

# How to get published in high impact journals?

Assoc. Prof. Dr. Vitoon Uthaisangsuk

Center for Lightweight Materials, Design and Manufacturing  
Advanced Metallurgy and Forming Process Laboratory  
Department of Mechanical Engineering

# Why publish?



## Fame

Recognition by your peers



## Fortune

Promotions, grant applications, research funding



## Responsibility

To society, taxpayer-funded research, contribution to progress

# Why publish?

Probably the most common driver....



BECAUSE MY  
BOSS TOLD  
ME TO!



I'm going to write  
a journal article!

$$|h|/\sqrt{4\pi r} = u_0$$

$$N \approx 1 \Rightarrow S_k(k) = \int_{-\infty}^{\infty} \int_{-\infty}^{\infty} f(x, y) E_z$$

$$S_k(k) =$$

$$\tilde{G}_z^0(\vec{p}, p_0) = \frac{c}{(p_0 - \epsilon_p^z)}$$

$$-i\epsilon^z Z_\nu Z_\nu v(q)$$

$$= -i Z_\nu Z_\nu \cdot 4 = \frac{c}{p_0}$$


$$p_0 = \frac{ik}{A}$$

$$\frac{c}{A} \sum_p \int \frac{d^3 p}{(2\pi)^3}$$

# How to get published in high impact journals?

**SECRETS OF WINNING LOTTO & LOTTERY**

**\* STRATEGIES TO WIN MILLIONS! \***



**AVERY CARDOZA**

**ลอตเตอรี่งวดนี้**  
คุณมีโอกาสถูกรางวัลเท่าไร

Blillion Mindset

**สลาก 1 ชุด**

มีจำนวน: **1,000,000** ใบ  
(000000-999999)

มีรางวัล: **14,168** รางวัล  
(รวม 48 ล้านบาท)

ชื่อ 1 ใบ โอกาสถูกรางวัล:  
**14,168** รางวัล ใน **1,000,000**  
หรือ **1.4168%**

รางวัลที่ 1	จำนวน 1 รางวัล โอกาส <b>0.0001%</b>
รางวัลที่ 2	จำนวน 5 รางวัล โอกาส <b>0.0005%</b>
รางวัลที่ 3	จำนวน 10 รางวัล โอกาส <b>0.001%</b>
รางวัลที่ 5	จำนวน 100 รางวัล โอกาส <b>0.01%</b>
เลขท้าย 3 ตัว	จำนวน 2,000 รางวัล โอกาส <b>0.2%</b>
เลขท้าย 2 ตัว	จำนวน 10,000 รางวัล โอกาส <b>1%</b>



**คู่มือคนถูกหวย**



# Tonight



# Tomorrow



# Publishing research in high impact journals – different perspectives

- You: “I want to publish in high impact journals because...  
... I want my work to be widely read *What about open access journals?*  
... I want to become a famous scientist  
... I need it to get a (permanent) position  
... I need it to get funding  
... my mum would be so proud”
- Funders: “We fund people that published in high impact journals because...  
... it probably means that they did important research *Probably?*  
... it provides an easy metric to compare researchers  
... it is much faster than actually reading their papers  
... they are more likely to publish again in HI Journals”
- University: “We hire people that published in high impact journals because...  
... it probably means that they did important research *Probably?*  
... it provides an easy metric to compare researchers  
... it is much faster than actually reading their papers  
... they are more likely to attract funding”
- HI Journals: “We want to publish papers that...  
... represent important advances  
... will be highly cited  
... increase our next IF → sell more copies”



0. Strong intention to make a publication of your work

---

1. Topic selection \*\*\*

2. Good team

3. Quality of work

4. Journal selection

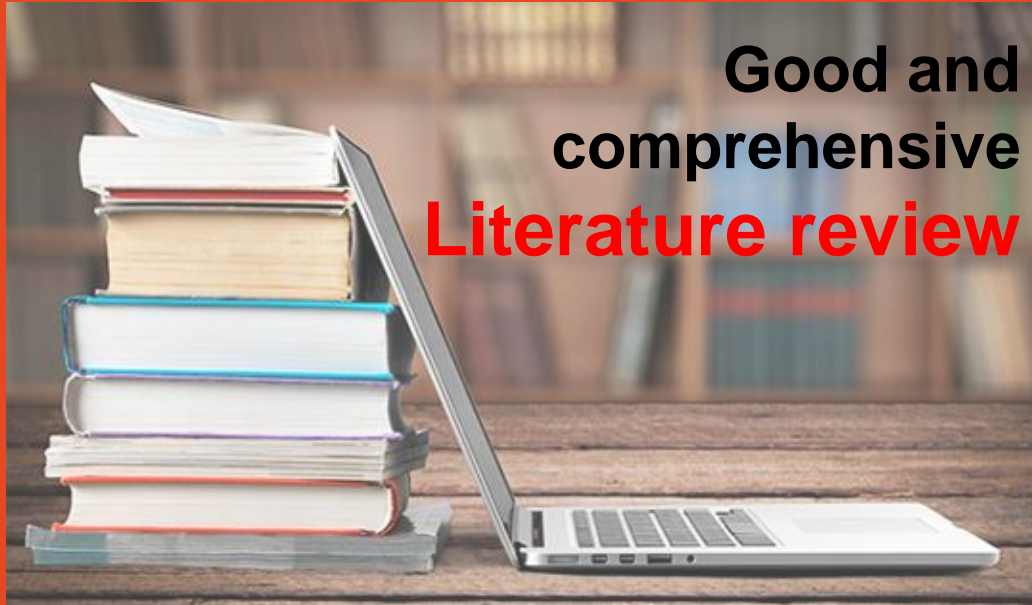




0. Strong intention to  
make a publication of  
your research

---





Good and  
comprehensive  
**Literature review**



Knowing  
your **expertise**

# 1. Topic selection

## 2 Types of works:

- Following your strength and expertise
- Seeking for new challenging field  
(you need to find a collaboration.)



