

Planning your research to publish in high impact journals



edanz | INNOVATIVE
SCIENTIFIC
SOLUTIONS

MYlearning lab



What we will talk about

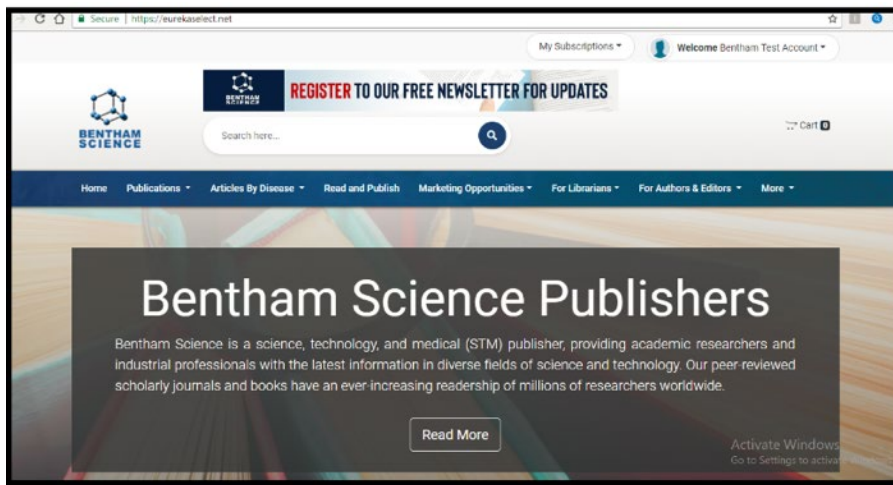
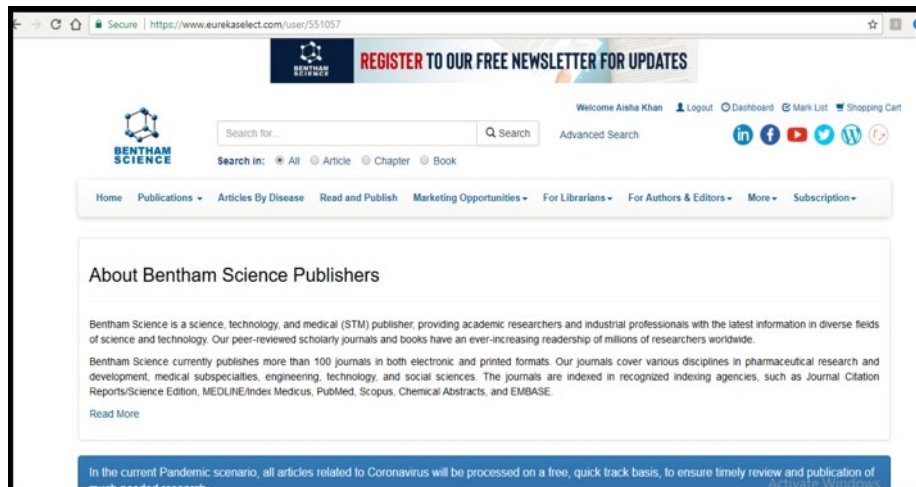
1. Journal selection
2. Maximising impact
3. Title & Abstract: Impactful publishing

Why? What's the point of all this?

“... to be more effective as an academic”

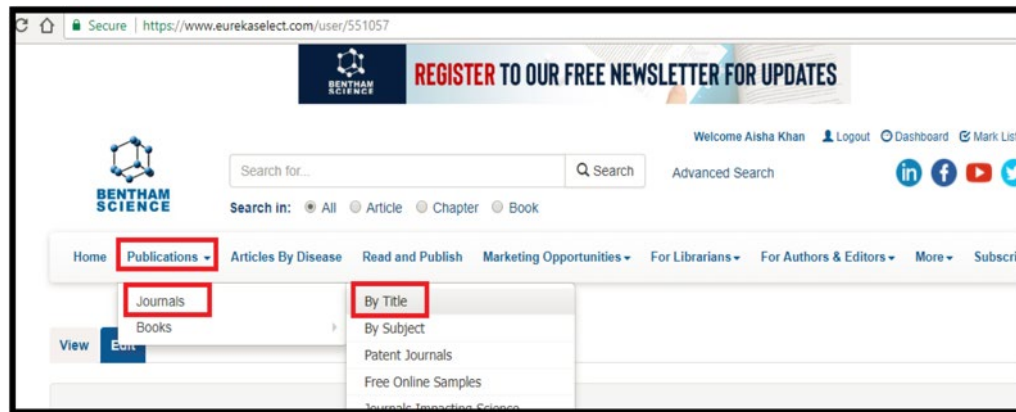
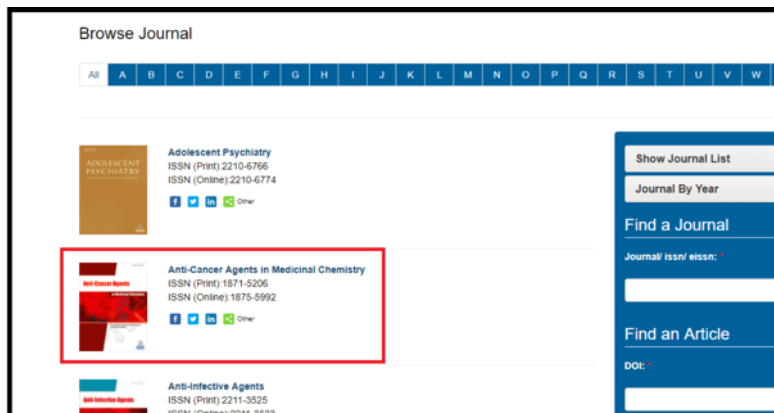
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Major international publisher of journals and e-books



