

Successful Scientific Publishing

Budapest, *Corvinus University*

17th November 2016

Tiberius Ignat

Scientific Knowledge Services

Exclusive Partner of Cambridge University Press in Hungary



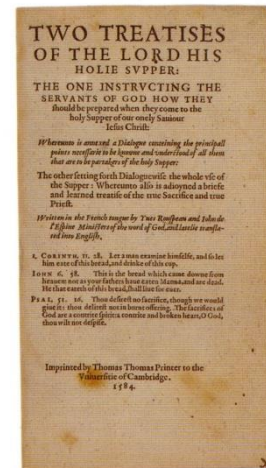
CAMBRIDGE
UNIVERSITY PRESS

Cambridge University Press

An integral part of the
University of Cambridge

World's oldest publisher,
founded in 1534

Our first book was
published in 1584



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UNIVERSITY PRESS

Our Mission

- A not-for-profit organisation
- Focus on education and research: We enable people to achieve success by providing the best learning and research solutions
- Global – we want to work with the best scholars and the leading institutions around the world!

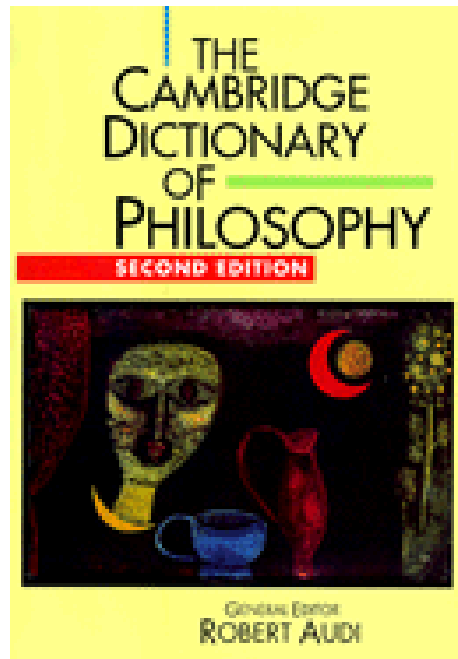


Offices in more than 50 countries, trading in more than 200. Academic editorial offices in:

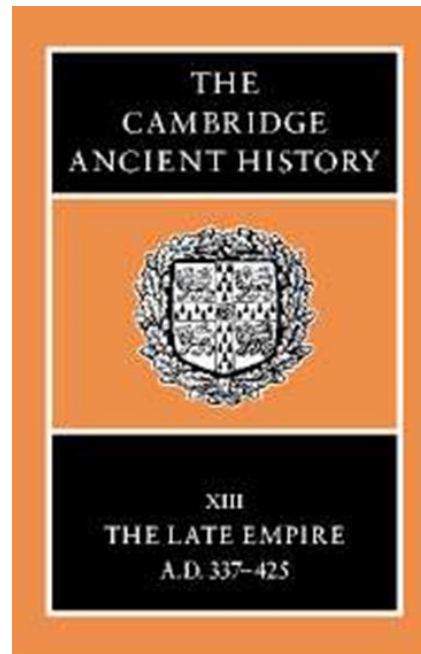
- Cambridge
- New York
- Melbourne
- Delhi
- Singapore
- Beijing



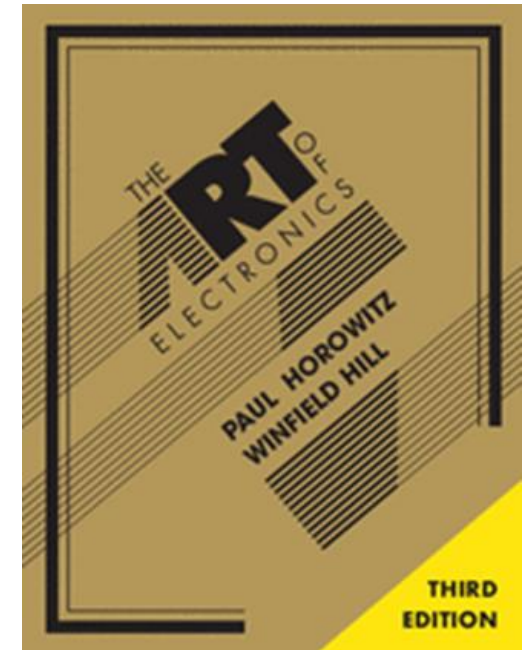
Cambridge Books – 1500 new titles each year



Humanities



Social Sciences



**Science,
Technology &
Medicine**



**CAMBRIDGE
UNIVERSITY PRESS**

Cambridge Journals – 360 journals



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Why publish?

