



Taylor & Francis Group  
an **informa** business

# Publishing in Academic Journals

**Victoria Babbit**

Director of Researcher Development & Outreach

Taylor & Francis Group



Photo: Henry Lo, Unsplash

# Publishing landscape today



10000 publishers  
5000 indexed in Scopus



33100 active English language,  
peer reviewed journals



7-8 million researchers



Increase in  
R&D investment

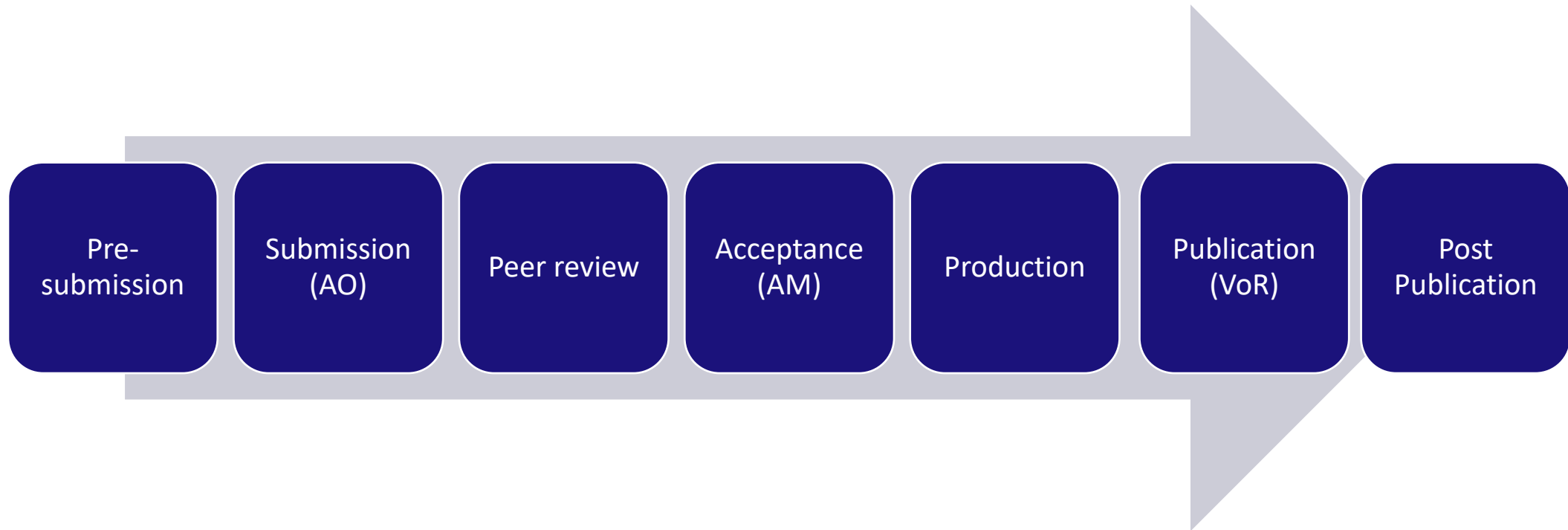


Over 3 million articles a year



Numbers are increasing

# Article 'journey'



- **AO = Author's Original / Author Version / Preprint** – the version of the article initially submitted to the journal
- **AM = Accepted Manuscript / Postprint** – the version of an article which has been through peer review and been accepted for publication
- **VoR = Version of Record** – the final published version of an article, including all typesetting, copy-editing, and reference linking. Can include links to subsequent errata or retraction notices, comments, replies, supplemental data, etc.

# Choosing a journal

- Your current project
- Your intended audience



Remember, you are joining a conversation, contribute thoughtfully.

# Choosing a journal-key considerations

Age  
History  
Affiliation  
Scope  
Audience  
Impact  
Editorial board  
Publishing model  
Peer review  
Rejection rate



Photo: Eugenio Mazzone at Unsplash

- ● Open Access offers greater visibility, transparency and impact.

Articles published Open Access with Taylor & Francis typically receive 32% more citations and over 6 times as many downloads.

Your funder or institution may encourage, or mandate Open Access and funds might be available to cover charges

# Open Access

1. Making content **freely available** online to read. Meaning your article can be read by anyone, anywhere.
2. Making content **reusable** by third parties with little or no restrictions.



# Journal Publishing Models

## Gold Open Access

Journals that publish all content  
Open Access.