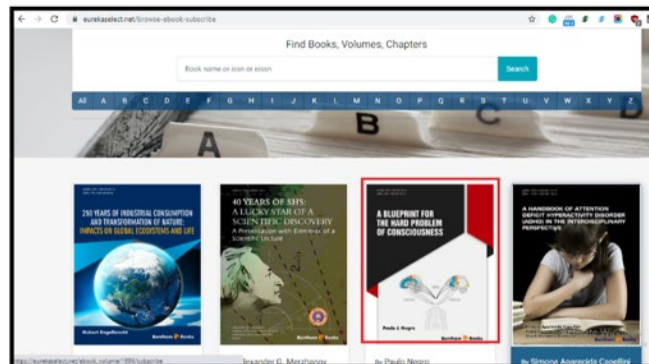
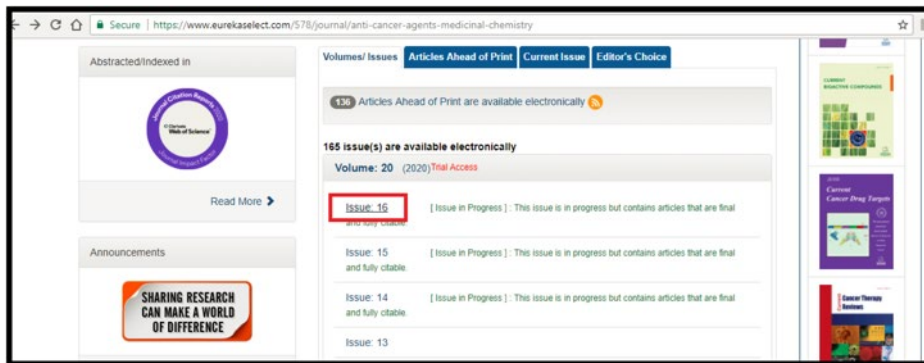
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A photograph of a sunflower field. In the foreground, a single sunflower is in full bloom, showing bright yellow petals and a dark brown center. To its left, a monarch butterfly with orange and black wings is perched on a green sunflower bud. The background is filled with many more sunflower plants, mostly in the bud stage, creating a dense green field. Two white rectangular boxes with red text are overlaid on the image: one in the top left corner and one in the bottom right corner.

30,000

2,000,000

Effective journal selection: Marriage of research and publication

Target journal

"I never start to write until I have decided on a target journal"



Every journal is
different
(i.e. scope,
audience, length)



Full article/
original article



Letters/ Rapid
Communications



Self-evaluate

Talk to others/ colleagues/ make pre-submission enquiries

Effective journal selection: Marriage of research and publication

- *Accessibility*, is it open or not (what does this mean?)
- Does it have an IF and what does this mean? Peer-reviewed? Editorial board?
Who is on the board?

Impact factor

Reputation

Reach within field

Open access (accessibility)



Effective journal selection: Marriage of research and publication

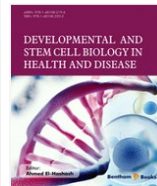
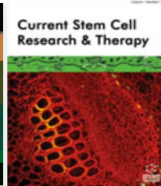
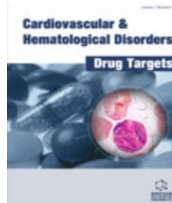
- Keys to select journals for your

