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# Scholarly Publishing



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Director Research Solutions  
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# Origins of scholarly publishing



1439

Gutenberg and moveable type



1580

Founding of the House of Elzevir



Henry Oldenburg (1618- 1677)

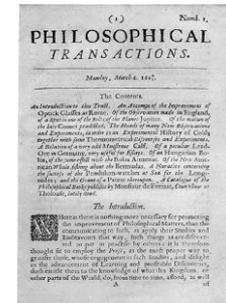
Founding Editor and Commercial Publisher of the first scientific journal



March 6, 1665

Philosophical Transactions of the Royal Society

First true scholarly journal



## Scholarly publishing today

### Scientific, technical and medical (STM) publishing



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## Quiz

What is role of scientific publications or why would you publish with a publisher of repute?

# Role of scientific publications

## Registration

- The timestamp to officially note who submitted scientific results first

## Certification

- Perform peer-review to ensure the validity and integrity of submissions

## Dissemination

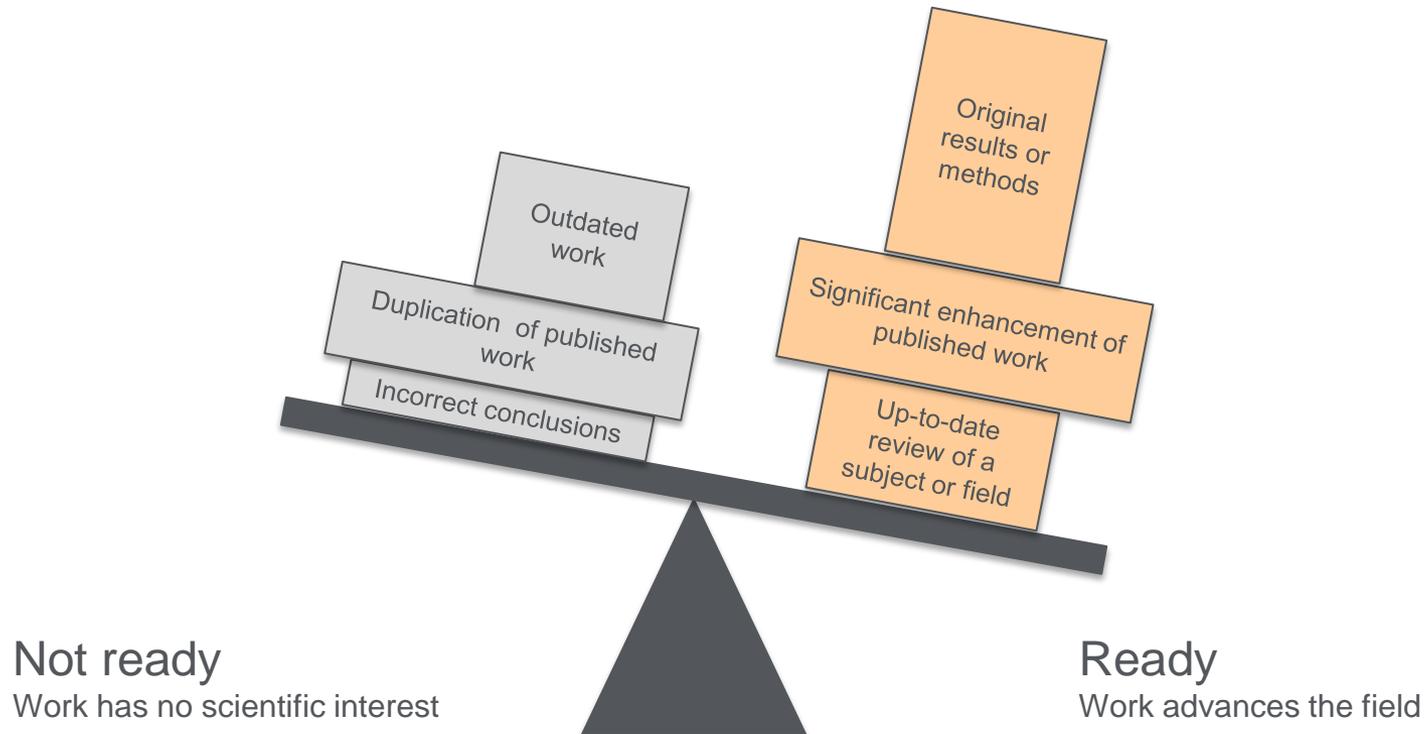
- Provide a medium for discoveries and findings to be shared

## Preservation

- Preserving the minutes and record of science for posterity

# Planning your article

## Are you ready to publish?



## Planning Your Article

### What makes a strong manuscript?

- Clear and useful message
- A logical manner
- Readers grasp the research

Editors, reviewers and readers all want to receive well presented manuscripts that fit within the aims and scope of their journal.



