WILEY

Optimizing Your Chances of Acceptance

The dos and don'ts from a Publisher's Perspective

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Why are you here Today?

- Have you published a paper already?
- Where have you published/how did you decide?
- Why publish at all?
- What can you do to ease the process and get the best possible exposure for your work?





Writing the paper

What's your story?

- Where did understanding in the field stand before your research?
- How does your result change that understanding?
- What are the implications for other fields – both highly and less related?
- Are your conclusions fully supported by data?

Think about your story *before* you start writing

The Journal

Selecting the Journal

- Journal Impact Factor is not everything but an important benchmark
- How will others find your research?
  - In your field?
  - In related fields?
- Matching your research with the scope of the candidate journal(s)
- Where do *you* read papers related to your research? Which do *you* like the most?
- How important is rapid publication of your results?
- What is the format of your candidate journal?



Selecting the Journal

Wiley-Blackwell journals listed in **FINANCIAL TIMES TOP 45 JOURNALS**

MOST OF ANY PUBLISHER

9 Wiley's Titles Listed in the Financial Times' Top Business Journals



















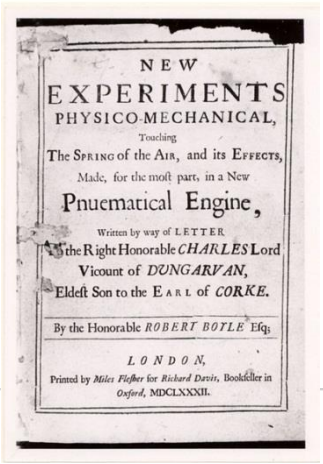


Best Practices

First Impression- Your TITLE

- ✓ A strong title will convince the editor/reviewer and will attract readers
- ✓ Short – not more than 15 words
- ✓ Informative and succinct - describes the essence of the paper
- ✘ Precise-do not use vague titles
- ✘ Avoid starting with
  - Studies on….
  - Characterization of…..
  - Optimization of….
  - Investigations on….
- ✘ Avoid "new" or "novel"




NEW
EXPERIMENTS
PHYSICO-MECHANICAL,
Touching
The SPRING of the AIR, and its EFFECTS,
Made, for the most part, in a New
Pnuematical Engine,
Written by way of LETTER
To the Right Honorable *CHARLES* Lord
Vicount of *DUNGARVAN*,
Eldeſt Son to the EARL of *CORKE*.
By the Honorable *ROBERT BOYLE* Eſq;
LONDON,
Printed by *Miles Flesher* for *Richard Davis*, Bookſeller in *Oxford*, MDCLXXXII.

What Makes a Good Abstract?

Explain why the paper is important to the general audience?



Describe what you have done and the results achieved

What Explains the Stock Market's Reaction to Federal Reserve Policy?

BEN S. BERNANKE and KENNETH N. KUTTNER*

ABSTRACT

This paper analyzes the impact of changes in monetary policy on equity prices, with the objectives of both measuring the average reaction of the stock market and understanding the economic sources of that reaction. We find that, on average, a hypothetical unanticipated 25-basis-point cut in the Federal funds rate target is associated with about a 1% increase in broad stock indexes. Adapting a methodology due to Campbell and Ammer, we find that the effects of unanticipated monetary policy actions on expected excess returns account for the largest part of the response of stock prices.

Conclude your works and insight with evidence and supporting data

What Makes a Good Abstract?

