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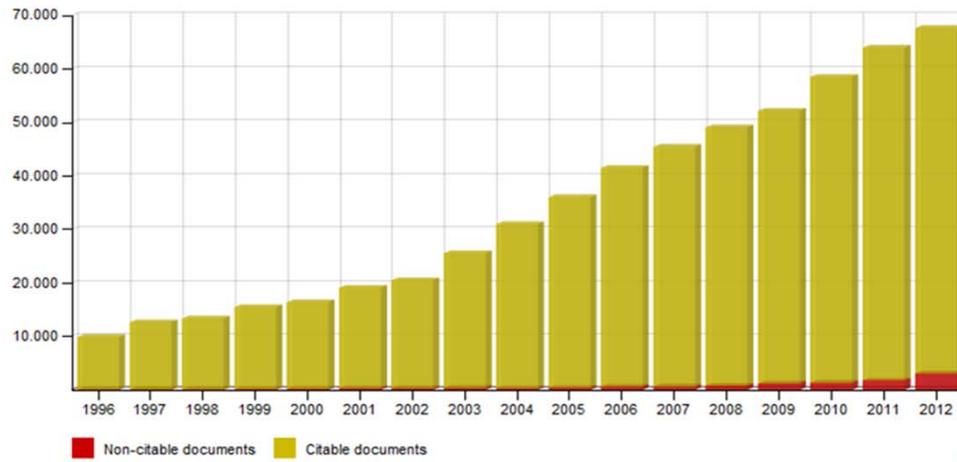
***How to Get Published in a Research
Journal: A Publisher's Guide to
Writing Manuscripts***

Henri van Dorssen, Executive Publisher
Elsevier Ltd, Oxford, UK
18-20, June 2014, South Korea

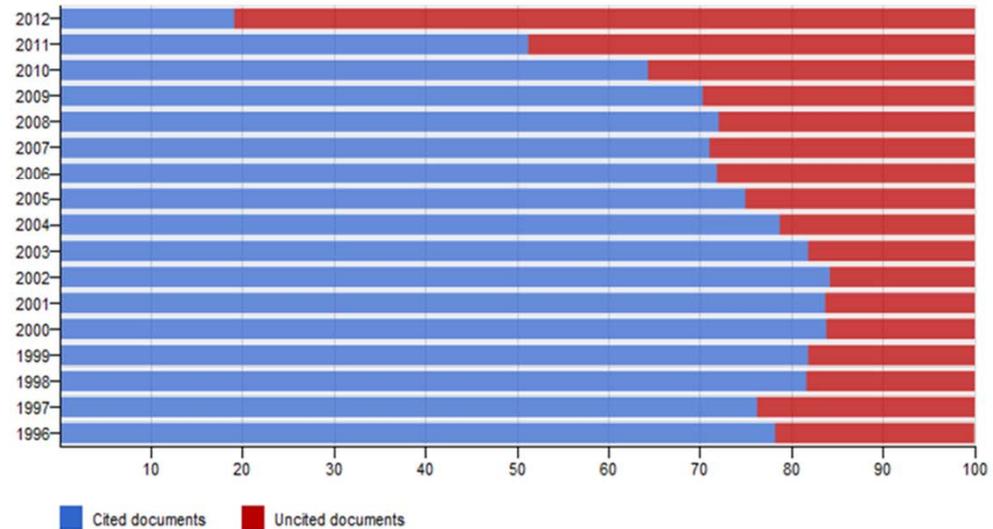


South Korea - articles and citations

Citable vs. Non Citable Documents



Cited vs. Uncited Documents

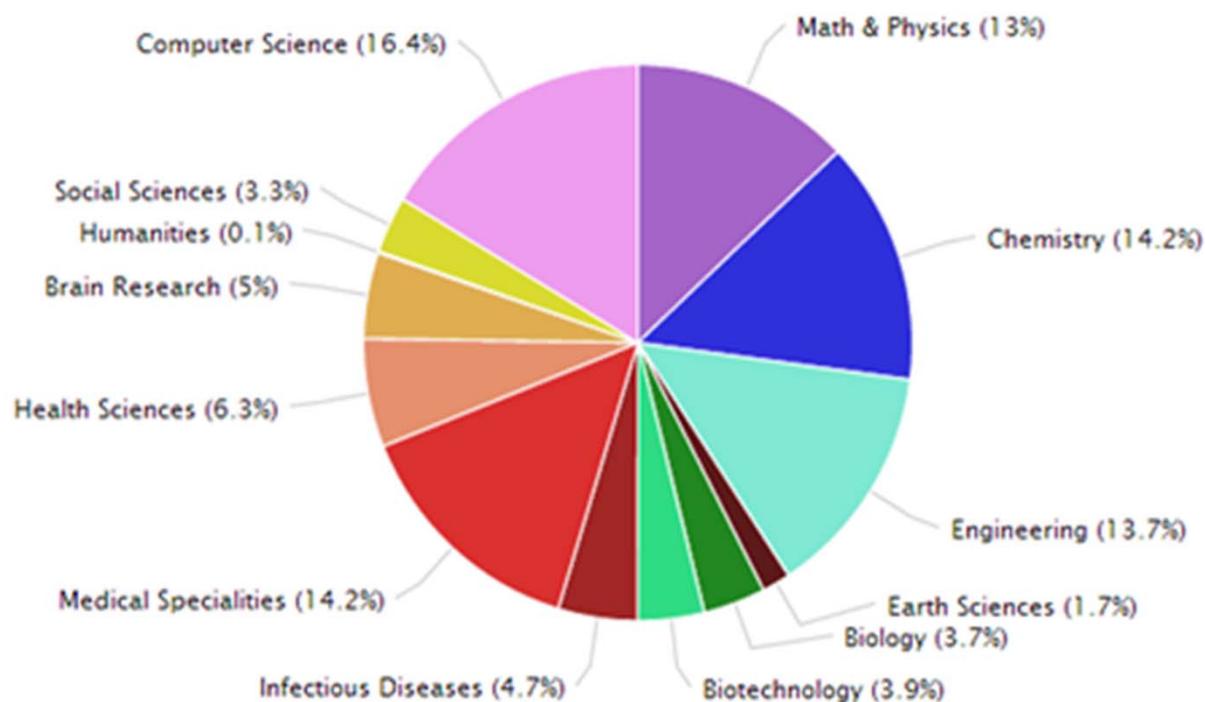


<http://www.scimagojr.com/index.php>

South Korea – subject areas

All published articles | Articles in competencies | Both

 Pie chart





What does a Publisher actually do?

