

Marcin Dembowski

How to get published with international journals
– publisher point of view.

Moscow

September 2013



Agenda for the session

-
- About OUP
 - Products ...
 - To 'demystify' the publishing process
 - To provide tips, insider knowledge and key questions to maximize your chances of publication
 - Q&A session: ask anything!
 - Follow-up: I'm always available to help
 - To get you sharing your knowledge, i.e. to get you **writing**

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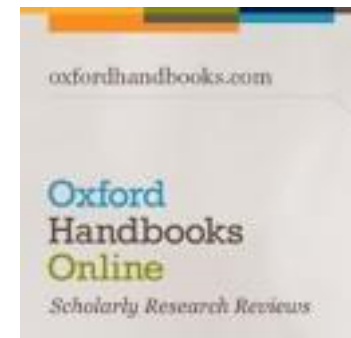
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In 2010

Top 10%:	25.7%
10%-25%:	28.9%
25% -50%:	25.7%
Bottom 50%:	19.7%

In 2011

Top 10%:	26.9%
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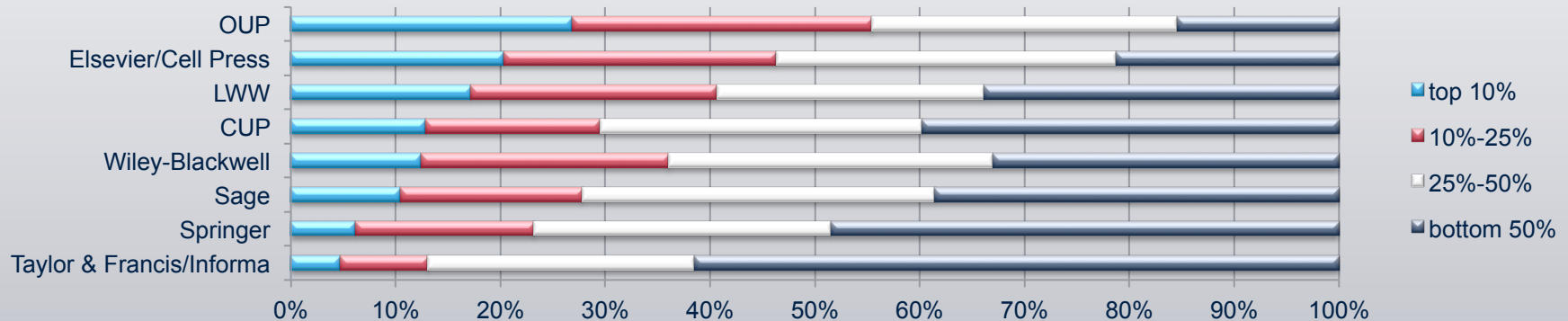
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Distribution of Journals by Ranking in their Best JCR Category, >150 Journals

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How to get published with international journals?

Before you start.....

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You must have a clear topic or topics to be reviewed, what is your research question?



Ideas where to start

-
- As well as ‘traditional’ research...
 - Are you working on a Doctoral or Master’s thesis?
 - Have you completed a project which concluded successfully?
 - Are you wrestling with a problem with no clear solution?
 - Do you have an opinion or observation on a subject?
 - Have you given a presentation or conference paper?
 - If so, you have the basis for a publishable paper

Editors are looking for “**something new and preferably surprising**” according to Dr. Peter Smith, a Cambridge philosopher and former editor of Analysis, the philosophical journal.

NEW IDEAS

NEW IDEAS

NEW IDEAS



Be Careful:

*There are 1,000,000's of published studies.
You need to **MASTER** your topic: be aware
of works completed by others, updates or/
and be ready to answer questions or
summarize it.*

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information, while starving for wisdom. The world henceforth will be run by synthesizers, people able to put together the right information at the right time, think critically about it, and make important choices wisely."

Think of a literature review as a jigsaw puzzle



Which journal to go for?



Criteria You Might Look At:

- Rankings (example Thomson Reuters Impact factors; the Association of Business Schools ABS etc.)

Impact Factor Improvement, 2010 v. 2011

Over two-thirds of the titles on OUP list have increased their impact factor since last year.

Over 85% are in the top half of at least one subject category.



