



# Universitas Negeri Surabaya

## Tips to Publishing Your Research in Journals and Books

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Acquisitions Editor (Social Sciences), Singapore



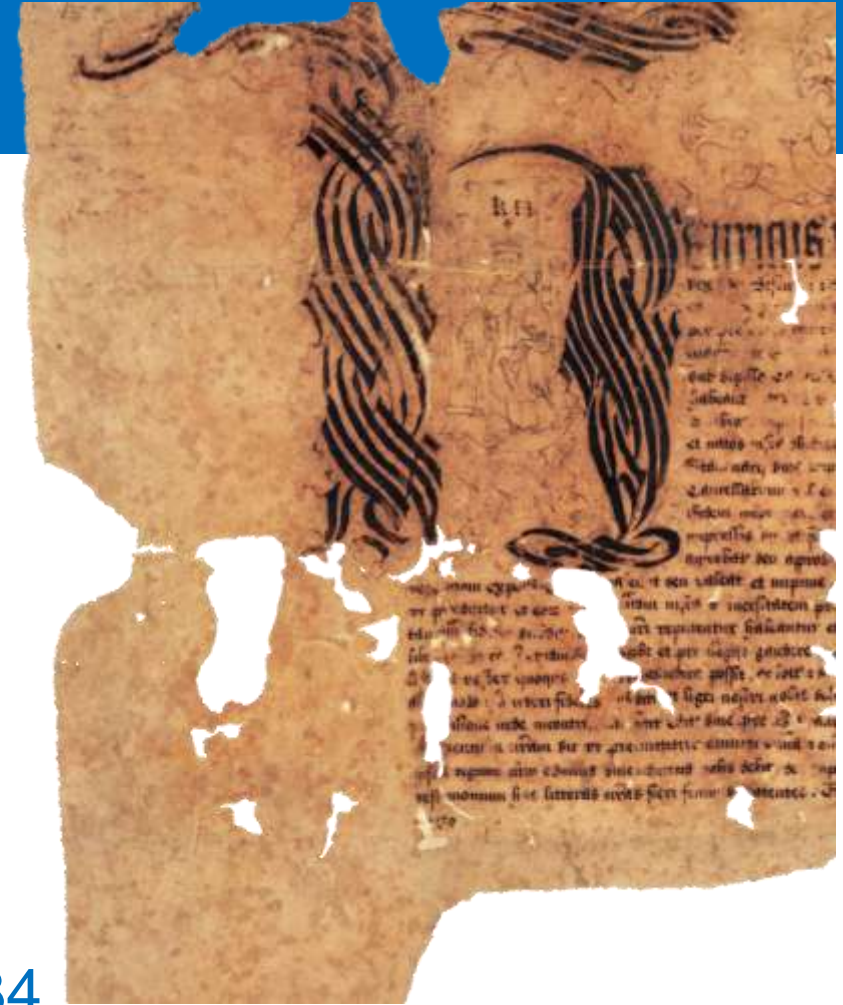
CAMBRIDGE  
UNIVERSITY PRESS

# Overview

- About Cambridge University Press
- The publishing landscape
- How to get your journal article published?
- How to get your book published?
- Open Access publishing
- Maximizing impact of your research
- Author Hub & Services
- **Pop Quiz**
- Q&A

# Cambridge University Press

- World's oldest publisher, founded in **1534**
- Our first book was published in **1584**
- Integral part of the University of Cambridge
- Offices in over **50** countries, trading in over 200



1534

Cambridge is granted a letters patent to 'print all manner of books' by Henry VIII



**CAMBRIDGE**  
UNIVERSITY PRESS

# Our Mission

- A not-for-profit organisation – all surplus reinvested in the University and in our future publishing
- Support research and learning
- Global– we want to work with the best scholars and the best universities around the world!

# Editorial Structure & Teams



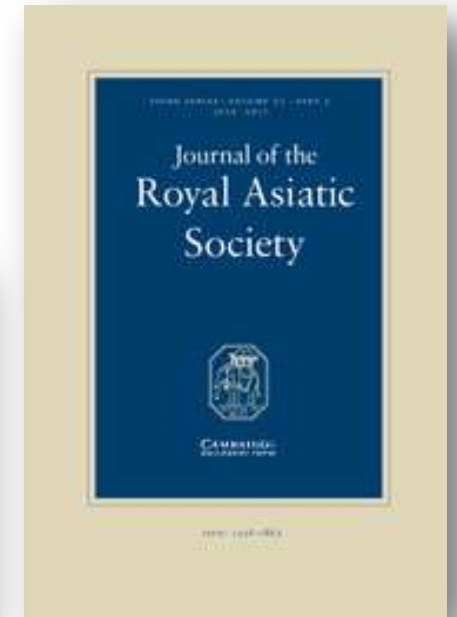


## Browse subjects

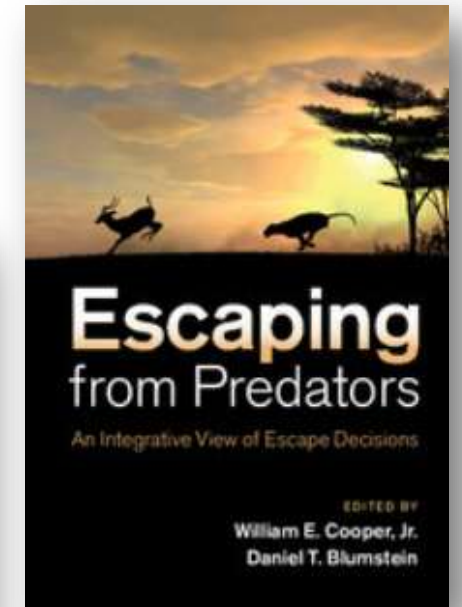
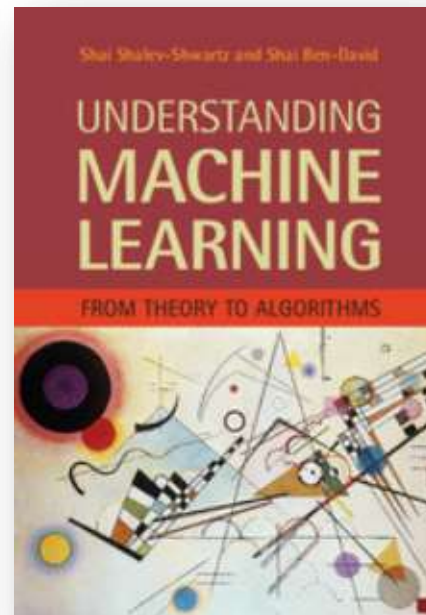
- Anthropology
- Archaeology
- Area Studies
- Art
- Chemistry
- Classical Studies
- Computer Science
- Drama and Theatre
- Earth and Environmental Sciences
- Economics
- Education
- Engineering
- English Language Teaching - Resources for Teachers
- Film, Media, Mass Communication
- General Science
- Geography
- History
- Language and Linguistics
- Law
- Life Sciences
- Literature
- Management
- Materials Science
- Mathematics
- Medicine
- Music
- Nutrition
- Philosophy
- Physics and Astronomy
- Politics and International Relations
- Psychiatry
- Psychology
- Religion
- Social Science Research Methods
- Sociology
- Statistics and Probability