- A core part of an academic's job
- Essential for career progression

“To get to know, to discover, to publish - this is the destiny of a scientist.”

François Arago



The academic publishing landscape

- Over 20,000 journals
- More than 2 million articles per year
- More than 200,000 new books each year
- STM: \$14 billion, H&SS: \$2.4 billion (annually)
- Many publishers (some small, some large)



Publishing a journal article

“There is no form of prose more difficult to understand and more tedious to read than the average scientific paper.”
Francis Crick



An article should be:

- Fit for purpose and original
- Understandable, and written in good English
- Well organized
- Discoverable
- Stable and (ideally) citable



Selecting a journal

- What is the hierarchy of journals in your field?
- How significant are your findings or your argument?
(The more significant, the higher you can aim.)
- Are your results of interest to a narrow group?
- Is your paper within the scope of the journal?
- Is your paper related to others in a journal?



Selecting a journal

- What is the journal's impact factor?
- Is your paper original research or a review article?
- Does the journal publish special issues?
- Is the journal flourishing; is it always late/under budget?
- Who is on the editorial board?
- Are you looking for traditional or Open Access?
- What is the Open Access policy of the journal?



Impact factor

- Journal X's *impact factor* is the average number of citations in journals indexed by ISI received for papers published in Journal X during the two preceding years
 - IF = Citations in the preceding two years/number of papers in same two years
 - 5 year IF = Citations in the preceding five years/number of papers in same five years

- IF varies by field



2.29



14.96



3.93



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How to avoid immediate rejection

- Write a good paper - mistakes include:
 - Poor English
 - No conclusions
 - Insufficient originality or importance – avoid ‘salami science’!
 - Obvious scientific or logical flaws
- **Write a clear, informative abstract**
- Don’t choose an inappropriate journal! Be within the scope.
- Obey the rules in *Instructions to Contributors*
- Consider submission system requirements
- Make sure all elements are in place (eg double blind?)
- One corresponding author signs; but approval from *all* authors
- One journal at a time



Getting to the peer review stage

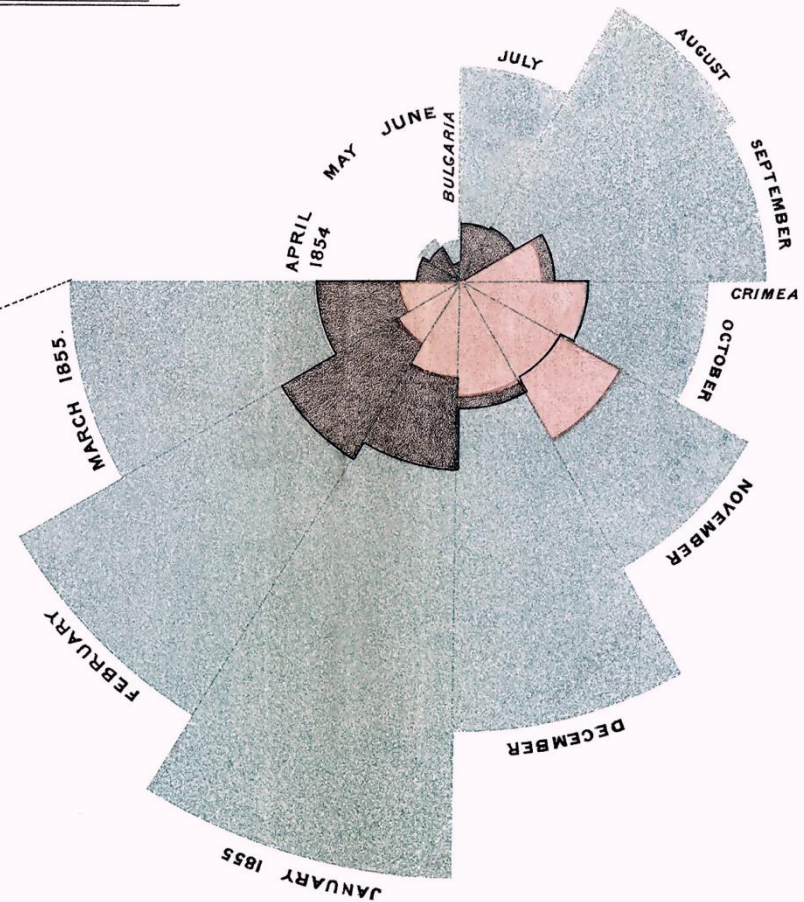
- Title: clear, concise, accurate, informative
- Abstract: make people **want** to read your paper
- Key words (use taxonomy supplied by the journal, or international standards)
- Introduction and conclusion
- References: not too many self-citations; relevant; recent; check them carefully
- Meaningful figures, labelled carefully
- Concise, comprehensible writing – cut, cut, cut!