In early 2007 it was determined that the compound melamine, suspected of having been involved in the deaths of numerous pets, had been fed to hogs intended for human consumption. This report describes a method for the analysis of melamine in porcine muscle tissue using solid-phase extraction (SPE) and high-performance liquid chromatography/tandem mass spectrometry (HPLC/MS/MS). Melamine was extracted in 50% acetonitrile in water. Homogenates were centrifuged and supernatants were acidified and washed with methylene chloride. The aqueous extracts were cleaned up using mixed-mode C8/strong cation exchange SPE and then concentrated, fortified with a stable isotope-labeled analog of melamine, and analyzed by HPLC/MS/MS. Gradient HPLC separation was performed using an ether-linked phenyl column with ammonium acetate/acetic acid and acetonitrile as the mobile phase. Multiple reaction monitoring (MRM) mode of two precursor-product ion transitions for melamine and one for the internal standard was used. A five point calibration curve ranging from 50 to 2000 ng/mL of melamine in solvent was used to establish instrument response. The method was validated by analysis of seven replicate porcine muscle tissue samples fortified with 10 ng/g of melamine. The mean recovery for the seven replicates was 83% with 6.5% relative standard deviation and the calculated method detection limit was 1.7 ng/g. Copyright © 2007 John Wiley & Sons, Ltd.

1. State why the research is important to a broader non-scientific audience

1. Introduce the procedure simply

1. Describe the experiment/research in detail

1. Offer a brief overview of the results

Keyword Choices

- ✓ Important in identifying suitable referees
- ✓ Meaningful, Relevant and Specific
- ✓ Categorizes the work
- ✓ Essential for SEO (*Search Engine Optimization*)



Writing the Cover Letter

- **Convince** the editor of the **importance** of your work
- State in a few sentences:
  - What the paper is about (*not the abstract*)
  - Why their journal was selected?
  - What is the key finding?
  - Why is it an advance on previous work?
  - Why is it novel?
  - Why will this journal's audience read it?
- A statement that confirms that the paper has been read and approved by all the authors
- Grammatically Checked

➢ **Write this for the EDITOR!**



Checklist for Your Cover Letter



- Disclose conflicts of interest
- List related papers in press or under consideration and be prepared to provide copies
- Provide reviewer suggestions
- Get the journal's/editor's name right!
- If you have not submitted to this journal as your first choice- own up and explain why

Data and Data Repositories



- Supporting Information is submitted when articles are submitted
- Data may be deposited in recognized Data Centres across the globe
- Data and “Big Data” becoming ever more important in statistics and related areas
- Datasets can be published on Wiley Online Library as Supporting Information

Final checklist

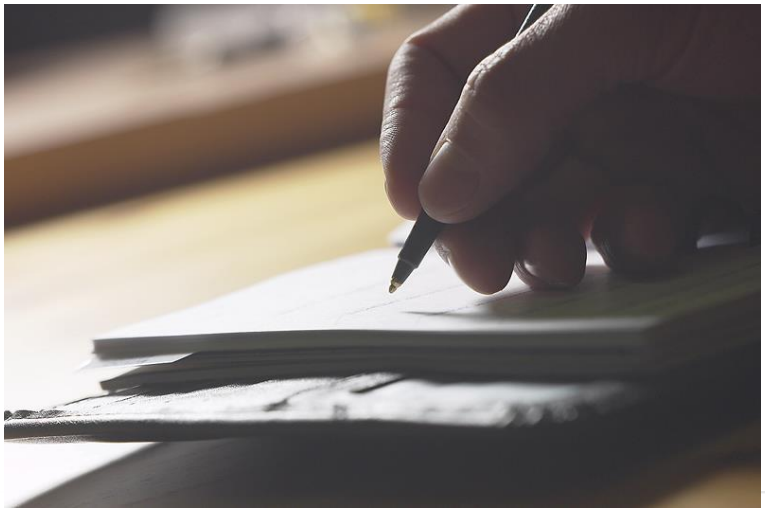
- ✓ Prepare your article using the template, and taking note of the Layout checklist.
- ✓ Show your article to a colleague, and ask her/him to make a rapid assessment against the Reviewer's checklist.