## Quiz

What are different kinds of manuscripts that an author can submit to publish

# Planning your article

## Types of manuscripts..... These and more



### 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

## 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.

# Choosing the right journal

## Journal Finder Tool

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Solutions

Authors, editors &amp; reviewers

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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**

**Search for a journal by name**

**Start matching** or **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.

# 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 screenshot shows the Elsevier website interface for the Life Sciences journal. The 'Help' menu is highlighted with a red box, and an orange arrow points to a separate graphic on the right. The graphic contains a vertical list of buttons: 'Guide for Authors', 'Submit Your Paper', 'Track Your Paper', 'Order Journal', and 'Access Full Text'. The background of the graphic is a dark blue gradient with social media icons on the right side.

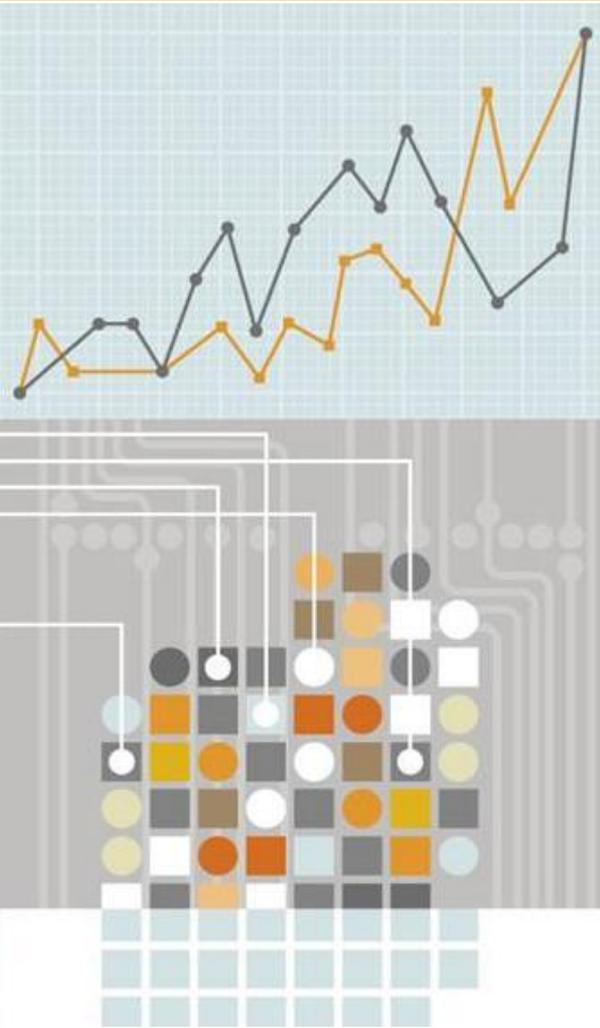
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# How to get published

## Structuring your article

## Quiz

What is the general structure of a research article



## General structure of a research article

- Title
- Author name and affiliation
- 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.

## Style: active, engaging writing

- Scientific articles are written in the passive voice
- Lay summaries should be in the active voice
- Active writing is more engaging for a wider audience
  - *“The plant was grown at 95% humidity by the researchers”*
  - *“The researchers grew the plant at 95% humidity”*
- Refer to people
  - *“Dr. Smith and her team wanted to find out if humidity affected the way plants grow. To test this, they grew the plant at 95% humidity...”*



## 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.

# Quiz

Simplify this..... and lets see how many citations can you get when people understand your title

## Authorship

### Good listing principle

- ✓ First author
- ✓ Corresponding author

### Poor listing procedure

- ✗ Ghost authorship
- ✗ Gift authorship

Be consistent in how you write the authors' names.

