



# Getting Published & Making an Impact

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Rosarie Coughlan

*Reference & Instruction Librarian  
Concordia University Libraries*

# Outline

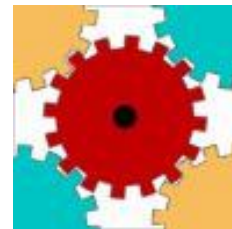
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## 1. Scholarly Communications Process

- Routes to publication
- What to publish?
- Where to publish
- The publication process

## 2. Developing your publication career

- Strategies to maximise your research impact
- Tracking & measuring the impact of research output



# Cogwheels

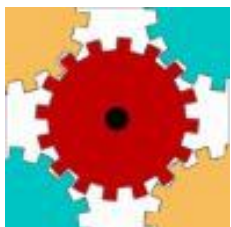
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## **Publishers**

- Commercial
- Not-for-profit
  - University presses
  - Learned societies

## • **Libraries**

- Input
- Output



## • **Researchers**

- Authors
- Readers
- Citers

## • **Funders**

- Taxpayers
- Private funds
- Universities

# Why publish?

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- You have 'something to say'
  - Career progression
  - Securing funding
    - *Publish or perish*
    - Multidisciplinary nature of research outputs
    - *Global competition*
  - Feedback about your research
  - Exposure & impact
  - Quality assurance stamp
- The changing role of public & private research
  - Increased public private partnership & knowledge transfer initiatives
  - Emphasis on business-led collaborative research





## **Publishing pedagogies**

# What to publish?\*

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- From thesis to publication
  - Your thesis as article
  - From thesis to book
- The traditional thesis - chapter-based format
  - Most common in arts & humanities & social sciences (non-laboratory classes)
    - Introduction, literature review, methodology,
    - Analysis & results, discussion, conclusion & references
- Manuscript-based thesis
  - Science & Engineering
  - Collection of papers structured in logical order
  - Include text from one or more papers submitted or to be submitted for publication



# What to publish? Cont...

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- Manuscript-based thesis cont...\*
  - Integrated & logical see *See University of Ottawa FGPS Thesis Guidance*
  - Authors ‘substantial contribution’ to co-authored papers, explicitly stated with supervisors agreement
  - **If previously published copyrighted material candidate must obtain if necessary signed waivers from the co-authors & publisher**
- Working paper collections, colloquium
- Conference proceeding
- Scholarly article
- Book chapter(s) - your ‘masterpiece’ – book
- Review papers – your literature review
- Case report – personal opinion (Letter to editor).



## Deciding where to publish



# Deciding where to publish – scholarly articles

## Which Journal?

- Identify the most **appropriate** & high quality journals in your field where you can have an impact!
  - Where are your peers publishing? Your Literature review
  - What journals are your peers citing?
  - Scope & aims of the journal – does your research match-up?
- Getting off the ground
  - Co-author a paper with someone with more experience
  - Start with short, competent pieces in less well-known journals
  - Preliminary work may be for workshops or conferences, not journals
- Quality vs. quantity
  - Is the journal peer-reviewed?
  - What is the journal impact factor? Editors will want to protect the IF
  - Journal ‘recognition factor’
  - Journal pre-submission enquiry system – *for authors*
  - Look at the kind of papers being published - does your work meet the standard?
  - What is the journals acceptance rate?
  - What is the **time to publication?** Length of peer-review process. Look at paper submission and acceptance dates.
  - Cost – submission charges? Page charges? Cost of colour figures?



# Deciding where to publish – books / chapters

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- Main players
  - Editorial department
  - Production department
  - Sales & marketing department
  - Customers
- Pre-empting the goal posts..
  - Not as clearly defined set of measures as for the scientific journal
  - Editors perspectives
    - Reading the cover letter > reading some of the manuscript?
    - Is it economically viable? Is academically sound?
    - Presenting the project to the contract approval by the board or approvals committee...



# Is your journal(s) of choice peer-reviewed?

[Search Results](#)

[www.ulrichsweb.com](http://www.ulrichsweb.com)

## Journal of International Business Studies

Title Details

Table of Contents

### Related Titles

► [Alternative Media Edition](#)  
(2)

### Lists

[Marked Titles](#) (0)

### Search History

"harvard business review"  
"journal of international business studies"  
+(journal of international business studies) +(title: (engineering)) status:("A") serial\_type:("Journal") content\_type: ("AcademicScholarly") language\_text:("ENG")  
+(biology) +(title: (engineering)) status:("A") serial\_type:("Journal") content\_type: ("AcademicScholarly") language\_text:("ENG")  
biology

[Save to List](#) [Email](#) [Download](#) [Print](#) [Corrections](#) [Expand All](#) [Collapse All](#)

### ▼ Basic Description

<b>Title</b>	Journal of International Business Studies
<b>ISSN</b>	0047-2506
<b>Publisher</b>	Palgrave Macmillan Ltd.
<b>Country</b>	United Kingdom
<b>Status</b>	Active
<b>Start Year</b>	1970
<b>Frequency</b>	9 times a year
<b>Language of Text</b>	Text in: English
<b>Refereed</b>	Yes
<b>Abstracted / Indexed</b>	Yes
<b>Serial Type</b>	Journal
<b>Content Type</b>	Academic / Scholarly
<b>Format</b>	Print
<b>Website</b>	<a href="http://www.palgrave-journals.com/jibs/index.html">http://www.palgrave-journals.com/jibs/index.html</a>
<b>Description</b>	Brings out papers of interest that contribute to the theoretical basis of business and management studies.

