



Essential Tips For Publishing in High-impact Journals

Rose Zhu
Associate Scientific Editor
Joule, Cell Press

18th March 2020



Overview



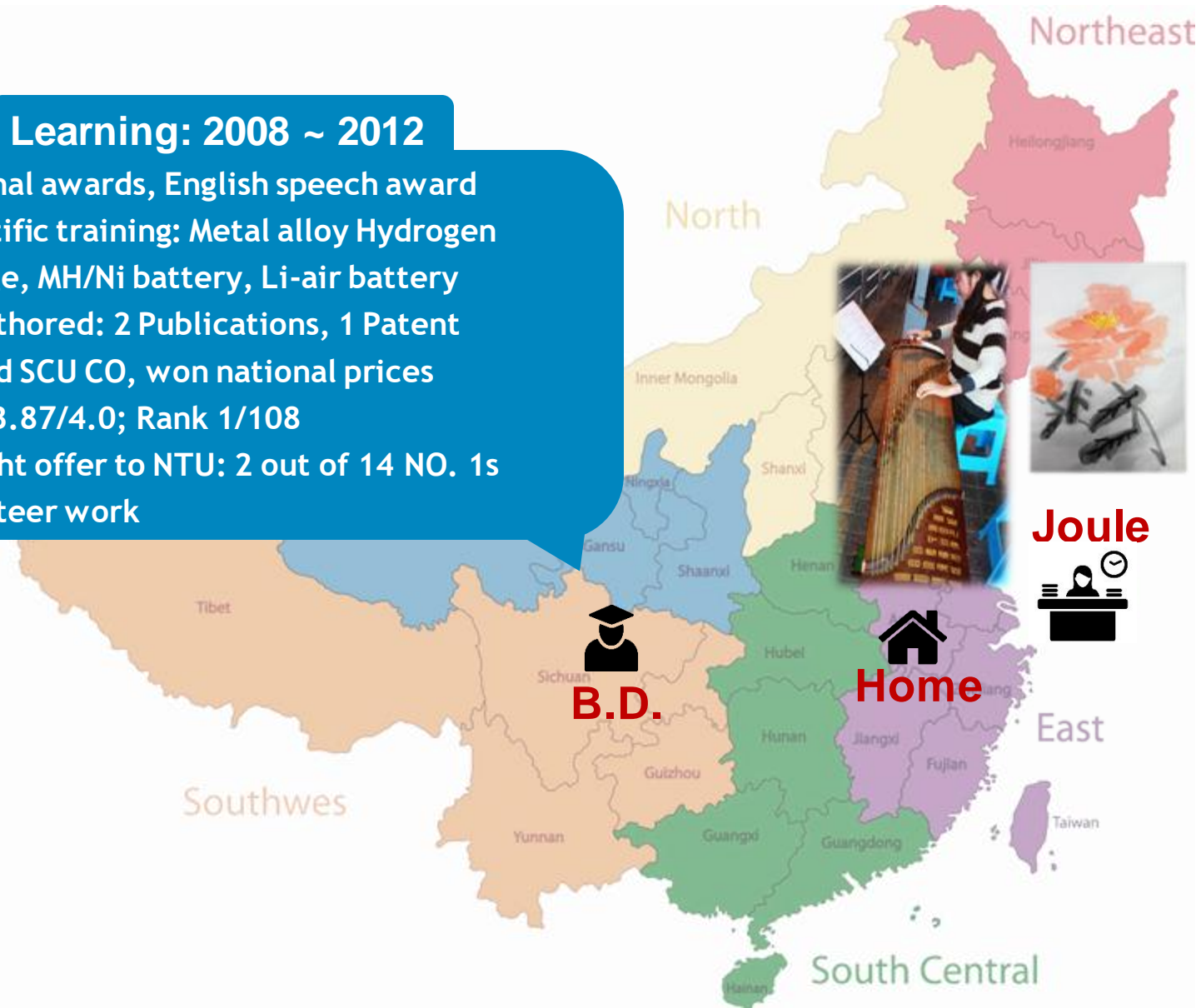
- My journey to become an editor
- Introduction to Cell Press portfolio
 - ❑ Expansion into physical sciences
 - ❑ Upcoming launches
 - ❑ Research output in China
- Editors' Advise
 - ❖ Manuscript preparation
 - ❖ Selecting Journal
 - ❖ The editorial process
- Innovation and community building



My journey to become an editor

Learning: 2008 ~ 2012

- National awards, English speech award
- Scientific training: Metal alloy Hydrogen storage, MH/Ni battery, Li-air battery
- Co-authored: 2 Publications, 1 Patent
- Served SCU CO, won national prizes
- GPA: 3.87/4.0; Rank 1/108
- Straight offer to NTU: 2 out of 14 NO. 1s
- Volunteer work



Learning

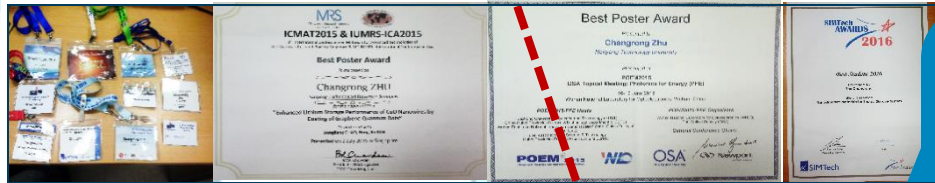
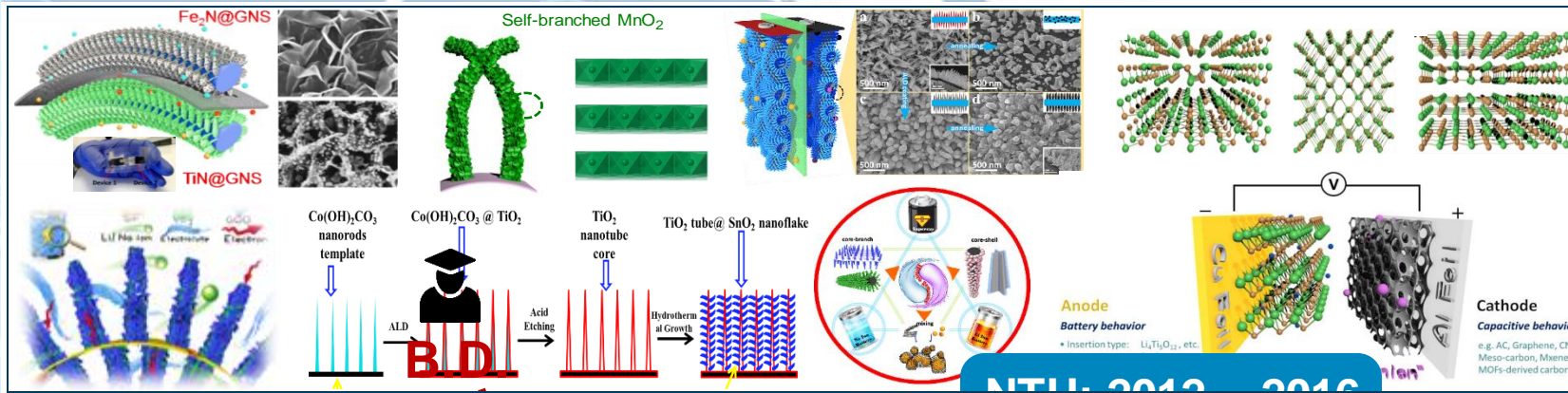


Talents



Volunteer





NTU: 2012 ~ 2016

- Publication: 10/14
- GPA: 4.75/5.0
- Awards: 4 Best poster; 1 Grand poster award, and Best student
- Collaborations: USA, Germany, Japan, Israel and China



Research 2012-2016:

- ☐ Research and publishing
- ☐ Presenting skills
- ☐ Stay healthy



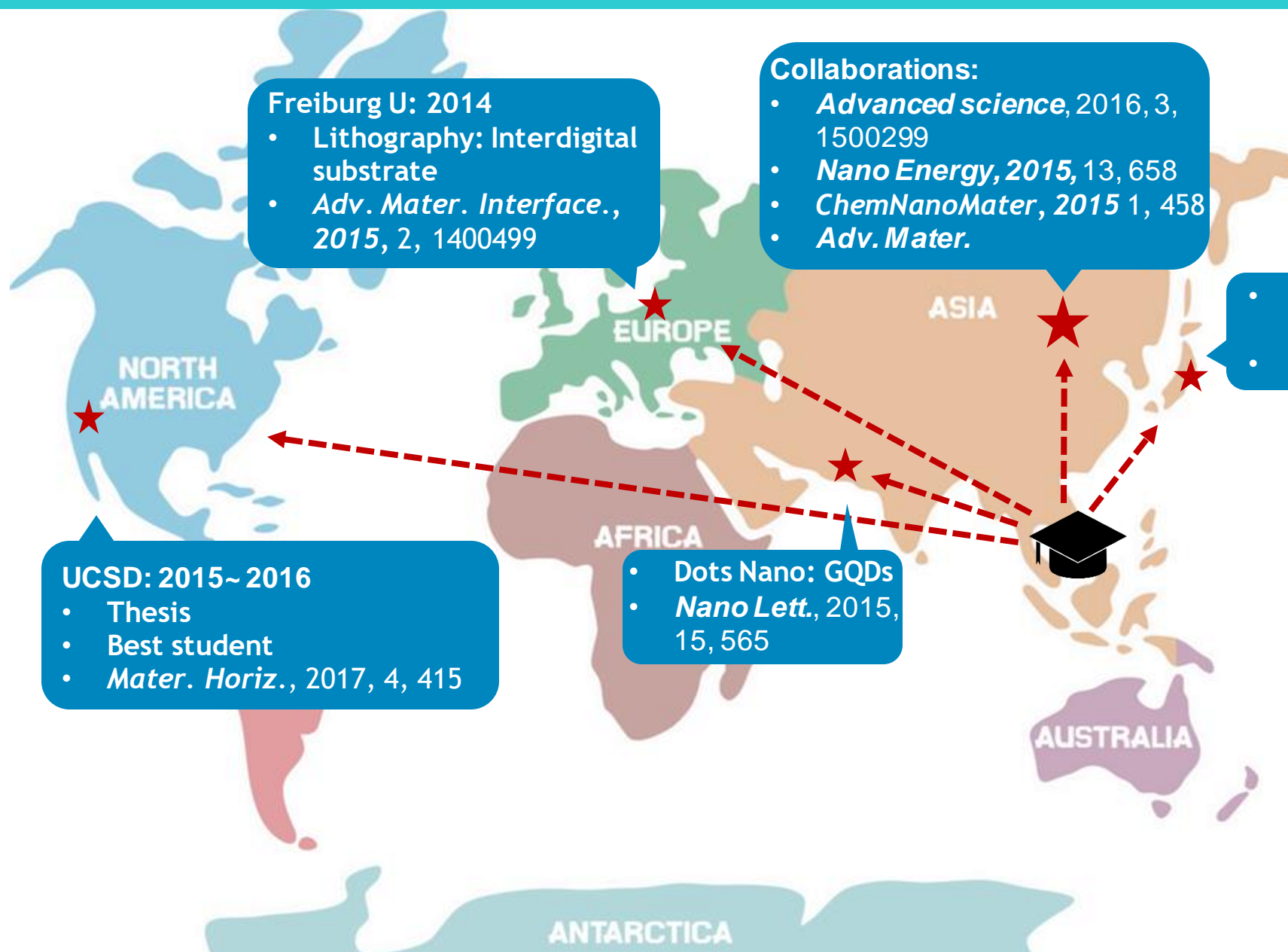
TongChai Charity Walkathon

6 million for Cancer research

NTU-CO concert

Equestrian

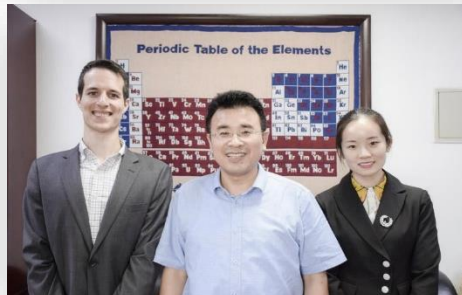
Taekwondo



Working 2016-2017:

- ☐ Varied angle of view
- ☐ Wide collaboration
- ☐ Stay updated

As Joule Editor



- ❑ Core Editorial role
- ❑ Travel: 100+ talks
- ❑ Promotion with Media

As Joule Editor



Greater China Award



- ☐ Core Editorial role
- ☐ Travel: 100+ talks
- ☐ Promotion with Media



Cell Press portfolio of high-impact journals

Cell Press family of journals



- Primary Research Journals
 - *Chem* and *Joule* were the first introduced in physical sciences
 - *Matter* and *One Earth* in 2019
- OA journals, including *Cell Reports* and *iScience*, first interdisciplinary journal
- Trends Review journals
 - Newest: *Trends in Chemistry* in 2019



Primary journals



21 Primary research journals

- Recent launches in the **physical sciences**, including *Chem*, *Joule*, *Matter*, *Cell Reports Physical Science*
- **Upcoming launches:** *Med*, *Cell Reports Medicine*, *Patterns*, *STAR Protocols*

Trends Reviews journals



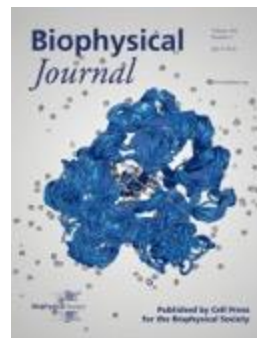
Partner journals



American Society
of Human Genetics



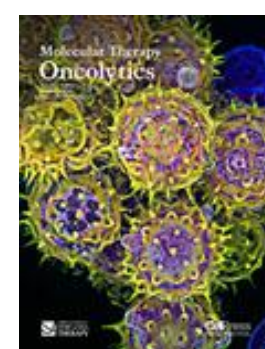
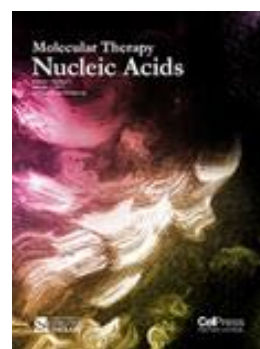
International
Journal for Stem
Cell Research
(IJSCR)



The Biophysical
Society



Institute of Plant Physiology and Ecology,
Shanghai Institutes for Biological Sciences,
Chinese Academy of Sciences, and
the Chinese Society of Plant Biology

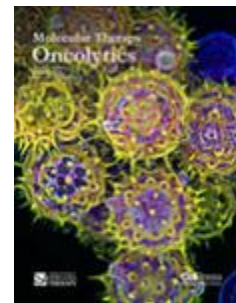
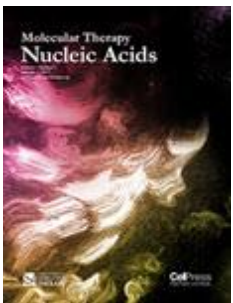
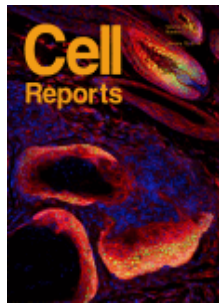
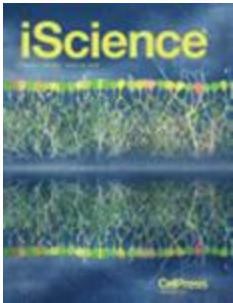


American Society of Gene & Cell Therapy

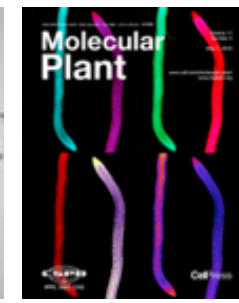
OA and hybrid journals



Open access titles



Hybrid titles





Cell Press physical sciences expansion

Award: Best New Journal
in Physical Sciences and Mathematics



- *Joule* **spans** scales & disciplines of energy research
- *Joule* **publishes** breakthrough results and ideas
- *Joule* **connects** fundamental research to real-world impact
- *Joule* shows very **high impact**:
 - A sister journal to *Cell*
 - *Joule* is fully SCI-indexed
 - First IF (June 2020) will be ~30

***Joule* Editorial team**



Launched September 2017 www.cell.com/joule

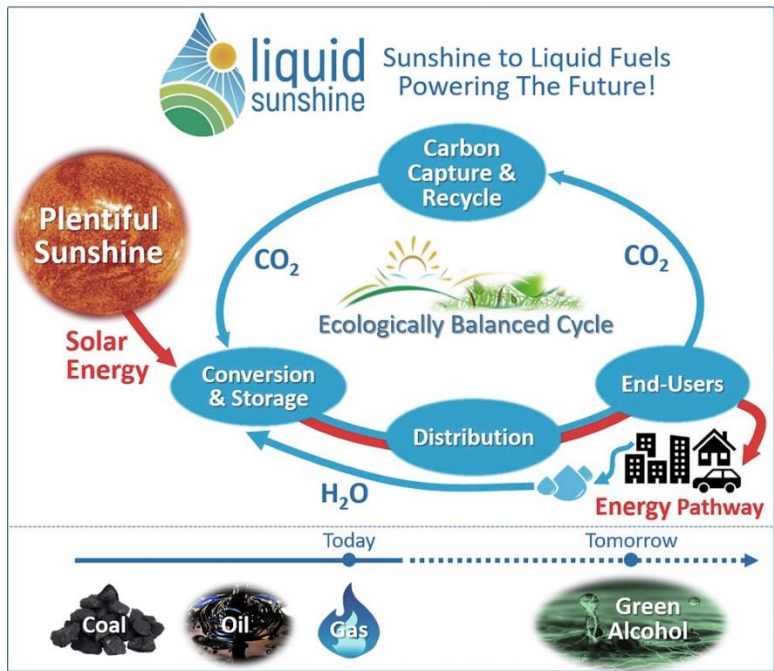
Latest China Research in Joule



Perspective

Powering the Future with Liquid Sunshine

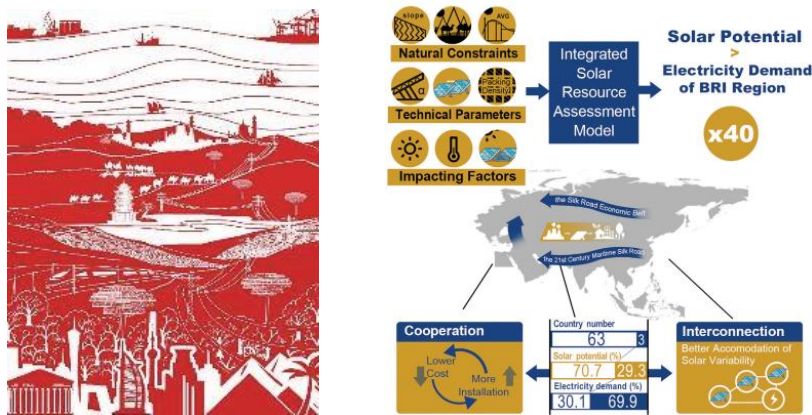
Choon Fong Shih,^{1,*} Tao Zhang,² Jinghai Li,³ and Chunli Bai^{2,*}