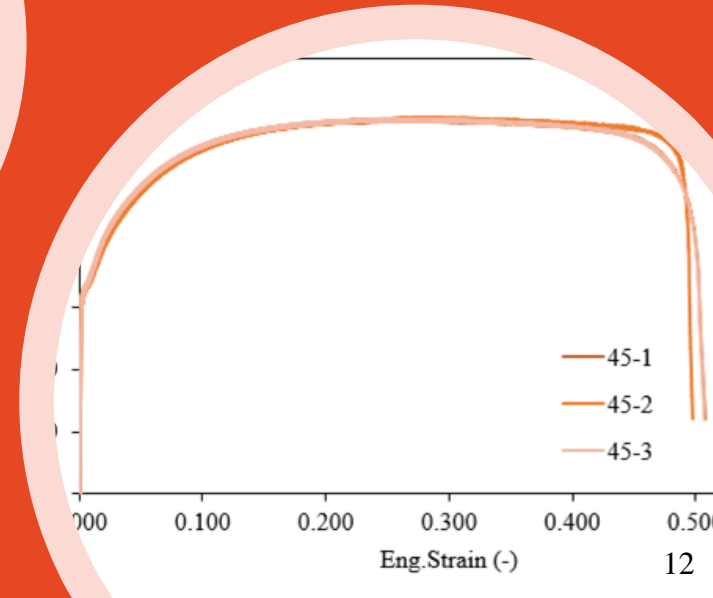


## 2. Good team

- Good work needs good team.
- Working closely with your team (students)

# 3. Quality of work

- Take care of important core details by yourself.
- Good work needs sufficient time.  
(Be patient!!)
- Repeatability





# ***Forschersprache***

Selbst der Klarheit von Aussagen verpflichtete Forscher meinen nicht immer das, was der Wortsinn sagt. Das scheint eine Phraseologie zu belegen, deren formelhafter Charakter vermutlich von gegenseitigem Abschreiben herrührt. Diese Phrasen zeigen auch, wie reich das Vokabular sein kann, um Unwissenheit, Unwillen oder – Unvermögen zu umschreiben:

***It is believed...***

*Ich glaube...*

***Correct within an order of magnitude***

*Falsch*

***It is generally believed...***

*Ein paar andere glauben das auch...*

***A statistically-oriented projection of the significance of these findings***

*Eine wilde Spekulation*

***It has long been known...***

*Ich habe mir das Originalzitat nicht herausgesucht...*

***A careful analysis of obtainable data***

*Drei Seiten voller Notizen wurden vernichtet, als ich versehentlich ein Glas Bier drüber kippte*

***In my experience...***

*Einmal*

***In case after case...***

*Zweimal*

***It is clear that much additional work will be required before a complete understanding of this phenomenon occurs***

*Ich verstehe es nicht*

***In a series of cases...***

*Dreimal*

**Preliminary experiments showed that...**

Wir hoffen, daß...

**Several lines of evidence demonstrate that...**

Es würde uns sehr gut in den Kram passen

**A definite trend is evident**

Diese Daten sind praktisch bedeutungslos

**While it has not been possible to provide definite answers to the questions**

Ein nicht erfolgreiches Experiment, aber ich hoffe immer noch, daß es veröffentlicht wird

**Three of the samples were chosen for detailed study**

Die anderen Ergebnisse machten überhaupt keinen Sinn

**Typical results are shown in Fig. 1**

Das ist die schönste Grafik, die ich habe

**After additional study by my colleagues**

Sie verstehen es auch nicht

**Thanks are due to Joe Blotz for assistance with the experiment and to Cindy Adams for valuable discussions**

Herr Blotz hat die Arbeit gemacht, und Frau Adams erklärte mir, was das alles bedeutet

**The purpose of this study was...**

Es hat sich hinterher herausgestellt, daß...

**Our results confirm and extend previous conclusions that...**

Wir fanden nichts Neues

**It is hoped that this study will stimulate further investigation in this field**

Ich geb's auf!



# 4. Journal selection



**Where does your supervisor want you to publish?**

KNOW YOUR  
TARGET AUDIENCE

LOOK AT THE  
JOURNAL  
REQUIREMENTS

LOOK BEYOND  
IMPACT FACTOR

LOOK AT THE  
LITERATURE

# How to check a journal's reputation?



**Reputation and ranking:** You must check the rank of the journal as higher rank means higher reputation.



**Peer-review procedure:** A peer review could be one of the factors to judge the reputation of the journal.



**Editorial Board Members:** You should check whether the editorial board members affiliated with the journal are associated with known universities and academic institutions or not.



**Previous author:** Have a look at the journal's previous authors, they should be affiliated with various academic institutions.



# FAQ

---

- What are the typical reasons papers are rejected?
- How to choose a suitable journal to publish your paper?
- Subscription vs. Open access
- How to increase the number of citations?
- What should I do if my paper is rejected?

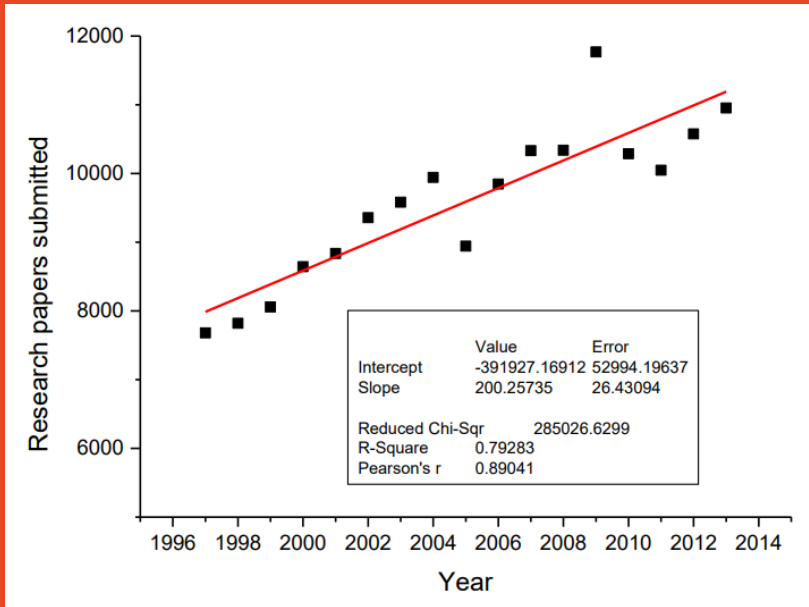


A black and white photograph of a man with a beard and long hair, laughing heartily with his eyes closed and mouth wide open. He is wearing a dark long-sleeved shirt and has his fists clenched in a celebratory gesture. The background is a wall made of large, rectangular stone blocks.