### ► Subject Classifications

### ► Additional Title Details

### ► Publisher & Ordering Details

### ► Price Data

### ► Online Availability

### ► Abstracting & Indexing

### ► Other Availability

### ▼ Demographics

<b>Audience</b>	academic
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### ▼ Reviews

Each issue contains a short editorial and eight empirical and hypothetical research articles, 15;b220 pages in length, and research



# Determining field trends & the journal Impact Factor (e.g. Business journals)

ISI Web of Knowledge<sup>SM</sup>

Journal Citation Reports<sup>®</sup>

WELCOME HELP

2010 JCR Social Science

Journal Summary List

Journals from: **subject categories BUSINESS** [VIEW CATEGORY SUMMARY LIST](#)

Sorted by: **Impact Factor** [SORT AGAIN](#)

Journals 1 - 20 (of 103)

Navigation icons: Home, Previous, Next, Page 1, 2, 3, 4, 5, 6, Last

Page

[MARK ALL](#) [UPDATE MARKED LIST](#)

Ranking is based on your journal and sort selections.

Mark	Rank	Abbreviated Journal Title <i>(linked to journal information)</i>	ISSN	JCR Data <i>i</i>					Eigenfactor <sup>TM</sup> Metrics <i>i</i>			
				Total Cites	Impact Factor							
<input type="checkbox"/>	1	<a href="#">ACAD MANAGE REV</a>	0363-7425	15782	6.720							
<input type="checkbox"/>	2	<a href="#">ACAD MANAGE J</a>	0001-4273	17239	5.250							
<input type="checkbox"/>	3	<a href="#">J INT BUS STUD</a>	0047-2506	6307	4.184							
<input type="checkbox"/>	4	<a href="#">J BUS ECON MANAG</a>	1611-1699	341	3.866							
<input type="checkbox"/>	5	<a href="#">J MANAGE STUD</a>	0022-2380	4457	3.817							
<input type="checkbox"/>	6	<a href="#">J MARKETING</a>	0022-2429	13189	3.770							
<input type="checkbox"/>	7	<a href="#">J MANAGE</a>	0149-2063	7184	3.758							
<input type="checkbox"/>	8	<a href="#">ADMIN SCI QUART</a>	0001-8392	11539	3.684							
<input type="checkbox"/>	9	<a href="#">STRATEGIC MANAGE J</a>	0143-2095	15626	3.583							
<input type="checkbox"/>	10	<a href="#">J ACAD MARKET SCI</a>	0092-0703	4008	3.269	3.606	0.146	48	>10.0	0.00435		1.053
<input type="checkbox"/>	11	<a href="#">BUS ETHICS Q</a>	1052-150X	901	3.256	2.085	0.826	23	8.2	0.00108		0.394
<input type="checkbox"/>	12	<a href="#">J ENVIRON ECON MANAG</a>	0095-0696	3089	2.989	3.029	0.300	40	>10.0	0.00748		1.606
<input type="checkbox"/>	13	<a href="#">J INT MARKETING</a>	1069-031X	851	2.975	3.283	0.200	20	7.9	0.00141		0.736
<input type="checkbox"/>	14	<a href="#">J MARKETING RES</a>	0022-2437	9586	2.800	4.011	0.344	90	>10.0	0.01334		2.430
<input type="checkbox"/>	15	<a href="#">CORP GOV</a>	0964-8410	1414	2.753	2.822	0.818	33	5.2	0.00393		0.680
<input type="checkbox"/>	16	<a href="#">STRATEG ORGAN</a>	1476-1270	339	2.727		0.765	17	5.1	0.00209		
<input type="checkbox"/>	17	<a href="#">INT J MANAG REV</a>	1460-8545	631	2.641	4.304	0.087	23	5.7	0.00196		1.278
<input type="checkbox"/>	18	<a href="#">J CONSUM RES</a>	0093-5301	8508	2.590	3.644	0.465	71	>10.0	0.01094		1.659

- IF is an average
- IF culture more significant in Sciences
- Editors will want to 'protect' their IF.



# Determining field trends – who's citing whom?

## Journal Citation Reports®

WELCOME ? HELP

2010 JCR Social Scienc

### Journal Summary List

Journal Title

Journals from: subject categories BUSINESS VIEW CATEGORY SUMMARY LIST

Sorted by: Total Cites SORT AGAIN

Journals 1 - 20 (of 103)

Navigation icons

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MARK ALL UPDATE MARKED LIST

Ranking is based on your journal and sort selections.