Article

The Potential of Photovoltaics to Power the Belt and Road Initiative

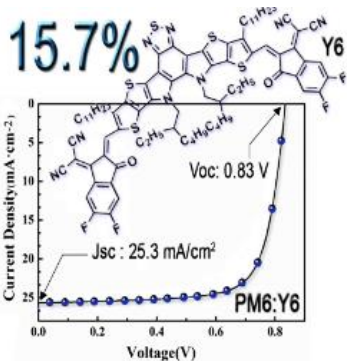
Shi Chen,^{1,8} Xi Lu,^{1,8,9,*} Yufei Miao,² Yu Deng,³ Chris P. Nielsen,⁴ Noah Elbot,⁵ Yuanchen Wang,¹ Kathryn G. Logan,⁶ Michael B. McElroy,^{7,*} and Jiming Hao¹



Single-Junction Organic Solar Cell with over 15% Efficiency Using Fused-Ring Acceptor with Electron-Deficient Core

Jun Yuan,¹ Yunqiang Zhang,¹ Liuyang Zhou,^{1,2} Guichuan Zhang,³ Hin-Lap Yip,³ Tsz-Ki Lau,⁴ Xinhui Lu,⁴ Can Zhu,^{1,2} Hongjian Peng,¹ Paul A. Johnson,⁵ Mario Leclerc,⁵ Yong Cao,³ Jacek Ulanski,⁶ Yongfang Li,² and Yingping Zou^{1,7,*}

400 citations in 6 months!

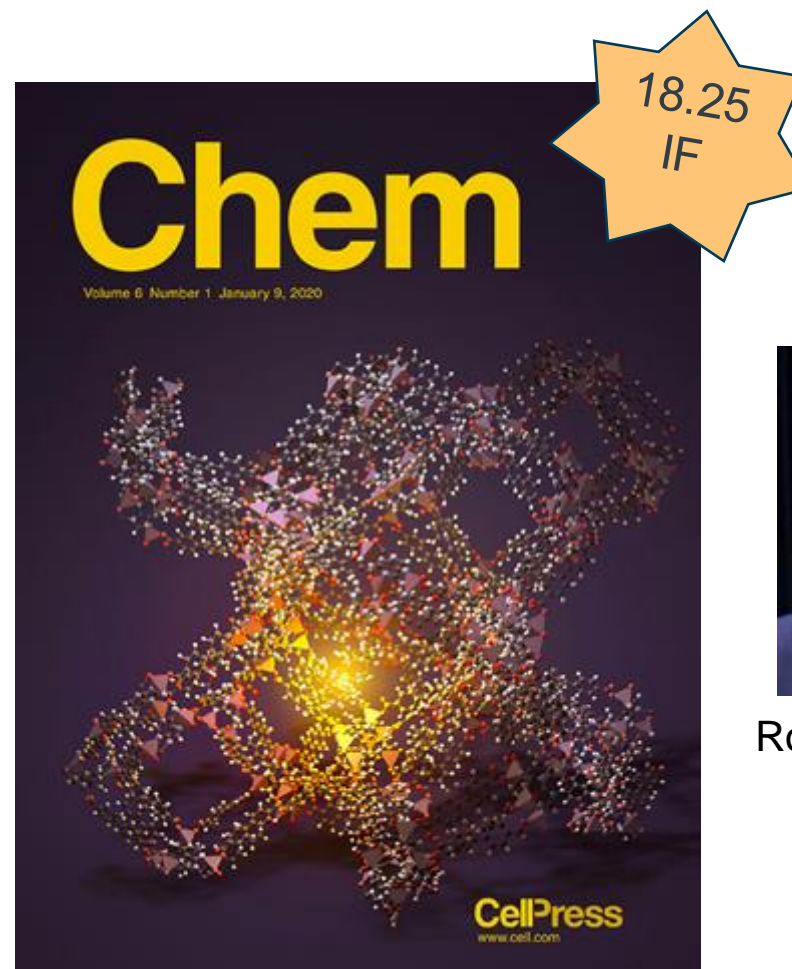




Chem, a sister journal to *Cell*, provides a home for seminal and insightful research and showcases how fundamental studies in chemistry and its sub-disciplines may help in finding potential solutions to the global challenges of tomorrow.

Content is categorized following 10 [Sustainable Development Goals](#) identified by the UN:

- Good health and well-being
- Affordable and clean energy
- Clean water and sanitation
- Climate action
- Zero hunger
- Responsible consumption and production
- Industry, Innovation, and Infrastructure
- Life on land
- Sustainable cities and communities
- Life below water



Robert Eagling, PhD
Editor-in-Chief

Launched July 2016
www.cell.com/chem

2019 Nobel Prize Connections



Stabilizing Cathode Materials of Lithium-Ion Batteries by Controlling Interstitial Sites on the Surface

Jun-Yu Piao, Yong-Gang Sun, Shu-Yi Duan, An-Min Cao, Xue-Long Wang, Rui-Juan Xiao, Xi-Qian Yu, Yue Gong, Lin Gu, Yutao Li, Zhen-Jie Liu, Zhang-Quan Peng, Rui-Min Qiao, Wan-Li Yang, Xiao-Qing Yang,

John B. Goodenough, Li-Jun Wan

Chem, Vol. 4, Issue 7

Inhibiting Polysulfide Shuttling with a Graphene Composite Separator for Highly Robust Lithium-Sulfur Batteries

Tianyu Lei, Wei Chen, Weiqiang Lv, Jianwen Huang, Jian Zhu, Junwei Chu, Chaoyi Yan, Chunyang Wu, Yichao Yan, Weidong He, Jie Xiong, Yanrong Li, Chenglin Yan, **John B. Goodenough**, Xiangfeng Duan

Joule, Vol. 3, Issue 1

Stabilizing a High-Energy-Density Rechargeable Sodium Battery with a Solid Electrolyte

Hongcai Gao, Sen Xin, Leigang Xue, **John B. Goodenough**

Chem, Vol. 4, Issue 4

Nitrogen-Doped Carbon for Sodium-Ion Battery Anode by Self-Etching and Graphitization of Bimetallic MOF-Based Composite

Yuming Chen, Xiaoyan Li, Kyusung Park, Wei Lu, Chao Wang, Weijiang Xue, Fei Yang, Jiang Zhou, Liumin Suo, Tianquan Lin, Haitao Huang, Ju Li, **John B. Goodenough**

Chem, Vol. 3, Issue 1

The Origin of Superior Performance of Co(OH)₂ in Hybrid Supercapacitors

Hongcai Gao, Sen Xin, **John B. Goodenough**

Chem, Vol. 3, Issue 1

Critical Parameters for Evaluating Coin Cells and Pouch Cells of Rechargeable Li-Metal Batteries

Shuru Chen, Chaojiang Niu, Hongkyung Lee, Qiuyan Li, Lu Yu, Wu Xu, Ji-Guang Zhang, Eric J. Dufek, **M. Stanley Whittingham**, Shirley Meng, Jie Xiao, Jun Liu

Joule, Vol. 3, Issue 4

Matter: It's material.

The home for multi-disciplinary, transformative material science research – from fundamentals to application, from nano to macro.



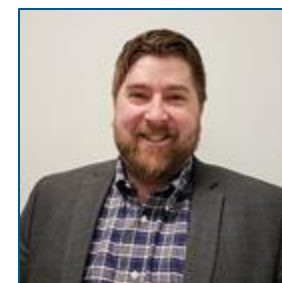
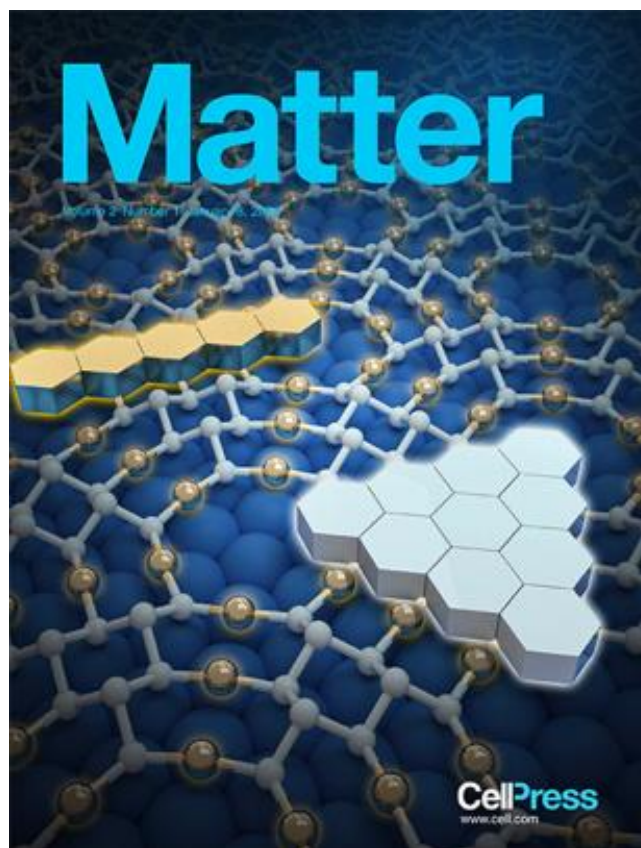
MULTI-DISCIPLINARY

Build bridges within and across disciplines

We publish high-quality, transformative research across disciplines related to:

- Fundamental synthesis, structure, and properties
- Performance of emerging material systems
- Novel characterization methods

Articles on materials of any state, scale, composition, or material will be considered.