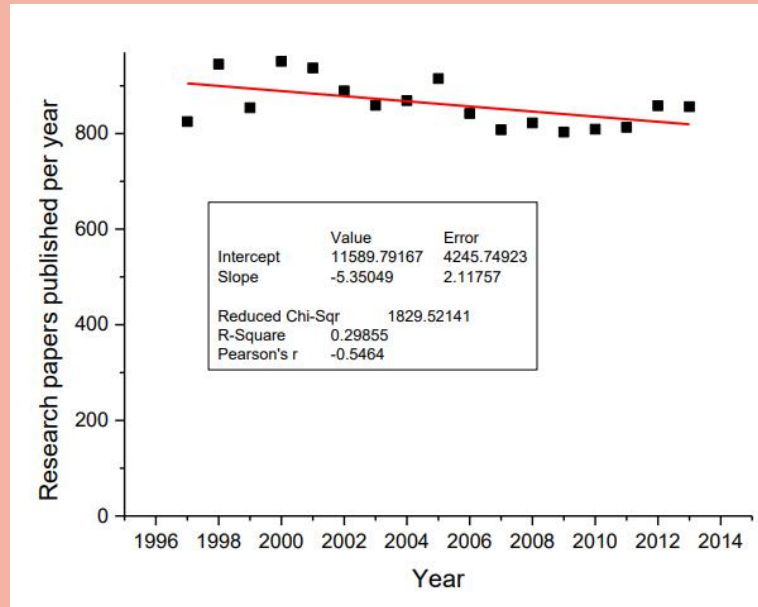
# SUCCESS

Because you too can own this face of accomplished.

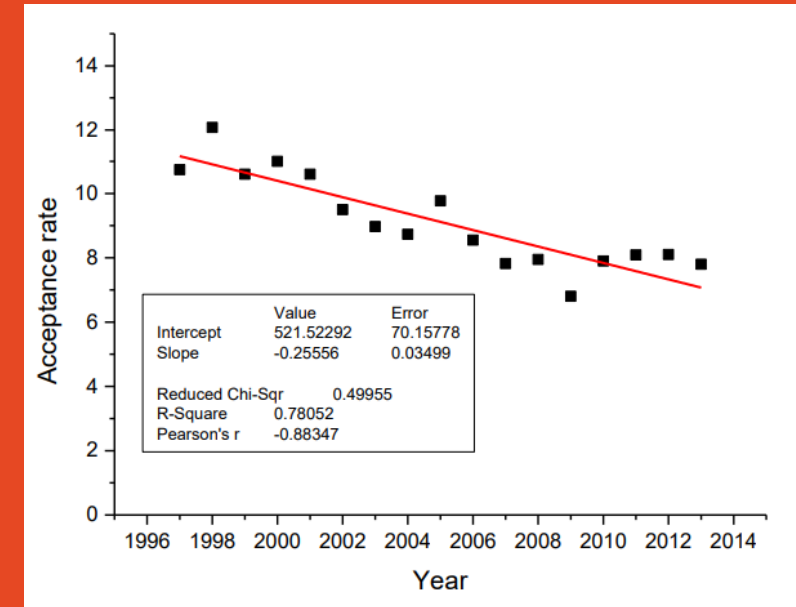
More researchers →  
more papers submitted

