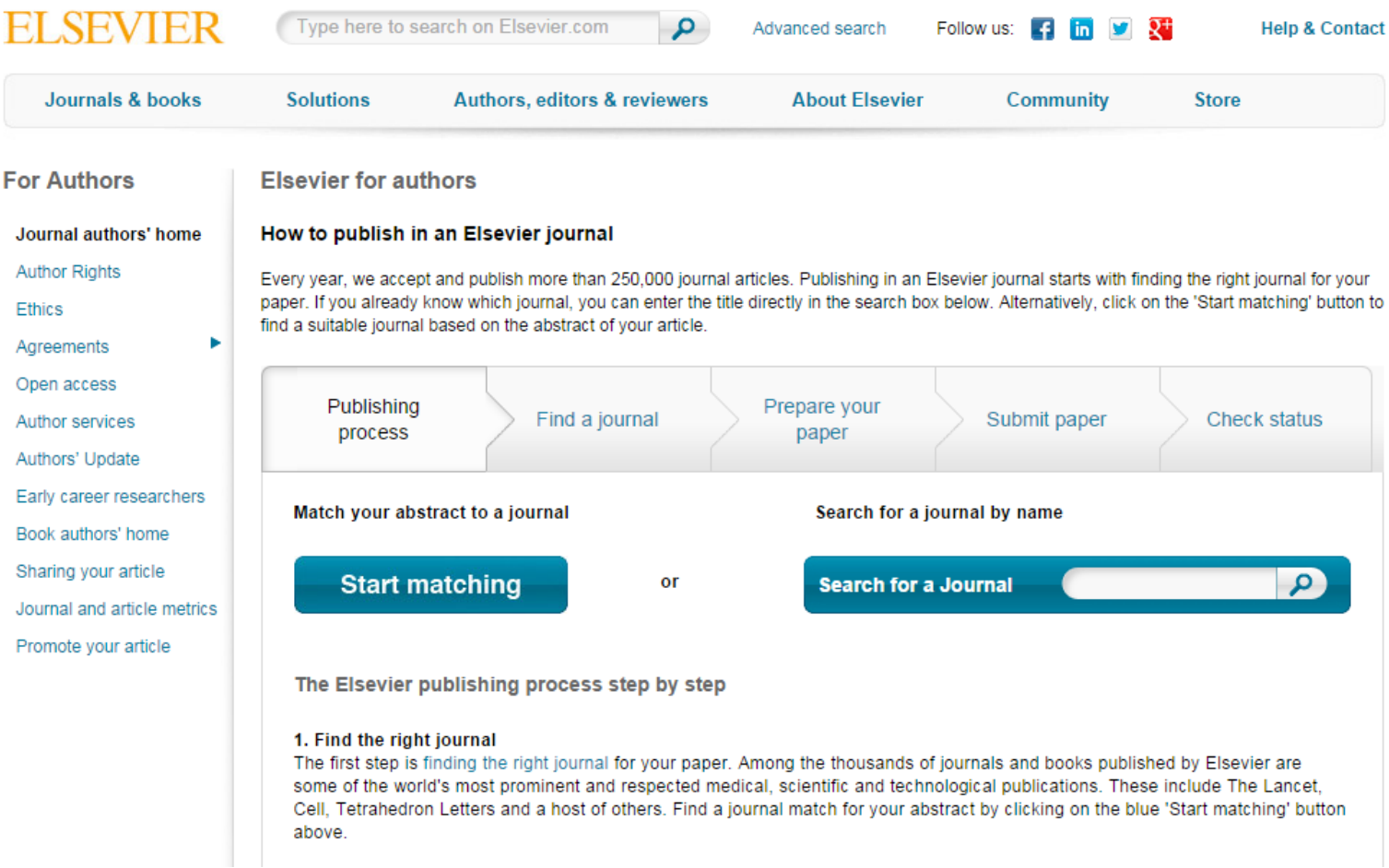
Create a Graphical Abstract

Include Highlights

Highlights

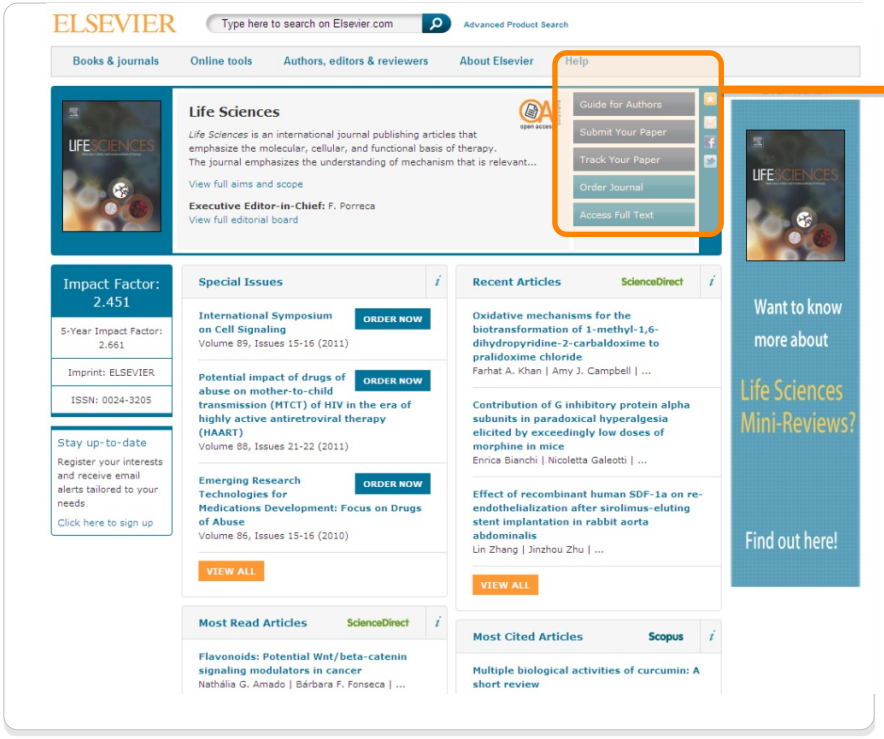
- We conducted an experiment with a typical bituminous coal sample to understand the mechanism of growth and shedding of ash deposition.
- Based on video camera observations and measurements of the tube surface temperature, a residual layer remained on the tube after shedding of the ash deposition.
- The distribution of particle packing fraction (PPF), particle size, and chemical composition of the deposit were analyzed by SEM and CCSEM to elucidate the growth mechanism of ash deposition.
- A low-strength powder layer with low PPF and deficiencies of iron and alkaline compositions was formed within the initial ash layer.
- Based on the SEM image of the residual layer remaining after shedding, failure of the ash deposit occurred in the low-strength powder layer.