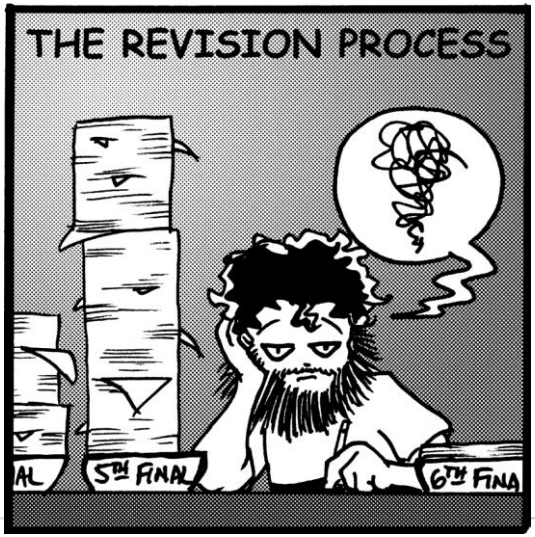
Submission Strategies

- Recognize likelihood of rejection and don't take it personally
- Sequential choice of journals, not simultaneous!
- Decide on journal **before** completion of paper

If Rejected-*things to understand*

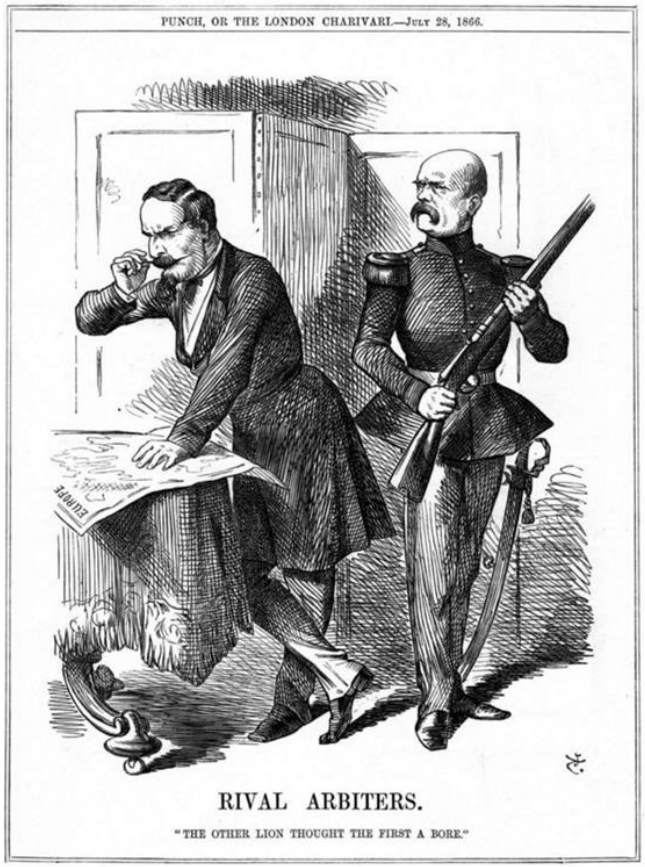
- Understand that editors and reviewers are trying to improve your paper, accept feedback as a learning experience
- Always show the editor you are doing everything you can to improve the paper
- Rejection/criticism does not automatically mean that your work is not good





Before You Respond

- Remember: Editors/Reviewers are just trying to help
- Don’t get angry
- Don’t respond immediately
- Seek advice from your supervisor or colleagues



In Summary

Common Mistakes that Hinders Your Chance To Publish

- ✘ Wrong Fit
- ✘ Not original
- ✘ No clear purpose
- ✘ Not interesting (i.e. not worth doing)
- ✘ Technical aspects are faulty
- ✘ Poorly organised
- ✘ Poor English
- ✘ Doesn’t follow the instructions about layout (including fiddling with the template)

Tracking the status of your article

Sign up to Author Services to receive email updates on the following stages of production:

1. Accepted article received in production
2. Proofs sent
3. Corrections received
4. Article published online

Or track your article through production at http://authorservices.wiley.com/bauthor/tracking_production.asp.

All the Best!



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