WILEY

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Branka Mrljes – Institutional Account Manager for Central and Easter Europe and Central Asia (CEECA)
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Wiley At A Glance

200 years of excellence

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15 million
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Commitment to quality and impact

500
Nobel Laureates have published in Wiley journals

Founded 208 years ago by Charles Wiley. Now in 7th Generation of Wiley family.
Wiley in the 2014 JCR

- 1200 journals indexed (11% of all journals in the JCR, and 70% of the Wiley portfolio) – ranked 3.
- 137,556 articles indexed (10% of all articles in the JCR) – ranked 3.
- 5,786,843 citations in 2014 to Wiley titles (12% of all cites in the JCR) – ranked 3.

**Rankings**
- 24 journals achieved a top category rank
- Wiley journals achieved 27 top rankings
- 240 journals achieved a top 10 category rank
- Wiley journals achieved 338 top-10 rankings
Wiley #1 subject categories
Wiley journals are indexed in 217 of 232 JCR subject categories.

Count of Journals

- Anatomy & Morphology
- Family Studies
- Fisheries
- Developmental Biology
- Chemistry, Medicinal
- Public Administration
- Evolutionary Biology
- Psychology, Social
- Psychology, Developmental
- Planning & Development
- Hematology
- Gastroenterology & Hepatology
- Entomology
- Anthropology
- Psychology, Applied
- Zoology
- Dermatology
- Veterinary Sciences
- Dentistry, Oral Surgery & Medicine
- Business, Finance
- Nursing (Science)
- Nursing (Social Science)
- Ecology
- Management
- Economics
Wiley #1 for articles

Sum of 2014 Articles

- Ornithology
- Agricultural Economics & Policy
- Medical Ethics
- Demography
- Andrology
- Microscopy
- Psychology, Educational
- Public Administration
- Gerontology
- Anthropology
- Limnology
- Anatomy & Morphology
- Entomology
- Fisheries
- Crystallography
- Evolutionary Biology
- Nursing (Science)
- Nursing (Social Science)
- Hematology
- Gastroenterology & Hepatology
- Dermatology
- Polymer Science
- Ecology

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## Categories with a Top-Ranked Wiley Journal

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Wiley in Serbia
Research Output by Year

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Market Share by Publisher

Market Share - Top 10 Publishers

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# Citations vs. Research Output - 2014

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## Research Output by Institute

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• 11 databases (chemistry & evidence based medicine)
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- Single sign-on with Wiley Online Library. Create one account and use it on both sites.
- Find the journal that’s right for your article.
- Track your accepted article through production (most journals).
- Free access to your published article and ability to nominate colleagues to receive free access (most journals).

Following are a few tips for using Author Services:

- To submit an article to a ScholarOne Manuscripts site, you will need to create a separate account on that site.
- When an article is accepted, the corresponding author receives an e-mail with a unique code and link. Logging in to Author Services with the same e-mail address where the alert is received automatically connects the author to the article. Alternatively, authors may register with any e-mail address: use the “add article” feature and enter the unique code contained in the initial e-mail to connect to the article. There may be a short delay from when the article is accepted and when it has been received at Wiley-Blackwell.
- Corresponding authors can sign in and provide co-authors’ e-mail addresses; this enables co-authors to track their articles and receive free access to the final, published version.

To learn more about the features of this website and the useful information it contains, look below: what would you like to do?

What would you like to do?

Editorial Policies
- Read about ethics in publishing, our agreements with the NIH and other funding bodies, open access repositories, and other editorial policies.

Author Rights and Benefits
- Learn about my rights as an author, the advantages of publishing with Wiley-Blackwell, tracking my article through online publication of my articles and more.

authorservices.wiley.com
Let your research do the talking

There should be no barriers to getting your research published, yet we know that manuscripts are often returned for English language and formatting issues.

Let Wiley Editing Services provide you with expert help to ensure your manuscript is ready for submission.

