How to successfully publish your research paper?

90 min

Dr. Nabil Khélifi

Senior Editor / Manager MENA Program Springer, a part of Springer Nature Heidelberg, Germany



## Today's Presentation

- 1. Effective writing
- 2. Preparing your manuscript
- 3. How to choose your target journal

## Why publish? To exchange ideas globally...

1. What are the main findings in this research paper?
2. How these findings are linked to my own research?
3. How to use the main findings in my research paper?

Research Cycle & Necessity to Publish

Conduct

research

existing research

## Publishing... Your real goal?

Your goal is not only to be published, but also to be widely read and cited in your field!

Improve readability!
Be an effective communicator!

## **Effective writing**

1.0

## Effective communication... Write always simple!

"If you can't explain something simply, you didn't understand it well..."

– Albert Einstein



- ✓ Write to express not impress
- ✓ Consider your audience... They may not be from your field
- ✓ Follow K.I.S.S. method of writing



## Effective writing to improve readability!

## **Use short sentences**

## Limit your sentences to 10 – 15 words One idea per sentence

## **Use active voice**

### More simple, direct, and easier to read

#### **Passive:**

The models comparing the economic growth and diversification of the Middle East and Central Asia <u>were evaluated</u>.

#### **Active:**

<u>We evaluated</u> the models comparing the economic growth and diversification of the Middle East and Central Asia.

#### Sentence structure

# Which sentence suggests that you will get a raise?

1. You deserve a raise, but the budget is tight.

**Stress position** 

2. The budget is tight, but you deserve a raise.

Readers focus at the end of the sentence to determine what is important.

## Logical flow of ideas

## The stress position also introduces the topic of the next sentence

The budget is tight, but you deserve a raise. Your salary will

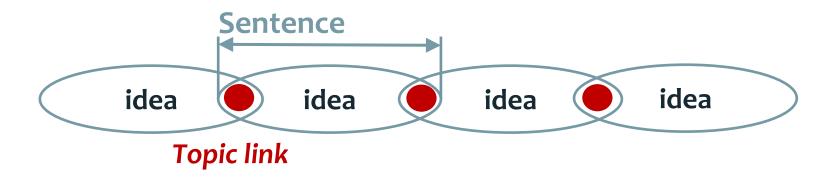
**Stress position** Topic position

increase at the beginning of next year.

**Stress position** 

The topic position introduces the idea of each sentence

## Logical flow of ideas



TiO<sub>2</sub> surface modification of the scaffold considerably improved its catalytic efficiency. The increased efficiency was prominent early in the reaction but decreased over time. The lack of long-term effects of TiO<sub>2</sub> surface modification was likely due to the reaction being conducted in an aqueous environment. Evaluating additional solvents to improve the catalytic efficiency over time is currently being investigated.

## Logical flow within your manuscript

#### **Topic sentence**

Lung cancer is the leading cause of cancer mortality for men and women. Despite smoking prevention and cessation programs and advances in early detection, the 5-year survival rate for lung cancer is only 16% with current therapies. Although lung cancer incidence rates have r Support e United States, more lung cancer is now diagnosed when considered together in former- and never-smokers than in current smokers. Thus, even if all of the national anti-smoking campaign goals are met, lung cancer will remain a major public health problem for decades. New ways to treat or prevent lung cancer are therefore needed.

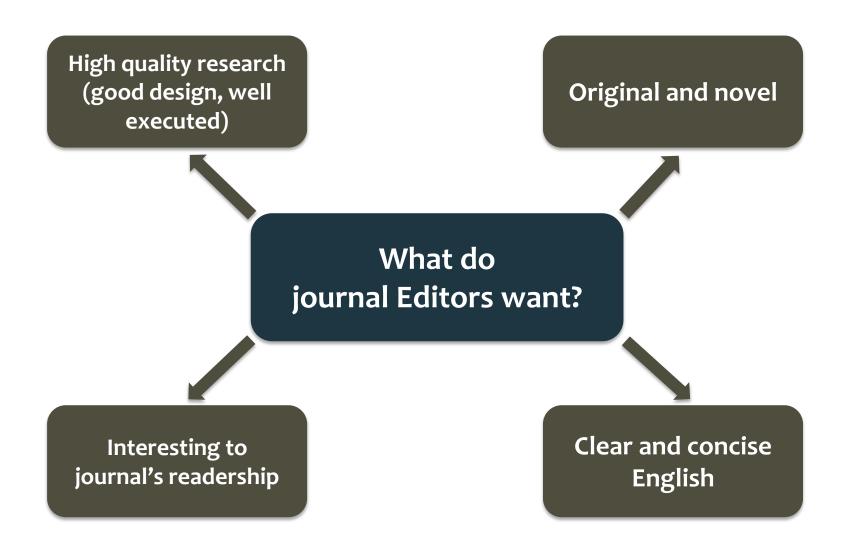
#### **Topic sentence**

One potential therapeutic target for lung cancer is the Wnt signaling pathway. The canonical Wnt signaling pathway in mammals consists of a family of secreted lipid-modified Wnt protein ligands that bind to a family of 7-pass transmembrane Frizzled (Fzd) receptors, as reviewed...

