

Are you ready to publish?

Understanding the publishing process



Presented by:

Massimiliano Bearzot | Customer Consultant

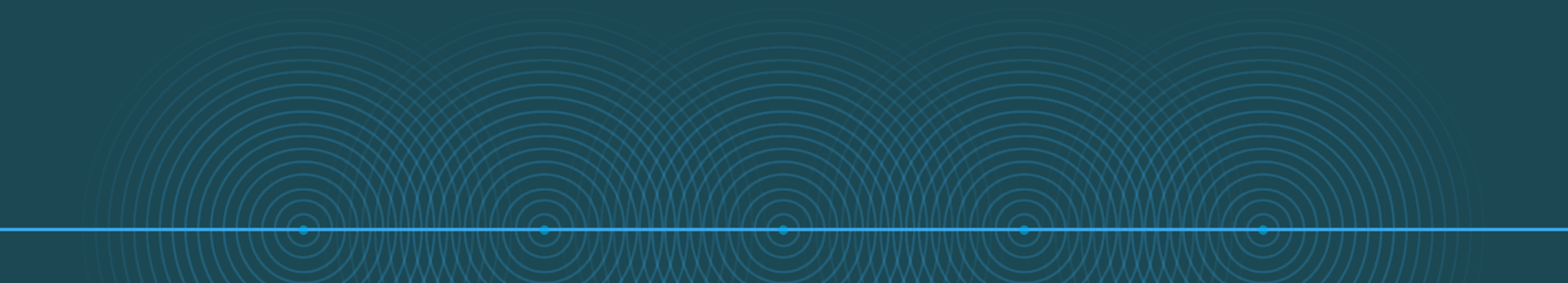
Before to start

- This webinar will take 1h and 30'
- There's no Q&A session at the end but you can write your questions here and I will get back to you by email ASAP
- I hope that the quality of the broadcast will be great but if it's getting worse and you can't follow me please drop me an email to m.bearzot@elsevier.com
- At the end of the webinar I'm going to send to you by email the link and the instructions to download your personalized Certificate of Attendance.
- Let's start!

Workshop outline

- Brief introduction to Publishing
- What steps do I need to take before I write my paper?
 - ✓ Determine who the **authors** are
 - ✓ Choosing the right **journal**
 - ✓ The importance of the **guide for authors**
 - ✓ How can I ensure I am using proper manuscript **language**?
- How do I structure my article properly?
- The peer-review process

Brief introduction to publishing



Origin of Scientific Publishing



- 1665: Publication of first scientific journal “*Philosophical Transactions of the Royal Society*”
- The society's council minutes dated 1 March 1664 ordered that “*the Philosophical Transactions, to be composed by Mr Oldenburg, be printed the first Monday of every month, if he have sufficient matter for it.*”
- Private venture of the Royal Society's secretary, Henry Oldenburg
- Still exist (as Part A and Part B)

Origin of Scientific Publishing

“Philosophical Transactions of the Royal Society” already contained three key elements of a journal:

- Registration and archiving:

“We must be very careful as well of registering the person and time of any new matter, as the matter itself, whereby the honor of the invention will be reliably preserved to all posterity“

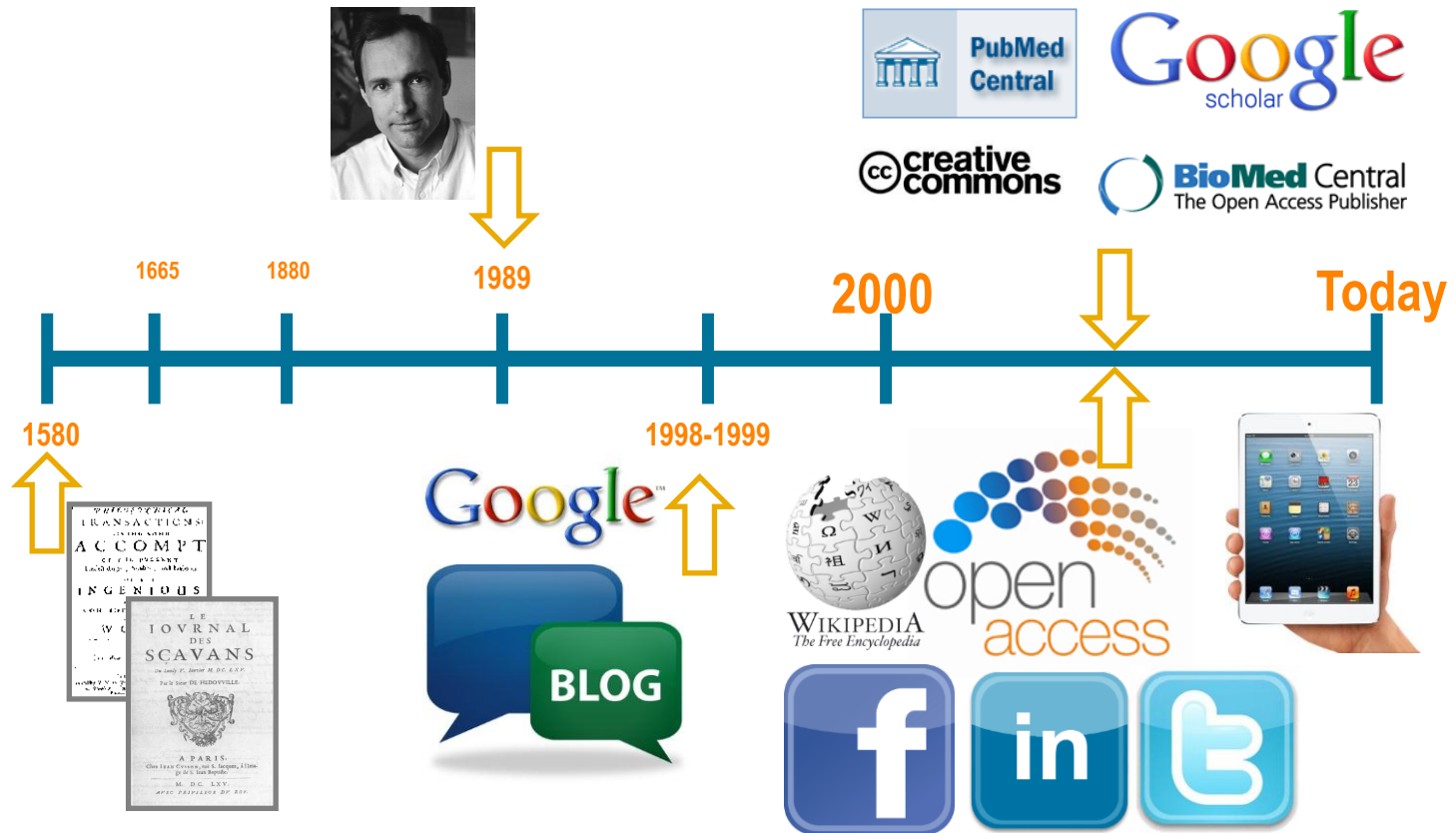
- Dissemination

“...all ingenious men will thereby be encouraged to impact their knowledge and discoveries”

- Peer review

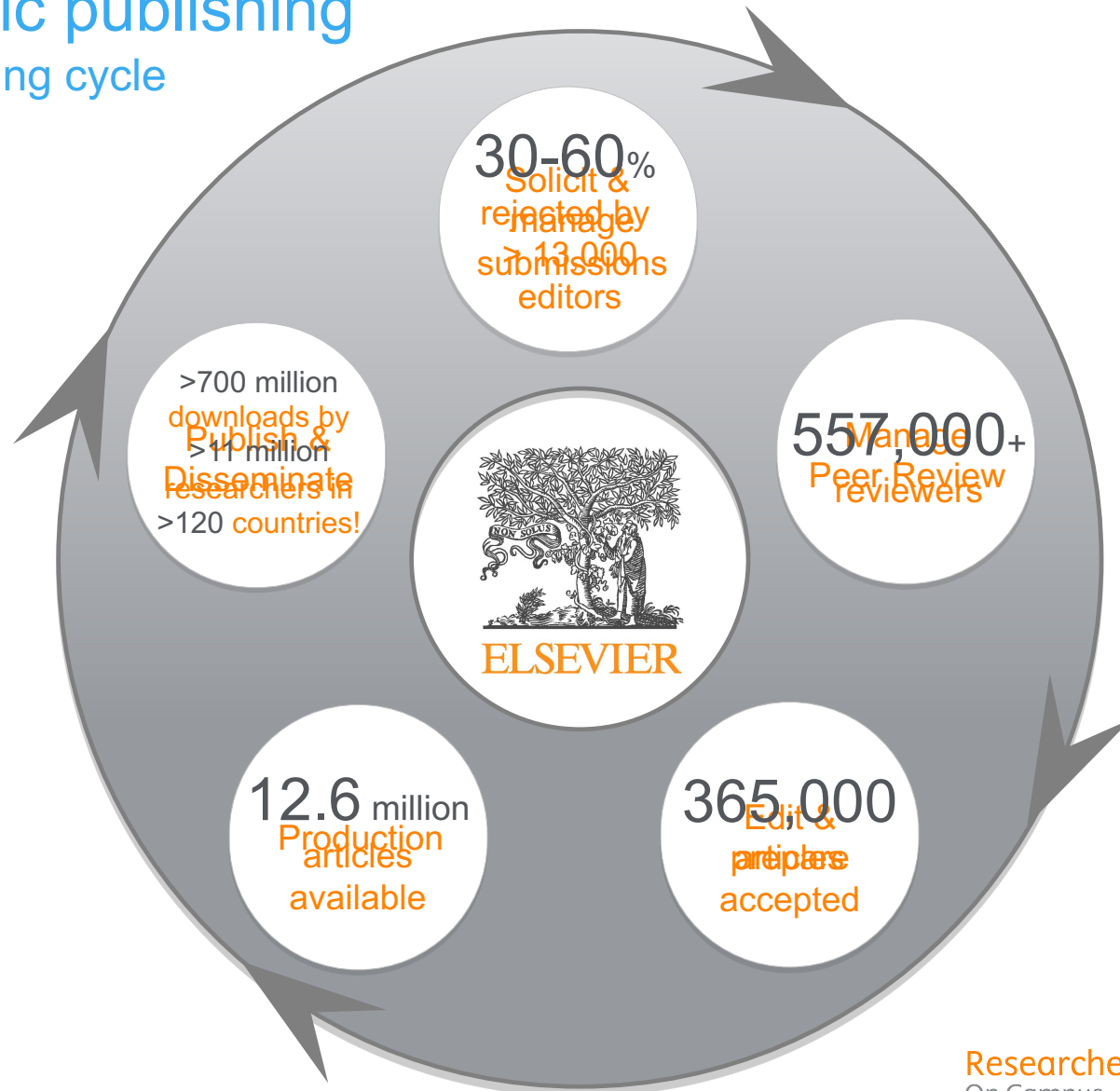
“ ...being first revised by some Members of the Council of this Society ”

The Publishing Industry Over Time...

