

The background features a series of overlapping, semi-transparent blue circles and arcs. A dotted line of small blue dots curves across the upper right portion of the image. The text is positioned on the left side of the frame.

**WILEY**

**Serving the Research Community**

Branka Mrljes – Institutional Account Manager for Central  
and Eastern Europe and Central Asia (CEECA)

# WILEY

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# Wiley At A Glance

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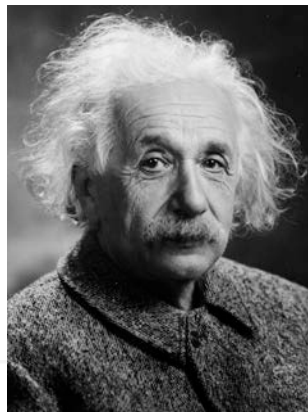
## 15 million

Researchers and professionals working with our 1200 non-profit partners; 179 online program partnerships with universities; 6 million using our training platform

Commitment to quality and impact

## 500

Nobel Laureates have published in Wiley journals



# Wiley in the 2014 JCR

- 1200 journals indexed (11% of all journals in the JCR, and 70% of the Wiley portfolio) – ranked 3.
- 137,556 articles indexed (10% of all articles in the JCR) – ranked 3.
- 5,786,843 citations in 2014 to Wiley titles (12% of all cites in the JCR) – ranked 3.

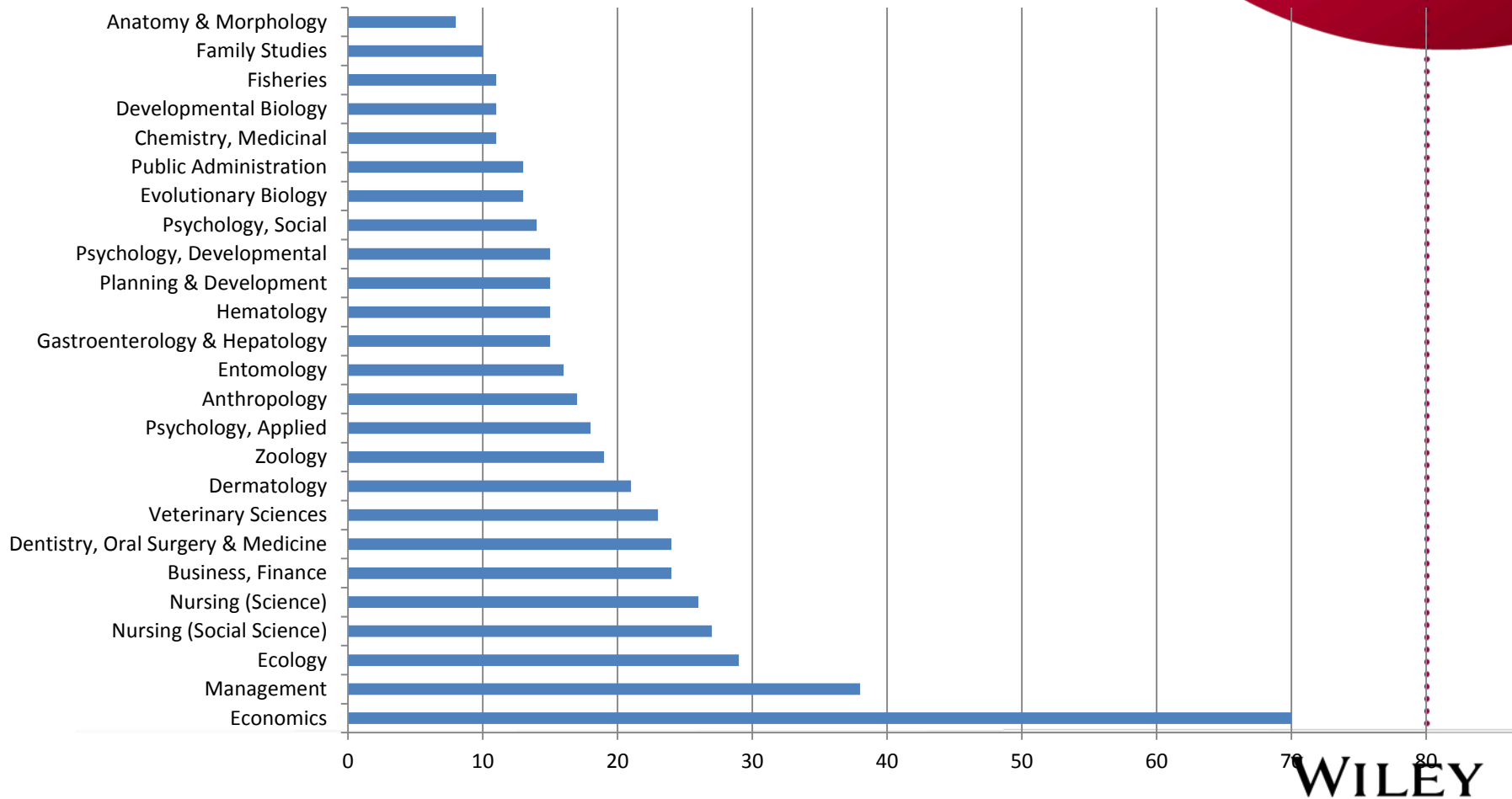
## Rankings

- 24 journals achieved a top category rank
- Wiley journals achieved 27 top rankings
- 240 journals achieved a top 10 category rank
- Wiley journals achieved 338 top-10 rankings

# Wiley #1 subject categories

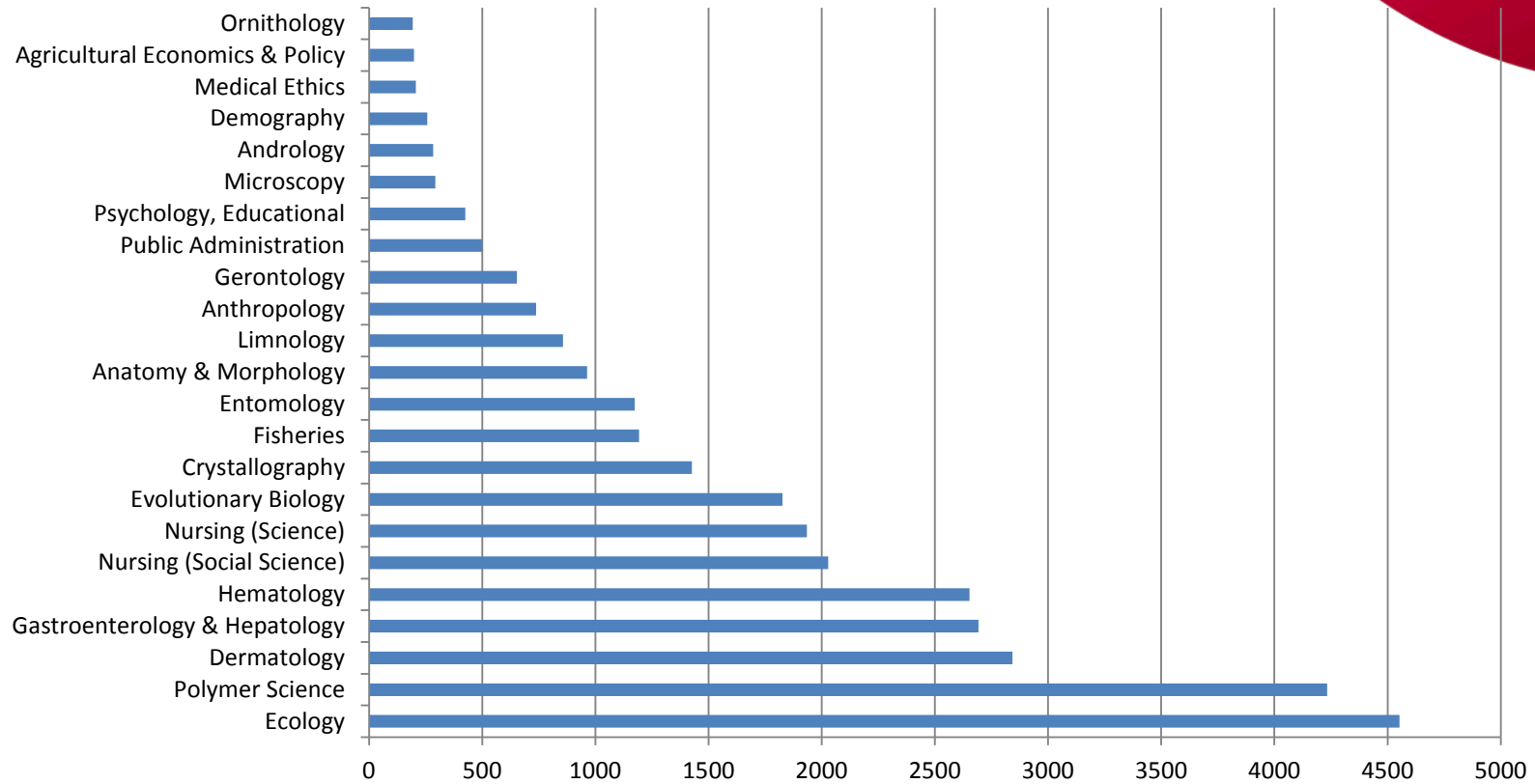
Wiley journals are indexed in 217 of 232 JCR subject categories.