The Publisher's Role

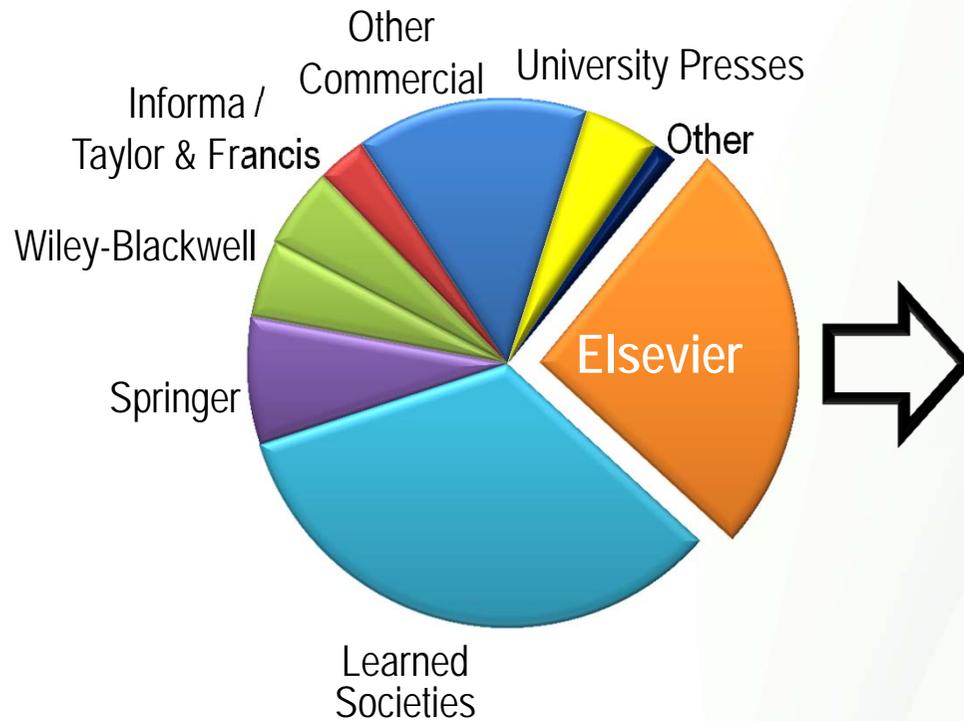




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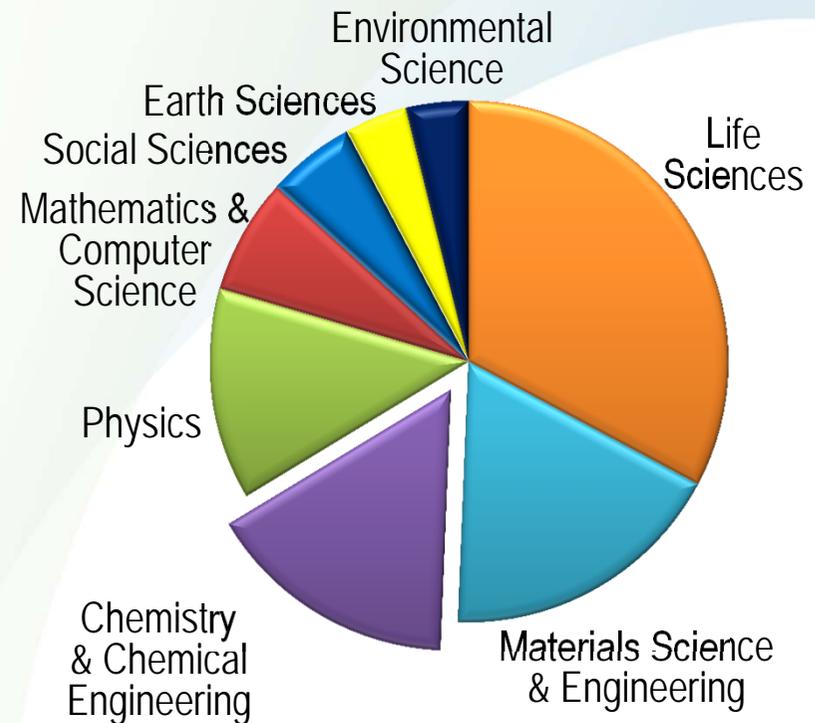
Scientific Publishing Industry

All scientific research articles

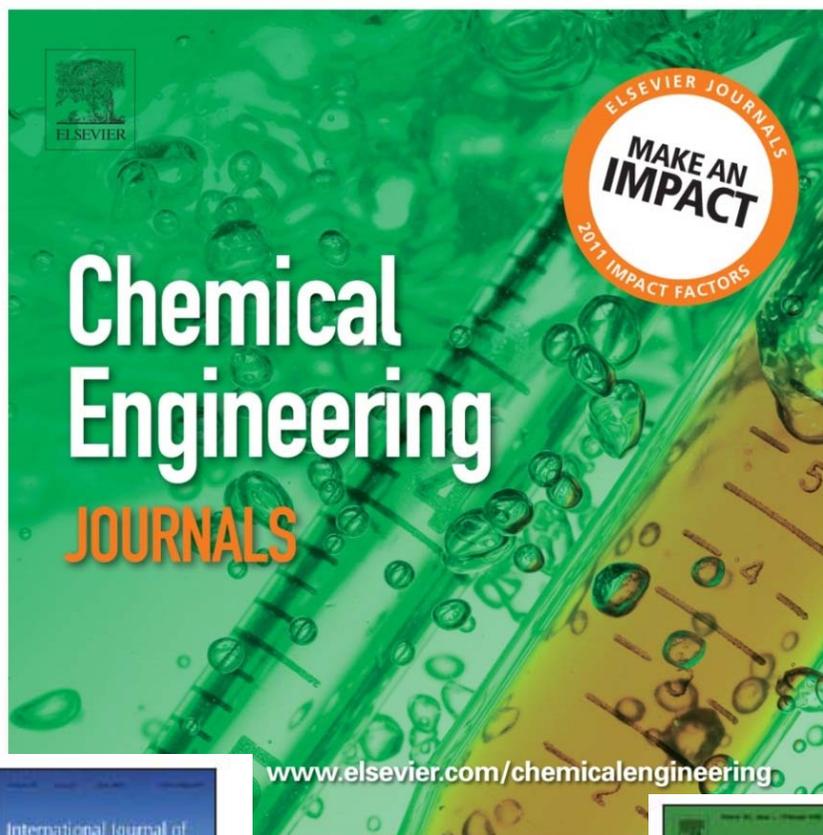


1.2 million English language research articles published globally each year

Elsevier – by disciplines



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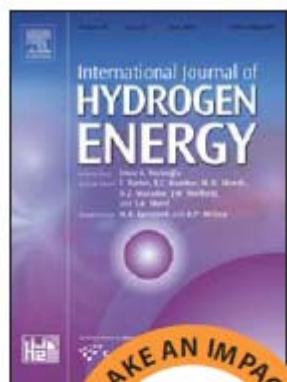


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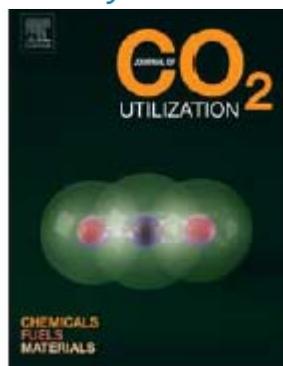
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1	PROGRESS IN ENERGY AND COMBUSTION SCIENCE	15.089
2	ENERGY & ENVIRONMENTAL SCIENCE	11.653
3	ANNUAL REVIEW OF CHEMICAL AND BIOMOLECULAR ENGINEERING	7.512
4	APPLIED CATALYSIS B-ENVIRONMENTAL	5.825
5	JOURNAL OF CATALYSIS	5.787
6	APPLIED ENERGY	4.781
7	JOURNAL OF MEMBRANE SCIENCE	4.093
8	COMBUSTION AND FLAME	3.599
9	DYES AND PIGMENTS	3.532
10	CHEMICAL ENGINEERING JOURNAL	3.473
11	FUEL	3.357
12	SEPARATION AND PURIFICATION REVIEWS	3.154
13	DESALINATION	3.041
14	CATALYSIS TODAY	2.980
15	SEPARATION AND PURIFICATION TECHNOLOGY	2.894
16	ENERGY & FUELS	2.853
17	FUEL PROCESSING TECHNOLOGY	2.816
18	AEROSOL SCIENCE AND TECHNOLOGY	2.780
19	JOURNAL OF SUPERCRITICAL FLUIDS	2.732
20	JOURNAL OF AEROSOL SCIENCE	2.686

* Ranking within ISI category: Engineering, Chemical
Elsevier titles shown in white