Steven W. Cranford, PhD
Editor-in-Chief

Launched July 2019
www.cell.com/matter

One Earth

The home for high-quality research that seeks to understand and address today's environmental Grand Challenges.



One Earth fosters depth and breadth of insights into:

- **Environmental change**
Drivers, mechanisms, and long-term context.
- **Earth systems**
A thorough understanding of the planetary boundaries, thresholds, and tipping points.
- **Transformative solutions**
An integrated approach toward a sustainable future.



Lewis Collins, PhD
Editor-in-Chief

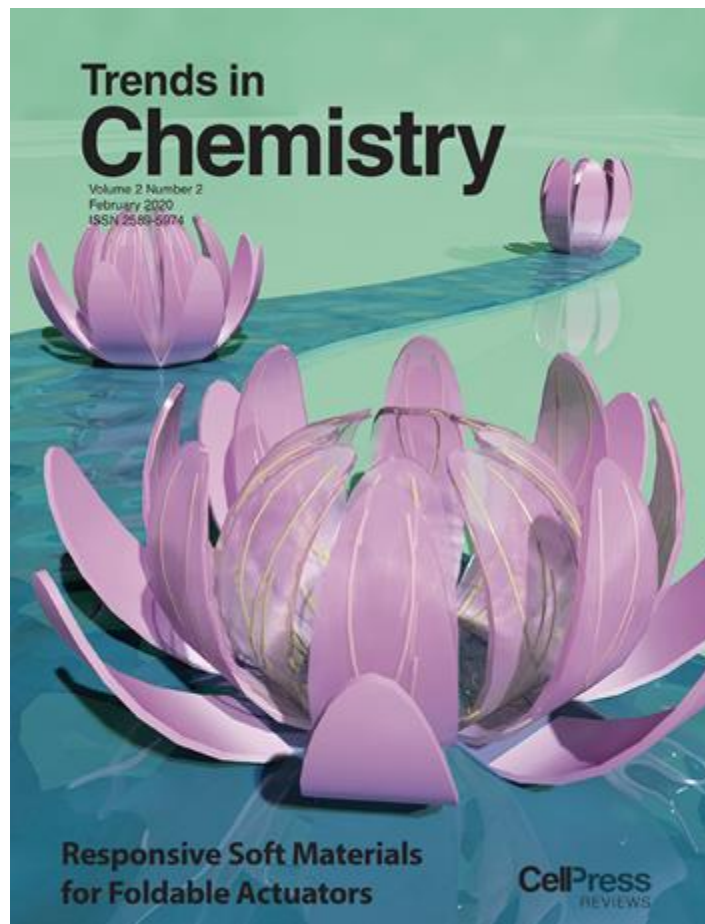
Launched September 2019
www.cell.com/one-earth

Trends in
Chemistry

Bridging all divisions of chemistry

Big questions,
new perspectives

- Analytical
- Biological
- Catalysis
- Colloids
- Computational
- Environmental
- Electrochemistry
- Green
- Inorganic and organometallic
- Materials
- Medicinal
- Organic
- Physical
- Polymer
- Supramolecular



Thomas Dursch, PhD
Editor-in-Chief

Launched April 2019
www.cell.com/trends/chemistry

Open Access Multi-Disciplinary



iScience

- *iScience* publishes basic and applied research that advances a specific field across life, physical, and earth sciences.
- Its no-nonsense approach to submissions is simple, fast, and fair, and its commitment to integrity means that it publishes transparent methods with high editorial standards.



Launched May 2018
www.cell.com/iscience

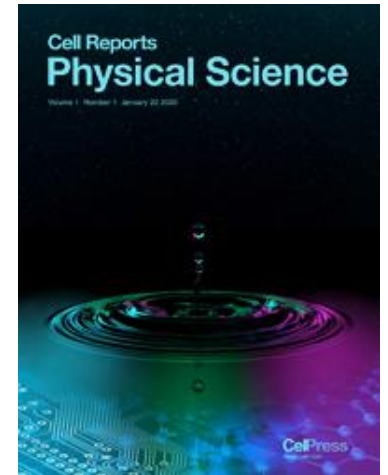


Cell Reports Physical Science

Publishes cutting-edge research across the spectrum of the physical sciences, including:

- Chemistry
- Physics
- Materials science
- Energy science
- Engineering
- Related work

Launched January 2020
www.cell.com/cell-reports-physical-science





Cell Press upcoming launches

Med

Content Summer 2020

www.cell.com/med



Patterns

Content Summer 2020

www.cell.com/patterns



Cell Reports Medicine

Content Summer 2020

www.cell.com/cell-reports-medicine



STAR Protocols

Content Spring 2020

www.cell.com/star-protocols





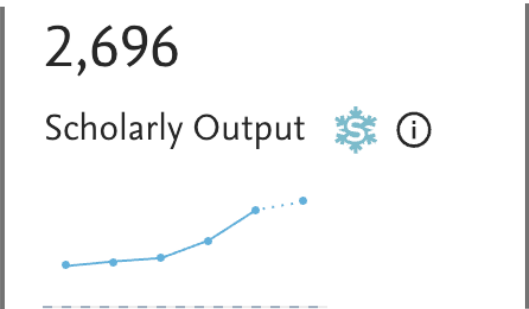
Research output in China for Cell Press

Research Output in Cell Press: China



Within: Cell Press-2020 | Year range used for metrics: 2014 to 2019

Performance

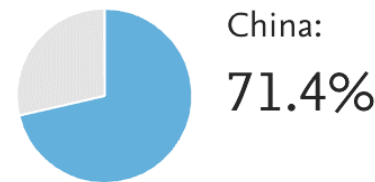


 [View list of publications](#)