## Quiz

1. What is gift authorship?
2. What is ghost authorship?

## Authorship disputes

- Must be resolved by Authors
- Editors cannot adjudicate or act as judge
- Delay publication: Editor has to get agreement from all Authors about any changes
- After publication, can be published as a correction, but needs agreement from all Authors with justification



## 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 <sub>2</sub> ”	Solar collector; supercritical CO <sub>2</sub> ; solar energy; solar thermal utilization

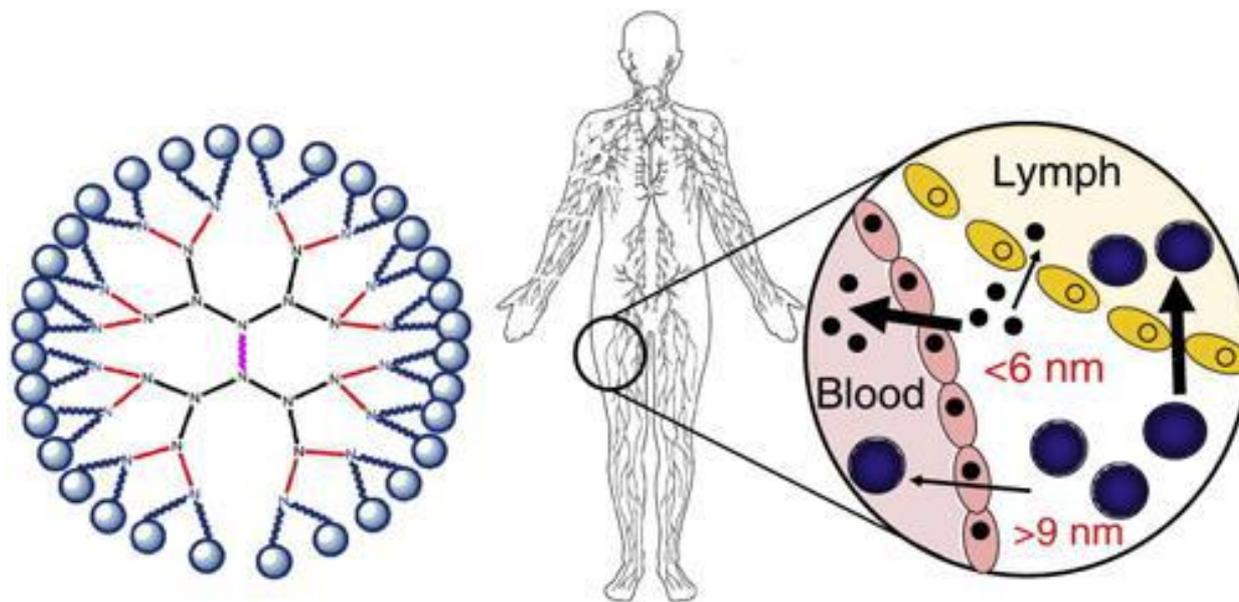
## Abstract

- 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.

# Preparing your article

## Graphical Abstracts



Targeting the lymphatics using dendritic polymers (dendrimers), Lisa M. Kaminskasa, Christopher J.H. Porter, *Advanced Drug Delivery Reviews*, <http://dx.doi.org/10.1016/j.addr.2011.05.016>