## Preparing your manuscript

2.0

## Before you start... Ask yourself "what do Editors want?"



## Before you start... Six steps!

- > Think about why you want to publish your work, and whether it's publishable
- > Decide what type of the manuscript to write
- Choose the target journal
- > Pay attention to journal requirements in the Guide for Authors
- > Pay attention to the **structure** of the paper
- > Understand publication ethics to avoid violations

## Before you start... Qualities of publishable findings

- >New Nobody has published such findings before
- ➤ Useful Findings have important, practical use, or solve an important problem in the field

## Before you start... Identify hot topics!





Look for clues — unexplained findings, controversies

Read the literature, including related fields

**Attend International Conferences & Meetings** 

## Before you start... Logically organize your ideas

You need to answer 4 key questions for your readers:

1. Why did your study need to be done? Introduction

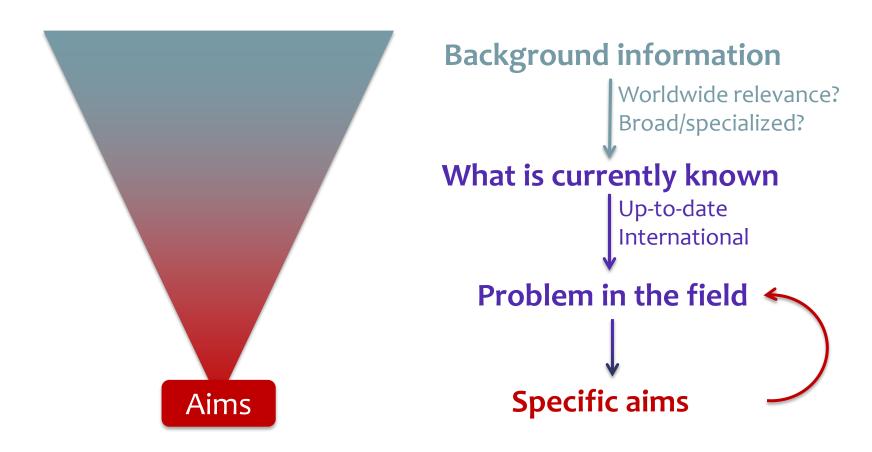
2. What did you do? Methods

3. What did you find? Results

4. How will your study advance the field? Discussion

#### Introduction

## Why does your study need to be done?



#### Methods

## What did you do?

## What/who was used

How it was done

How it was analyzed

- Samples or participants
- Materials
- Where purchased
- General methods
- Specific techniques
- Discuss controls
- Quantification methods
- Statistical tests
- Consult a statistician

#### Results

## What did you find?

## **Logical presentation**

- 1. Initial observation
- 2. Characterization
- 3. Application

## **Example:**

- 1. Fabricate new membrane for water treatment
- Evaluate physical and chemical properties (e.g., under different temperatures/pressures)
- 3. Efficacy in removing particulate contamination

#### Results

## What did you find?

## **Logical presentation**

- 1. Initial observation
- 2. Characterization
- 3. Application

**Subsections** 

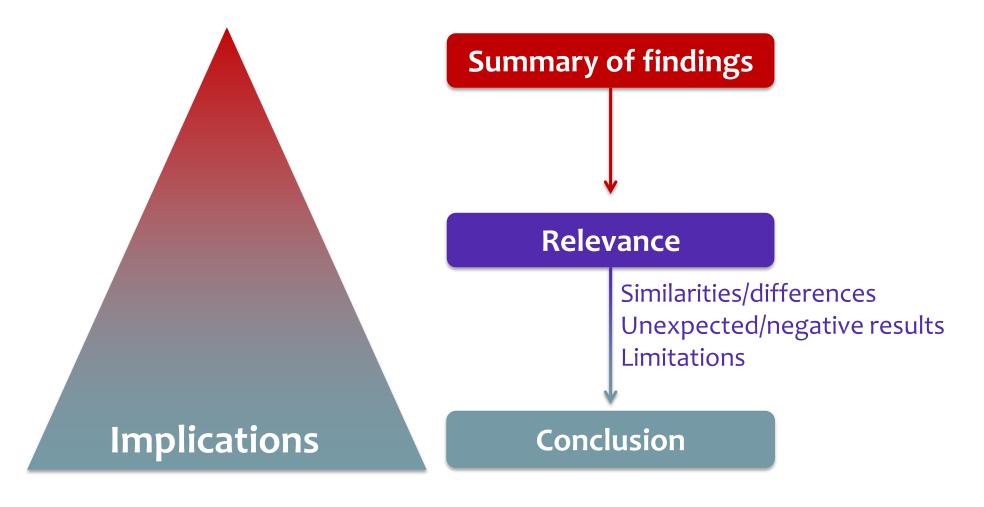
Each subsection corresponds to one figure

