




Elsevier Publishing Campus

How to get published

Preparing your manuscript

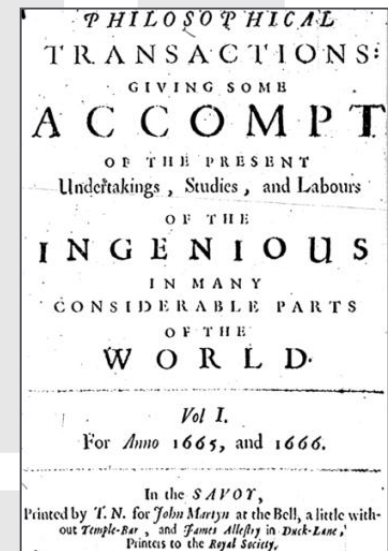


Bart Wacek
Publishing Director, Biochemistry
b.wacek@elsevier.com

Academic publishing

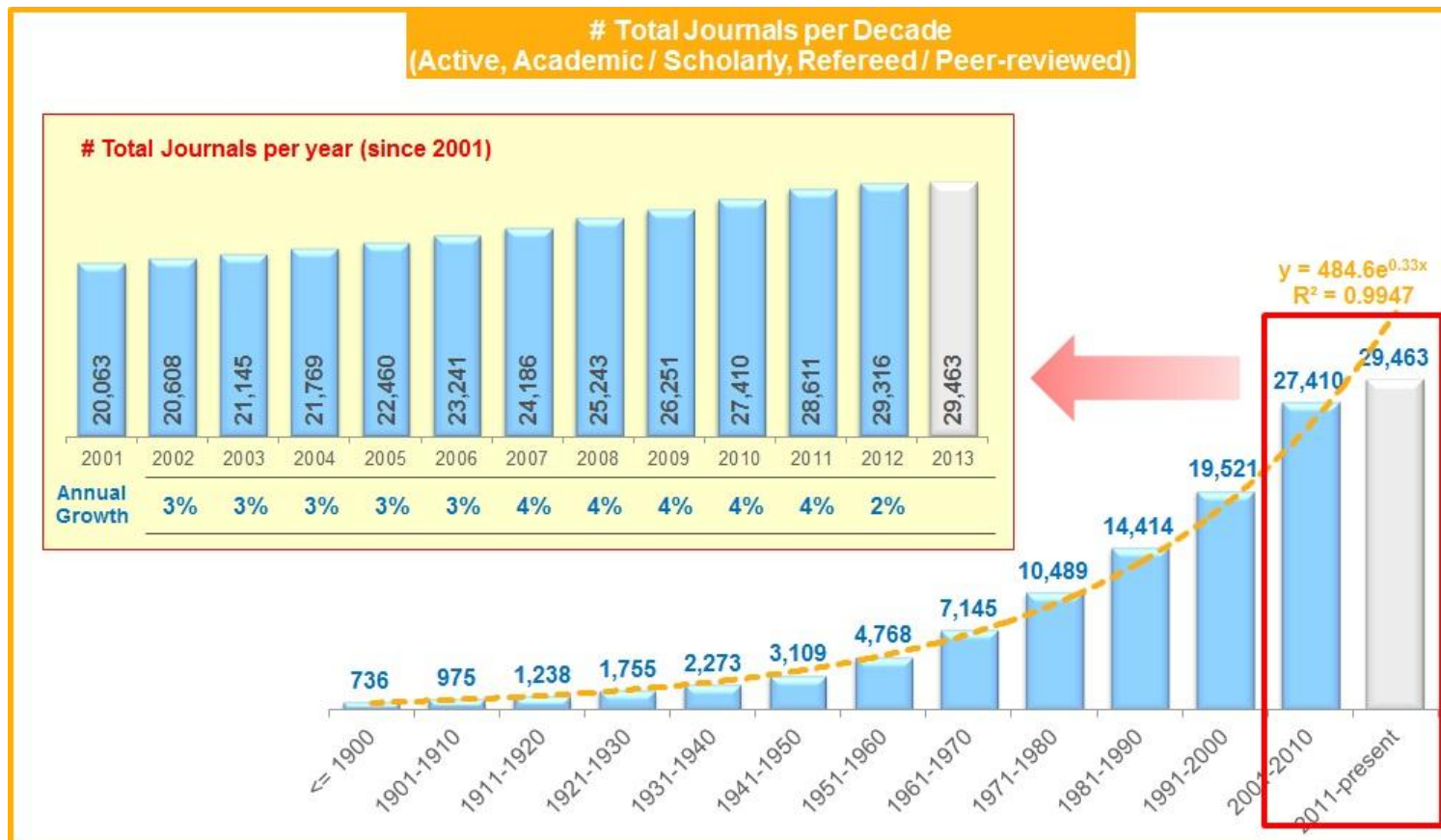
What is peer review?

- Peer review consists of the evaluation of articles by experts in the field
- It was first used in 1665, by the Royal Society in London
- Peer review places the reviewer, with the author, at the heart of scientific publishing
- Reviewers make the editorial process work by examining and commenting on manuscripts
- Without peer review there is no control in scientific communication
- Reviewers are the backbone of the whole process



Academic publishing

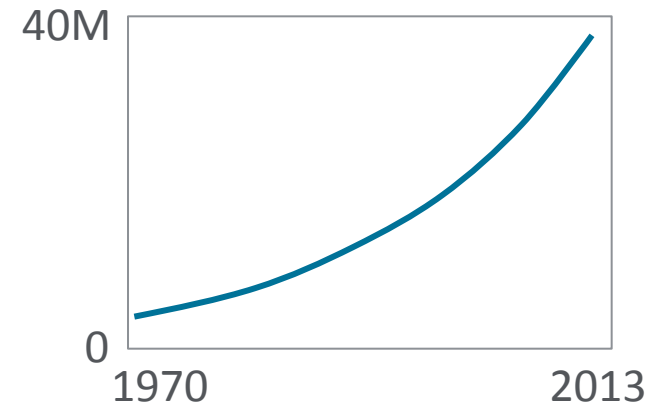
Peer-reviewed journal growth 1990-2013



Source: Ulrichsweb Global Serials Directory

You want to make sure your research gets the attention it deserves

- 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
- Your job: make sure your research doesn't fall through the cracks!