Mark	Rank	Abbreviated Journal Title (linked to journal information)	ISSN	JCR Data						Eigenfactor™ Metrics	
				Total Cites						Influence™ Score	
<input type="checkbox"/>	1	<a href="#">ACAD MANAGE J</a>	0001-4273	17239							5.406
<input type="checkbox"/>	2	<a href="#">ACAD MANAGE REV</a>	0363-7425	15782							5.205
<input type="checkbox"/>	3	<a href="#">STRATEGIC MANAGE J</a>	0143-2095	15626							2.957
<input type="checkbox"/>	4	<a href="#">J MARKETING</a>	0022-2429	13189							2.524
<input type="checkbox"/>	5	<a href="#">ADMIN SCI QUART</a>	0001-8392	11539							5.093
<input type="checkbox"/>	6	<a href="#">J MARKETING RES</a>	0022-2437	9586	2.888	7.811	0.377	90	>10.0	0.01334	2.430
<input type="checkbox"/>	7	<a href="#">HARVARD BUS REV</a>	0017-8012	9000	1.881	2.671	0.235	119	>10.0	0.01156	1.042
<input type="checkbox"/>	8	<a href="#">J CONSUM RES</a>	0093-5301	8508	2.590	3.644	0.465	71	>10.0	0.01094	1.659
<input type="checkbox"/>	9	<a href="#">J MANAGE</a>	0149-2063	7184	3.758	6.210	1.018	56	>10.0	0.01106	2.665
<input type="checkbox"/>	10	<a href="#">J INT BUS STUD</a>	0047-2506	6307	4.184	5.539	0.728	81	>10.0	0.00909	1.512
<input type="checkbox"/>	11	<a href="#">J BUS ETHICS</a>	0167-4544	5974	1.125	1.603	0.122	336	7.2	0.00763	0.262
<input type="checkbox"/>	12	<a href="#">J BUS RES</a>	0148-2963	5141	1.773	2.484	0.173	185	7.3	0.00896	0.586
<input type="checkbox"/>	13	<a href="#">J ORGAN BEHAV</a>	0894-3796	4747	2.351	4.411	1.531	49	9.1	0.00946	1.854
<input type="checkbox"/>	14	<a href="#">J MANAGE STUD</a>	0022-2380	4457	3.817	4.684	1.333	60	7.8	0.00929	1.530
<input type="checkbox"/>	15	<a href="#">J ACAD MARKET SCI</a>	0092-0703	4008	3.269	3.606	0.146	48	>10.0	0.00435	1.053
<input type="checkbox"/>	16	<a href="#">MARKET SCI</a>	0732-2399	3538	1.724	2.996	0.552	67	>10.0	0.01084	1.967
<input type="checkbox"/>	17	<a href="#">J BUS VENTURING</a>	0883-9026	3202	2.149	3.914	0.780	41	9.7	0.00502	1.398

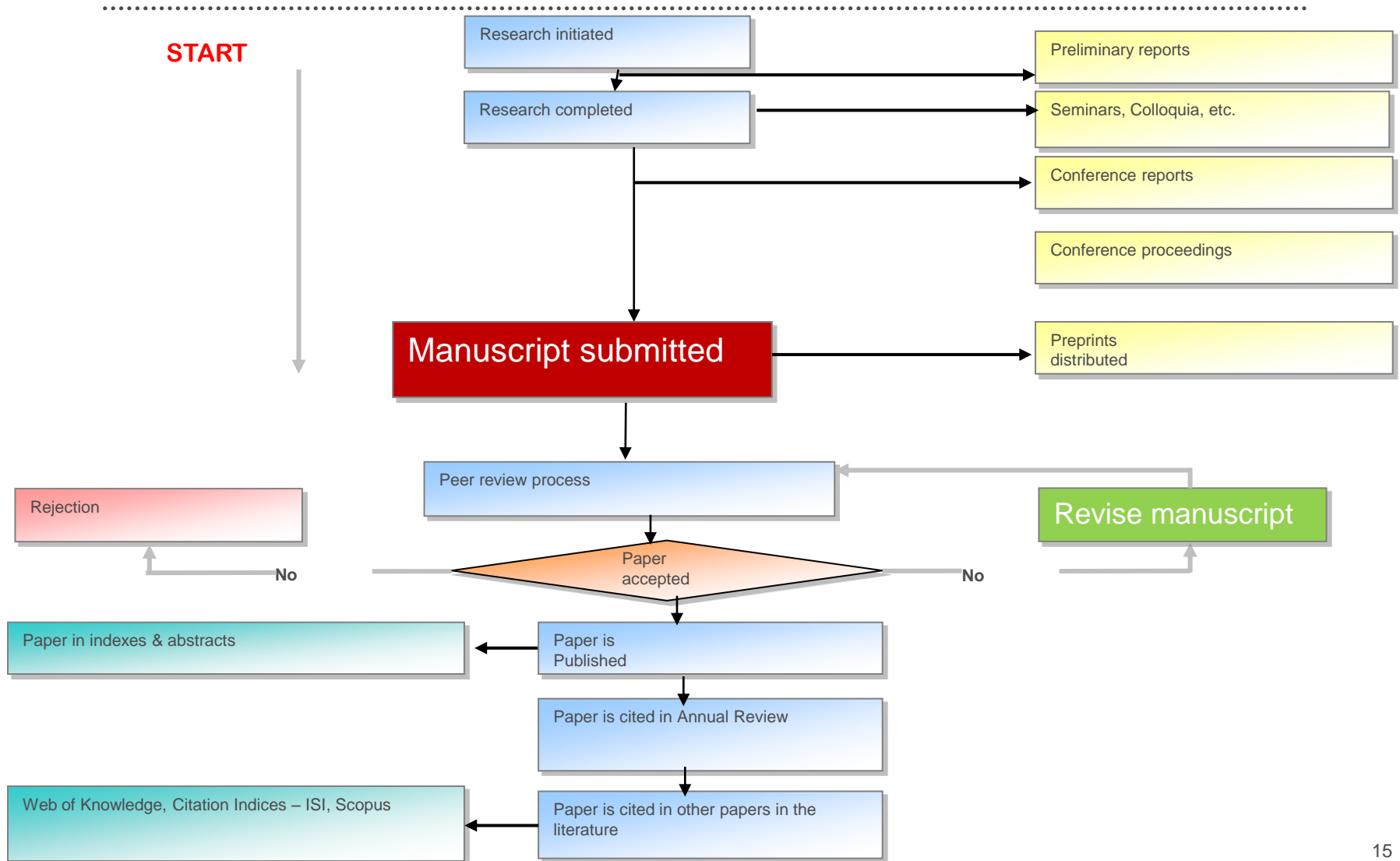
- 80% research never cited
- The numbers game!
- Citation bias
- Negative citations...



