

Opening the Editor's Black Box: Insider Tips for Successful Publication

Dr. Theresa Kueckmann, Editor-in-Chief *Chemistry – An Asian Journal*

Dr. Claire Cobley, Managing Editor, *ChemNanoMat*

Taiwan, December 2019

Before Submission

Before submission

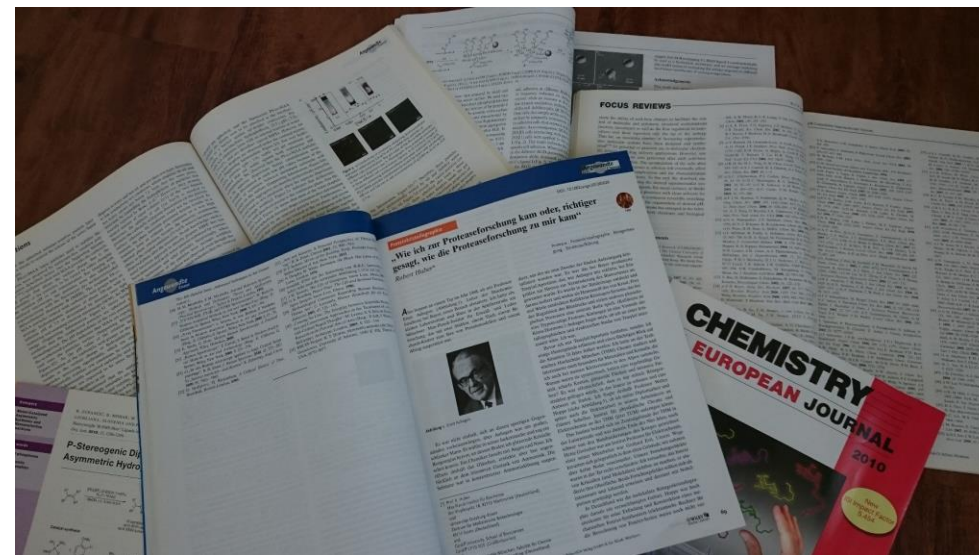
Choosing a journal for submission



Before submission

Choosing a journal for submission

- Is the journal published by a reputable publisher?
- Format: Is your manuscript a Communication or a Full Paper?
- Which journals do you read?
- Where do other groups in your research area publish?
- Not only the impact factor matters