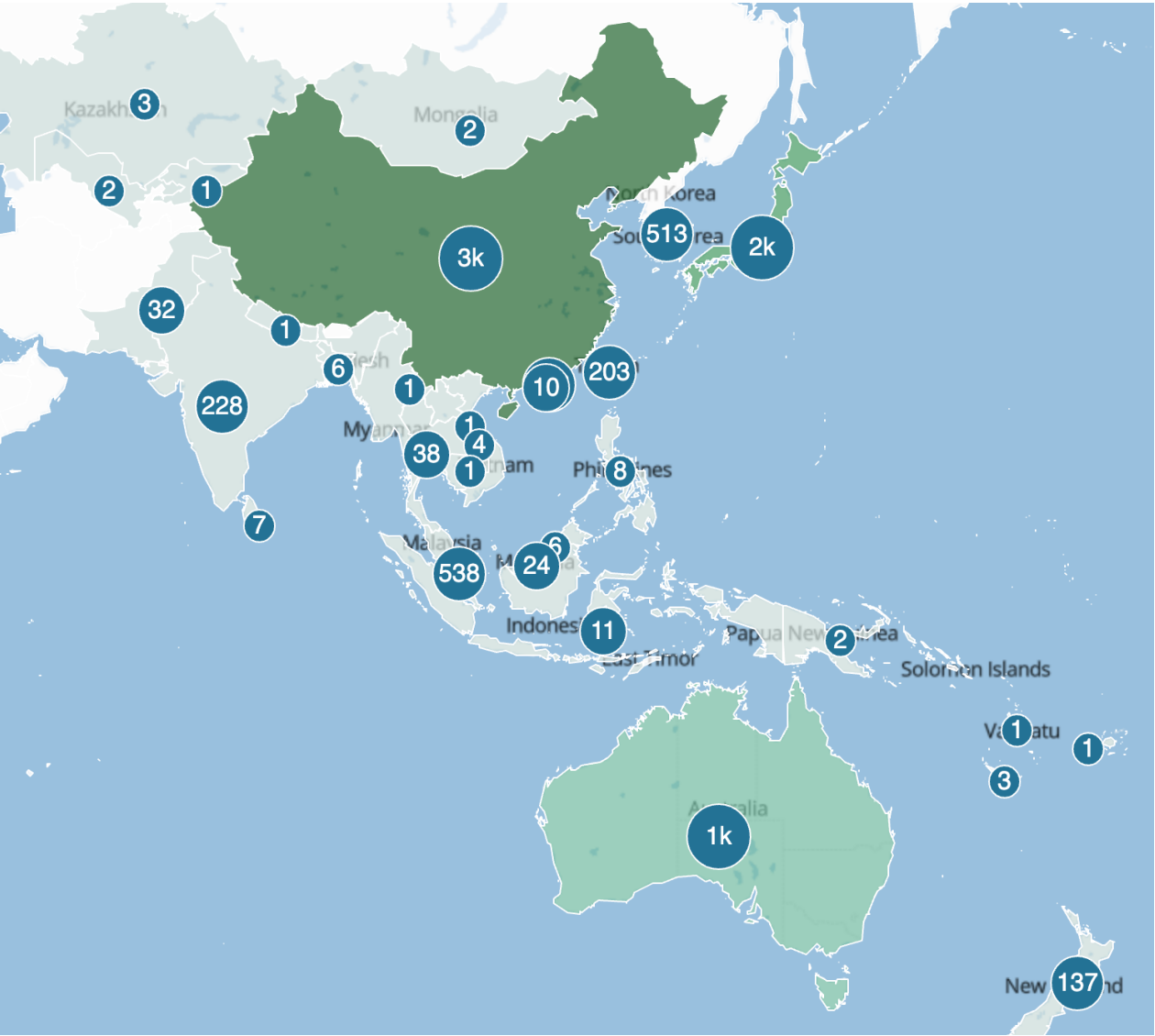


International Collaboration

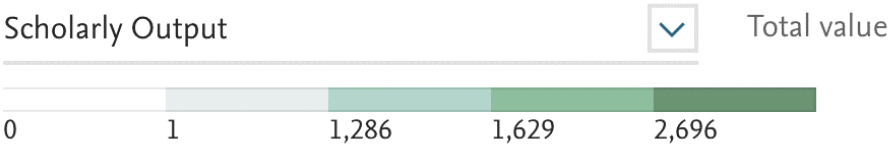
Publications co-authored with Institutions in other countries/regions



Visualization of Research Output in Cell Press: APAC



Within: Cell Press-2020 | Year range used for metrics: 2014-2019



Research Output in Cell Press: Top 20 Institutions in China



Institution	Scholarly Output ↓		
Chinese Academy of Sciences	769	University of Science and Technology of China	100
Ministry of Education China	323	CAS - Institute of Biophysics	99
University of Chinese Academy of Sciences	276	CAS - Shanghai Institute of Biochemistry and Cell Biology	98
Peking University	253	Sun Yat-Sen University	97
Tsinghua University	236	Huazhong University of Science and Technology	86
Fudan University	206	Wuhan University	76
Shanghai Jiao Tong University	178	ShanghaiTech University	71
Zhejiang University	149	Sichuan University	70
CAS - Shanghai Institute for Biological Science:	117	Tongji University	68
Chinese Academy of Medical Sciences	100	Xiamen University	68

Research Output in Cell Press: China, authors 10+ papers

Within: Cell Press-2020 | Year range used for metrics: 2014-2019

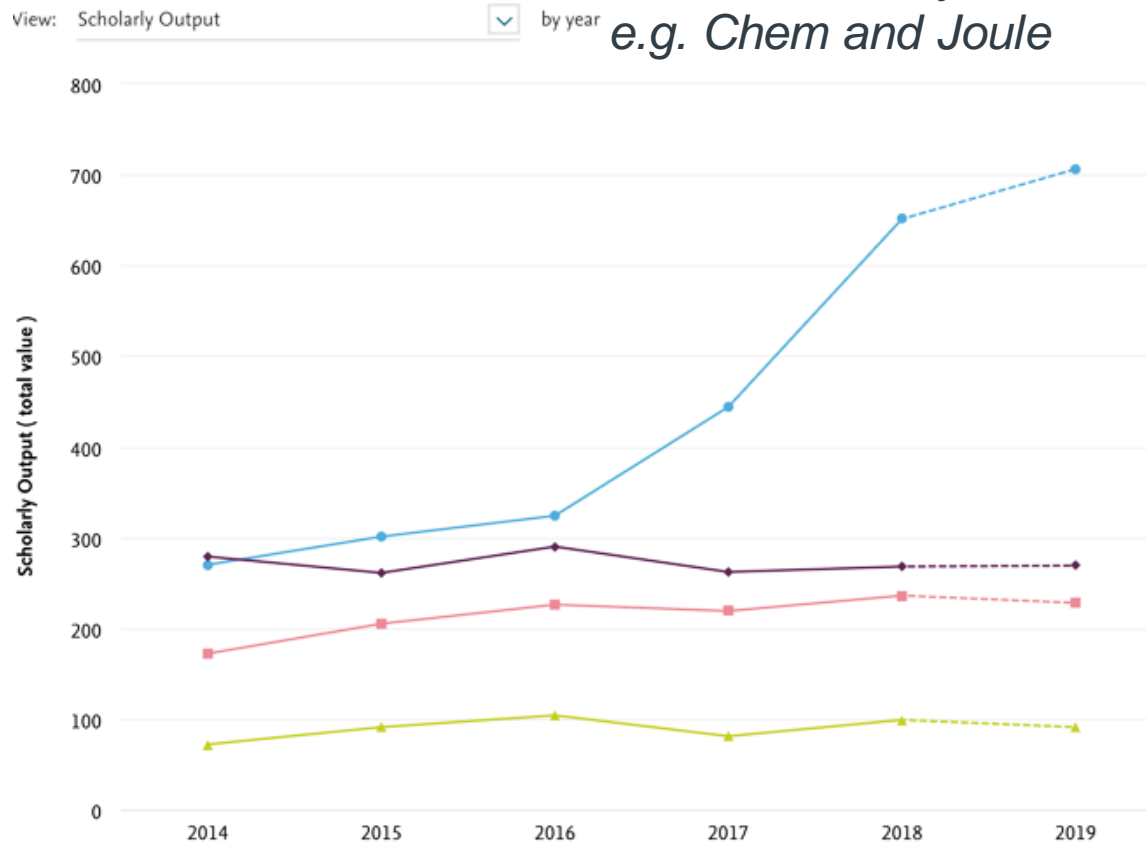


Author	Affiliation
Chen, She	 National Institute of Biological Sciences, Beijing
Li, Lin	 Tsinghua University
Tang, FuChou	 Ministry of Education China
Yang, Li	 Chinese Academy of Sciences
Cao, Xue Tao	 Chinese Academy of Medical Sciences
Chen, Lingling	 University of Chinese Academy of Sciences
Zhou, Qi	 University of Chinese Academy of Sciences
Deng, Hongkui	 Peking University
Li, Wei	 University of Chinese Academy of Sciences
Pei, Duanqing Qing	 CAS - Guangzhou Institute of Biomedicine and Health
Deng, Haiteng	 Ministry of Education China
Dong, Chen	 Tsinghua University

Cell Press China Research Output (2014-2019)



Growth direct result of *New Launches in Physical Sciences*
e.g. *Chem and Joule*



Asia-Pacific Countries research output in Cell Press: Top 5

Top 100 countries & regions in this Research Area

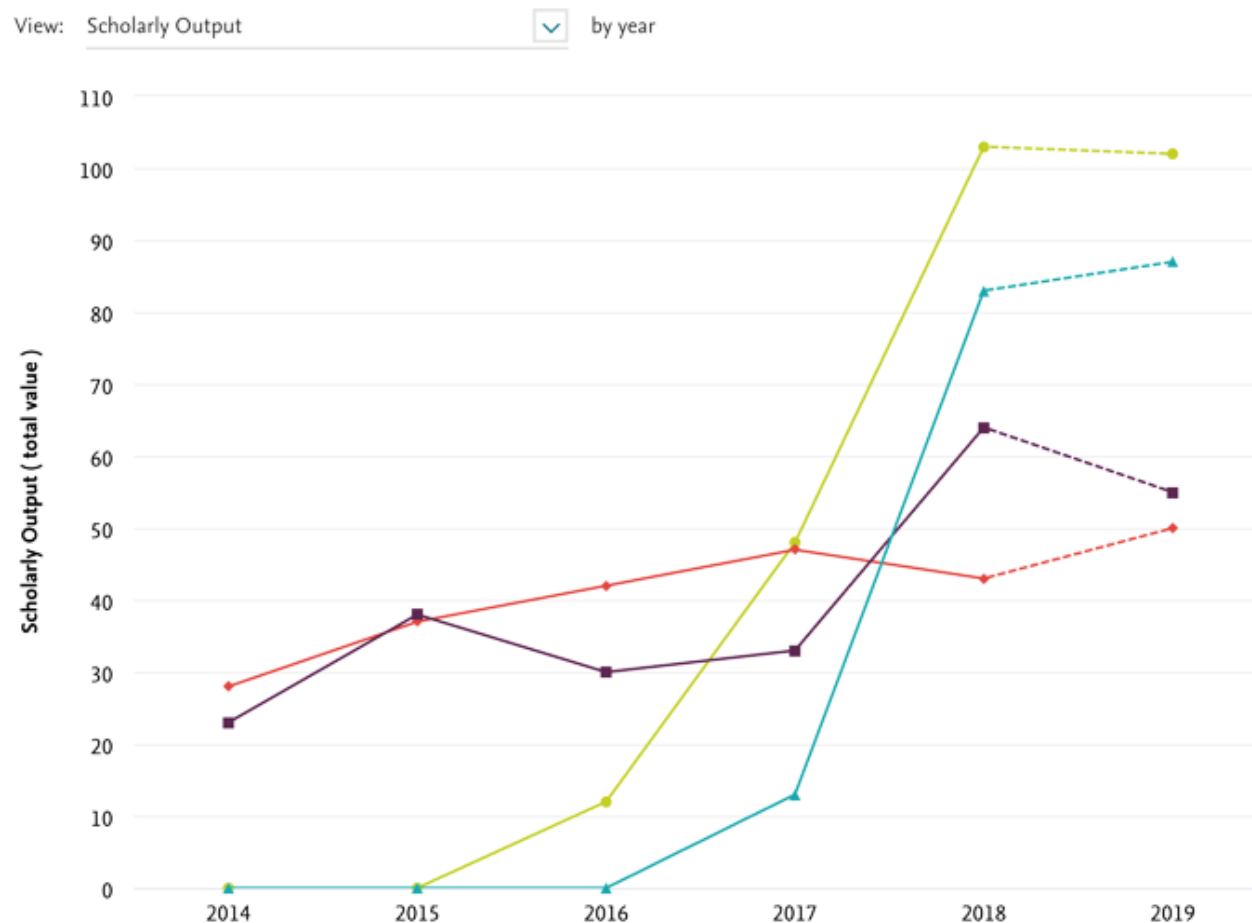
by Scholarly Output

1. China
2. Japan
3. Australia
4. Singapore
5. South Korea

Cell Press China Research Output (2014-2019)



New Launches in Physical Sciences: Chem and Joule



Top 100 Scopus Sources in this Research Area

by Scholarly Output

1. Chem
2. Molecular Cell
3. Cell
6. Joule

Annual research output in 2018 for *Chem* and *Joule* surpassed that of previous Cell Press leaders *Cell* and *Molecular Cell*.