**Factual description** 

What you found, not what it means

#### Discussion

## How your study contributes to the field?



#### Discussion

## Strong conclusions... What do you want your readers to remember about your study?

In conclusion, polymeric nanoparticles could be used as a generic carrier of hydrophobic drugs for efficient delivery. Compared with drug administration alone, these nanoparticles mediated a higher and more rapid uptake of the encapsulated drug by nanoparticle-cell contact-mediated transfer. A contactmediated mechanism of delivery into the cytosol could enable effective delivery of anticancer drugs directly to the intracellular molecular targets. Further understanding of this contact-based transfer mechanism will be important to exploit this novel delivery system for the administration of hydrophobic chemotherapeutic drugs to improve cancer therapy.

#### Discussion

## **Strong conclusions...** What do you want your readers to remember about your study?

In conclusion, polymeric nanoparticles could be used as a generic carrier of hydrophobic drugs for efficient delivery. Compared with drug administration alone, these nanoparticles mediated a higher and more rapid uptake of the encapsulated drug by nanoparticle-cell contact-mediated transfer. A contact-mediated mechanism of delivery into the cytosol could enable effective delivery of anticancer drugs directly to the intracellular molecular targets. Further understanding of this contact-based transfer mechanism will be important to exploit this novel delivery system for the administration of hydrophobic chemotherapeutic drugs to improve cancer therapy.

Conclusion

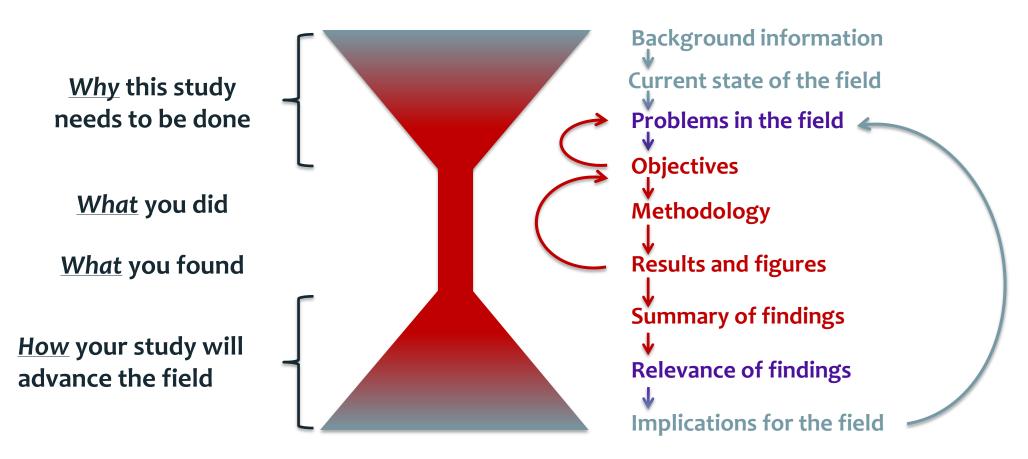
**Key finding** 

**Implications** 

Future directions

## Linking your ideas

## Answer the four key questions for your reader



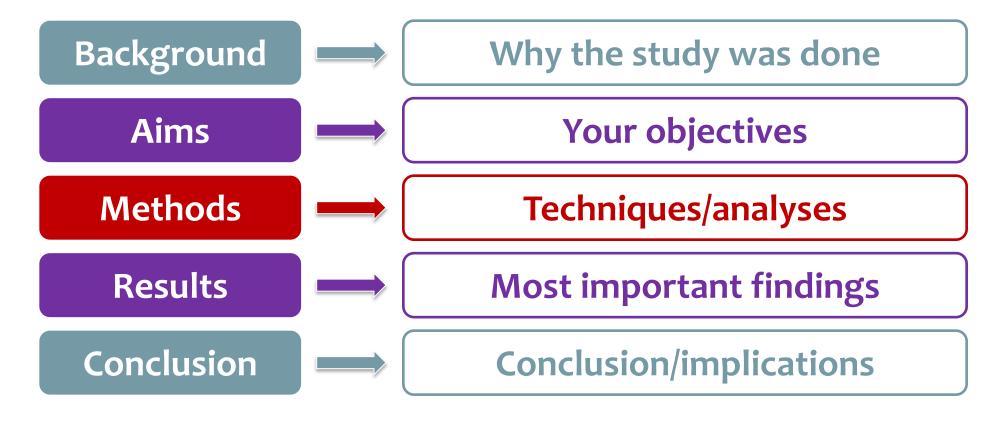
Logically link your ideas throughout your manuscript