# Our strengths in... Humanities and Social Science



# Our strengths in... Science, Technology, Engineering & Medicine





# Academic Publishing Landscape

- Over 20,000 journals
- More than 2 million articles per year
- More than 200,000 new books each year
- STM: \$14 billion, H&SS: \$2.4 billion (annually)
- Many publishers (some small, some large)

# University Presses

- “Not for profit” – what does this mean?
- Oxford & Cambridge UPs – self sufficient
- Most North American UPs are subsidised by parent university
- Publishing decisions – academic quality & market

# Getting Your Journal Article Published

# What is a scholarly journal?

Scholarly journals enable:

- Scholars (experts in a particular academic field)
  - to **communicate** their research with other experts by publishing articles and
  - to stay **current** by reading about other scholars' work.
- Scholarly journals create a **community** of experts who are all participating in a kind of **conversation** in that academic field.

# What is a scholarly journal?

## Basic functions

*Designed to solve 3 technological problems (Henry Oldenburg 1664-5):*

- Registration – asserting **ownership** of an idea
- Dissemination – attracting **recognition** and **career advancement**
- Archiving – creating a **permanent record**

*Two additional cultural functions have developed over time:*

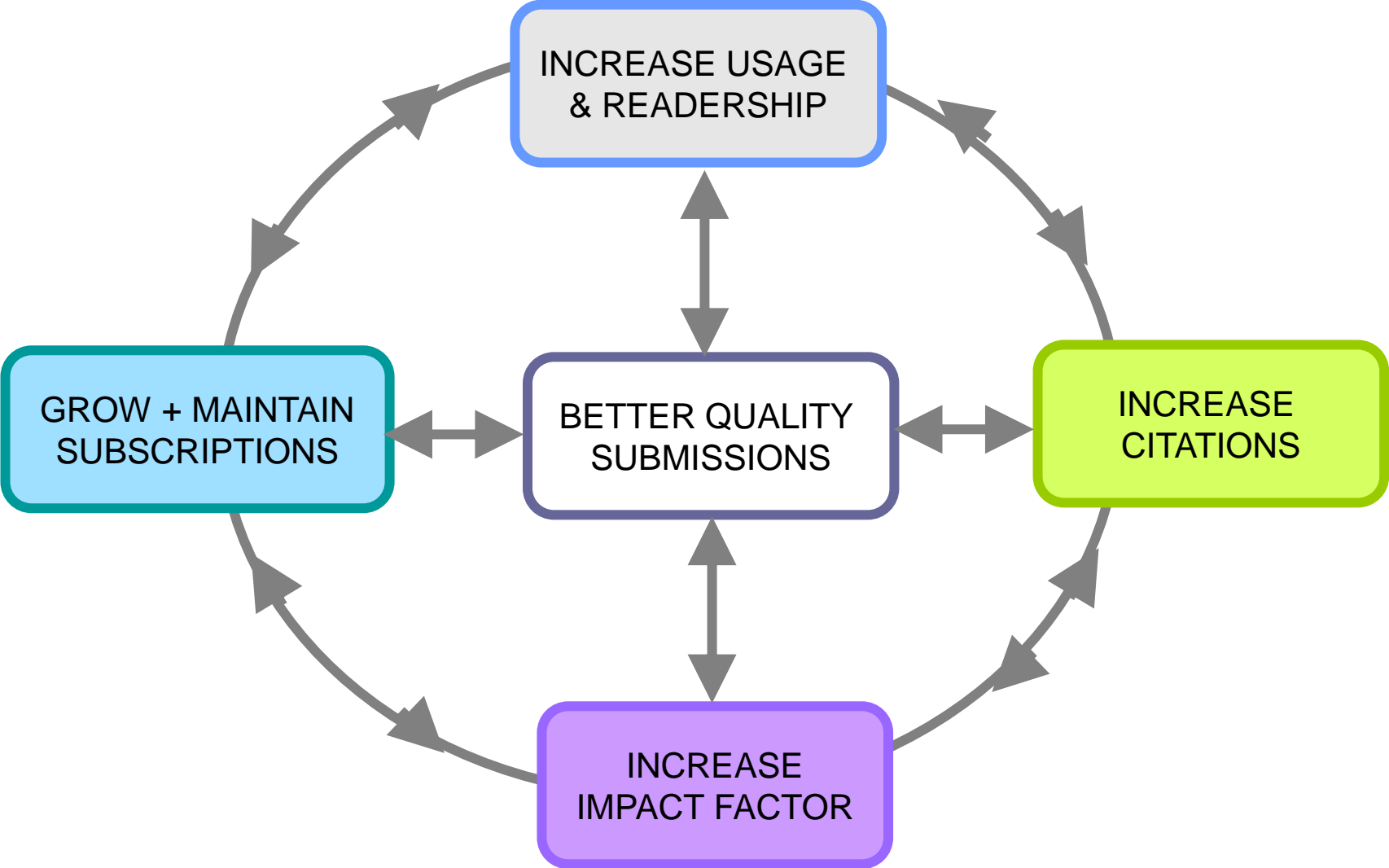
- Certification – provide **quality assurance**
- Filtration – **navigate** vast sea of information

# Ecosystem

- scholars
- funders
- libraries
- publishers
- learned societies and professional associations

*All working towards expanding access to the fruits of research*





# Selecting a journal

The main reason for outright rejection of an article:

- it is submitted to an inappropriate journal.