Usage of Cell Press Journals (available title-by-title)



Cell Press Journal (available title-by-title)	Full text downloads in	
Cell	2,513,982	
Molecular Cell	705,467	
Neuron	578,473	
Immunity	525,883	
Cell Metabolism	461,033	
Current Biology	438,657	
Cancer Cell	434,878	
Cell Stem Cell	330,390	
Developmental Cell	277,352	
Chem	275,945	NEW
Biophysical Journal	218,096	
Cell Host & Microbe	203,278	
Joule	175,199	NEW
Cell Chemical Biology	139,547	
Molecular Therapy	108,214	NEW
The American Journal of Human Genetics	102,940	
Structure	96,861	
Matter	84,335	NEW
Cell Systems	45,279	
Trends in Chemistry	20,487	NEW
Trends in Cancer	18,720	NEW
One Earth	2,715	NEW
TOTAL Downloads 2019	7,757,731	

China in 2019

- 7.8 million downloads in 2019 from 22 journals
- Average of 355,000 downloads per journal in 2019
- A Cell Press journal article is downloaded in China every 4.1 seconds

Usage of Cell Press Journals (available title-by-title)



Top 20 by Usage, alpha order

Institutions with Highest Full-text Downloads Usage	Type
Chinese Academy of Forestry	Government
Fourth Military Medical University	Academic
Huazhong Normal University	Academic
Ocean University of China	Academic
Peking University	Academic
Shanghai Institute of Technology	Academic
Shanghai Institutes for Biological Sciences Chinese Academy of Sciences	Academic
Shanghai International Studies University	Academic
Sichuan Normal University	Academic
Southeast University	Academic
State Intellectual Property Office	Government
Sun Yat-Sen University	Academic
Tongji University	Academic
Tsinghua University	Academic
University of Science and Technology Liaoning	Academic
University of Science and Technology of China	Academic
Wuhan Textile University	Academic
Zhejiang Shuren University	Academic
Zhejiang University	Academic

China in 2019

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Editors' Advice

- ❖ Manuscript preparation
- ❖ Selecting Journal
- ❖ The editorial process



Questions to answer before you write



Think about WHY you want to publish your work.

- Have you done something **new**?
- Is there anything **challenging** in your work?
- Is the work related directly to a current **topic of high interest**?
- Have you **provided solutions** to some difficult problems?

If you can answer “yes” to some or all of these questions, then start preparations for your manuscript



What makes a good manuscript?



- Contains a scientific message that is clear, useful, and exciting
- Conveys the authors' thoughts in a logical manner such that the reader arrives at the same conclusions as the author
- Is constructed in the format that best showcases the authors' material
- Is written in a style that transmits the message clearly