English Language Editing
Improve the chances of having your paper accepted; we give you direct access to native English speakers, experts in your area of research, who will provide extensive edits for language and style...
Read more

Translation Service
Already have your manuscript in Portuguese, Spanish or Chinese? The Wiley Translation service will provide you an English language translation and a manuscript publication-ready...
Read more

Manuscript Formatting
Save yourself valuable time formatting to a specific journal style. A skilled expert will check your manuscript to the specified journal style...
Read more

Figure Preparation
Improve the visual presentation of your research. Using the Wiley Figure Preparation service allows you to generate publication-ready figures from your original files...
Read more

wileyeditingservices.com
ChemistryViews: Tips for Writing Better Science Papers

Posted on September 20, 2013 by LLUCKING · Leave a comment

Have you had enough of weak science papers? Learn how to write better science papers with these tips from ChemistryViews.

writeforwiley.com
The agenda

Why publish?
Submission
Editorial
Production
Publication
Why publish?

GET PUBLISHED

...why?
Motivation for publication

Fame
Recognition by your peers

Fortune
Promotions, grant applications, research funding

Responsibility
To society, taxpayer-funded research, contribution to progress
Probably the most common driver....

BECAUSE MY BOSS TOLD ME TO!
Why publish?

Publication with a reputable publisher assumes:
- Peer review
- A bar for acceptance
- Editorial processes adhere to industry agreed ethical standards
- Among leaders within the field

Ensures a version of record is available in perpetuity
- Digitization of legacy material. Maintaining the completeness of the academic record

Editorial & author services

Provisions for:
- Copy editing
- Typesetting
- Author tools
- Provision of electronic editorial offices
- Funding of receiving editors

Marketing, Dissemination and Discoverability

Provides a searchable platform
- A&I servicing
- Article linking
- Promotion/marketing

Archiving

Event sponsorship
- Grants and awards
- Author/referee workshops
- Development of new services/technologies to assist researchers

Community outreach

Ensures a version of record is available in perpetuity
- Digitization of legacy material. Maintaining the completeness of the academic record
Part II – submitting an article
What am I trying to say and how can I express it effectively?

- Research article
- Short communication
- Letter to the editor
- Perspective
- Review/Mini review article
- Historical
• Where do you read papers related to your research?
• Which journals do you like the most?
• Where were your references published?
• What do your peers suggest?

Which audience is right for me?
Evaluating the target journal

- Prestige
- Speed
- Audience
- Aesthetics
- Author service / experience
- Cost
- Likelihood of acceptance
I don’t know where to submit or I want to survey my options.

These journals have articles most similar to your input:
"Electronically induced rotating colloidal clusters for generating shear in microfluidic channels"

<table>
<thead>
<tr>
<th>Confidence</th>
<th>Journal</th>
<th>Article Influence</th>
<th>Articles</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Langmuir: the ACS journal of surfaces and colloids</td>
<td>1.24787</td>
<td>Show articles</td>
</tr>
<tr>
<td></td>
<td>Lab on a chip</td>
<td>1.74293</td>
<td>Show articles</td>
</tr>
<tr>
<td></td>
<td>Physical review. E, Statistical, nonlinear, and soft matter physics</td>
<td>1.01749</td>
<td>Show articles</td>
</tr>
<tr>
<td></td>
<td>Physical review letters</td>
<td>3.29313</td>
<td>Show articles</td>
</tr>
<tr>
<td></td>
<td>Biomedical Fluid Science</td>
<td>0.61195</td>
<td>Show articles</td>
</tr>
<tr>
<td></td>
<td>Journal of colloid and interface science</td>
<td>0.85437</td>
<td>Show articles</td>
</tr>
<tr>
<td></td>
<td>Proceedings of the National Academy of Sciences of the United States of America</td>
<td>4.85992</td>
<td>Show articles</td>
</tr>
<tr>
<td></td>
<td>Chemical communications (Cambridge, England)</td>
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<td>Show articles</td>
</tr>
<tr>
<td></td>
<td>Biochemical and biophysical research communications</td>
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<td></td>
<td>Biomaterials</td>
<td>1.96149</td>
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</tr>
<tr>
<td></td>
<td>ASAIO Journal (American Society for Artificial Internal Organs: 1992)</td>
<td>0.39482</td>
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<tr>
<td></td>
<td>Electrophoresis</td>
<td>0.63556</td>
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</tr>
<tr>
<td></td>
<td>Physical chemistry chemical physics: PCCP</td>
<td>1.29798</td>
<td>Show articles</td>
</tr>
<tr>
<td></td>
<td>Journal of bioscience and bioengineering</td>
<td>1.96149</td>
<td>Show articles</td>
</tr>
<tr>
<td></td>
<td>Journal of the American Chemical Society</td>
<td>2.70463</td>
<td>Show articles</td>
</tr>
<tr>
<td></td>
<td>Journal of physics, Condensed matter: an Institute of Physics journal</td>
<td>0.89928</td>
<td>Show articles</td>
</tr>
</tbody>
</table>
Preparing and submitting your manuscript