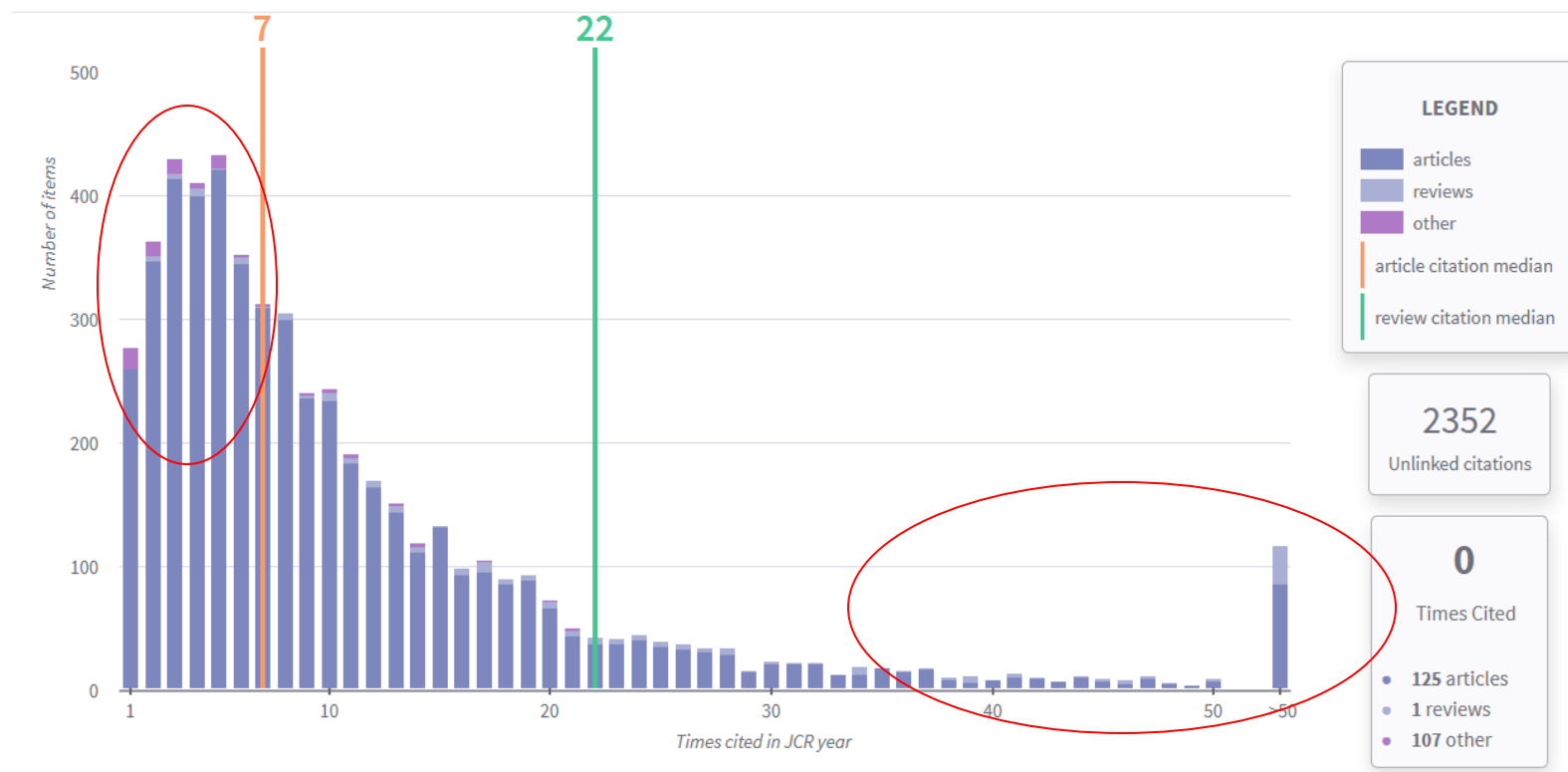


Before submission

Impact Factor

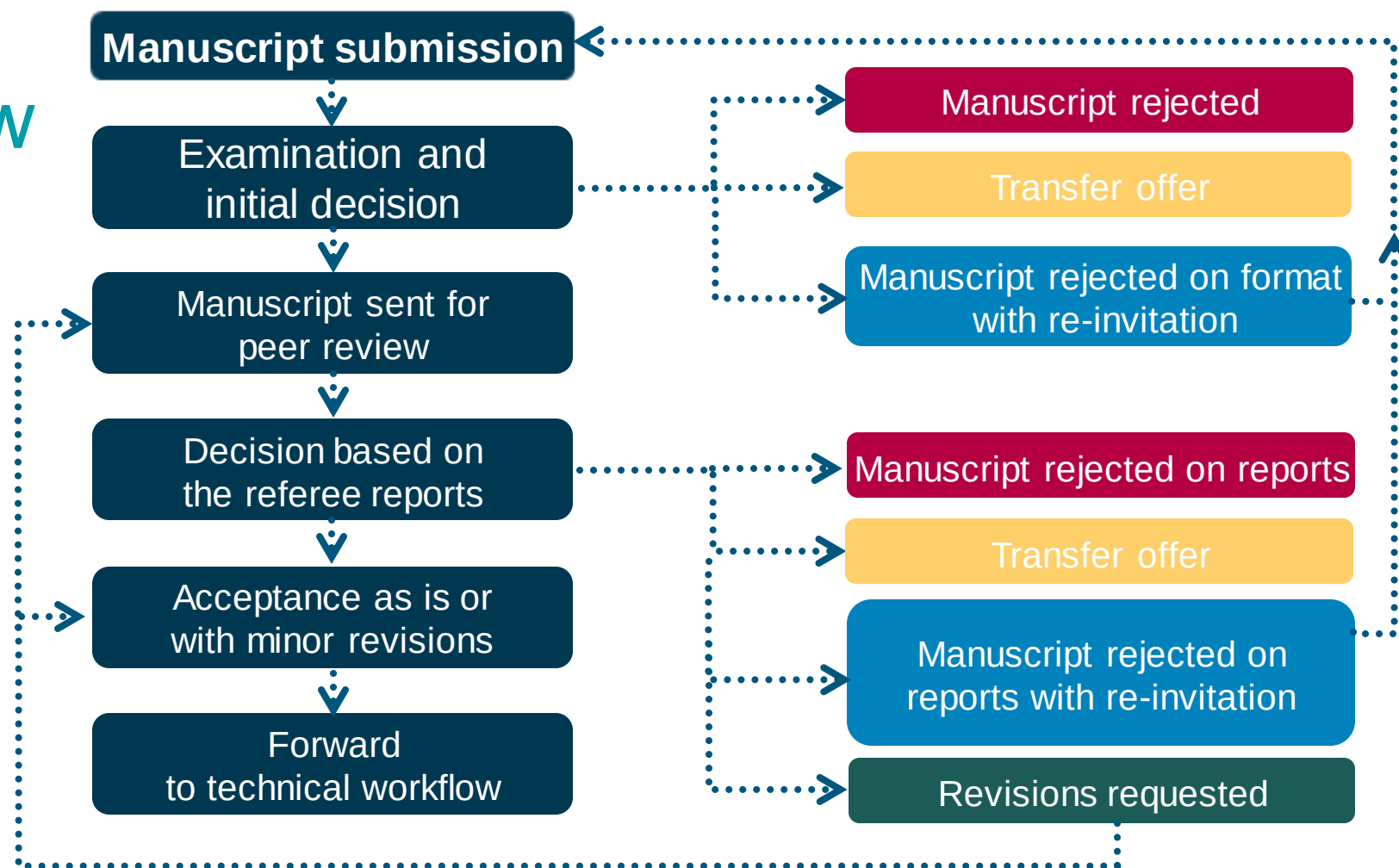
- All journals are different and publish different article types
- Some game-changing publications are only cited ten years after publication
- The number of citations depends on how many people work in the respective field
- Generally, for ca. 75% of the articles in a journal, the number of citations is below the Impact Factor

$$\text{IF 2018} = \frac{\text{Citations in 2018 of articles from 2016 and 2017}}{\text{Number of articles in 2016 and 2017}}$$



The Peer-Review Process

The peer-review workflow



What editors look for

Suitable for the journal?
Problems with the science?
Required data included?
Ethical guidelines followed?
Plagiarism?

Hypothesis?
Innovation?
Evidence?
Clarity?



The cover letter

Dear Editor,

Here, we report a series of **potent** anticancer agents with a **novel** pharmacophore that were synthesized via an **efficient** 3-step route...

This is the **first** report of the selective targeting ...

Yours sincerely,

A. N. Author

Making it easy for the editor

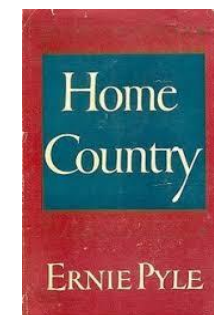
Suitable for the journal?
Problems with the science?
Required data included?
Ethical guidelines followed?

Hypothesis? ✓
Innovation? ✓
Evidence?
Clarity?



Suggesting reviewers

Avoid
suggesting:



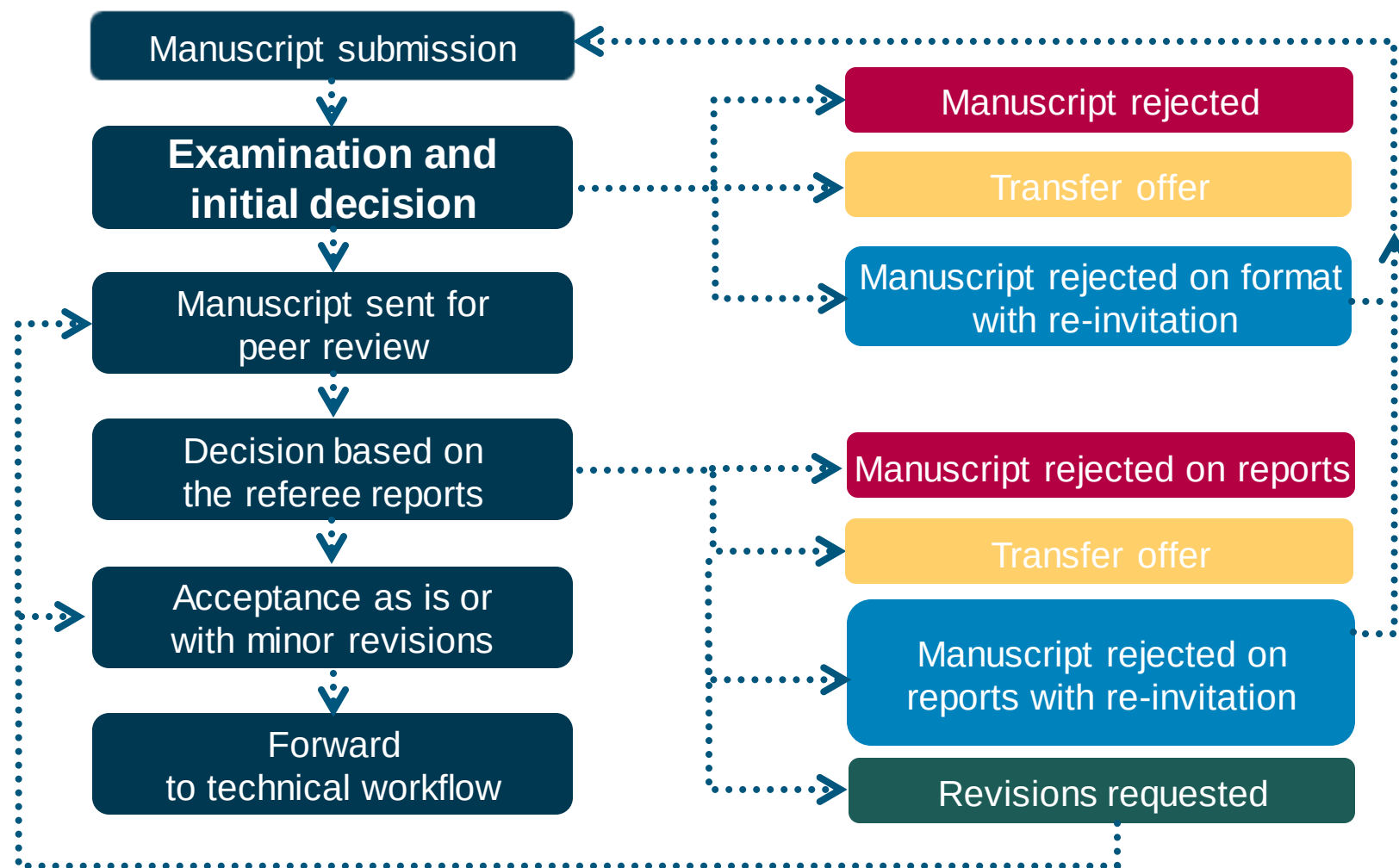
The 3W Rule: Who, Where, Why?