Rule 1 Aim high

Rule 2 Choose appropriately

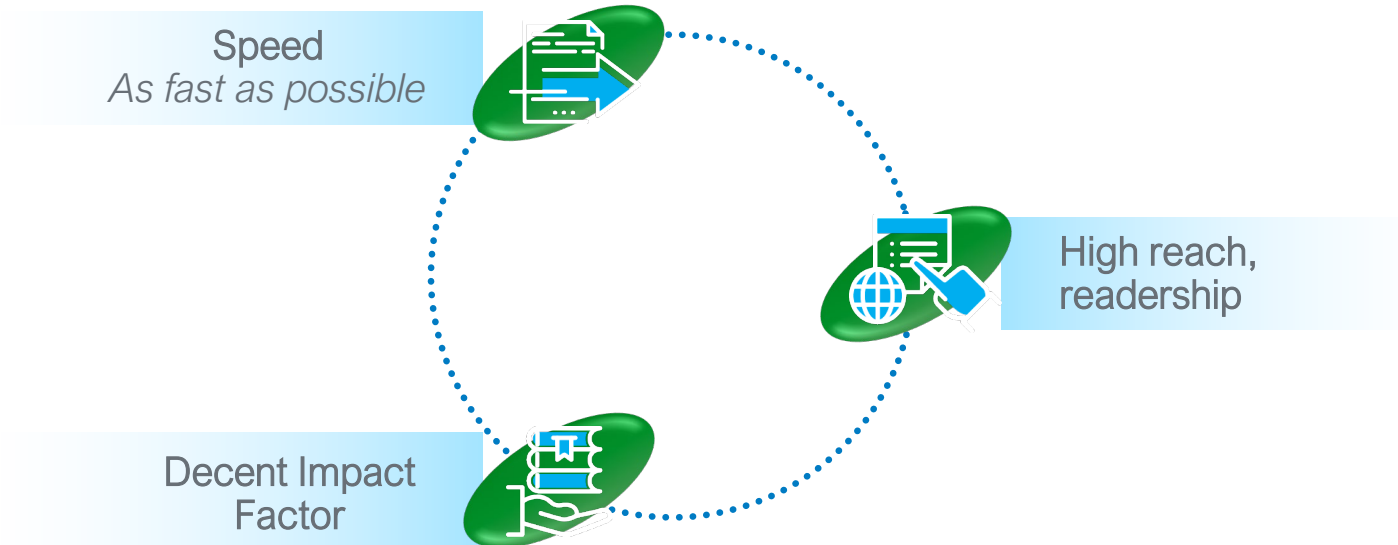
Rule 3 Learn to sell and manage your submission

- Tools



Merits: journals

Discuss: what authors want for their papers?



FAQ: Learning outcomes

Understanding Open Access

Gold OA

Publishing in an open access journal

- Fully OA journals
e.g. BioMed Central , Public Library of Science *etc.*
- Optional OA in traditional journals
(now offered by most major publishers)

Green OA

Depositing articles in an OA repository

Subject repositories

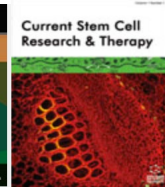
- PubMed Central
- ArXiv

Expediting the process : Insider recommendations

Pre-submission enquiries

- Write to editors
- Write to as many as you like
- Select a target journal effectively
- Reach out: Abstract and Title

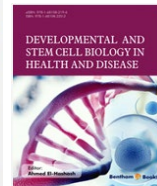
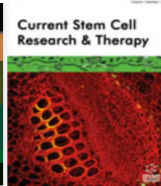
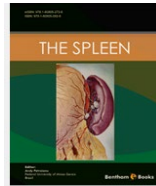
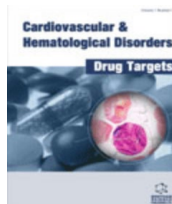
We will provide you with an email template after the webinar



Expediting the process : Your message

What do you need to know before you start to write?

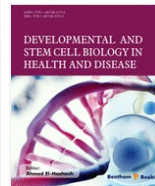
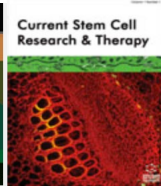
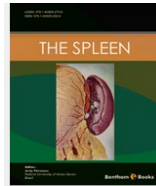
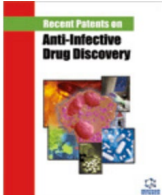
- 3 things: Message, audience, structure
- How to build your mentorship group
 - Effective peer-review suggestions
 - Are international colleagues aware of you and your work?
- Consider using preprint servers



Upcoming publication insights: Effective writing and submission

- What will maximize your work's scholarly impact?
- For a reward academic publishing experience

What is research impact?



How is this measured?

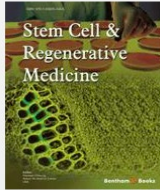
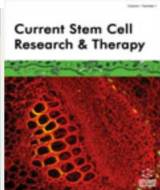
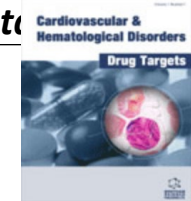
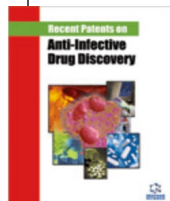
Publications are still the heart of impact



- Researchers count papers, impact factors, R and H indices
 - Institutions count citations, circulation
- ? But your research circulation does not translate to impact
- ? How many researchers will actually cite your work?

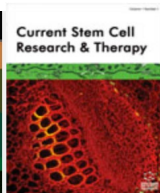
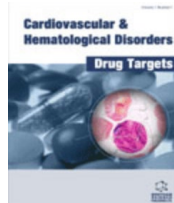
Coverage is a problem in some disciplines

College	No. Publication in RMS	No. Publications in Scopus	Approx. % Coverage in Scopus
Science	5,052	3,733	73.9%
Health Sciences	3,714	3,257	87.7%
Engineering & Architecture	3,068	1,951	63.6%
Agriculture, Food Science & Veterinary Medicine	2,831	1,903	67.2%
Social Sciences	2,430	883	36.3%
Arts & Humanities	1,367	199	14.6%
Business & Law	1,309	564	43.1%



What is citation analysis?

Citation analysis is a way of measuring the impact of an author, an article or a publication by counting the number of times that author, article, or publication has been cited by other works.