Funded by:

APC (article publishing charge)

Sponsorship

Institutional agreement

Full OA

Subscription-funded journals  
that offer the option of  
choosing Open Access.

Open Access cost is funded  
by:

APC

Under an existing agreement  
with your institution

Hybrid OA



# How to Read a Licence



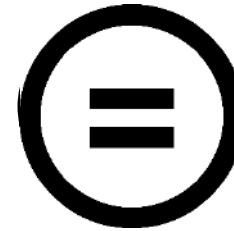
**CC**  
Creative  
Commons  
licence



**BY**  
Others must  
acknowledge you  
when they re-use  
your work



**NC**  
Others can only  
re-use your  
work non-  
commercially



**ND**  
Others cannot  
amend your  
work



**SA**  
The work must  
be shared under  
the same licence  
as the original



# Challenges

*Predatory journals pose a serious threat both to researchers publishing the results of their work and to the peer-reviewed medical literature itself. These publications differ from legitimate open-access journals in that predatory journals subvert the peer-review publication system for the sole purpose of financial gain with little evident concern for ethical behavior.*

AMWA, EMWA & ISMPP joint statement on predatory publishing



# Making informed choices



[www.thinkchecksubmit.org](http://www.thinkchecksubmit.org)

DOAJ DIRECTORY OF  
OPEN ACCESS  
JOURNALS

[www.doaj.org](http://www.doaj.org)

CASPA

[www.oaspa.org](http://www.oaspa.org)

# Think like an editor

*“...I think authors need to think ‘what is it like to be an editor of a journal? How many papers is the Editor receiving per day, per week? What is going to actually make the journal pay attention to my paper?’”*

Monica Taylor, former editor of the  
*Journal of Moral Education*

# Preparing your manuscript: some basic tips

- Write first, edit later
- Keep it simple, complicated ideas expressed plainly
- The paper structure (IMRaD)
  - Introduction
    - Question/problem
    - Thesis/hypothesis/argument
    - Roadmap
  - Methods/theory
  - Results
  - Discussion
  - Conclusion
- You are telling a story-make sure it is consistent and easy to follow



# What makes a good title?

- Simple advice: keep it short and to the point.
- Make sure to include specific keywords that capture the subject of your article.
- Avoid redundant or cliché word/phrases.
- Highlight your findings, not your process.
- Make sure it stands out-creatively or in terms of clarity.

# Writing an abstract

- Write the paper first-it is a review, or map of the entire paper
- Check the IFAs for the journal you are submitting to-there will likely be requirements.
- Who is your intended audience-frame it for them
- About those words....keywords/phrases, naturally
- 'This paper'...focus on the essential information. Word counts!
- Revise everytime you revise the paper.
- Language-difficult to read?

# Keywords

- What words or phrases (2-4 words) would you use to find your article?
- Choose some synonyms –words that are not already included in the title
- Be specific-if the word is too simple or broad the search will produce too many documents. i.e. 'homelessness' vs. 'Swedish homelessness policy'
- Are the methods or technique relevant-include.
- Test your key words before submitting



# Publication ethics- issues that can arise

- Authorship
- Competing interests
- Duplicate submission/publication
- Data or image fabrication/falsification
- Plagiarism/ text recycling
- Peer review manipulation
- Breaches of copyright

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

# Authorship

- What are the issues?
  - **Ghost, Guest and authorship for sale**
- Who qualifies?
  - Substantial contributions to the conception or design of the work; or the acquisition, analysis, or interpretation of data for the work; AND
  - Drafting the work or revising it critically for important intellectual content; AND
  - Final approval of the version to be published; AND
  - Agreement to be accountable for all aspects of the work in ensuring that questions related to the accuracy or integrity of any part of the work are appropriately investigated and resolved.

Any listed author is a representative of the published paper and should have in-depth knowledge about all aspects of the study as published (i.e rationale, methodology, analysis and interpretation)

# Duplicate submission

- One journal at the same time
- Authors make declaration upon submission that content is original and has not been submitted elsewhere
- Multiple pre-submission queries are okay
- When is it ok?
  - Article was published in another language (at Editors discretion. Must be made clear which version is a translation)
  - Data presented at conferences (posters, short abstracts)
  - Posted in a repository/pre-print server