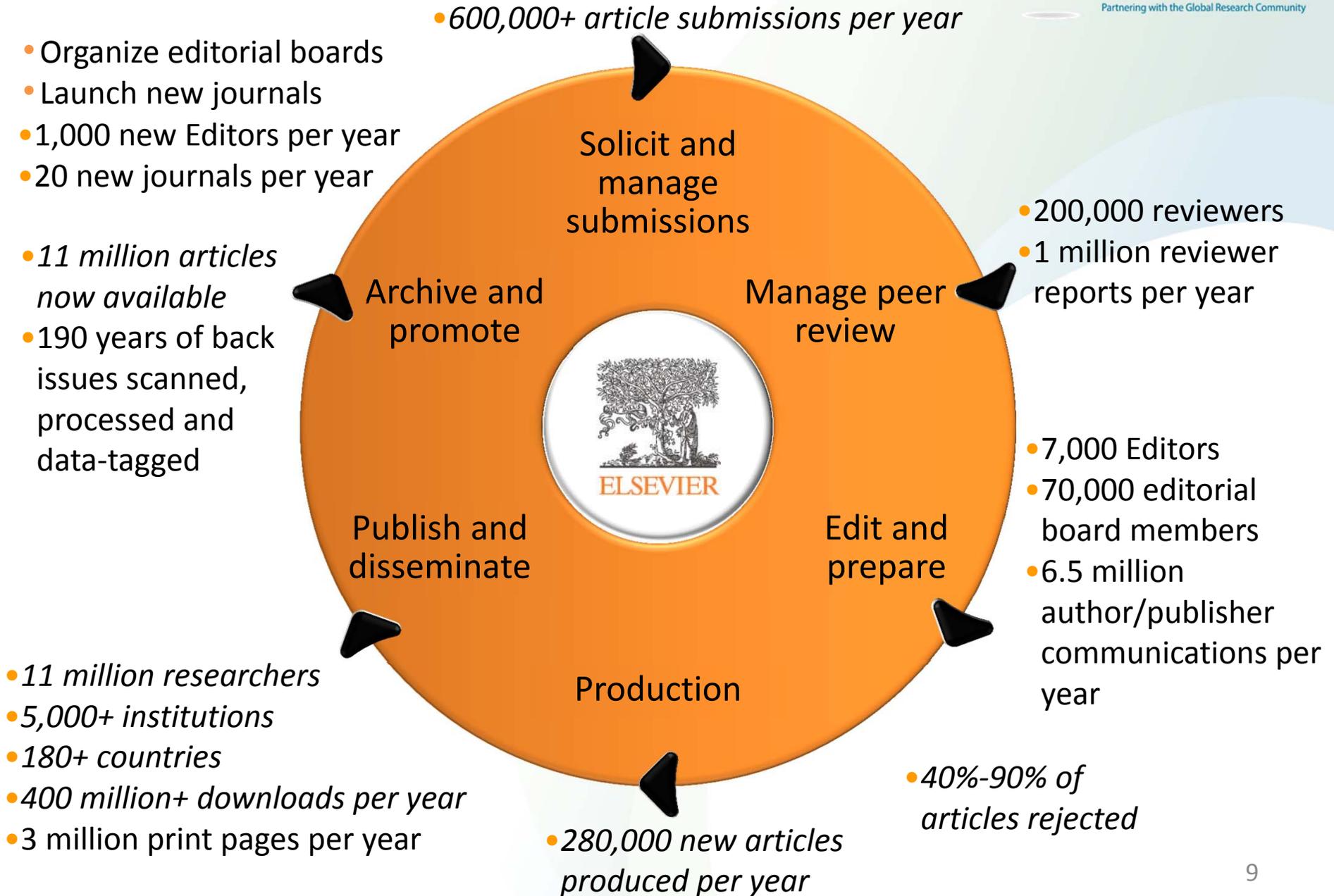
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Elsevier's Role in Scientific Publishing





Publishers guide to writing a manuscript



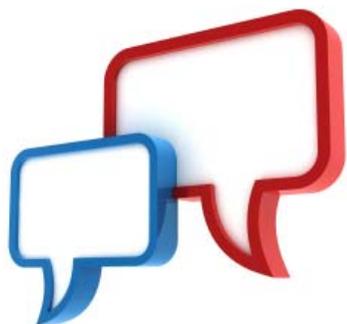
What steps do I need to take before I write my paper?



How can I ensure I am using proper scientific language?



How do I properly build my paper?



An international editor said:

“The following problems appear much too frequently”

- Submission of papers which are clearly out of scope
- Failure to format the paper according to the Guide for Authors
- Inappropriate (or no) suggested reviewers
- Inadequate response to reviewers
- Inadequate standard of English
- Resubmission of rejected manuscripts without revision

Paul Haddad, Editor, *Journal of Chromatography A*



Original
Research
Articles



Letters or short
communications



Review
papers

**Decide the most
appropriate type
of manuscript**

Original Research Articles

- Standard for disseminating completed research findings
- Typically 8-10 pages, 5 figures, 25 references
- Draft and submit the paper to appropriate journal
- Good way to build a scientific research career

Sample Original Research Article Titles

“Hydrodynamic study of a liquid/solid fluidized bed under transverse electromagnetic field”

“Soluble nanoparticles as removable pore templates for the preparation of polymer ultrafiltration membranes”

“Kinetics of pressure oxidative leaching of molybdenite concentrate by nitric acid”

Short Communications

- Quick and early communications of significant, original advances
- Much shorter than full articles.

Sample Short Communications Titles

A proposed rapid screening technique for new reverse osmosis membranes. *Desalination*, 285, p. 399-400 (2012)

Dispersion of particulate clusters via the rapid vaporization of interstitial liquid. *Powder Technology*, 215-216, p. 223-226 (2012)

Review papers

- Critical synthesis of a specific research topic
- Typically 10+ pages, 5+ figures, 80 references
- Typically solicited by journal editors
- Good way to consolidate a scientific research career

Sample Review Paper Titles

“Cross-flow microfiltration applied to oenology: A review”

“Boron removal from saline water: a comprehensive review”

“Review on solvent extraction of cadmium from various solutions”

Journal Selection

*It is **not (only) the Impact Factor, it is (mainly) the right audience!***

Consult the Journal homepage to learn:

- Aims and scope
- Accepted types of articles
- Readership
- Current hot topics
 - go through the abstracts of recent publications

TIP: Articles in **your references** will likely lead you to the right journal.

DO NOT gamble by submitting your manuscript to more than one journal at a time.

Consult the Journal Homepage

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Sample Issue

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Official Journal of the European Federation of Chemical Engineering:
Part D

Publication of the Institution of Chemical Engineers

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What steps do I need to take before I write my paper?



How can I ensure I am using proper manuscript language?



How do I properly build my paper?

Why is language important?

Save your editor and reviewers the trouble of guessing what you mean

Complaint from an editor:

“[This] paper fell well below my threshold. I refuse to spend time trying to understand what the author is trying to say. Besides, I really want to send a message that they can't submit garbage to us and expect us to fix it. My rule of thumb is that if there are more than 6 grammatical errors in the abstract, then I don't waste my time carefully reading the rest.”

Language does make a difference

“It is quite depressive to think that we are spending millions in grants for people to perform experiments, produce new knowledge, hide this knowledge in a often badly written text and then spend some more millions trying to second guess what the authors really did and found.”

Do publishers correct language?

- No. It is the **author's responsibility** to make sure their paper is in its best possible form when submitted for publication
- Publishers often provide resources for authors.
 - Some publishers may perform technical screening prior to peer review.
 - <http://webshop.elsevier.com/languageservices>

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Manuscript Language – Overview



Accurate



Concise



Clear



Objective

Sentence Structure



Write direct and short sentences



One piece of information per sentence



Avoid multiple statements in one sentence

Tip: Read your manuscript out loud when proofreading. You will pick up on more errors and run-on sentences.