## Count of Journals



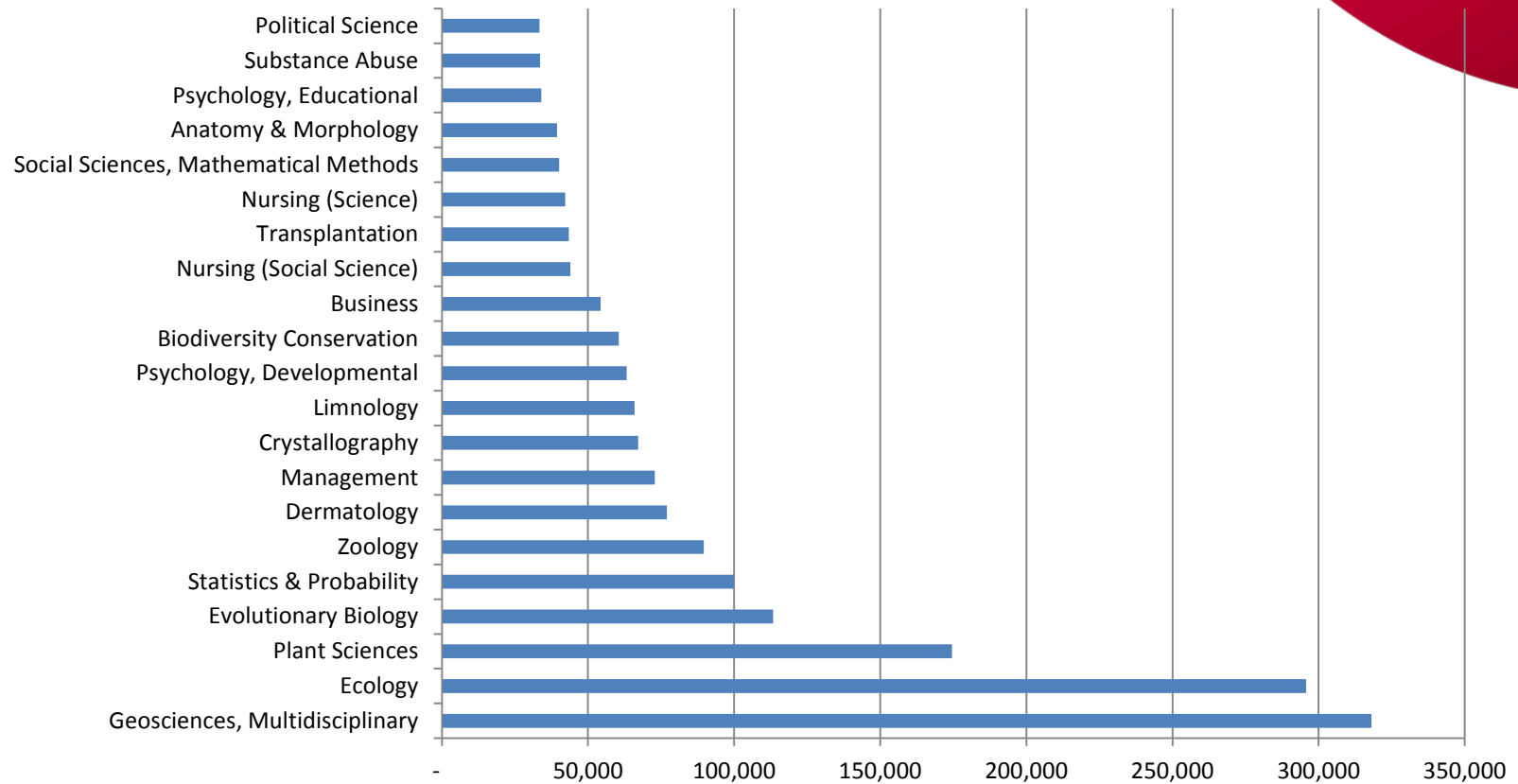
# Wiley #1 for articles

## Sum of 2014 Articles



# Wiley #1 for cites

## Sum of 2014 Total Cites (TC)



## Categories with a Top-Ranked Wiley Journal

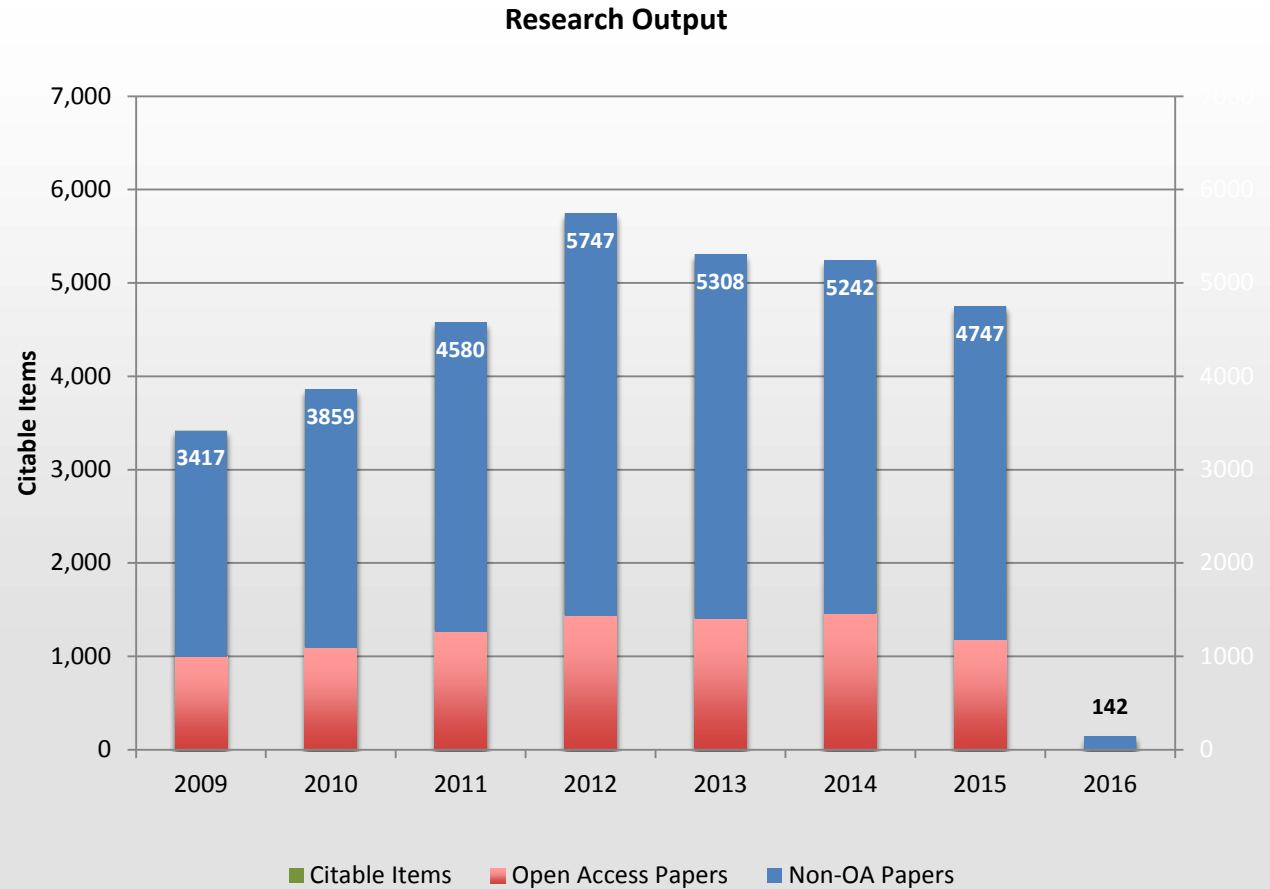
Category	Top-Ranked Journal	No. Wiley Journals in Category	2014 Articles	2014 Cites
Agronomy	GLOBAL CHANGE BIOLOGY BIOENERGY	9	683	19,027
Biodiversity Conservation	GLOBAL CHANGE BIOLOGY	5	677	42,913
Biology	BIOLOGICAL REVIEWS	4	368	23,728
Business, Finance	JOURNAL OF FINANCE	16	557	37,993
Communication	JOURNAL OF COMMUNICATION	5	205	11,079
Computer Science, Interdisciplinary Applications	COMPUTER-AIDED CIVIL AND INFRASTRUCTURE	2	118	2,404
Education, Scientific Disciplines	MEDICAL EDUCATION	5	316	8,866
Family Studies	FAMILY PROCESS	5	198	5,561
Fisheries	FISH AND FISHERIES	10	1,074	30,864
Geochemistry & Geophysics	REVIEWS OF GEOPHYSICS	7	1,073	37,583
Geography, Physical	GLOBAL ECOLOGY AND BIOGEOGRAPHY	3	401	22,839
Geriatrics & Gerontology	AGING CELL	1	116	5,793
Limnology	LIMNOLOGY AND OCEANOGRAPHY	3	298	27,921
Mathematical & Computational Biology	WILEY INTERDISCIPLINARY REVIEWS-COMPUTATIONAL	1	37	2,014
Mathematics, Applied	INTERNATIONAL JOURNAL OF ROBUST AND NOISE	7	739	17,481
Nuclear Science & Technology	INTERNATIONAL JOURNAL OF ENERGY RESEARCH	1	173	3,857
Oncology	CA-A CANCER JOURNAL FOR CLINICIANS	8	1,691	144,911
Ornithology	JOURNAL OF AVIAN BIOLOGY	3	193	8,346
Paleontology	PALEOCEANOGRAPHY	3	188	12,327
Psychology, Educational	CHILD DEVELOPMENT	4	286	28,892
Substance Abuse	ADDICTION BIOLOGY	2	446	17,420
Substance Abuse (Social Science)	ADDICTION	3	358	20,481
Veterinary Sciences	TRANSBOUNDARY AND EMERGING DISEASES	23	2,223	49,801
Zoology	WILDLIFE MONOGRAPHS	17	1,359	87,534