Consider:

- **Why** are you publishing?
- **Who** are you publishing for?

You can start by:

1. Talking to your network
2. Thinking about journals you commonly read
3. Assessing the journals on your shortlist

# Selecting a journal – Assessing a journal

What are the **editorial board** likely to be looking for?

- Read the **Aims & Scope** and manuscript submission guidelines

*Is your paper within the scope of the journal?*

- Review **recent publications** in each journal.
- Find out the **key topics** covered, and the **style** of coverage

*Is your paper on a par with and related to others in the journal?*

- Consider the **general hierarchy** of the journal in your field

*How significant are your findings to the understanding of your discipline?*

# Selecting a journal – Assessing a journal

## What are **you** looking for?

- What's the journal's policy on peer review and Open Access?
- Does the journal allow me to comply with my institution/funder's policies?
- Is it clear what fees will be charged?

*An article processing charge (APC) is charged by certain Open Access journals*

*Certain traditional journals charge per page and/or per colour figure to cover the cost of printing*

# Writing your manuscript

ABC of effective writing:



Accuracy



Brevity



Clarity

# Writing your manuscript

## **Accuracy**

- Submit article only when fully complete
- Obey the rules in the submission guidelines
- Check your references; check your data is correct
- Focus on correct use of grammar and spelling
  - For non-native English speaker, ask an articulate peer to read through work or consider language editing services



# Writing your manuscript

## **Brevity**

- Be concise and get to the point!
- A longer manuscript is not necessarily a better one
- Typical paragraph: First sentence states the main point, other sentences in paragraph support this.
- Simple writing – easier to communicate to the audience

# Writing your manuscript

## Clarity

- Well organised with clear message
- Structure the manuscript correctly
- *Suggested* structure for scientific papers:
  - *Introduction: identifies the knowledge gap addressed by the article, specifies the novelty, objectives and scope of the work*
  - *Applied research methodology*
  - *Obtained results*
  - *Discussion/conclusion*

# Preparing your manuscript

## Your paper should include:

- ✓ A meaningful and helpful title
  - Short but descriptive title.
    - Articles with shorter titles are viewed and cited more frequently.
  - Maximum length  $\leq$  16 words.
  - Not *too* short that it doesn't give clear context.
  - Leave out 'filler' words such as 'evidence of', 'effect of', 'comparison of', etc.
  - Do not include abbreviations (except for medicine).

# Preparing your manuscript

## Your paper should include:

- ✓ A clear and informative abstract
  - *Briefly* summarise main sections of paper:
    - *Introduction*
    - *Materials*
    - *Results*
    - *Discussion*
  - Don't exceed word count stated in submission guidelines.

# Preparing your manuscript

Your paper should include:

- ✓ Keywords
  - 4-8 key words/phrases to ensure your article is fully discoverable
  - Think about what the ideal reader for your article might be searching – ask your peers
  - Selected journal may have list of preferred terms

# Preparing your manuscript – cover letter

## Your cover letter should:

- **Highlight** your **most important** findings
- **Describe** how the manuscript is a **good fit** for the journal
- **Explain** that the manuscript has **not been published** elsewhere.



# Preparing your manuscript – cover letter

## The structure of a cover letter:

- Written like a standard business letter

### **First section:**

- state the name of the manuscript
- describe the type of manuscript
- describe rationale and major findings from research.

# Preparing your manuscript – cover letter

## The structure of a cover letter:

### Second section:

- explain why manuscript is a good fit for the journal
- address specific aspects of the journal's Aims & Scope
- links with other articles you have read in the journal

# Preparing your manuscript – cover letter

## The structure of a cover letter:

### Closing paragraph:

- indicate that the manuscript is original
- has not been published before
- not under consideration for publication at another journal

# Peer review

## Why?

Allows your research to be evaluated by independent experts in your field.

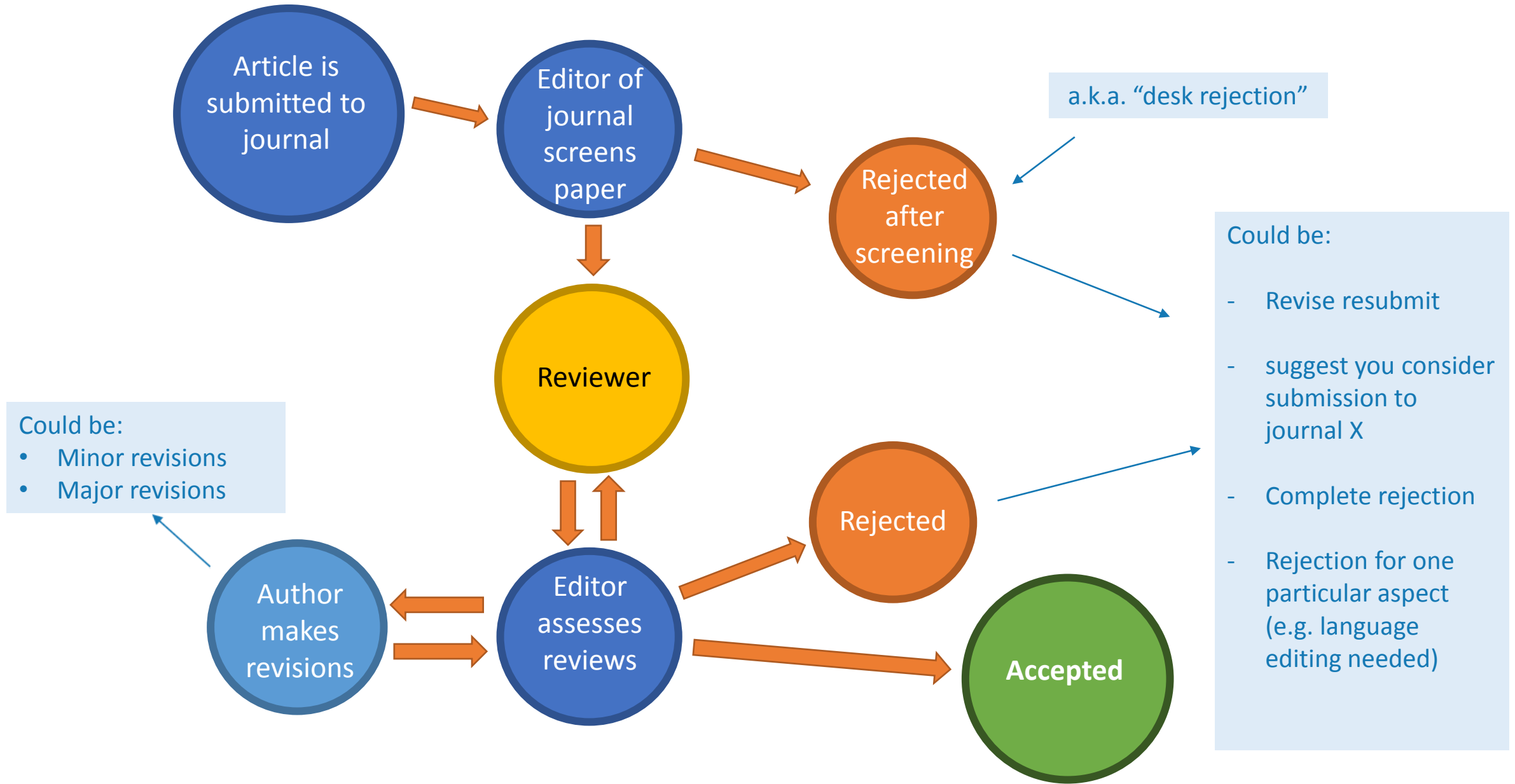
## Aims of peer review:

- Ensure that your article is sound and accurate
- Give constructive feedback
- Alert you to errors
- Create a discussion
- Ensure submitted articles are suitable for the journal (in some cases)

# Peer review - 3 most common types

	Single Blind	Double Blind	Open
Author	Doesn't know reviewer identity	Doesn't know reviewer identity	Knows reviewer identity
Reviewer	Knows author identity	Doesn't know author identity	Knows author identity
How common?	Most common type among science journals	Most common type among social science and humanities	Growing minority of journals do this

Post publication peer review – In some models, particularly experimental open access publishers, manuscripts are reviewed after they have been published. These reviews are most often open.





# Possible outcomes of peer review

Revisions are nearly always requested!

- Accept without any change – extremely rare
- Accept after **minor revisions**.
- Accept after **major revisions**.
- Revise and resubmit – common outcome – should not be seen as rejection!
- Reject the paper

# Possible outcomes of peer review

- **Accept after minor revisions:**
  - Language editing
  - Small number of new citations/ mentioning additional topics
  - Small additional experiments to complement the main body of article
  - Tweaks to interpretation of results
- **Accept after major revisions:**
  - Structural issues that call for a significant reorganisation of the text
  - More experiments needed to support aims of article
  - Argument needs to take into account a whole new topic
  - Existing analysis of data/evidence is flawed and needs to be re-worked

# Responding to referees' comments

- Be respectful and acknowledge the time and care referees have taken
- Engage positively and constructively with criticisms. Do not be defensive or aggressive
- Respond either by common themes in referee reports or take each report in turn
- Indicate what you agree with, what you disagree with and what changes if any you would propose to make
- Provide a **detailed list of changes made**. This could avoid the need for further peer review.

# Handling rejection

## Take the opportunity to improve your paper

- Carefully read the referees' report and Editor's letter.  
Establish why your article was rejected:
  - Was it a case of journal scope?
  - Was it due to flaws in your writing?
  - Are there fundamental issues that need to be addressed in your methodology or data?

# Handling rejection

## Take the opportunity to improve your paper

- Consider making the changes recommended by the referees. An unchanged paper is likely to get the same or similar comments even from different referees.

• Dear XXXXXX:

I am writing to you with regard to manuscript \*\*\*\*\* entitled "xxxxxxxx" which you submitted to the Journal of ZZZZZZZZZZZZ.

I have read your paper, and I consider the paper out of scope. For an explanation of the journal's theme, please see

<http://journals.cambridge.org/action/displaySpecialPage?pageId=860>

This web page also explains the formatting rules for submissions.

Thank you for considering the Journal of ZZZZZZZZ for the publication of your research. I hope the outcome of this specific submission will not discourage you from the submission of future manuscripts.

# Publishing ethics

Cambridge University Press is a member of **Committee on Publication Ethics (COPE)**.

Case	Verdict
Author requests permission to publish review comments received	Denied: reviewers were told the process was confidential at time of carrying out review.
Author of rejected paper publicly names and criticises peer reviewer	Classified as a mistake by author (who apologised publicly to the reviewer)
Author requests certain experts not to be included in editorial process	Ongoing! Options: honour request, open peer review
Publication of a manuscript on an external website after acceptance but prior to journal publication	Classified as a mistake by author, who removed the manuscript from the external website
Author sends gift to editor of journal while manuscript being reviewed	Editor, worried about conflict of interest, returns the gift