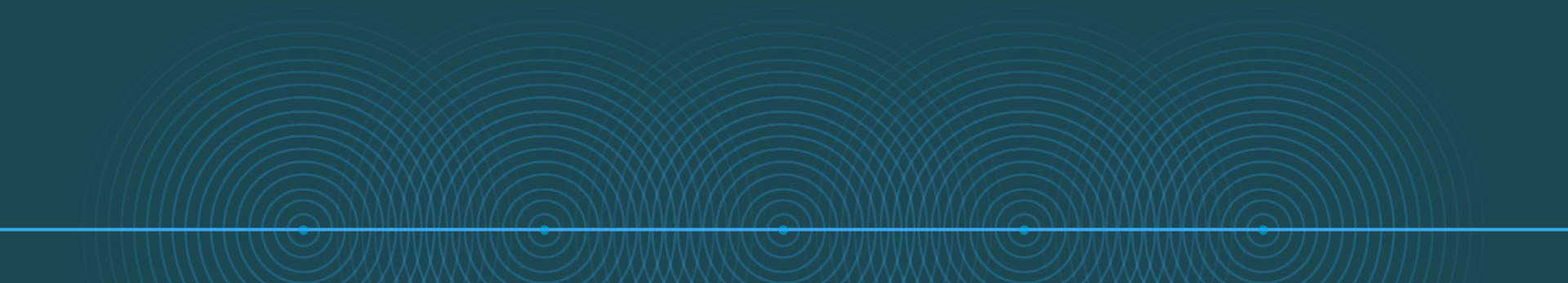


Academic publishing

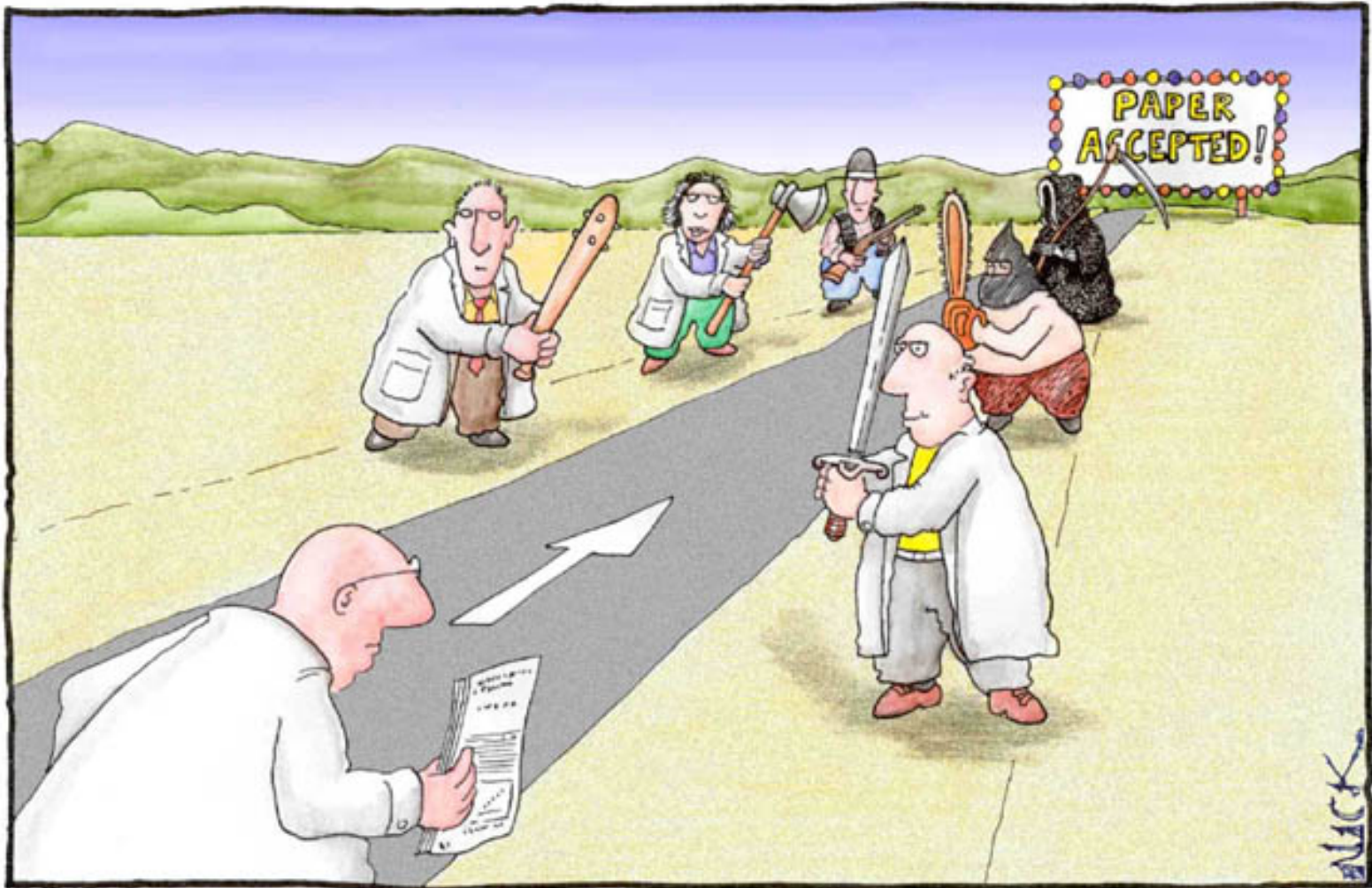
The publishing cycle



Before you start...



Why are you here?



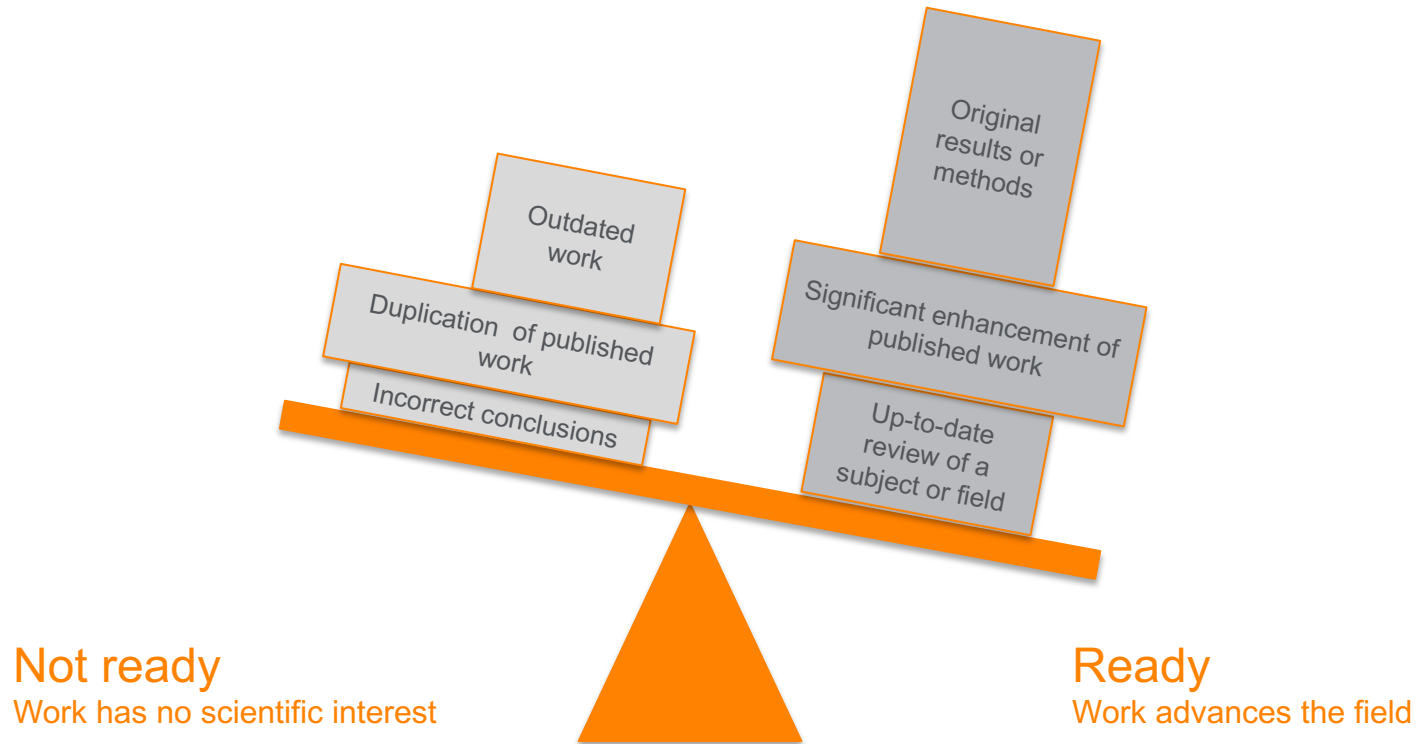
What Editors/Readers like to see

- New, original results or methods
- Rationalizing, refining, or reinterpreting published results
- Reviewing or summarizing a particular subject or field

Something to **share** with the **scientific community**
that **advances knowledge** in a certain field
that fits within the aims and scope of the journal

Planning your article

Are you ready to publish?



Why is it important to submit a high quality manuscript?

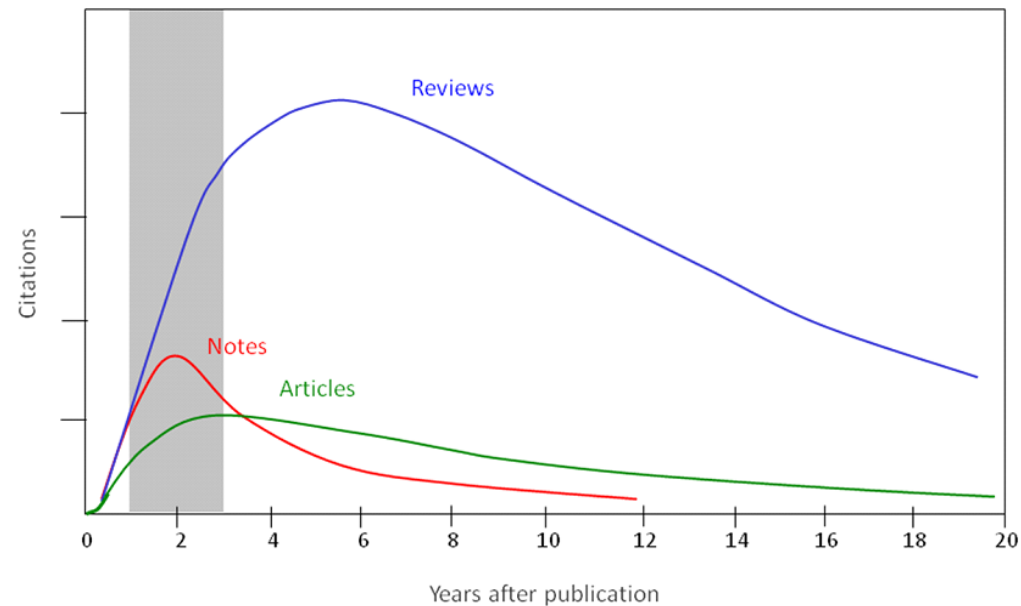
- It is good for your personal scientific career

**One good paper does more for your scientific reputation
than ten mediocre ones**

- ... But also for the Readers, Editor and Reviewers

Decide the most appropriate type of manuscript

- Conference Paper
- Full article/Original article
- Short communication/letter
- Review paper/perspective
- Self-evaluate your work: Is it sufficient for a full article? Or are your results so thrilling that they need to be shown as soon as possible?
- Ask your supervisor and colleagues for advice on manuscript type. Sometimes outsiders see things more clearly than you do.