Prof. A, London Univ., expert in Mannich reactions

Prof. B, Tokyo Univ., expert in biology of steroids

Dr. C, ChemCo, Ltd., expert in crystallisation

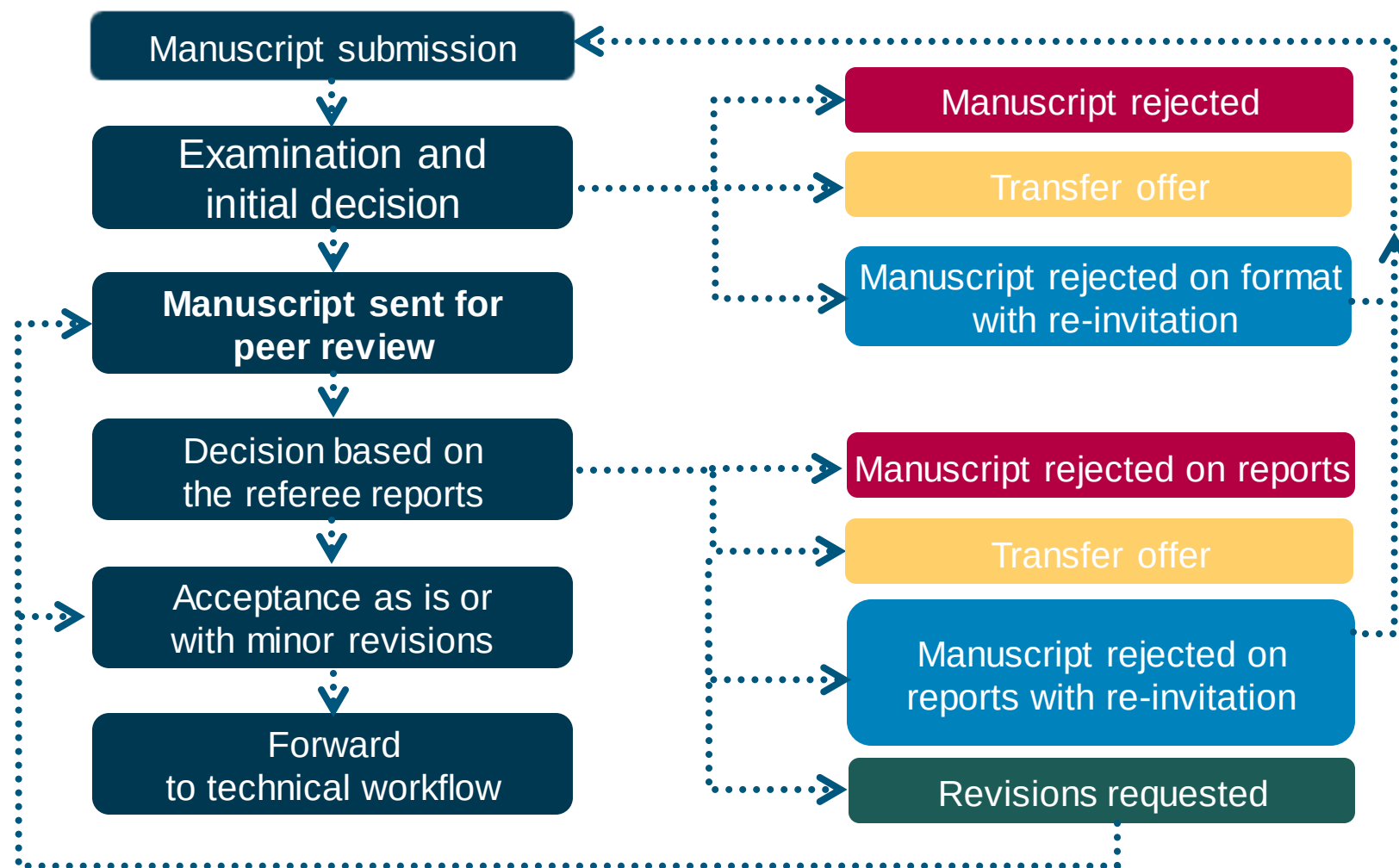
Initial Decision



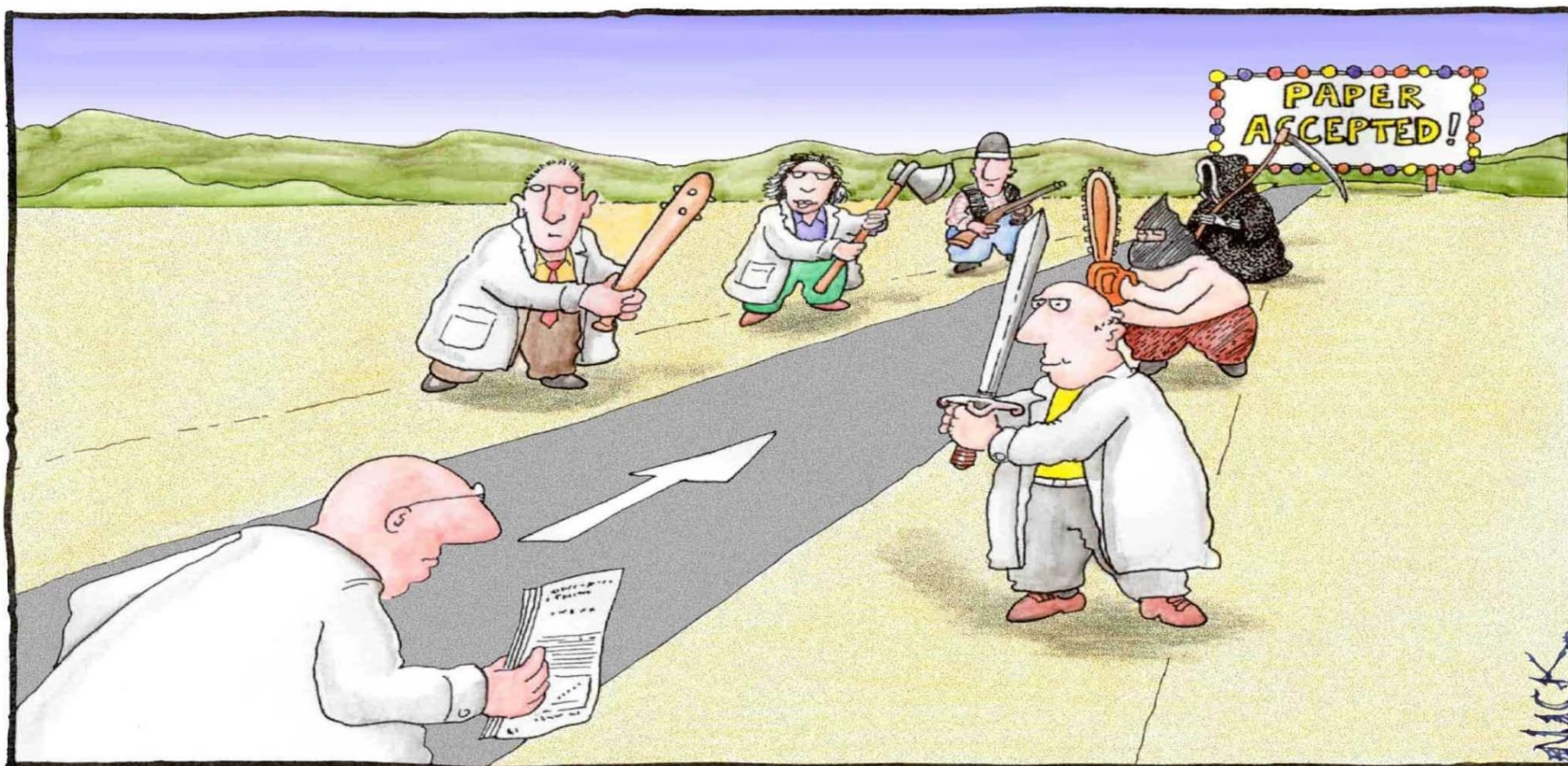
Rejection without peer review

- Out of scope
- Only incremental advances
- Strongly based on previous work
 - (non-committal) transfer offer to a sister journal
- Unethical behavior
- Wrong article type
- Figures not legible

Initial Decision



The peer-review process



Most scientists regarded the new streamlined peer-review process as ‘quite an improvement.’

The value of peer review

"**Peer review** is the **evaluation** of work by **one or more** people of **similar competence** to the **producers of the work** (peer)."

Suitability for publication

True / credible?

Reproducible?

Important / relevant?

Communicated effectively?