# Getting Your Book Published

# What books are we interested in?

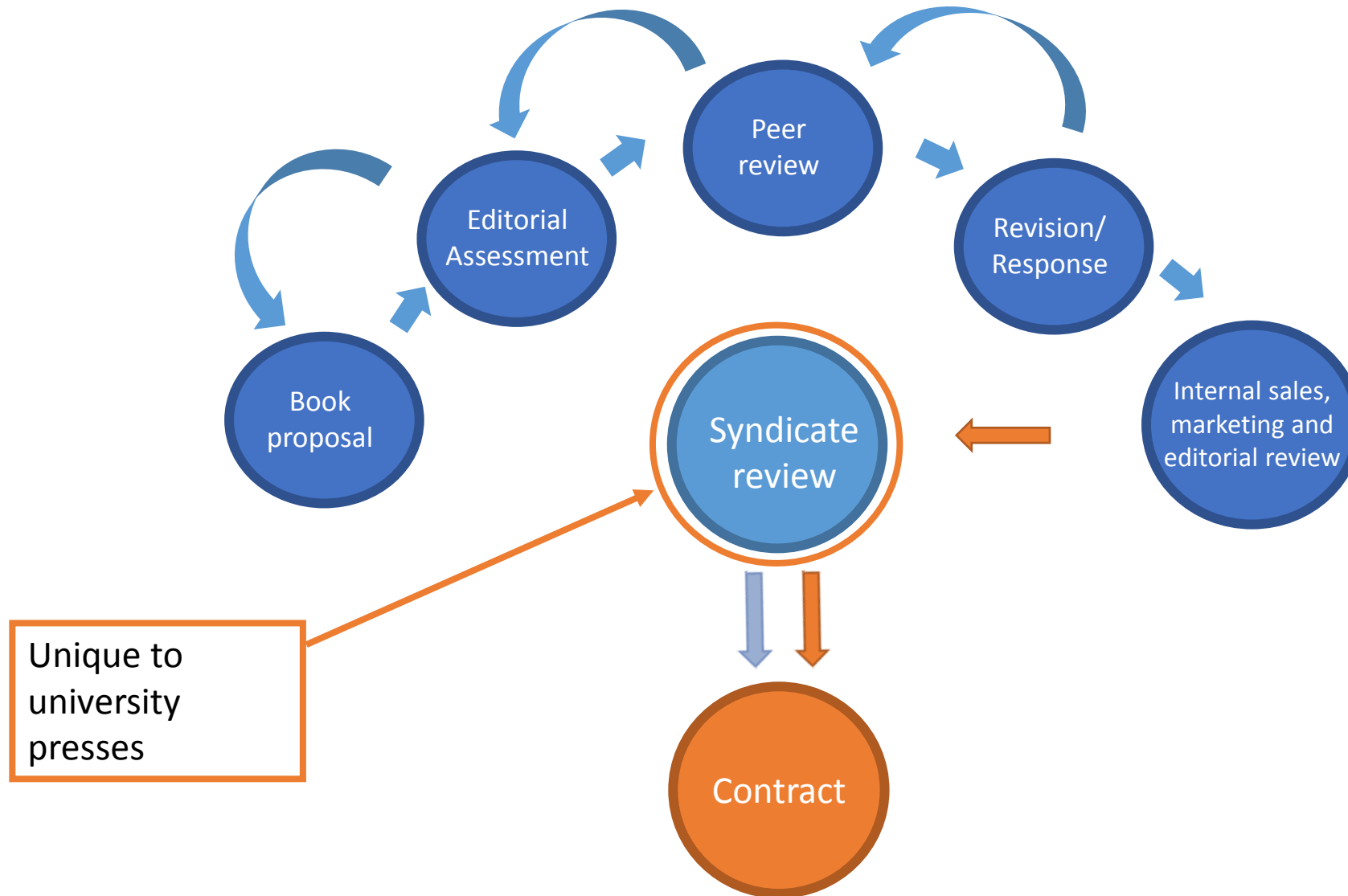
- World class research that makes an “original and significant contribution to the literature”
- Surveys and reviews of major topics suitable for advanced undergraduate and graduate students
- Graduate Textbooks
- Reference (Handbooks)
- Practitioner Guides



# Submitting a book proposal

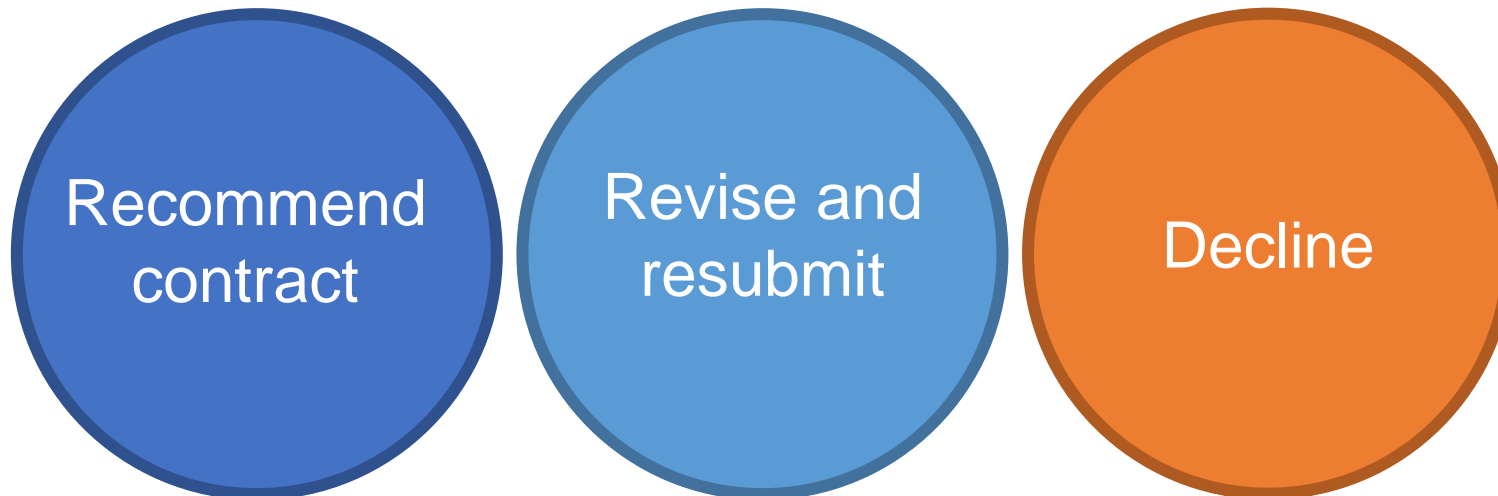
- Do your **homework!**
- Try and **find the name of the relevant editors** – most publishers' websites list editorial contacts
- **Personal contact** always best!
- Write a **personal email** to editor to give basic details of the book project you would like to discuss. Do not assume they are experts!
- Attach a **book prospectus**. Do not **send full manuscript** unless requested

# The assessment process for books



# Peer review - books

- Typically external 'single-blind' review by international experts
- You can request who should not review if you have valid reasons
- Commissioning editor will review all referee reports to decide an outcome:



Takes c. 8-16 weeks to receive all the reports.

# The Syndicate



# Open Access Publishing



# Definition of Open Access (OA)?

Research (mainly journal articles) that are:

- *freely* available on the public internet;
- permits *any users* to read, download, copy, distribute, print, search, or link to the full texts of these articles;
- *allows spiders* to crawl the articles for *indexing*;
- pass them as *data* to software (machine-readable);
- use them for any other *lawful* purpose;
- *without* financial, legal, or technical *barriers* other than those from gaining access to the internet itself.