Sentence Structure

An example of what NOT to do:

“If it is the case, intravenous administration should result in that emulsion has higher intravenous administration retention concentration, but which is not in accordance with the result, and therefore the more rational interpretation should be that SLN with mean diameter of 46nm is greatly different from emulsion with mean diameter of 65 nm in entering tumor, namely, it is probably difficult for emulsion to enter and exit from tumor blood vessel as freely as SLN, which may be caused by the fact that the tumor blood vessel aperture is smaller.”

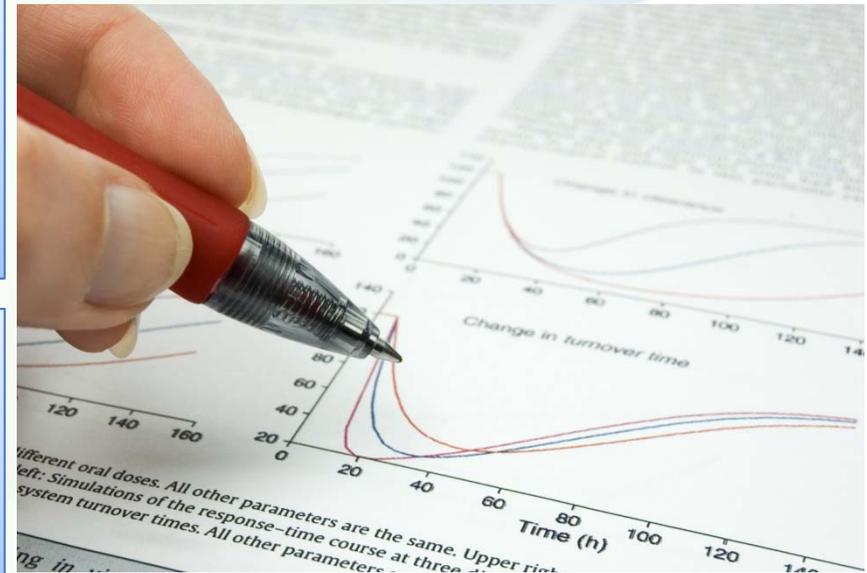
A possible modification:

“It was expected that the intravenous administration via emulsion would have a higher retention concentration. However, the experimental results suggest otherwise. The SLN entered the tumor blood vessel more easily than the emulsion. This may be due to the smaller aperture of the SLN (46 nm) compared with the aperture of the emulsion (65 nm).”

Tenses

Present tense:
for known facts & hypotheses

Past tense:
for experiments conducted &
results



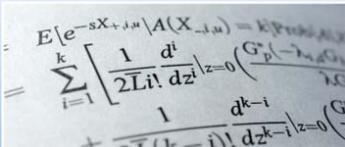
Grammar



Use active voice to shorten sentences



Avoid abbreviations



Minimize use of adverbs



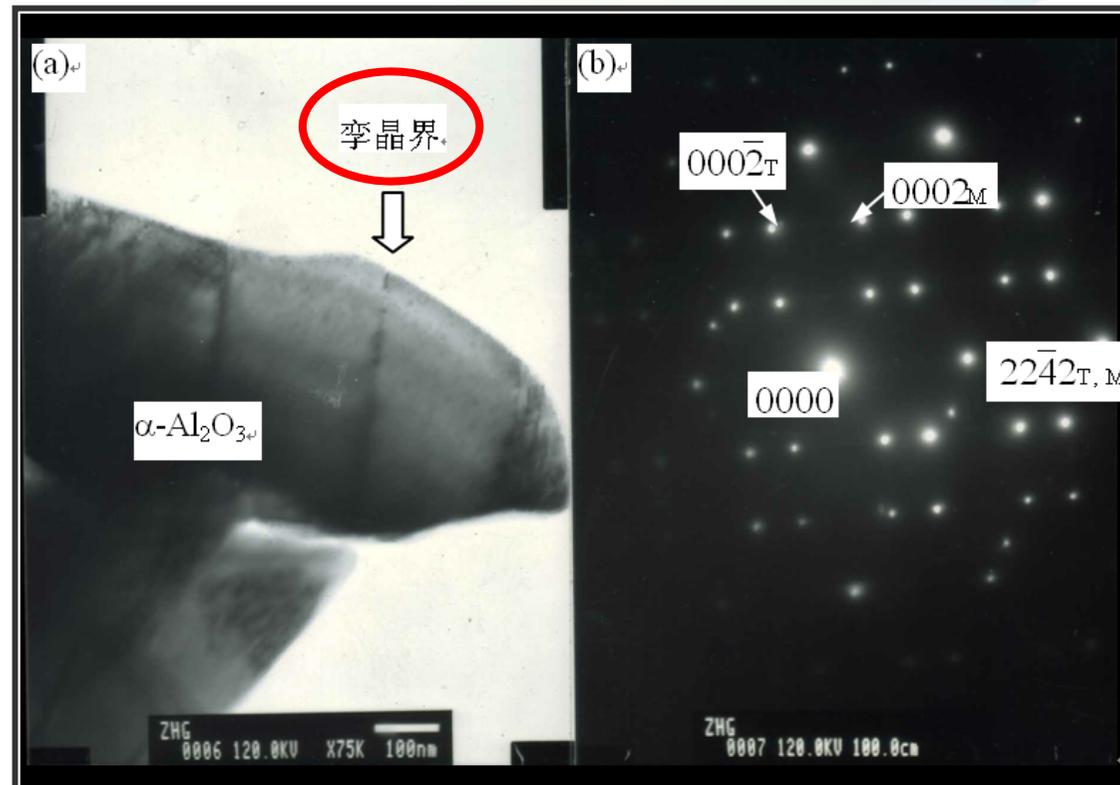
Eliminate redundant phrases



Double-check unfamiliar words or phrases

Language

Finally, you should use English throughout the manuscript, including figures.





What steps do I need to take before I write my paper?



How can I ensure I am using proper manuscript language?



How do I properly build my paper?

Thought Questions

What are some characteristics of the best manuscript writing you have seen?

What is it that distinguishes a very good manuscript from a bad one?

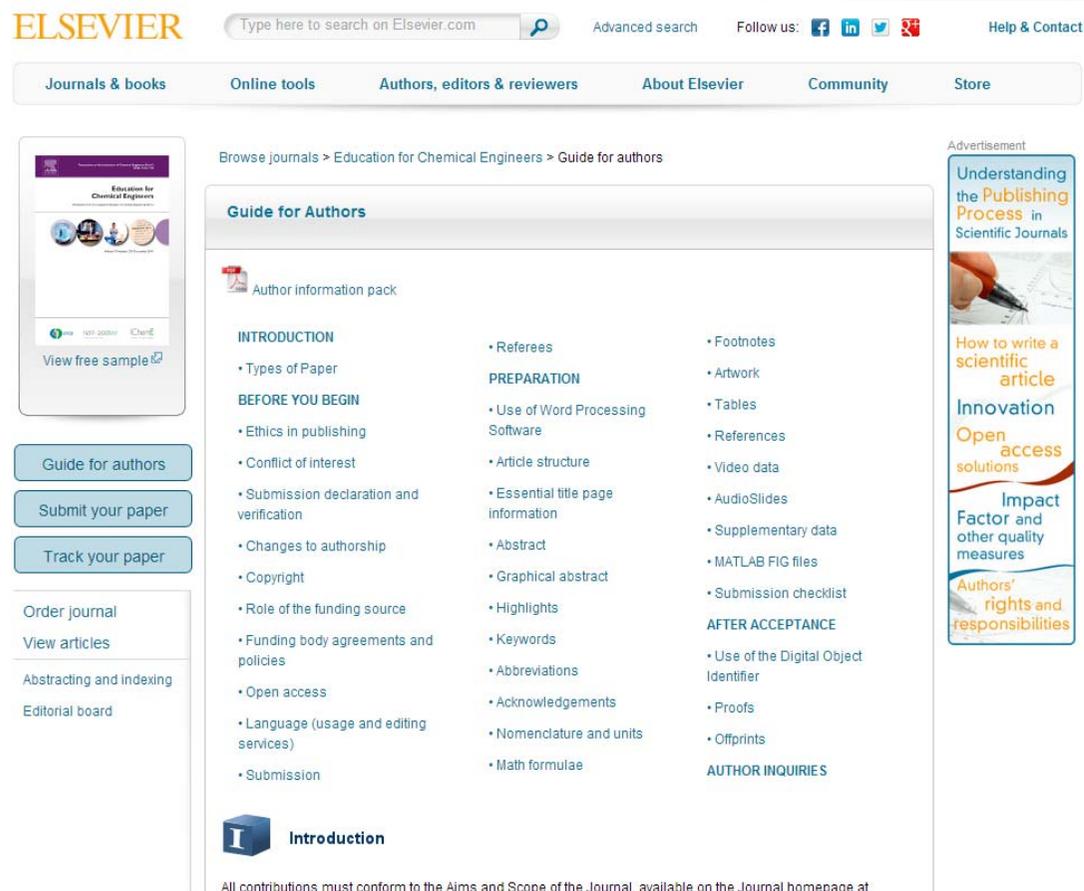
What makes up a strong manuscript?