# Wiley in Serbia

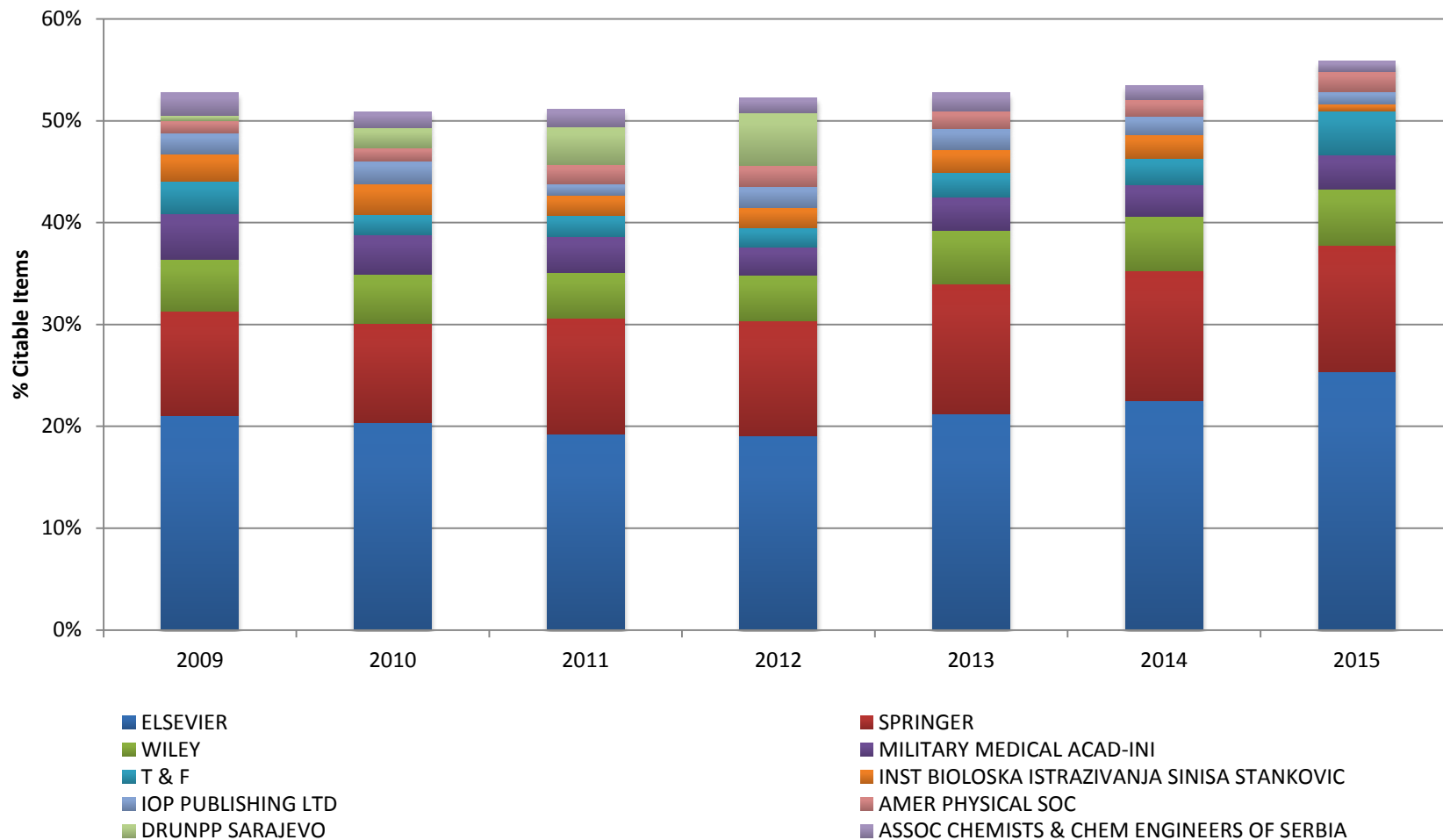


# Research Output by Year



# Market Share by Publisher

## Market Share- Top 10 Publishers



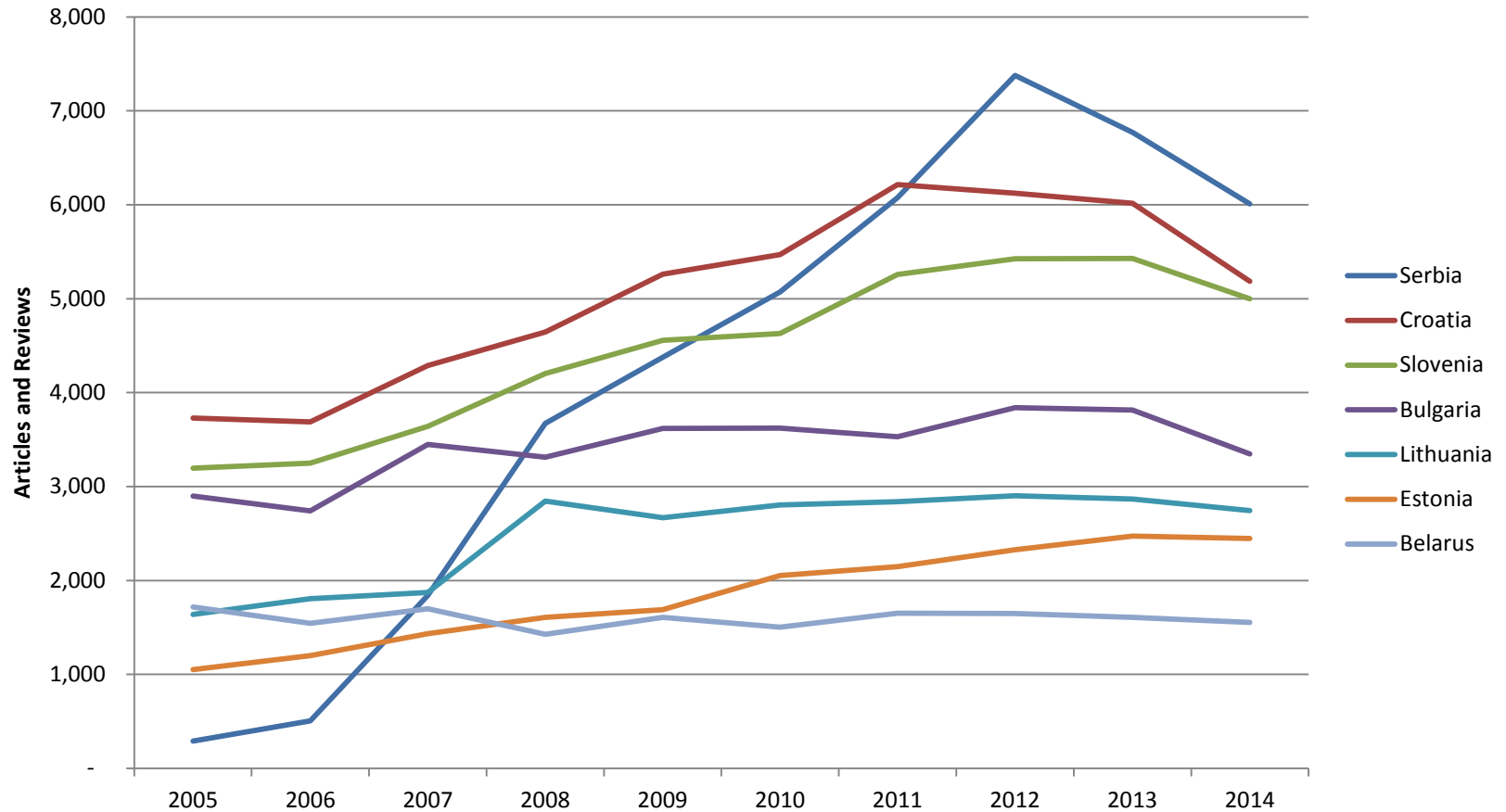
# Citations vs. Research Output - 2014

Publisher	Citable Items 2014	Cites to 2014 Papers	Avg. Cites per Paper
ELSEVIER	1,180	3713	3.15
SPRINGER	668	1190	1.78
WILEY	279	523	1.87
MILITARY MEDICAL ACAD-INI	163	43	0.26
T & F	137	130	0.95
INST BIOLOSKA ISTRAZIVANJA	120	30	0.25
SERBIAN MEDICAL ASSOC	113	23	0.20
HINDAWI PUBLISHING CORPOR	98	69	0.70
IOP PUBLISHING LTD	95	121	1.27
AMER PHYSICAL SOC	87	662	7.61
VINCA INST NUCLEAR SCI	79	18	0.23
OUP	79	191	2.42
ASSOC CHEMISTS & CHEM EN	74	23	0.31
SAGE	71	83	1.17
SERBIAN CHEMICAL SOC	64	35	0.55
ROYAL SOC CHEMISTRY	53	157	2.96
AMER CHEMICAL SOC	52	125	2.40
IEEE	49	46	0.94
SERBIAN GENETICS SOC	48	12	0.25
LIPPINCOTT	45	122	2.71
WALTER DE GRUYTER & CO	39	44	1.13
UNIV OSIJEK	38	4	0.11
AMER INST PHYSICS	37	60	1.62
INFORMA (EX T & F)	36	54	1.50
PUBLIC LIBRARY SCIENCE	34	95	2.79

# Research Output by Institute

Institute	Citable Items 2013	Citable Items 2014	Citable Items 2015
Univerzitet u Beogradu	3,246	3,208	2,968
Univerzitet u Novom Sadu	900	968	791
Univerzitet u Nisu	575	551	520
Univerzitet u Kragujevcu	413	355	357
Klinicki centar Srbije	316	282	262
Srpska Akademija Nauka i Umetnosti	172	154	157
Vojnomedicinska akademija	115	110	100
Univerziteti i Prishtines	97	75	69
Institut za onkologiju i radiologiju Srbije	56	60	42
Institut zaratarstvo i povrtarstvo	38	47	28
Astronomska opservatorija	24	39	21
Institut za Tehnologiju Nuklearnih I Drugih Mineralnih Sirovina	26	33	23
Univerzitet u Beogradu Institut za multidisciplinarna istrazivanja	7		4
Institut za kukuruz Zemun Polje	25	18	19
Univerzitet Singidunum	20	25	38
Megatrend Univerzitet	23	20	11

# Scopus Research Output Trend



# Subject Trends

Subject	Belarus	Bulgaria	Croatia	Estonia	Lithuania	Serbia	Slovenia
Agricultural and Biological Sciences	57	467	525	415	305	739	445
Arts and Humanities	17	53	434	193	181	164	358
Biochemistry, Genetics and Molecular Biology	111	370	471	330	194	783	559
Business, Management and Accounting	11	23	109	50	173	89	146
Chemical Engineering	86	234	196	84	97	365	226
Chemistry	264	372	412	197	260	706	527
Computer Science	124	287	495	269	210	471	516
Decision Sciences	16	14	20	16	16	52	28
Dentistry	1	0	38	3	6	27	19
Earth and Planetary Sciences	54	136	247	174	107	181	215
Economics, Econometrics and Finance	6	23	82	29	114	91	67
Energy	26	73	123	84	131	216	175
Engineering	315	496	892	432	552	1160	855
Environmental Science	36	124	258	219	175	320	324
Health Professions	9	40	65	13	19	82	91
Immunology and Microbiology	14	101	112	75	76	147	105
Materials Science	344	288	318	228	399	554	613
Mathematics	172	317	280	152	197	551	469
Medicine	144	524	1346	384	433	1455	943
Multidisciplinary	3	211	19	22	12	37	27
Neuroscience	8	42	91	38	35	117	69
Nursing	1	8	34	31	21	53	41
Pharmacology, Toxicology and Pharmaceutics	15	99	180	46	37	207	198
Physics and Astronomy	729	752	599	381	581	873	742
Psychology	8	29	115	58	28	72	64
Social Sciences	37	127	659	360	382	332	708
Veterinary	0	144	66	15	39	83	40

# The home for Wiley content

## Wiley Online Library

6 million articles

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visit our journals each  
month

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The screenshot displays the Wiley Online Library homepage. At the top, it says "Wiley Online Library" and "Logged in: Nigel Thompson" with links for "My Profile", "Institutional Login", and "Log Out". Below this is a navigation bar with "Publications", "Browse By Subject", "Resources", and "About Us". The main content area is divided into several sections: "WILEY" (with a profile picture), "SEARCH" (with a search bar and options for "All content" and "Publication titles"), "PUBLICATIONS A-Z" (with an alphabetical index), "BROWSE" (with a list of subject categories), "RESOURCES" (with links for "For researchers", "For librarians", "For societies", and "For authors"), "TRAINING AND TUTORIALS" (with a link to "Self-paced tutorials available 24/7"), "REGISTER FOR ALERTS" (with social media icons), and "OPEN ACCESS" (with a lock icon). The browser's address bar at the bottom shows "Trusted sites | Protected Mode: Off" and "96%".



- **1,500 + journals**
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      - **17 Current Protocols**  
(Laboratory Manuals featuring over 10,000 protocols)
        - **11 databases**  
(chemistry & evidence based medicine)



Digital  
Output

# Inside Wiley Online Library



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A B C D E F G H I J K L M N O  
P Q R S T U V W X Y Z 0-9

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- Agriculture, Aquaculture & Food Science
- Architecture & Planning
- Art & Applied Arts
- Business, Economics, Finance & Accounting
- Chemistry
- Computer Science & Information Technology
- Earth, Space & Environmental Sciences
- Humanities
- Law & Criminology
- Life Sciences
- Mathematics & Statistics
- Medicine
- Nursing, Dentistry & Healthcare
- Physical Sciences & Engineering
- Psychology
- Social & Behavioral Sciences
- Veterinary Medicine

## RESOURCES

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**Resources for Authors**

Information on publishing with

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## Author Services Menu

- Home

## Journal Authors

- **Journal Authors Home**
- Register
- My Publications
- Find a Journal
- Editorial Policies
- Author Resources
- Author Rights and Benefits
- FAQs

## Book Authors

- Book Authors Home
- Life of a book
- Preparing proposals
- Preparing the text
- Preparing illustrations
- Accompanying material
- Author Checklist
- Permissions clearance
- Sales and marketing
- Links
- Book Author Contacts
- Royalties

## Welcome

Author Services offers **many benefits** to journal authors, including:

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- Free access to your published article and ability to nominate colleagues to receive free access (most journals).