# Originality

## Plagiarism

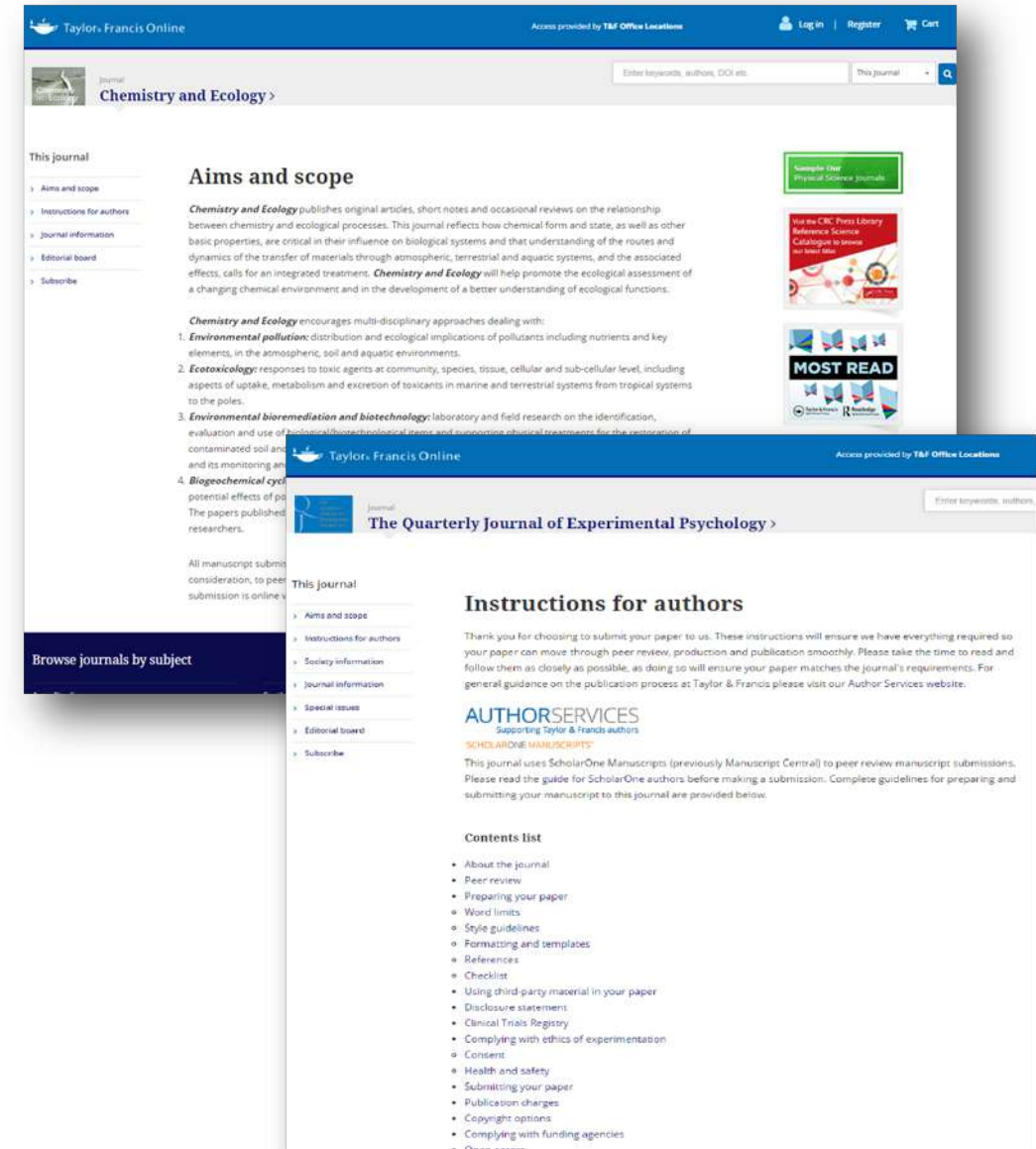
- The appropriation of another person's/groups ideas, processes, results, or words without giving appropriate credit
- Includes content from books and websites (blogs)

## Text recycling/self-plagiarism

- The excessive repeated use of own work (text, figures, data, ideas, etc)
- Leads to redundant publication
- Distorts the scientific record

# Before you submit

- ✓ Look at published papers
- ✓ Review the Aims & Scope
- ✓ Check the bibliography
- ✓ Explain acronyms & unusual terminology
- ✓ Follow the Instructions for Authors
- ✓ Format your article to the journal
- ✓ Consider English 'polishing'



The top screenshot displays the journal page for **Chemistry and Ecology**. It includes a search bar, a navigation menu with options like 'Aims and scope', 'Instructions for authors', 'Journal information', 'Editorial board', and 'Subscribe'. The main content area features the 'Aims and scope' section, which describes the journal's focus on the relationship between chemistry and ecological processes. It lists several key areas of research: **Environmental pollution**, **Ecotoxicology**, **Environmental bioremediation and biotechnology**, and **Biogeochemical cycles**. A 'Browse journals by subject' button is visible at the bottom left.