- Has a clear, useful, and exciting message
- Presented and constructed in a logical manner
- Reviewers and editors can *easily* grasp the significance

“engineers didn’t sit around a campfire showing graphs. they had to tell stories.”

Read the 'Guide for Authors'

- You can find the Guide for Authors on the journal homepage on Elsevier.com
- Stick to the Guide for Authors in your manuscript, *even in the first draft* (text layout, nomenclature, figures & tables, references, etc.). In the end it will save you time!



The screenshot shows the Elsevier website interface. At the top, there is the Elsevier logo and a search bar. Below the search bar is a navigation menu with options: Journals & books, Online tools, Authors, editors & reviewers, About Elsevier, Community, and Store. The main content area is titled 'Browse journals > Education for Chemical Engineers > Guide for authors'. The 'Guide for Authors' page is displayed, featuring a table of contents with sections: INTRODUCTION, BEFORE YOU BEGIN, PREPARATION, AFTER ACCEPTANCE, and AUTHOR INQUIRIES. Each section lists specific topics such as 'Types of Paper', 'Ethics in publishing', 'Referees', 'Use of Word Processing Software', 'Footnotes', 'Artwork', 'Tables', 'References', 'Video data', 'AudioSlides', 'Supplementary data', 'MATLAB FIG files', 'Submission checklist', 'Use of the Digital Object Identifier', 'Proofs', 'Offprints', and 'Math formulae'. On the left side, there are buttons for 'View free sample', 'Guide for authors', 'Submit your paper', and 'Track your paper'. On the right side, there is an advertisement for 'Understanding the Publishing Process in Scientific Journals'.

Research Article Structure

- Title
- Abstract
- Keywords

informative, attractive, effective

How do you search for a paper?

Main text (IMRAD)

- Introduction
- Methods
- Results

and

- Discussion

Make sure each section of the paper fulfills its purpose clearly & concisely

-
- Conclusions
 - Acknowledgements
 - References
 - Supplementary Data

Write in the same order you read:

- Figures and tables
- Methods, Results and Discussion
- Conclusions and Introduction
- Abstract and title

Title

- A good title should contain the *fewest* possible words that *adequately* describe the content of a paper.
- Effective titles
 - Identify the main issue of the paper
 - Begin with the subject of the paper
 - Are accurate, unambiguous, specific, and complete
 - Are as short as possible
- Do not contain rarely-used abbreviations

Title

Original Title	Revised	Remarks
Preliminary observations on the effect of Zn element on anticorrosion of zinc plating layer	Effect of Zn on anticorrosion of zinc plating layer	<u>Long title</u> distracts readers. Remove all <u>redundancies</u> such as “observations on”, “the nature of”, etc.
Action of antibiotics on bacteria	Inhibition of growth of mycobacterium tuberculosis by streptomycin	Titles should be <u>specific</u> . Think to yourself: “How will I search for this piece of information?” when you design the title.
Fabrication of carbon/CdS coaxial nanofibers displaying optical and electrical properties via electrospinning carbon	Electrospinning of carbon/CdS coaxial nanofibers with optical and electrical properties	“English needs help. The title is nonsense. All materials have properties of all varieties. You could examine my hair for its electrical and optical properties! You MUST be specific. I haven’t read the paper but I suspect there is something special about these properties, otherwise why would you be reporting them?” – <i>the Editor-in-chief</i>

Abstract

... is freely available in electronic abstracting & indexing services [PubMed, Medline, Embase, SciVerse Scopus,]

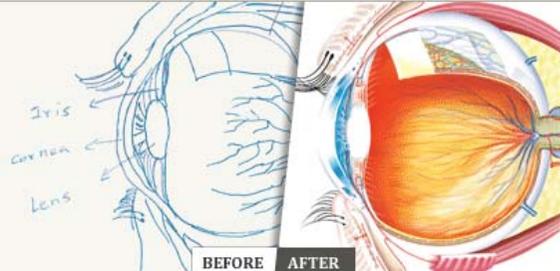
- This is the **advertisement of your article**.
- Make it interesting, and easy to be understood without reading the whole article. *What has been done? What are the main findings?*
- Follow the Rule of 10:
 - 1-2 sentences: aim
 - 2-3 sentences: materials & methods
 - 2-3 sentences: results
 - 2 sentences: discussion/conclusions

Graphical Abstracts

- May be **MANDATORY** for your journal (check Guide for Authors)
- Summarize article content in a concise, pictorial form
- Submitted as a separate file in EES
- Image size: 531 x 1328 pixels (h x w) with minimum resolution 300 dpi
- Image should be readable at size of 5 x 13 cm (screen resolution 96 dpi)
- Preferred file types: TIFF, EPS, PDF, MS Office files
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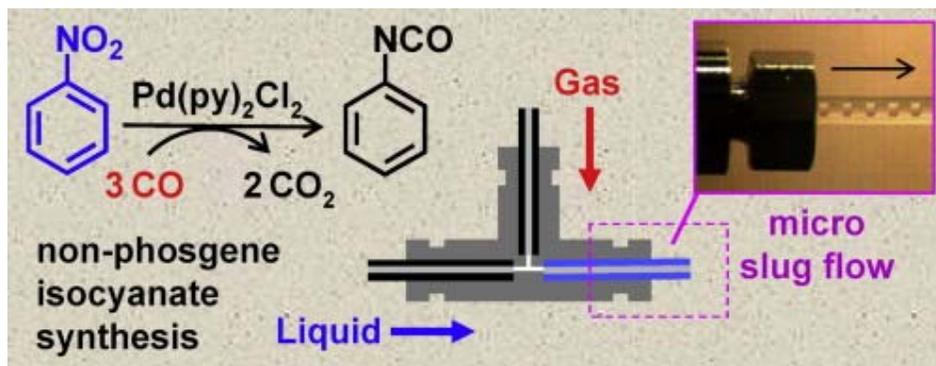
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Highlights

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- 3-5 bullet points that convey the core findings of the article
- Submitted as a separate file in EES
- Maximum 85 characters (including spaces) per bullet point
- Visit <http://www.elsevier.com/highlights> for examples