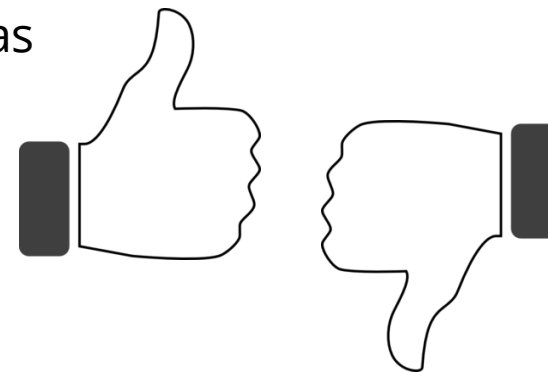
Novelty?

Improve research

Reasoning

Presentation

New / additional ideas



The referee report

How to *write* a report

Give constructive criticism

Identify strengths & weaknesses

Be specific

Check references & Supporting Information

Are there any ethical problems?

How to *read* a report

Treat it as a discussion of your paper

Don't take it personally

Be self-critical

Editors and authors read referee reports differently!

Referees also need a break...

“Since my son was born two days ago I will not be able to meet this deadline.”

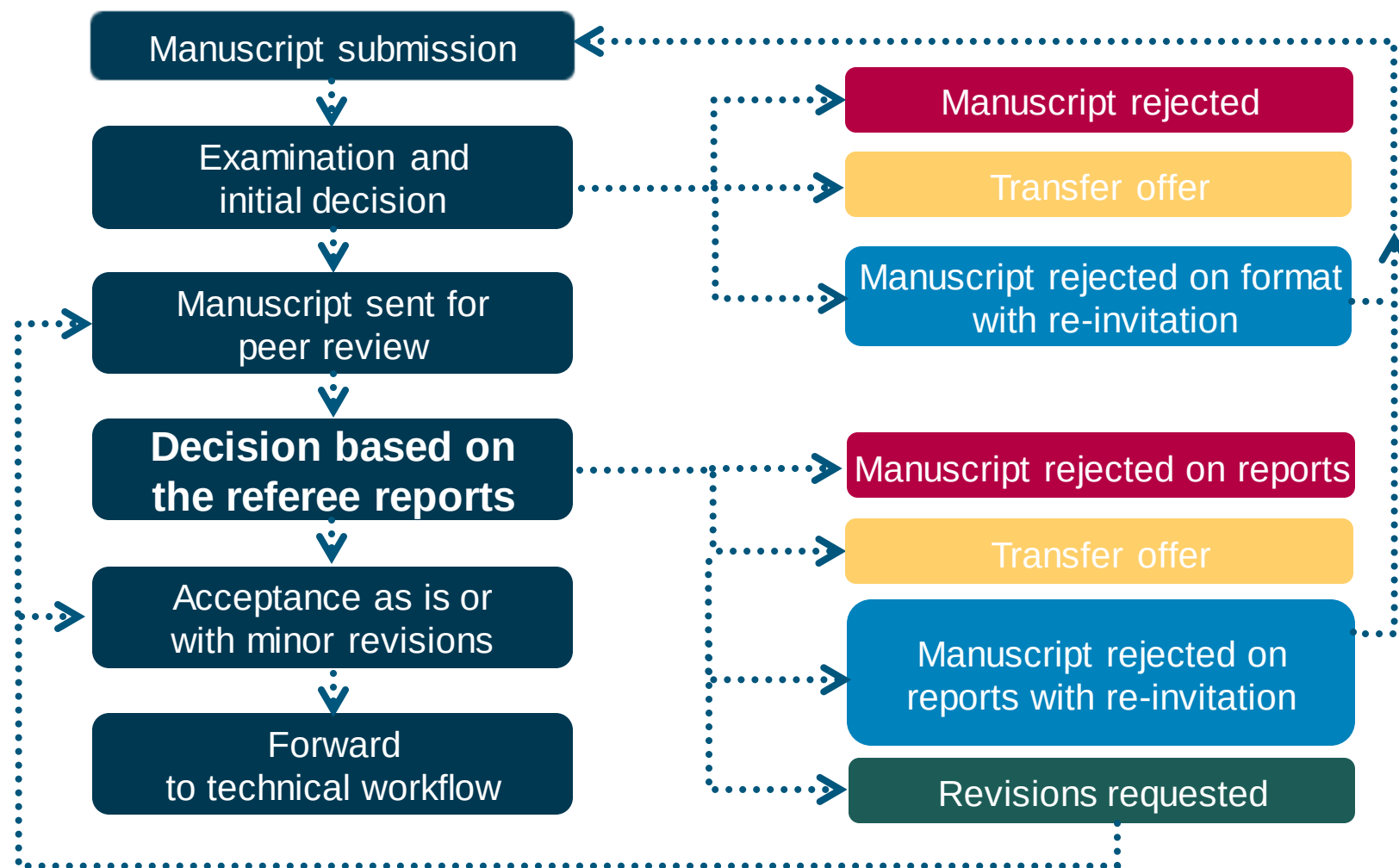
“Sorry, I am late. My friends tell me that I am lazy. They are probably right.”

“I am on holidays (and this manuscript does not seem as exciting as skiing!)”

“Not able to review as I am currently on vacation and do not want to consider divorce in the near future.”



Ready for a decision?