Citation analysis tools



Web of Science

WEB OF SCIENCE™

Scopus



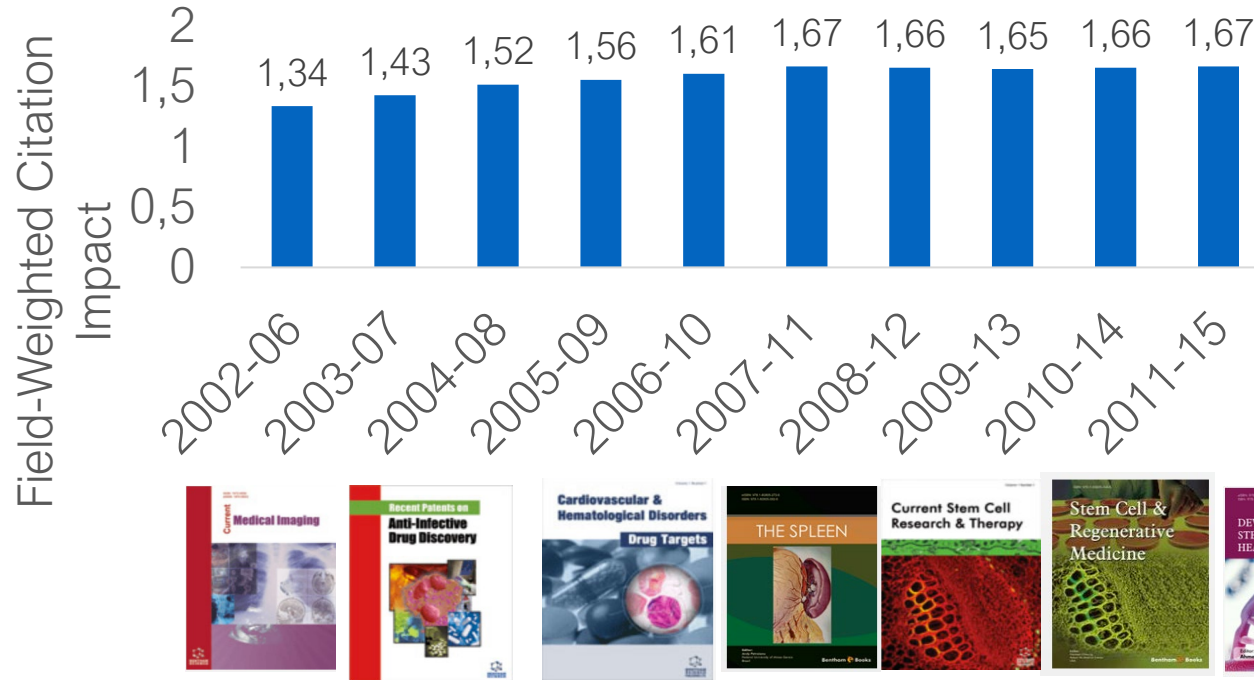
Google Scholar



Orcid



We can measure 'Academic Impact'