Source: [Budapest Open Access Initiative](#)



# Types of Open Access

	Gold Open Access	Green Open Access
Access	<ul style="list-style-type: none"><li>• Free public access to published article</li><li>• Immediate access</li></ul>	<ul style="list-style-type: none"><li>• Free public access to a version of your article</li><li>• Some publishers require embargo period (time delay).</li><li>• Check your journal guidelines</li></ul>
Use	<ul style="list-style-type: none"><li>• Is determined by type of user licence, e.g. CC-BY-NC-ND.</li><li>• Check with your journal</li></ul>	<ul style="list-style-type: none"><li>• Authors have the right to use articles for range of purposes.</li><li>• Open versions of article should have user licence attached, e.g. CC-BY-NC-ND</li></ul>

# Types of Open Access

	Gold Open Access	Green Open Access
Fee	<ul style="list-style-type: none"><li>• Article Publishing Charge (APC) paid by author, or on their behalf (e.g., by institution or funding body)</li></ul>	<ul style="list-style-type: none"><li>• No fee</li></ul>
How can I publish OA?	<ul style="list-style-type: none"><li>• Publish in hybrid OA journal (subscription journal in which some articles OA)</li><li>• Publish in OA journal</li></ul>	<ul style="list-style-type: none"><li>• Check your journal guidelines. Typically publish and then self-archive in a repository</li></ul>



# Identifying Predatory OA Journals

- Is the journal indexed in DOAJ? Scopus? Web of Science?
  - Some predatory OA journals are indexed in DOAJ
- Where is their editorial office?
  - Is the address of the publisher/editorial office a physical office?
- Who are their editorial board members?
  - Are the journal editors academics? Their affiliations?
  - Are the board members duplicated across the publishers' journals? Email them directly to ask about the journal.

# Identifying Predatory OA Journals

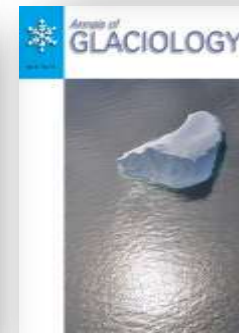
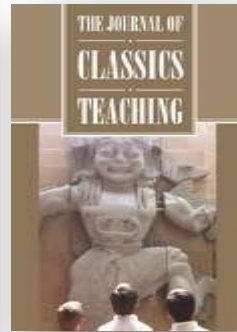
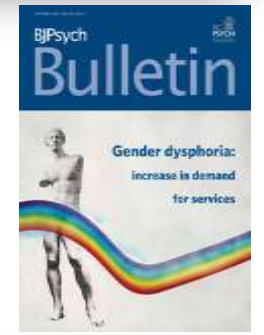
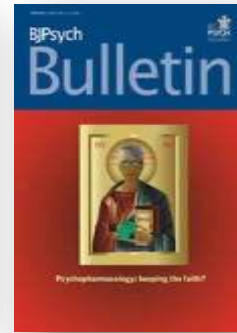
- Do you need to pay upfront before peer review?
  - Does publisher requests payment of APC before they start peer review?
- Does it list fake journal rankings or impact factors?
  - e.g. Universal Impact Factor; Journal Impact Factor, Global Impact Factor
- Stick to reputable publishers and journals published by international societies

# Identifying Predatory OA Journals

- Check the peer review policy
  - Usual turn-around time is at least four weeks; may not be thorough if the reports are provided very quickly
- Be aware that journal title does not reflect its impact
  - any journal can call themselves “International” or use a city/country name as part of its title (e.g., International J of Bad Science, Oxford Journal of Dubious Research)
- Beall’s list (no longer updated): <http://beallslist.weebly.com/>

# Cambridge Gold OA Journals (28)

AJIL Unbound



# Gold OA Article Processing Charges

- **APC:** £385 (US\$600) to £1,780 (US\$2,835)
- Waiver/reduction of APC for authors from low- and middle-income countries ([World Bank list](#))
- Peer review process and decision to publish **independent** of author intention to publish Gold OA

# Benefits of Open Access

- **Discoverability and dissemination** – potential increase in the visibility and usage of your work.
- **Education and other re-use** – Gold Open Access works can often be re-used without needing to request additional permission. Work could be re-published in a university course package etc.
- **Public access and engagement** – greater access/engagement from society, eg. teachers, health workers, lawyers.

# Maximizing the Impact of Your Research

# Promoting your published research

- Update your **institutional profile** *regularly*
- Update your **CV** *regularly*
- Create a website/blog (**WordPress, Wix**)
- Create a video abstract of your paper (**YouTube**)
- Create a **Twitter** account



# Promoting your published research

- Professional networking ([LinkedIn](#))
- Scholarly collaboration networks ([Research Gate](#), [Academia.edu](#), [Mendeley](#))
- Create a [Google Scholar](#) profile & add your publications
- Register for an [ORCID](#) account

After your doctorate

Career management for researchers

Researcher career stories

Researcher CV examples

**Pursuing an academic career**

Applying for academic jobs

► Creating an effective academic CV

Academic cover letters

Writing a statement of academic research interest

Research funding

Doctoral careers outside HE

EURAXESS UK Career Development Centre

## Creating an effective academic CV

Academic CVs should only be used for academic applications and have a unique format. The key extra features compared to **general CVs** are more focus on:

- publications
- your research activities
- funding awarded.



Although academic CVs are longer than other types of CVs, no more than four pages is often recommended. There is variation in the expected format in different countries, so try to **find** out what is expected. Here is some general guidance on creating your academic CV.

- Tailor your academic CV for every application. Analyse the job description and specification, if available. Your CV needs to present strong evidence that you fulfil the job requirements
- Highlight your academic achievements and research interests. Find out as much as you can about the research area you are applying to, so you understand how your expertise complements theirs and can judge their familiarity with technical language of your research area
- Keep jargon to a minimum and write with clarity. Spell out your qualifications, research, publications and any other relevant information. Describe your contribution to publications, particularly high impact publications. See the section on writing a **statement of research interest**. Don't be modest
- Publications: a reverse chronological list is a prerequisite, best presented as an appendix. Include journal articles, books or chapters of books, reports and patents
- Research experience: in reverse chronological order. Emphasise

### New user - Register

Access a wealth of information that is only available to registered users, including:

- Publications
- Resources
- Communities

**REGISTER**

### Focus on mentoring and coaching for researchers



Register for **#VitaeHangout on mentoring for researchers**. 16 June 2016.