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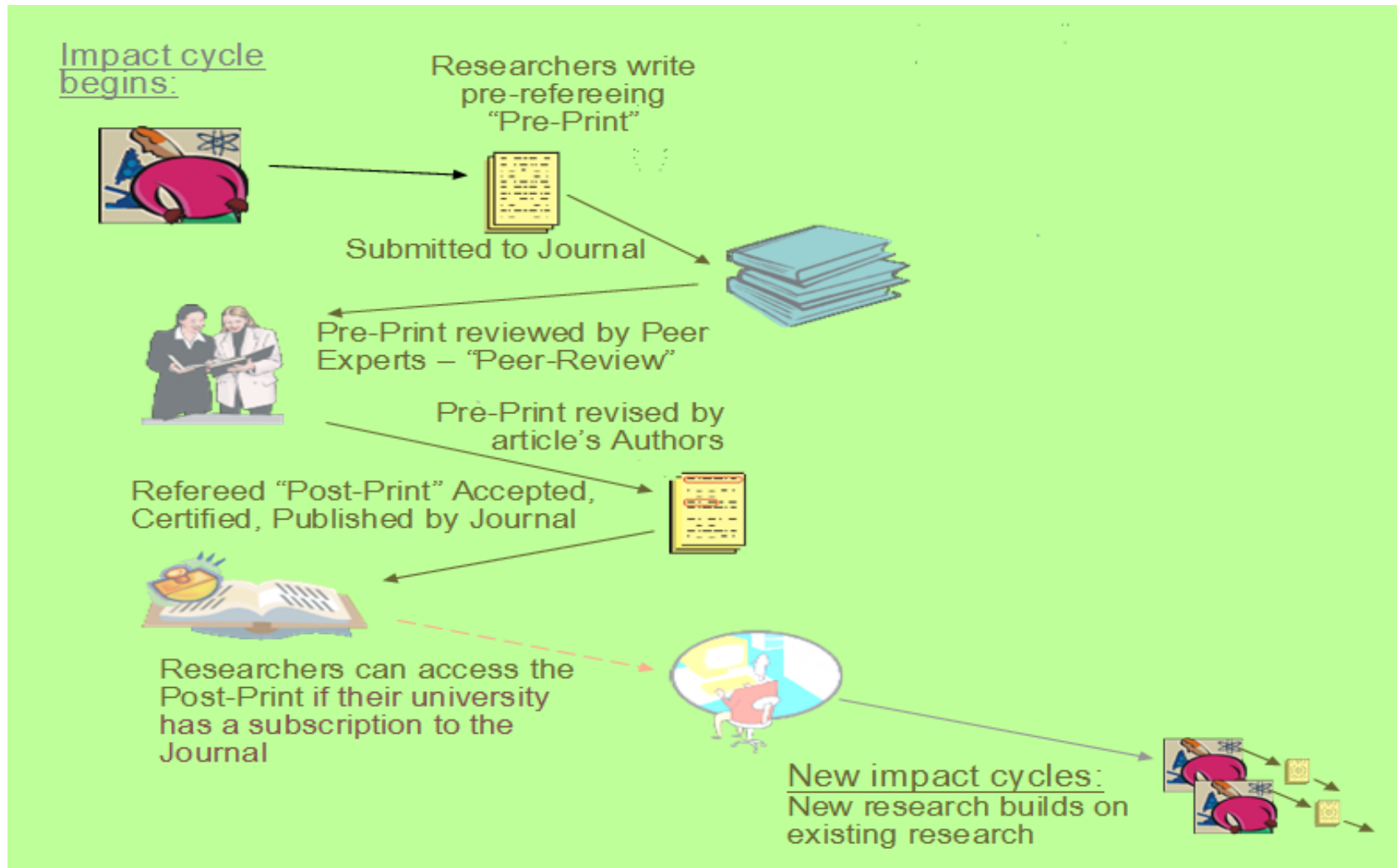
# The Submission & Review Process