Citations impact varies by publication type

This data was based on articles published 1996 (in English) in Materials Science journals or conference proceedings

New types of manuscripts

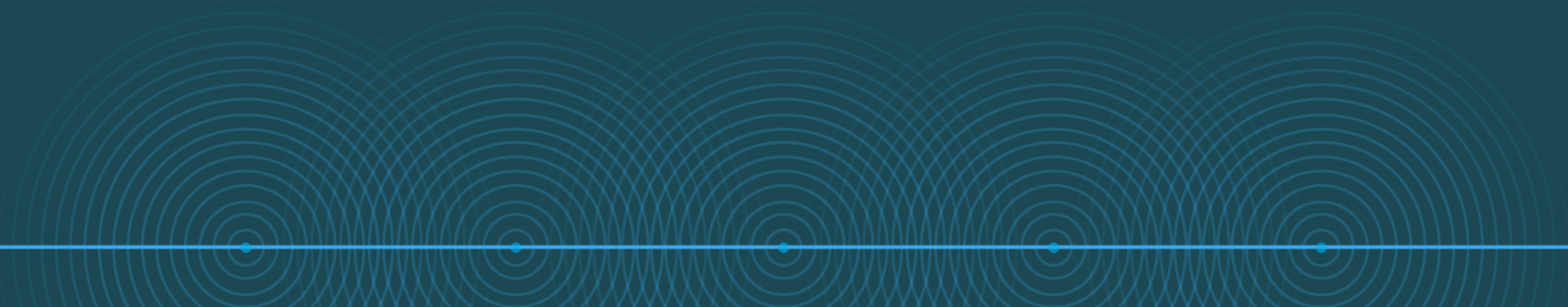
- Adaptations and customizations to methods (**Example journal: MethodsX**)
- Published datasets: available for sharing and reuse (**Example journal: Data in Brief**)
- Articles that acknowledge the impact of software on research (**Example journal: SoftwareX**)



Ask your supervisor and colleagues for advice.

Before you start...

Determine who the authors are



Authorship

- An “author” is generally considered to be someone who has made **substantial intellectual contributions to a published study**.
- Decisions about who will be an author and the order of authors should be made **before starting to write up** the project.
The author list should not change during the peer-review process unless proper justification is provided to the Editor.

Be consistent in how you write the authors' names!

Good listing principle

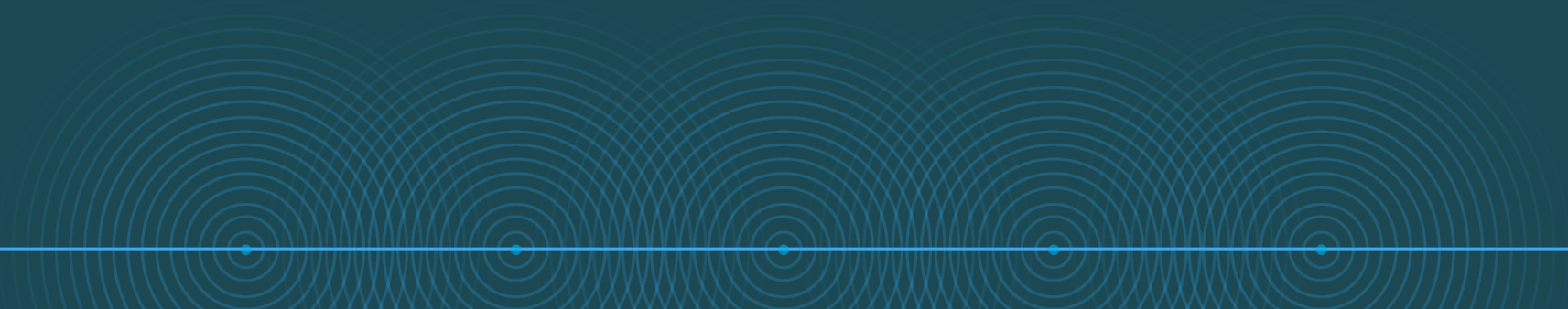
- ✓ First author
 - Conducts and/or supervises the data generation and analysis and the proper presentation and interpretation of the results
 - Puts paper together
- ✓ Corresponding author
 - The first author or a senior author from the institution.
 - Particularly when the first author is a PhD student or postdoc, and may move to another institution soon.

Poor listing procedure

- ✗ Ghost authorship
 - leaving out authors who should be included
- ✗ Gift authorship
 - including authors who did not contribute significantly

Before you start...

How to select the right journal?



Choosing the right journal

Best practices

- Aim to reach the intended audience for your work
- **Shortlist a handful of candidate journals**, and investigate them:
 - Aims and Scope
 - Level - Don't aim too high, don't aim too low – but on target!
 - Readership
 - Review recent publications of the journal:
 - ✓ Accepted types of articles
 - ✓ Current hot topics
 - Peer-review: is the journal peer-reviewed to the right level?

Tips:

- *Your references, will lead you to the right journals*
 - *Check with your supervisor and colleagues*
-
- Finally, choose **only one journal**, as **simultaneous submissions are prohibited**

Choose the right journal

Tools – Journal homepage 1/3

To be found on the Journal homepage:

- Aims and scope
- Accepted types of articles
- Readership
- New paper types
- Go through the abstracts of recent publications

The screenshot shows the journal homepage for *Biochemical Pharmacology*. A red bracket on the left lists five criteria for finding a journal: Aims and scope, Accepted types of articles, Readership, New paper types, and Go through the abstracts of recent publications. Red arrows point from these criteria to specific features on the homepage:

- A red arrow points from "Aims and scope" to the journal's description: "Biochemical Pharmacology publishes original research findings, Commentaries and review articles related to the elucidation of cellular and tissue function(s) at the biochemical and molecular levels, the modification of cellular phenotype(s) by genetic, transcriptional/translational or drug/compound-induced modifications, as well as the pharmacodynamics and pharmacokinetics of xenobiotics and drugs, the latter including both small molecules and biologics."
- A red arrow points from "Accepted types of articles" to the "Submit Your Paper" button.
- A red arrow points from "Readership" to the "View Articles" button.
- A red arrow points from "New paper types" to the "Guide for Authors" button.
- A red arrow points from "Go through the abstracts of recent publications" to the "Targeting transcription factors by small compounds—Current strategies and future implications" article in the "Research Update" section.

The homepage includes a sidebar with the following links: Submit Your Paper, View Articles, Guide for Authors, Abstracting/ Indexing, Track Your Paper, Order Journal, and Journal Metrics. The main content area displays the journal title, ISSN (0006-2952), and a list of recent articles.

Research Update

Targeting transcription factors by small compounds—Current strategies and future implications Review Article
Pages 1-13
Judith Hagenbuchner, Michael J. Ausserlechner
▶ Abstract | ▶ Graphical abstract | ▶ PDF (1767 K)

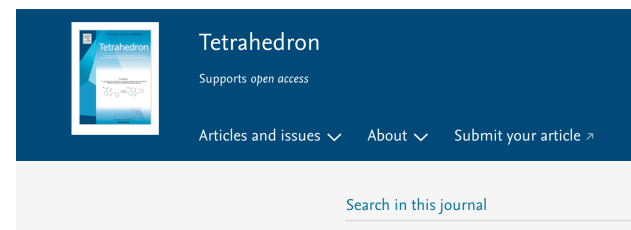
Choose the right journal

Tools – Journal homepage 1/3

Tetrahedron publishes full accounts of research having outstanding significance in the broad field of organic chemistry and its related disciplines, such as organic materials and bio-organic chemistry.

Regular papers in *Tetrahedron* are expected to represent detailed accounts of an original study having substantially greater scope and details than that found in a communication, as published in *Tetrahedron Letters*.

Tetrahedron also publishes thematic collections of papers as special issues and 'Reports', commissioned in-depth reviews providing a comprehensive overview of a research area.



About the journal

[Aims and scope](#) [Editorial board](#) [Abstracting and indexing](#)

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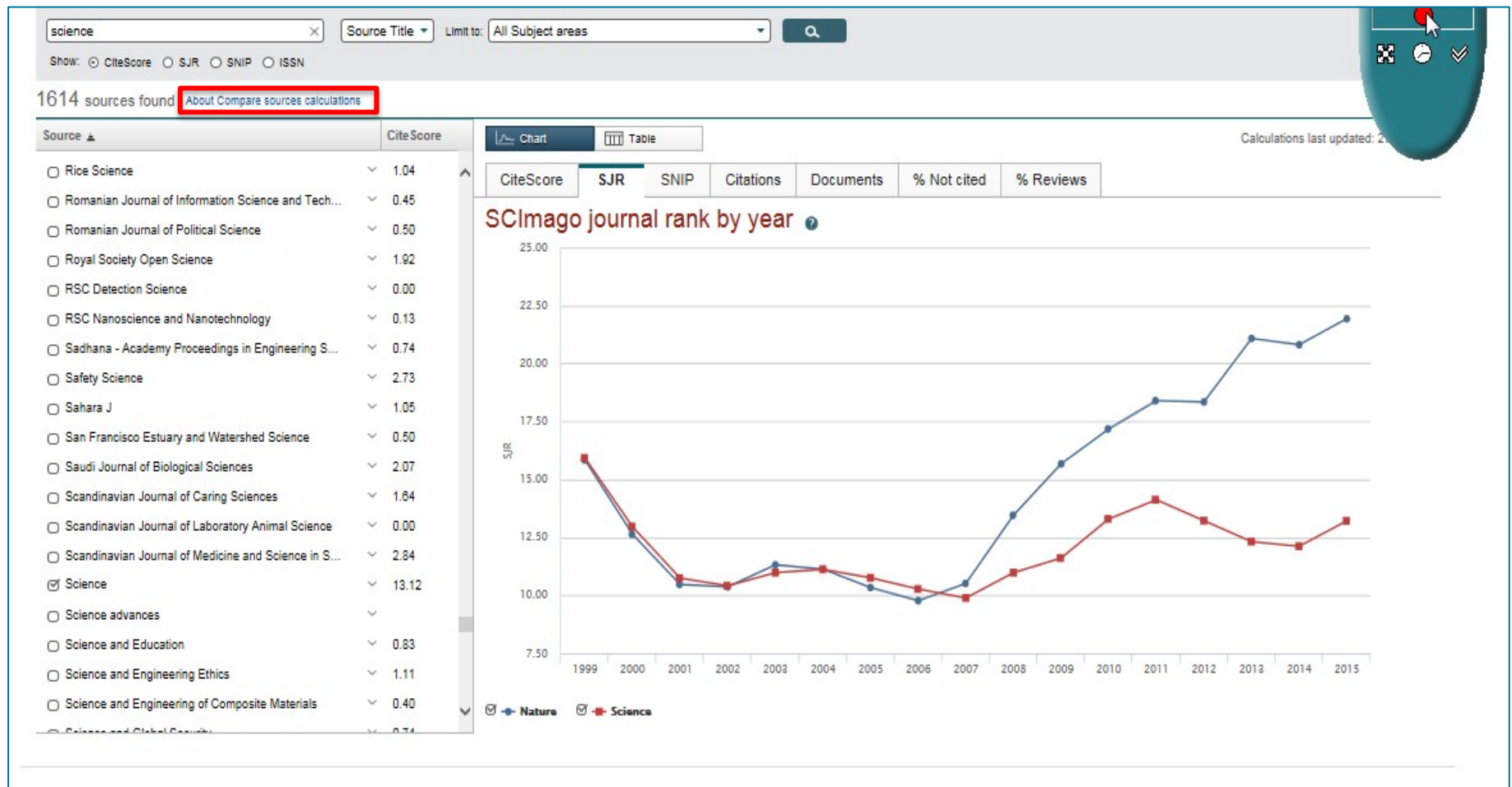
Regular papers in *Tetrahedron* are expected to represent detailed accounts of an original study having substantially greater scope and details than that found in a communication, as published in *Tetrahedron Letters*.