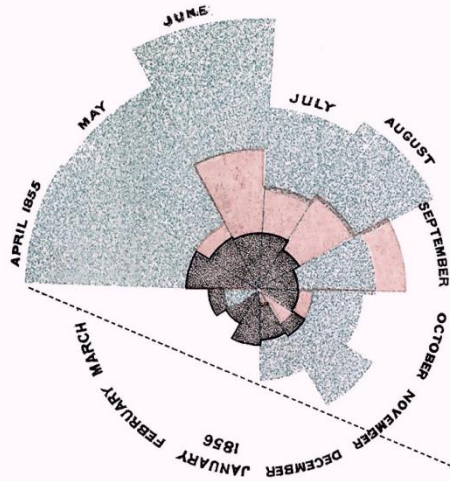
The impact of figures...

DIAGRAM OF THE CAUSES OF MORTALITY IN THE ARMY IN THE EAST.

1.
APRIL 1854 TO MARCH 1855.



2.
APRIL 1855 TO MARCH 1856.



The Areas of the blue, red, & black wedges are each measured from the centre as the common vertex.

The blue wedges measured from the centre of the circle represent area for area the deaths from Preventible or Mitigable Zymotic diseases; the red wedges measured from the centre the deaths from wounds; & the black wedges measured from the centre the deaths from all other causes.

The black line across the red triangle in Nov^r 1854 marks the boundary of the deaths from all other causes during the month.

In October 1854, & April 1855, the black area coincides with the red; in January & February 1856, the blue coincides with the black.

The entire areas may be compared by following the blue, the red & the black lines enclosing them.



Revision and resubmission

Remember: peer review is subjective

“I appreciate the reviewers’ comments and suggestions. They are very helpful. Let me respond point by point to the issues they raise.

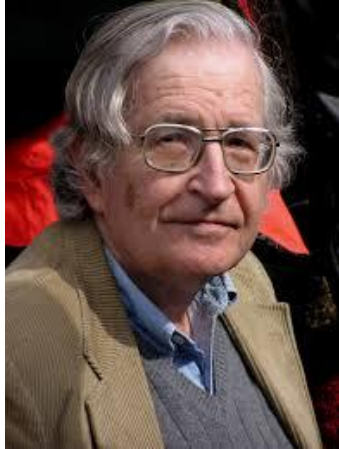
Referee A:

Page 1. Para 3. I can see that this statement is indeed a little ambiguous. I have now made the point more clearly.

Page 2. Para 2. I have referred to the work mentioned by the reviewers and added a reference.”