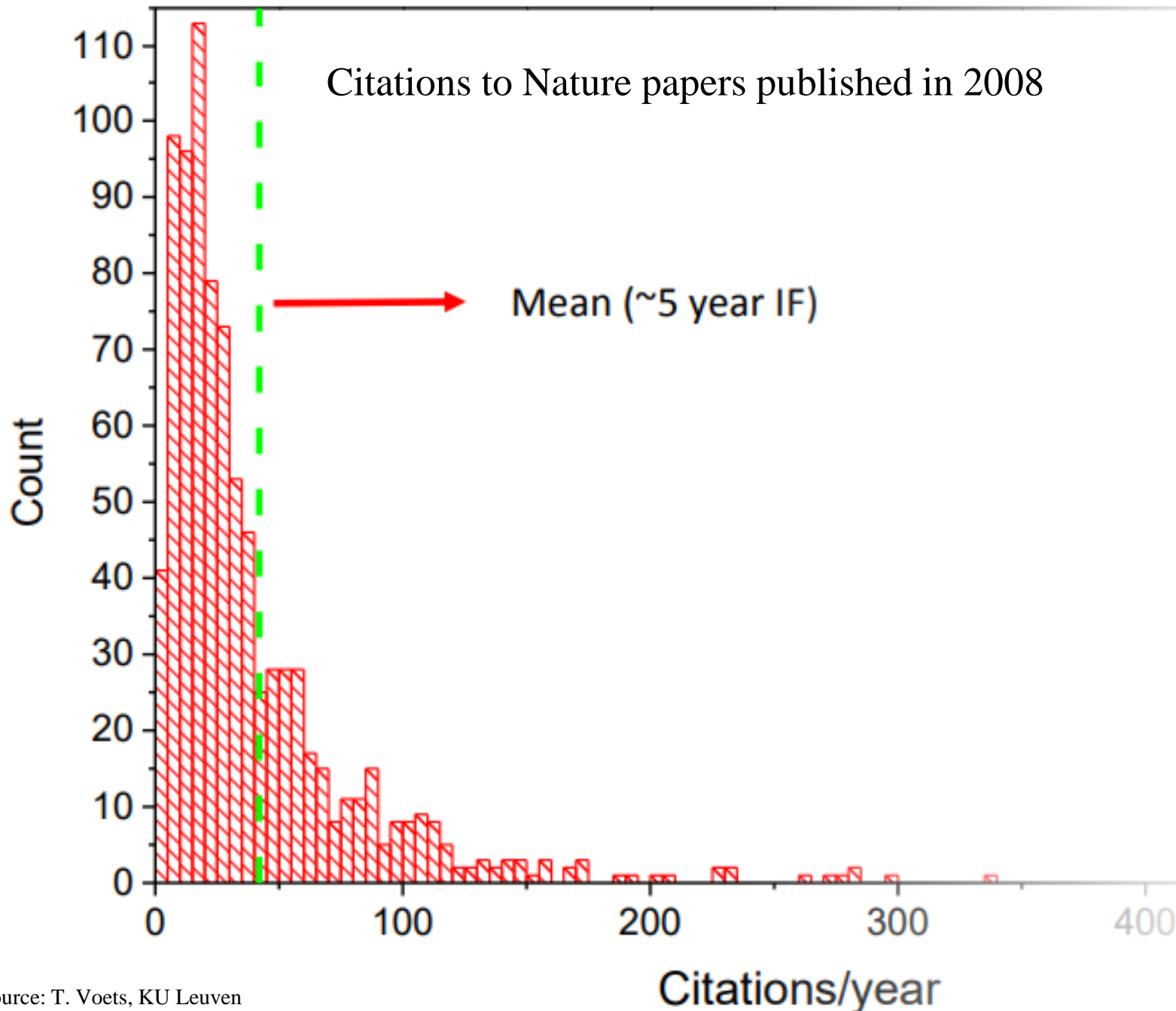


And Nature publishes  
less and less paper.



So chances to get accepted  
are becoming very low.





# Errors an editor can make...

- **Type I error:** Publishing a paper that in the end does not get a lot of attention/citations.
- **Type II error:** Not publishing a paper that does represent a breakthrough and later receives a lot of attention/citations.
- **Type III error:** Publishing a paper with fabricated data
- **Type IV error:** Publishing a paper with wrong conclusions.



# Tip No. 1

If you cannot summarize your **Main finding** in an **exciting way** in one or **a few sentences**, the chances are low that you will convince the responsible editor of a high impact journal

Dear Professor Voets,

Thank you for submitting your manuscript entitled "*Really the coolest data we have had in the last two decades*" for consideration. I have discussed your manuscript with one of the other senior editors, and I regret that we have decided that we are not able to publish it in Nature.

As you may know, **we decline a substantial proportion of manuscripts without sending them to referees**, so that they may be sent elsewhere without delay. In such cases, **even if referees were to certify the manuscript as technically correct, we do not believe that it represents a development of sufficient scientific impact to warrant publication in Nature**. These editorial judgments are based on such considerations as the **degree of advance provided, the breadth of potential interest to researchers and timeliness**. In the present case, we do not feel that your paper has matched our criteria for further consideration. We therefore feel that the paper would find a more suitable outlet in another journal.

Please be assured that this editorial decision does not represent a criticism of the quality of your work, and neither are we questioning its value to others working in this area. We hope that you will rapidly receive a more favorable response elsewhere.

I am sorry that we cannot respond more positively on this occasion.

Sincerely,

John NoClue, Ph.D.  
Senior Editor  
Nature

# What may help...

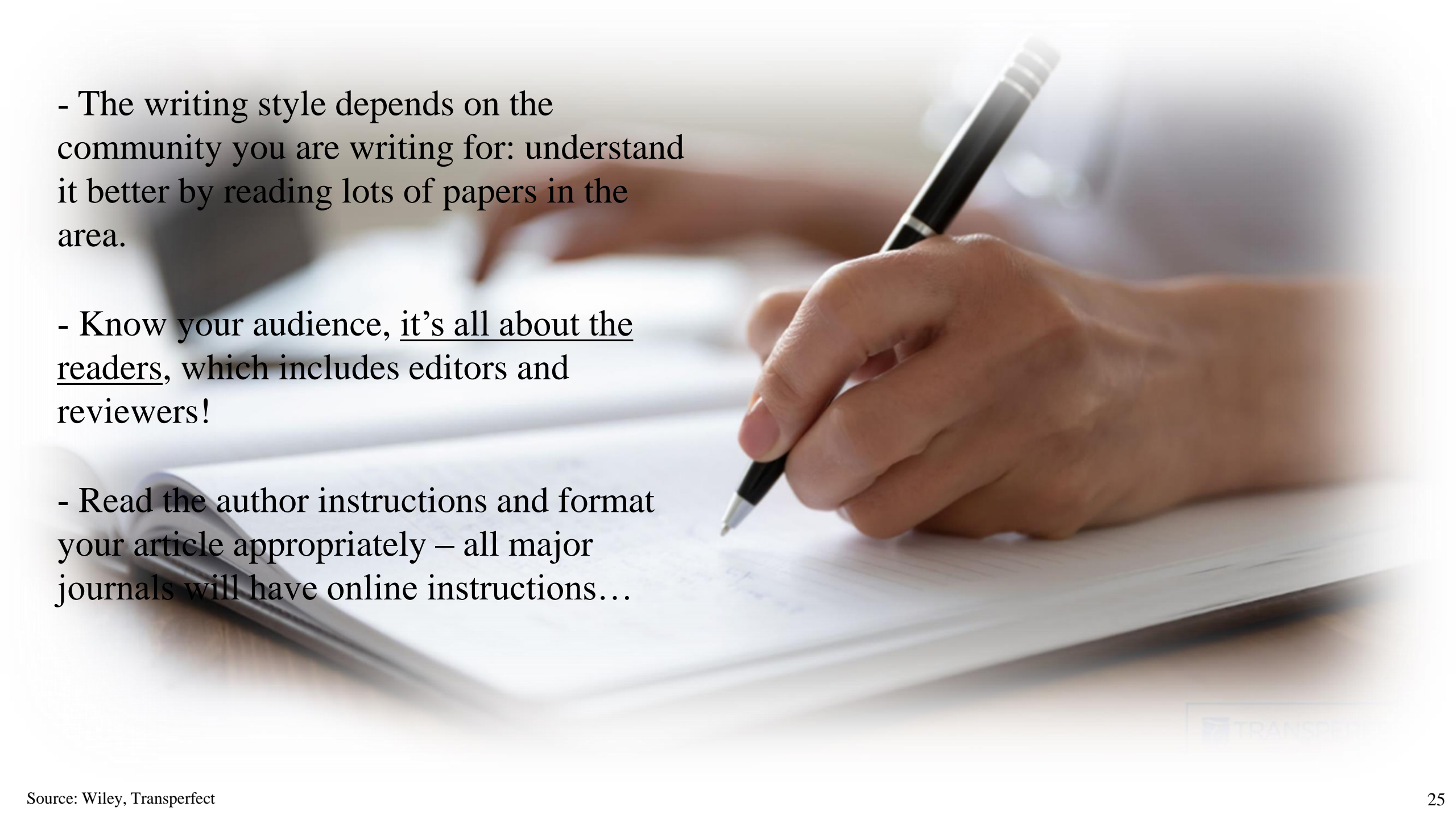
- Make sure that your manuscript is super-smooth:
  - Perfect figures
  - Perfect English
  - Perfect statistics
  - Understandable abstract
  - Exactly right format
- Present your data at meetings where Editors / Big Shots are present
  - They may give tips
  - They might remember you when the paper is on their desk.
- Get to know editors
  - Seek contact at meetings
  - Invite them to your talk/meeting