Tetrahedron also publishes thematic collections of papers as special issues and 'Reports', commissioned in-depth reviews providing a comprehensive overview of a research area.

<https://www.sciencedirect.com/journal/tetrahedron/about/aims-and-scope>

Choosing the right journal

Tools - Scopus 2/3



<https://www.scopus.com/source/eval.uri>

Choosing the right journal

Tools – Journal Finder 3/3



JournalFinder

[Find journals](#)[About](#)[FAQ](#)

Find journals

Enter title and abstract of your paper to easily find journals that could be best suited for publishing. JournalFinder uses smart search technology and field-of-research specific vocabularies to match your paper to scientific journals.

> [More on how it works](#)

Paper title

Enter your paper title here

Paper abstract

[Don't have an abstract?](#) 

Enter your paper abstract here

Keywords

Feedback

Choosing the right journal

Tools – Journal Finder 3/3



JournalFinder

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CiteScore ①

All journals



Time to 1st decision ①

All journals



Publication type ①



Journals that offer gold OA



Journals with subscription

[More filters](#) ▼

Showing 50 journals matching your paper

Sort by: Best match



Pharmacological Research



ISSN: 1043-6618



Text match score



CiteScore ↗

5.27



Impact Factor

5.574



Acceptance rate

17%



Time to 1st decision ↗

2 weeks

Time to publication ↗

4 weeks

List price APC ↗

OA \$3,700

Embargo period ↗

S 12 months

Top readership countries ↗

US, CN, IL

[View historical data and other metrics on Journal Insights ↗](#)
[Journal website](#)
[Submit paper](#) >

Feedback

What is the Impact Factor (IF)? 1/2

[the average annual number of citations per article published]

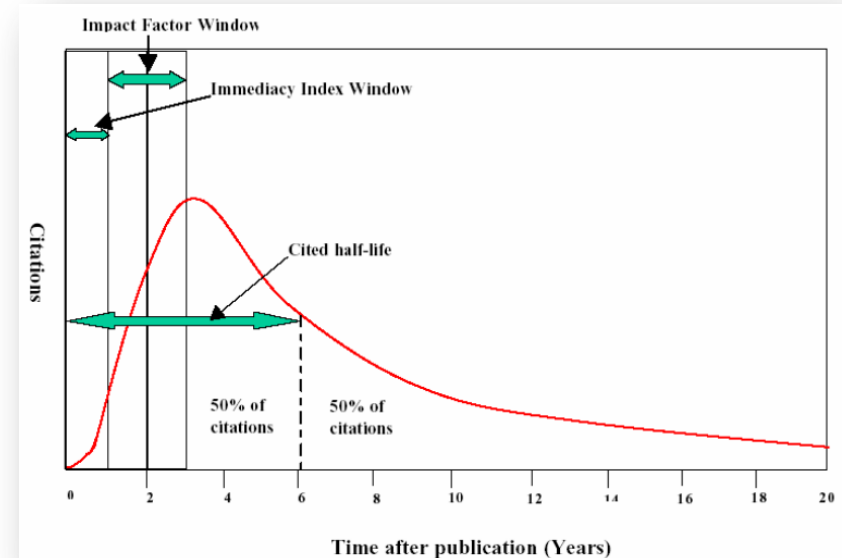
■ Calculating the IF:

For example, the 2017 impact factor for a journal is calculated as follows:

- A = the number of times articles published in 2015 and 2016 were cited in indexed journals during 2017
- B = the number of "citable items" (usually articles, reviews, proceedings or notes; not editorials and letters-to-the-Editor) published in 2015 and 2016

- 2017 impact factor = A/B

- e.g. 600 citations = 2.000
150 + 150 articles



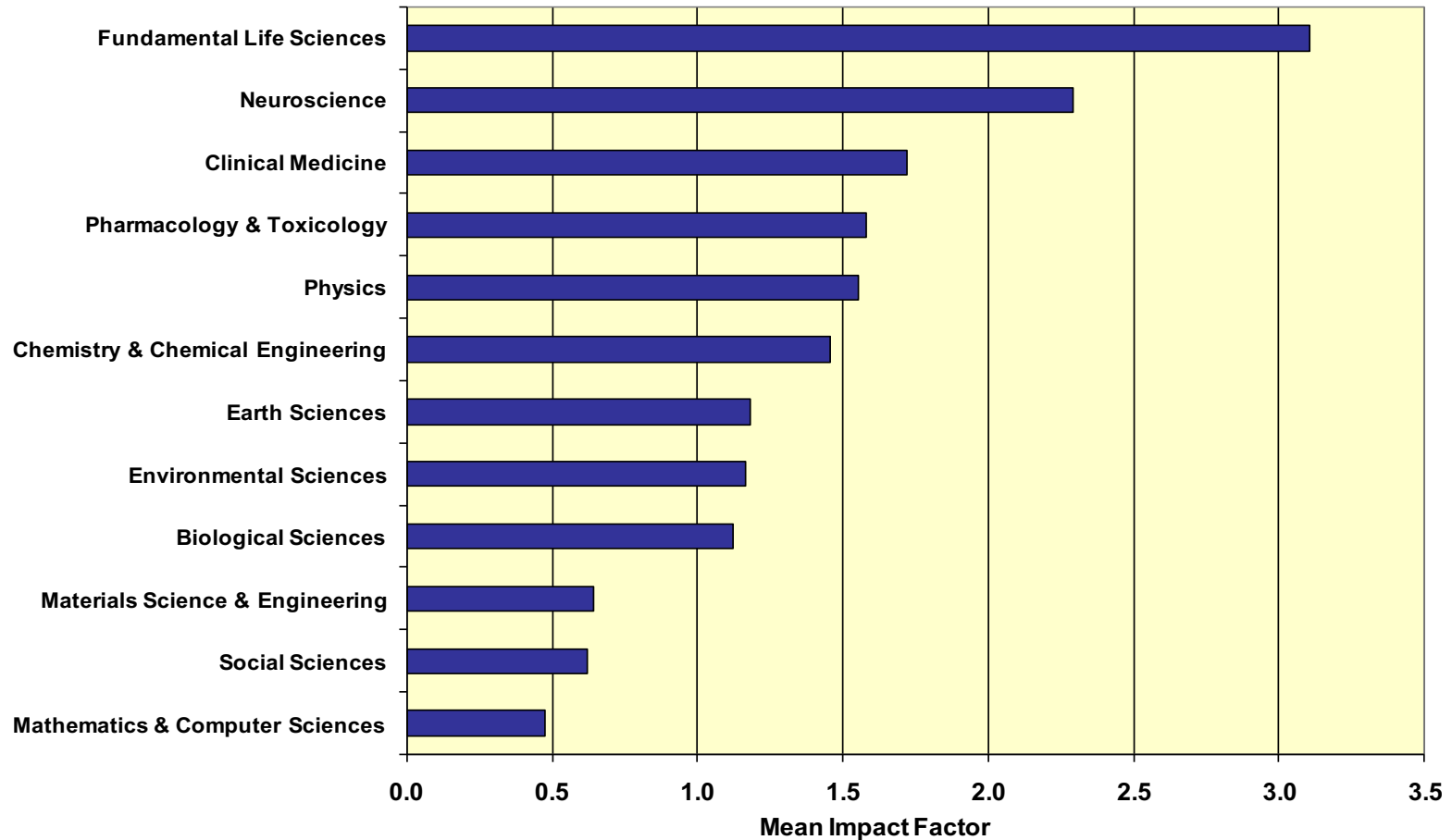
The IF captures only a short period of time in the "citation life" of a paper



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

What is the impact factor? 2/2

Influences on Impact Factors: Subject Area



Your Journals list for this manuscript

So you now have a list of candidate journals for your manuscript.....

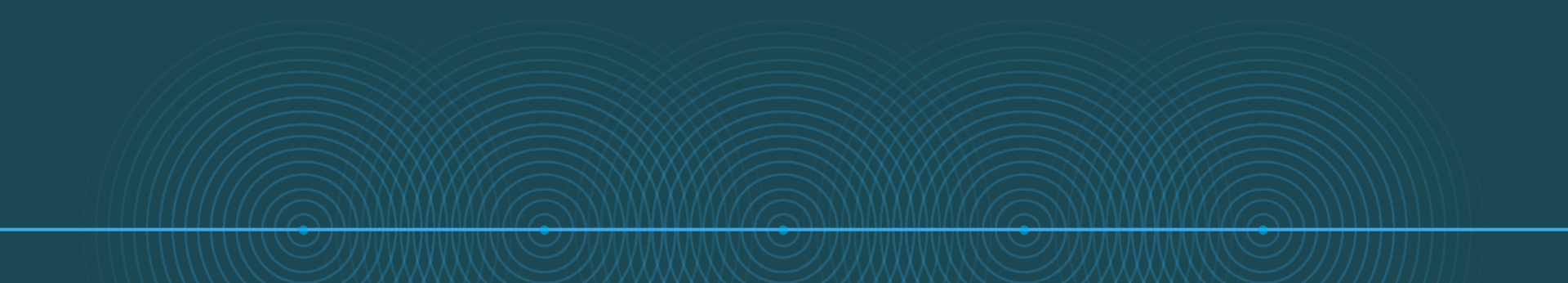
- ✓ All authors of the submission agree to this list and the sequence of journals
- ✓ Write your draft as if you were going to submit to the first journal on your list. Use its Guide for Authors - these differ per journal

✗ DO NOT gamble by submitting your manuscript to more than one journal at a time.

International ethics standards prohibit multiple/simultaneous submissions, and editors DO find out! (Trust us, they DO!)

Before you start...

The guide for authors



Guide for Authors: the right paper for the right journal!

- Find it on the journal homepage of the publisher
- Stick to the Guide for Authors in your manuscript – Refer to it again and again !
- It will save your time
- ... and Editors (and reviewers) do not like wasting time on poorly prepared manuscripts. It is a sign of disrespect.



Home > Journals > Biochemical Pharmacology



ISSN: 0006-2952

Biochemical Pharmacology

- > Supports Open Access
- Editor-in-Chief: S.J. Enna
- > View Editorial Board

Submit Your Paper ▾

View Articles

Guide for Authors ▾

Abstracting/ Indexing

Track Your Paper ▾

Order Journal

Journal Metrics

CiteScore: 5.23 ⓘ

More about CiteScore

Impact Factor: 5.091 ⓘ

Biochemical Pharmacology publishes original research findings, Commentaries and review articles related to the elucidation of cellular and tissue function(s) at the biochemical and molecular levels, the modification of cellular phenotype(s) by genetic, transcriptional/translational or drug/compound-induced modifications, as well as the pharmacodynamics and pharmacokinetics of xenobiotics and drugs, the latter including both small molecules and biologics.