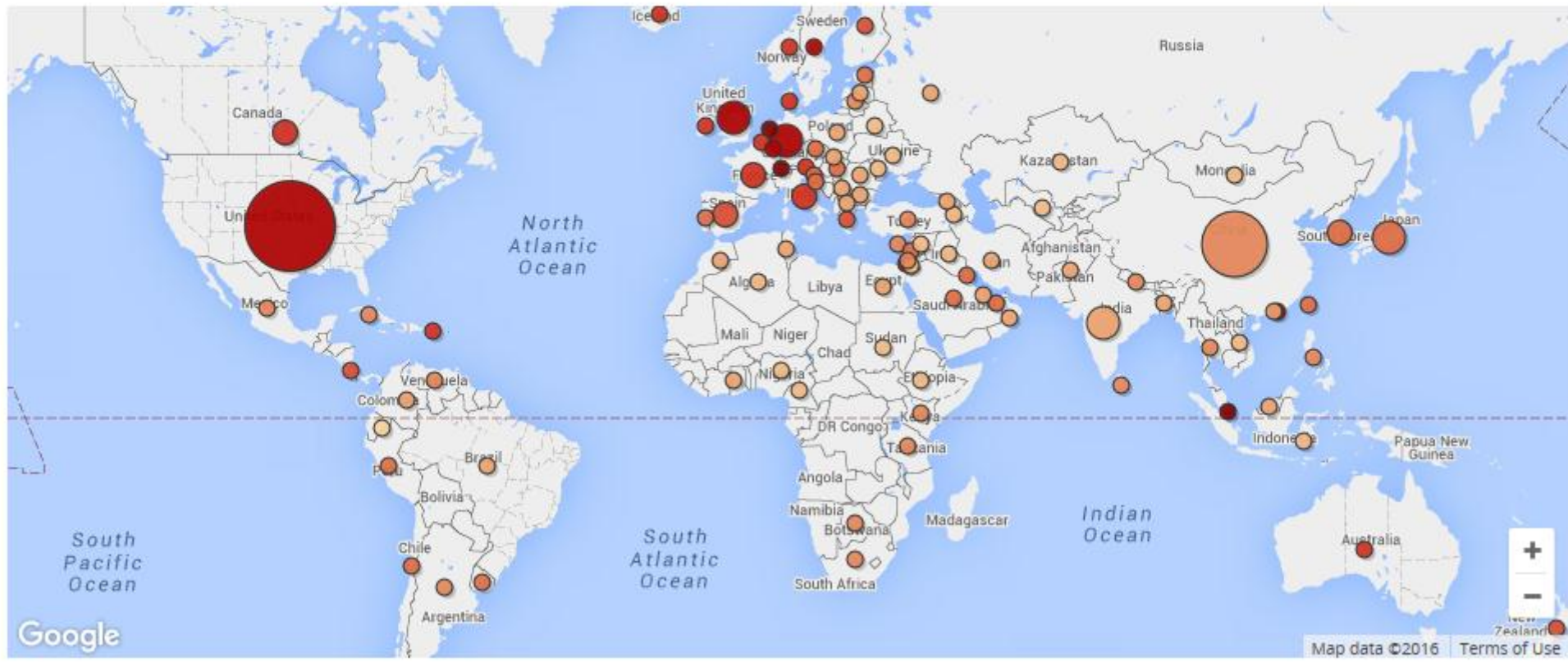


7 hrs/week
average time
spent on literature

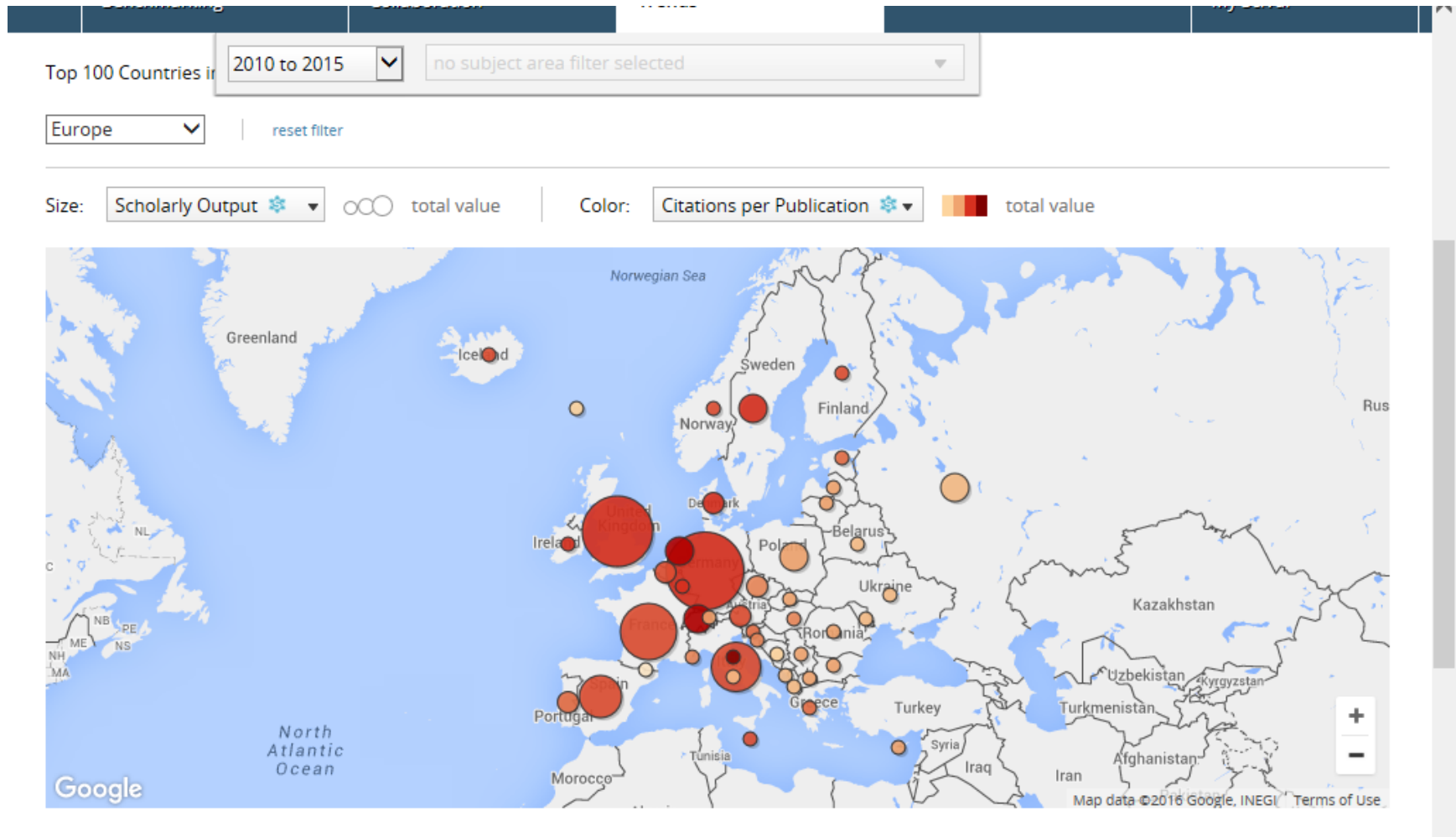
World Output & Citation Level – (Biochemistry)

Top 100 Countries in

Size: | Color:



Europe Output & Citation Level – (Biochemistry)



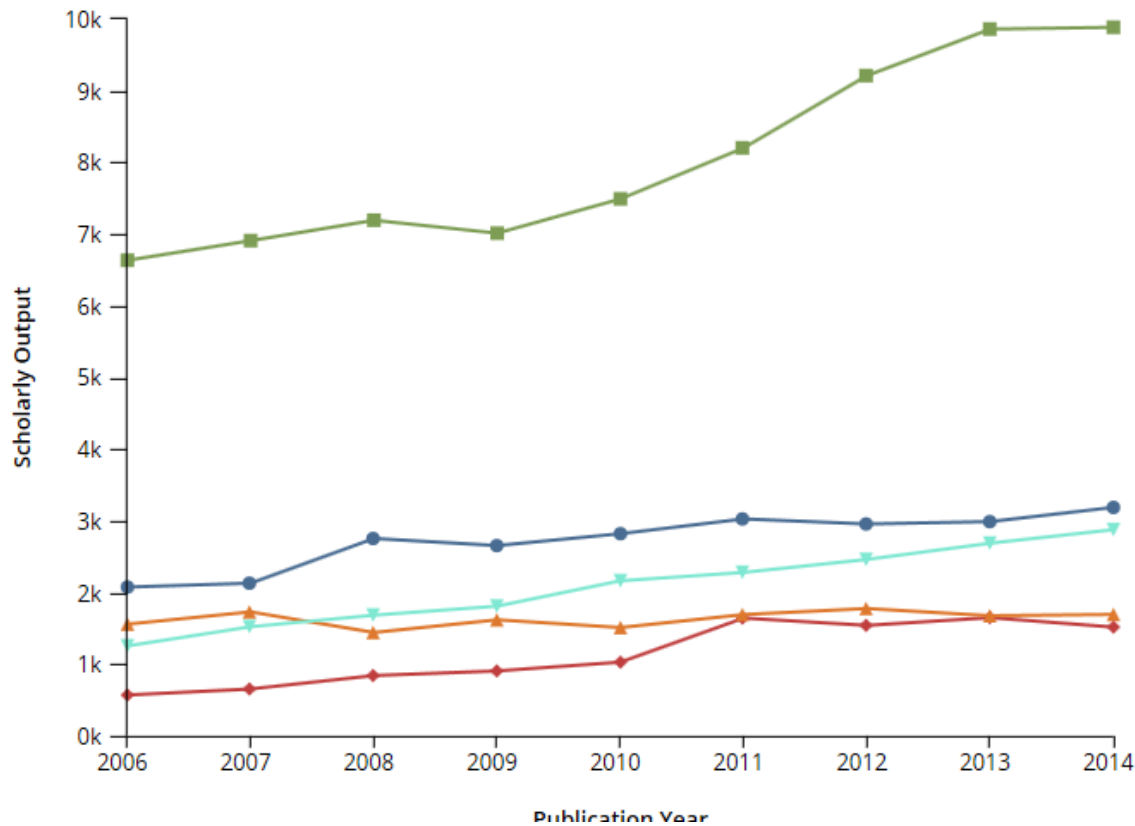
Ukraine & Its Neighbors (Total Output)