Following are **a few tips** for using Author Services:

- To submit an article to a ScholarOne Manuscripts site, you will need to create a separate account on that site.
- When an article is accepted, the corresponding author receives an e-mail with a unique code and link. Logging in to Author Services with the same e-mail address where the alert is received automatically connects the author to the article. Alternatively, authors may register with any e-mail address: use the "add article" feature and enter the unique code contained in the initial e-mail to connect to the article. There may be a short delay from when the article is accepted by the journal and when it has been received at Wiley-Blackwell.
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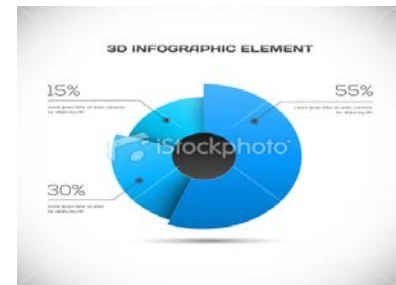
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# WILEY

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### LATEST ENTRIES



BLOGS / GENERAL

### ChemistryViews: Tips for Writing Better Science Papers

Posted on September 20, 2013 by  
LLUCKING · [Leave a comment](#)

Have you

[writeforwiley.com](http://writeforwiley.com)

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[NASA's instagram: Can this idea work for me?](#)

# WILEY

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# WILEY

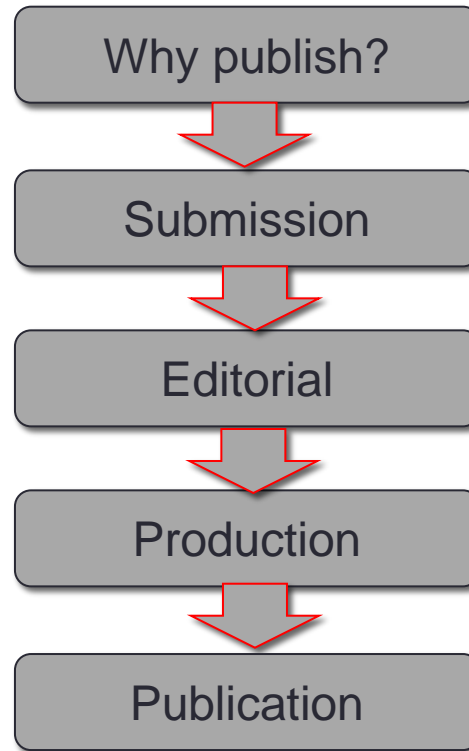
## **Writing great papers in high impact journals – An Introduction for Researchers**

*Peter Creaton*

*Journals Publishing Manager*



# The agenda



GET PUBLISHED

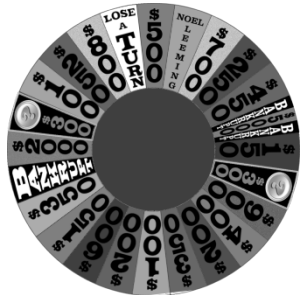
...why?

# Motivation for publication



Fame

Recognition by your peers



Fortune

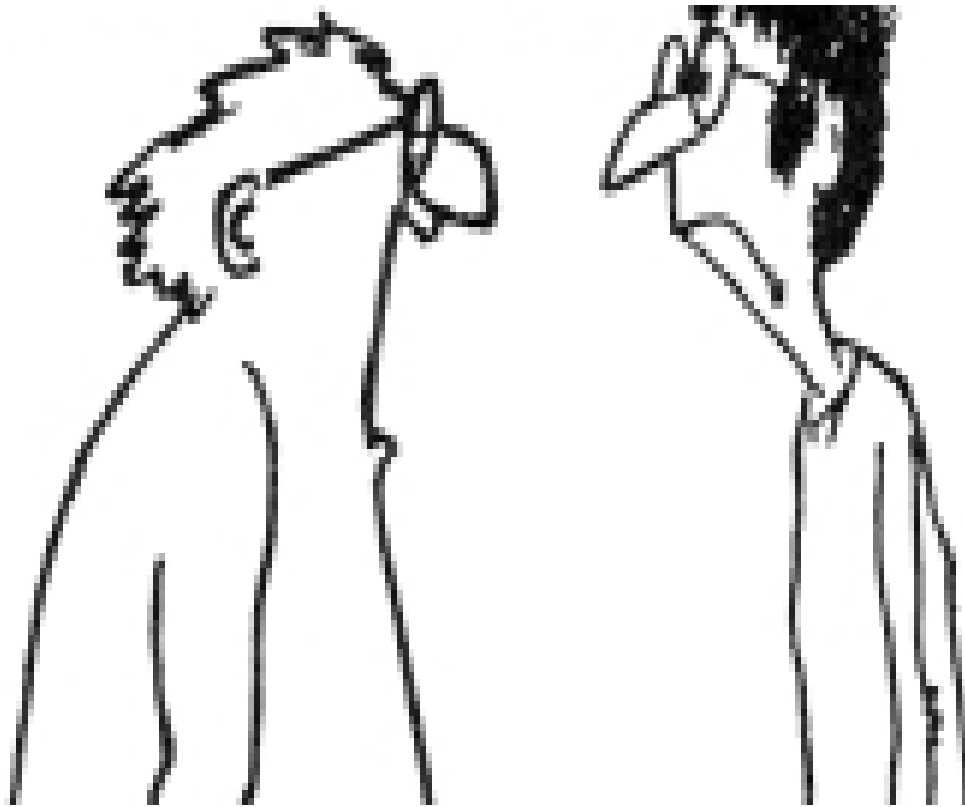
Promotions, grant applications, research funding



Responsibility

To society, taxpayer-funded research, contribution to progress

Probably the most common driver....



BECAUSE MY  
BOSS TOLD  
ME TO!

# Role of the publisher

Publication with a reputable publisher assumes:

- Peer review
- A bar for acceptance
- Editorial processes adhere to industry agreed ethical standards
- Among leaders within the field

Provisions for:

- Copy editing
- Typesetting
- Author tools
- Provision of electronic editorial offices
- Funding of Receiving editors



Provides a searchable platform

- A&I servicing
- Article linking
- Promotion/marketing

Ensures a version of record is available in perpetuity

- Digitization of legacy material. Maintaining the completeness of the academic record

Event sponsorship

- Grants and awards
- Author/referee workshops
- Development of new services/technologies to assist researchers

# Part II – submitting an article



# What am I trying to say and how can I express it effectively?

- Research article
- Short communication
- Letter to the editor
- Perspective
- Review/Mini review article
- Historical

# Choosing a journal





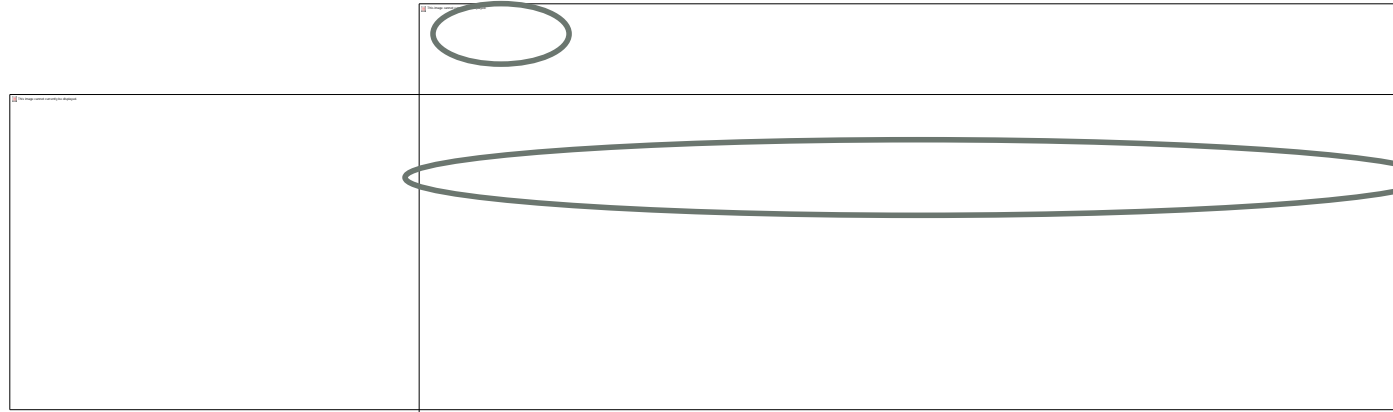
## ↳ audience is right for me?

- Where do you read papers related to your research?
- Which journals do you read the most?
- Where were your references published?
- What do your peers suggest?

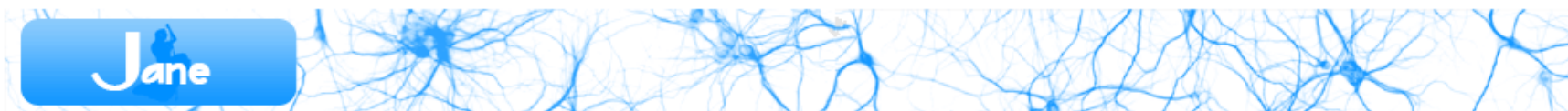
Where does your boss want you to publish?

# Evaluating the target journal

- Prestige
- Speed
- Audience
- Aesthetics
- Author service / experience
- Cost
- Likelihood of acceptance



# I don't know where to submit or I want to survey my options.



These journals have articles most similar to your input:  
 "Electronically induced rotating colloidal clusters for generating shear in microfluidic channels"

Confidence	Journal	Article Influence <sup>?</sup>	Articles
	Langmuir : the ACS journal of surfaces and colloids	1.24787	Show articles
	Lab on a chip	1.74293	Show articles
	Physical review. E, Statistical, nonlinear, and soft matter physics	1.01749	Show articles
	Physical review letters	3.29313	Show articles
	Biomechanics <b>PubMed Central: immediately</b>	0.61195	Show articles
	Journal of colloid and interface science	0.85437	Show articles
	Proceedings of the National Academy of Sciences of the United States of America <b>PubMed Central: immediately</b>	4.85992	Show articles
	Chemical communications (Cambridge, England)	1.52156	Show articles
	Biochemical and biophysical research communications	0.90481	Show articles
	Biomaterials	1.96149	Show articles
	ASAIO journal (American Society for Artificial Internal Organs : 1992)	0.39482	Show articles
	Electrophoresis	0.63556	Show articles
	Physical chemistry chemical physics : PCCP	1.29798	Show articles
	Journal of bioscience and bioengineering		Show articles
	Journal of the American Chemical Society	2.70463	Show articles
	Journal of physics. Condensed matter : an Institute of Physics journal	0.89928	Show articles
	The European physical journal. E, Soft matter		Show articles

# Preparing and submitting your manuscript

**Read the author  
instructions and format  
your article  
appropriately**



# Typical structure of a research article

- Abstract
- Introduction
- Method
- Results and Discussion
- Conclusion

# Writing up my research – the important components of a research article

RAPID COMMUNICATIONS IN MASS SPECTROMETRY

*Rapid Commun. Mass Spectrom.* 2007; 21: 4027–4032

Published online in Wiley InterScience (www.interscience.wiley.com) DOI: 10.1002/rcm.3289

RCM

## The determination of melamine in muscle tissue by liquid chromatography/tandem mass spectrometry

Michael S. Filigenzi\*, Elizabeth R. Tor, Robert H. Poppenga, Linda A. Aston and Birgit Puschner

California Animal Health and Food Safety Laboratory System, Toxicology Laboratory, University of California, Davis, CA 95616, USA

Received 6 June 2007; Revised 7 September 2007; Accepted 1 October 2007

In early 2007 it was determined that the compound melamine, suspected of having been involved in the deaths of numerous pets, had been fed to hogs intended for human consumption. This report describes a method for the analysis of melamine in porcine muscle tissue using solid-phase extraction (SPE) and high-performance liquid chromatography/tandem mass spectrometry (HPLC/MS/MS). Melamine was extracted in 50% acetonitrile in water. Homogenates were centrifuged and supernatants were acidified and washed with methylene chloride. The aqueous extracts were cleaned up using mixed-mode C8/strong cation exchange SPE and then concentrated, fortified with a stable isotope-labeled analog of melamine, and analyzed by HPLC/MS/MS. Gradient HPLC separation was performed using an ether-linked phenyl column with ammonium acetate/acetic acid and acetonitrile as the mobile phase. Multiple reaction monitoring (MRM) mode of two precursor-product ion transitions for melamine and one for the internal standard was used. A five point calibration curve ranging from 50 to 2000 ng/mL of melamine in solvent was used to establish instrument response. The method was validated by analysis of seven replicate porcine muscle tissue samples fortified with 10 ng/g of melamine. The mean recovery for the seven replicates was 83% with 6.5% relative standard deviation and the calculated method detection limit was 1.7 ng/g. Copyright © 2007 John Wiley & Sons, Ltd.