1.Design



2.Represent



3.Engage



4.Early Impact



5.Reflect & Sustain

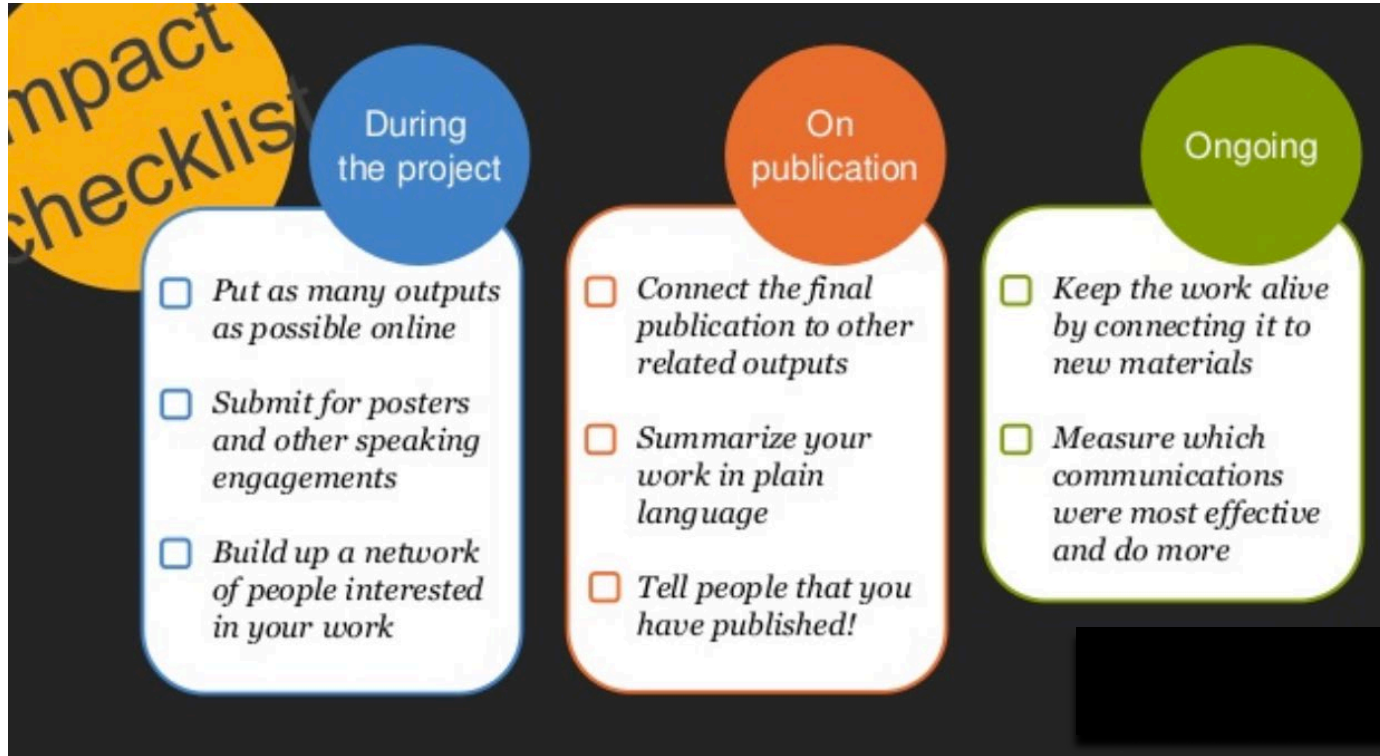


Two pathways to impact



Source: @fasttrackimpact

Impact checklists

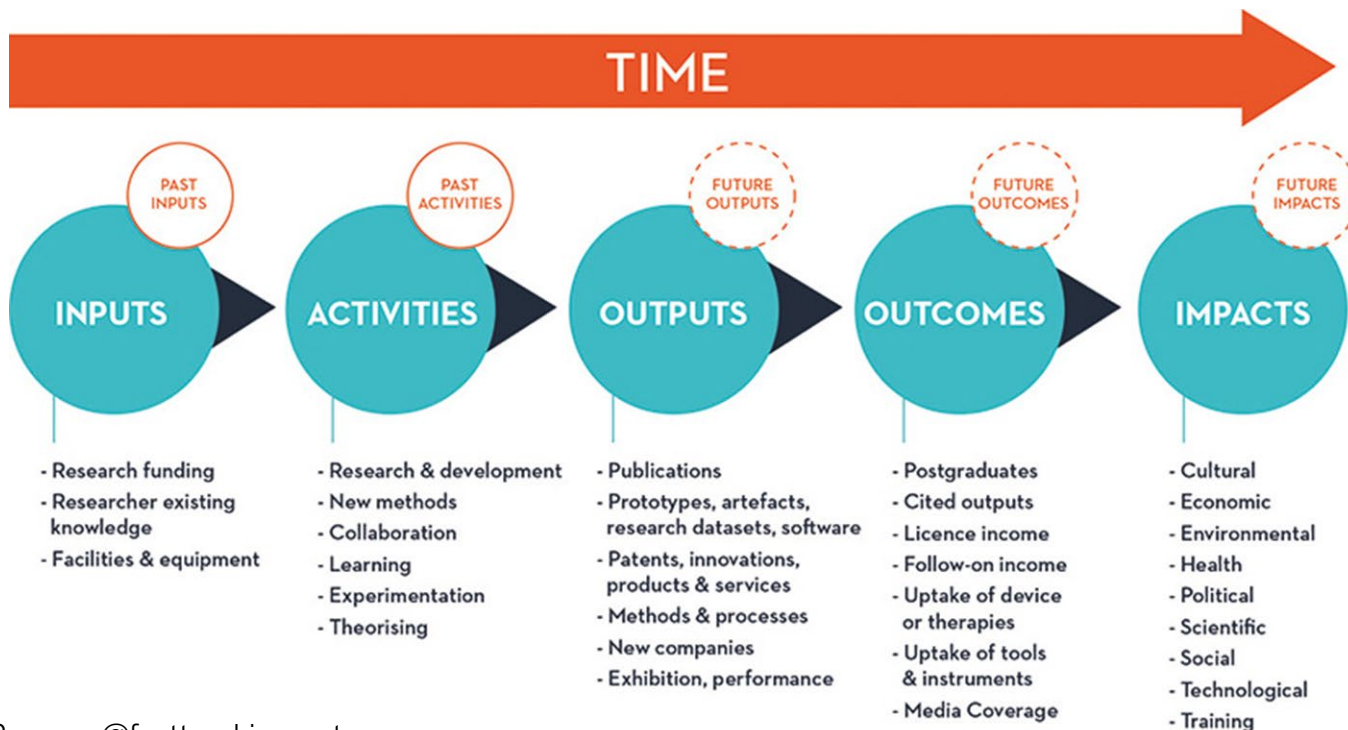


Source: Kudos

Know your channels



Research impact as a journey



Source: @fasttrackimpact

Strategies for engagement

Researchers are engaging with the public more than ever before, but most have no idea how they are benefiting the people they interact with.