In 2010

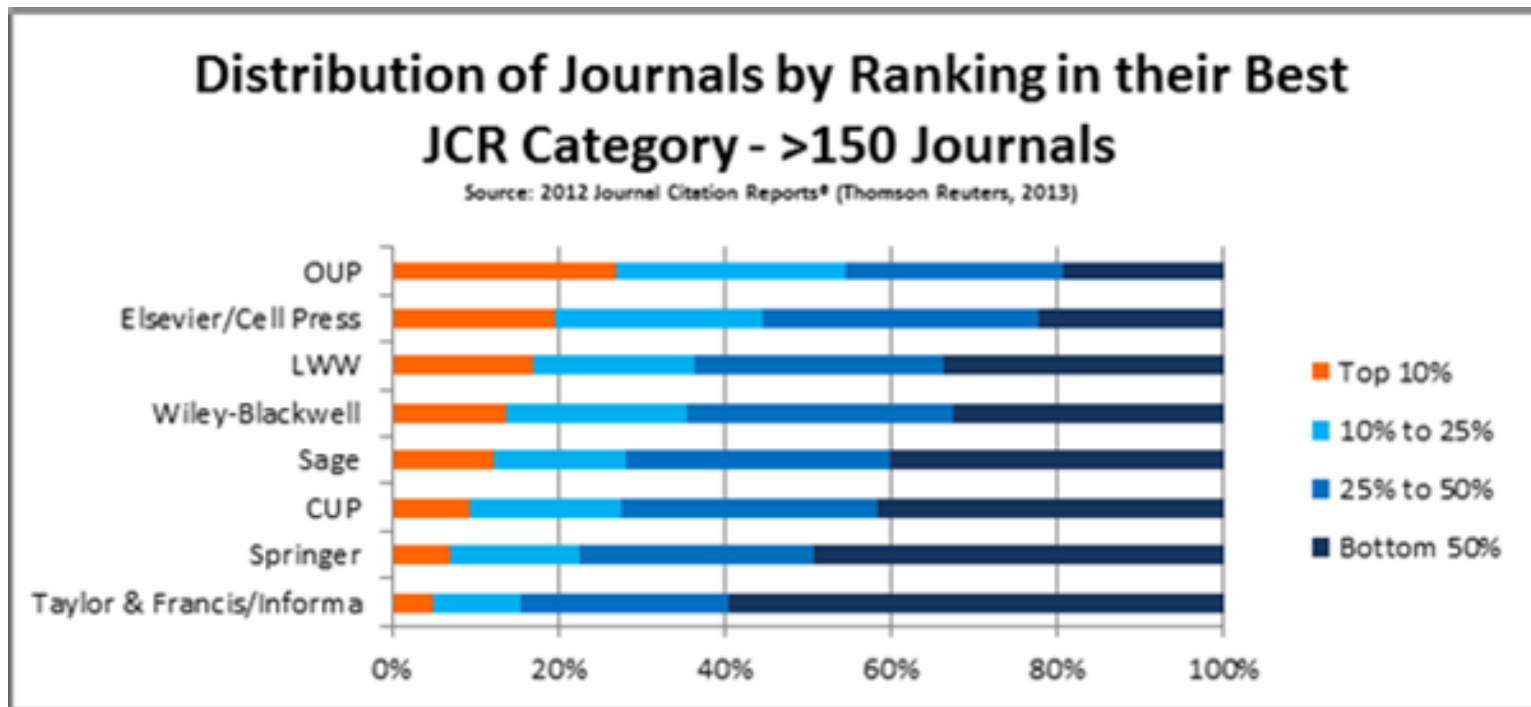
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10%-25%:	28.6%
25% -50%:	29.1%
Bottom 50%:	15.4%



Impact Factor Improvement, 2012



Criteria You Might Look At:

- Rankings (example Thomson Reuters Impact factors; the Association of Business Schools ABS etc.)
- Number of downloads (utility)
- Dissemination of journal (where it is read)
- Links to societies/associations
- Relevance of content and publishing ethos
- International

Questions to Ask Yourself When Choosing:

- What are your most important factors when choosing a journal?
- Which resources do you use to research the journals you publish in?
- Which rankings do you use? How important are they?
- Who do you ask for advice?
- What is the best journal in your field? Why?

PROCESS!!!!

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Putting A and B together to build up your work



Surviving peer review

Not always straight forward proccess

The Process

-
- Submission is an important step on the road to being published
 - Reviewers are selected for their expertise by the Editors
 - They do sometimes make mistakes and their opinions may not be valid
 - But generally they raise genuine concerns about the work – conceptualization, execution and/or interpretation of the work

The Process

-
- Their comments are aimed at maintaining the quality of papers publish in the journal, the overall journal reputation and ultimately at improving your work to attain a high standard of academic writing.