2006 to 2014 | no subject area filter selected

y-axis | x-axis | Bubble size

Scholarly Output

Publication Year

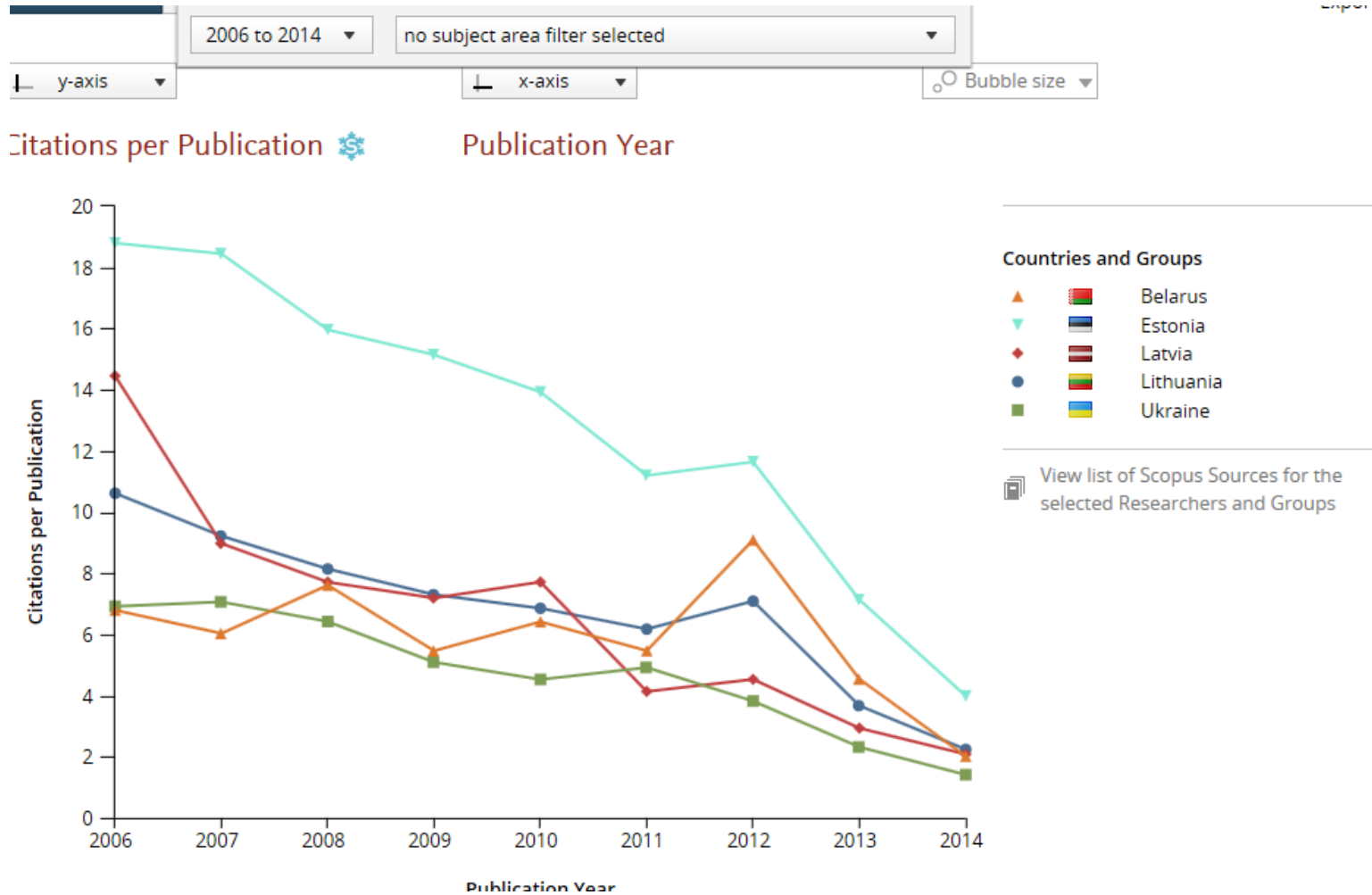


Countries and Groups

- Belarus
- Estonia
- Latvia
- Lithuania
- Ukraine

View list of Scopus Sources for the selected Researchers and Groups

Ukraine & Its Neighbors (Total Citation Rate)



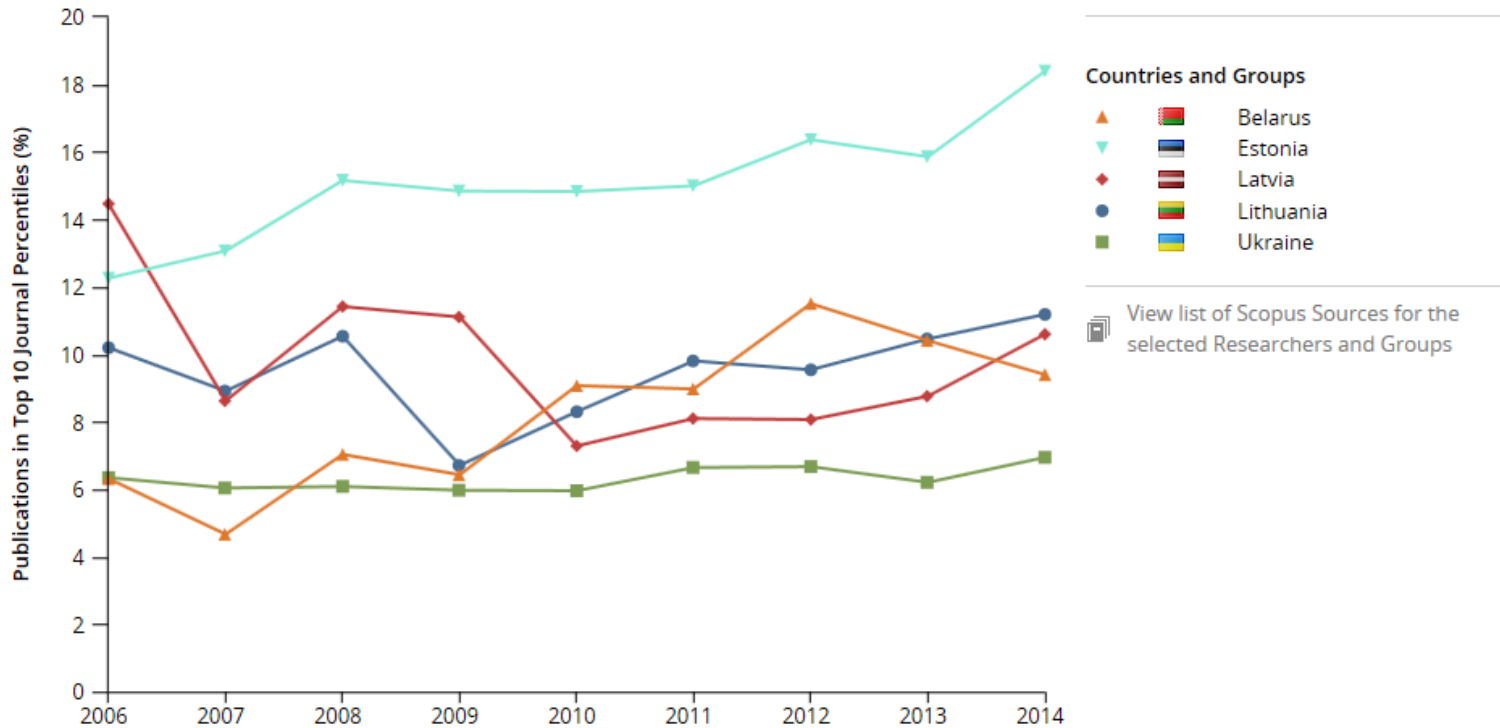
Ukraine & Its Neighbors (Top Journals)