## Title – First impression of your paper

Keywords

**Summary** of your study = Title

## Concise summary of your paper



In the Tahe oilfield in China, heavy oil is commonly lifted using the light oil blending technology. However, due to the lack of light oil, the production of heavy oil has been seriously limited. Here, we aimed to reduce light oil usage and maintain heavy oil production using a new compound technology of light oil blending and electric heating. We developed a pressure and temperature coupling model based on mass, momentum and energy conservation. The heattransfer parameters and pressure drop are calculated by using the Hasan-Kabir and Hagedorn-Brown methods, respectively. This model also considers the effects of blending light and heavy oils as well as heating the electric rods. Our calculations demonstrate that electric heating coupled with light oil blending is much more effective than either alone. In conclusion, our study shows that the amount of light oil used can be reduced by combining the electric heating technology. This novel method should improve heavy oil production in regions lacking light oil.

Background In the Tahe oilfield in China, heavy oil is commonly lifted using the light oil blending technology. However, due to the lack of light oil, the production of heavy oil has been seriously limited.

Background In the Tahe oilfield in China, heavy oil is commonly lifted using the light oil blending technology However, due to the lack of light oil, the production of heavy oil has been seriously limited.

**Methods/aims** Here, we aimed to reduce light oil usage and maintain heavy oil production using a new compound technology of light oil blending and electric heating.

Background In the Tahe oilfield in China, heavy oil is commonly lifted using the light oil blending technology. **However**, due to the lack of light oil, the production of heavy oil has been seriously limited.

Methods/aims Here, we aimed to reduce light oil usage and maintain heavy oil production using a new compound technology of light oil blending and electric heating.

Results We developed a pressure and temperature coupling model based on mass, momentum and energy conservation. The heat-transfer parameters and pressure drop are calculated by using the Hasan–Kabir and Hagedorn–Brown methods, respectively. This model also considers the effects of blending light and heavy oils as well as heating the electric rods. Our calculations demonstrate that electric heating coupled with light oil blending is much more effective than either alone.

Background In the Tahe oilfield in China, heavy oil is commonly lifted using the light oil blending technology. **However**, due to the lack of light oil, the production of heavy oil has been seriously limited.

Methods/aims Here, we aimed to reduce light oil usage and maintain heavy oil production using a new compound technology of light oil blending and electric heating.

Results We developed a pressure and temperature coupling model based on mass, momentum and energy conservation. The heat-transfer parameters and pressure drop are calculated by using the Hasan–Kabir and Hagedorn–Brown methods, respectively. This model also considers the effects of blending light and heavy oils as well as heating the electric rods. Our calculations demonstrate that electric heating coupled with light oil blending is much more effective than either alone.

**Conclusions** In conclusion, our study shows that the amount of light oil used can be reduced by combining the electric heating technology. This novel method should improve heavy oil production in regions lacking light oil.

In the Tahe oilfield in China, heavy oil is commonly lifted using the light oil blending technology. However due to the lack of light oil, the production of heavy oil has been seriously limited.

Methods/aims Here, we aimed to reduce light oil usage and maintain heavy oil production using a new compound technology of light oil blending and electric heating.

Results We developed a pressure and temperature coupling model based on mass, momentum and energy conservation. The heat-transfer parameters and pressure drop are calculated by using the Hasan–Kabir and Hagedorn–Brown methods, respectively. This model also considers the effects of blending light and heavy oils as well as heating the electric rods. Our calculations demonstrate that electric heating coupled with light oil blending is much more effective than either alone.

**Conclusions In conclusion** our study shows that the amount of light oil used can be reduced by combining the electric heating technology. This novel method should improve heavy oil production in regions lacking light oil.

Why study needs to be done roduction of heavy oil has been seriously limited. Here we simed to reduce light oil usage and maintain hear What you did y of light oil blending and electric heating. We developed a pressure and temperature coupling model based on mass, momentum and energy conservation. The heatand Hagedori Diowin methods, respectively. This model also considers the Hasan-Kabir effects of blending light and heavy oils as well as heating the electric rods. Our calculations demonstrate that electric heating coupled with light oil blending is much more effective than either alone. In conclusion, our study shows that the amount of lig How study contributes to the field ctric heating technology. This novel method should improve heavy oil production in regions lacking light oil.

## **Cover letters – First impressions for Journal Editors**

Significance and relevance of study

**Suitable** to be published by their journal

Interesting to their readers?