Process Conclusion:

-
- Identify a few possible target journals but be realistic
 - Follow the Author Guidelines: scope, type of paper, word length, references style, etc.
 - Find where to send your paper (editor, regional editor, subject area editor) ...
 - ... and how to send it (email, hard copy, online submission)
 - Send an outline or abstract to editor: is it suitable? how can it be made so?
 - Read at least one issue of the journal

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 - Clarity, structure and quality of writing – does it communicate well?
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 - Theoretical and practical implications (the 'so what?' factors!)
 - Recency and relevance of references
 - **Adherence to the editorial scope and objectives** of the journal
 - A good title, keywords and a well written abstract

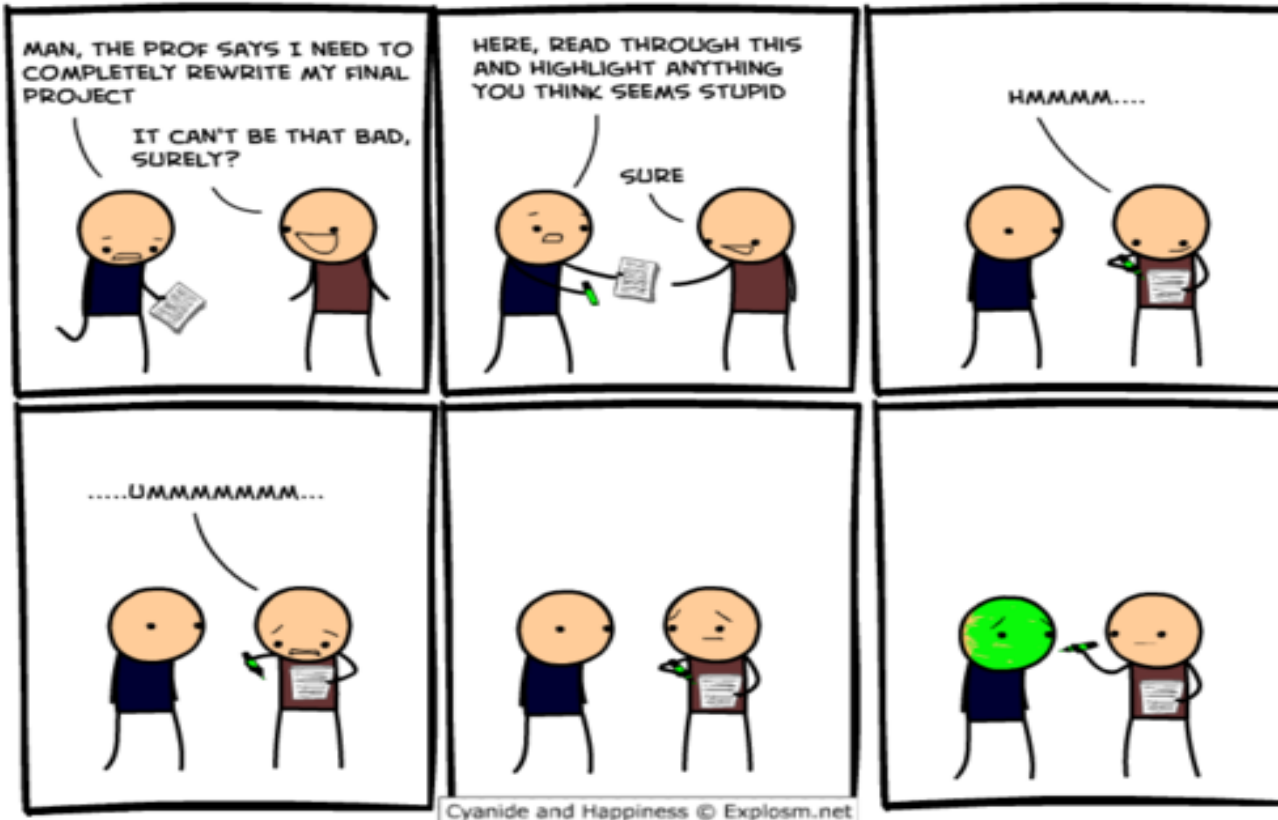
Co-authorship?