2006 to 2014 | no subject area filter selected

y-axis | x-axis | Bubble size

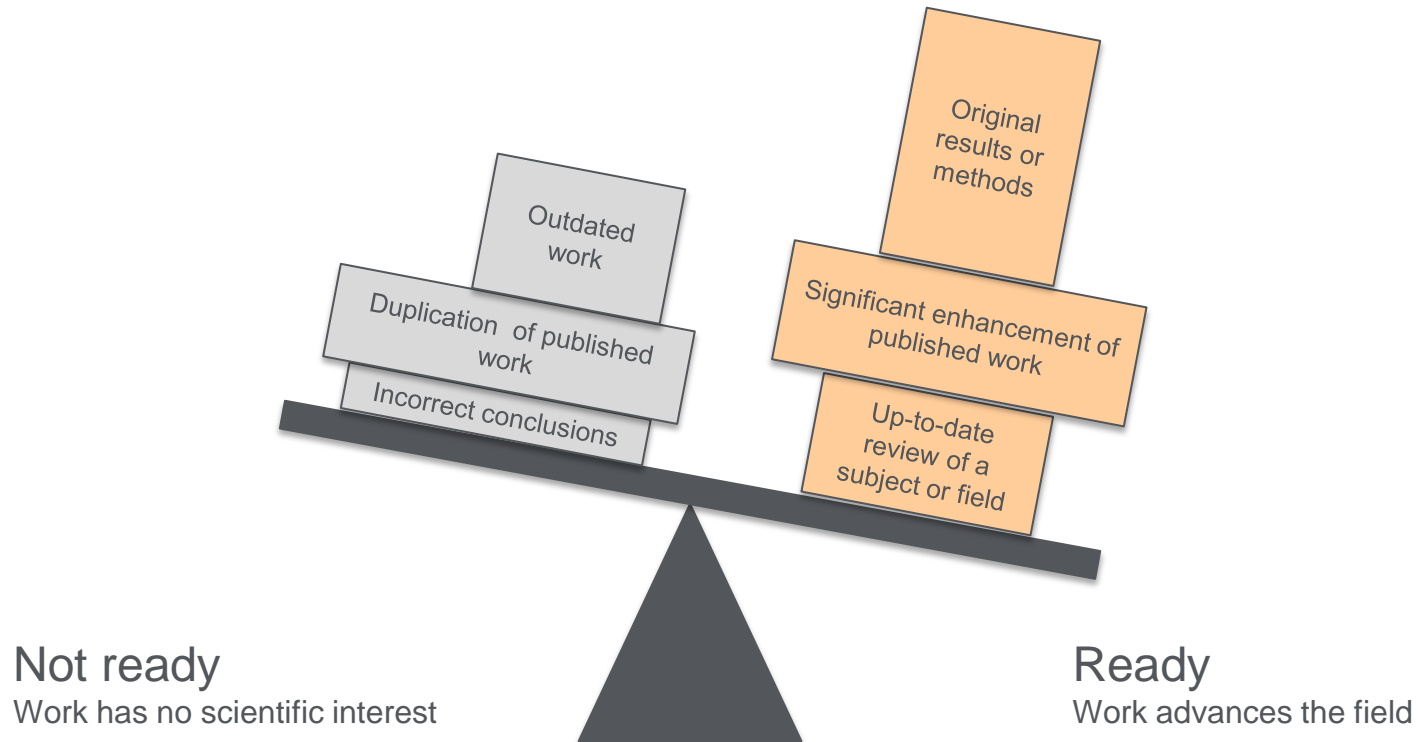
Publications in Top Journal Percentiles

Publication Year



Planning your article

Are you ready to publish?



Planning your article

Types of manuscripts



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

Your supervisor or colleagues are also good sources for advice on manuscript types.

Choosing the right journal

Best practices

- 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, and investigate them:
 - Aims
 - Scope
 - Accepted types of articles
 - Readership
 - Current hot topics

Articles in your reference list will usually lead you directly to the right journals.

Choosing the right journal

Journal Finder Tool

ELSEVIER

Type here to search on Elsevier.com



Advanced search

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Journals & books

Solutions

Authors, editors & reviewers

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For Authors

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Author Rights

Ethics

Agreements

Open access

Author services

Authors' Update

Early career researchers

Book authors' home

Sharing your article

Journal and article metrics

Promote your article

Elsevier for authors

How to publish in an Elsevier journal

Every year, we accept and publish more than 250,000 journal articles. Publishing in an Elsevier journal starts with finding the right journal for your paper. If you already know which journal, you can enter the title directly in the search box below. Alternatively, click on the 'Start matching' button to find a suitable journal based on the abstract of your article.

Publishing
process

Find a journal

Prepare your
paper

Submit paper

Check status

Match your abstract to a journal

Start matching

or

Search for a journal by name

Search for a Journal



The Elsevier publishing process step by step

1. Find the right journal

The first step is **finding the right journal** for your paper. Among the thousands of journals and books published by Elsevier are some of the world's most prominent and respected medical, scientific and technological publications. These include The Lancet, Cell, Tetrahedron Letters and a host of others. Find a journal match for your abstract by clicking on the blue 'Start matching' button above.

Choosing the right journal

The Impact Factor

- 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 and turnover of research

The impact factor can give you a general guidance, but it should NOT be the sole reason to choose a journal.

Preparing your manuscript

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

The image shows a screenshot of the Elsevier website for the journal Life Sciences. The page layout includes a search bar at the top, navigation tabs (Books & journals, Online tools, Authors, editors & reviewers, About Elsevier), and a main content area with sections for Impact Factor, Special Issues, Recent Articles, and Most Read Articles. A callout box, outlined in orange, highlights the 'Help' menu, which contains links for 'Guide for Authors', 'Submit Your Paper', 'Track Your Paper', 'Order Journal', and 'Access Full Text'. An orange arrow points from the 'Guide for Authors' link in the callout box to a larger, detailed view of the 'Guide for Authors' page on the right. This detailed view shows a vertical stack of buttons: 'Guide for Authors', 'Submit Your Paper', 'Track Your Paper', 'Order Journal', and 'Access Full Text', with social media icons on the right side.

Why is language important?

- Poor language quality can delay or block publication of work
- Proper English should be used throughout the manuscript



Do publishers correct language?

No!

It is the author's
responsibility...

*...but **resources**
are available*

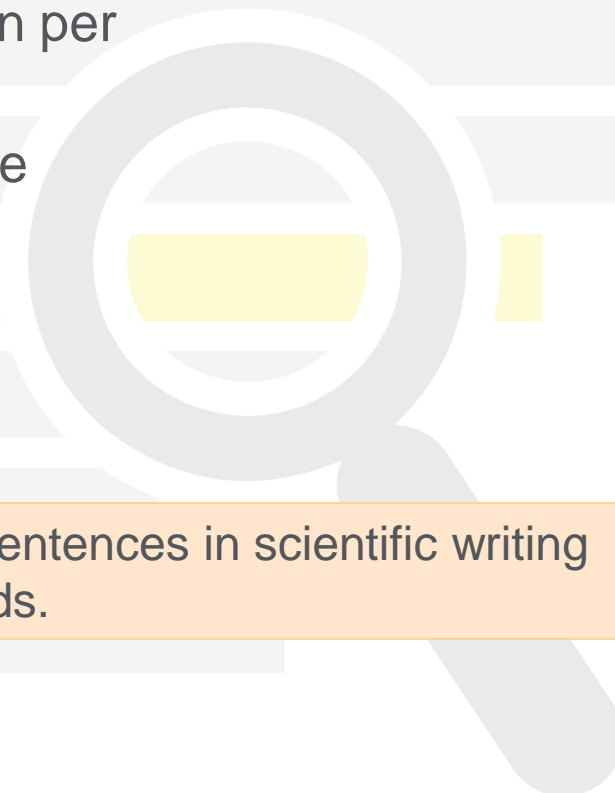
Manuscript language: Overview

- Clear
- Objective
- Accurate
- Concise

Always read the journal's Guide for Authors to check for any additional language specifications.

Manuscript language: Sentences

- Write direct, short, and factual sentences
- Convey one piece of information per sentence
- Avoid multiple statements in one sentence



The average length of sentences in scientific writing is only about 12-17 words.