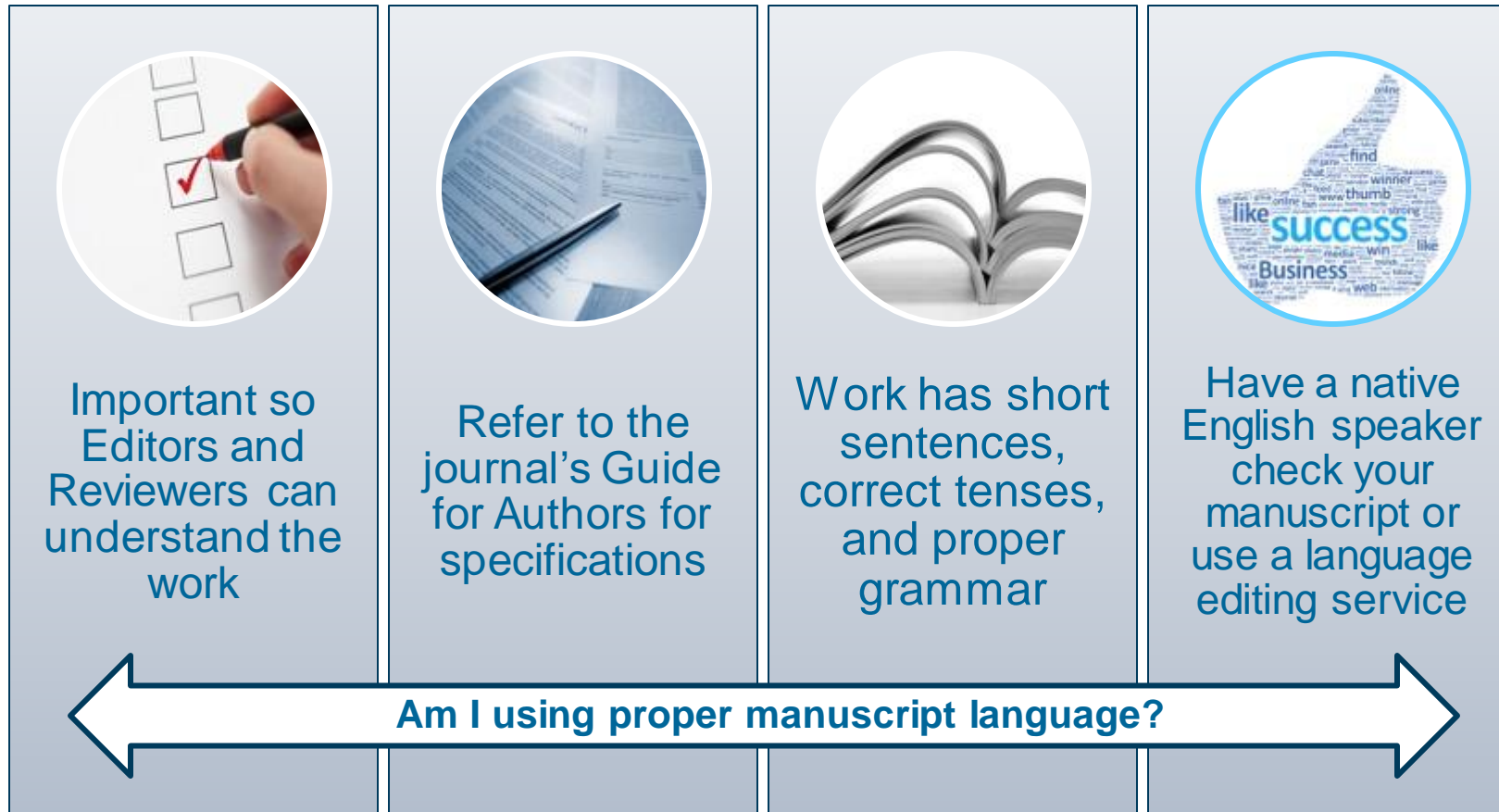
General points about paper writing



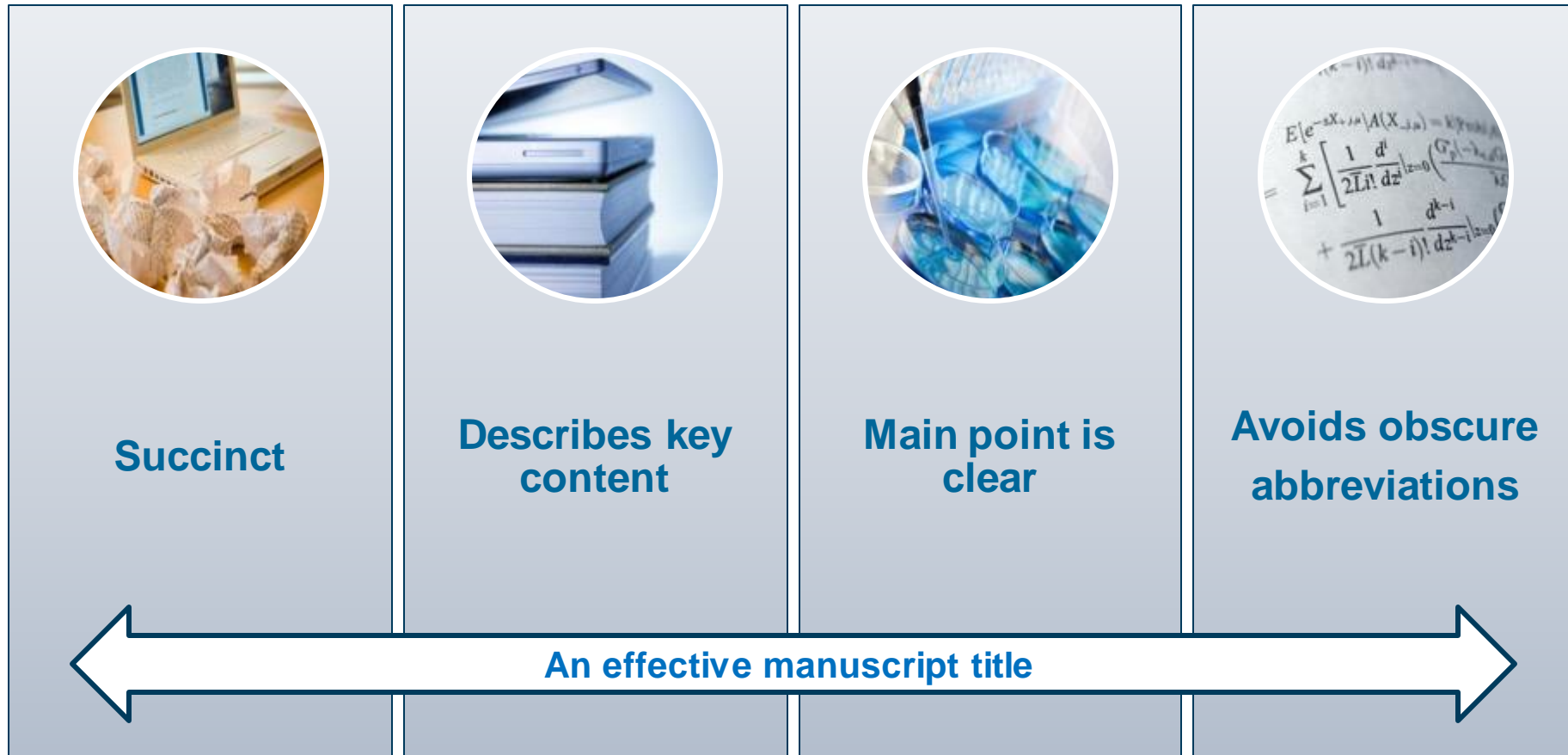
- Importance of title and abstract
- What's the story? Tell it as simply and concisely as possible
- Ensure logical layout of arguments/flow of experiments (the chronology of the experiments is not important)
- Make use of summary statements
- Get feedback before submission
 - Recruit colleagues outside of your area to review it, and ask for an honest appraisal
 - *Is the flow of logic clear?*
 - *Is all the jargon defined?*
 - *Do the experiments support the conclusions?*
 - If English is your second language ask a native speaker to check for grammar and clarity. Or seek for proof-reading service. **Elsevier offered free language service till end of March.**



Manuscript preparation



Use an effective title



Write a clear abstract



Interesting and understandable



Accurate and specific



Brief and to the point

Introduction



Where does the field stand?



What problem are you addressing?



Identify the solutions & limitations

An effective Results section



Be clear and easy to understand

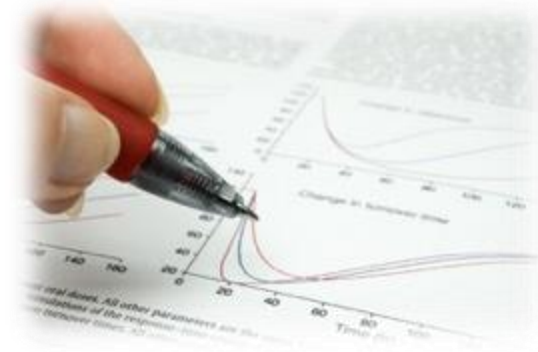
Use paragraph headings that describe concrete findings

Use similar headings for figure legend titles as for paragraphs

Feature unexpected findings

Provide statistical analysis

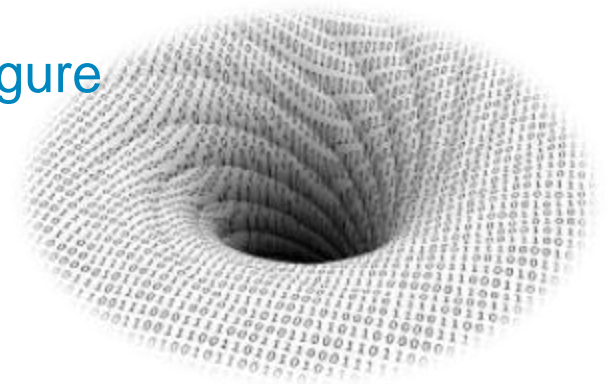
High quality illustrations & figures



Data preparation



- Make use of color/shapes etc. in figures to highlight appropriate data
- Graphs:
 - should not appear crowded, try to present at most 3-4 datasets per graph
 - use well-selected scales and label the axes clearly
- Use different symbols to discriminate between data sets
- Figure legend:
 - should be brief
 - yet should contain sufficient explanatory details to explain the figure without the need to refer to the main text
- Always guide readers to specific parts of figures in the main text



Tie it together in the Discussion towards a conclusion



What do the results mean?

Make the discussion correspond to
the results

Compare published results with
your own



Acknowledgments



Ensures those who helped in the research are recognised



Advisors and
Undergrad.
Support



Financial
Supporters
and Funding
Bodies



Proofreaders



Suppliers
who may
have donated
materials

Acknowledgments

References



Cite the main scientific publications on which your work is based

Do not use too many references

Always ensure you have fully absorbed material you are referencing

Avoid excessive self-citations

Avoid excessive citations of publications from the same region

Conform strictly to the style given in the guide for authors



Write a good cover letter



What to include:

1. Why you think the paper is a good fit for this journal
2. Additional background that does not fit in the abstract
3. Why you think the question you set out to address is important and/or why is what you found so exciting
4. Is there a controversy we should know about?
5. Is there competition we should know about?
6. Reviewer suggestions/exclusions

What not to include:

1. The abstract
2. A list of past accomplishments from your lab
3. The meetings you've presented this work at and the nice feedback you got



Pick the right journal



Identify the sector of readership/community for which a paper is meant

Identify the interest of your audience

- Match this interest to your choice of journal

Read the Aims and Scope page

Does the journal publish on the topic?

- Look at the papers that you cite
- Do a literature search

The right journal will have editors who:

- know the field and the important questions being asked
- know reviewers
- can guide the process and resolve disputes



Why publish at Cell Press?

- Full-time in-house professional editors
- Impartial surrogates for the broad readership
- Actively engage the authors and reviewers
- Timely decisions
- Responsive and hospitable
- Maintaining high scientific standards during review process
- Team-based editorial decision making
- Listen to the communities we serve
- Experiment and innovate
- Reputation for rigor
- Post-publication promotion: Previews, author audio or video interviews, press releases, social media





ELSEVIER

100+ energy journals from Elsevier





The editorial process



The manuscript journey



The Editor's role



- Once handling editor assigned – reads paper and discusses with editorial colleagues
- Assesses importance of question, advance over published literature
- Decides whether or not to review paper for journal
- Manages review process
- Promotion of work at publication



Outcome of initial editorial evaluation



Return the manuscript to the authors

- with an explanation of why the editors feel it is not likely to be a strong candidate for publication

Send the paper out for review

- the editors identify appropriate reviewers, taking into consideration authors' suggestions and exclusions



What we ask reviewers to evaluate



- Technical quality of the data
- Degree to which data support conclusions
- Feedback on level of interest
 - To those working in the field
 - To those working outside the field
- Each reviewer assesses the paper from a different standpoint
- We honor reviewer exclusions



An aside – responsibilities of a reviewer



- When to recuse yourself – how close is too close?
 - Have you published papers together?
 - Are/were you at the same institution?
 - Do you have a grant together?
 - Is a trainee on the paper now in your lab?
- Confidentiality
- Training and sharing in the lab
- Inviting a colleague to help? – ask editor first
- Be constructive – including tone
- Be timely – if you can't do it fast, say no or notify editor
- Commit to re-review of revised paper



The editorial decision



- Editor integrates all aspects of the paper
 - Reviewers' comments
 - Editor's own assessment of paper
 - Nature of anticipated revisions
 - Editorial team feedback
 - Can go back to reviewers or additional expert for further feedback
- Balance technical issues with conceptual interest
- Consider whether additional experiments are feasible/reasonable
- Not simple yes/no tally



Rendering a decision



How close is the present state of the manuscript to the standard of the journal?

- Accept the manuscript or accept pending minor revisions
- Encourage authors to respond to concerns, and carefully outline what would be needed from a revised version
- Do not encourage authors to respond to concerns, providing reasons why revision would likely not be productive



Upon receiving an invitation to revise



- Read letter carefully and decide whether any suggested experiments can be completed within the timeframe indicated
- If not, consider whether there are different experiments or analyses that could be completed and are aimed at the same question
- Discuss with the editor any concerns on the revision prior to resubmission



Revisions, resubmissions and transfers



Revisions

Make your revision count!