The journal's target audience includes scientists engaged in the identification and study of the mechanisms of action of xenobiotics, biologics and drugs and in the drug discovery and development process.

All areas of cellular biology and cellular, tissue/organ and whole animal pharmacology fall within the scope of the journal. Drug classes covered include anti-infectives, anti-inflammatory agents, chemotherapeutics, cardiovascular, endocrinological, immunological, metabolic, neurological and psychiatric drugs, as well as research on drug metabolism and kinetics. While medicinal chemistry is a topic of complimentary interest, manuscripts in this area must contain sufficient biological data to characterize pharmacologically the compounds reported. Submissions describing work focused predominately on chemical synthesis and molecular modeling will not be considered for review.

While particular emphasis is placed on reporting the results of molecular and biochemical studies, research involving the use of tissue and animal models of human pathophysiology and toxicology is of interest to the extent that it helps define drug

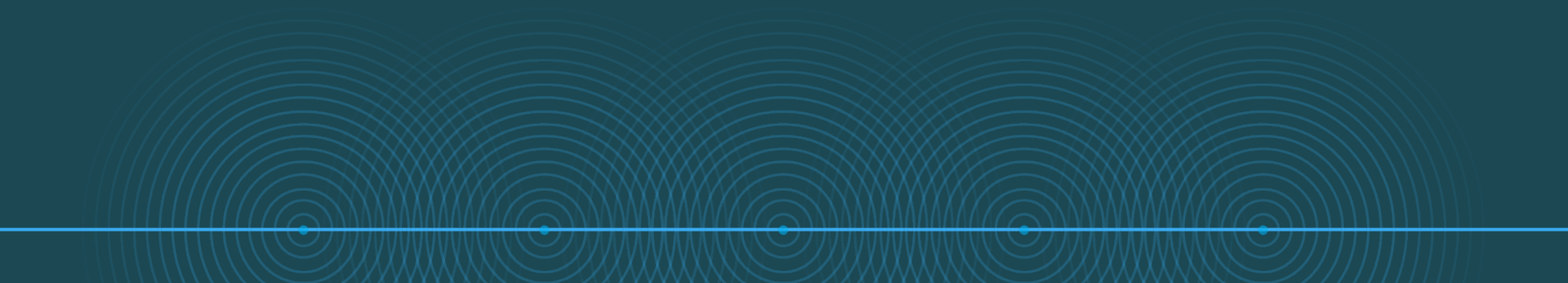
Recap

Before writing your paper

- **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

Before you start...

Language: tools and resources





Why is language important?

- It not only important to have a message but also to communicate your message
- If the language is not proper, time must be spent trying to understand what the author is saying

Do publishers correct language?

No!

It is the author's
responsibility...

*...but publishers
provide
resources to
help you writing*

Manuscript language: Sentences

- Keys:
 - ✓ Clear
 - ✓ Objective
 - ✓ Accurate
 - ✓ Concise
- 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: checklist 1/2

- Use active voice to shorten sentences

Ex: Passive voice: “carbon dioxide was consumed by the plant...”

Active voice: “...the plant consumed carbon dioxide...”

- Avoid contractions and abbreviations

- ✓ DO NOT USE “it’s”, “weren’t”, “hasn’t”

- ✓ Use abbreviations ONLY for units or established scientific abbreviations, e.g. DNA.

Best practice: add an abbreviation list at the end of your publication

Manuscript language: checklist 2/2

- Minimize use of adverbs

Adverb	Imprecise	Clear
Significantly	The rate increases significantly with temperature	The rate doubles for every increase in 10 °C
Very, a lot	Samples were withdrawn from the tube very often	Samples were withdrawn at a frequency of 2 h ⁻¹

- Eliminate redundant phrases

Redundant	Clear
It has been found that CO ₂ and H ₂ O formation has been reduced at high temperatures	CO ₂ and H ₂ O formation is lower at higher temperatures
... was demonstrated to be excellent	Was excellent
Additional experimentation was completed	... more test were made

- Double-check unfamiliar words or phrases

Manuscript language: checklist

Tenses 3/4

Present tense:

Use for known facts and hypotheses

“The average life of a honey bee is six weeks”

Past tense:

Use for

- Experiments conducted

“All the honey bees were maintained in an environment with a ...”

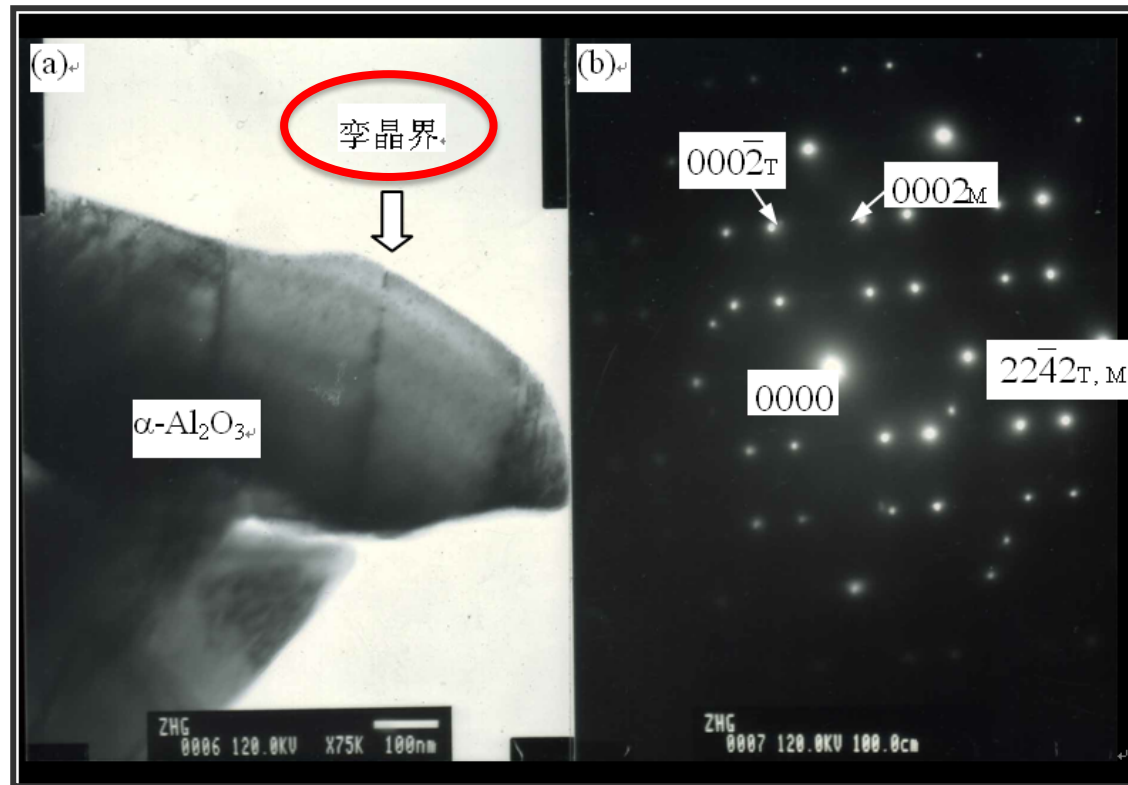
- Results

“The average life span of bees in our contained environment was eight weeks...”

Manuscript language: checklist

Using English throughout the manuscript 4/4

- This includes also figures!



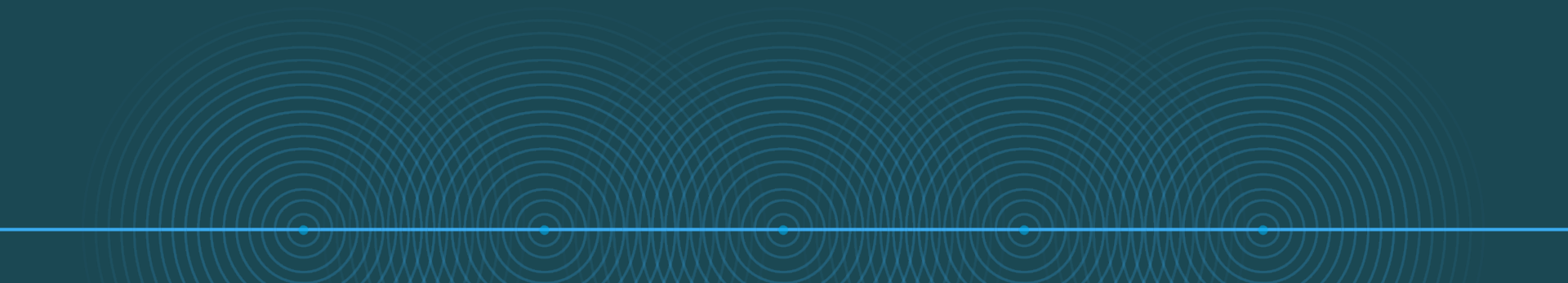
Recap

Are you using proper manuscript language?



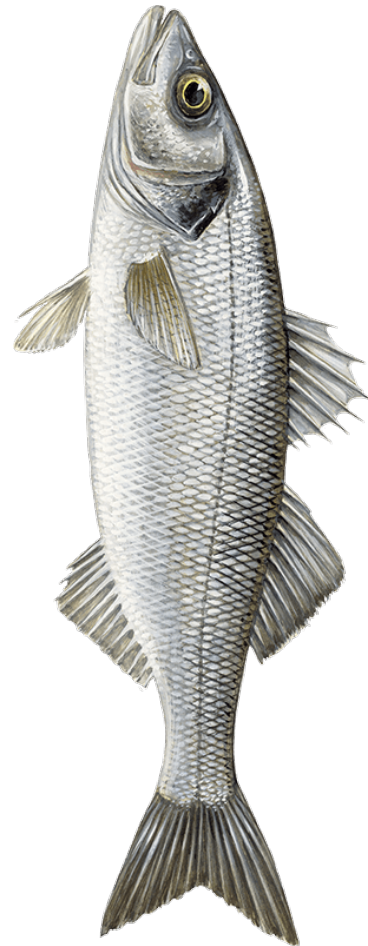
- Proper English is important so editors and reviewers can understand your message
- Check that your paper has **short sentences**, eliminate redundant phrases, use **correct tenses**, **minimize the use of adverbs**, use **correct grammar**, and **English throughout**
- Refer to the journal's Guide for Authors for specifications
- Have a native English speaker check your manuscript or use a language editing service

General structure of a manuscript



General structure of a research article

- Title
 - Abstract
 - Keywords
-
- Introduction
 - Methods
 - Results and Discussion
-
- Conclusion
 - Acknowledgements
 - References
 - Supporting Materials