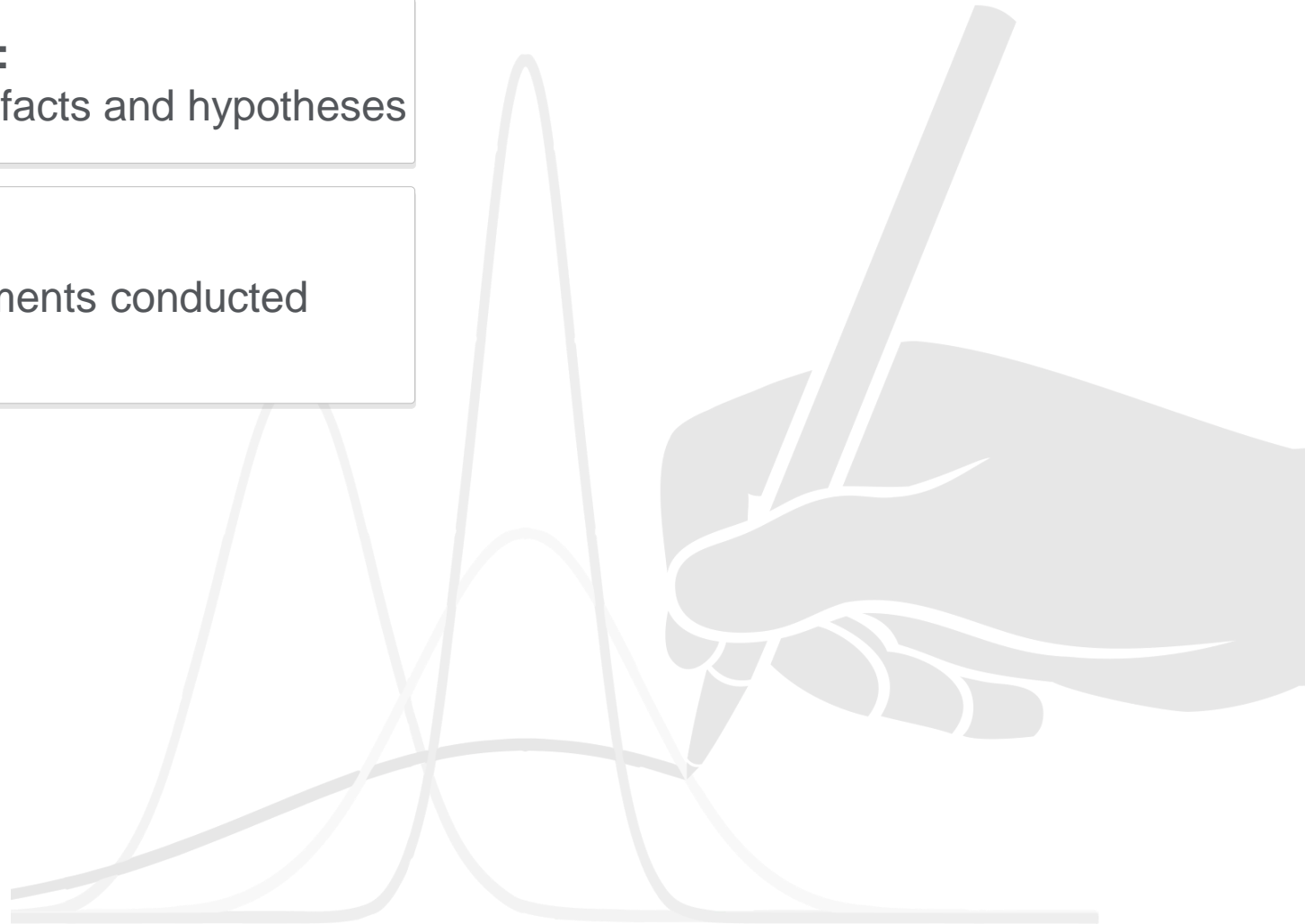
Manuscript language: Tenses

Present tense:

Use for known facts and hypotheses

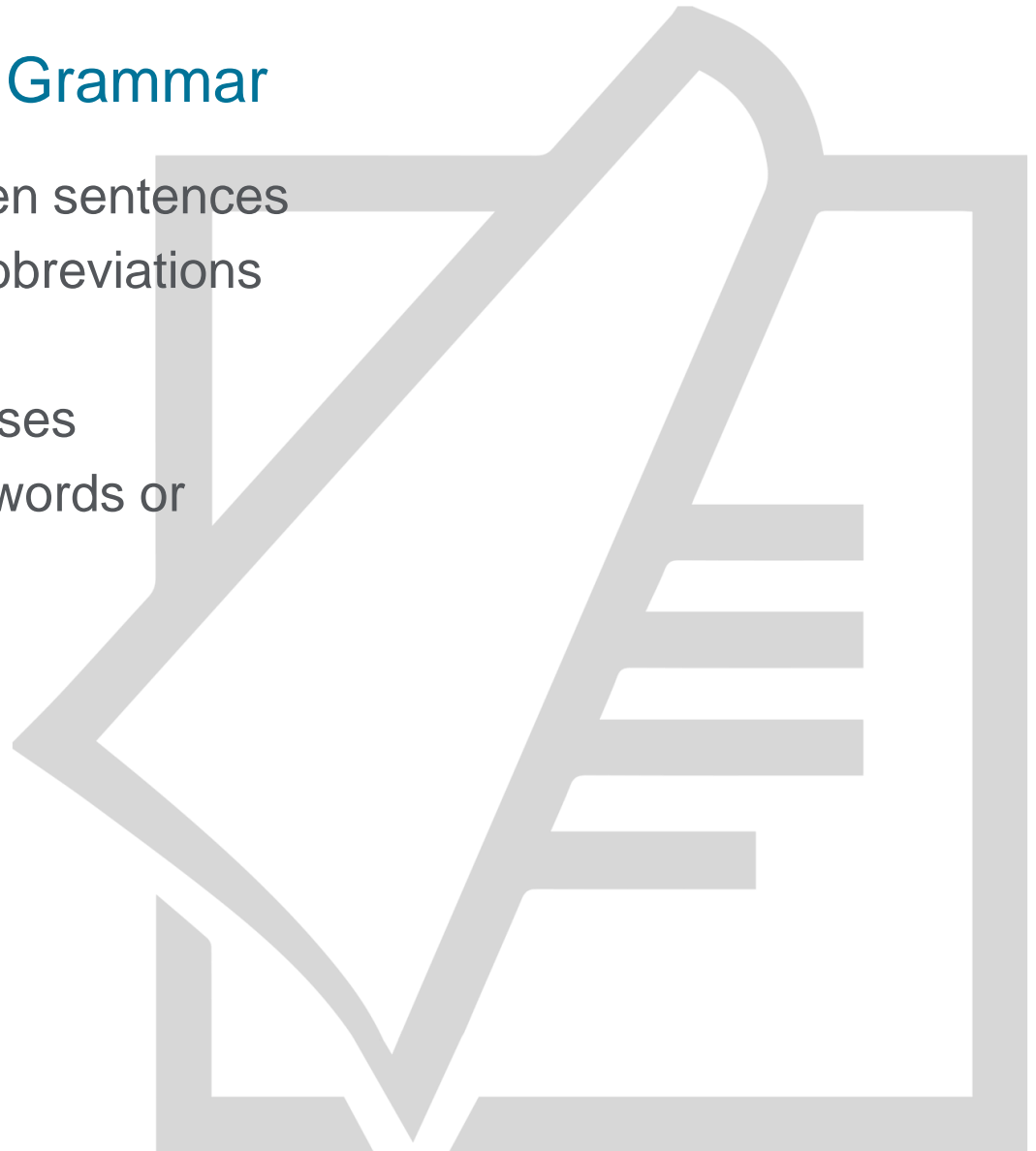
Past tense:

Use for experiments conducted and results



Manuscript language: Grammar

- Use active voice to shorten sentences
- Avoid contractions and abbreviations
- Minimize use of adverbs
- Eliminate redundant phrases
- Double-check unfamiliar words or phrases





General structure of a research article

- Title
- Abstract
- Keywords

- Introduction
- Methods
- Results and Discussion

- Conclusion
- Acknowledgements
- References
- Supporting Materials

Read the Guide for Authors for the specific criteria of your target journal.

Effective manuscript titles

- Attract reader's attention
- Contain fewest possible words
- Adequately describe content
- Are informative but concise
- Identify main issue
- Do not use technical jargon and rarely-used abbreviations

Editors and reviewers do not like titles that make no sense or fail to represent the subject matter adequately. Additionally, if the title is not accurate, the appropriate audience may not read your paper.

Authorship

Good listing principle

- ✓ First author
- ✓ Corresponding author

Poor listing procedure

- ✗ Ghost authorship
- ✗ Gift authorship

Be consistent in how you write the authors' names.

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)

Check the Guide for Authors for specifics on which keywords should be used.

Article title	Keywords
“An experimental study on evacuated tube solar collector using supercritical CO ₂ ”	Solar collector; supercritical CO ₂ ; solar energy; solar thermal utilization

Abstract

- Summarize the problem, methods, results, and conclusions in a single paragraph
- 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

Take the time to write the abstract very carefully. Many authors write the abstract last so that it accurately reflects the content of the paper.

The process of writing – building the article

Title, Abstract, and Keywords

Conclusion

Introduction

Methods

Results

Discussion

Figures/Tables (your data)



Introduction

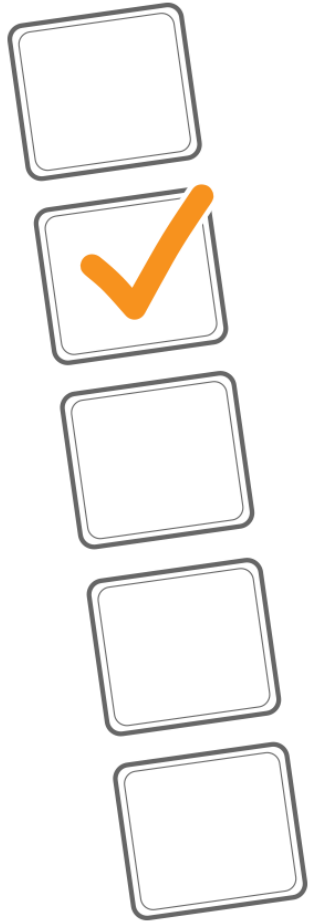
- Provide a brief context to the readers
- Address the problem
- Identify the solutions and limitations
- Identify what the work is trying to achieve
- Provide a perspective consistent with the nature of the journal

Write a unique introduction for every article. DO NOT reuse introductions.