Clear and concise writing style?

### Write an impressive cover letter

Dear Dr Lippman,

Editor's name

Manuscript title

Please find enclosed our manuscript entitled "Evaluation of the Glasgow prognostic score in patients undergoing curative

resection for breast cancer liver metastases," which we would like to submit for publication as an Original Article in the

Breast Cancer Research and Treatment.

Article type

The Glasgow prognostic score (GPS) is of value for a variety of tumours. Several studies have investigated the prognostic value of the GPS in patients with metastatic breast cancer, but few studies have performed such an investigation for patients undergoing liver resection for liver metastases. Furthermore, there are currently no studies that have examined the prognostic value of the modified GPS (mGPS) in these patients. The present study evaluated the mGPS in terms of its prognostic value for postoperative death in patients undergoing liver resection for breast cancer liver metastases.

Give the background to the research

A total of 318 patients with breast cancer liver metastases who underwent hepatectomy over a 15-year period were included in this study. The mGPS was calculated based on the levels of C-reactive protein and albumin, and the disease-free survival and cancer-specific survival rates were evaluated in relation to the mGPS. Prognostic significance was retrospectively analyzed by univariate and multivariate analyses. Overall, the results showed a significant association between cancer-specific survival and the mGPS and carcinoembryonic antigen level, and a higher mGPS was associated with increased aggressiveness of liver recurrence and poorer survival in these patients.

What was done and what was found

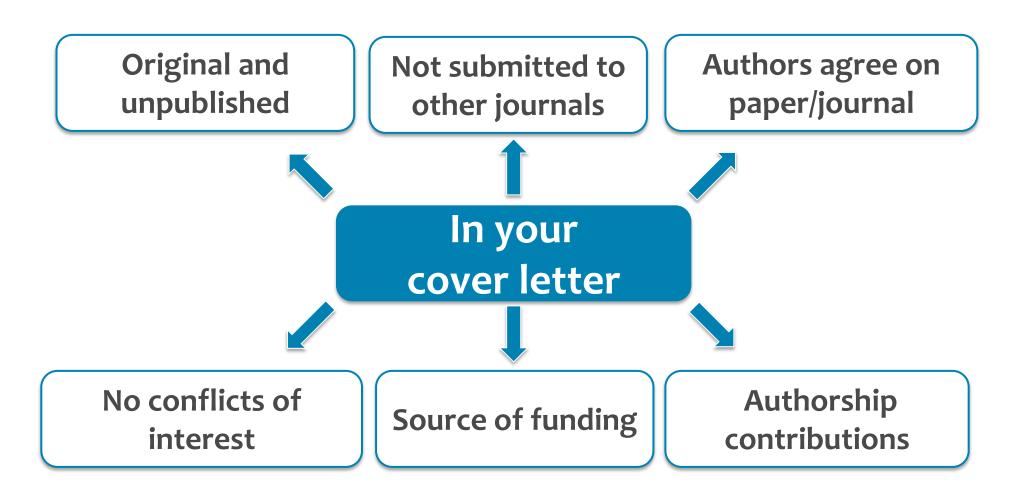
This study is the first to demonstrate that the preoperative mGPS, a simple clinical tool, is a useful prognostic factor for postoperative survival in patients undergoing curative resection for breast cancer liver metastases. This information is immediately clinically applicable for oncologists treating such patients. As a premier journal covering the broad field of cancer, we believe that the *Breast Cancer Research and Treatment* is the perfect platform from which to share our results with the international medical community.

Interest to journal's readers

Recommend and/or exclude reviewers

**Publication ethics** 

# **Publishing ethics**



How to choose your target journal?