# The submission & review process in brief



# Two Routes to Publication

## (1) The traditional route





## (2) Open Access self-archiving in University Institutional Repository

### Maximized Research Access and Impact Through Self-Archiving

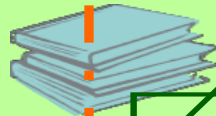
Impact cycle begins:



Researchers write pre-refereeing "Pre-Print"



Submitted to Journal



Pre-Print reviewed by Peer Experts – "Peer-Review"



Pre-Print revised by article's Authors

Refereed "Post-Print" Accepted, Certified, Published by Journal



Researchers can access the Post-Print if their university has a subscription to the Journal



**Post-Print is self-archived in University's Eprint Archive**

**More impact cycles:**



**New impact cycles:**  
New research builds on existing research



# About Open Access publishing?

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**OA IS: Free, immediate, permanent, full-text access online**

**OA is / does not:**

- Affect peer review
- A replacement for journal publishing
- Affect your copyright – when you deposit you license your university to distribute the appropriate version .

**2 routes to Open Access publishing:**

## **(1) Open Access Self-Archiving in a Subject or Institutional Repository**

Publisher may allow you to deposit either

- **Pre-print:** post referred version
- **Post-print:** your own author version post-refereeing and before publisher copy-editing
- **Publisher version.** Version deposit check via: <http://www.sherpa.ac.uk/romeo/>

## **(2) Open Access (OA) Journal Publishing**

Directory of Open Access journal <http://www.doaj.org/>

OA & funders mandates – e.g. NLH

**For detailed information on your OA journal of choice including author costs etc., visit the “for authors” section on the journal publisher homepage.**

# uO Research: <http://www.ruor.uottawa.ca/en/>



University of Ottawa – Canada's university

uoZone Library Search uO Maps Français

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- Learn about Open Access »

### Contact information

#### Patrick Labelle

Morisset Hall (map)  
65 University Private  
Ottawa ON Canada  
K1N 6N5

Tel. 613-562-5800 (4563)  
Fax 613-562-5195

[ruor@uottawa.ca](mailto:ruor@uottawa.ca)

### Visibility, Impact and Permanence for your Research

uO Research, the University's institutional repository includes theses, articles, working papers, technical reports, conference papers, data sets in various digital formats, etc.

We invite all faculty, graduate students and researchers to contribute their scholarly works to uO Research. [Read more](#)

### Search uO Research

Go

Combine terms using AND (in caps), e.g. poverty AND crime.  
Enclose phrases in double quotes, e.g. "global warming".  
Use the [Advanced Search](#) for more options.

### Commun

Select a comm

- ▶ Biblio
- ▶ École
- ▶ Facul
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## Benefits:

- Increased impact potential - paper is retrievable via Google
- Reduced publication time-lag
- Enhanced funding potential
- Ethical access to published research

Login  
E-Mail Address:





**Your manuscript**



## (2) Search Engine optimization

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- SEO considers how search engines work, what people search for, the actual search terms or keywords typed into search engines and which search engines are preferred by their targeted audience.
  - **Author keywords** - you may have to identify keywords to describe your article. Some publishers specify the vocabulary to be used, such as MeSH. Look at similar papers
  - **Abstract:** avoid flowery language,
  - Include important keywords in your abstract & title.

## The Peer Review Process starts with the researcher . . .



The researcher writes a paper and submits it to the editor of a journal.



The editor determines whether the article is of sufficient quality and appropriate content. He will either reject or accept it. If he accepts the article, he gives it to the reviewers.



These reviewers have specialized knowledge of the subject area and are often times researchers themselves.



They review the article for quality of research. Their goal is to find any gaps in reasoning and to ensure that nothing has been overlooked.



The article is returned to the editor along with a recommendation to either reject the article, revise it or accept it.



The article is returned to the researcher along with the reviewers's feedback and any requests for revision. She will have to revise the article and resubmit it.



The editor receives the revised article and makes the final decision to publish or not, taking into consideration the reviewers's feedback.