Read the author instructions and format your article appropriately
Typical structure of a research article

- Abstract
- Introduction
- Method
- Results and Discussion
- Conclusion
The determination of melamine in muscle tissue
by liquid chromatography/tandem mass spectrometry

Michael S. Filigenzi, Elizabeth R. Tor, Robert H. Poppenga, Linda A. Aston
and Birgit Puschner

California Animal Health and Food Safety Laboratory System, Toxicology Laboratory, University of California, Davis, CA 95616, USA

Received 6 June 2007; Revised 7 September 2007; Accepted 1 October 2007

In early 2007 it was determined that the compound melamine, suspected of having been involved in the deaths of numerous pets, had been fed to hogs intended for human consumption. This report describes a method for the analysis of melamine in porcine muscle tissue using solid-phase extraction (SPE) and high-performance liquid chromatography/tandem mass spectrometry (HPLC/MS/MS). Melamine was extracted in 50% acetonitrile in water. Homogenates were centrifuged and supernatants were acidified and washed with methylene chloride. The aqueous extracts were cleaned up using mixed-mode C8/strong cation exchange SPE and then concentrated, fortified with a stable isotope-labeled analog of melamine, and analyzed by HPLC/MS/MS. Gradient HPLC separation was performed using an ether-linked phenyl column with ammonium acetate/acetic acid and acetonitrile as the mobile phase. Multiple reaction monitoring (MRM) mode of two precursor-product ion transitions for melamine and one for the internal standard was used. A five point calibration curve ranging from 50 to 2000 ng/mL of melamine in solvent was used to establish instrument response. The method was validated by analysis of seven replicate porcine muscle tissue samples fortified with 10 ng/g of melamine. The mean recovery for the seven replicates was 83% with 6.5% relative standard deviation and the calculated method detection limit was 1.7 ng/g. Copyright © 2007 John Wiley & Sons, Ltd.
The abstract – one of the most important elements of your article

• Referee and editor assessment

• Abstract and indexing / search-ability
What makes a good abstract?

In early 2007 it was determined that the compound melamine, suspected of having been involved in the deaths of numerous pets, had been fed to hogs intended for human consumption. This report describes a method for the analysis of melamine in porcine muscle tissue using solid-phase extraction (SPE) and high-performance liquid chromatography/tandem mass spectrometry (HPLC/MS/MS). Melamine was extracted in 50% acetonitrile in water. Homogenates were centrifuged and supernatants were acidified and washed with methylene chloride. The aqueous extracts were cleaned up using mixed-mode C8/strong cation exchange SPE and then concentrated, fortified with a stable isotope-labeled analog of melamine, and analyzed by HPLC/MS/MS. Gradient HPLC separation was performed using an ether-linked phenyl column with ammonium acetate/acetic acid and acetonitrile as the mobile phase. Multiple reaction monitoring (MRM) mode of two precursor-product ion transitions for melamine and one for the internal standard was used. A five point calibration curve ranging from 50 to 2000 ng/mL of melamine in solvent was used to establish instrument response. The method was validated by analysis of seven replicate porcine muscle tissue samples fortified with 10 ng/g of melamine. The mean recovery for the seven replicates was 83% with 6.5% relative standard deviation and the calculated method detection limit was 1.7 ng/g. Copyright © 2007 John Wiley & Sons, Ltd.

State why the research is important to a broader non-scientific audience

Introduce the procedure simply

Describe the experiment in detail

Offer a brief overview of the results
Think "structured" abstract format

**RATIONALE:** Oxygen triple isotope compositions give key information for understanding physical processes during isotopic fractionation between the geo-, hydro-, bio-, and atmosphere. For detailed discussion of these topics, it is necessary to determine precise $^{17}$O-excess values of terrestrial silicate/oxide minerals with respect to Vienna Standard Mean Ocean Water (VSMOW).