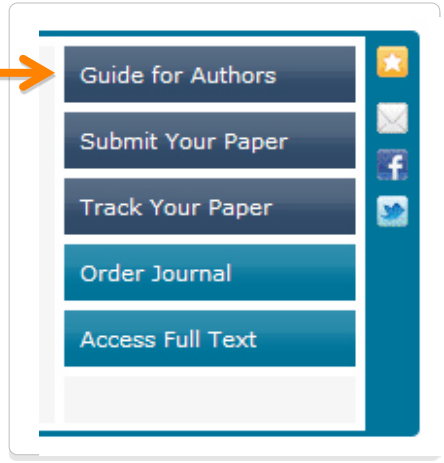
Tools to help you choose the right journal



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
- It will save your time





Your Paper, Your Way

Reference Simplification

Recap

- **Determine** if you are ready to publish your work
- **Decide** on the best type of manuscript
- **Choose** the target journal
- **Check** the Guide for Authors

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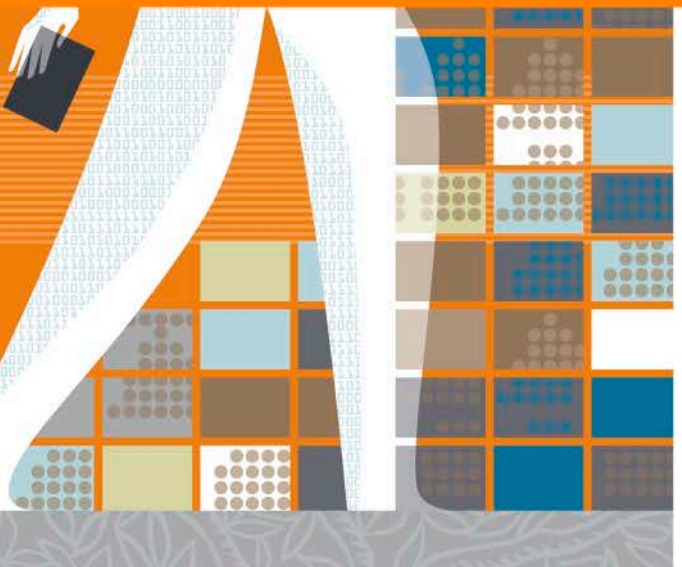
Structuring your article



Structure

- Title
- Abstract
- Keywords

Search & find

- Introduction
- Methods
- Results and Discussion

Tell your story

- Conclusion
- Acknowledgements
- References
- Supporting materials

Provide context

Effective manuscript titles

- Should identify the main issue of the paper
- Should be concise
- But also accurate, unambiguous, specific, and complete
- Should use professional language and avoid rarely-used abbreviations
- Will attract readers - short, catchy titles are often better cited

Examples:

Original title	Revised title
Action of antibiotics on bacteria	Inhibition of growth of mycobacterium tuberculosis by streptomycin
Preliminary observations on the effect of Zn element on anticorrosion of zinc plating layer	Effect of Zn on anticorrosion of zinc plating layer
Fabrication of carbon/CdS coaxial nanofibers displaying optical and electrical properties via electrospinning carbon	Electrospinning of carbon/CdS coaxial nanofibers with optical and electrical properties

Keywords

- Are the labels of the manuscript
- Are used by indexing and abstracting services
- Should be specific
- Should use only established abbreviations (e.g. DNA)

Article title	Keywords
Blade–wake interactions in cross-flow turbines	Cross-flow turbine; Vertical axis turbine; Darrieus; H-rotor; Fluid structure interaction; Wake blade interaction; High order Discontinuous Galerkin; Sliding meshes
An experimental study on evacuated tube solar collector using supercritical CO_2	Solar collector; supercritical CO2; solar energy; solar thermal utilization

Check the Guide for Authors for any specific guidance on keywords.

Abstract

- Keep it as brief as possible
- Summarize the problem, methods, results, and conclusions
- Make sure it is clearly written and easy to understand
- Make sure it is accurate and specific while also being catchy
- Write last so accurately reflects the content of the paper

Follow the Rule of 10

1-2 sentences: aim
2-3 sentences: materials & methods
2-3 sentences: results
2 sentences: discussion/conclusions

Introduction

- Explain the problem
- Describe your approach
- Mention existing solutions and limitations

Chemical Engineering Journal 168 (2011) 420–425

One-step synthesis of gold nanocatalysts on a microstructured paper matrix for the reduction of 4-nitrophenol

Hirotaka Koga*, Takuya Kitaoka

1. Introduction

The drive towards a sustainable chemical industry has resulted in a variety of research publications into the development of high-performance catalytic materials which can promote desired reactions more effectively and selectively [1–3]. In particular, intensive research and development into metal nanoparticles (NPs) has been conducted, to investigate the use of new catalysts with large surface area to volume ratios [4–6]. In most cases, the electronic properties of the NPs significantly differ from those of the corresponding bulk metals, leading to a large enhancement in the resulting catalytic activity [1,4]. For example, gold (Au) nanocatalysts have attracted considerable interest for a variety of reactions such as the reduction of 4-nitrophenol (4-NP) in the liquid phase [7,8], low-temperature carbon monoxide (CO) oxidation and propylene epoxidation [9,10] in the gas phase, even though bulk Au is typically regarded as an ineffective catalyst. However, metal NPs easily aggregate, due to their high surface energy, resulting in a remarkable reduction in their original catalytic activities. Hence, catalytic NPs are generally immobilized onto a variety of supports including polymers [7,11] and metal [16]. Kuroda et al. have reported that AuNPs, directly deposited on poly(methyl methacrylate) (PMMA) beads of an average diameter of 2.6 μm, showed a higher catalytic reactivity for the aqueous reduction process of 4-NP to 4-aminophenol (4-AP) when compared with polymer-supported AuNPs previously reported [7]. This suggests that having the AuNPs exposed on the support surface is an essential requirement to achieve excellent reaction efficiency. Meanwhile, Dotzauer et al. demonstrated the immobilization of AuNPs within porous alumina membranes, through the layer-by-layer adsorption of polyelectrolytes and AuNPs [17]. However, this method can lead to a decrease in the reaction efficiency due to the partial coverage of the AuNPs by the polyelectrolytes. Thus, the challenge exists to develop a more efficient, practical immobilization technique that allows highly active metal nanocatalysts to be exposed and fixed onto easy-to-handle matrices.