## 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.

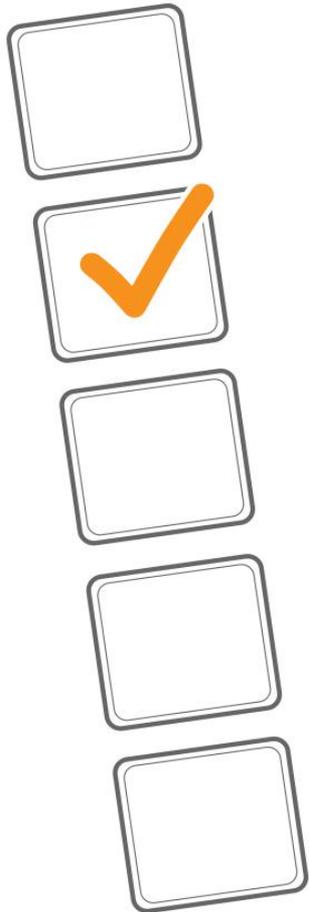
## Quiz

What are few good practices of writing material/ method section

## 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

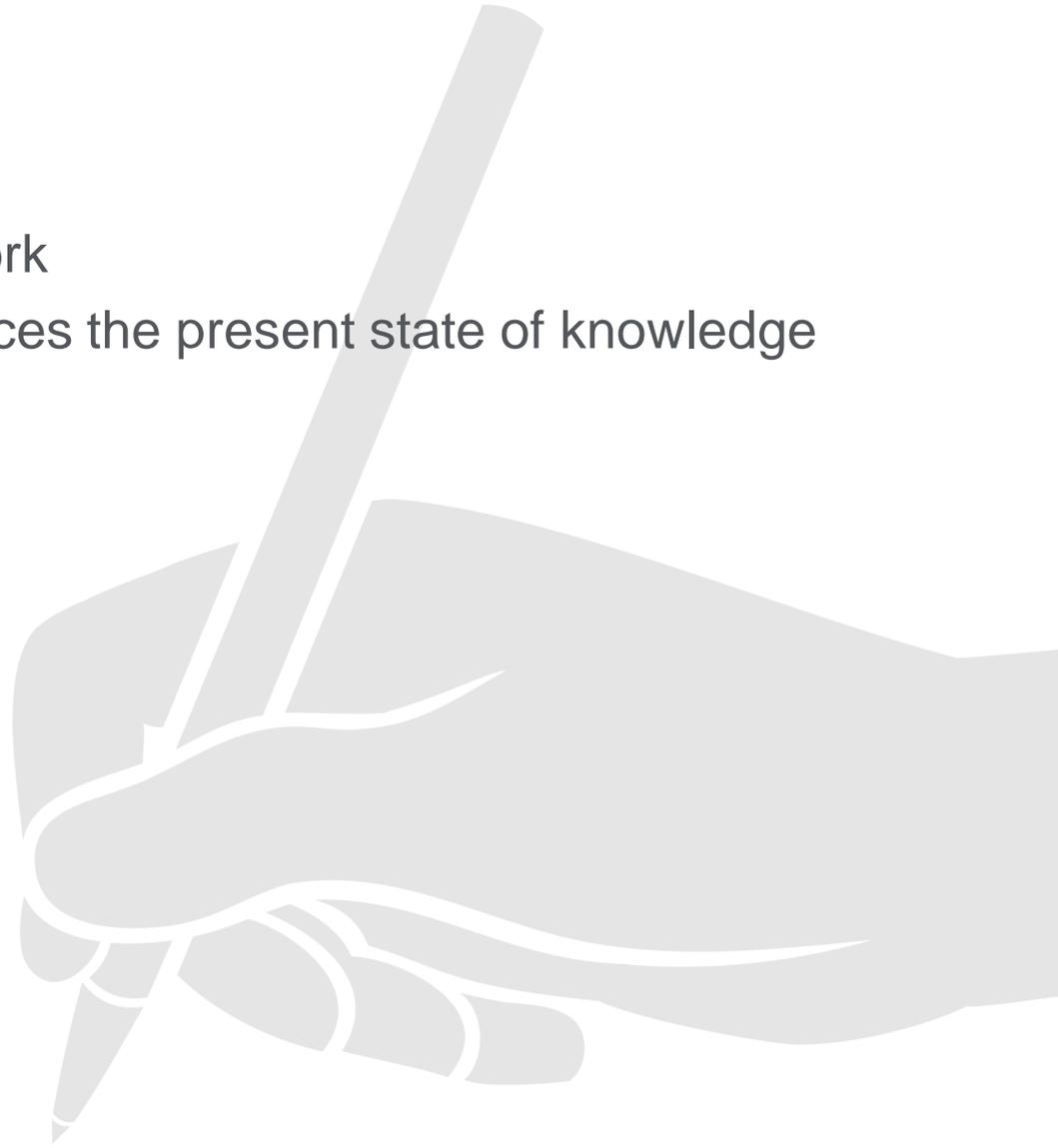
- 
- Interpretation of results
  - Most important section
  - Make the discussion correspond to the results and complement them
  - Compare published results with your own

**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





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**“I DON’T KNOW WHAT TO BELIEVE...”**  
Making sense of science stories



# Peer Review



2016

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## A short explanation of peer review

- 
- 1 Research finishes stage of work.
  - 2 Write a paper presenting their methods, findings and conclusions.
  - 3 Submit to a scientific journal for publication.
  - 4 If the journal editor thinks it's good enough, they send it to experts asking them to:
    - Comment on its validity
    - Judge the significance
    - Determine its originality
    - Give an opinion as to whether the paper should be published, improved or rejected.