**METHODS:** Water was fluorinated in an electrically heated Ni-metal tube into which water and BrF$_3$ were loaded for the quantitative extraction of oxygen. Silicate/oxide minerals were fluorinated by heating with a CO$_2$ laser in an atmosphere of BrF$_3$. The extracted oxygen was purified and isotope ratios of the oxygen triple isotope compositions were determined using a Finnigan MAT253 isotope ratio mass spectrometer.

**RESULTS:** The oxygen triple isotope compositions of meteoric water and terrestrial silicate/oxide minerals fall on statistically distinguishable fractionation lines, defined as $[\ln(\delta^{17}O + 1) = \lambda \ln(\delta^{18}O + 1) + \Delta]$, where $\lambda$ and $\Delta$ correspond to the slope and intercept, respectively. The fractionation line for meteoric water has $\lambda = 0.5285 \pm 0.0005$ and $\Delta = 0.03 \pm 0.02\%$ and for terrestrial silicate/oxide minerals has $\lambda = 0.5270 \pm 0.0005$ and $\Delta = -0.070 \pm 0.005\%$, at the 95% confidence limit.

**CONCLUSIONS:** All the analyzed terrestrial silicate/oxide minerals including internationally accepted reference materials (NBS-28, UWG-2, and San Carlos olivine) have a negative $^{17}$O-excess with respect to VSMOW. We propose that it is necessary to specify if the determined $\delta^{17}$O values of terrestrial and extraterrestrial samples are expressed as the difference from VSMOW or the terrestrial silicate mineral-corrected value. Copyright © 2012 John Wiley & Sons, Ltd.
What makes a bad abstract?

The chlorogenic acids of Gardeniae Fructus used traditionally as a Chinese herbal medicine (zhizi) have been investigated qualitatively by liquid chromatography/multi-stage mass spectrometry (LC/MS²). Twenty-nine chlorogenic acids were detected and twenty-five characterised to regioisomer level on the basis of their fragmentation, twenty-four for the first time from this source. Assignment to the level of individual regioisomers was possible for three caffeoylquinic acids, three dicaffeoylquinic acids, three sinapoylquinic acids, four caffeoyl-sinapoylquinic acids, two feruloyl-sinapoylquinic acids, one p-coumaroyl-sinapoylquinic acid, three (3-hydroxy, 3-methyl)glutaroylquinic acids, two (3-hydroxy, 3-methyl)glutaroyl-feruloylquinic acids, one (3-hydroxy, 3-methyl)glutaroyl-dicafeoylquinic acid, and one (3-hydroxy, 3-methyl)glutaroyl-cafeoyl-feruloylquinic acid. Six (3-hydroxy, 3-methyl)glutaroyl-cafeoylquinic acids were detected and two were tentatively assigned as 3-cafeoyl-4-(3-hydroxy, 3-methyl)glutaroylquinic acid and 3-cafeoyl-5-(3-hydroxy, 3-methyl)glutaroylquinic acid. The (3-hydroxy, 3-methyl)glutaroyl residue modifies the mass spectral fragmentation behavior and elution sequence compared with the chlorogenic acids that contain only a cinnamic acid residue(s). Fourteen of these twenty-nine chlorogenic acids have not previously been reported from any source. Copyright © 2010 John Wiley & Sons, Ltd.

Why? What is the significance of this study? Why is Gardeniae Fructus important?

Straight into a shopping list of the results and characterized acids
Choose and place keywords wisely

- **Title:** Core keywords/key-phrases
- **Abstract:** Repeat core keywords/key-phrases 2 – 3 times, and add other field-related ones
- **Headings and body text:** Consistent use of keywords

Make sure the terms you use are consistent:
e.g. which one: “dorsoventral”, “dorso-ventral”, “dorsal-ventral”?
Which is more used in the literature?
Apply the principle of “chunking” throughout your manuscript.

Section heading

This is hard to digest and remember…

Keep your lowest level sections below 600 words; better 300, if possible.

This is easier to digest and remember…
Use tables and information boxes to organise important details when possible.