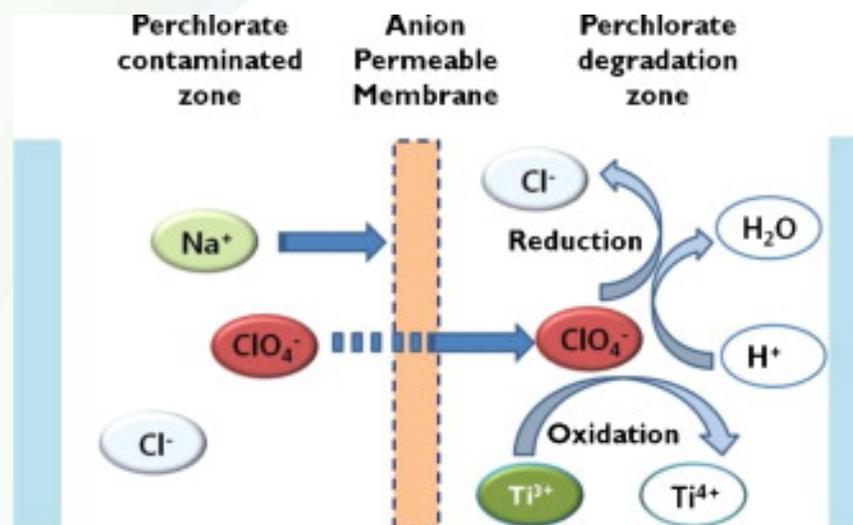
Examples



- ▶ Microreaction system for non-phosgene direct isocyanate synthesis was developed.
- ▶ Gas–liquid slug flow of the reactant CO gas and nitrobenzene was formed in the microchannel.
- ▶ The isocyanate yield of the microflow reaction was three to six times higher than that of the batch reaction.
- ▶ Higher isocyanate yield was obtained in a narrow-bore tube (0.5 mm i.d.) than in a wide-bore tube (1.0 mm i.d.).
- ▶ The results were interpreted in terms of the length of the liquid slug monitored through transparent PFA tubes.

Takebayashi, et al. *Direct carbonylation of nitrobenzene to phenylisocyanate using gas-liquid slug flow in microchannel.* *Chem. Eng. J.* 180 (2012) 250-254

- ▶ Perchlorate can be reduced by titanium ions in solutions with high concentrations of acid.
- ▶ The TMH system separates a degradation zone that contains Ti(III) from a contaminated zoned that contains perchlorate.
- ▶ The model successfully described adsorption, diffusion and reduction of perchlorate in the system.



S.H. Park, et al. *Perchlorate degradation using a titanium and membrane hybrid (TMH) system: Transport, adsorption, chemical reaction* *J. Membr. Sci.* 390-391 (2012) 84-92

Introduction

Introduction is especially important!

A high proportion of “lack of novelty” rejections are made after reading abstract, introduction and conclusions.

- You are telling a story. Introduction sets the scenario.
- Do not attempt to summarize the whole field (it is not possible!)
- Quote what is necessary for background and to give credit to previous works. Do not add superfluous references.
 - Editors may choose reviewers from cited work

Introduction (Continued)

- Give a clear **motivation** for the work. *Explain why before explaining how.*
- Explain what is **novel** compared to what is already available in the *literature*
- High level description of your approach. Why is it *important?* Why is it *difficult?*
- What are the *alternatives?* Why is yours **different** or **better**?
- What are the gaps and how are you going to fill them? *What is your “**silver bullet**”?*
- At the end of the introduction the *reader knows the problem* and maybe the *solution you propose*

Methods

Describe how the problem was studied

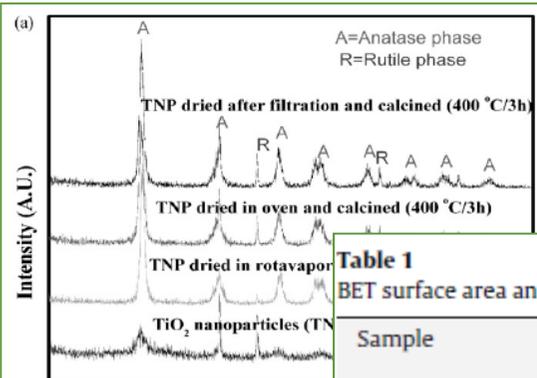
- Include detailed information. The reader should be able to reproduce the experiment.
- Previously published procedures need not be described in depth:
 - Cite methods and note any changes to the protocol and/or
 - Provide detailed methods in Supplemental Material
- Identify the equipment and materials used
 - Provide source and related product information (company, molec. weight, etc.)
- Write out full chemical/biological compound names (followed by abbr.) then use abbreviations throughout paper
 - Make sure that all symbols are defined.

Results

- You are telling a story. Keep the narrative flowing, concise, well organized.
 - The main findings
 - **Analytical description** of data from experiments described in the Methods section.
 - Findings/data of secondary importance should be captured in Supplementary Materials
 - **Minimal *interpretation* of results and/or *comparison* with literature unless the journal combines the Results and Discussion sections**
 - Results of the statistical analysis
 - Figures and tables

Results: figures and tables

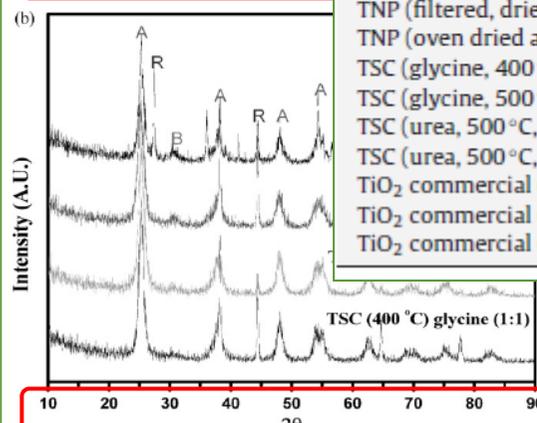
- Illustrations are critical because
 - Figures and tables are the most efficient way to present results and
 - Results should be presented in a non-redundant way
- Captions and legends should be self-explanatory; figures should be able to stand alone
 - *What is the take home point?*
- Maximize space; make sure final versions of figures can be easily read (watch use of legends)
- Use consistent formatting between figures
 - Plots: labels, scale and symbols
 - Micrographs: scale bar, point out key features



Hussain, et al. *Synthesis, characterization and photocatalytic application of TiO₂ nanoparticles.* *Chem. Eng. J.* 157 (2010) 45-51

Table 1
BET surface area and crystalline phases of different TiO₂.

Sample	S _{BET} (m ² /g)	Anatase:rutile (%)
TNP (rotavapor dried and calcined)	151	80:20
TNP (filtered, dried and calcined)	130	71:29
TNP (oven dried and calcined)	121	69:31
TSC (glycine, 400 °C, 1:1)	85	55:45
TSC (glycine, 500 °C, 1:1)	90	60:40
TSC (urea, 500 °C, 1:3)	108	61:39
TSC (urea, 500 °C, 1:1)	65	58:42
TiO ₂ commercial (Aldrich, technical)	15	80:20
TiO ₂ commercial (Aldrich, anatase)	10	100:0
TiO ₂ commercial (degussa P25)	53	70:30



Koga and Kitaoka. *One-step synthesis of gold nanocatalysts on a microstructured paper matrix for the reduction of 4-nitrophenol.* *Chem. Eng. J.* 168 (2011) 420-425