General structure of a research article

- Title
- Abstract
- Keywords



**Make them easy for indexing
and searching**

-
- Introduction
 - Methods
 - Results and Discussion

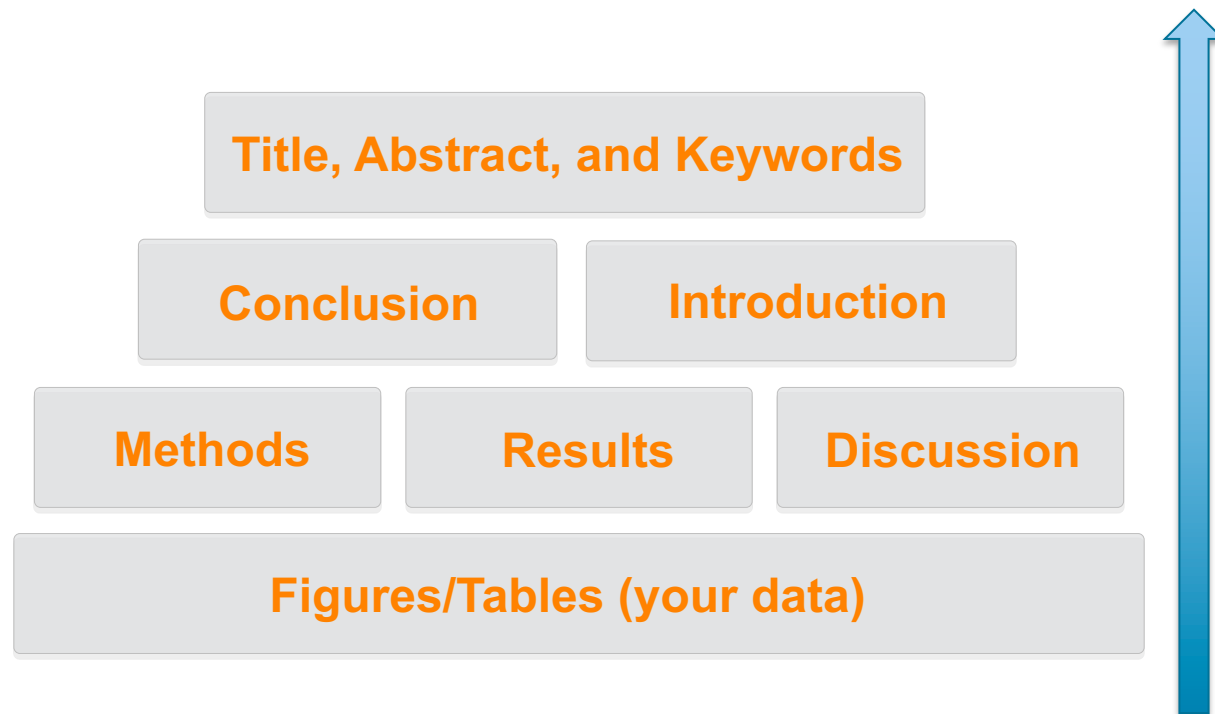


**Journal space is not unlimited.
Make your article as concise as
possible.**

-
- Conclusion
 - Acknowledgements
 - References
 - Supporting Materials

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

The process of writing – building the article



Effective manuscript titles

A good title should contain the **fewest** possible words that **adequately** describe the content of a paper.

- short catchy titles are often better cited
- Do not use technical jargon and rarely-used abbreviations

Original Title	Revised	Remarks
Preliminary observations on the effect of Zn element on anticorrosion of zinc plating layer	Effect of Zn on anticorrosion of zinc plating layer	<u>Long title</u> distracts readers. Remove all <u>redundancies</u> such as “observations on”, “the nature of”, etc.
Action of antibiotics on bacteria	Inhibition of growth of mycobacterium tuberculosis by streptomycin	Titles should be <u>specific</u> . Think: “How will I search for this piece of information?” when you design the title.

Abstract

... is **freely available** [PubMed, Medline, Embase, SciVerse Scopus,]

- This is the **advertisement of your article**. Make it interesting, and easy to be understood without reading the whole article.
- Make it **accurate** and **specific**
- Highlights the **important results**
- 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.

Keywords

Used by indexing and abstracting services

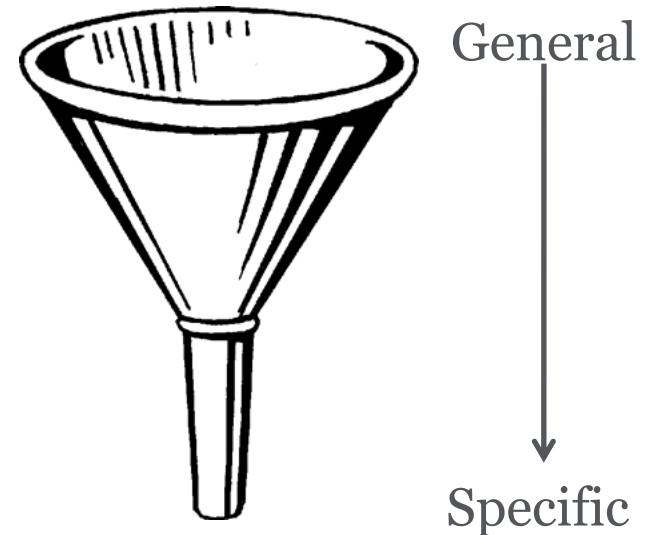
- They are the **labels of your manuscript**
- Use only established abbreviations (e.g. TLD, LSC)
- **Well-chosen keywords make your article easy to find**

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

Introduction: Provide a brief context to the readers

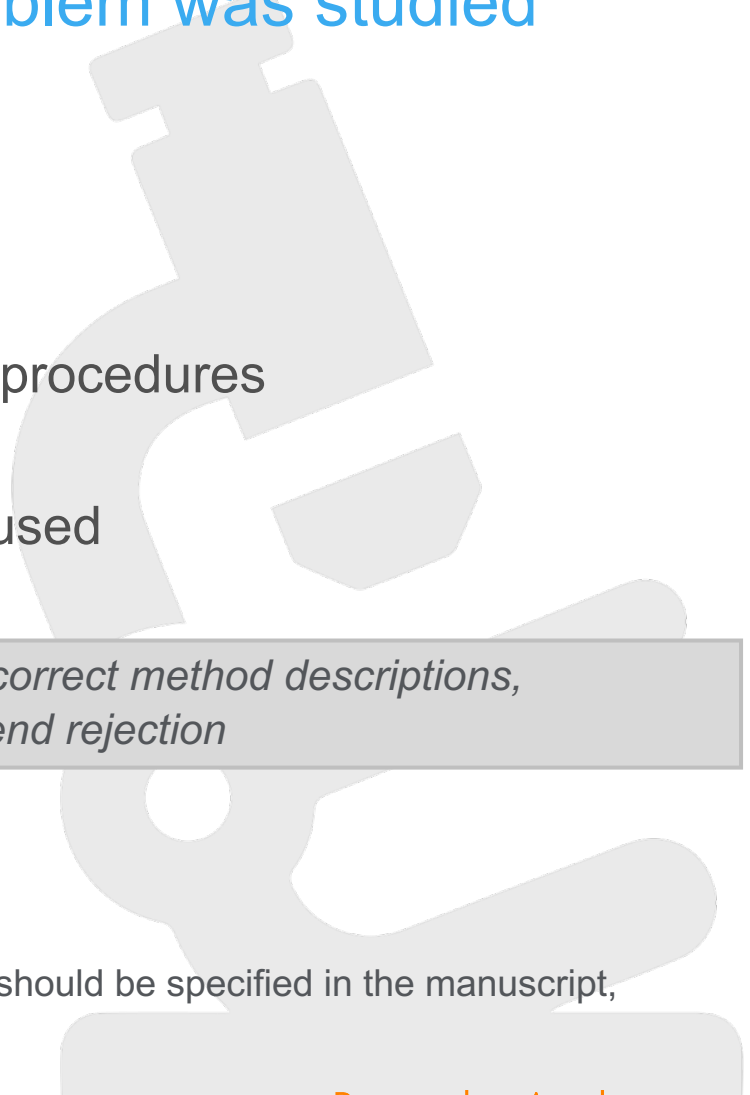
- What is the problem?
- Identify the existing solutions and limitations
- Identify what the work is trying to achieve
- Write a unique introduction for every article. DO NOT reuse introductions.



Pitfalls:

- Using more words than necessary
- mixing 'introduction' with: 'results', 'discussion' and 'conclusion'
- Using expressions such as "novel", "first time", "first ever", "paradigm changing"

Methods: Describe how the problem was studied

- 
- Include detailed information
 - Do not describe previously published procedures
 - Identify the equipment and materials used

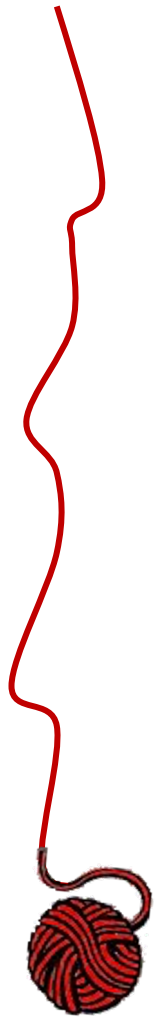
Reviewers will criticize incomplete or incorrect method descriptions, and may even recommend rejection

Remarks: 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, cover letter, or the online submission system
- Editors can make their decisions on ethics

Results: What have you found?

- Tell a clear and easy-to-understand story. **RED THREAD**
 - Be structured (sub-headings)
- Include only data of primary importance
 - Thus not all the findings (supplementary materials are there for secondary findings)
 - Findings from experiments described in the Methods section
- Keep results of the same type together
- Highlight findings that differ from findings in previous publications, and unexpected findings
- Provide statistical analysis



Results: figures and tables

- Figures and tables are the **most efficient way** to present results

"One Picture is Worth a Thousand Words"

Sue Hanauer (1968)

- Captions and legends must be detailed enough to make figures and tables **self-explanatory**
- If **colours** are used, they must be visible/distinguishable when printed in black & white
- Each photograph must have a scale marker of professional quality in a corner.

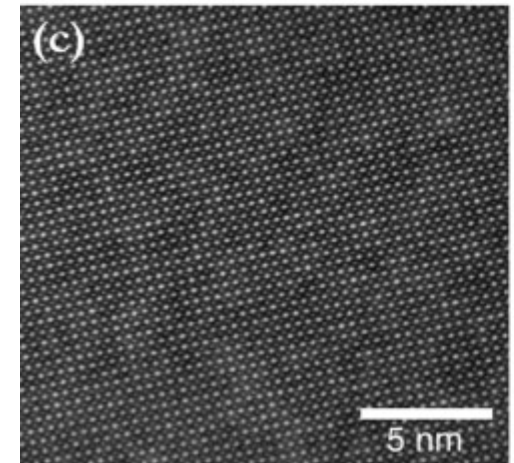
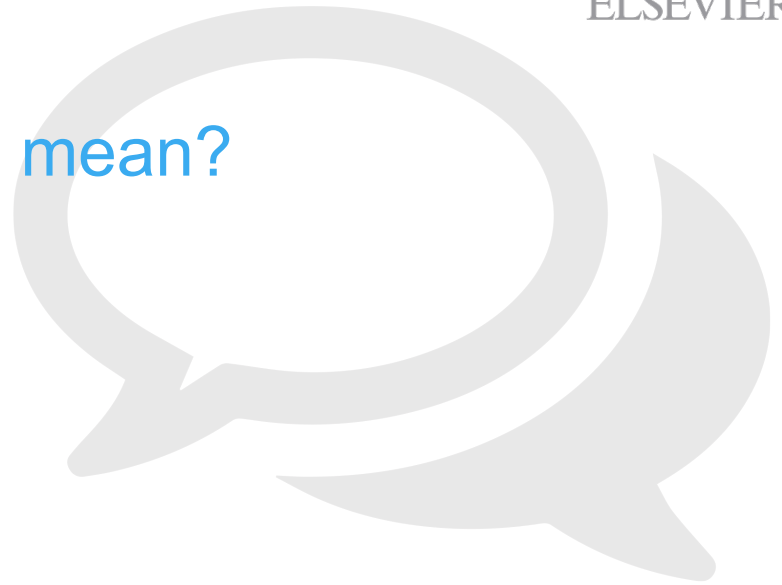


Fig. 3. Avoiding subtle artifacts in atomic resolution cryo-STEM image registration. [...] (c) The optimum registration, obtained by determining the optimal shifts from all image pairs, shows information transfer to 0.72 Å. The incorrect registration differs in several ways from the optimum registration. [...]