Show the readers you care about your research by taking care writing your paper

You need a **GOOD** manuscript to present your contributions to the scientific community!

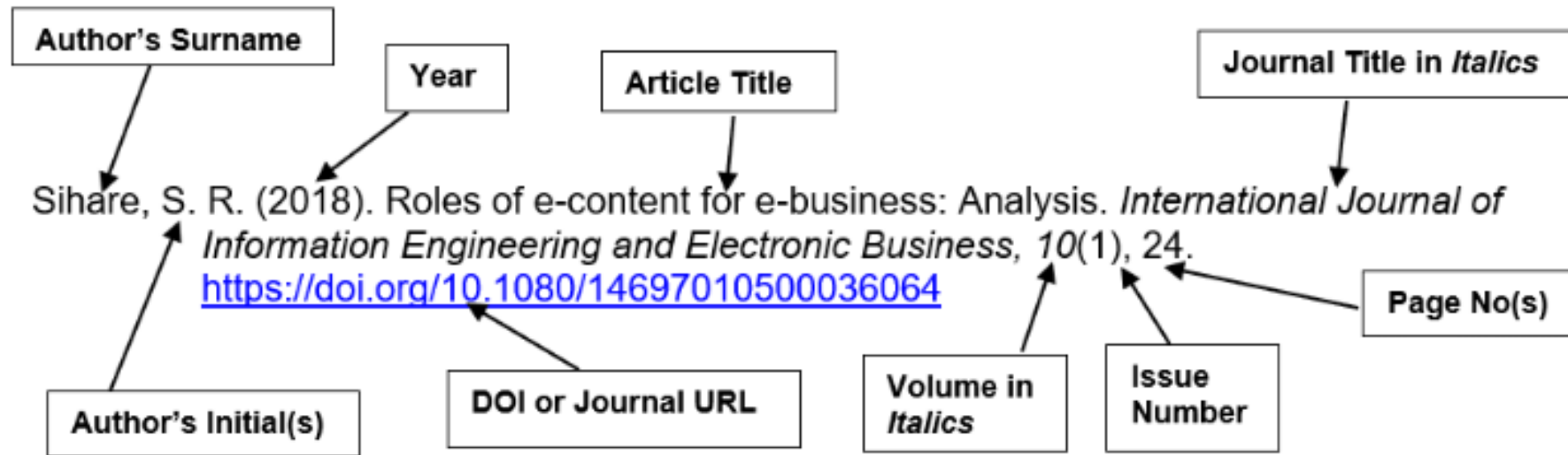
A close-up photograph of a person's hand holding a black pen, writing on a white document. The background is blurred, showing another person's hand pointing at a document. The lighting is soft and natural, suggesting an indoor setting like a library or office.

- The writing style depends on the community you are writing for: understand it better by reading lots of papers in the area.

- Know your audience, it's all about the readers, which includes editors and reviewers!

- Read the author instructions and format your article appropriately – all major journals will have online instructions...

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



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





## Tip No. 2

# Try

- **Pros:** You learn from your mistakes.
- **Cons:** You may lose time.  
You will be disappointed.

# One paper – Different opinions.

This is a carefully-designed study; the electrophysiology data were of high quality; the results were carefully analyzed, and beautifully modeled. This is an interesting scientific question of broad interest to TRP and other ion channel biologists and biophysicists.

Overall, I like the study very much and feel that it is highly appropriate for Nature X. I have a few quibbles that I would like the authors to explicitly address in revision.

Therefore, even if one could address the multitude of insufficiencies and mistakes listed below, the impact of the results would be far too low for the wide readership of a Nature Journal.