Revision

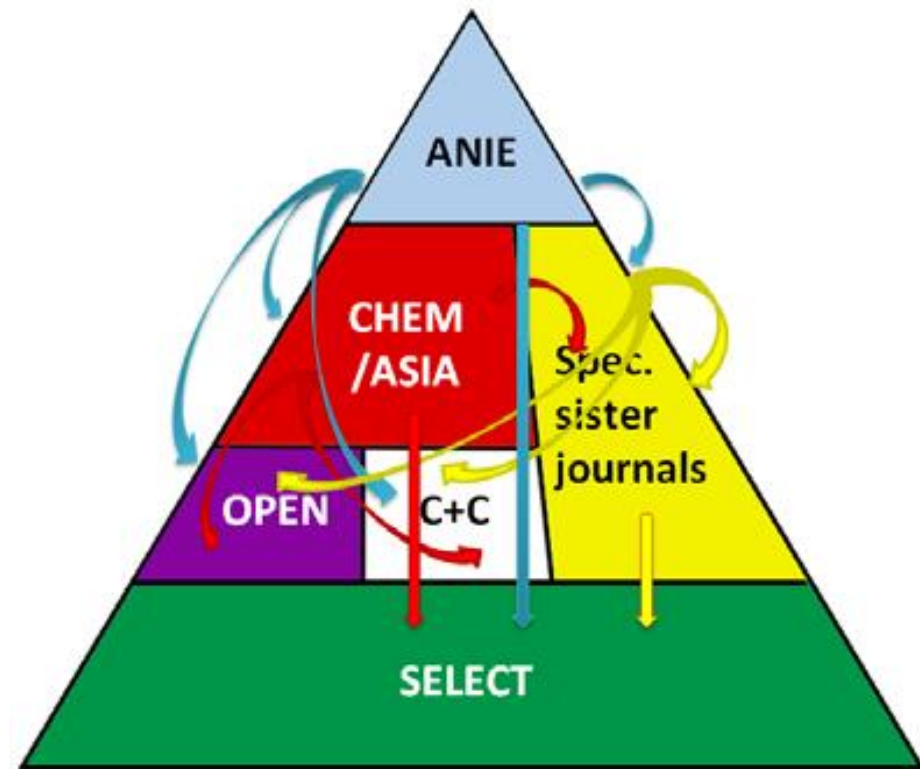
- Take time to respond to all comments, it could save further peer review
- If you disagree with a comment, explain why and still consider revising the article in some way to clarify your argument
- Respond to all comments in the “Response to Referees”
- Highlight the changes made in the manuscript
- Don’t just do the things specifically mentioned
- Remember, reviewers are readers too!



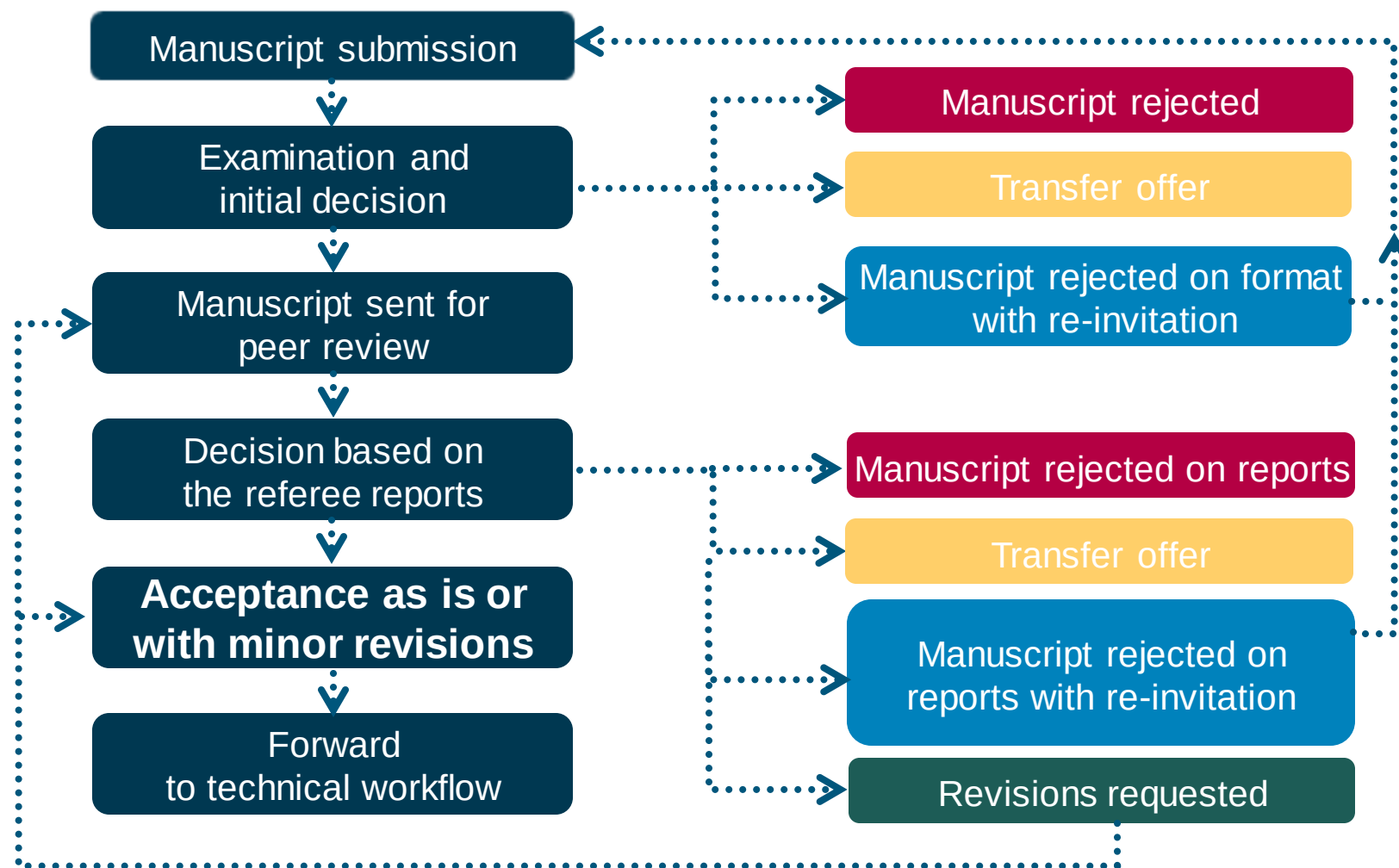
The revised manuscript and the response to referees might be sent back to the same referees!

Manuscript rejection

- This is an opportunity to improve your paper – Take it!
- Might get an offer to transfer to another journal
- Make the changes recommended by the referees because an unchanged paper
 - may be sent to the same referees by the next journal
 - is likely to get the same or similar comments even from different referees
 - Readers might come to the same conclusions as the referees



Acceptance



After acceptance

- Submission of final electronic files
- Accepted Article workflow
- Coding into tagged format (XML)
- Scientific editing
- Manuscript typesetting
- Galley proofs
- Author corrections
- Files sent to Early View
- Publication in an Issue



Maximize the impact of your published research!

9 promotional tools

to help ensure your work gets seen, read and cited.



SEO

- ✓ Are your title and abstract clear and searchable? Have you used the most relevant keywords?
- ✓ Have you looked at off-page SEO strategies, such as link building, to promote your article?



Conferences

- ✓ Think about simple messages to promote your article at your next conference – whether networking with colleagues, or presenting formally.



Publicity

- ✓ Is your latest research newsworthy? Have you shared it with your local press office?
- ✓ If sending a press release, wait until the article is published online, refer to the journal in the first paragraph, and link to the final published article on Wiley Online Library.



Networking

- ✓ If you run a blog, post about your article.
- ✓ Join academic social networking sites such as Mendeley and Academia.edu.



The Wider Web

- ✓ Update your faculty or professional website with an entry about your article.
- ✓ Register for your unique ORCID iD and add your article details to your profile.
- ✓ Find a Wikipedia page on a topic related to your article, and add a reference to your paper.