# Online peer review systems

**ELSEVIER EDITORIAL SYSTEM**  
A Demonstration for Journal Editors and Editorial Offices

Introduction | What is EES? | How Does EES Work? | Support & Training | How Do I Get EES? | More Info

**Introduction...**  
Welcome to the Elsevier Editorial System

Elsevier is committed to improving services for Authors, Editors and Reviewers by migrating its journal publication process to a fully online workflow from beginning to end. The Elsevier Editorial System (EES) is the online submission system we are using to achieve this goal.

To help Journal Editors and Editorial Offices in the migration to EES we have developed a number of demonstrations to show you what EES is, what it means for you as an Editor, and what it means for your journal.

Simply click on the buttons across the top of the screen to navigate around the site. You will be able to gain a quick overview of the key benefits and features of the system and take a look at short user demonstrations that will show you how EES works from article submission to acceptance for publication.

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Online peer review systems accept manuscript submissions and facilitate online peer review

Online systems can handle hundreds of thousands of submissions and reviews per year

**The Journal**

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home | main menu | submit paper | guide for authors | journal info | register | log in

**The Journal**

Welcome to the online submission and editorial system for *The Journal*.

**Hints:**

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**Are you an existing EES user for this journal?** You do not need to re-register. Select [log in](#) from the menu at the top, enter your username and password and then click the appropriate log in button. If your email or other address details change, you can update your EES account by selecting "change details" after you log in.

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# How to write a lay summary

## Improving research impact

## What to do with your lay summary

- Submit with a funding application
- Publish on your personal website or blog
- Share on social media
- Send to your press office or communications team



## Writing the lay summary

- 250-400 words
- Short sentences of 20-30 words
- Short paragraphs of 2-3 sentences
- Around five paragraphs, starting with conclusion
- Engaging, accessible style
- Simple language, plain English





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# Plagiarism



## What is plagiarism?

“Plagiarism is the appropriation of another person’s ideas, processes, results, or words without giving appropriate credit, including those obtained through confidential review of others’ research proposals and manuscripts.”

*Federal Office of Science and  
Technology Policy, 1999*

“Presenting the data or interpretations of others without crediting them, and thereby gaining for yourself the rewards earned by others, is theft, and it eliminates the motivation of working scientists to generate new data and interpretations.”

*Professor Bruce Railsback, Department of  
Geology, University of Georgia*

## Quiz

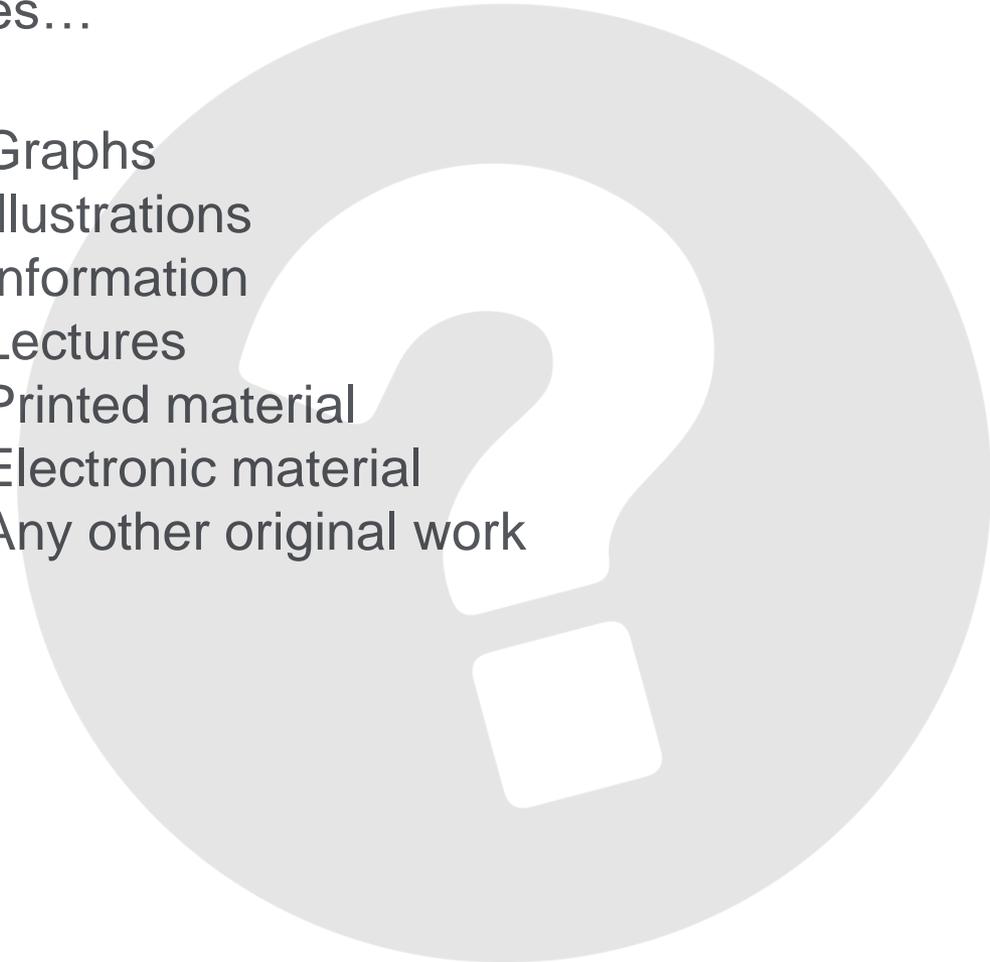
What can be plagiarized?