Title

Author name and position

Abstract

# The abstract – one of the most important elements of your article

- Referee and editor assessment
- Abstract and indexing / search-ability

# What makes a good abstract?

In early 2007 it was determined that the compound melamine, suspected of having been involved in the deaths of numerous pets, had been fed to hogs intended for human consumption. This report describes a method for the analysis of melamine in porcine muscle tissue using solid-phase extraction (SPE) and high-performance liquid chromatography/tandem mass spectrometry (HPLC/MS/MS). Melamine was extracted in 50% acetonitrile in water. Homogenates were centrifuged and supernatants were acidified and washed with methylene chloride. The aqueous extracts were cleaned up using mixed-mode C8/strong cation exchange SPE and then concentrated, fortified with a stable isotope-labeled analog of melamine, and analyzed by HPLC/MS/MS. Gradient HPLC separation was performed using an ether-linked phenyl column with ammonium acetate/acetic acid and acetonitrile as the mobile phase. Multiple reaction monitoring (MRM) mode of two precursor-product ion transitions for melamine and one for the internal standard was used. A five point calibration curve ranging from 50 to 2000 ng/mL of melamine in solvent was used to establish instrument response. The method was validated by analysis of seven replicate porcine muscle tissue samples fortified with 10 ng/g of melamine. The mean recovery for the seven replicates was 83% with 6.5% relative standard deviation and the calculated method detection limit was 1.7 ng/g. Copyright © 2007 John Wiley & Sons, Ltd.

State why the research is important to a broader non-scientific audience

Introduce the procedure simply

Describe the experiment in detail

Offer a brief overview of the results



# Think “structured” abstract format

**RATIONALE:** Oxygen triple isotope compositions give key information for understanding physical processes during isotopic fractionation between the geo-, hydro-, bio-, and atmosphere. For detailed discussion of these topics, it is necessary to determine precise  $^{17}\text{O}$ -excess values of terrestrial silicate/oxide minerals with respect to Vienna Standard Mean Ocean Water (VSMOW).

**METHODS:** Water was fluorinated in an electrically heated Ni-metal tube into which water and  $\text{BrF}_5$  were loaded for the quantitative extraction of oxygen. Silicate/oxide minerals were fluorinated by heating with a  $\text{CO}_2$  laser in an atmosphere of  $\text{BrF}_5$ . The extracted oxygen was purified and isotope ratios of the oxygen triple isotope compositions were determined using a Finnigan MAT253 isotope ratio mass spectrometer.

**RESULTS:** The oxygen triple isotope compositions of meteoric water and terrestrial silicate/oxide minerals fall on statistically distinguishable fractionation lines, defined as  $[\ln(\delta^{17}\text{O} + 1) = \lambda \ln(\delta^{18}\text{O} + 1) + \Delta]$ , where  $\lambda$  and  $\Delta$  correspond to the slope and intercept, respectively. The fractionation line for meteoric water has  $\lambda = 0.5285 \pm 0.0005$  and  $\Delta = 0.03 \pm 0.02\text{‰}$  and for terrestrial silicate/oxide minerals has  $\lambda = 0.5270 \pm 0.0005$  and  $\Delta = -0.070 \pm 0.005\text{‰}$ , at the 95% confidence limit.

**CONCLUSIONS:** All the analyzed terrestrial silicate/oxide minerals including internationally accepted reference materials (NBS-28, UWG-2, and San Carlos olivine) have a negative  $^{17}\text{O}$ -excess with respect to VSMOW. We propose that it is necessary to specify if the determined  $\delta^{17}\text{O}$  values of terrestrial and extraterrestrial samples are expressed as the difference from VSMOW or the terrestrial silicate mineral-corrected value. Copyright © 2012 John Wiley & Sons, Ltd.

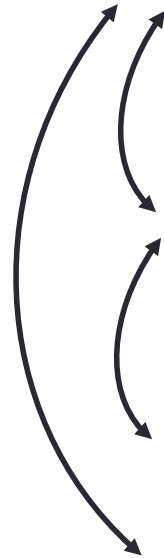
# What makes a bad abstract?

The chlorogenic acids of Gardeniae Fructus used traditionally as a Chinese herbal medicine (zhizi) have been investigated qualitatively by liquid chromatography/multi-stage mass spectrometry (LC/MS<sup>4</sup>). Twenty-nine chlorogenic acids were detected and twenty-five characterised to regioisomer level on the basis of their fragmentation, twenty-four for the first time from this source. Assignment to the level of individual regioisomers was possible for three caffeoylquinic acids, three dicaffeoylquinic acids, three sinapoylquinic acids, four caffeoyl-sinapoylquinic acids, two feruloyl-sinapoylquinic acids, one *p*-coumaroyl-sinapoylquinic acid, three (3-hydroxy, 3-methyl)glutaroylquinic acids, two (3-hydroxy, 3-methyl)glutaroyl-feruloylquinic acids, one (3-hydroxy, 3-methyl)glutaroyl-dicaffeoylquinic acid, and one (3-hydroxy, 3-methyl)glutaroyl-caffeoyl-feruloylquinic acid. Six (3-hydroxy, 3-methyl)glutaroyl-caffeoylquinic acids were detected and two were tentatively assigned as 3-caffeoyl-4-(3-hydroxy, 3-methyl)glutaroylquinic acid and 3-caffeoyl-5-(3-hydroxy, 3-methyl)glutaroylquinic acid. The (3-hydroxy, 3-methyl)glutaroyl residue modifies the mass spectral fragmentation behavior and elution sequence compared with the chlorogenic acids that contain only a cinnamic acid residue(s). Fourteen of these twenty-nine chlorogenic acids have not previously been reported from any source. Copyright © 2010 John Wiley & Sons, Ltd.

Why? What is the significance of this study? Why is Gardeniae Fructus important?

Straight into a shopping list of the results and characterized acids

# Choose and place keywords wisely

The Google logo is displayed in its characteristic multi-colored font (blue, red, yellow, green, blue).

Title: Core keywords/key-phrases

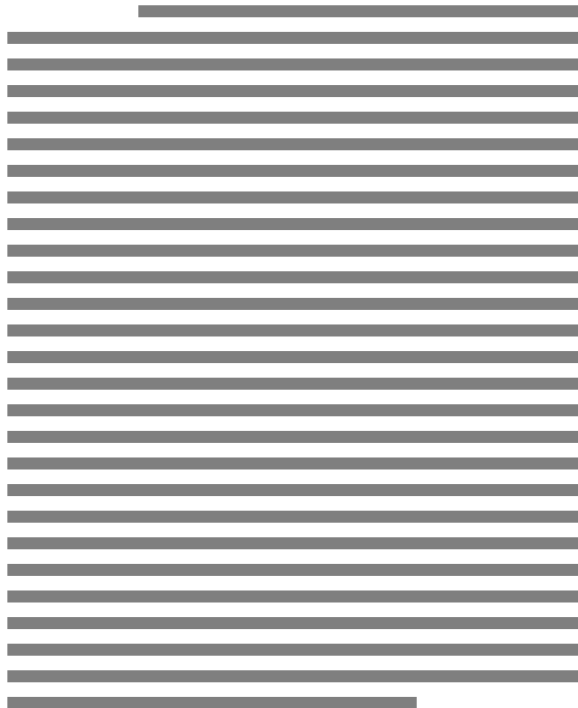
Abstract: Repeat core keywords/key-phrases 2 – 3 times, and add other field-related ones

Headings and body text: Consistent use of keywords

Make sure the terms you use are consistent:  
e.g. which one: “dorsoventral”, “dorso-ventral”, “dorsal-ventral”? Which is more used in the literature?

# Apply the principle of “chunking” throughout your manuscript

Section heading



**This is hard to digest and remember...**

Section heading

Sub-heading



Sub-heading



Sub-heading




**This is *easier* to digest and remember...**

**Keep your lowest level sections below 600 words; better 300, if possible.**

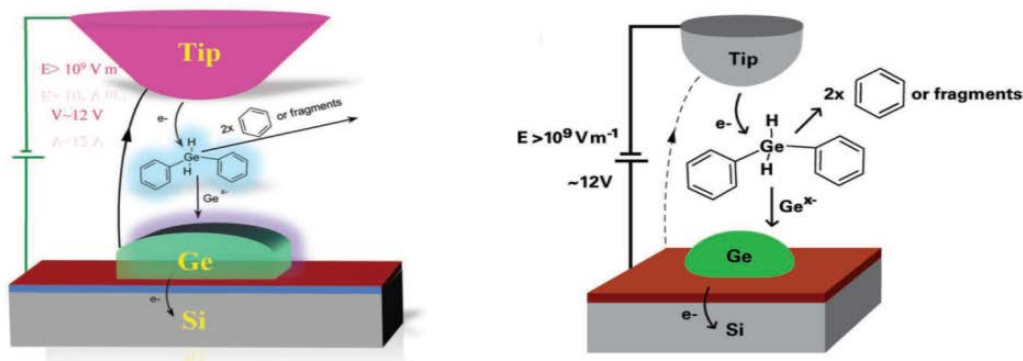
# Use tables and information boxes to organise important details when possible

	<i>abc</i>	<i>abc</i>	<i>abc</i>			
<i>xyz</i>						
<i>xyz</i>						
<i>xyz</i>						
<i>xyz</i>						

Box 1


# Artwork

- Use one standard/common font (preferably Arial)
- Use one font size
- Avoid use of shadows/glows/reflections



- Check the author instructions with regard to reproducing colour

# References

More mistakes are found in the references than any other part of the manuscript

- It is one of the most annoying problems, and causes great headaches among editors
- Cite the main scientific publications on which your work is based
- Do not inflate the manuscript with too many references – it doesn't make it a better manuscript!
- Avoid excessive self-citations
- Avoid excessive citations of publications from the same region

At one point you may get frustrated...