Example From Ultramicroscopy journal

Discussion: what do the results mean?



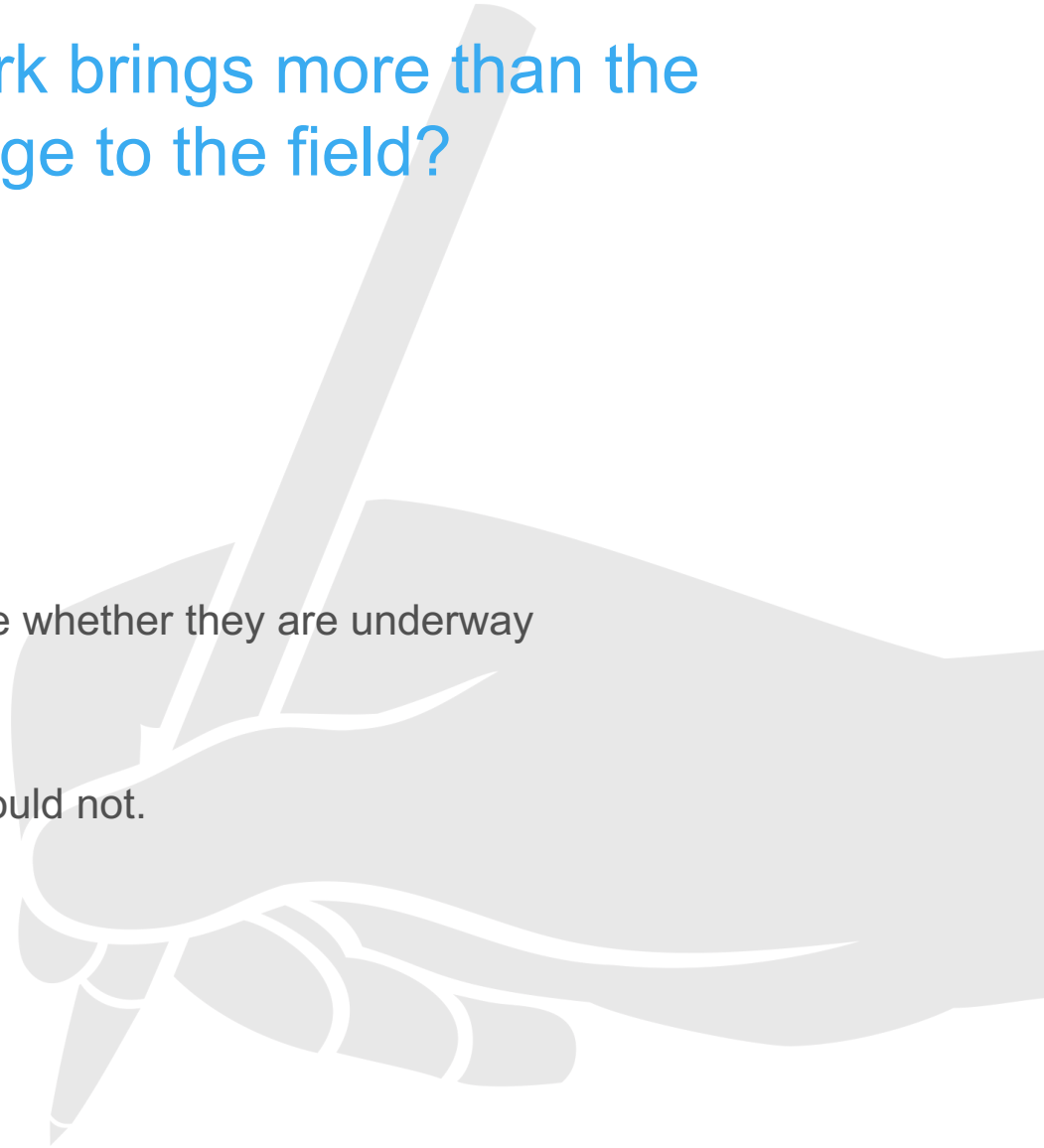
- Most important section
- Make the discussion correspond to the results
- Compare published results with your own

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: How the work brings more than the present state of knowledge to the field?

- Be clear
- Provide justification for the work
- Suggest future experiments, indicate whether they are underway
- ✗ Avoid judgments about impact
Others can comment, you should not.



Acknowledgments

Ensures those who helped in the research are recognized

Include individuals who have assisted with your study, including:

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

References: Cite the main scientific publications on which your work is based

- Conform strictly to the style given in the **Guide for Authors**
- Always ensure you have fully absorbed the material you are referencing
- Do not use too many references
- Avoid excessive self-citations
- Avoid excessive citations of publications from the same region or institute
- Make your life easier: use reference management softwares
en.wikipedia.org/wiki/Comparison_of_reference_management_software



zotero

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ENDNOTE



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Cover letter: Your chance to speak to the editor directly

- Mention what would make your manuscript special to the journal
- Note special requirements (reviewers, conflicts of interest)

Professor H. D. Schmidt
School of Science and Engineering
Northeast State University
College Park, MI 10000
USA

January

Dear Professor Schmidt,

Enclosed with this letter you will find an electronic submission of a manuscript entitled "Mechano-sorptive creep under compressive loading – a micromechanical model" by John Smith and myself. This is an original paper which has neither previously nor simultaneously in whole or in part been submitted anywhere else. Both authors have read and approved the final version submitted.

Mechano-sorptive is sometimes denoted as accelerated creep. It has been experimentally observed that the creep of paper accelerates if it is subjected to a cyclic moisture content. This is of large practical importance for the paper industry. The present manuscript describes a micromechanical model on the fibre network level that is able to capture the experimentally observed behaviour. In particular, the difference between mechano-sorptive creep in tension and compression is analysed. John Smith is a PhD-student who within a year will present his doctoral thesis. The present paper will be a part of that thesis.

Three potential independent reviewers who have excellent expertise in this paper are:

Dr. Fernandez, Tennessee Tech, email1@university.com
Dr. Chen, University of Maine, email2@university.com
Dr. Singh, Colorado School of Mines, email3@university.com

I would very much appreciate if you would consider the manuscript for publication in the *International Journal of Science*.

Sincerely yours,

Final approval from all authors

Explanation of importance of research

Suggested reviewers

Recap

Structure of the article

- Title
- Abstract
- Keywords

-
- Introduction
 - Methods
 - Results and Discussion

-
- Conclusion
 - Acknowledgements
 - References
 - Supporting Materials

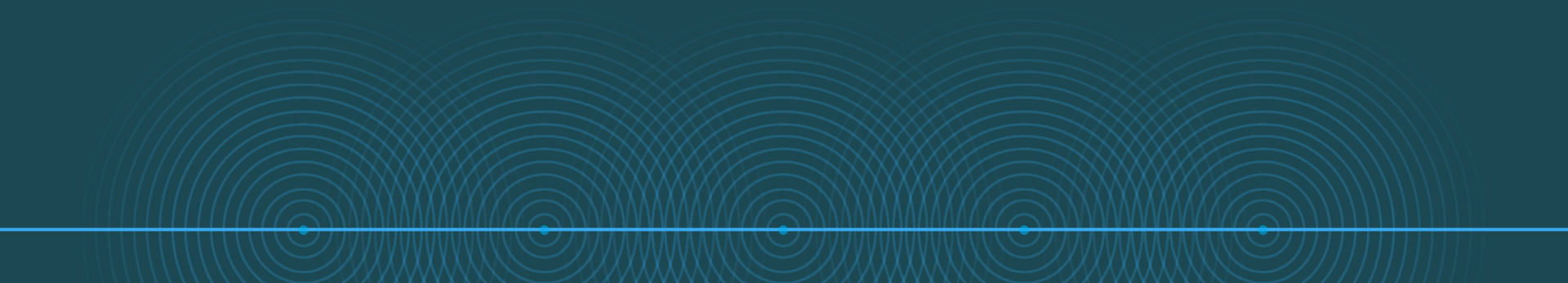
- Structure your article properly
- Make sure each section fulfills its **purpose** clearly and concisely

Do everything to make your submission a success

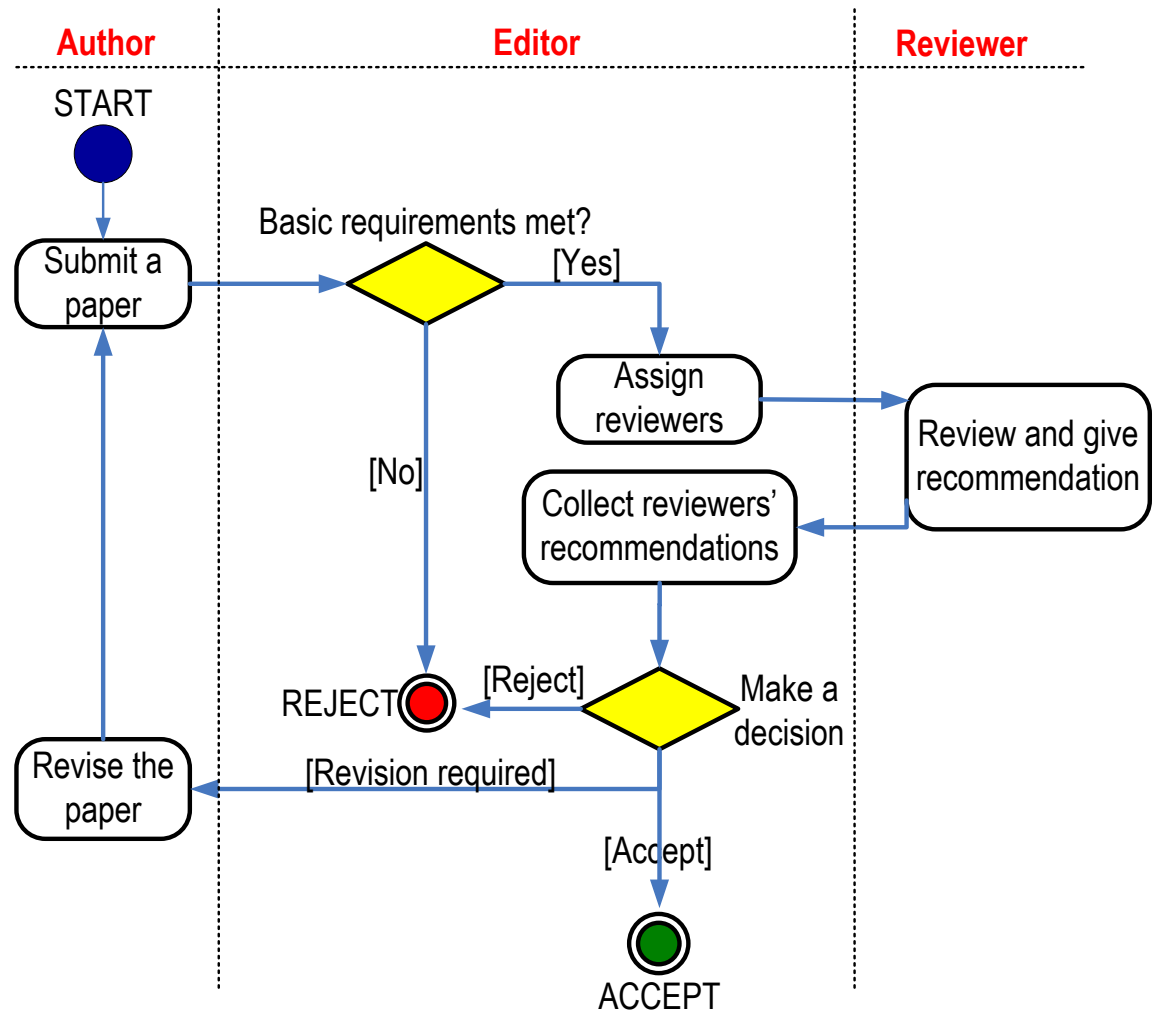
- **No one gets it right the first time!**
 - ✓ **Write, and re-write**
- **Suggestions**
 - ✓ After writing a first version, take several days of rest. Come back with a critical, fresh view.
 - ✓ Ask colleagues and supervisor to review your manuscript. Ask them to be highly critical, and ***be open to their suggestions***.
 - ✓ Make changes to incorporate comments and suggestions. Get all co-authors to approve the version to submit.