<table>
<thead>
<tr>
<th></th>
<th>abc</th>
<th>abc</th>
<th>abc</th>
</tr>
</thead>
<tbody>
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<td>xyz</td>
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</tbody>
</table>

Box 1

...
Artwork

• Use one standard/common font (preferably Arial)
• Use one font size
• Avoid use of shadows/glows/reflections

• Check the author instructions with regard to reproducing colour
More mistakes are found in the references than any other part of the manuscript

- It is one of the most annoying problems, and causes great headaches among editors

- Cite the main scientific publications on which your work is based

- Do not inflate the manuscript with too many references – it doesn’t make it a better manuscript!

- Avoid excessive self-citations

- Avoid excessive citations of publications from the same region
At one point you may get frustrated…
…so here’s a tip

**Write Backwards!**

- Figures and tables
- Methods, Results & Discussion
- Conclusions & Introduction
- Abstract and Title
Let your research do the talking

There should be no barriers to getting your research published, yet we know that manuscripts are often returned for English language and formatting issues.

Let Wiley Editing Services provide you with expert help to ensure your manuscript is ready for submission.

- **English Language Editing**
  Improve the chances of having your paper accepted; we give you direct access to native English speakers, experts in your area of research, who will provide extensive edits for language and style...
  
  [Read more](#)

- **Translation Service**
  Already have your manuscript in Portuguese, Spanish or Chinese? The Wiley Translation service will provide you an English language translation and a manuscript publication-ready...
  
  [Read more](#)

- **Manuscript Formatting**
  Save yourself valuable time formatting to a specific journal style. A skilled expert will check your manuscript to the specified journal style...
  
  [Read more](#)

- **Figure Preparation**
  Improve the visual presentation of your research. Using the Wiley Figure Preparation service allows you to generate publication-ready figures from your original files...
  
  [Read more](#)
How to write resources

Journal articles

Whitesides’ Group: Writing a Paper
G. M. Whitesides

A Brief Guide to Designing Effective Figures for the Scientific Paper
M. Rolandi, K. Cheng, S. Pérez-Kriz

How to write a paper for *Rapid Communications in Mass Spectrometry*

authorservices.wiley.com
...so your article is written, format is good, time to submit your article with your covering letter

Together with the abstract of your paper, the cover letter is one of the first things the editor will see, so make it count!

<table>
<thead>
<tr>
<th>Why is this topic important?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Why are these results significant?</td>
</tr>
<tr>
<td>What is the key result? (breakthrough!)</td>
</tr>
<tr>
<td>Why are you submitting to this journal?</td>
</tr>
<tr>
<td>Why will this journal’s readers read it?</td>
</tr>
</tbody>
</table>

Keep the letter as direct and short as possible
The longer it is, the easier it is to overlook something important
Submitting the manuscript

- Typically via an Electronic Editorial Office (EEO) such as ScholarOne Manuscripts
- Occasionally direct to Editor
Article submitted!

Now it’s over to the journal Editors....
Part III
The editorial process
The editorial workflow

- Manuscript submitted

Editors examine and make Initial editorial decision

- Language
- Formatting / completeness
- Scope
- Is the article type correct
- Significance
- Readership
- Impact

- Manuscript rejected
- Manuscript sent back to author for alteration before resubmission

Send to peer review

Ensures that the article is in a suitable state for peer review
The editorial workflow

1. Passed initial screening
2. Manuscript sent out for peer review
3. Editor makes decision based on reports

3 GENERAL OUTCOMES
Accept
Revise

- Major revision
- Minor revision
Sometimes papers are accepted without changes, but this is unusual.
Carefully consider reviewer comments

Approach a revision decision as an opportunity to develop your paper into the best it can be
Referee’s comments should not be seen as negative criticisms but development points
Not all changes have to be made but require convincing arguments for changes not made

Remember! Your response may go back to reviewers. You may need to convince them and the editor!
Rejection

Technical/scientific issues
Motivation unclear/unimportant
Novelty/originality
Conclusions do not support the data
Results less important
Results uninteresting
Ethical questions
Unclear presentation
### Should you appeal a reject decision?