In our previous reports, the direct in situ synthesis of a variety of metal NPs was accomplished using an easy-to-handle paper

■ ■ ■

In the present study, the "on-paper synthesis" of AuNPs was performed, and the as-prepared AuNPs@ZnO paper was used in the aqueous reduction process of 4-NP to investigate its possible applications in liquid-phase catalytic reactions. The catalytic performance of the AuNPs@ZnO paper was compared with conventional Au/ZnO powders.

Methods

- Describe how the problem was studied
- Include detailed information to allow repetition
- Do not describe previously published procedures but cite clearly
- Identify the equipment and materials used
- Use proper notations including chemical formulae and symbols
- Don't forget to present the controls used

Chemical Engineering Journal 168 (2011) 420–425

One-step synthesis of gold nanocatalysts on a microstructured paper matrix for the reduction of 4-nitrophenol

Hirotaka Koga*, Takuya Kitaoka

2.1. Materials

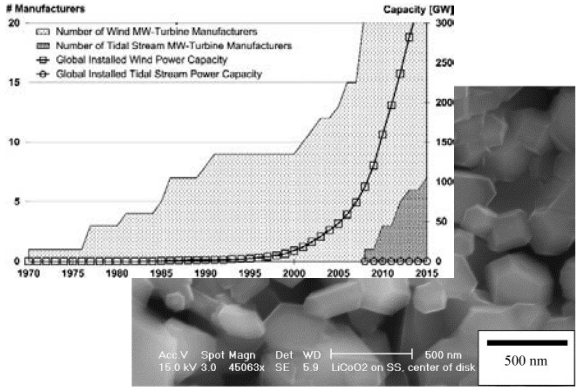
Ceramic fibers (SiO_2: 52 wt.%, Al_2O_3: 48 wt.%) and ZnO whiskers were purchased from IBIDEN, Ltd. and Matsushita Amtec, Ltd., respectively. Pulp fibers, being a matrix component in the paper fabrication process, were obtained by refining commercial bleached hardwood kraft pulp to a Canadian Standard Freeness of 300 mL with a Technical Association of the Pulp and Paper Industry standard beater. Two types of flocculants were used as retention aids, namely cationic poly(diallyldimethylammonium chloride) (PDADMAC; molecular weight ca. 3×10^5 g mol^{-1}; charge density 5.5 meq g^{-1}; Aldrich, Ltd.) and anionic polyacrylamide (A-PAM, HH-351; molecular weight ca. 4×10^6 g mol^{-1}; charge density 0.64 meq g^{-1}; Kurita, Ltd.). An alumina sol (Snowtex 520, Nissan Chemicals, Ltd.) was used as a binder to improve the physical strength of the paper composite following calcination.

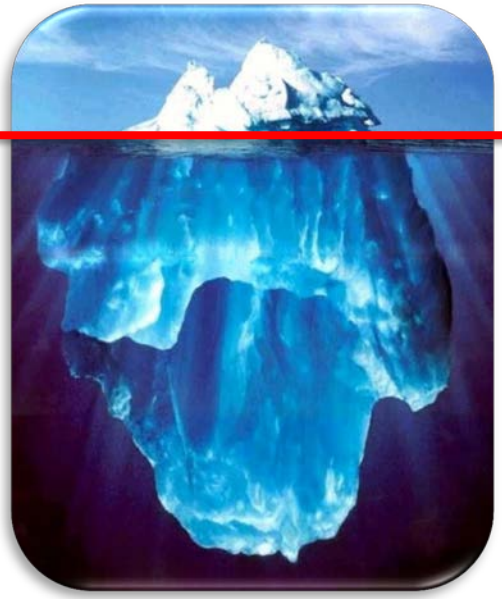
2.4. Catalytic performance tests

The 4-NP reduction performance was investigated in batch mode. The aqueous solution of 4-NP (0.05 mM, 30 mL) was mixed with $NaBH_4$ (1.5 mmol) as a reducing agent only for 4-NP and then the Au/ZnO powder, AuNPs@ZnO whiskers or a piece of AuNPs@ZnO paper (8×10^2 mm^2) were added to the solution. In each case, the amount of Au catalyst was set at 5.0 μmol. The reaction was carried out at 25 °C with and without continuous stirring. At a given time, the reaction solution (1.0 mL) was sampled, and was filtered through a 0.2 μm membrane filter (Chromatodisk, GL Sciences, Ltd.). UV–vis spectra of the reaction solutions (1.0 mL) were recorded at room temperature using a U-3000 spectrophotometer (Hitachi, Japan). According to a previous report [7], the rate constants of the reduction process were determined by measuring the change in absorbance at 400 nm as a function of time.

Results

- Include only data of primary importance i.e. the main and unexpected findings (use supplementary data for data of secondary importance)
- Use sub-headings to keep results of the same type together and avoid redundancy
- Use figures and tables for efficiency and clarity
- Provide statistical analyses





Appendix A. Supplementary data

PDF

Supplementary data 1.

Supplementary material.