**End Result:  
Publication!**



## (4) Author's rights

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- Transferring copyright does not have to be all or nothing
- Read the copyright transfer agreement carefully
- Try to retain the rights that serve your needs (see section 'For Authors' – can you retain:
  - right to copy it for students
  - place it on course website
  - reuse portions in subsequent work
  - deposit in an Institutional OR subject Repository



## (5) What are editors or reviewers looking for?

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**Readability** – Does it communicate? Is it clear? Is there a logical progression without unnecessary duplication?

**Originality** – Why was it written? What's new?

**Credibility** – Are the conclusions valid? Is the methodology robust? Can it be replicated? Is it honest – don't hide the limitations of the research? You'll be found out.

**Applicability** – How do findings apply to the world of practice? Does it pinpoint the way forward for future research?

**Internationality** – Does it take an international, global perspective? If not you should consider a local or national publisher.

# Common Reasons for decline of manuscript

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- \* Poorly written

- \* Incorrect format e.g. IMRD approach – know the format

- \* Poor structure

- \* Objective not clear

- \* Ineffective study design

- \* Not enough data


# Strategies to maximise your research impact (1)

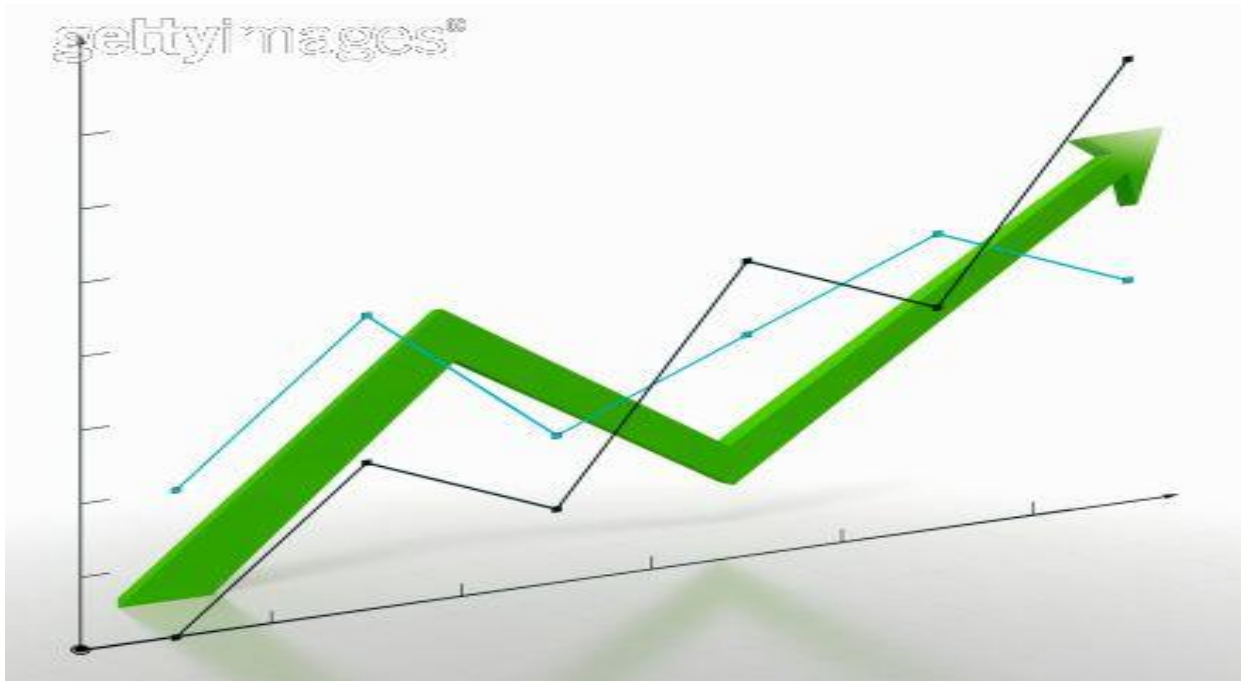
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- Increasing **citations** to your publications
- When deciding where to publish your research target a journal with a **high impact factor (if possible!)**
- **Co-author**
- Target journals in rapidly **growing research fields** because they tend to publish papers with a short time interval from submission to acceptance.
- Write research articles, technical notes and reviews. For the purposes of calculating citations, these are considered “citable” items. Editorials, letters, news items and meeting abstracts are “non-citable items”.
- **‘Search engine optimization’!**
- Write **review papers** in addition to research papers. Reviews articles are often highly cited.
- Write at length. Longer articles are cited more often.
- Make it easy for others to **access your work** - target “open access” journals (especially if they have an impact factor).