- With supervisor, different departments or institutions
- Exploits individual strengths
- Especially useful for cross-disciplinary research
- Demonstrates the authority and rigour of the research
- Increases potential pool of citations

But remember

- Ensure paper is edited so that it reads as one voice
- Identify the person responsible for closing the project
- Agree and clarify order of appearance of authors

Research is all about peer review to avoid desk rejection



Peer Review:

-
- Peer Review is important to assess your work before submitting it.
 - Have fellow colleagues, tutors, scholars look at your work and give you feedback to avoid desk rejection. You do not want to be refused by appearing uninformed concerning your submission.
 - Always expect that you would have to amend, alter and revise your paper to submit a more accurate version.

Plagiarism and referencing

-
- Plagiarism (from the Latin *plagium* meaning ‘a kidnapping’) is the act of taking someone else’s work and pretending it is yours. It is considered fraud!
 - It isn’t always detected in peer review but electronic tools can help

- A request for revision is good news!
 - You've avoided a desk reject and you are in the publishing cycle
 - Nearly every published paper is revised at least once
 - So now, *close the deal!*
- **Acknowledge** the editor and set a revision deadline
- **Clarify** if in doubt – 'This is what I understand your comments to mean...'
- Meet the revision **deadline**
- Attach a **covering letter** showing how you met the reviewers' requests (or if not, why not)

Dealing with the comments:

-
- Answer as completely as possible
 - Answer politely, be tactful and not with emotive language
 - Answer with evidence
 - If you feel the reviewer has misunderstood then address the point with a good argument explaining why the reviewer is mistaken
 - It may be the reviewers are conflicted on a point
 - It is ok to use one reviewer to argue against another

In case of rejection:

OXFORD
UNIVERSITY PRESS



DON'T

GIVE UP!

If your article is rejected

- **Ask why**, and listen carefully!
Most editors will give detailed comments about a rejected paper. Take a deep breath, and listen to what is being said
- **Try again!**
Try to improve the paper, and re-submit elsewhere. Do your homework and target your paper as closely as possible
- **Don't give up!**
At least 50% of papers don't get published. Everybody has been rejected at least once
- **Keep trying!**

How to sell your work

- Use a **short descriptive** title containing main keyword – don't mislead
- Write a clear and descriptive abstract containing the main keywords and following any instructions as to content and length
- Provide **relevant and known** keywords – not obscure new jargon
- Make your references **complete and correct** – vital for reference linking and citation indices
- All of this will make your paper more discoverable which means more dissemination and possibly more citation

YOU DID IT!!!!!!!

The publishing process at OUP

Benefits for authors

We offer our authors

- Quality and speed of production
- Excellent editing
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Our aim is to maximize the benefits for authors that come from working with focused and dedicated publishing teams who operate as part of a large and international publisher.

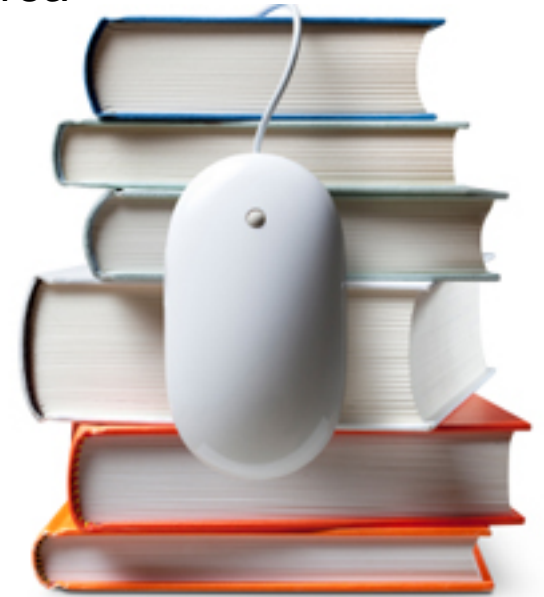
We are committed to innovative publishing, publishing in print and electronic form, and we particularly welcome new ideas and feedback from our authors and readers.

The book publishing process at OUP

Broad guidelines for authors

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- Diverse publishing programme befitting each subject area
- Online Academic Publishing:
 - Oxford Bibliographies Online
 - Journals
 - University Press Scholarship Online
- Choose the resource that best fits your research or Press subject areas
- Contact the relevant department directly



Any Questions...

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