The bottom screenshot shows the journal page for **The Quarterly Journal of Experimental Psychology**. It features a search bar and a navigation menu with options like 'Aims and scope', 'Instructions for authors', 'Society information', 'Journal information', 'Special issues', 'Editorial board', and 'Subscribe'. The main content area is titled 'Instructions for authors' and provides detailed guidelines for manuscript preparation. It includes a section for 'AUTHORSERVICES' and a 'Contents list' with various topics such as 'About the journal', 'Peer review', 'Preparing your paper', 'Word limits', 'Style guidelines', 'Formatting and templates', 'References', 'Checklist', 'Using third-party material in your paper', 'Disclosure statement', 'Clinical Trials Registry', 'Complying with ethics of experimentation', 'Consent', 'Health and safety', 'Submitting your paper', 'Publication charges', 'Copyright options', 'Complying with funding agencies', and 'Open access'.

# Submission systems

## File Upload

This journal operates double anonymous peer review. You will need to provide two copies of your manuscript. One copy should be the full manuscript with author details. The other copy should be an anonymised version of your manuscript that will be sent to reviewers during peer review. More information about peer review and anonymisation can be found [here](#).

Upload requirements ▼



Drag your research article and any supporting files here

or

Choose files

\* You must upload a manuscript file

Routledge Taylor & Francis Group Editorial Manager  
 Role: Author ▼

HOME • LOGOUT • HELP • REGISTER • UPDATE MY INFORMATION • JOURNAL OVERVIEW  
 MAIN MENU • CONTACT US • SUBMIT A MANUSCRIPT • INSTRUCTIONS FOR AUTHORS

### Author Main Menu

[Alternate Contact Information](#)  
[Unavailable Dates](#)

For additional help with your submission, please click [here](#) for the Author Tutorial.

### New Submissions

- Submit New Manuscript
- Submissions Sent Back to Author (0)
- Incomplete Submissions (1)
- Submissions Waiting for Author's Approval (0)
- Submissions Being Processed (0)

### Revisions

- Submissions Needing Revision (0)
- Revisions Sent Back to Author (0)
- Incomplete Submissions Being Revised (0)
- Revisions Waiting for Author's Approval (0)
- Revisions Being Processed (0)
- Declined Revisions (0)

### Completed

- Submissions with a Decision (0)

Home Author Review Message

Author Dashboard

Author Dashboard

- Start New Submission
- Legacy Workflow
- Final Report: endnote
- English Language Center

### Start New Submission

METHOD	DESCRIPTION	START
Traditional Submission	Traditional Submission allows you to upload files that will create your final article.	<a href="#">Start Submission</a>
EndNote™	ENDNOTE is the industry standard software tool for publishing and managing bibliographies, citations and references on the windows and MACROSOFT desktop.	<a href="#">Start EndNote Submission</a>

# Submitting a manuscript to a journal

## **Before you start, make sure that you have the following:**

- All the manuscript files, figures, tables and any other data files which may make up your submission
- Permission to use images and data
- Email addresses for all your co-authors and their names (check spelling!) as they would want them to appear in the final citation of a published paper
- Agreement with co-authors on publishing choices and responsibilities
- The correct, anonymized version of your paper

# Types of peer review



**Single-blind/  
Single-anonymous**

- Reviewers know the identity of the authors
- Authors do not know the identity of the reviewers
- Most common model of peer review in STM



**Double-blind/  
Double-anonymous**

- Reviewers do not know the identity of the authors
- Authors do not know the identity of the reviewers
- Most common in HSS



**Open peer review**

- Reviewers know the identity of the authors
- Authors know the identity of the reviewers
- Reviewer reports may be published with reviewer names if article accepted



# Who is involved?

## Editor

- Assesses the article
- Usually selects suitable reviewers
- Makes decision on publication