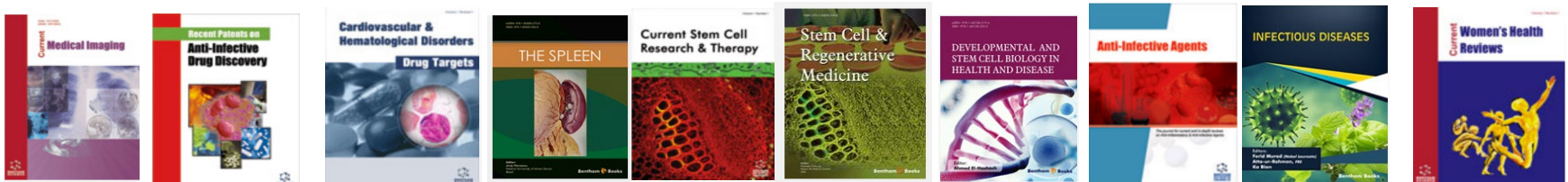
Researchers are increasingly expected to be able to articulate the value of their work with publics, to justify funding and demonstrate the impact of their research.

Why is it important to evaluate public engagement?

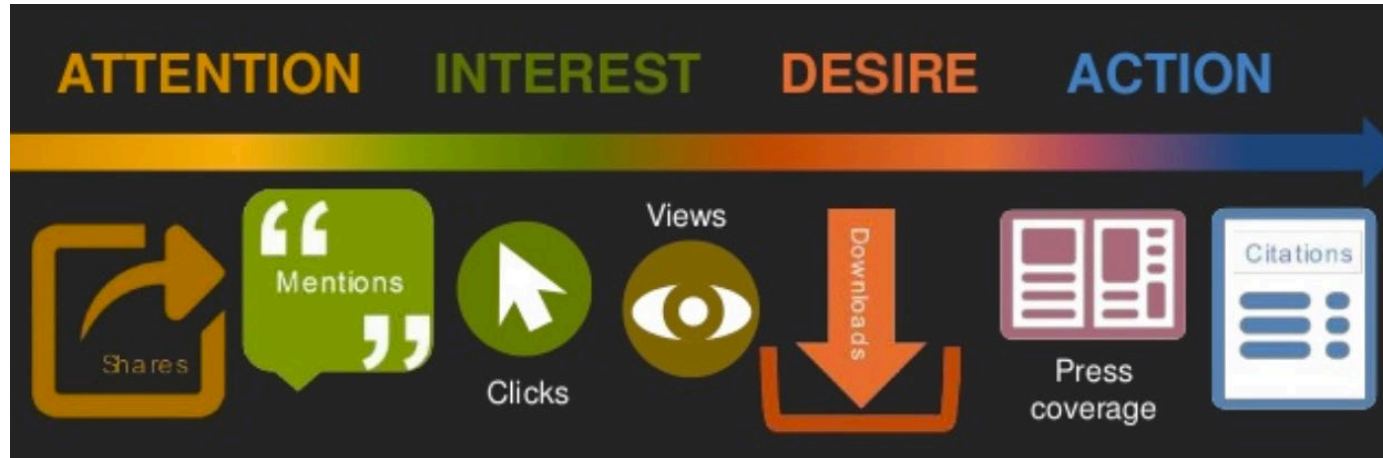
You can do better public engagement

You can communicate more effectively

- Evaluate the design of your engagement with the public and policy makers
- This is effective research impact



Assess your impact



Source: Kudos



Develop your presentation 'skill-set'