Methods

- Describe how the problem was studied
- Include detailed information
- Do not describe previously published procedures
- Identify the equipment and materials used






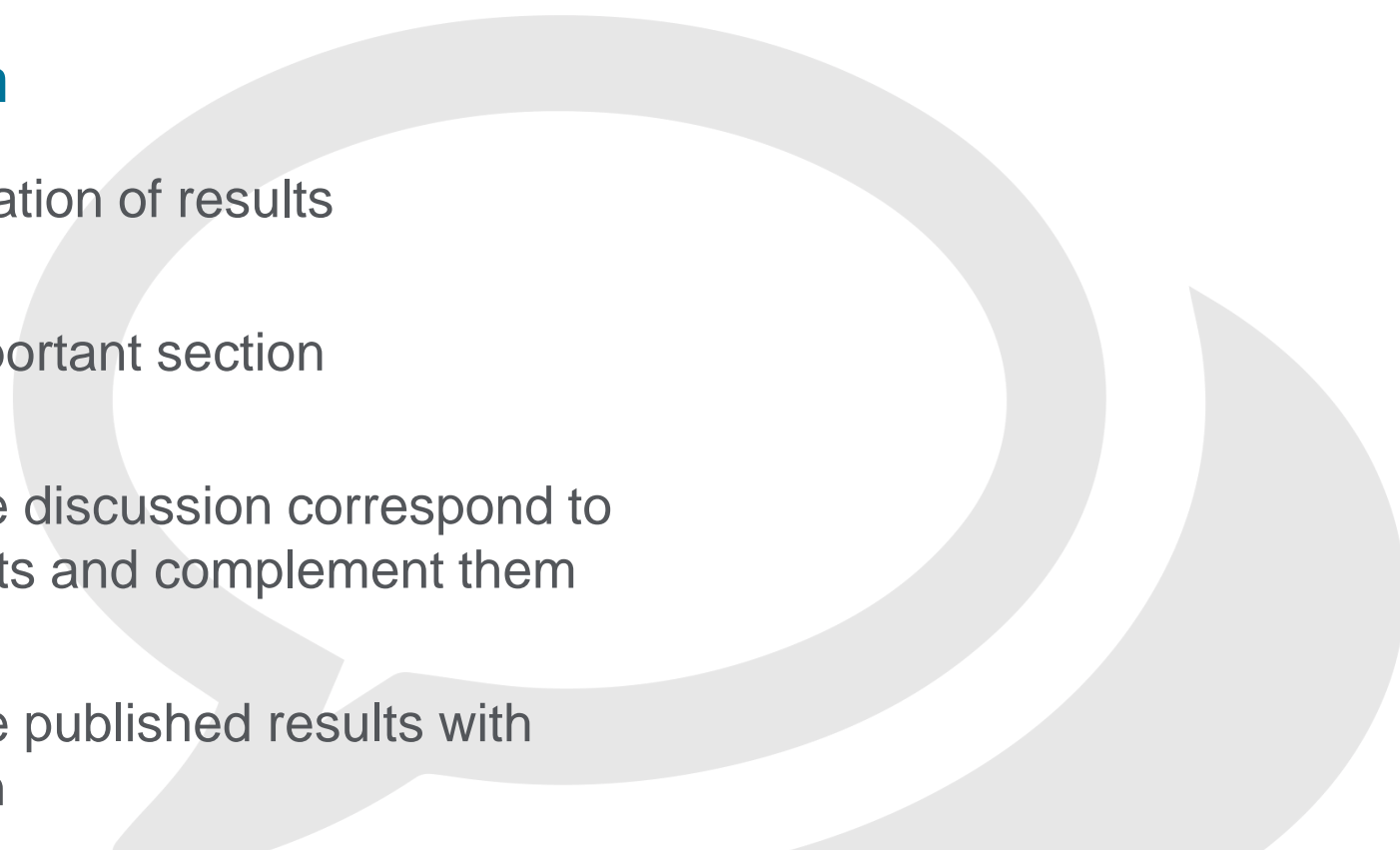
Methods – ethics committee approval

- Experiments on humans or animals must follow applicable ethics standards
- Approval of the local ethics committee is required and should be specified in the manuscript, covering letter, or the online submission system
- Editors can make their own decisions on ethics

Results

- 
- Include only data of primary importance
 - Use sub-headings to keep results of the same type together
 - Be clear and easy to understand
 - Highlight the main findings
 - Feature unexpected findings
 - Provide statistical analysis
 - Include illustrations and figures

Discussion

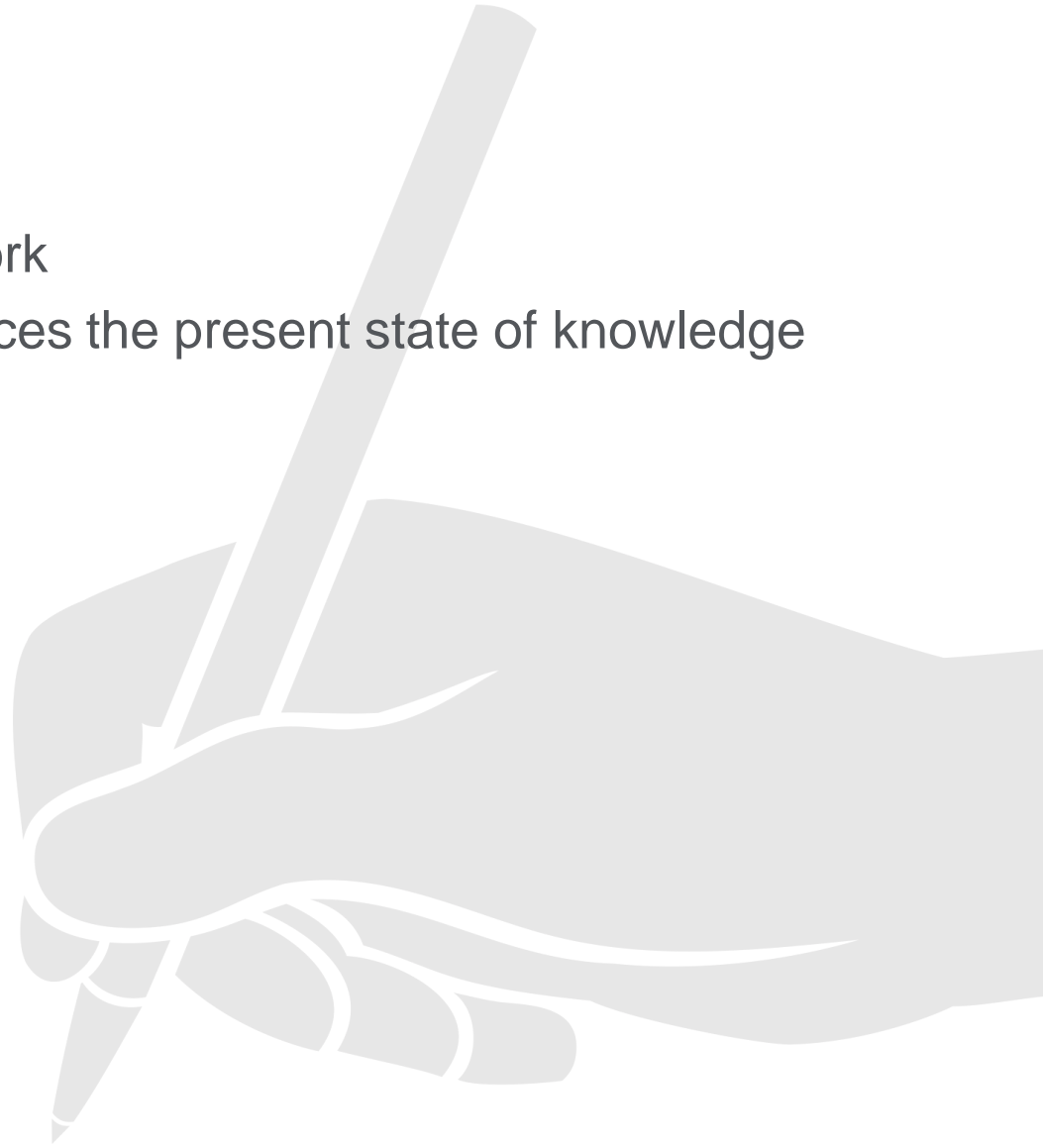
- 
- Interpretation of results
 - Most important section
 - Make the discussion correspond to the results and complement them
 - Compare published results with your own

Be careful not to use the following:

- 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 based on imagination

Conclusion

- Be clear
- Provide justification for the work
- Explain how your work advances the present state of knowledge
- Suggest future experiments