# Common Reasons for Rejection

- ✓ Paper **does not fit within a journal's scope**
- ✓ Findings **cannot be generalized**
- ✓ Results **do not clearly show practical, clinical, or theoretical implications**
- ✓ **Wrong methodology** was used
- ✓ Manuscript is **poorly written**, include spelling errors or jargon
- ✓ Figures, tables, and images are **not clearly labeled**
- ✓ High competition for page space

Rejection is disappointing, but it is part of the process



Dear Thomas,

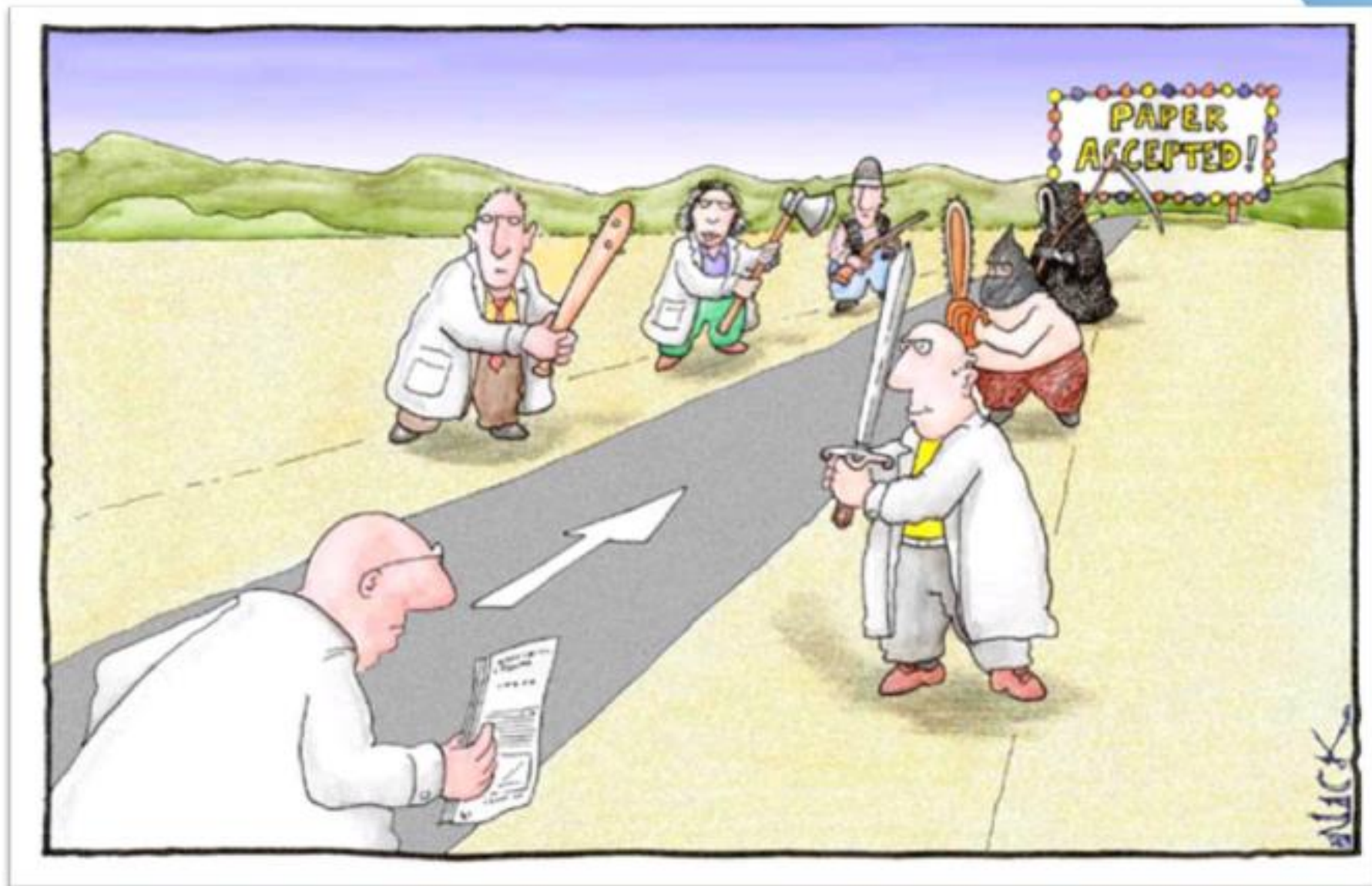
Thank you for submitting your manuscript entitled "*Really the coolest data we have had in the last two decades*" to Nature X. I am pleased to tell you that we are sending your paper out for review.

I will be in touch again as soon as I have received comments from our reviewers.

Best wishes,  
Mirella

Mirella SomeClue, PhD  
Senior Editor  
Nature X

# Peer review



# What then... Be extremely polite to referees!

- **Not good:** *“The referee didn’t get the point and did not read the paper well”*
- **Better:** *“We understand that in the original manuscript, these points were not clearly explained and highlighted, as rightfully pointed out by the referee. We have therefore made extensive changes to the manuscript...”*

If referees/editors make obvious mistakes → Fight (rebut, call, harass...)

If it doesn’t work → Move on to the next journal

→ Don’t consider it as a failure, it is “**part of the game**”.

→ You will get other chances.



## Tips to survive Peer Review

Accept feedback as a learning experience

Remember very few submissions are accepted unconditionally

Understand that editors and reviewers are trying to help improve your paper

Seek help with language and statistics if you need it

Persistence pays! Answer questions and address revisions quickly

Celebrate your accomplishment!  
You are one step closer to being published





# Manuscript Revision

The comments of the referees should be used to refine your work and improve the manuscript