...so here's a tip



## *Write Backwards!*

- ✓ *Figures and tables*
- ✓ *Methods, Results & Discussion*
- ✓ *Conclusions & Introduction*
- ✓ *Abstract and Title*

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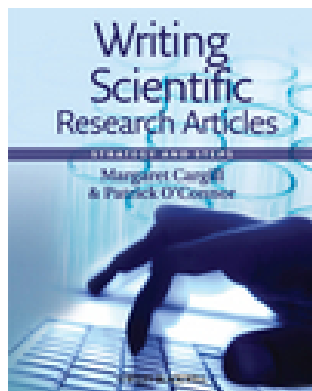
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# How to write resources



## Journal articles

### Whitesides' Group: Writing a Paper

G. M. Whitesides

*Adv. Mater.* **2004**, 16, 1375

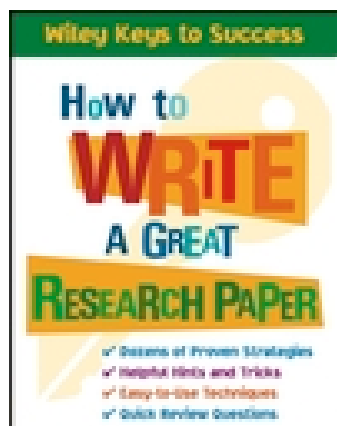
### A Brief Guide to Designing Effective Figures for the Scientific Paper

M. Rolandi, K. Cheng, S. Pérez-Kriz

*Adv. Mater.* **2011**, 23, 4343

### How to write a paper for *Rapid Communications in Mass Spectrometry*

*Rapid Comm. Mass Spec.* **2012**, 26, 1725



# ...so your article is written, format is good, time to submit your article with your covering letter

Together with the abstract of your paper, the cover letter is one of the first things the editor will see, so make it count!

Why is this topic important?

Why are these results significant?

What is the key result? (breakthrough!)

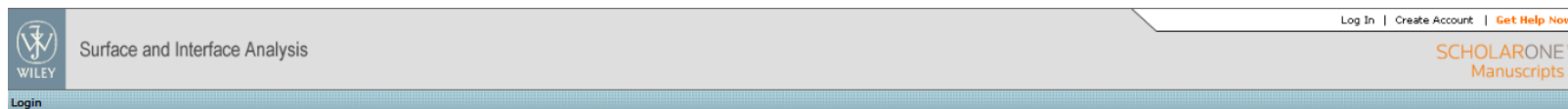
Why are you submitting to this journal?

Why will this journal's readers read it?

Keep the letter as direct and short as possible  
The longer it is, the easier it is to overlook something important

# Submitting the manuscript

- Typically via an Electronic Editorial Office (EEO) such as ScholarOne Manuscripts



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To Log In, enter your User ID and Password into the boxes below, then click "Log In."  
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*Before submitting a paper please make sure you have read and followed the appropriate instructions which can be found [here](#)*

The image shows a login form titled "Log In". It contains two sections: "Log in here if you are already a registered user." and "Password Help. Enter your e-mail address to receive an e-mail with your account information." The first section has input fields for "User ID:" and "Password:" followed by a "Log In" button. The second section has an input field for "E-Mail Address:" followed by a "Go" button. To the right of the form is a sidebar with "New User?" (Register here) and "Resources" (Instructions & Forms, User Tutorials, System Requirements, Home Page).

**Log In**

Log in here if you are already a registered user.

User ID:

Password:  Log In

**Password Help.** Enter your e-mail address to receive an e-mail with your account information.

E-Mail Address:  Go

**New User?**  
[Register here](#)

**Resources**

- [Instructions & Forms](#)
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- Occasionally direct to Editor

# Article submitted!



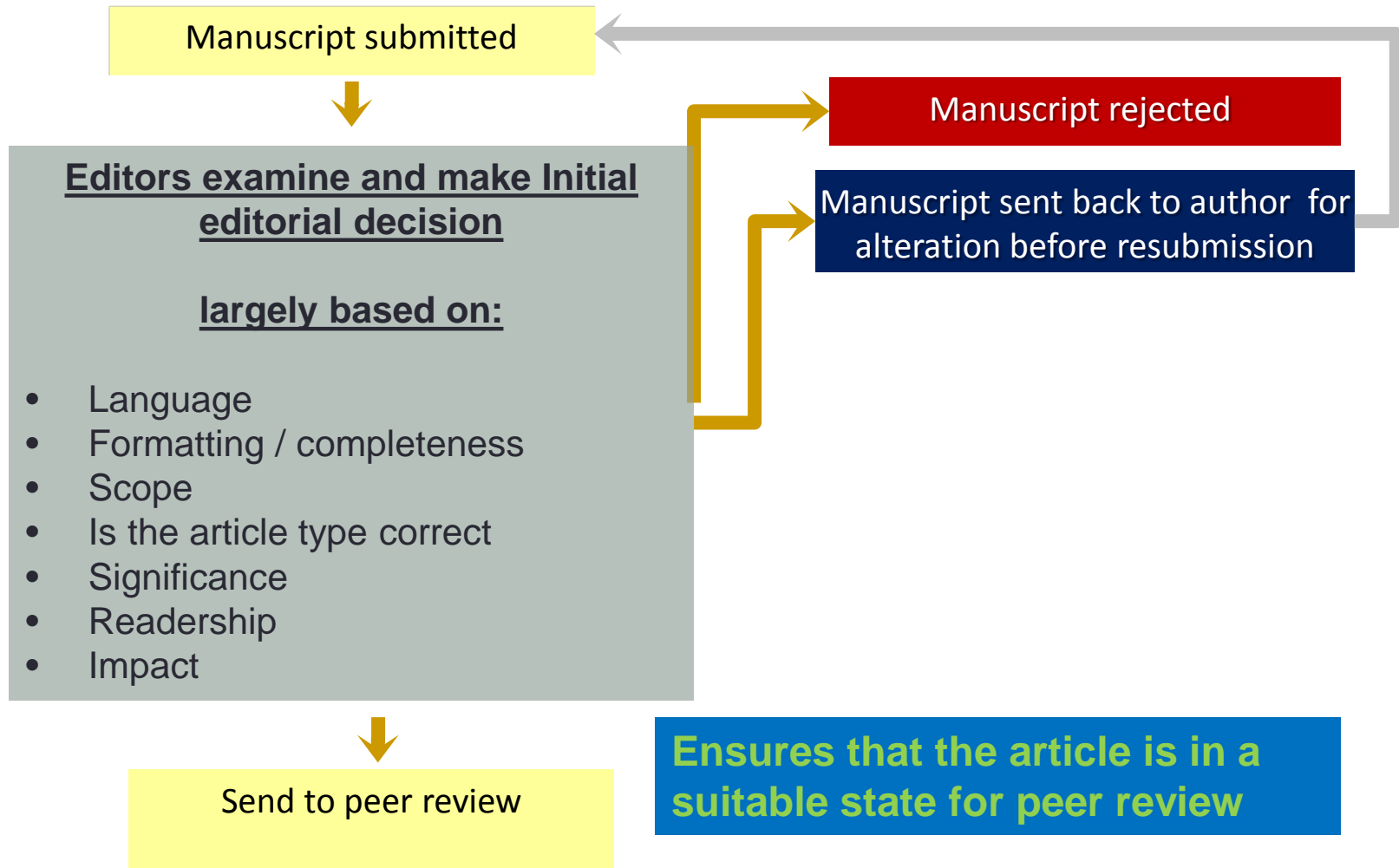
Now it's over to the journal Editors....

# Part III

## The editorial process

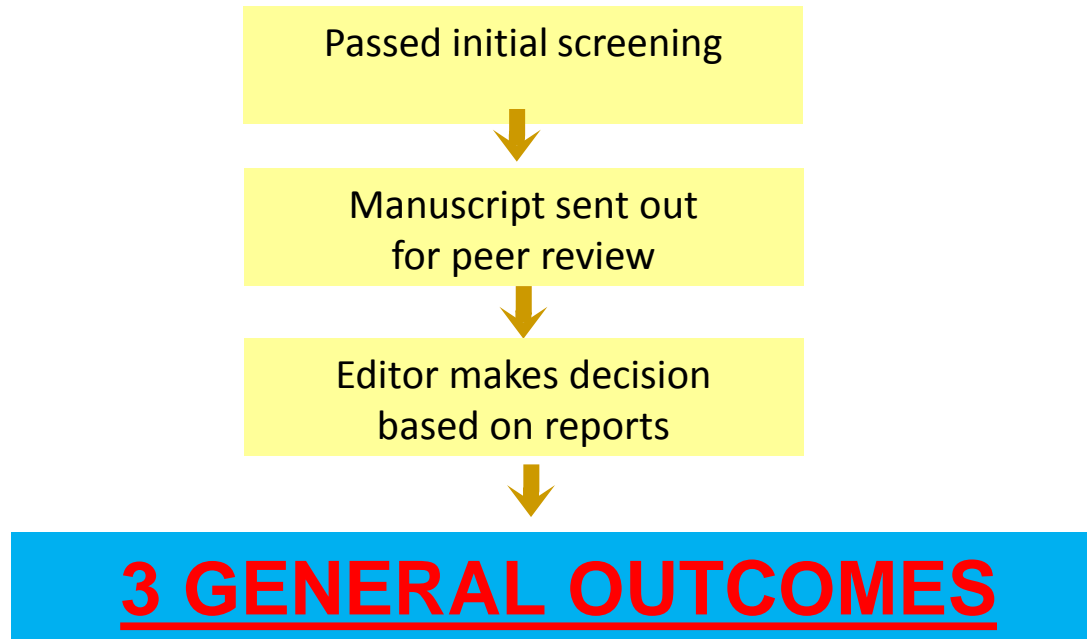


# The editorial workflow





# The editorial workflow



Accept



# Revise



- **Major revision**
- **Minor revision**



# Accept



Sometimes papers are accepted without changes, but this is unusual.