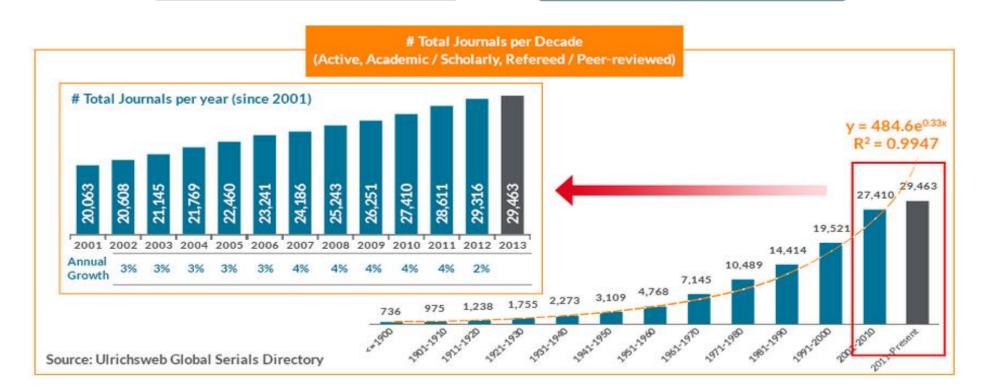
3.0

# Finding the right journal

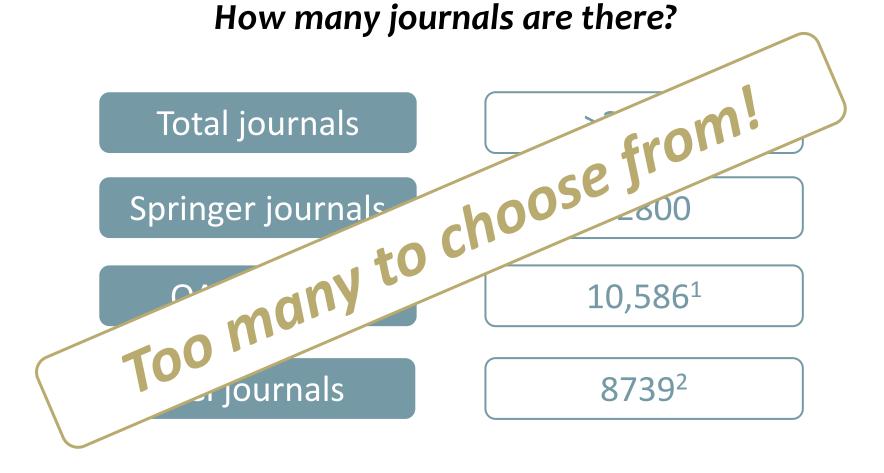
# How many journals are there?

Total journals

>30,000



# Finding the right journal



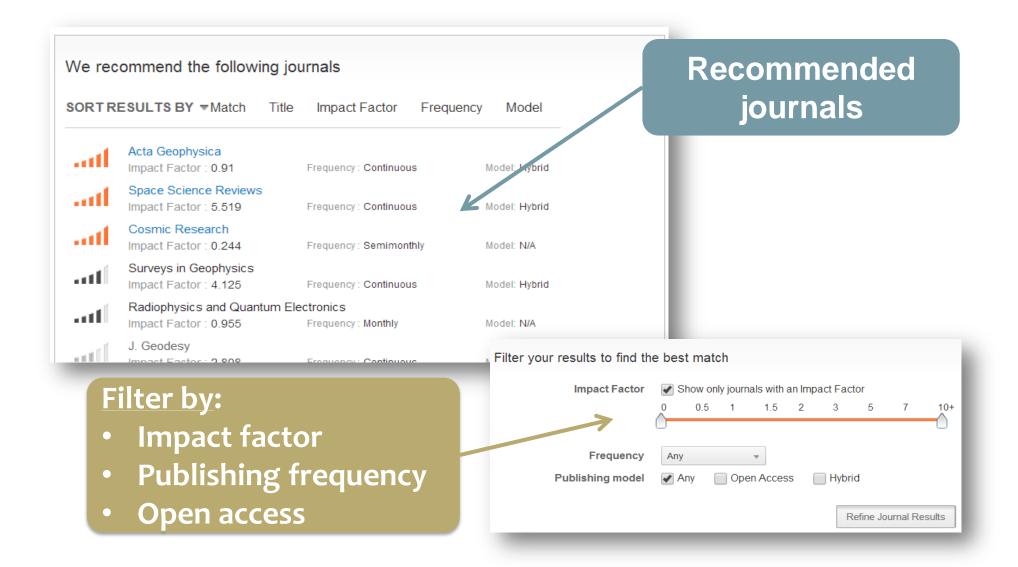
- 1. DOAJ.org (accessed 29/5/15)
- http://ip-science.thomsonreuters.com/cgibin/jrnlst/jlresults.cgi?PC=D (accessed 29/5/15)

# **Springer Journal Selector**

# A free online tool to find suitable journals for your manuscript



# **Springer Journal Selector**



# **Springer Journal Selector**

### Space Science Reviews

Impact Factor: 5.519 \*

Frequency: Continuous

#### Aims & Scope:

Journal's aims & scope, IF, and publication frequency

As an international key journal on scientific space research, its purpose is to provide a comprehensive synthesis of the various branches of space research. The emphasis is on scientific results and instruments in the fields of astrophysics, physics of planetary systems, solar physics, and physics of magnetospheres & interplanetary matter. Space Science Reviews publishes invited papers and topical volumes, engaging quest editors whose expertise matches the topic at hand. Commonly used title ab

Similar articles from this journal



Low Latitude Ionospheric Electrodynamics

Published 2011 - Jan

Published recently?

Cited in your paper?