The assessment process



Noam Chomsky
MIT

Mary Beard
Cambridge



Stephen Hawking
Cambridge

Terrence Tao
UCLA

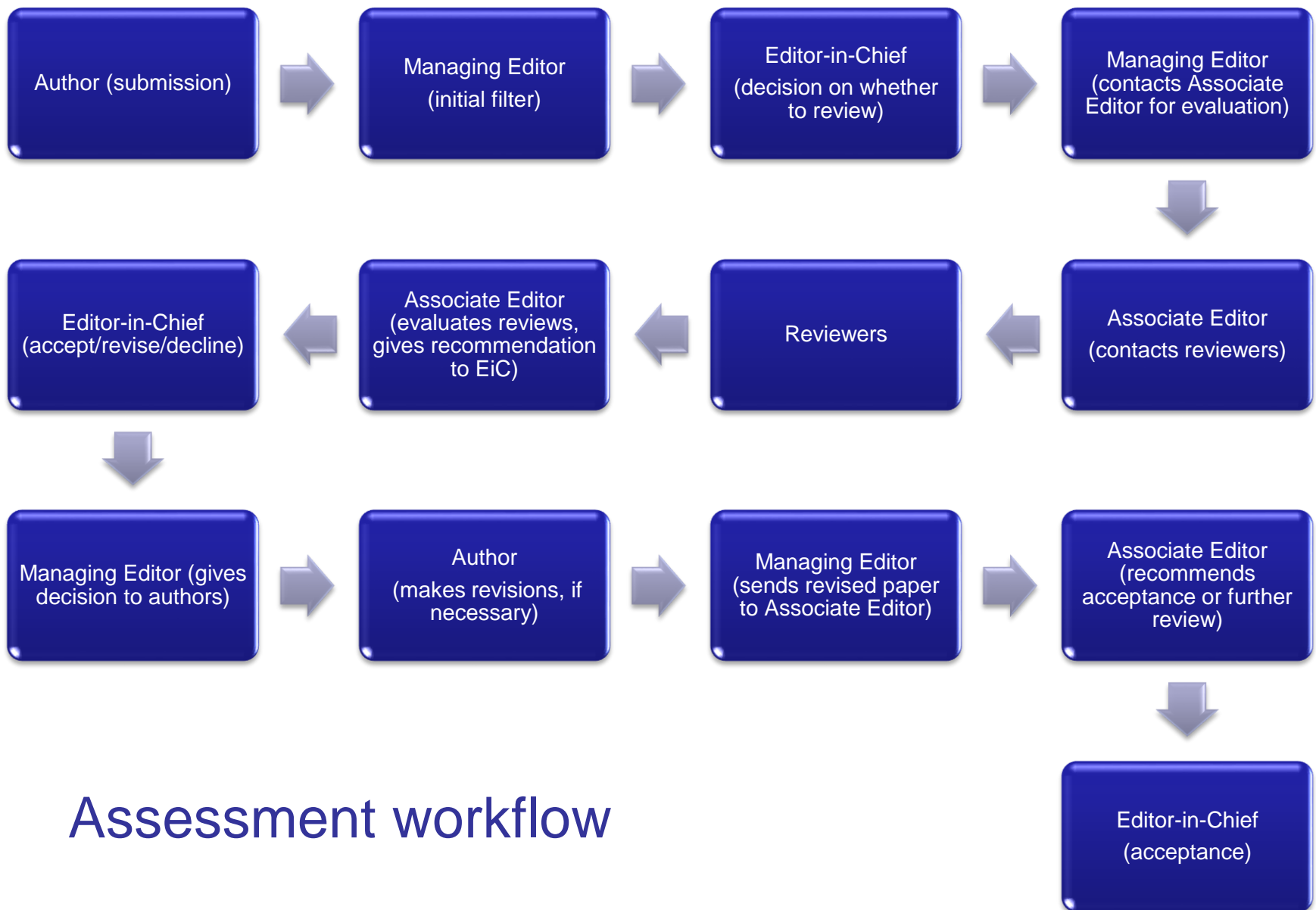


Steven Weinberg
University of Texas

The same process for everyone



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Assessment workflow



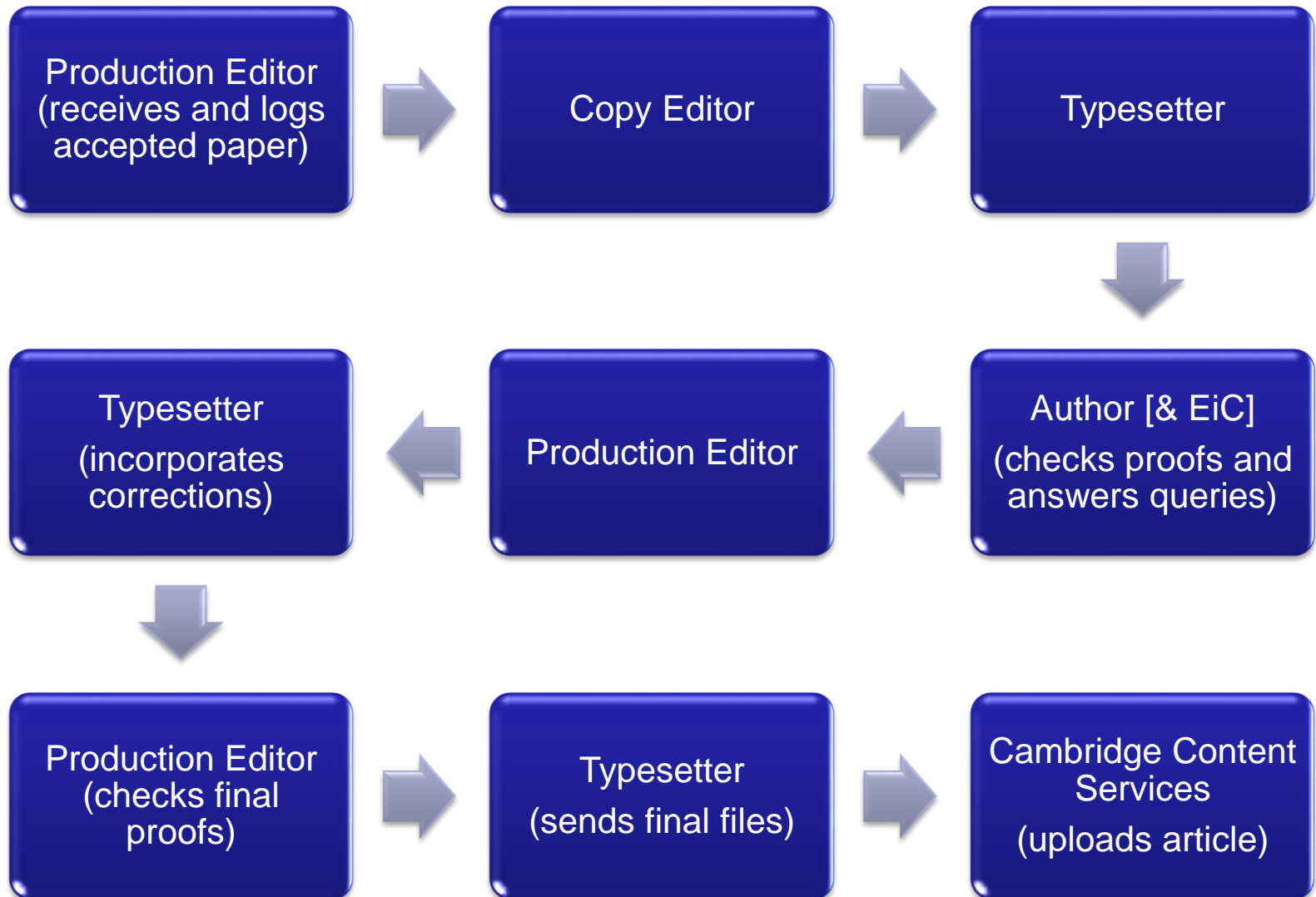
Post-acceptance

A good publisher adds value to the accepted manuscript with:

- Copy-editing
- Production at the highest industry standards
- State-of-the-art online delivery
- Usage statistics available at journal and paper level
- Discoverability; COUNTER compliance; CrossRef; bibliographic databases; citation and indexing services (eg ISI, Scopus); allowing Google to index;
- Open access options meeting all funding bodies' requirements