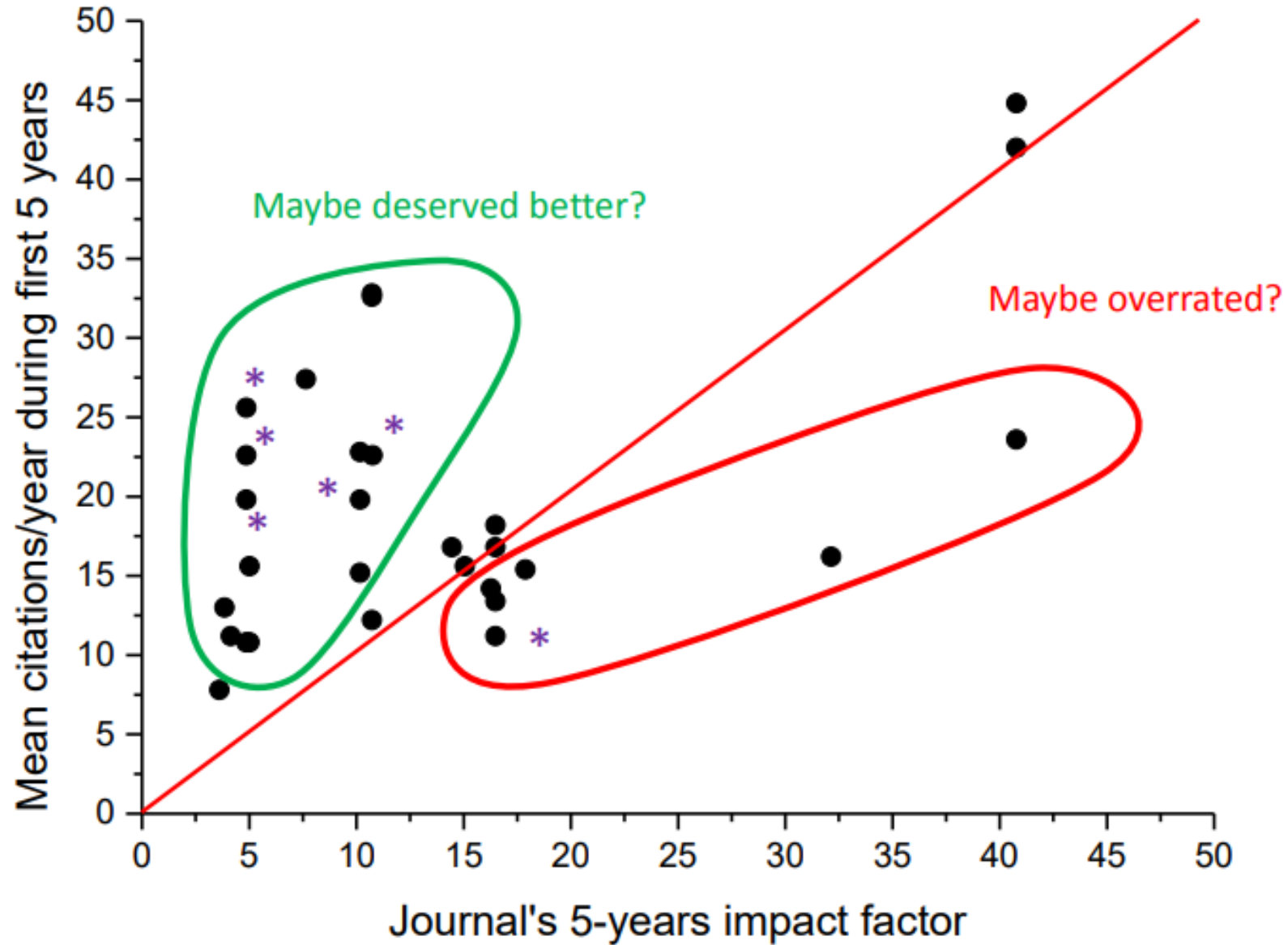
Answer **Politely**

Answer **Completely**

Where you disagree, support your argument with evidence

Remember, reviewers are readers too!!