Trends in the Neutral and Ionized Upper Atmosphere
Published 2012 - Jun

MESSENGER: Exploring Mercury's Magnetosphere

Published 2007 - Dec



Observations of Stratosphere-Troposphere Coupling During Major So...

Published 2012 - Jun

### Aims and scope

### Readership

- .. The first interdisciplinary journal devoted to Nanoparticle science and technology ...
- An interdisciplinary journal devoted to Nanoparticle science and technology
- Focuses on concepts, properties, phenomena, and processes related to particles, tubes, layers, macremolecules, clusters and other finite structures of the nanoscale size range
- Covers synthesis, assembly, transport, reactivity, and stability, and emphasizes realization and application of systems, structures and devices with novel functions obtained via precursor nanoparticles
- 96% of authors who answered a survey reported that they would definitely publish or probably publish in
  the journal again
- Free app available on iTunes and Google Play Store

The **Journal of Nanoparticle Research** is a monthly peer-reviewed journal that explores the specific concepts, properties, phenomena and processes of structures at the nanoscale.

Coverage includes synthesis, assembly, transport, reactivity, and stability, and emphasizes realization and application of systems, structures and devices with novel functions obtained via precursor nanoparticles.

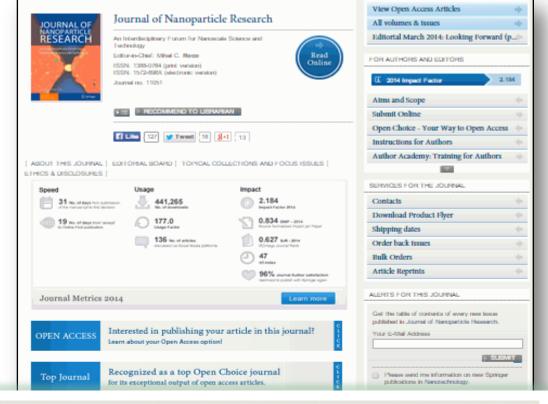
The **Journal** fosters the interdisciplinary dissemination of knowledge by encouraging synergetic approaches originating from a wide range of disciplines, such as Physics, Chemistry, Biology and Health Care.



Aims and scope

Readership

Indexing



#### ABSTRACTED/INDEXED IN



Science Citation Index Expanded (SciSearch), Journal Citation Reports/Science Edition, SCOPUS, INSPEC, EMBASE, Chemical Abstracts Service (CAS), Google Scholar, EBSCO, CSA, Academic OneFile, Academic Search, CEABA-VtB, CSA Environmental Sciences, Current Contents/Physical, Chemical and Earth Sciences, El-Compendex, Ethicsweb, Gale, INIS Atomindex, OCLC, PASCAL, ReadCube, Referativnyi Zhurnal (VINITI), SCImago, Summon by ProQuest

Perspective articles have a wide breadth of appeal because they evaluate research, industrial and societal trends centered around nanotechnology. See the bigger picture!

Related subjects > Charactertration & Evaluation of Malarists - Inargenic Charactery - Nanotechnology - Optics & Lesens - Physical Charactery
- Optics & Lesens - Physical Charactery

ABSTRACTEDINDEXED IN

Science Otation Index Expanded (SciSearch), Journal Clatter Reports/Science Editor, SCOPUS, INSPEC, EMSASE, Character Abstracts Service (CAS), Google Schole, ESSCO, CSA, Academic One\* 6e, Academic Service (CAS), Google Schole, ESSCO, CSA, Academic One\* 6e, Academic Service (CAS), Environmental Sciences, Curred Confession Physiols, Character and Earth Sciences, El-Companion, Elliscoped, Grain, INS Alternative, CACC, PASCAL, ReadCute, Referentively (VINTI), SCImago, Summen by ProQuest.

#### Speed



31 No. of days from submission of the manuscript to first decision



19 No. of days from 'accept' to Online First publication

#### Usage



441,265



Usage Factor



136 No. of articles discussed via Social Media platforms

#### Impact



2.184 Impact Factor 2014



0.834 SNIP - 2014 Source Normalized Impact per Paper



0.627 SJR - 2014 SCImago Journal Rank

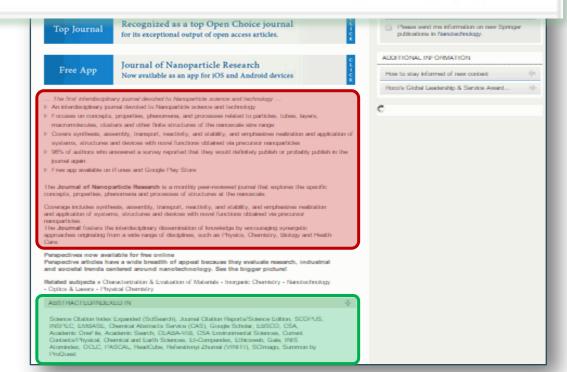


h5-Index



96% Journal Author satisfaction likelihood to publish with Springer again.