Acknowledgments

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

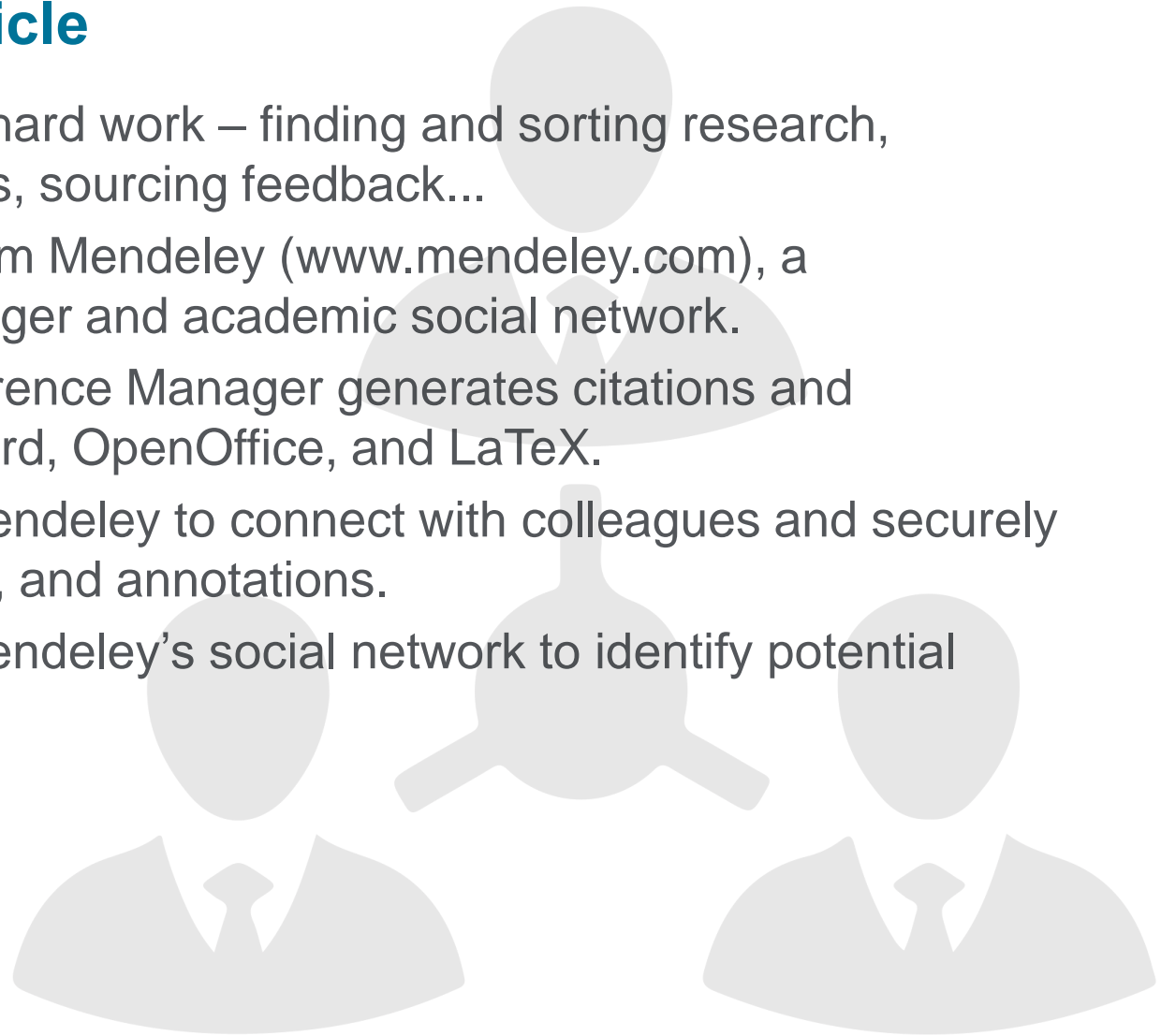
References

- Do not use too many references
- Always ensure you have fully absorbed the material you are referencing
- Avoid excessive self citations
- Avoid excessive citations of publications from the same region or institute
- Conform strictly to the style given in the Guide for Authors



Help with your article

- Writing an article is hard work – finding and sorting research, preparing references, sourcing feedback...
- You can get help from Mendeley (www.mendeley.com), a free reference manager and academic social network.
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Publication of your article

ScienceDirect

Scopus

Research **Highlights**

Promoting your article

1. Conferences

- Prepare to network
- Also connect online
- Online poster

2. Media relations

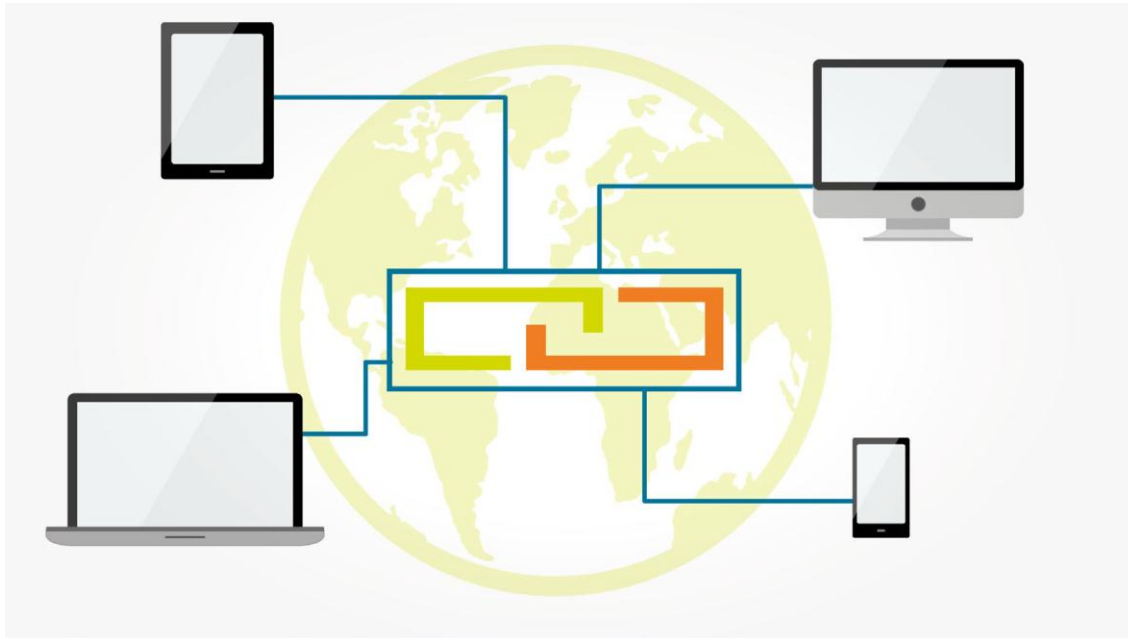
- Research statement
- Your institution's communication's channels
- Contact your editor or you can send an email to: researchcomm@elsevier.com



Promoting your article

3. Share links to your article

- Customized short link with free access
- Link from university website to boost SEO



Promoting your article

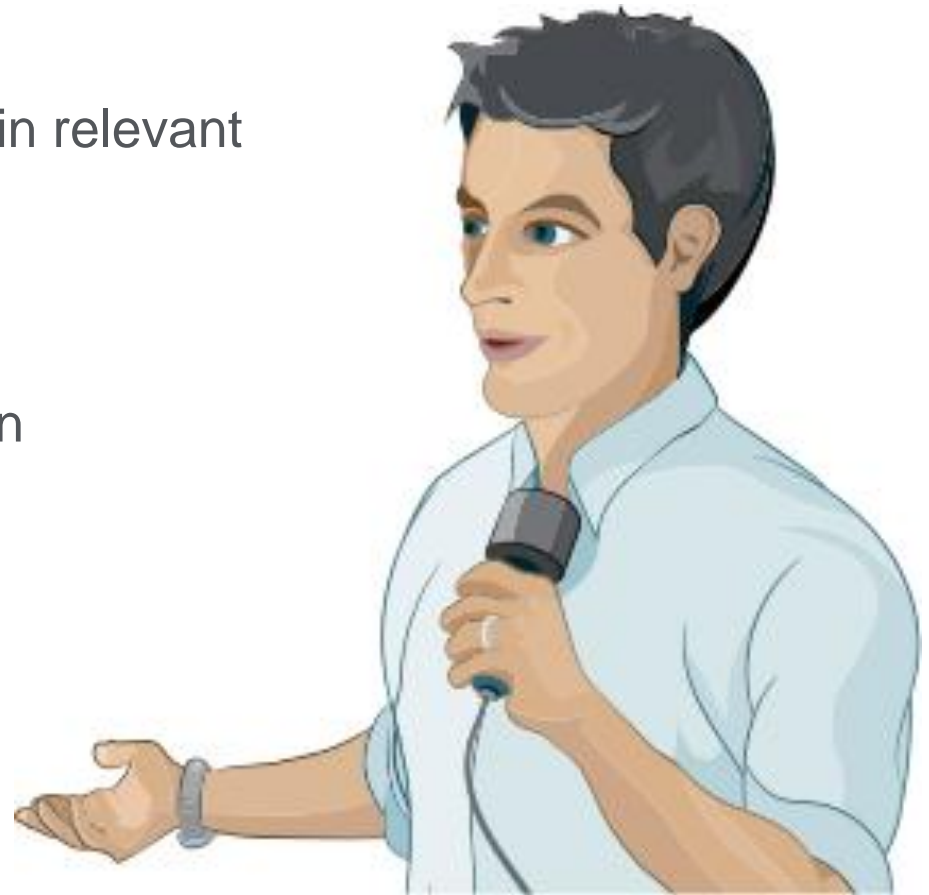
4. Online CV



Promoting your article

LinkedIn

- Share links to your articles, also in relevant groups
- Add images
- Add videos, AudioSlides
- Reposition the publication section