# An example of a paper statistics





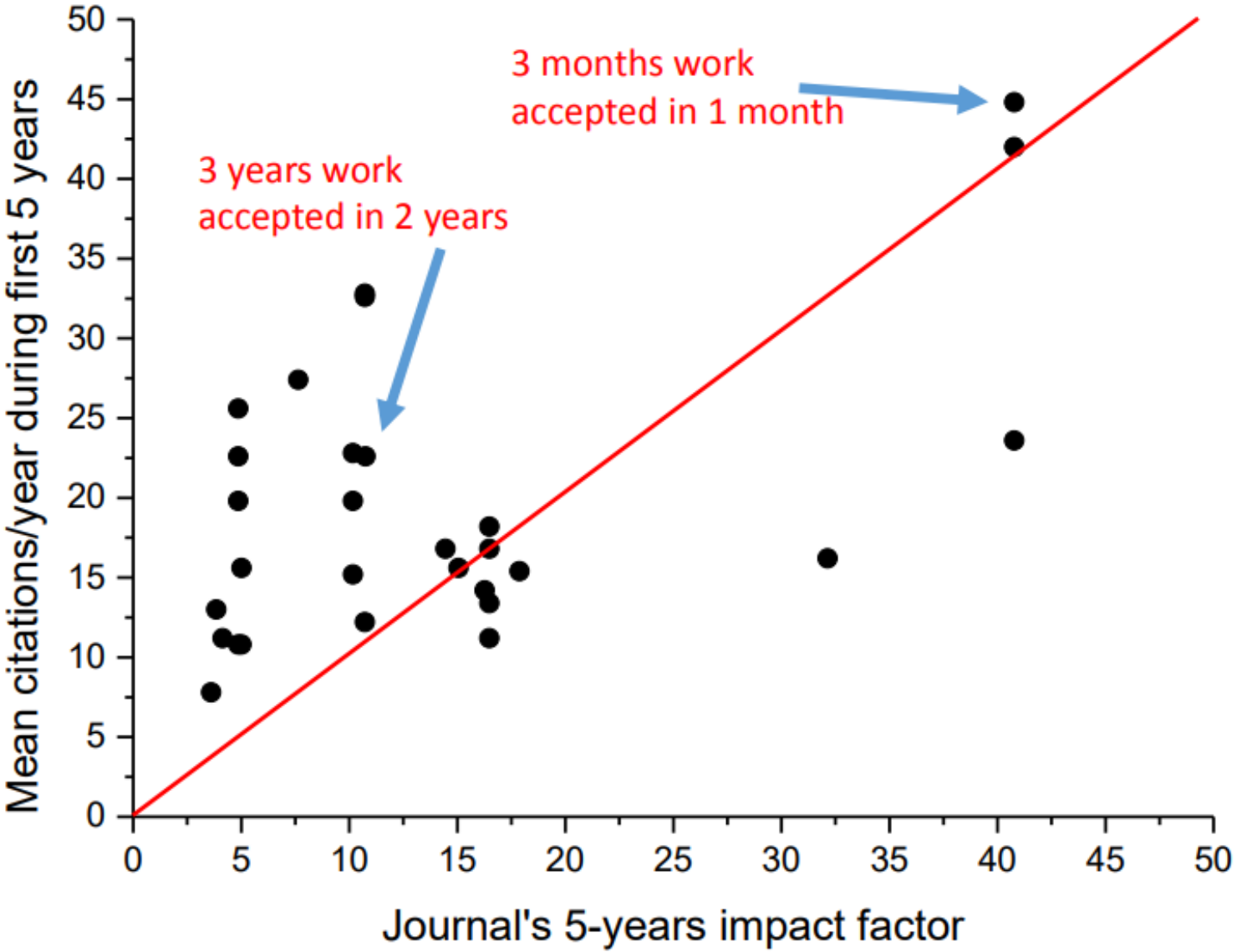
# Tip No. 3

**Do thorough research and try to understand what you don't understand.**

- There is no such thing like a project that will lead to a high impact publication.
- If you switch your research to a specific field because is successful, then you are probably too late...
- The best papers/coolest findings were not planned, but “serendipity”, by researchers that wanted to understand some strange observation.



# Work ⇔ reward?



Source: T. Voets, KU Leuven



## Rejection improves eventual impact of manuscripts

A study of papers' histories from submission to publication unearths unexpected patterns.

**Philip Ball**

11 October 2012

 [Rights & Permissions](#)

Just had your paper rejected? Don't worry — that might boost its ultimate citation tally. An excavation of scientific papers' usually hidden prepublication trajectories from journal to journal has found that papers published after having first been rejected elsewhere receive significantly more citations on average than ones accepted on first submission.

This is one of the unexpected insights from a



Don't worry, it's probably for the best.

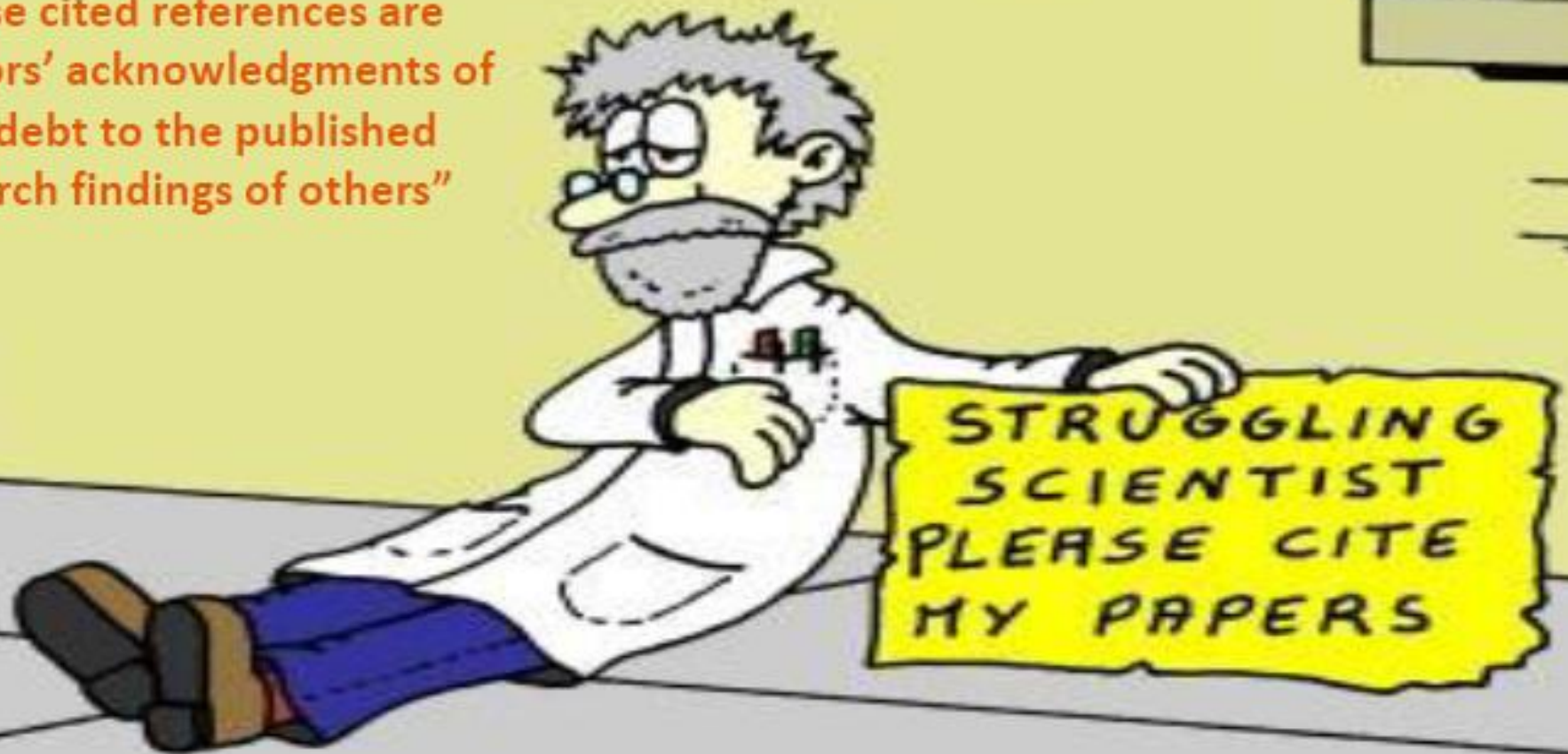




# SUCCESS

Because you too  
can own this face  
of accomplished.

“These cited references are authors’ acknowledgments of their debt to the published research findings of others”



EN © 2008

# FAQ

---

- What are the typical reasons papers are rejected?
- How to choose a suitable journal to publish papers?
- Subscription vs. Open access
- How to increase the number of citations?
- What should I do if my paper is rejected?