**Until end June:** we're collecting case studies and articles to showcase expertise in mentoring and coaching researchers



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## Stephen W. Hawking

Director of Research, Centre for Theoretical Cosmology, DAMTP  
No verified email

applied mathematics theoretical physics relativity quantum theory

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i10-index	378	201

TITLE CITED BY YEAR

### A model of leptons

S Weinberg  
Physical review letters 19 (21), 1264

### The large scale structure of space-time

SW Hawking, GFR Ellis  
Cambridge university press

### Particle creation by black holes

SW Hawking  
Communications in mathematical physics 43 (3), 199-220

### The illustrated a brief history of time

S Hawking  
Bantam

### Imaginary homelands: Essays and criticism 1981-1991

S Rushdie  
Random House

Search



English

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First name



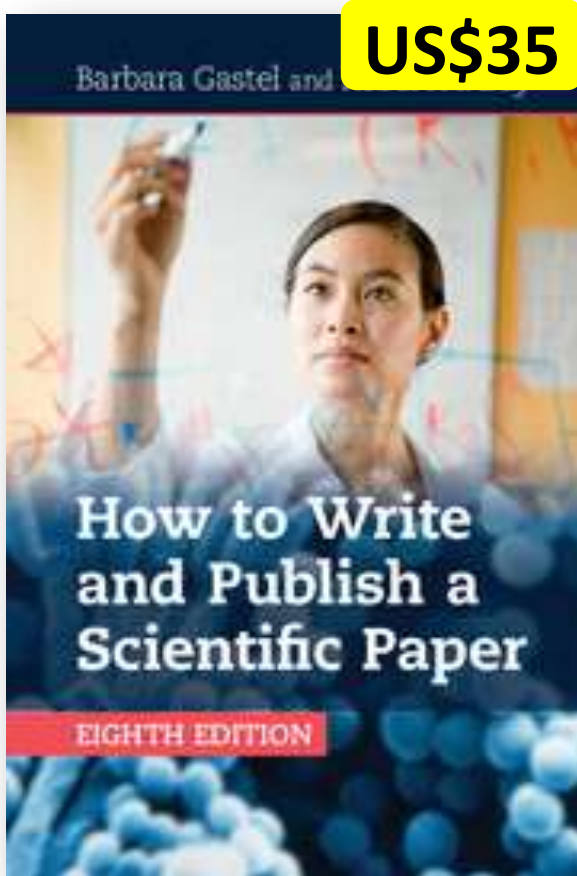
Last name

Primary email



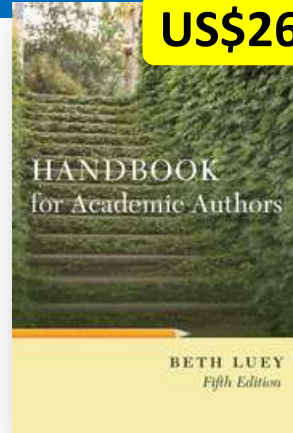
# Author Support Services

# Useful Books for Authors/Researchers



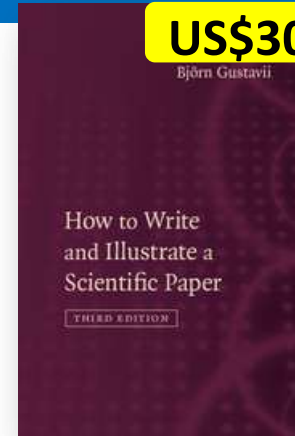
**US\$35**

Day and Gastel  
9781316640432



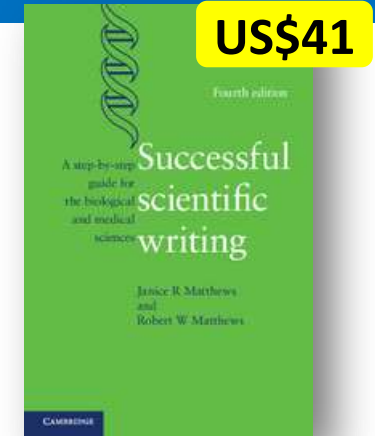
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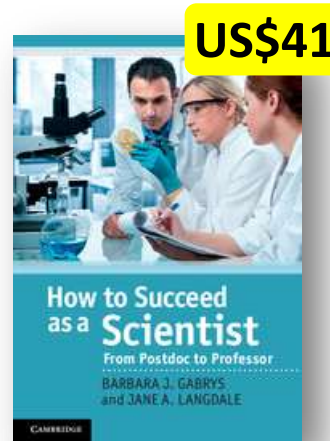
**US\$30**

Gustavii  
9781316607916



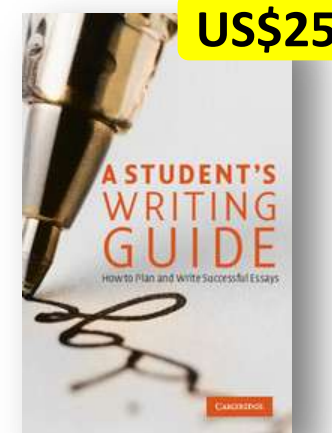
**US\$41**

Matthews & Matthews  
9781107691933



**US\$41**

Gabrys & Langdale  
9780521186834



**US\$25**

Taylor  
9780521729796

# Author Services

Language Editing by AJE (American Journal Editors)

- For non-native speakers of English
- 420 area of studies with >1,000 qualified editors
- editors are native English speakers, with Masters/PhD/MD and a specialist in your discipline
- Re-edit guaranteed if paper is rejected from a journal on language grounds

[www.cambridge.org/academic/author-services/](http://www.cambridge.org/academic/author-services/)

# Author Services

Language Editing by AJE (American Journal Editors)

## Standard editing

- Spelling, grammar, punctuation and word usage corrected by an expert in your field

**Premium editing** also includes additional:

- Editing for flow and awkward phrasing
- Unlimited free re-edits until paper is published
- **Cost** depends on word count and turnaround time

[www.cambridge.org/academic/author-services/](http://www.cambridge.org/academic/author-services/)



# Author Services at Cambridge

Other services by AJE (American Journal Editors)

- Translation with editing package (Japanese, Chinese, Portuguese, Spanish)
- Formatting of figures/create animation
- Create video abstracts
- Figure preparation
- Poster preparation (for conference)

[www.cambridge.org/academic/author-services/](http://www.cambridge.org/academic/author-services/)