Multimedia

- ✓ Talk directly to potential readers and create a short video or podcast which conveys the essence of your paper. Ask your Wiley contact for more details.



Email

- ✓ Sign up for journal content alerts, so you know when your article is officially published online.
- ✓ Add a link to your email signature.
- ✓ Send a link to your article to fellow researchers, colleagues, and friends.



Article Sharing

- ✓ Use Wiley Content Sharing and receive a unique sharing link to a full-text, read-only version of your article that can be shared with unlimited people.
- ✓ Use Wiley Author Services to nominate up to 10 colleagues to receive free access to your article, or email a link to key colleagues.



Social Media

- ✓ Share a link to your article on Twitter, LinkedIn, Facebook or other social media platforms.
- ✓ Engage with any existing Society / College social media accounts.

97% of authors stated they are **likely** or **very likely** to use the toolkit

For more information, including the latest tips, visit wileyauthors.com/maximize or email authormarketing@wiley.com

WILEY

314201 | MLEA037573

CH

Publication Ethics

Dos and Don'ts

Ethical issues in submitted articles

Most common don'ts

1. Duplicated publications
2. Plagiarism
3. Fraud: falsification and fabrication
4. Authorship issues

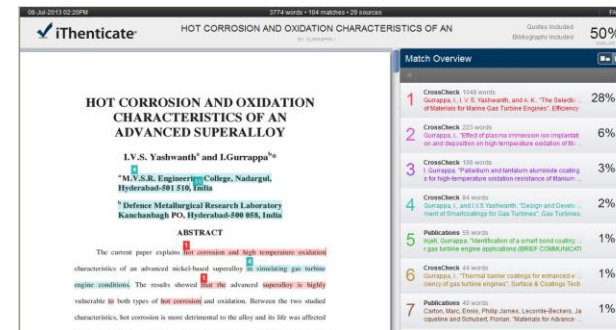
Duplicated Publication

- Don't republish the same findings
- Don't submit the same paper to multiple journals simultaneously
- Salami are for eating, not publishing
 - "Salami slicing": Fragmentation results in multiple papers



Plagiarism and Fraud

- **Plagiarism:** Unreferenced use of previously published concepts and ideas
 - Including verbatim reproduction of text
 - Submissions screened with iThenticate software



- **Falsification:** Distortion of data or results
 - Hiding outliers, selective removal of data points ...
 - Post-hoc analysis
- **Fabrication:** Making up data or results

Authorship

Definition*:

1. Substantial contributions to conception and design, acquisition of data, or analysis and interpretation of data, **AND**
2. Drafting the article or revising it critically for important intellectual content, **AND**
3. Final approval of the version to be published.

Best Practice:

1. **Discuss and agree** on individual contributions and author order before submission.
2. Changes post-submission (**NEVER post-acceptance**) are admissible, if explained and agreed by all
3. Reveal conflict of interest (financial, personal, academic, ...)
4. Provide statement of individual contributions



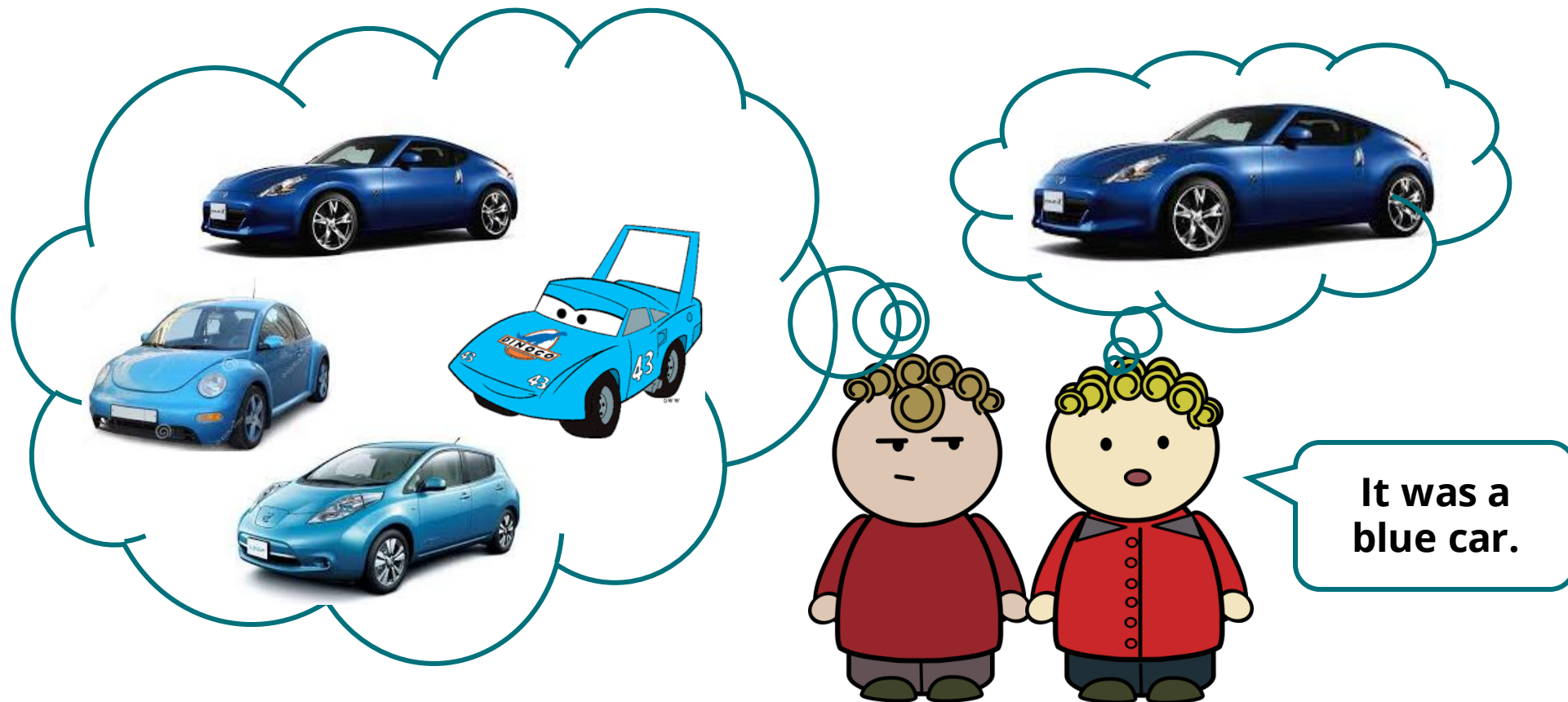
* International Committee of Medical Journal Editors

Need help?

- Wiley author services ethical guidelines
<https://authorservices.wiley.com/editors/ethical-guidelines/index.html>
- Committee on Publication Ethics (COPE)
PublicationEthics.org
- Editors want you to succeed! When in doubt, **seek editorial advice.**

Manuscript Writing

Why is writing hard to do well?



Bad Science = Bad Reviews

Complex Writing = ?



Research Article

**Consequences of erudite vernacular utilized irrespective of necessity:
problems with using long words needlessly**

Daniel M. Oppenheimer*

Article first published online: 31 OCT 2005

DOI: 10.1002/acp.1178

Copyright © 2005 John Wiley & Sons, Ltd.

Issue



Applied Cognitive Psychology

Volume 20, Issue 2, pages
139–156, March 2006

“...negative relationship between complexity [of a text]
and judged intelligence [of the author]”.

“...needless complexity leads to **negative evaluations**”.