Production workflow

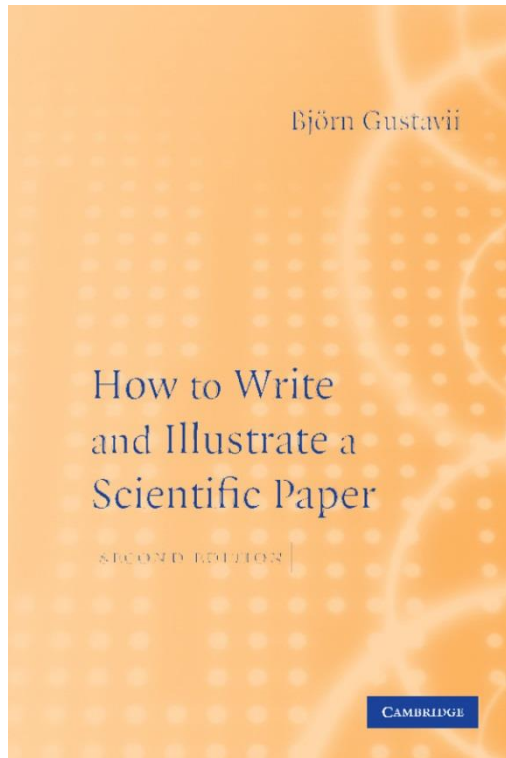


How to decide which publisher?

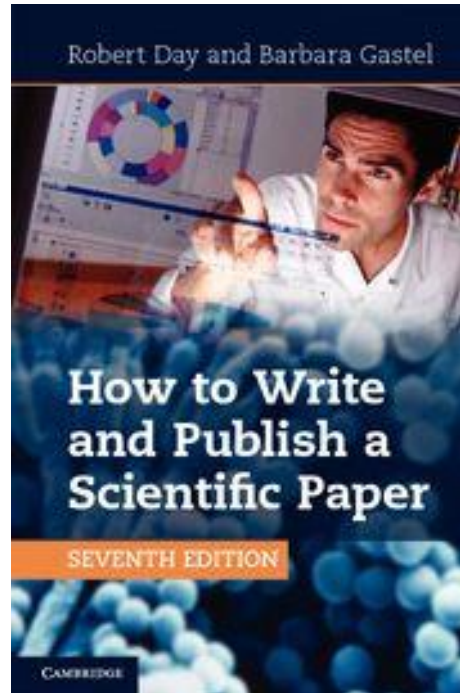
- Editorial and production support
- Prestige
- Marketing
- E-books
- Global reach
- Relevant list
- Personal contact
- Pricing



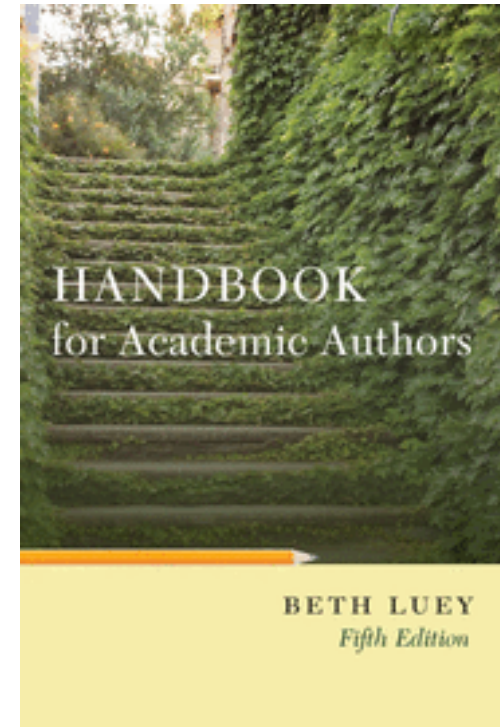
Very useful resources



Gustavii



Day and Gastel



Luey



“What is written without effort is in general read without pleasure.”

Samuel Johnson

“You know that I write slowly. This is chiefly because I am never satisfied until I have said as much as possible in a few words, and writing briefly takes far more time than writing at length.”

Carl Friedrich Gauss



Thank you!

Questions?

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