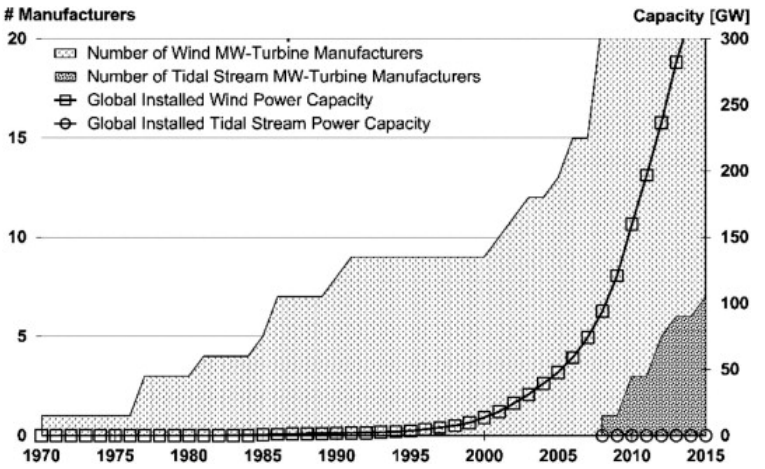
Help with PDF files

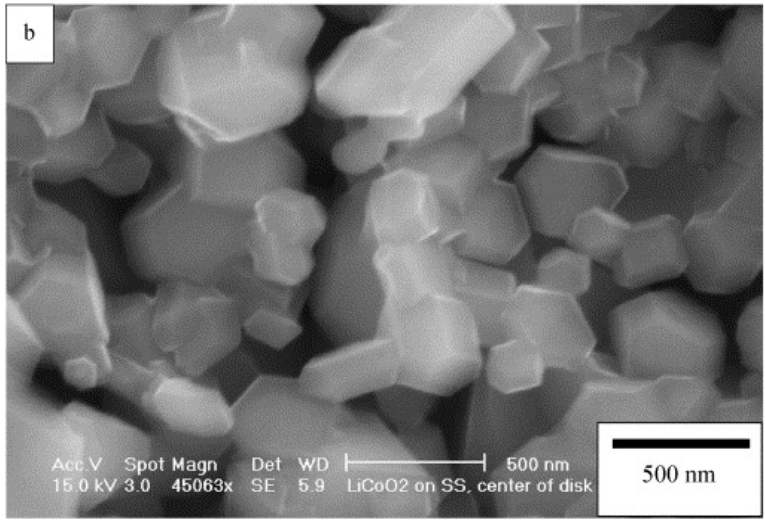
Results - visualisations

- The caption and legend should be self-explanatory to enable the figure to stand alone.
- Maximize visual versus space
- Use colour ONLY when necessary

- Graphs: un-crowded plots; restrict data sets (symbols to distinguish); well-selected scales; axis labels; label size.
- Photos: scale marker; do not manipulate the image to enhance the results.

http://www.elsevier.com/connect/a-5-step-guide-to-data-visualization





Results - tables

Needs a table

During the encoding task, significant activation clusters were detected in the left middle frontal gyrus (MFG) extending into the inferior frontal gyrus (IFG) (BA 9/45/47; Talaraich coordinates: −40, 14, 28), left MFG (BA 8; −40, 22, 50), left superior frontal gyrus (BA 6; −24, −8, 64), right IFG (BA 47; 28, 28, −2), left LTL (BA 22; −62, −22, 2), right cerebellum (30, −70, −16) together with right fusiform/lingual gyrus (BA 18; 18, −88, −14), left cerebellum/vermis (−6, −60, −16) (Fig. 1, top row) as well as the left (−30, −12, −18) and right hippocampus (34, −12, −16) (Fig. 2, left panel). During the retrieval task, when performance was not considered, significant activation clusters were detected in the left IFG (BA 47; −28, 24, −4), left MFG/IFG extending into the anterior cingulate cortex (BA 9/44/24; −36, 12, 28), right IFG (BA 44; 56, 16, 24 and BA 47; 36, 20, −10), left supramarginal gyrus (BA 40; −34, −46, 42), right putamen and caudate (16, 10, 2), right cerebellum (36, −74, −18) together with right fusiform/lingual gyrus (BA 18; 28, −90, −6) and vermis (−2, −62, −40) (Fig. 1, middle row) as well as the right hippocampus (26, −4, 22) (Fig. 2, right panel). During retrieval, brain activation related to accurate memory performance was observed in the left LTL (Fig. 1, bottom row), with peak activation in the middle temporal gyrus (BA 21 and 22; −50, −38, −4) extending into the superior and inferior temporal gyri. No activation clusters were detected in the prefrontal cortex, hippocampus, or other MTL structures. No brain regions showed negative correlations with behavioral performance.

Does not need a table

Table 1. Effect of aeration on growth of *Streptomyces coelicolor*

Temp (°C)	No. of expt	Aeration of growth medium	Growth[a]
24	5	+[b]	78
24	5	–	0

[a] As determined by optical density (Klett units).
[b] Symbols: +, 500-ml Erlenmeyer flasks were aerated by having a graduate student blow into the bottles for 15 min out of each hour; –, identical test conditions, except that the aeration was provided by an elderly professor.

Growth medium aeration was essential for the growth of S. coelicolor. At room temperature (24 ° C) in stationary cultures, bacterial growth was not measurable, whereas in aerated cultures, substantial growth was evident (78 Klett units).

Discussion

- Interpretation of results
- Most important section
- Make the discussion correspond to the results and complement them
- Compare published results with your own

Avoid:

- Statements that go beyond what the results can support
- Non-specific expressions
- New terms not already defined or mentioned in your paper
- Speculations on possible interpretations that are not rooted in facts

Conclusion

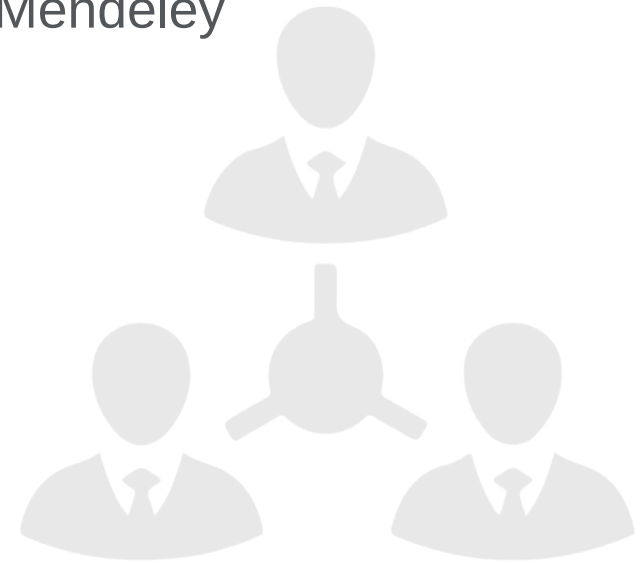
- Explain how your work advances the present state of knowledge
- Do not repeat results or the abstract
- Discuss uses, extensions, or applications
- Suggest future experiments
- Be clear to help the reviewers and editors judge your work and its impact

Acknowledgements

- Advisors
- Financial supporters and funders
- Proof readers and typists
- Suppliers who may have donated materials

References

- Do not include too many references
- Always ensure you have fully absorbed the material you are referencing
- Avoid excessive self citations or citations to publications from the same region or institute
- Conform to any requirements outlined in the Guide for Authors
- Consider using a reference manager such as Mendeley



The process of writing – building the article

Title, Abstract, and Keywords

Conclusion | Introduction

Methods | Results | Discussion

Figures/Tables (your data)