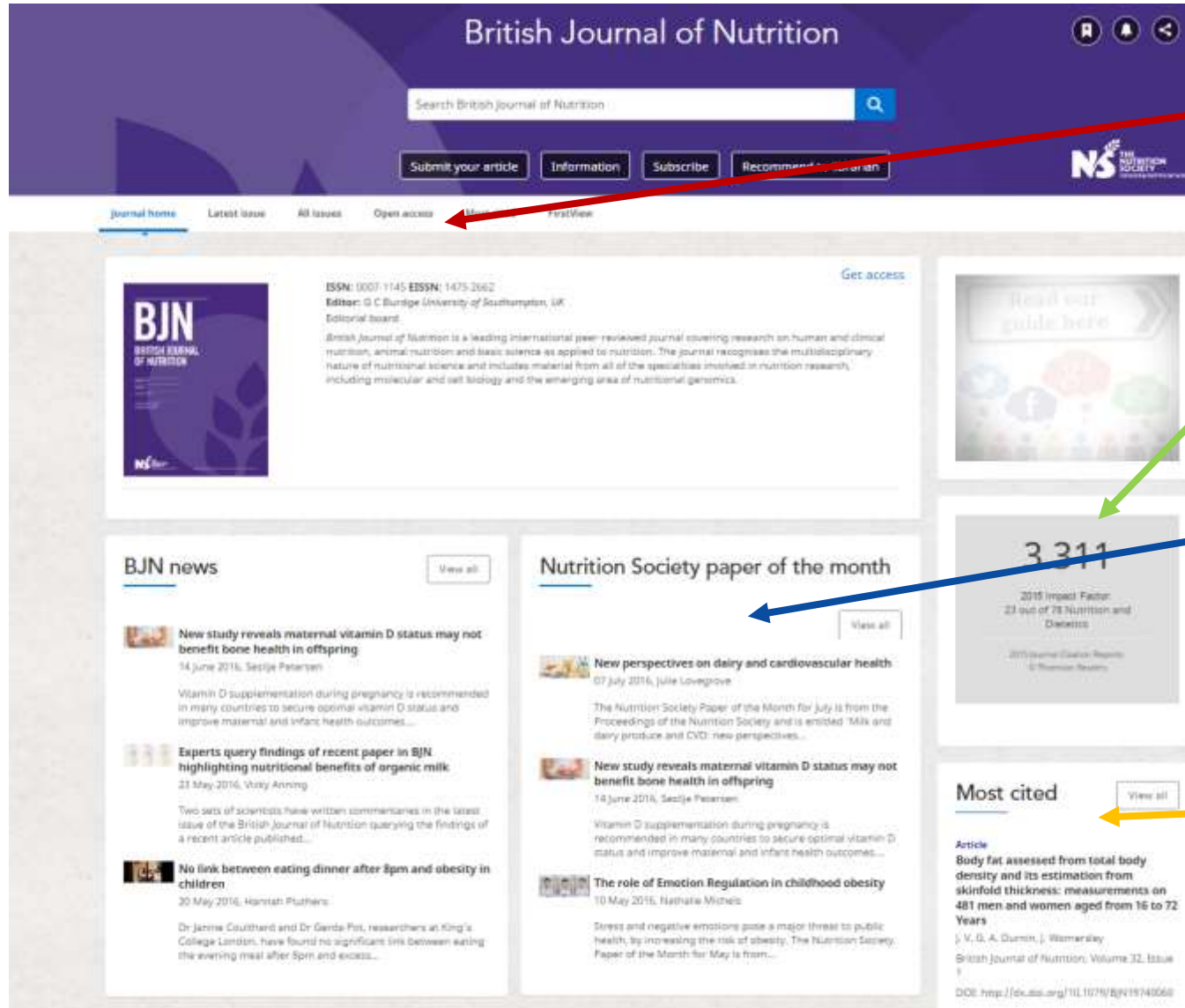
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- Allows for searches across both **US and UK English search terms**
- **Search within** search results
- **Bulk content actions**, e.g., download all selected content as a zipped PDF file, export citations, save to bookmarks, or view them in new tabs
- Send content to your **Dropbox, Google Drive** and **Kindle**
- **Latest! Cambridge Core Share** your journal article (**non-downloadable, via URL**)

# Cambridge Core Journal homepage



Easy to navigate tabs including latest issue, Open Access, Most cited

Links to key information including Impact Factor

Focus on content

Areas for related social media links

# Cambridge Core eBook homepage

The screenshot shows the Cambridge Core website interface. At the top, there is a search bar for 'Search all Journal & book content' and navigation links like 'Browse subjects', 'What we publish', 'Services', and 'About Cambridge Core'. Below this, a breadcrumb trail reads '< Back to search results Home > Books > The Cambridge Companion to the Postcolonial Novel'. The main header features the book title 'The Cambridge Companion to the Postcolonial Novel' and a search box labeled 'Search in this book'. To the left is the book cover. The central area contains metadata: 'Access' status, editor 'Ato Quayson, University of Toronto', publisher 'Cambridge University Press', online publication date 'December 2015', print publication year '2015', online ISBN '9781316459287', and book DOI 'http://dx.doi.org/10.1017/CBO9781316459287'. Below this is a list of subjects and series. On the right, there are buttons for 'Export citation' and 'Buy the print book'. At the bottom, there are tabs for 'Information', 'Contents', and 'References'. The 'Contents' tab is active, showing a list of items with checkboxes and action links (Access, PDF, Other formats, Export citation). On the left side of the contents area, there is a sidebar with 'Actions for selected content:' and buttons for 'View selected items', 'Save to my bookmarks', 'Export citations', and 'Download PDF (zip)'.

Search within the book

Links to purchase the book in print, recommend to your librarian, or find book in nearest library

Bulk action to export citations, send to Dropbox, etc.

# Pop Quiz

*Correct answer gets a prize!*

1. In *which year* was Cambridge University Press established?
2. Please *name* the editorial committee at Cambridge that approves all our new books?
3. Please *name* our online platform for e-journals and e-books.



# Questions?

What is written without effort is in general read without pleasure.”

*Samuel Johnson*

“You know that I write slowly. This is chiefly because I am never satisfied until I have said as much as possible in a few words, and writing briefly takes far more time than writing at length.”

*Carl Friedrich Gauss*