# Revise — major/minor

## Carefully consider reviewer comments

Approach a revision decision as an opportunity to develop your paper into the best it can be

Referee's comments should not be seen as negative criticisms but development points

Not all changes have to be made but require convincing arguments for changes not made

**Remember!** Your response may go back to reviewers. You may need to convince them and the editor!

# Rejection

Technical/scientific issues

Motivation

unclear/unimportant

Novelty/originality

Conclusions do not support the data

Results less important

Results uninteresting

Ethical questions

Unclear presentation



# Should you appeal a reject decision?

## Usually, no

Risk of longer time to  
publication

Editors and referees know  
journal

Criticisms may be valid

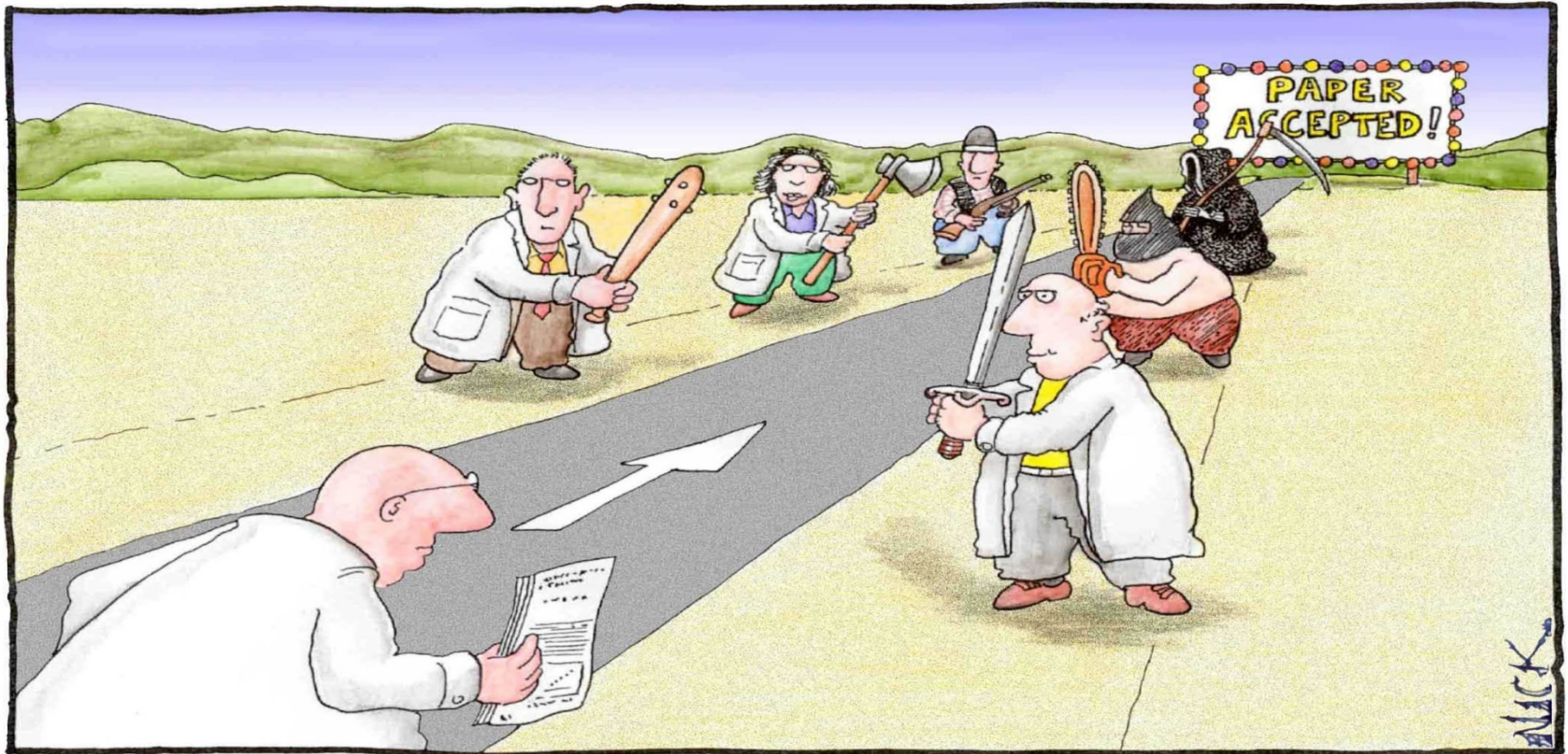
## Occasionally, yes

Importance / impact /  
novelty missed by  
editor/referees

Factual errors in referee  
reports that led to rejection



# Peer review



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

# What is peer review?

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

It constitutes a form of self-regulation by qualified members of a profession within the relevant field. Peer review methods are employed to maintain standards of quality, improve performance, and provide credibility. In academia peer review is often used to determine an academic paper's suitability for publication.”

- Wikipedia

# Why do we peer review?

## **Suitability for publication**

True / credible?

Reproducible?

Important, relevant?

Communicated effectively?

Novelty?

Plagiarism?

## **Verify & improve the research**

Interpretation of results

Reasoning

Presentation

Critical but constructive  
feedback

New / additional ideas

# What peer review doesn't do?

- Peer review checks the likelihood of reproducibility, it does not recreate the experiments to verify reproducibility.

# What peer reviewers are asked to do – the typical questionnaire

Novelty  
 Concise  
 Comprehensive  
 Accuracy  
 Abstract  
 Citations  
 Language

Questionnaire	Yes	No	See Report
Does the manuscript contain new and significant information to justify publication?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Is the problem significant and concisely stated?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Are the experimental and/or theoretical methods described comprehensively?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Are the interpretations and conclusions justified by the results?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Is the summary (abstract) concise?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Are the Literature citations adequate?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Is the language acceptable?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Structure

Manuscript Structure	
Length of article is:	Select... ▼
Number of tables are:	Select... ▼
Number of figures are:	Select... ▼

Decision

req Recommendation	
<input type="radio"/>	Accept
<input type="radio"/>	Minor Revision
<input type="radio"/>	Major Revision
<input type="radio"/>	Reject

# What peer reviewers are asked to do – the referee report

- Is the motivation clear?
- Is the motivation important?
- Is the work novel and original?
- Are the conclusions supported by the data?
- Are the results important? (Are they interesting?)
- Is the presentation clear?
- Are there any ethical questions?
- Were any flaws or mistakes found?
- Should anything be added or removed?
- Are there any literature citations missing?

# On what basis are peer reviewers chosen?

## Journal's reviewer database

Current and past authors / referees, bibliographic searches, keyword, interests, publication history.

## Suggestions from authors

Very helpful!

Not just the biggest names please – others as well

Also list people with conflicts of interest who should not be asked to review

## Suggestions from other reviewers

Can provide leads to further candidates

## Suggestions from our Advisory Board Members

Especially in difficult cases, appeals or disputes

## Editor's own knowledge of the community

Contacts from conferences, prominent scientists, regular authors, etc.

# Why be a peer reviewer?

- Access to latest research before it is published
- Duty
- To keep the peer review mechanism buoyant
- To enhance ones gravitas as an expert
- To glean recognition by the editors
- Pedagogical altruism – to encourage and help develop author's ideas
- Visa application (becoming more common)



# Survival Tips during Peer Review

Seek help with language and statistics if you need it

Understand that Editors and reviewers are trying to improve your paper

Accept feedback as a learning experience

Persistence pays! Answer questions and address revisions quickly

Seek out Editors at conferences, 'Meet the Editor' sessions etc...

**Be polite!**  
**Responses may go back to reviewers!**

# Time for a Break



GOT  
ETHICS?

# Academic Publishing Depends on Trust!

**There are ethical responsibilities for all actors in the publication process:**

**Editors**

**Authors**

**Referees**

# Editor responsibilities

- Ensure efficient, fair, and timely manuscript processing
- Ensure confidentiality of submitted manuscripts
- Make the final decision for accepting or rejecting
- Not use work reported in a submitted manuscript for their own research
- Ensure a fair selection of referees
- Act upon allegations of scientific misconduct
- Deal fairly with author appeals

# Author responsibilities

- To gather and interpret data in an honest way
- To give due recognition to published work relating to their manuscript
- To give due acknowledgement to all contributors
- Notify the publisher of any errors
- To avoid undue fragmentation of work into multiple manuscripts (salami publishing)
- To ensure that a manuscript is submitted to only one journal at a time

# Reviewer responsibilities

- Ensure confidentiality of manuscripts and respect privileged information
- Not to withhold a referee report for personal advantage
- Return to editor without review if there is a conflict of interest
- Inform editor quickly if not qualified or unable to review
- Judge manuscript **objectively** and in timely fashion
- Explain and support recommendations with arguments and references where appropriate
- Inform editor if plagiarized or falsified data is suspected

# Ethical misconduct

Examples of ethical misconduct that are not tolerated:

Falsifying data

Fabricating data

Plagiarism

Multiple concurrent submissions

Image manipulation

Authorship misrepresentation

Duplicate publication

**PENALTIES CAN BE SEVERE!**



# The case of Jan Hendrik Schön



German physicist who made spectacular breakthroughs with semiconductors, winning a number of academic accolades. The breakthroughs were later discovered to be fraudulent.

28 of Schön's papers were withdrawn from: Nature, Advanced Materials, Science, Physical Review and Applied Physics Letters

Schön's doctoral degree had been revoked due to "dishonourable conduct" but later reinstated after legal appeal.

In 2004 the German Research Foundation took away his right to vote or serve on their committees for 8 years, to serve as a peer reviewer or to apply for DFG funds.

# Ethics Resources

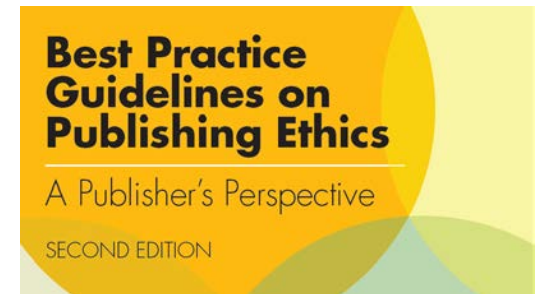
## Wiley's Best Practice Guidelines on Publishing Ethics

- **A Publisher's Perspective, Second Edition**

now available FREE at

<http://exchanges.wiley.com/ethicsguidelines>

- Updated version of the first edition published by Wiley in 2006
- Provides guidance, resources, and practical advice on ethical concerns that arise in academic publishing for editors, authors, researchers and other audiences
- The uniquely multidisciplinary guidelines have been revised, updated, and reviewed by 30 editors and ethics experts
- Guidance added about whistle-blowers, animal research and clinical research – particularly around clinical trial registration
- Now also includes guidance on best practice for journals in human rights and confidentiality, and addresses how approaches differ between cultures



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## Guidelines by Journal

If you are interested in submitting a

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# Ethics resources

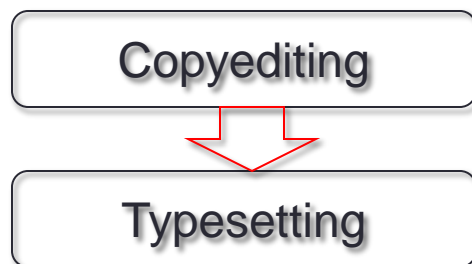


[publicationethics.org](http://publicationethics.org)



## Part IV Production

# The life of an accepted article – the production process



## Perspective

### Dispelling the myths surrounding the Research Excellence Framework

In a recent discussion with a colleague from the UK, we learned that scientists in his department are currently under pressure to submit their work to the highest impact journal they can in order to have the greatest impact in the upcoming Research Exercise Framework (REF) for the UK's academic units. Unfortunately, he pointed out that, under these constraints, *RCM* – as well as *JASMS*, *JMS*, *IJMS* and *EJMS* – does not fit the journal profile to which they were asked to publish. Instead, *Analytical Chemistry* and similar

## Perspective

Published online in Wiley Online Library

*Rapid Commun. Mass Spectrom.* 2012, 26, 399–402  
(wileyonlinelibrary.com) DOI: 10.1002/rcm.6133