### **Metrics**



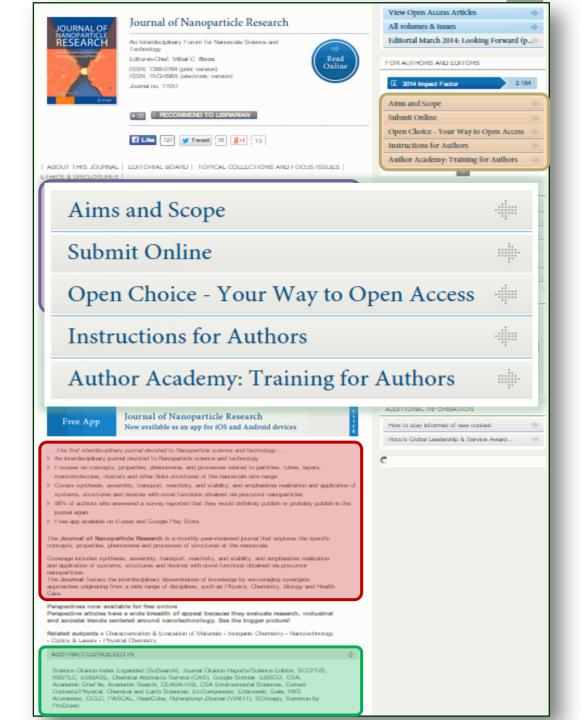
Aims and scope

Readership

Indexing

**Metrics** 

**Author guides** 





**OPEN ACCESS** 

Interested in publishing your article in this journal?

Learn about your Open Access option!

Indexing

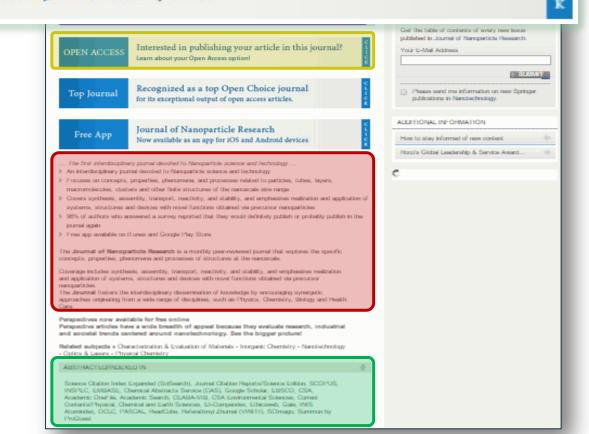
Aims and scull

**Metrics** 

**Author guides** 

**Open access** 

Impact factor



Aims and scope

Readership

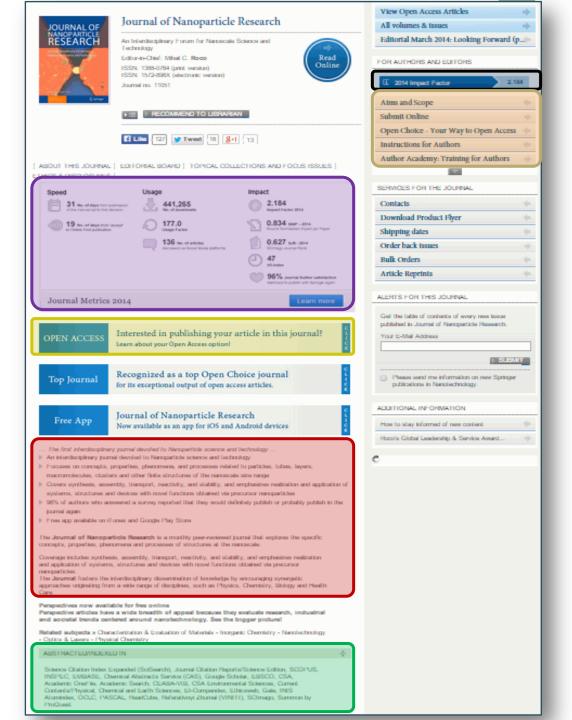
**Indexing** 

**Metrics** 

**Author guides** 

**Open access** 

Impact factor



# Choose your journal before writing your manuscript

# **Author guidelines**

- Manuscript structure
- Word limits
- Reference style

## Aims and scope

- Topics
- Readership
- Be sure to emphasize

**Relevant references** 

Writing style

But after evaluating the **novelty** and **relevance** of your findings

# Thank you...

**Dr. Nabil Khélifi**Senior Editor
Springer Research Group
MENA Program
Nabil.Khelifi@springer.com

Work achieved based on:
Edanz Editorial Support
Springer Editorial Development