Contact editors with questions

Resubmission

Include detailed point-by-point letter addressing reviewers' critiques; may be subject to re-review by all/subset of reviewers

Transfers

Requested by authors: contact editors of second journal to transfer file, including reviews



Upon receiving a negative decision



- ☐ Read letter carefully and assess the basis for the decision
- ☐ If decision is unclear, contact editor for clarifications/guidance: dialogue is encouraged
- ☐ Consider transferring to another Cell Press journal
- ☐ If you appeal the decision:
 - Provide point-by-point response to reviewers' concerns
 - Stick to the scientific issues
 - Indicate how issues could be addressed experimentally
 - Be reasonable in assessing the situation
 - Editors may return to reviewers for guidance
 - Editors may enlist new experts for advice



Transfer process



Goal: to help you find a place to publish your paper within Cell Press as quickly and smoothly as possible

- Entirely author-driven process
- Can take place whether or not paper was sent out for peer review at the initial journal
- If the paper is transferred after peer review at the original journal, the reviews and reviewer identities are transferred with the paper
- Authors can revise the paper before transfer to next journal
- Contact editors at next journal with any queries



After acceptance



Authors and editors celebrate!!!

But the work isn't quite finished...

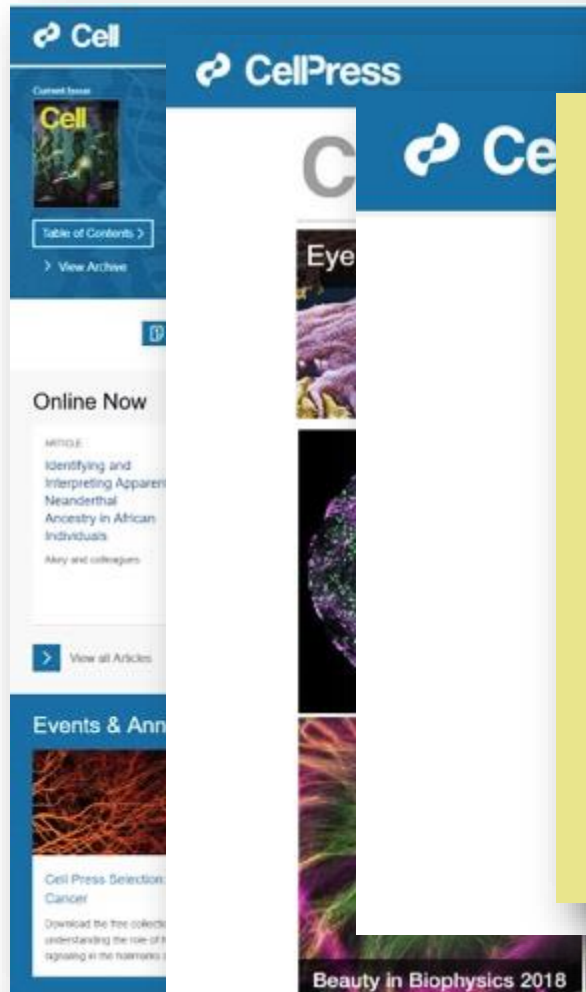
- Organize final files according to instructions and final resubmission checklist
- Copy-editing and page layout
- Online and issue publication
- Article promotion through Preview articles, author audio or video interviews, press releases, website, and social media



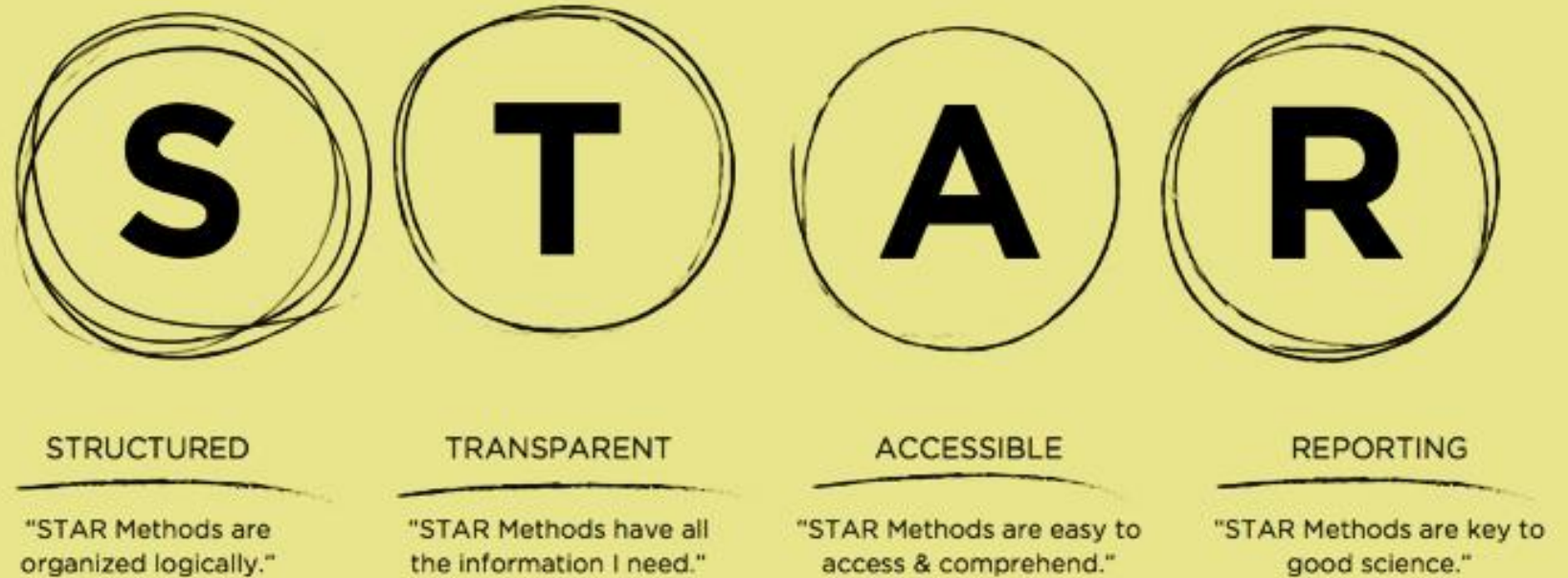


Innovation and community building

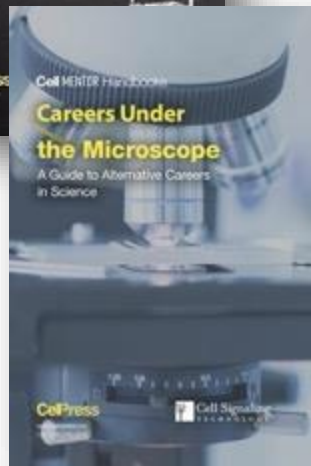
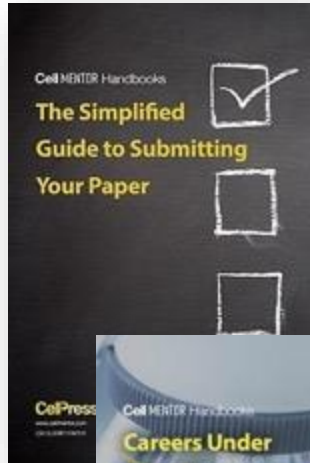
Innovating in content delivery

A screenshot of the CellPress website interface is shown on the left side of the slide. It features the CellPress logo at the top, a 'Current Issue' section with a 'Table of Contents' button, and an 'Online Now' section with a list of articles. The background of the slide is a collage of various scientific images and text, including 'Beauty in Biophysics 2018' and 'Cell Press-Selection: Cancer'.

What are STAR Methods?

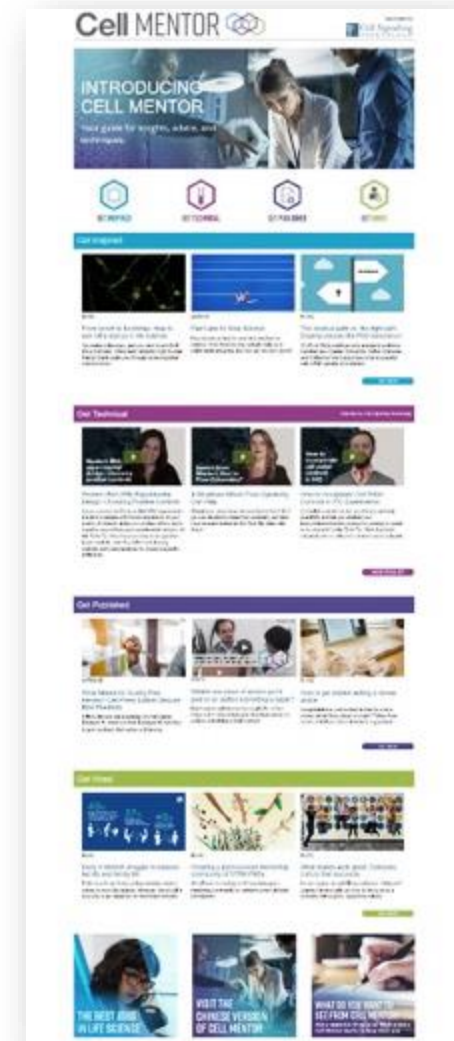


Cell Mentor



A new online resource from Cell Press and Cell Signaling Technology that empowers early-career researchers with career insights, publishing advice, and experimental techniques

- advice from editors on what to do and how to do it when you're ready to publish your work
- insights from working scientists in our network
- tips from career experts
- video tutorials on experimental procedures, protocols, and methods



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