# Strategies to maximise your research impact (2)

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- Submitting your manuscript – be consistent:
  - Use a consistent author name syntax e.g. Walsh, R. N (not occasionally Walsh, R etc.). **You (& others) can retrieve a more accurate profile of your research**
  - Use consistent & accurate affiliation data
  - Use bibliometric profiling services to build your own custom profile & avoid the common problem of author misidentification
    - Web of Science –  ResearcherID  
A Global Community Where Researchers Connect
- Make your research as accessible as possible – publish OA
- Track the impact of new research output (yours and others) quickly and conveniently using RSS feeds



## Research Performance Measurement – measures & metrics

## Metrics & measures - authors

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- Total number of pubs
- Total number of cites
- **H-Index:** J. E Hirsch (2005) Number of papers (N) in a given dataset having N or more citations\*.
- Number of papers in Journal with  $IF > N$ .\*

### Key variables:

- *Career profile – disadvantages early-career researchers!*
- *Citation bias*
- *Only meaningful when compared to others within the same discipline area. (e.g. Life Sciences vs. Physics).*

# Assessing publication impact – funding & grant applications

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## Sources:

- Researchers in the field/discipline
- Institutions / Departments / Labs
- Journals, core collections within the discipline

## Discipline impact by:

- Citing researchers
- Journals
- Institutions / Departments / Labs

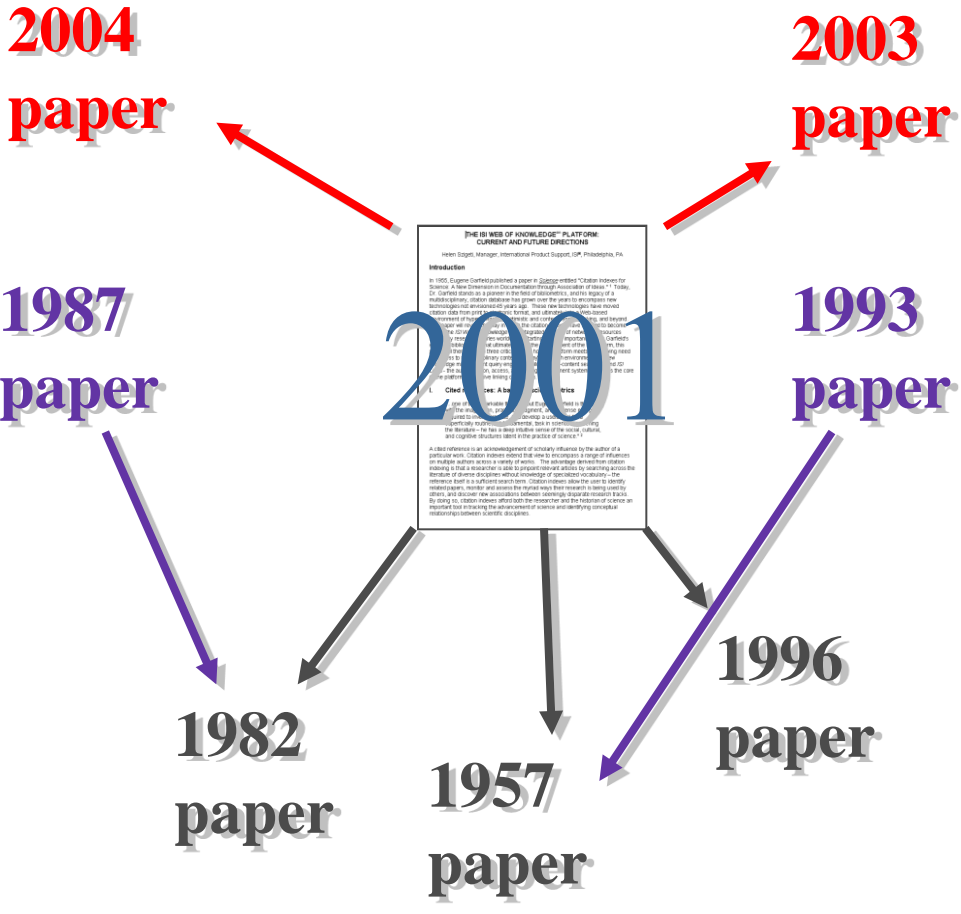
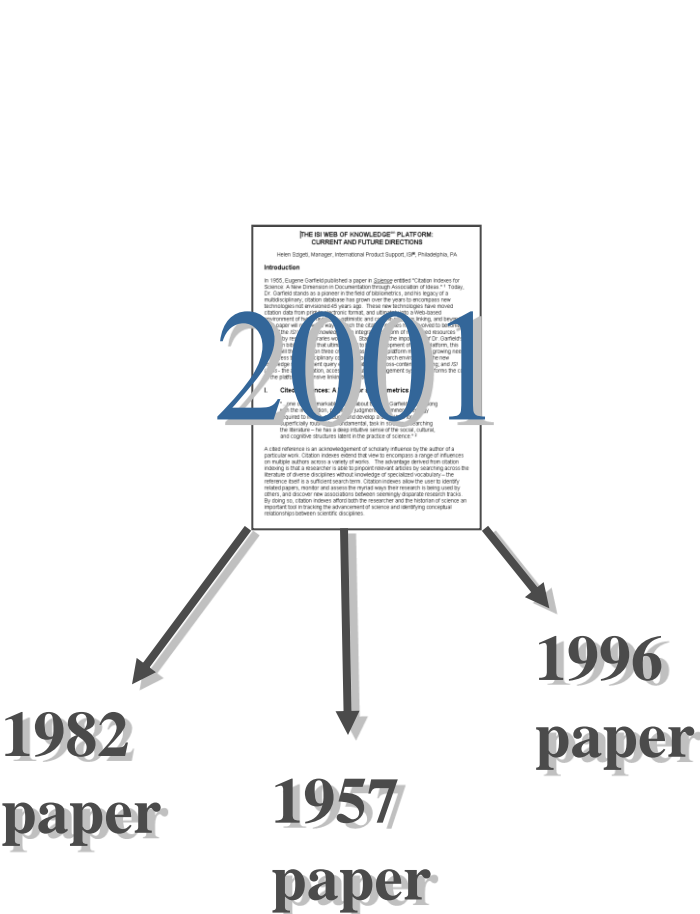
## Knowledge transfer:

- Across disciplines
- Across countries

# Cited Reference Searching

## Traditional search

## Cited reference search





# Cited Reference Search – ISI Web of Science

Esashi F, Christ N, Cannon J, Liu Y, Hunt T, Jasin M, West SC:  
**CDK-dependent phosphorylation of BRCA2 as a regulatory mechanism for recombination**  
2005

**Funded by  
Cancer  
Research UK**

The screenshot shows the Cancer Research UK website. The top navigation bar includes links for Welcome Page, Support Us, Patient Information, News & Resources, Grants & Research, and About Us. Below this is a search bar and a secondary navigation bar with links for Home, Apply for Funding, Research Strategy, Research, Translational & Clinical, Job Vacancies, and News & Events. The main content area is titled 'Publications' and lists several papers. The paper by Esashi F, Christ N, Cannon J, Liu Y, Hunt T, Jasin M, and West SC is highlighted in blue. The left sidebar contains a navigation menu for Stephen C West, including Overview, Publications, and Group Members.

CANCER RESEARCH UK

Welcome Page Support Us Patient Information News & Resources Grants & Research About Us

Grants & Research Search  GO

Home Apply for Funding Research Strategy Research Translational & Clinical Job Vacancies News & Events

You are here: Home: Research: Geographic Search: London: London Research Institute: Lincoln's Inn Fields and Clare Hall Laboratories: Stephen C West: Publications: [Print this page](#) [Contact Us](#) [Site Map](#)

London Research Institute

Stephen C West

Overview

Publications

Group Members

Research

*Publications*

**Selected Publications**

Ahel I, Rass U, El-Khamisy SF, Katyal S, Clements PM, McKinnon PJ, Caldecott KW, and West SC. The neurodegenerative disease protein aprataxin resolves abortive DNA ligation intermediates. *Nature* 2006; **443**: 713-716. [PubMed](#)

Constantinou A, Davies AA and West SC. Branch migration and Holliday junction resolution catalyzed by activities from mammalian cells. *Cell* 2001; **104**: 259-268. [PubMed](#)

West SC. Molecular views of recombination proteins and their control. *Nat Rev Mol Cell Biol* 2003; **4**: 435-445. [PubMed](#)

Liu Y, Masson J-Y, Shah R, O'Regan P and West SC. RAD51C is required for Holliday junction processing in mammalian cells. *Science* 2004; **303**: 243-246. [PubMed](#)

**Esashi F, Christ N, Cannon J, Liu Y, Hunt T, Jasin M and West SC.** CDK-dependent phosphorylation of BRCA2 as a regulatory mechanism for recombinational repair. *Nature* 2005; **434**: 598-604. [PubMed](#)

## Limits of bibliometrics

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‘If you want to fatten a pig, you don't keep weighing it.’



## Limitations: the tools

SCOPUS

- *Web of Science* (& Scopus) not strong in coverage of humanities journals
- Not strong on non-English sources
- The humanities, engineering, computer science are less dependent on journals than other subject areas
- Google Scholar – data is very dirty and there is duplication; data structure not suited for citation  
its great potential for a wide range of subjects
- Limited number of articles in any indices
- Same name authors: also known as “homographs”

Google<sup>™</sup>  
Scholar BETA

Web of Science<sup>®</sup>

# Limits & considerations of citation analysis

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- **Relevant and appropriate**
  - Are metrics correlated with other performance estimates?
  - Do metrics really distinguish 'excellence' as we see it?
  - Are these the metrics the researchers would use?
- **Cost effective**
  - Data accessibility, coverage, cost and validation
- **Transparent, equitable and stable**
  - Is it clear what the metrics do?
  - Are all institutions, staff and subjects treated equitably?
  - Peer review?
- **Influence on behaviour?**
  - Publish less / only very best papers?
  - Collaborate more intensely?
  - IF culture?
  - Search engine optimisation?
- **Applicability**
- **Accuracy**
- **Validity**

# Summary

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## 1. Scholarly Communications Process

- Routes to publication
- What to publish?
- Where to publish
- The publication process

## 2. Developing your publication career

- Strategies to maximise your research impact
- Tracking & measuring the impact of research output



# Getting Published & Making an Impact Thank You.

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Rosarie Coughlan

*Reference & Instruction Librarian  
Concordia University Libraries*