Simple text = better reviews?

“Anecdotally, I have started applying my research to grant proposals, and have been much more successful at receiving grants since I made an effort to increase the fluency of the proposals (not just in vocabulary, but in formatting and font size). It's a small sample, and hardly reliable, but suggestive nonetheless.”



scientific writing ≠ must be complicated

complex writing blurs focus!

How to simplify your writing

Make your paper easy to read – “fluency”

Typical (entirely fictional) example:

Functionalized polythiophene compound 1 exhibits
attractive electronic properties and shows fluorescence
due to functionalized polythiophene 1 possessing a
benzyl group at the C5 position.

unnecessary

can be
simplified

repetition

How to simplify your writing

Functionalized polythiophene

compound 1 exhibits attractive
electronic properties and shows
fluorescence due to functionalized
polythiophene 1 possessing a benzyl
group at the C5 position.

Functionalized polythiophene **1** has
attractive electronic properties and
fluoresces because it has a benzyl group
at the C5 position.



“high information density”

Avoid!



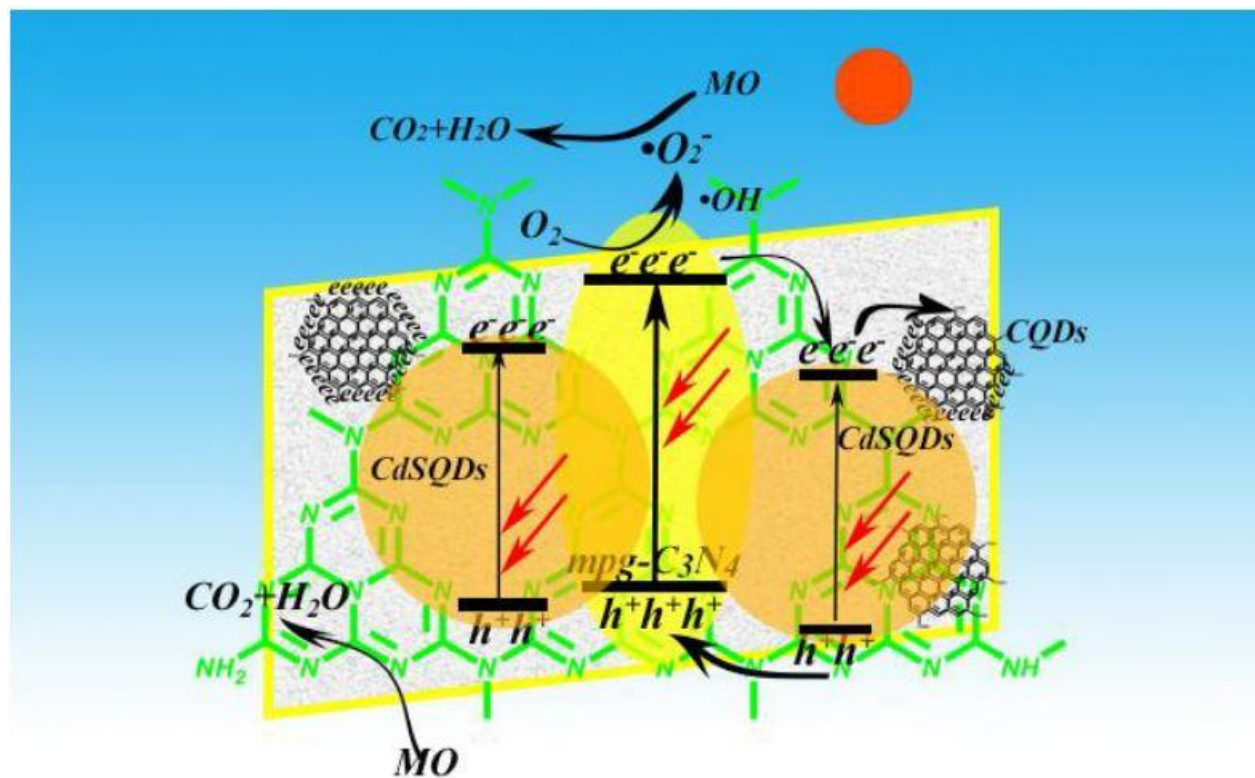
Nominalisation

“Calculation of X was performed” = “X was calculated”

How to simplify your writing

- Exhibits, shows, possesses
- Methodology
- Represents
- Employed
- Spectroscopic analysis, chromatographic purification
- Compound x was found to be a good...
- Was synthesised in good yield (79%)
- Has
- Method
- Is
- Used
- Spectroscopy, chromatography
- Compound x was a good...
- Was synthesised in 79% yield

Graphics



Title & Abstract – Tools for discovery

The screenshot shows the 'Web of Science' interface. At the top, there's a 'Search' tab and a 'Search Results' tab. Below these are buttons for 'Full Text Options', a printer icon, an email icon, a 'Save to EndNote online' button, and an 'Add to Marked List' button. The main content area displays the title 'Hydroxylation Induced Alignment of Metal Oxide Nanocubes' in bold. Below the title, the authors are listed: 'By: Thomele, D (Thomele, Daniel)^[1]; Bourret, GR (Bourret, Gilles R.)^[1]; Bernardi, J (Bernardi, Johannes)^[2]; Bockstedte, M (Bockstedte, Michel)^[1,3]; Diwald, O (Diwald, Oliver)^[1]'. There are links for 'View ResearcherID and ORCID'. Below the authors, the journal information is provided: 'ANGEWANDTE CHEMIE-INTERNATIONAL EDITION', 'Volume: 56 Issue: 5 Pages: 1407-1410', 'DOI: 10.1002/anie.201608538', and 'Published: JAN 24 2017'. There is a link for 'View Journal Impact'. The 'Abstract' section follows, starting with 'Water vapor is ubiquitous under ambient conditions and may alter the shape of nanoparticles. How to utilize water adsorption for nanomaterial functionality and structure formation, however, is a yet unexplored field. Herein, we report the use of water vapor to induce the self-organization of MgO nanocubes into regularly staggered one-dimensional structures. This transformation evolves via an initial alignment of the MgO cubes, the formation of intermediate elongated Mg(OH)(2) structures, and their reconversion into MgO cubes arranged in staggered structures. Ab initio DFT modelling identifies surface- energy changes associated with the cube surface hydration and hydroxylation to promote the uncommon staggered stacked assembly of the cubes. This first observation of metal oxide nanoparticle self-organization occurring outside a bulk solution may pave novel routes for inducing texture in ceramics and represents a great test-bed for new surface-science concepts.'

Titles and **Abstracts** are searchable separately from the main paper in databases and online.

Targeting your title

**Effect of Metal Catalyst
on the Outcome of
Coupling Reactions with
Aryl Alcohols**



What effect?

Which metal(s)?

What type of coupling reaction(s)?

Which aryl alcohols?



**Ruthenium Trichloride
Catalysed C-H Alkylation of
2,4-Disubstituted Aryl
Alcohols**



Specific

Concise

Contains many keywords

Abstract

You probably would:

You have 20 seconds to explain your work to a scientist who is unfamiliar with it.

- explain the key ideas (keywords) and main findings
- only give the most important data
- tell them the conclusions drawn from your results
- not include things that need context to understand



Introduction



Grubbs' catalysts have received increasing attention from researchers in the last

Ketone G is found in many natural products and has interesting biological activity...

Group Y is one of the most common/attractive/useful...