<table>
<thead>
<tr>
<th>Usually, no</th>
<th>Occasionally, yes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Risk of longer time to publication</td>
<td>Importance / impact / novelty missed by editor/referees</td>
</tr>
<tr>
<td>Editors and referees know journal</td>
<td>Factual errors in referee reports that led to rejection</td>
</tr>
<tr>
<td>Criticisms may be valid</td>
<td></td>
</tr>
</tbody>
</table>
Most scientists regarded the new streamlined peer-review process as ‘quite an improvement.’
What is peer review?

“Peer review is the evaluation of work by one or more people of similar competence to the producers of the work (peers).

It constitutes a form of self-regulation by qualified members of a profession within the relevant field. Peer review methods are employed to maintain standards of quality, improve performance, and provide credibility. In academia peer review is often used to determine an academic paper's suitability for publication.”

- Wikipedia
Why do we peer review?

**Suitability for publication**

- True / credible?
- Reproducible?
- Important, relevant?
- Communicated effectively?
- Novelty?
- Plagiarism?

**Verify & improve the research**

- Interpretation of results
- Reasoning
- Presentation
- Critical but constructive feedback
- New / additional ideas
What peer review doesn’t do?

• Peer review checks the likelihood of reproducibility, it does not recreate the experiments to verify reproducibility.
What peer reviewers are asked to do – the typical questionnaire

<table>
<thead>
<tr>
<th>Questionnaire</th>
<th>Yes</th>
<th>No</th>
<th>See Report</th>
</tr>
</thead>
<tbody>
<tr>
<td>Does the manuscript contain new and significant information to justify publication?</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Is the problem significant and concisely stated?</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Are the experimental and/or theoretical methods described comprehensively?</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Are the interpretations and conclusions justified by the results?</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Is the summary (abstract) concise?</td>
<td></td>
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<tr>
<td>Are the Literature citations adequate?</td>
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<td>Is the language acceptable?</td>
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<table>
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<td>Accept</td>
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<tr>
<td>Minor Revision</td>
</tr>
<tr>
<td>Major Revision</td>
</tr>
<tr>
<td>Reject</td>
</tr>
</tbody>
</table>
What peer reviewers are asked to do – the referee report

- Is the motivation clear?
- Is the motivation important?
- Is the work novel and original?
- Are the conclusions supported by the data?
- Are the results important? (Are they interesting?)
- Is the presentation clear?
- Are there any ethical questions?
- Were any flaws or mistakes found?
- Should anything be added or removed?
- Are there any literature citations missing?
On what basis are peer reviewers chosen?

**Journal’s reviewer database**
Current and past authors / referees, bibliographic searches, keyword, interests, publication history.

**Suggestions from authors**
Very helpful!
Not just the biggest names please – others as well
Also list people with conflicts of interest who should not be asked to review

**Suggestions from other reviewers**
Can provide leads to further candidates

**Suggestions from our Advisory Board Members**
Especially in difficult cases, appeals or disputes

**Editor’s own knowledge of the community**
Contacts from conferences, prominent scientists, regular authors, etc.
Why be a peer reviewer?

- Access to latest research before it is published
- Duty
- To keep the peer review mechanism buoyant
- To enhance ones gravitas as an expert
- To glean recognition by the editors
- Pedagogical altruism – to encourage and help develop author’s ideas
- Visa application (becoming more common)
Survival Tips during Peer Review

Seek help with language and statistics if you need it

Understand that Editors and reviewers are trying to improve your paper

Accept feedback as a learning experience

Persistence pays! Answer questions and address revisions quickly

Seek out Editors at conferences, ‘Meet the Editor’ sessions etc...

Be polite! Responses may go back to reviewers!
Time for a Break
GOT ETHICS?
Academic Publishing Depends on Trust!