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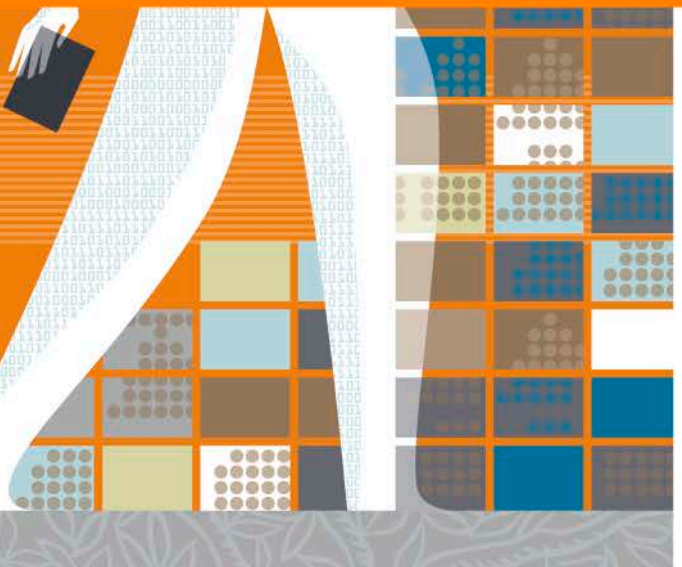
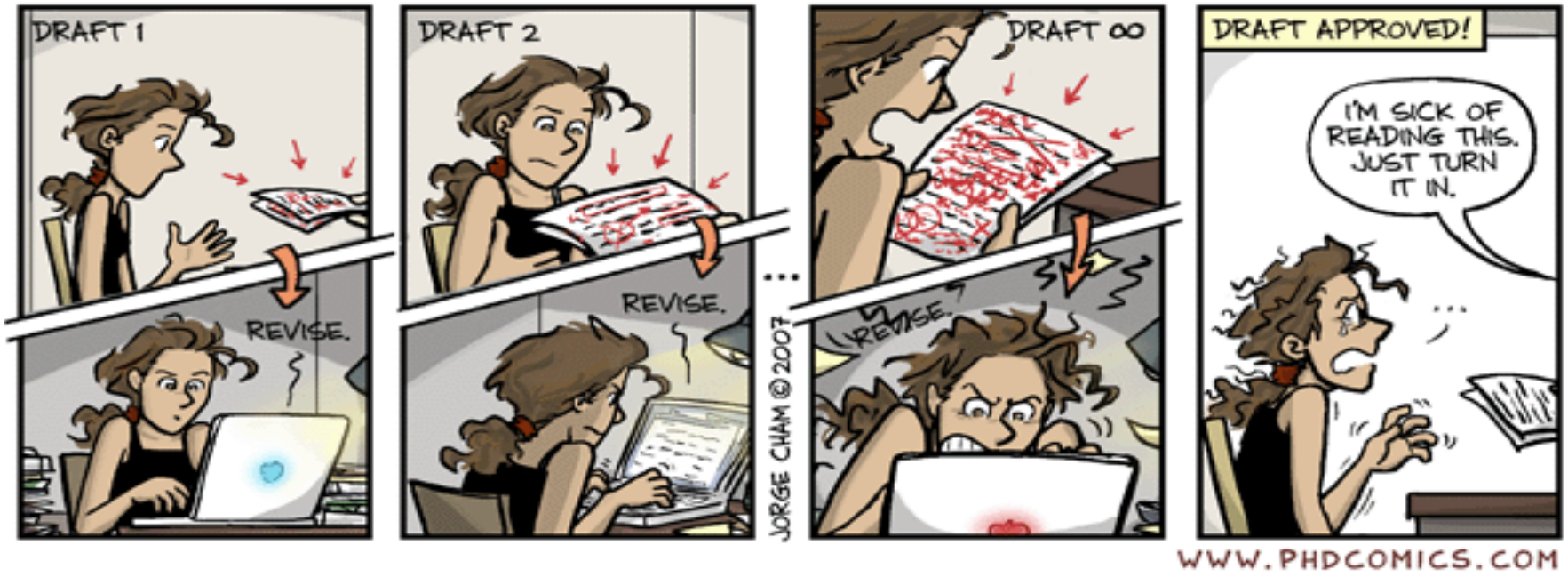
Submitting your paper



Revise before submission



Covering letter

- Your chance to speak directly to the editors
- Explain the main findings and motivation
- Highlight novelty and significance of results
- State final approval of all co-authors
- State prior reviews, revisions, etc.
- Note any special requirements e.g. suggested referees
- State any conflicts of interest

Conflicts of interest

- Direct financial
  e.g. employment, stock ownership, grants, patents
- Indirect financial
  e.g. honoraria, consultancies, mutual fund ownership, expert testimony
- Career & intellectual
  e.g. promotion, rivalry
- Institutional
- Personal belief