Grubbs' catalysts are ruthenium-based carbene complexes that are used in the synthesis...

Ketone G is isolated from the *Interestingus weirdus* group of plants and is an anticancer agent...

Group Y has been applied in solar-cell research because...

References

- Do not miss any important related manuscripts
- Cite the first studies on this topic
- Consider including Review articles
- Aim for a good balance between the original, first studies and recent findings
- Make a sensible selection

[1] Selected reviews on NHC catalysis: a) K. Zeitler, *Angew. Chem. Int. Ed.* **2005**, 44, 7506; b) D. Enders, O. Niemeier, A. Henseler, *Chem. Rev.* **2007**, 107, 5606; c) N. Marion, S. Diez-González, S. P. Nolan, *Angew. Chem. Int. Ed.* **2007**, 46, 2988; d) V. Nair, S. Vellalath, B. P. Babu, *Chem. Soc. Rev.* **2008**, 37, 2691; e) E. M. Phillips, A. Chan, K. A. Scheidt, *Aldrichimica Acta* **2009**, 42, 55; f) J. L. Moore, T. Rovis, *Top. Curr. Chem.* **2010**, 291, 77; g) A. T. Biju, N. Kuhl, F. Glorius, *Acc. Chem. Res.* **2011**, 44, 1182; h) K. Hirano, I. Piel, F. Glorius, *Chem. Lett.* **2011**, 40, 786; i) P.-C. Chiang, J. W. Bode, *TCIMeru* **2011**, 149, 2; j) V. Nair, R. S. Menon, A. T. Biju, C. R. Sinu, R. R. Paul, A. Jose, V. Sreekumar, *Chem. Soc. Rev.* **2011**, 40, 5336; k) Z. Q. Rong, W. Zhang, G. Q. Yang, S.-L. You, *Curr. Org. Chem.* **2011**, 15, 3077; l) H. U. Vora, T. Rovis, *Aldrichimica Acta* **2011**, 44, 3; m) D. T. Cohen, K. A. Scheidt, *Chem. Sci.* **2012**, 3, 53; n) X. Bugaut, F. Glorius, *Chem. Soc. Rev.* **2012**, 41, 3511; o) A. Grossmann, D. Enders, *Angew. Chem. Int. Ed.* **2012**, 51, 314; p) J. Douglas, G. Churchill, A. D. Smith, *Synthesis* **2012**, 44, 2295; q) J. Izquierdo, G. E. Hutson, D. T. Cohen, K. A. Scheidt, *Angew. Chem. Int. Ed.* **2012**, 51, 11686; r) S. J. Ryan, L. Candish, D. W. Lupton, *Chem. Soc. Rev.* **2013**, 42, 4906; s) S. D. Sarkar, A. Biswas, R. C. Samanta, A. Studer, *Chem. Eur. J.* **2013**, 19, 4664; t) S. J. Connon, *Angew. Chem. Int. Ed.* **2014**, 53, 1203; u) J. Mahatthananchai, J. W. Bode, *Acc. Chem. Res.* **2014**, 47, 696; v) M. N. Hopkinson, C. Richter, M. Schedler, F. Glorius, *Nature* **2014**, 510, 485; w) M. Binanzer, S.-Y. Hsieh, J. W. Bode, *J. Am. Chem. Soc.* **2011**, 133, 19698; x) Z. Fu, J. Xu, T. Zhu, W. Leong, Y. R. Chi, *Nature Chem.* **2013**, 5, 835; y) K. Namitharan, T. Zhu, J. Cheng, P. Zhang, X. Li, S. Yang, B.-A. Song, Y. R. Chi, *Nature Commun.* **2014**, 5, 1982; z) D. M. Flanagan, F. Romanov-Michailidis, N. A. White, T. Rovis, *Chem. Rev.* **2015**, DOI: 10.1021/acs.chemrev.5b00060.

Putting it all together

- 1) Start with the easy stuff: Figures, Tables and Experimental Section
- 2) For each Figure/Table write down what information it gives you
- 3) Put the pieces generated in Steps 1 and 2 into a coherent order
- 4) Trim the text to get rid of repetition and superfluous wording
- 5) Write the conclusions
- 6) Put everything into context in the introduction (I always worked backwards):
 - This is the question I am tackling in my manuscript (3rd paragraph)
 - This is what other people have done that is related to my work (2nd paragraph)
 - This is why this is an interesting topic that deserves attention (1st paragraph)
- 7) Take care of the references and acknowledgments
- 8) Abstract
- 9) Keywords
- 10) Title

Keep it simple!

“Broadly speaking, short words are best,
and the old words, when short, are best of all.”

Sir Winston Churchill

“Never use a long word where a short one will do.”

George Orwell

“If it sounds like writing, I rewrite it.”

Elmore Leonard

ChemistryViews, search for
writing tips

wileyeditingservices.com

Let your research do the talking

There should be no barriers to getting your research published, yet we know that manuscripts are often returned for English language and formatting issues.

Let Wiley Editing Services provide you with expert help to ensure your manuscript is ready for submission.



English Language Editing

Improve the chances of having your paper accepted; we give you direct access to native English speakers, experts in your area of research, who will provide extensive edits for language and style...



Translation Service

Already have your manuscript in Portuguese, Spanish or Chinese? The Wiley Translation service will provide you an English language translation and a manuscript publication-ready...

[Read more](#)



Manuscript Formatting

Save yourself valuable time formatting to a specific journal style. A skilled expert will check your manuscript to the specified journal style...

[Read more](#)

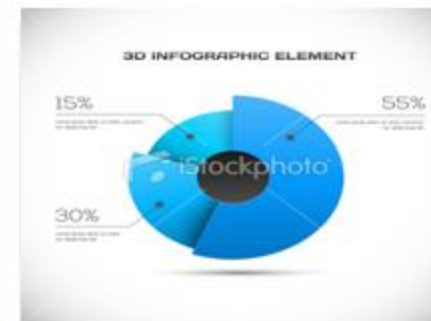


Figure Preparation

Improve the visual presentation of your research. Using the Wiley Figure Preparation service allows you to generate publication-ready figures from your original files...

[Read more](#)

Author Services

With you every step of the way

AUTHORS

REVIEWERS

EDITORS



Looking to publish your work?



Want to be a great reviewer?



Want to improve your editorial skills?



Share your story

See how open science helped Ella turn her vision – creating social robots to

Tweets by @wileyresearcher

Wiley Researchers
@wileyresearcher

WILEY

THE WILEY NETWORK

INSTRUCTORS & STUDENTS

JOURNAL EDITORS

LIBRARIANS

PROFESSIONALS

RESEARCHERS

SOCIETY LEADERS

TOPICS ▾

CONTENT TYPE ▾

Search Researchers

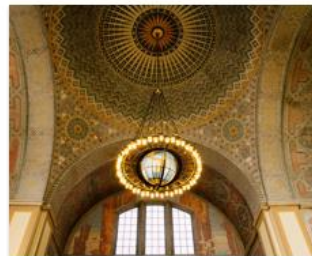


THE WILEY NETWORK / RESEARCHERS

I am a Researcher



LATEST CONTENT



What Do You Want in Research Publishing? A Revolution? Or an Evolution?



Preprints, Publicity and the Public: Guidance for Authors, Public Information Officers and the Media



Open Access Week: All the Highlights



Tireless Defenders of Scientific Evidence: Meet the 2019 Winners of the Sense About Science John Maddox

Thank you for your attention!

Questions?



chemasianj@wiley-vch.de