## What may be plagiarised?

Work that can be plagiarised includes...

- Words (language)
- Ideas
- Findings
- Writings
- Graphic representations
- Computer programs
- Diagrams
- Graphs
- Illustrations
- Information
- Lectures
- Printed material
- Electronic material
- Any other original work

*Higher Education Academy, UK*



# Why do we need originality and ethical conduct?

Unethical behavior by Researchers degrades the scientific record and the reputation of science and medicine in the broader community.

It can unfairly affect the reputation and academic record of individual researchers/authors.

## A Massive Case Of Fraud Chemical & Engineering News February 18, 2008

Journal editors are left reeling as publishers move to rid their archives of scientist's falsified research

### William G. Schulz

A CHEMIST IN INDIA has been found guilty of plagiarizing and/or falsifying more than 70 research papers published in a wide variety of Western scientific journals between 2004 and 2007, according to documents from his university, copies of which were obtained by C&EN. Some journal editors left reeling by the incident say it is one of the most spectacular and outrageous cases of scientific fraud they have ever seen. ...

**The Futile Cycle**  
A Wandering Through Life and Science

FEBRUARY 3, 2008  
**The First Casualty**  
Posted by **Eric** at 3:31 pm | Category: [Academia](#), [Links](#), [News](#)

In the first major casualty of the [etBLAST algorithm](#) and [Deja Vu database](#) has been [found at Harvard Medical School](#), where Prof. Lee Simon's review paper has been found to have large sections copied from another professor's paper.

that this was commonplace, and that he should just review the article anyway

## Correct citation is key

Crediting the work of others (including your advisor's or your own previous work) by citation is important for at least three reasons:

- To place your own work in context
- To acknowledge the findings of others on which you have built your research
- To maintain the credibility and accuracy of the scientific literature



## Plagiarism is serious but easily avoidable

- Plagiarism is easily avoided
- You can use ideas, phrases and arguments from sources already published, just acknowledge the source and the original author



## Paraphrasing

Paraphrasing is restating someone else's ideas while not copying their actual words verbatim.

**It is unacceptable:**

- Using exact phrases from the original source without enclosing them in quotation marks
- Emulating sentence structure even when using different words
- Emulating paragraph organization even when using different wording or sentence structure

– *Statement on Plagiarism*  
Department of Biology, Davidson College.  
[www.bio.davidson.edu/dept/plagiarism.html](http://www.bio.davidson.edu/dept/plagiarism.html)



## Can you plagiarise your own work? Text re-cycling/self-plagiarism

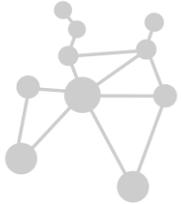
**A grey area, but best to err on the side of caution: always cite/quote even your own previous work**

### **For example**

You publish a paper and in a later paper, copy your Introduction word-for word and perhaps a figure or two without citing the first paper

Editors may conclude that you intentionally exaggerated your output

## Who is really responsible for Ethics?



All Stakeholders



Authors



Institutions/Companies/Agencies/Funding Bodies



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