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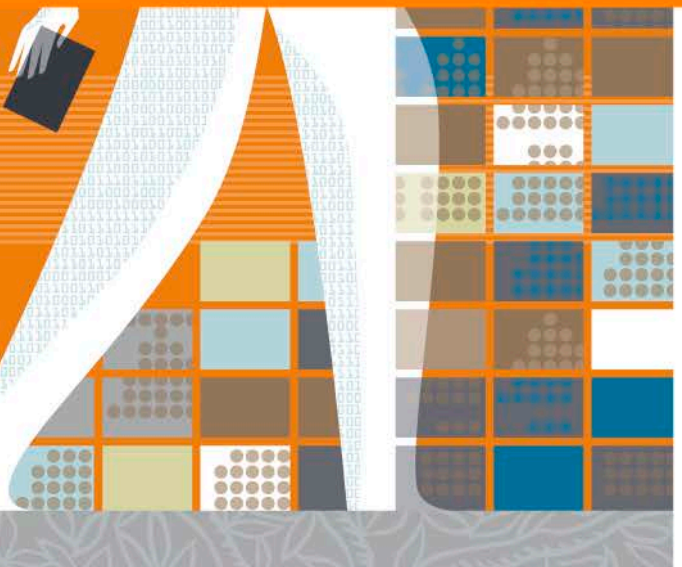
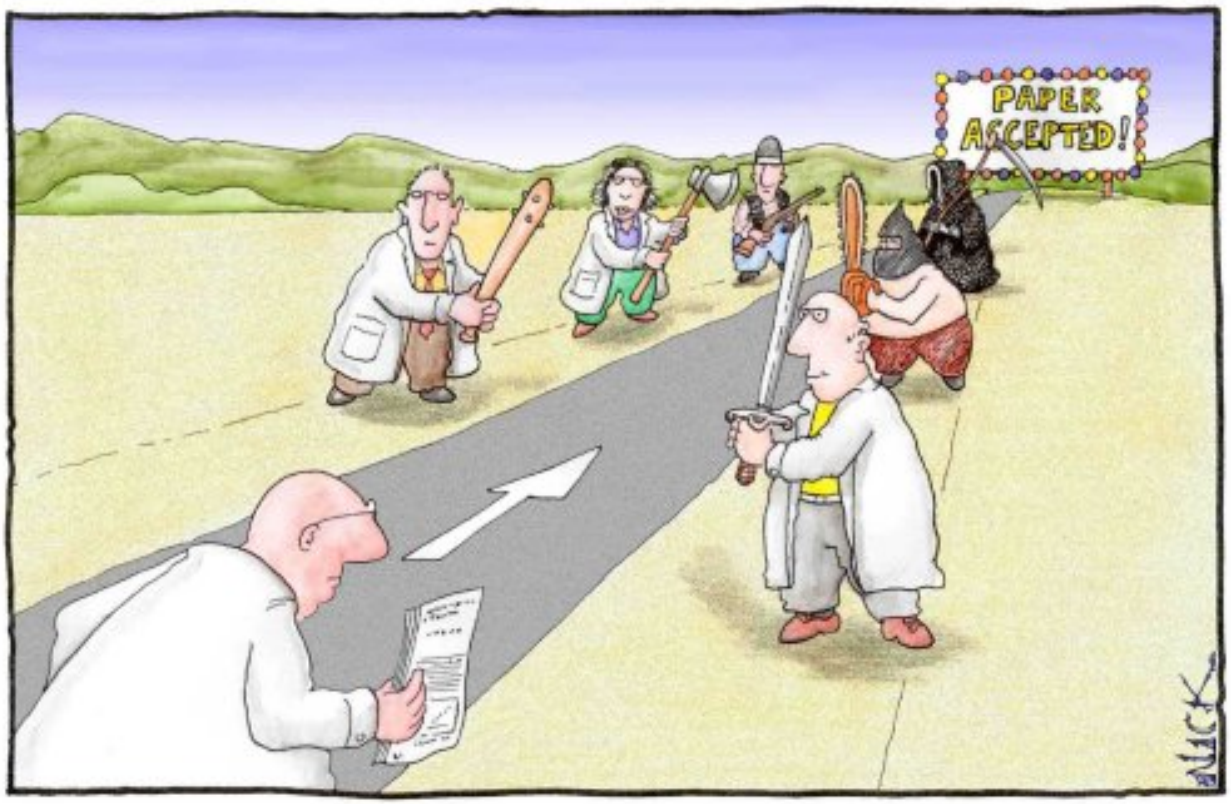
Peer-review & responding to reviewers



Peer review

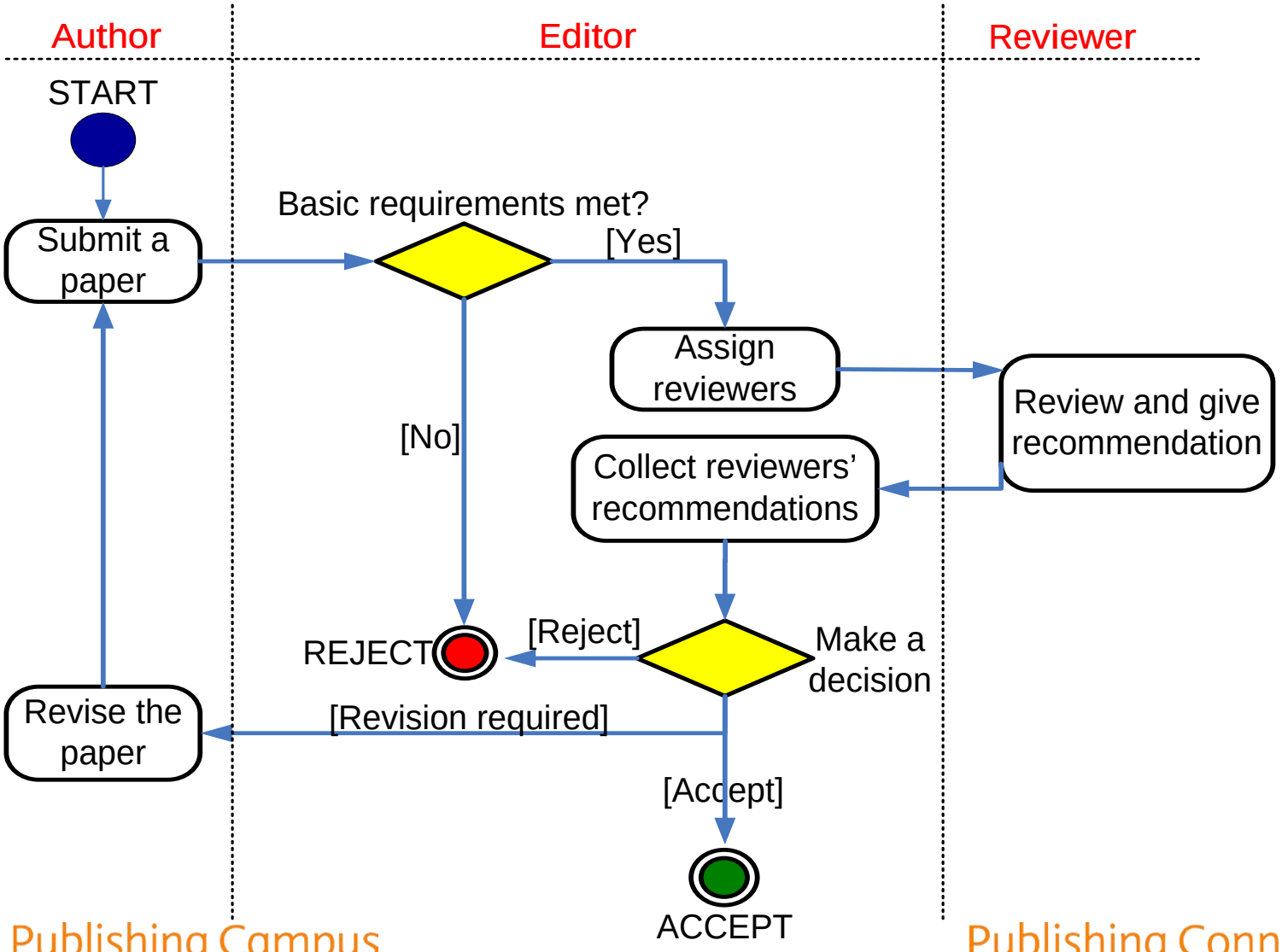
- Helps to determine the quality, validity, significance, and originality of research
- Helps to improve the quality of papers
- Publishers are outside the academic process and are not prone to prejudice or favour
- Publishers facilitate the review process by investing in online review systems and providing tools to help Editors and Reviewers

Not how it works



Most scientists regarded the new streamlined peer-review process as 'quite an improvement.'