There are ethical responsibilities for all actors in the publication process:

Editors
Authors
Referees
Editor responsibilities

• Ensure efficient, fair, and timely manuscript processing
• Ensure confidentiality of submitted manuscripts
• Make the final decision for accepting or rejecting
• Not use work reported in a submitted manuscript for their own research
• Ensure a fair selection of referees
• Act upon allegations of scientific misconduct
• Deal fairly with author appeals
Author responsibilities

- To gather and interpret data in an honest way
- To give due recognition to published work relating to their manuscript
- To give due acknowledgement to all contributors
- Notify the publisher of any errors
- To avoid undue fragmentation of work into multiple manuscripts (salami publishing)
- To ensure that a manuscript is submitted to only one journal at a time
Reviewer responsibilities

• Ensure confidentiality of manuscripts and respect privileged information

• Not to withhold a referee report for personal advantage

• Return to editor without review if there is a conflict of interest

• Inform editor quickly if not qualified or unable to review

• Judge manuscript **objectively** and in timely fashion

• Explain and support recommendations with arguments and references where appropriate

• Inform editor if plagiarized or falsified data is suspected
Ethical misconduct

Examples of ethical misconduct that are not tolerated:

- Falsifying data
- Fabricating data
- Plagiarism
- Multiple concurrent/dual submissions
- Image manipulation
- Authorship misrepresentation
- Duplicate publication

Penalties can be severe!
The case of Jan Hendrik Schön

German physicist who made spectacular breakthroughs with semiconductors, winning a number of academic accolades. The breakthroughs were later discovered to be fraudulent.


Schön's doctoral degree had been revoked due to “dishonourable conduct” but later reinstated after legal appeal.

In 2004 the German Research Foundation took away his right to vote or serve on their committees for 8 years, to serve as a peer reviewer or to apply for DFG funds.
Ethics Resources

Wiley’s Best Practice Guidelines on Publishing Ethics

• A Publisher’s Perspective, Second Edition
  now available FREE at
  http://exchanges.wiley.com/ethicsguidelines

• Updated version of the first edition published by Wiley in 2006

• Provides guidance, resources, and practical advice on ethical concerns that arise in academic publishing for editors, authors, researchers and other audiences

• The uniquely multidisciplinary guidelines have been revised, updated, and reviewed by 30 editors and ethics experts

• Guidance added about whistle-blowers, animal research and clinical research – particularly around clinical trial registration

• Now also includes guidance on best practice for journals in human rights and confidentiality, and addresses how approaches differ between cultures
Ethics resources

publicationethics.org
Part IV
Production
The life of an accepted article – the production process

Copyediting

Typesetting

Dispelling the myths surrounding the Research Excellence Framework

In a recent discussion with a colleague from the UK, we learned that scientists in his department are currently under pressure to submit their work to the highest impact journal they can in order to have the greatest impact in the upcoming Research Exercise Framework (REF) for the UK's academic units. Unfortunately, he pointed out that, under these constraints, *RCM* - as well as *JASMS, JMS, IJMS* and *EJMS* - does not fit the journal profile to which they were asked to publish. Instead, *Analytical Chemistry* and similar
The life of an accepted article – the production process

Copyediting

Typesetting

Correction

Print product

Online product
Manuscript published!

GAME

OVER?
That old classic - citation tracking

“These cited references are authors’ acknowledgments of their debt to the published research findings of others”
Journal level evaluation - The Impact Factor

How is the Impact Factor calculated?

2013 impact factor = \( \frac{A}{B} \)

Where:

\( A \) = the number of times that all items published in a journal in 2011 and 2012 were cited by indexed publications during 2013

\( B \) = the total number of citable items published by that journal in 2011 and 2012.

In 2013 it received 2201 citations to all of the articles published in the journal in 2011 and 2012. \( A = 2201 \)

There were 227 citable items published in 2011 and 2012. \( B = 227 \)

\[
\frac{2201 \text{ Citations}}{227 \text{ Articles}} = \text{Impact Factor of 9.696}
\]
# Pros and cons of the Impact Factor

<table>
<thead>
<tr>
<th>Pros</th>
<th>Cons</th>
</tr>
</thead>
<tbody>
<tr>
<td>• It is fundamentally a sound premise</td>
<td>• Target period (window) is not appropriate for all subject areas</td>
</tr>
<tr>
<td>• It is transparent</td>
<td>• It is possible to manipulate it</td>
</tr>
<tr>
<td>• It is easy to explain</td>
<td>• A citation is not necessarily a validation</td>
</tr>
<tr>
<td>• It is efficient</td>
<td>• Differences in referencing behaviour between subjects</td>
</tr>
<tr>
<td>• After 50 years of use it is established</td>
<td>• Misused to judge author performance</td>
</tr>
</tbody>
</table>
That brings us to the end, so...

Good Luck!

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