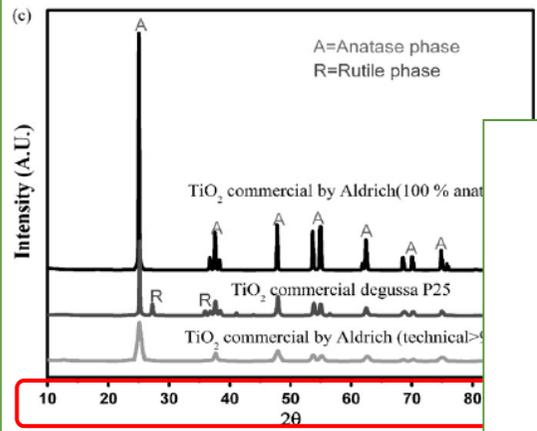


Fig. 3. XRD patterns of (a) TNP, (b) TSC, and (c) different commercial

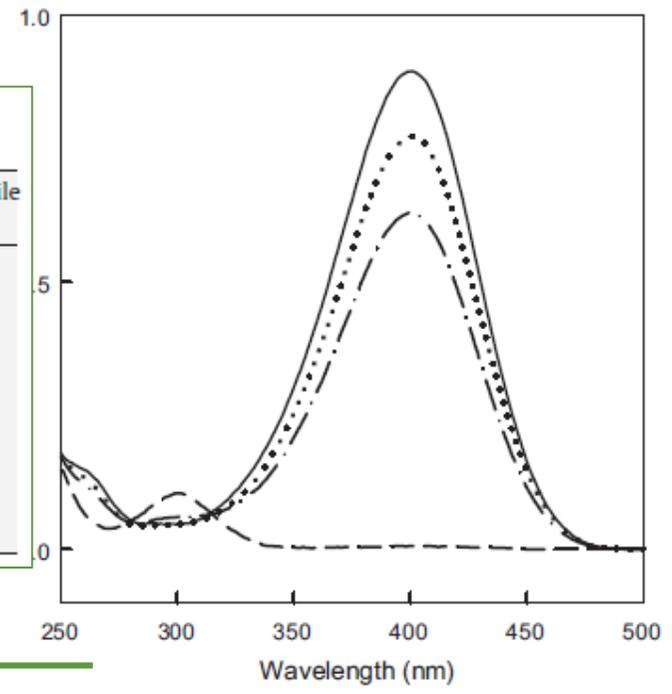


Fig. 6. UV-vis absorption spectra for the reduction of 4-NP to 4-AP: unreacted 4-NP (solid line), AuNPs@ZnO paper (dashed line), AuNPs@ZnO whiskers (dashed and dotted line) and Au/ZnO powders (dotted line). The reaction was carried out for 10 min under static condition. 4-NP: 1.5 μmol, NaBH₄: 1.5 mmol, Au: 5.0 μmol.

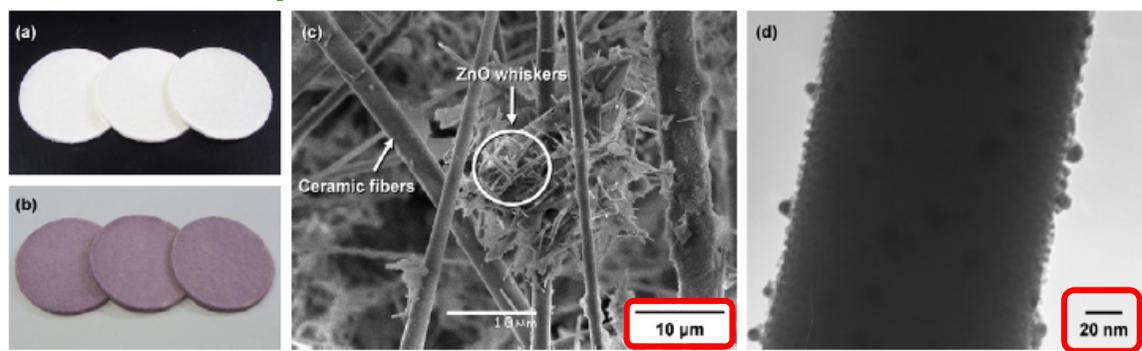
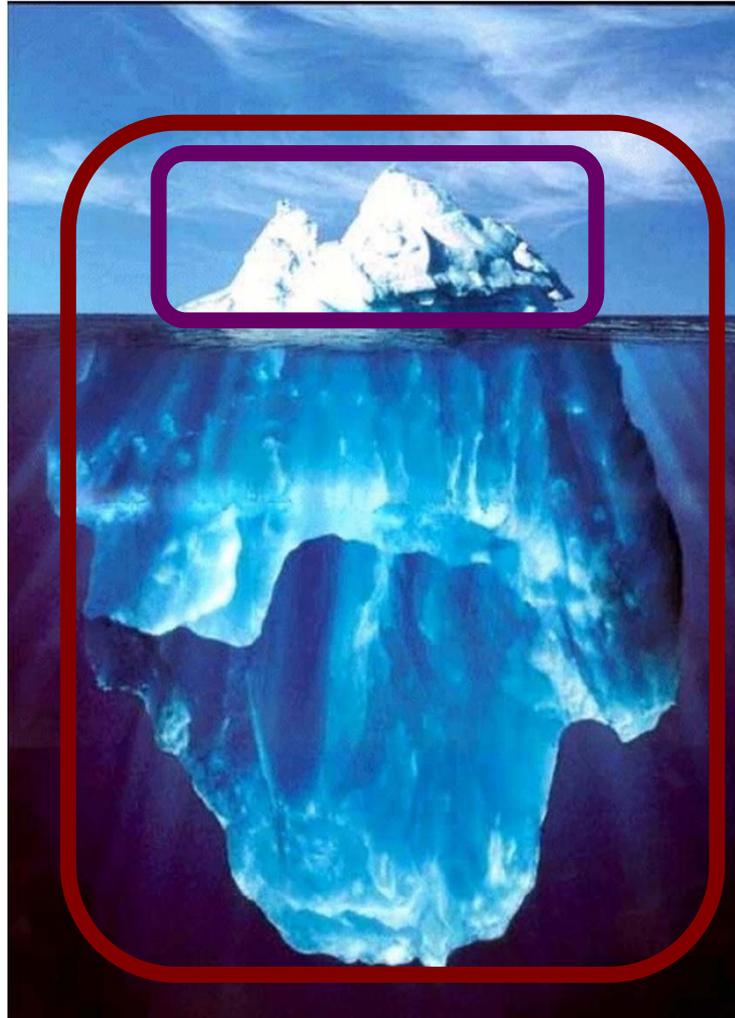


Fig. 1. Optical images of ZnO paper (a) and HAuCl₄-treated ZnO paper (b), SEM image of HAuCl₄-treated ZnO paper (c) and TEM image of ZnO whiskers picked up from HAuCl₄-treated ZnO paper (d). The size of each paper composite was 8 × 10² mm².

Results

Do not try to fit everything in!



**What ends up
in the paper**

Your work

Discussion

- **Critical interpretation of the results**
 - Make the Discussion correspond to the Results
 - Be rigorous. Do not make statements that are not supported by your data.
 - **Compare your results to published results**
- **Significance & Implications**
 - How does your data **relate** to the “**big picture**” / applications?
 - Can you **identify a mechanism** or form new hypotheses?

Conclusions

***How the work advances the field from
the present state of knowledge***

- Not the same as a summary!
- Give conclusions that are supported by your results
- Try to end in a positive tone
- Do not overreach. Statements such as “this method can potentially be used...” do not belong to the conclusions (and often irritate referees)

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



Acknowledgments

Ensures those who helped in the research are recognised



Advisors and Undergrad. Support



Financial Supporters and Funding Bodies



Proofreaders and Typists



Suppliers who may have donated materials

Acknowledgments

Authorship

- Policies to address authorship can vary
- The **International Committee of Medical Journal Editors** (aka Vancouver Group) declared that an author must:
 1. **substantially contribute** to conception and design, or acquisition of data, or analysis and interpretation of data;
 2. **draft** the article or **revise** it critically for important intellectual content; and
 3. **give their approval** of the final version to be published.
 4. **ALL 3 conditions** must be fulfilled to be an author!
- Any other contributors only need to be acknowledged.

Authorship

General principles for who is listed first

- First Author
 - Generally conducts and/or supervises data generation
 - Sometimes puts paper together and submits to journal
- Corresponding author
 - The first author or a senior author from the institution. Considered “mainly responsible” for the contents (but responsibility is shared!). Somebody with a more permanent e-mail address!
 - Sometimes puts paper together and submits to journal

Authorship

Avoid

- Ghost Authorship

- leaving out authors who should be included

- Gift Authorship

- including authors who did not significantly contribute

- Spelling names: Be consistent!