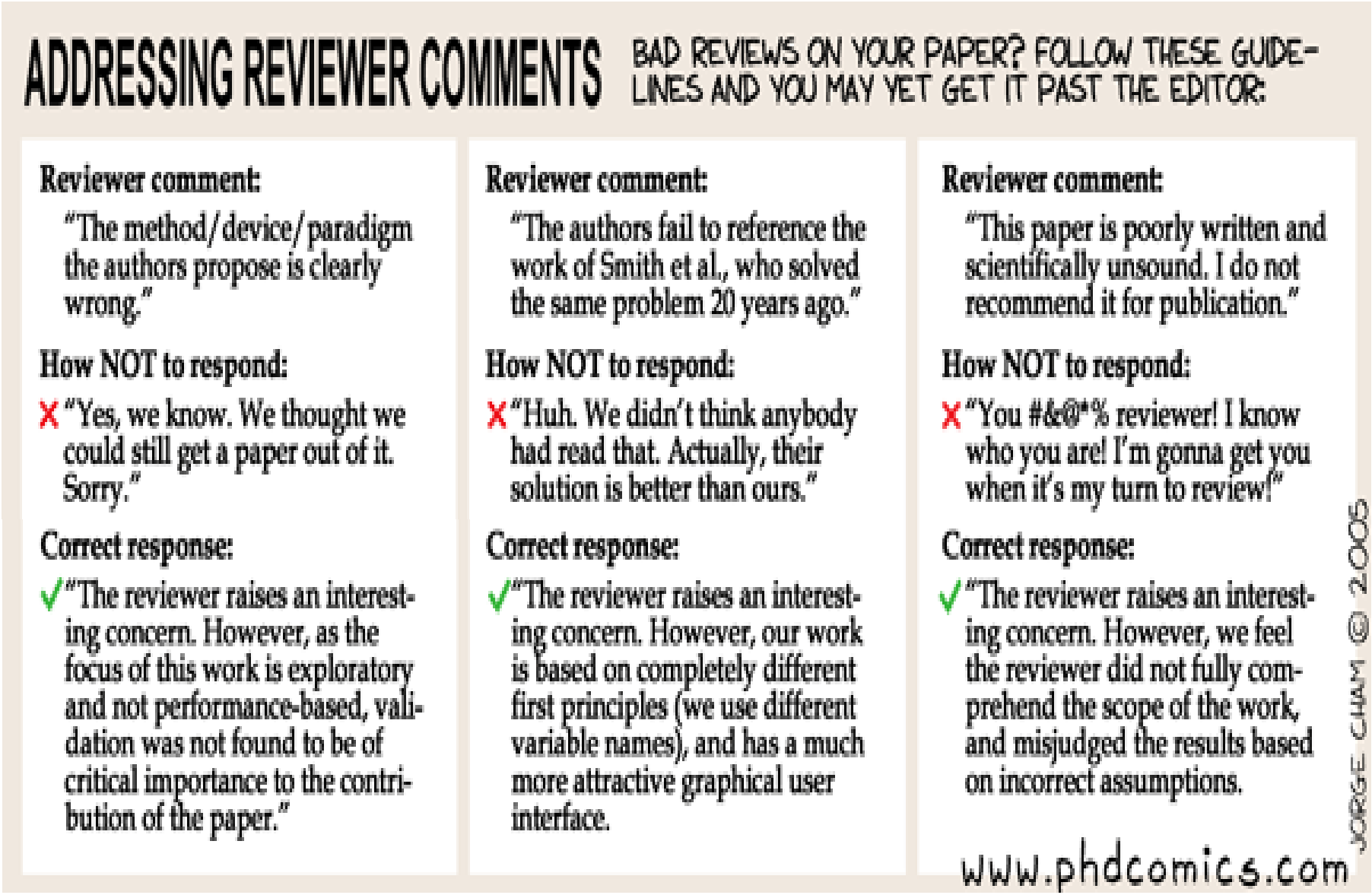
What actually happens



What are reviewers looking for?

- Importance of the hypothesis
- Originality
- Clear progression through the paper
- Well presented

Responding to reviewer comments



Recap – the review process:

- The review process is managed by the handling editor
- Editors can and do desk reject papers
- Papers that pass the basic journal requirements are sent out for review where expert peers provide assessments
- Papers may be accepted, rejected or sent back to the author for revision
- Reviewers and editors are looking for novel research of high technical quality
- The revision process should be seen as constructive

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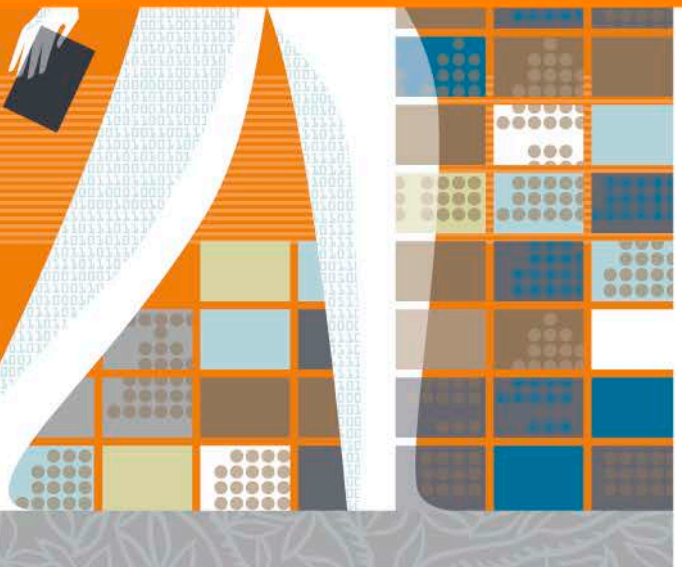
Ethical publishing



Authorship definitions

General principles for who is listed first:

First Author:

- Conducts and/or supervises the data analysis and the proper presentation and interpretation of the results

Co-Author(s):

- Makes intellectual contributions to the data analysis and contributes to data interpretation
- Reviews each paper draft
- Must be able to present the results, defend the implications and discuss study limitations

Corresponding author (denoted with *):

- Puts paper together and submits the paper to journal

Abuses to be avoided:

Ghost Authors:

- Leaving out authors who should be included

Gift Authors:

- Including authors when they did not contribute significantly

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."