### Dispelling the myths surrounding the Research Excellence Framework

Paul Trevorrow<sup>1</sup> and Dietrich A. Volmer<sup>2</sup>

<sup>1</sup>Executive Journals Editor, Wiley-Blackwell, Chichester, UK

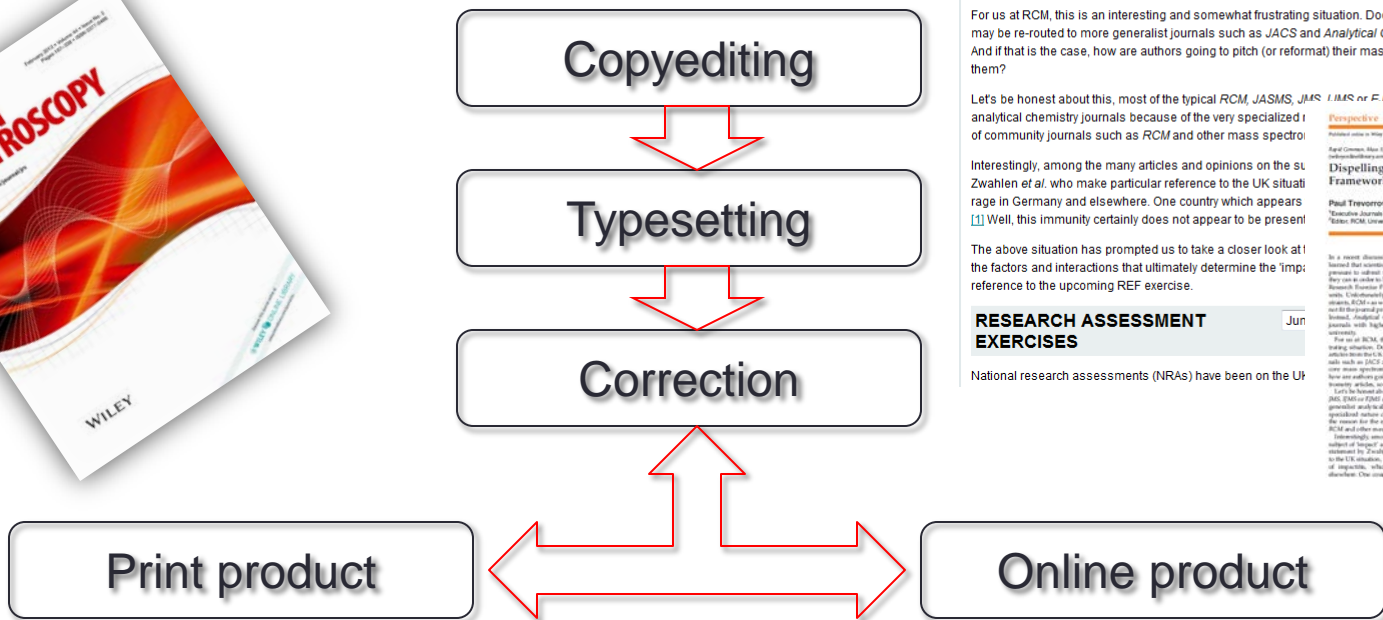
<sup>2</sup>Editor, RCM, Universität des Saarlandes, Saarbrücken, Germany

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For us at RCM, this is an interesting and somewhat frustrating situation. Does it mean, for mass spectrometry, that articles from the UK may be re-routed to more generalist journals such as *JACS* and *Analytical Chemistry* rather than the core mass spectrometry journals? And if that is the case,

subsequent evaluative exercises have been instigated in 1992, 1996, 2001 and 2008. The latest and current mutation is the Research Excellence Framework (REF) due for completion in 2014. These NRAs were implemented by the UK's Higher Education Funding Council (HEFCE), a quasi-governmental agency, tasked with the function of awarding public 'block grant' funds to teaching and research in UK universities.<sup>[2]</sup> While there are mechanical variations to the exercises, they rely commonly on a 'unit of assessment' (a department or organising unit) and the provision of a defined number of research works for peer-panel evaluation. Since the 1996 RAE through to the recent REF, four research items are required for evaluation, typically in the form of four journal articles. While there are other evaluative criteria, the provision and evaluation of journal articles in the RAE and REF concern us here and form the direction

# The life of an accepted article – the production process



Abstract Article References Cited By

In a recent discussion with a colleague from the UK, we learned that scientists in his department are currently under pressure to submit their work to the highest impact journal they can in order to have the greatest impact in the upcoming Research Excellence Framework for the UK's academic units. Unfortunately, he pointed out that, under these constraints, *RCM* – as well as *JASMS*, *JMS*, *JMS* and *Eur JMS* does not fit the journal profile to which they were asked to publish. Instead, *Analytical Chemistry* and similar multidisciplinary journals with higher impact factors are favoured by the university.

For us at RCM, this is an interesting and somewhat frustrating situation. Does it mean, for mass spectrometry, that articles from the UK may be re-routed to more generalist journals such as *JACS* and *Analytical Chemistry* rather than the core mass spectrometry journals? And if that is the case, how are authors going to pitch (or reformat) their mass spectrometry articles, so a generalist journal will accept them?

Let's be honest about this, most of the typical *RCM*, *JASMS*, *JMS* or *E JMS* articles will not find favour with editors of nonanalytical analytical chemistry journals because of the very specialized nature of the community journals such as *RCM* and other mass spectro...

Interestingly, among the many articles and opinions on the subject, the Zwahlen *et al.* who make particular reference to the UK situation in Germany and elsewhere. One country which appears to be immune to this situation is Germany. One country which appears to be immune to this situation is Germany. One country which appears to be immune to this situation is Germany.

The above situation has prompted us to take a closer look at the factors and interactions that ultimately determine the impact of an article in the upcoming REF exercise.

**RESEARCH ASSESSMENT EXERCISES**

National research assessments (NRAs) have been on the UK...

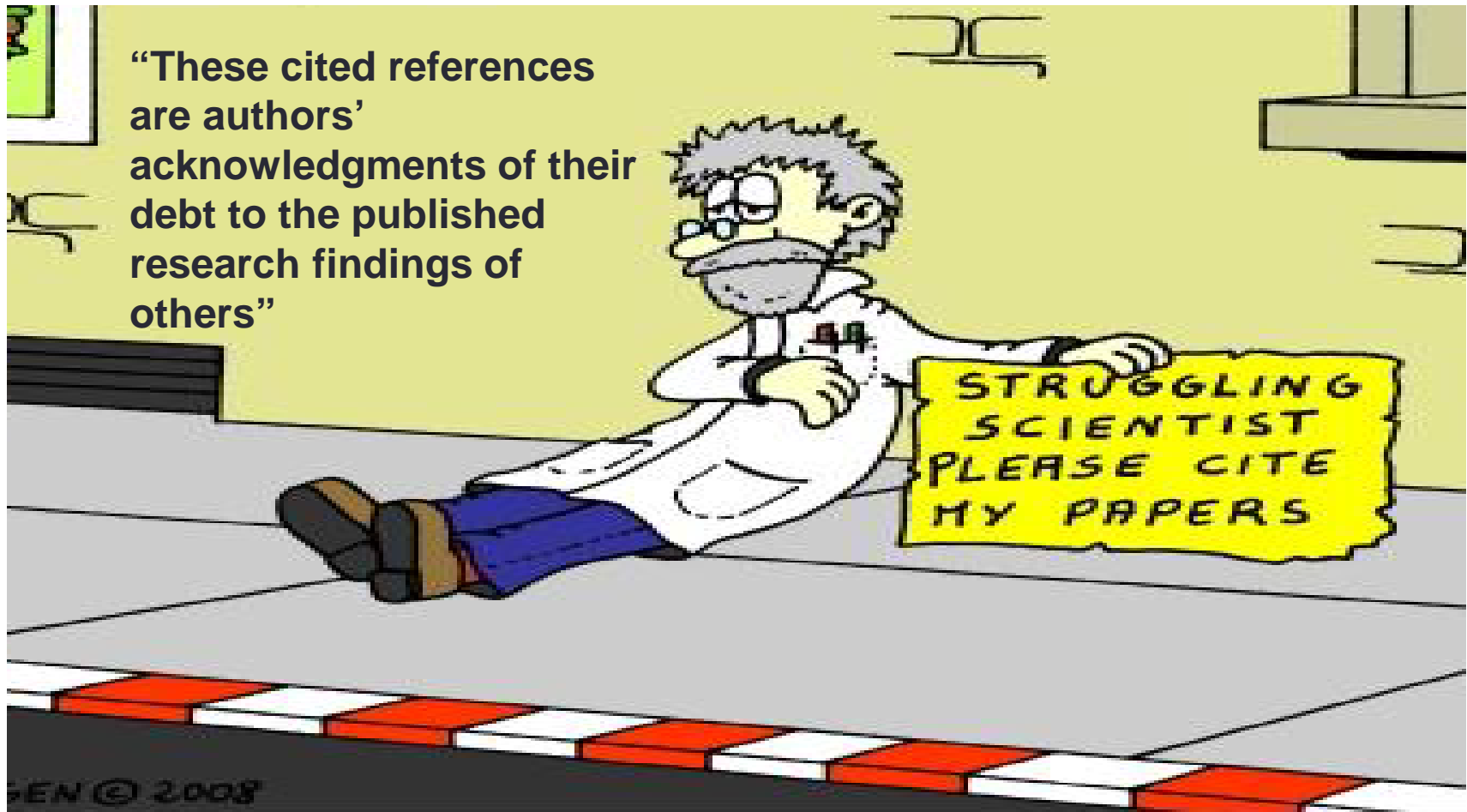
Let's be honest about this, most of the typical *RCM*, *JASMS*, *JMS* or *E JMS* articles will not find favour with editors of nonanalytical analytical chemistry journals because of the very specialized nature of the research. Our concern is that, under these constraints, *RCM* – as well as *JASMS*, *JMS*, *JMS* and *Eur JMS* does not fit the journal profile to which they were asked to publish. Instead, *Analytical Chemistry* and similar multidisciplinary journals with higher impact factors are favoured by the university.

***Manuscript published!***

**GAME  
OVER?**



# That old classic - citation tracking



# Journal level evaluation - The Impact Factor

How is the Impact Factor calculated?

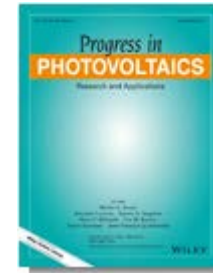
2013 impact factor =  $A / B$

Where:

**A** = the number of times that all items published in a journal in 2011 and 2012 were cited by indexed publications during 2013

**B** = the total number of citable items published by that journal in 2011 and 2012.

A real example:



Progress in  
Photovoltaics

In 2013 it received 2201 citations to all of the articles published in the journal in 2011 and 2012.

**A** = 2201

There were 227 citable items published in 2011 and 2012.

**B** = 227

$$\frac{2201 \text{ Citations}}{227 \text{ Articles}} = \text{Impact Factor of } 9.696$$

# Pros and cons of the Impact Factor

## Pros

- It is fundamentally a sound premise
- It is transparent
- It is easy to explain
- It is efficient
- After 50 years of use it is established

## Cons

- Target period (window) is not appropriate for all subject areas
- It is possible to manipulate it
- A citation is not necessarily a validation
- Differences in referencing behaviour between subjects
- Misused to judge author performance

That brings us to the end, so...



**Good  
Luck!**

**Peter Creaton**  
Journals Publishing Manager  
WILEY  
[pcreaton@wiley.com](mailto:pcreaton@wiley.com)

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