Ensure all authors are aware of manuscript and offer opportunity to provide edits.

Now that you *think* you have finished...

- Read the paper again and circulate to all co-authors. Be critical yourself and accept criticism from others.
- Advisors
- Try to be in the position of a reader/reviewer.
 - Forget what you know, read only what is written. Yes, it is difficult. Just keep trying.
- If possible, have someone else you trust to comment on the paper.
 - If you need to explain something verbally, then you probably need to rewrite that part.

Cover Letter

Very important:
Your chance to speak directly to the editor

- Often overlooked by authors and filled cursorily (a big mistake!).
- You have spent months working in your paper. Do not hurry up now!
- Explain the main findings and motivation
- Highlight the novelty and significance of results
- State final approval of all co-authors
- State prior reviews, revisions, etc.
- Note special requirements
 - Referees: experts, not collaborators
- ***State any conflicts of interest***

Cover Letter

Professor H. D. Schmidt
School of Science and Engineering
Northeast State University
College Park, MI 10000
USA

January 1, 2008

Dear Professor Schmidt,

Enclosed with this letter you will find an electronic submission of a manuscript entitled "Mechano-sorptive creep under compressive loading - a micromechanical model" by John Smith and myself. This is an original paper which has neither previously nor simultaneously in whole or in part been submitted anywhere else. Both authors have read and approved the final version submitted.

Mechano-sorptive is sometimes denoted as accelerated creep. It has been experimentally observed that the creep of paper accelerates if it is subjected to a cyclic moisture content. This is of large practical importance for the paper industry. The present manuscript describes a micromechanical model on the fibre network level that is able to capture the experimentally observed behaviour. In particular, the difference between mechano-sorptive creep in tension and compression is analysed. John Smith is a PhD-student who within a year will present his doctoral thesis. The present paper will be a part of that thesis.

Three potential independent reviewers who have excellent expertise in the field of this paper are:

Dr. Fernandez, Tennessee Tech, email1@university.com
Dr. Chen, University of Maine, email2@university.com
Dr. Singh, Colorado School of Mines, email3@university.com

I would very much appreciate if you would consider the manuscript for publication in the *International Journal of Science*.

Sincerely yours,

A. Professor

Final approval from all authors

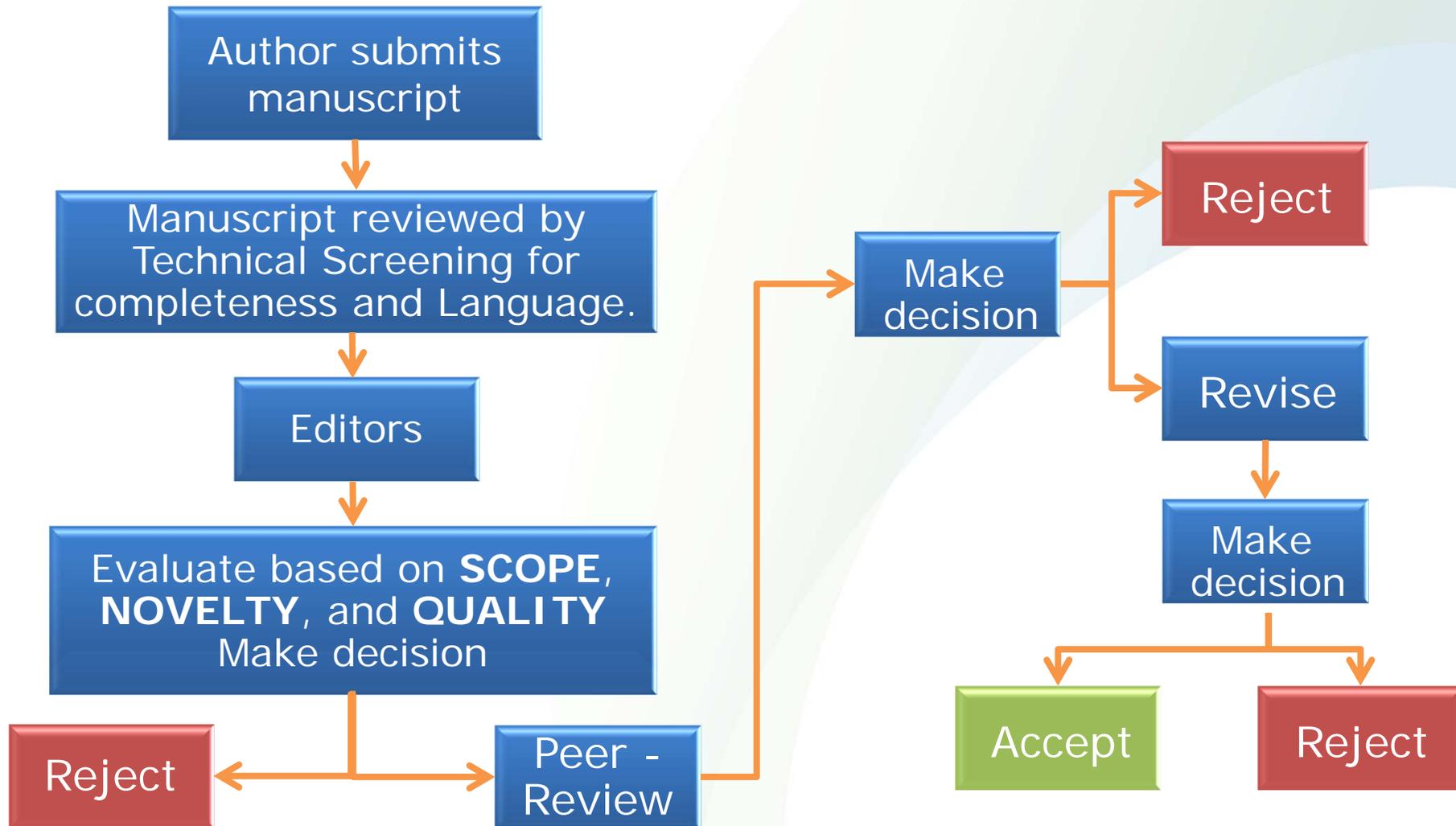
Explanation of importance of research

Suggested reviewers



What exactly happens after I submit my paper?

General Editorial Workflow



Peer-Review

- Minor Revision
 - Good job. Just do what you are told and resubmit quickly.
- Rejection
 - It may be disappointing, but most of the times reviewers are right (and yes, they did understand the paper; and no, they are not biased against you)
 - If you think you have been unfairly treated you may appeal. But this should be exceptional.

Peer-Review

- Major Revision
 - Major is “major.” Take it very seriously.
 - Answer all the comments received, one by one, explaining the changes made to the manuscript in response to the remarks (or the reason why a modification is not required).
 - Go straight to the point. Refer to what the comment is about, and not something else.
 - If you feel a remark is not justified or a request is unreasonable, say so, but substantiate your response.
 - If in doubt, the Editor is likely to send it back to the referees.
 - Submit a revised version where the changes have been highlighted.

After acceptance

- Be diligent with any last minute requests (e.g. quality of figures, format adjustments).
- Return the proofs quickly. But make sure you revise them thoroughly (it is your *last chance* to correct any mistakes before your manuscript is published)

What leads to acceptance???

- A**ttention to details
- C**heck and double check your work
- C**onsider the reviewers' comments
- E**nglish must be as good as possible
- P**resentation is important
- T**ake your time with revision
- A**cknowledge those who have helped you
- N**ew, original and previously unpublished
- C**ritically evaluate your own manuscript
- E**thical rules must be obeyed



Thank you

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