story-telling





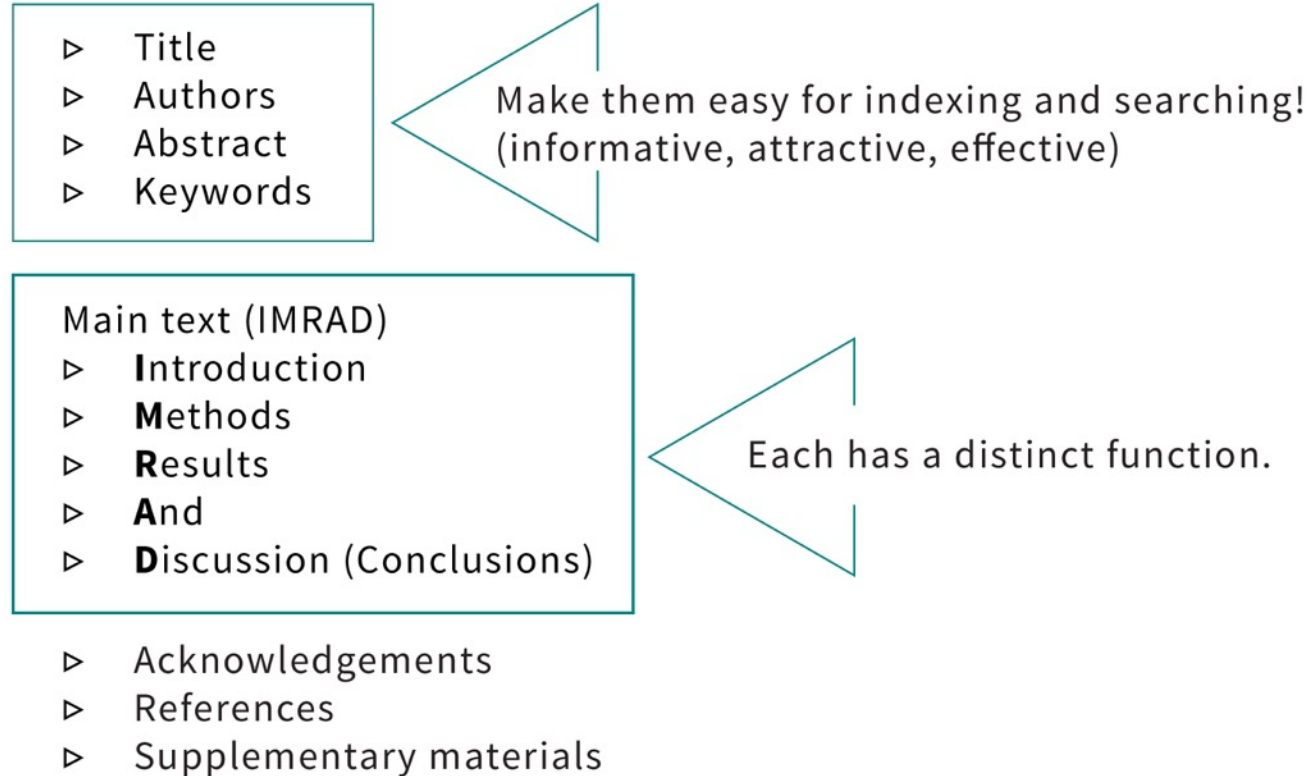
'People like to be told what they already know. Remember that. They get uncomfortable when you tell them *new* things. New things...well, new things aren't what they expect. They like to know that, say, a dog will bite a man. That is what dogs do. They don't want to know that a man bites a dog, because the world is not supposed to happen like that. In short, what people *think* they want is news, but what they really crave is *olds*.' (TT)

What does this mean?

It means that research is mostly incremental.
Building on 'things people already know'
Large steps are much harder to get into the literature.

PREPARATIONS

The general structure of a full article



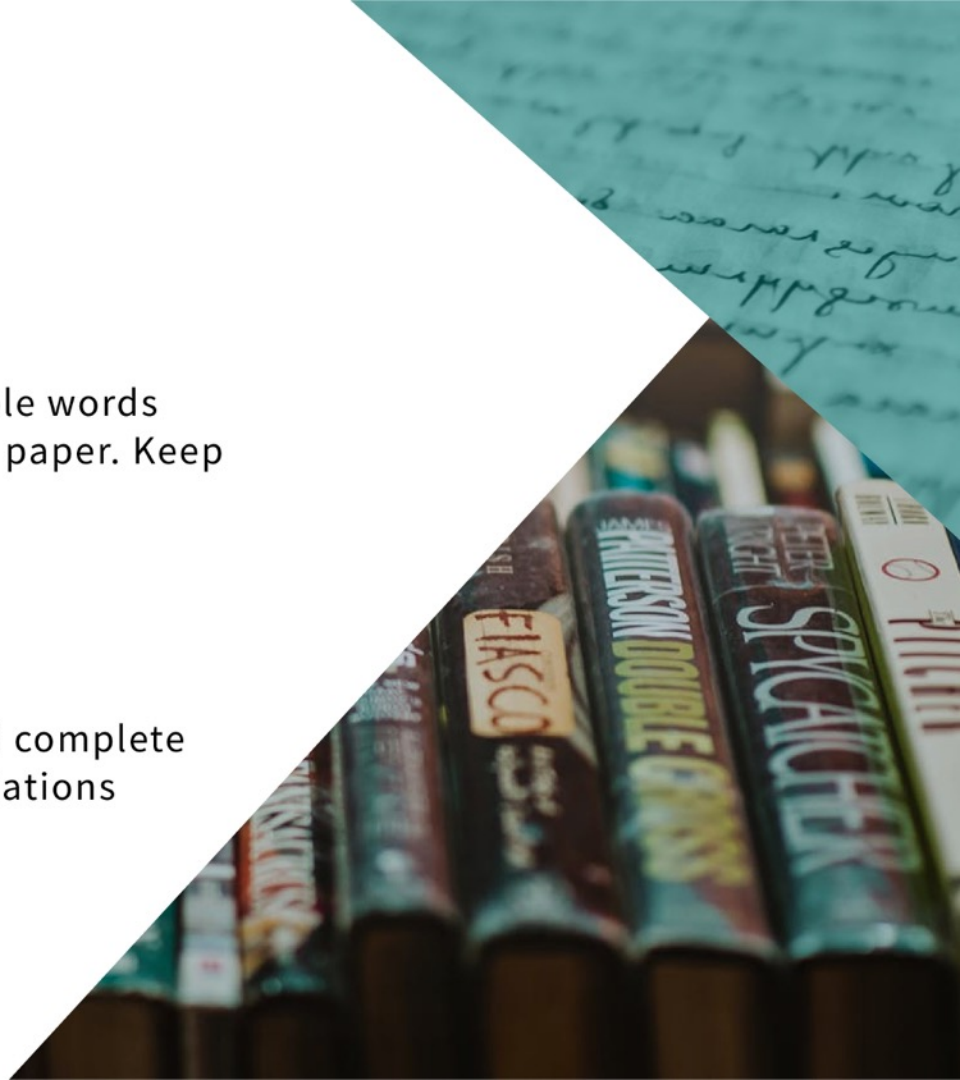
PREPARATIONS

Title

A good title should contain the **fewest** possible words that **adequately** describe the contents of the paper. Keep your title short!