Federal Office of Science and Technology Policy, 1999

Plagiarism in practice

Any of the following can be plagiarised

- Words
- Ideas
- Diagrams
- Figures & tables
- Computer programs
- Findings
- Writings
- Information
- Lectures
- Presentations
- Printed material
- Electronic material


Copying word for word


Paraphrasing


Text-recycling / self-plagiarism

Plagiarism is easily detected but also easily avoided…

You can use ideas, phrases and arguments from sources already published, just acknowledge the source and the original author, and include any directly copied text within quotation marks.

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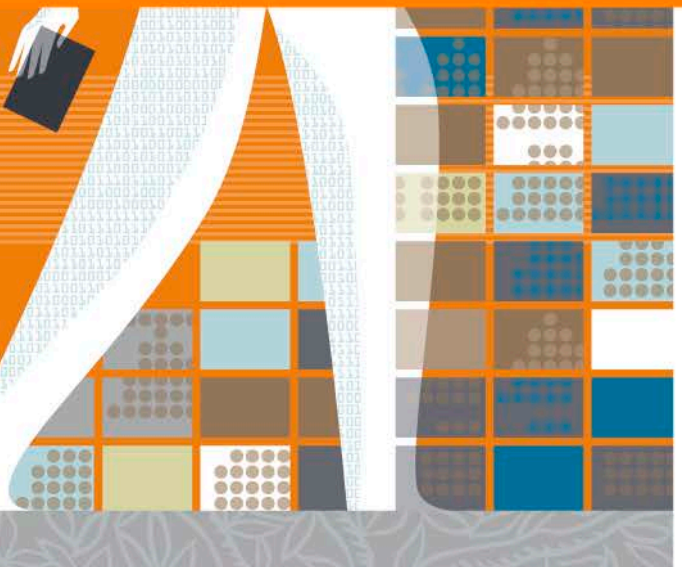
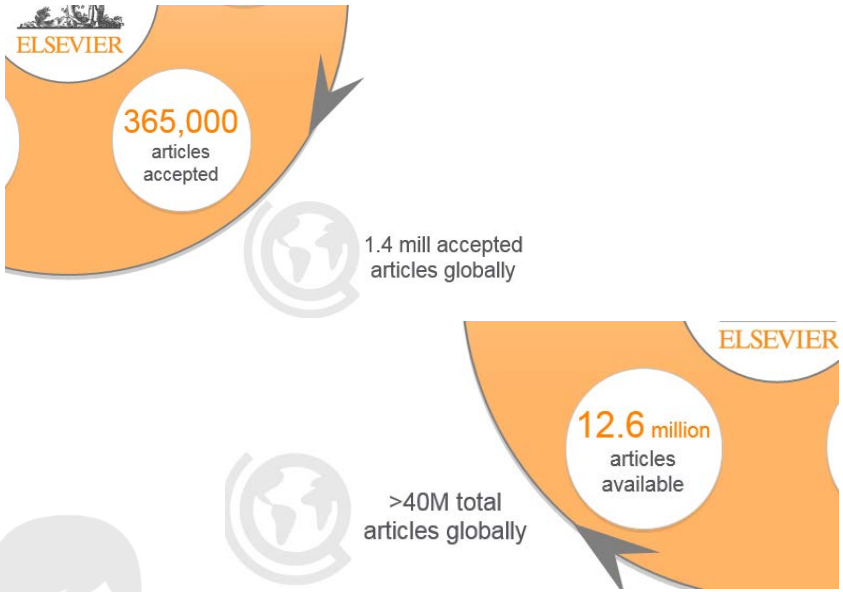
Promoting your research for maximum impact



Why is promotion important?

- We saw before that the volume of research articles is growing at an accelerated pace



- For most researchers, it's a real challenge to keep up with the literature

7 hrs/week
average time
spent on literature

- Make sure your research gets the attention it deserves and ensure it doesn't fall through the cracks!

Preparing your article

- Spend time on abstract and conclusion & references.
- Sharing research data.
- Use easy to understand charts and professional illustrations.
- Use clear and correct manuscript language.
- SEO your article by: using strong keywords in your titles, headings and captions; linking your paper with other content on the web, e.g. other papers, data repositories; and including all relevant authorship information.

Promoting your article – what Elsevier does

- Platforms

ScienceDirect Scopus

- Press Releases
- Article collections
- Sharelinks

Promoting your article – what you can do

- Conferences: network, connect online, online poster
- Prepare a lay summary
- Use your institution's communication's channels
- Prepare an audioslide presentation
- Keep your profiles up to date with your latest publications
- Make full use of social media

Monitoring your article

Powered by Altmetric.com

Picked up by **29** news outlets
Blogged by **11**
Tweeted by **69**
On **5** Facebook pages
Mentioned in **1** Google+ posts

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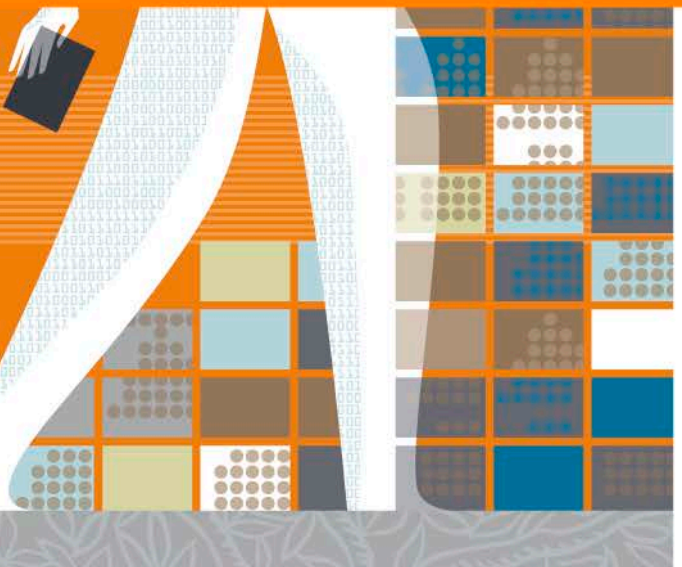
Need more information?



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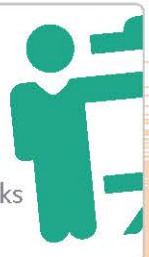

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