Promoting your article



Social media: Twitter

- Follow other researchers
- Post regularly and respond promptly
- Retweet
- Use images



Social media: Facebook

- Create a 'fan' page
- Invite fellow researchers
- Share images, videos, AudioSlides
- Link to your articles
- Discuss and ask for feedback

one mention every seven seconds

Promoting your article



6. Mendeley

- Scholarly collaboration network
- Free reference manager
- Fully-searchable library
- Cite as you write
- Read and annotate your PDFs



Promoting your article

Welcome back **Giovanna Bartens Sibille** My Account Upgrade

Invite colleagues / Support

Dashboard My Library Papers Groups People Papers Search...

View Profile Updates Following Followers

Dr. Victor Henning
 Co-Founder/CEO, Mendeley & VP Strategy , Elsevier
 Amsterdam, Netherlands

Research field: Psychology - Cognition
 Emotions, Decision Making, Theory of Reasoned Action, Intertemporal Choice, Motion Picture Economics

Publications

Journal Article (6)

Victor Henning, Thorsten Hennig-Thurau, Stephanie Feiereisen (2012) Giving the Expectancy-Value...
 In *Psychology & Marketing* 29 (10).
[Download PDF \(1.71 MB\)](#)

Victor Henning (2012) 研究者コミュニケーションを根本から変える 文書管理の変革: Mendeley CEOが語る学...
 来 (Revolution of the reference management tool and its huge potential power to scholarly...
 The future of scholarly communications described by CEO of Mendeley Ltd.), 253-261.
 In *Information Processing and Management* 55 (4).
<http://japanlinkcenter.org/DN/JST...>
[Download PDF \(13.42 KB\)](#)

Kris Jack, James Hammerton, Dan Harvey et al. (2010) Mendeley's Reply to the DataTEL Challenge, 1-3.
 In *Procedia Computer Science* 1 (2).
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- altmetrics
- Building a healthier scientific...
- Creatively name your research papers
- Earthquake an...
- Futu...
- Ger...
- Inte...
- Mer...
- Org...

Institution groups Victor is a member of

- Elsevier

Public groups Victor is following

- Gravity
- Mendeley Paper of the Day

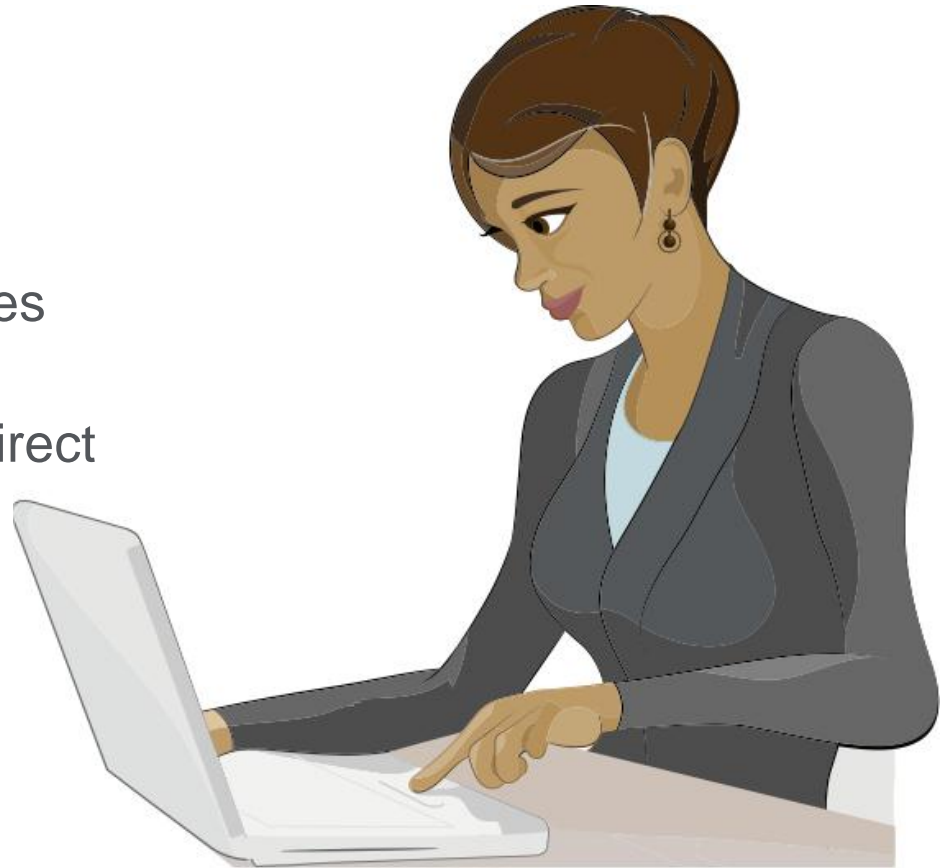
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Connect with research colleagues + join new communities

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Monitoring your article


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Vaccines are not associated with autism: An evidence-based meta-analysis of case-control and cohort studies 


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Effectiveness of a provider-focused intervention to improve HPV vaccination rates in boys and girls. 


Share Article 


Early exposure to the combined measles-mumps-rubella vaccine and thimerosal-containing vaccines and risk of autism spectrum disorder. 


Share Article 


The annual impact of seasonal influenza in the US: measuring disease burden and costs. 

Share Article 

Mucosal immunization with an attenuated Salmonella vaccine partially protects white-tailed deer from chronic wasting disease. 

Share Article 

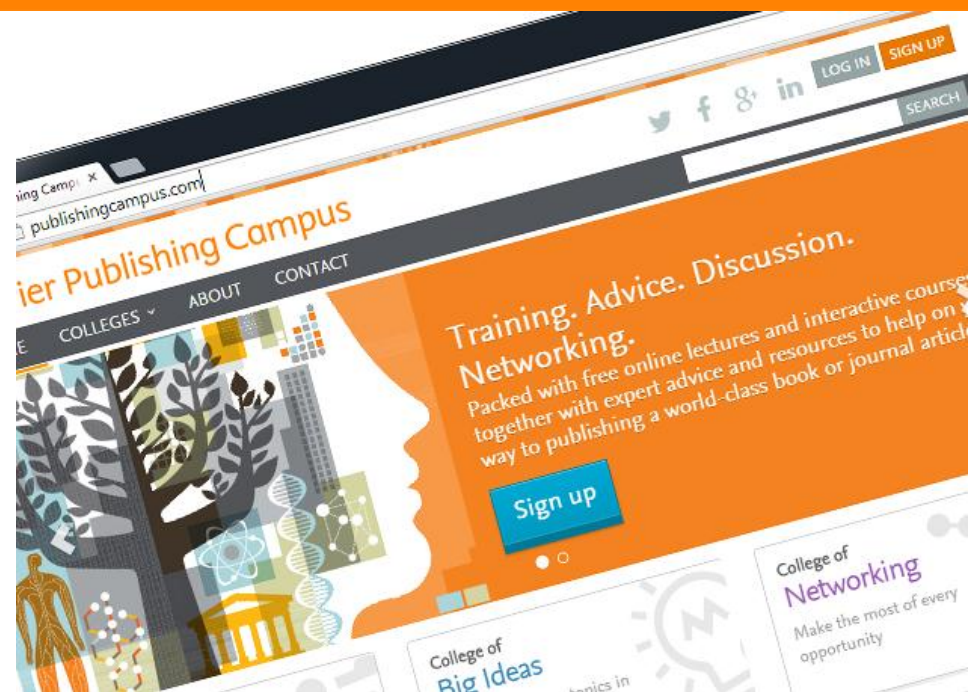
Safety and immunogenicity of dry powder measles vaccine administered by inhalation: A randomized controlled Phase I clinical trial. 

Share Article 



Getting noticed

- Sharing research, accomplishments and ambitions makes you more visible
- With greater visibility, you get cited more, promote your research, and career



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- Understanding the Publishing Process with Elsevier – complete guide
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