Effective titles

- ▷ Identify the main issue of the paper
- ▷ Begin with the subject of the paper
- ▷ Are accurate, unambiguous, specific, and complete
- ▷ Do not contain infrequently used abbreviations
- ▷ Attract readers



TITLE: MAKE IT COMPELLING



Concise and informative



Should contain the **most important words** related to the topic



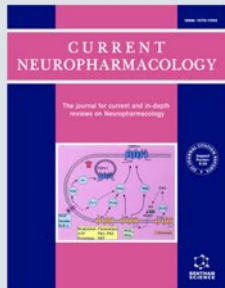
Entices the reader without giving away the punch-line



Not overly-sensationalised



Some journals now insist on including information on study design



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Review Article

Antiepileptogenic Effect of Retinoic Acid

(E-pub Ahead of Print)

Author(s): Artemio Rosiles-Abonce, Carmen Rubio, Elisa Taddei, Dulce Rosiles, Moisés Rubio-Osorio*.

Journal Name: Current Neuropharmacology

DOI : 10.2174/1570159X18666200429232104



Purchase PDF

Research Article

Synthesis of thiazolyl-N-phenylmorpholine Derivatives and their Biological Activities

(E-pub Ahead of Print)

Author(s): Amerah M. Al-Solimy, Thoraya A. Farghaly, Eman M. H. Abbas, Mohamed R. Shaaban*, Mohie E. M. Zayed, Tarek B. A. El-Naggar.

Journal Name: Medicinal Chemistry

DOI : 10.2174/1573406416666200517103435

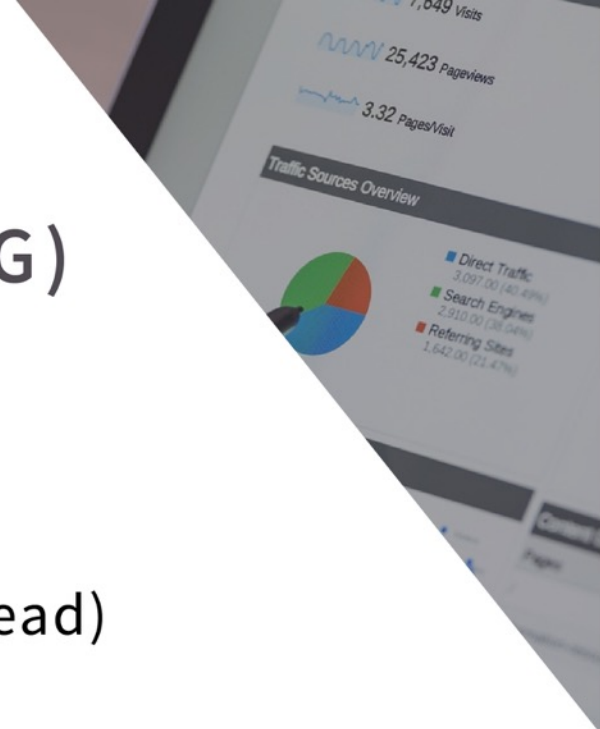
[Journal Home](#)

THE ABSTRACT (ADVERTISEMENT/MARKETING)

A good quality abstract is:

- ▷ Honest and precise
- ▷ Can stand alone
(search engines, sometimes all people read)
- ▷ No technical jargon
- ▷ Short and specific
- ▷ Cites no references

The quality of an abstract *will inform* the editor's decision



THE ABSTRACT

MANY JOURNALS NOW BASE THEIR DECISION ON THE ABSTRACT ALONE

- ▷ Sadly, many authors write the abstract in a great rush, almost as an afterthought.
- ▷ It should be a concise “standalone” piece with a very clear message.
- ▷ It must accurately reflect the full text of the paper.
- ▷ Why did you do the study? What did you do?
What did you find? What did you conclude?

STRUCTURE: THE MOST CRUCIAL ELEMENT

Readers need to know throughout a paper

- ← Where they have come from
- ↓ Where they are now
- Where they are going

(A plot is needed: A paper is a story)



PREPARATION AND THE RIGHT MINDSET

Things to do *before* you start

- ▷ Choose your topic
- ▷ Identify your audience
- ▷ Identify your purpose
- ▷ Gather supporting details



Road map

PREPARATION: things to think about before you even put pen to paper

SELLING YOURSELF: how to capture an editor's attention

STRUCTURE: without a clear structure, you (and the editor) will be lost

EFFECTIVE WRITING: there are some simple rules that can make a *huge* difference

What we will talk about

1. Journal selection
2. Maximising impact
3. Title & Abstract: Impactful publishing

Why? What's the point of all this?

“... to be more effective as an academic”

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Thank you