Then it is the point in time to submit your article!

The peer-review process



The Peer Review Process is not a black hole!

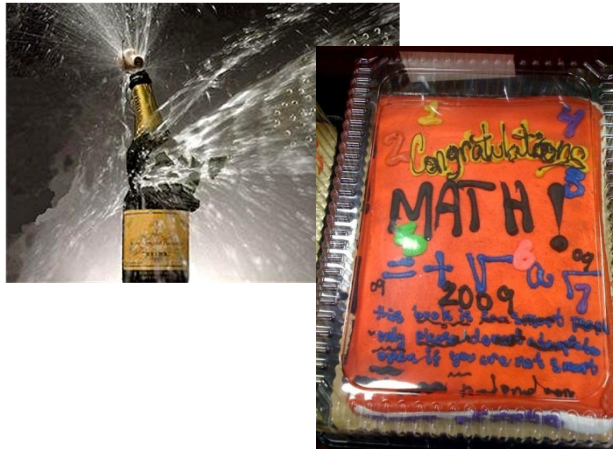




First Decision: “Accepted” or “Rejected”

Accepted

- Very rare, but it happens



- Congratulations!
 - Cake for the department
 - Now wait for page proofs and then for your article to be online and in print

Rejected

- Probability 40-90% ...
- Do not despair
 - It happens to everybody
- Try to understand WHY
 - Consider reviewers' advice
 - Be self-critical
- If you submit to another journal, begin as if it were a new manuscript
 - Take advantage of the reviewers' comments and revise accordingly
 - They may review your manuscript for the next journal too!
 - Read the Guide for Authors of the new journal, again and again.

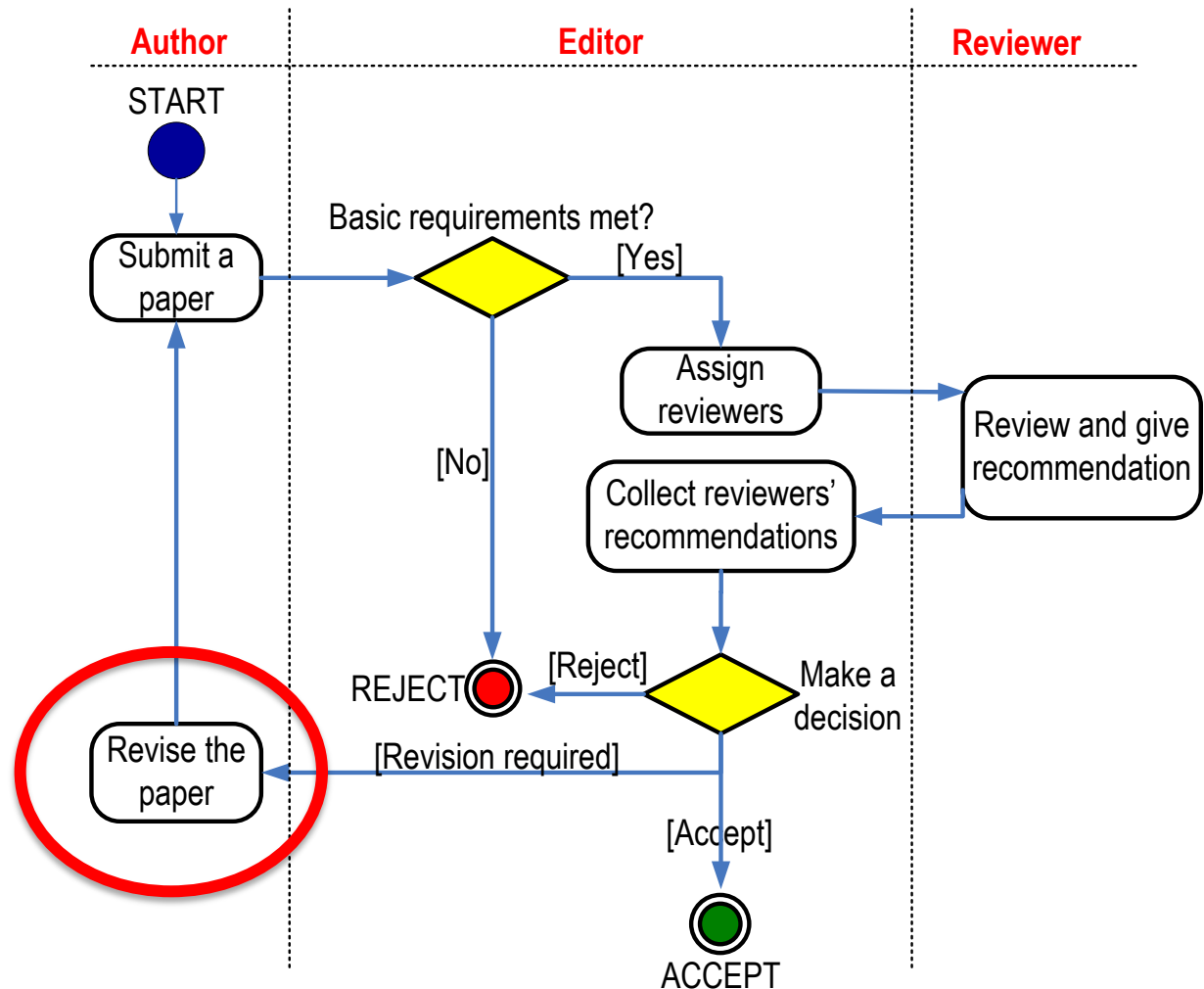


Reviewers

- Knowledgeable peers from your field
- Most journals have a single blind refereeing process in place
- Referees are selected and invited by the Editor
- Authors are often asked to suggest referees: Avoid any conflicts of interest!
- Default number of referees is two
- Editor takes advice from the referee but ultimately is the one taking the final decision

Refereeing speed varies tremendously between journals

The Peer Review Process is not a black hole!



First Decision: “Major” or “Minor” Revision

- **Nearly every article requires a revision.** Also bear in mind that editors and reviewers mean to help **you improve your article**. Do not take offence.
- **Major revision**
 - The manuscript **may** finally be published in the journal
 - Significant deficiencies must be corrected before acceptance
 - Usually involves (significant) textual modifications and/or additional experiments
- **Minor revision**
 - Basically, the manuscript is worth being published
 - Some elements in the manuscript must be clarified, restructured, shortened (often) or expanded (rarely)
 - Textual adaptations
 - “Minor revision” does NOT guarantee acceptance after revision, but often it is accepted if all points are addressed!

Manuscript Revision: take it seriously

- Prepare a detailed Response Letter
 - Copy-paste each reviewer comment, and type your response below it
 - State specifically which changes you have made to the manuscript
 - ✓ Include page/line numbers
 - ✗ No general statements like “Comment accepted, and Discussion changed accordingly.”
 - Provide a *scientific* response to comments,
 - or a convincing, solid and polite rebuttal when you feel the reviewer was wrong.
 - Write in such a manner, that your response can be forwarded to the reviewer without prior editing

.....Why run the risk of avoidable rejection by not taking manuscript revision seriously?

Recap

What leads to acceptance ?

- ✓ Attention to details
- ✓ Check and double check your work
- ✓ Consider the reviewers' comments
- ✓ English must be as good as possible
- ✓ Presentation is important
- ✓ Take your time with revision
- ✓ Acknowledge those who have helped you
- ✓ New, original and previously unpublished
- ✓ Critically evaluate your own manuscript
- ✓ Ethical rules must be obeyed

10 tips

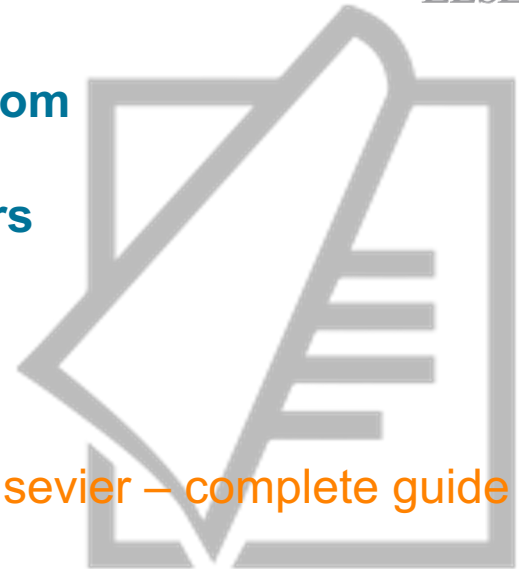
For writing a truly terrible journal article

- Refuse to read the previous literature published in your field
- Take the lazy route and plagiarize
- Omit key article components
- Disrespect previous publications
- Overestimate your contribution
- Excel in ambiguity and inconsistency
- Apply incorrect referencing of statements
- Prefer subjective over objective statements
- Give little care to grammar, spelling, figures and tables
- Ignore editor and reviewer comments

From: Bert Blocken January 11, 2017 <http://www.elsevier.com/authors-update>

Further reading at

researcheracademy.com
elsevier.com/authors
elsevier.com/reviewers
elsevier.com/editors



- Understanding the Publishing Process with Elsevier – complete guide
- Publishing Ethics brochure – top reasons to publish ethically
- Get Published – top tips on writing, reviewing and grant writing etc.
- Get Noticed – new ways to promote your article and research
- Open access – definitions and options
- Career Planning Guide – download in 12 languages



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Thank you!

Questions? Get in touch!

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