## Reviewers

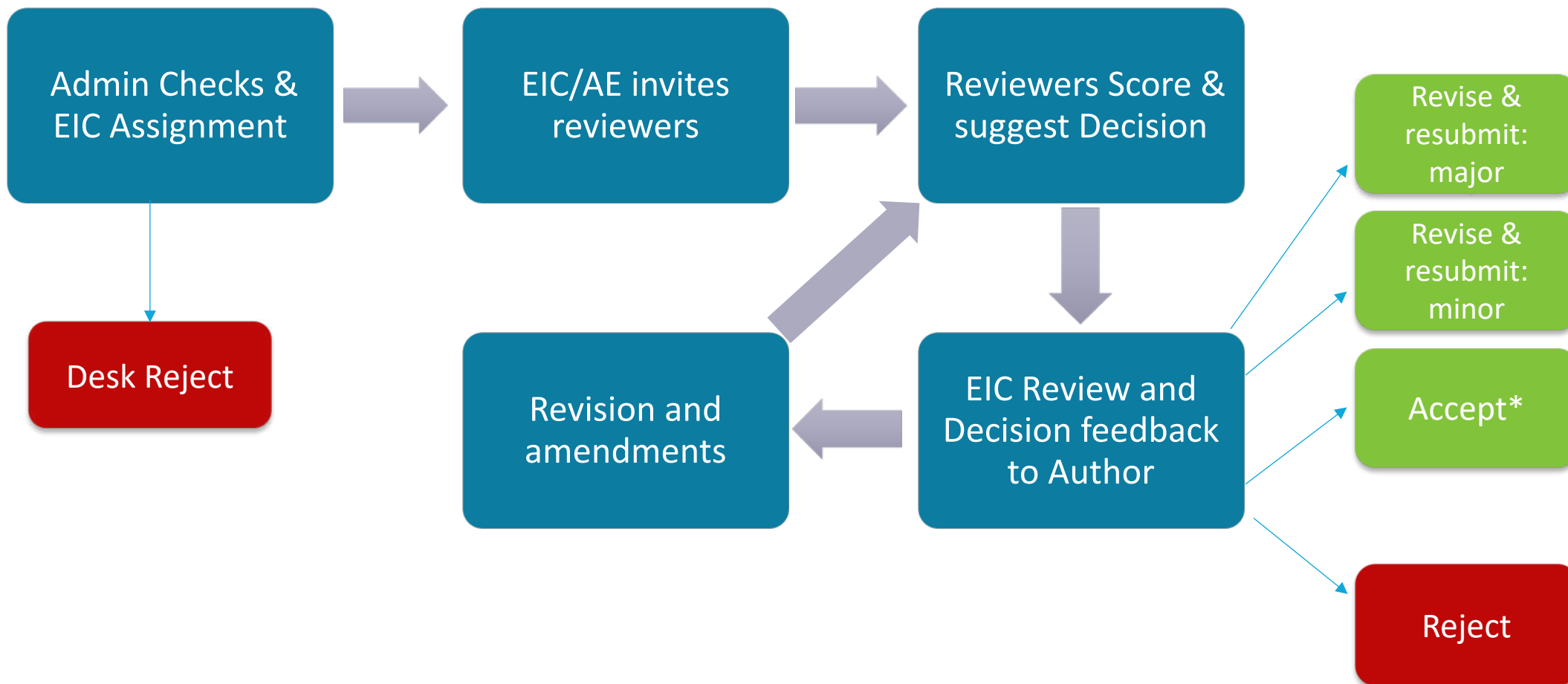
- Assesses the detail
- Give advice and expertise to the Editor

## Journal staff

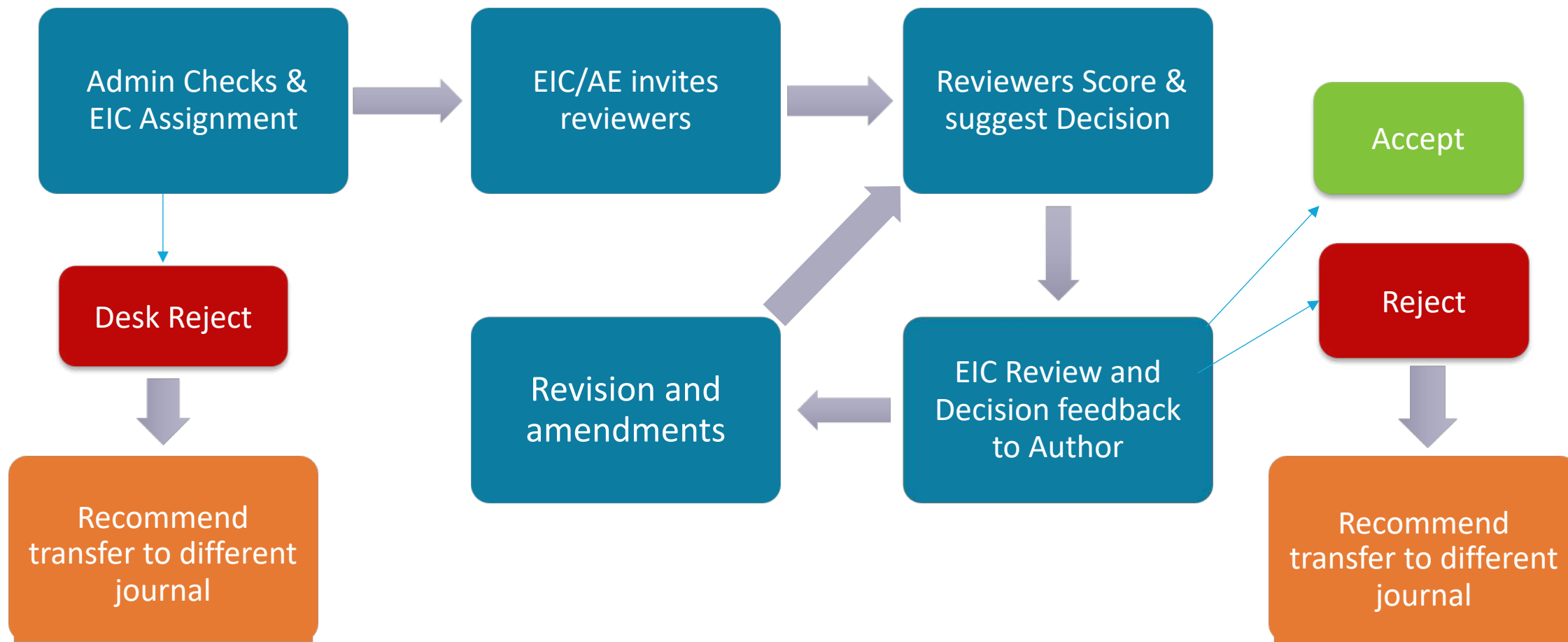
- Check format and journal requirements
- Manage communications
- Production processes once article accepted
- Maintain journal systems and websites



# The peer review process



# Cascading & transferring peer review



# Responding to reviewers comments

1. Don't become disheartened.
2. Carefully read the decision letter.
3. Consult your co-authors.
4. Break down the comments by category-create a list.
5. Make all of the suggested amendments if appropriate.

# Make it easy for the editor

## 6. Address every comment

- Where you amended (page number, new material)
- Why you didn't amend (be specific and again, respectful)

## 7. Review the response twice to make sure it is clear and devoid of any frustration

## 8. Be professional and respectful of the reviewers and editor

## 9. Remember: the reviewers are trying to help you publish your best work

# Top ten reasons for rejection

1. Sent to the wrong journal, doesn't fit the aims and scope, or fails to engage with issues addressed by the journal.
2. Not a true journal article (i.e. too journalistic or clearly a thesis chapter or consultancy report).
3. Too long/too short.
4. Poor regard of the journal's conventions, or for academic writing generally.
5. Poor style, grammar, punctuation or English.
6. No contribution to the subject.
7. Not properly contextualised.
8. Poor theoretical framework.
9. Scruppily presented and sloppily proof read.
10. Libellous, unethical, rude or lacks objectivity.

# What to do when your article is accepted

- Keep a copy of the Accepted Manuscript (AM). You may want to post this to a website or repository (Green OA)
  - Link this to your final article, using its digital object identifier (DOI)
- Keep in contact with the journal's Production Editor
  - They oversee the production of your article from manuscript to publication and will send you a proof of your article to review before the final article is published online

Don't be afraid to ask questions if you're unsure about anything

# Simple but effective promotion tools

Some quick tips to maximise the potential of your article to be seen, read, and cited.

- Use your **email signature** to tell people about your new article.
- Add a brief summary and link to your article on your **department website**.  
Then add it to your students' reading lists if appropriate.
- **Post updates** and link to your article on academic and professional networking sites and discussion lists.
- If you are a blogger or have a personal webpage **write about your article and link to it**.





Taylor & Francis Group  
an **informa** business

Thank you!

Victoria Babbit  
[victoria.babbit@tandf.se](mailto:victoria.babbit@tandf.se)



Photo: Henry Lo, Unsplash