

# How to Get Published: An Editor's Perspective

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# Publish or Perish?

[Robert Day, How to Write & Publish a Scientific Paper, 5<sup>th</sup> ed., 1998]

- A scientific experiment is not complete until the results have been published
- Publication in scientific literature serves as a means to secure knowledge ownership claims and is an efficient vehicle for communicating this knowledge
- “No publications, no funds; no funds, no job”

# Why Publish?

- Gain recognition
- Improve society
- Increase the state-of-the-art
- Make evolutionary or even revolutionary changes
- Instill creativity (Labor of Love)
- Get tenure (publish or perish?)

# Thomson ISI Master Journal List

- About 9,000 journals
  - Top 2 reasons for manuscript rejection:
    - Flawed or poorly planned study design
    - Lack of detail in methods
- [D. Byrne, “Common reasons for rejecting manuscripts for medical journals: a survey of editors and peer reviewers,” *Science Editor*, 2000]

# ISI Essential Science Indicators Tutorial

(<http://scientific.thomsonreuters.com/tutorials/esi/index.html>)

ISI Essential Science Indicators<sup>SM</sup> Tutorial - Windows Internet Explorer

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ISI Essential Science Indicators<sup>SM</sup> Tutorial

**Getting Started** 1 of 3 ▶

- Citation Rankings
- Most Cited Papers
- Citation Analysis
- Help

Welcome to the *ISI Essential Science Indicators<sup>SM</sup> Version 1.0* tutorial. This quick tour will give you an overview of the features and use of *ISI Essential Science Indicators*, as well as show examples of how to use *ISI Essential Science Indicators*. This tutorial can be viewed in roughly 10 minutes.

Use the table of contents and previous/next arrows in the upper right corner of each tutorial page to navigate through the tutorial.

TOP PAPERS

SCIENTIST RANKINGS

INFORMATION FOR NEW USERS

Citation Rankings: Scientists, Business, Countries, Journals

Most Cited Papers: Most Cited Papers Over 10 Years, Top Papers Best 2 Years, Research, Research Papers

Commentary: ISI ESSENTIAL SCIENCE INDICATORS, HOW TO USE THEM, WHAT THEY MEAN

This product is best viewed in 1024x768 or higher resolution.

Internet 100%

# My Editor's Experience

- Founding and Current Editor-in-Chief, Expert Systems With Applications: An Int. Journal (Elsevier); entering Vol. 37; 1,600 paper downloads per day worldwide last year; 2008 Impact Factor: 2.596
- Associate Editor, Int. Journal of Teaching and Case Studies (Inderscience)
- Former Series Editor, Pergamon Press/Elsevier CS-related journals
- Former Associate Editor, Telematics and Informatics: An Int. Journal (Elsevier)
- Former Founding Editor-in-Chief, Failure & Lessons Learned in IT Management: An Int. Journal (Cognizant Communication Corp.)

# Questions You Should Ask

- Is this journal peer-reviewed?
- Is this a prestigious journal?
- Who is this journal's audience?
- What is the acceptance rate of the journal?
- What type of papers and research methods are most applicable for this journal?
- How long does it take to get through the review process?

# What Do I Look for as a Journal Editor?

- Fits within the aims and scope of the journal
- Follows manuscript guidelines
- Well-written
- The research provides a significant contribution to the existing literature
- Thorough literature review (with most recent references in the field) and appropriate research methods employed
- Detailed analysis, discussions, and conclusions
- Lessons learned, limitations, and future work

# The Games People Play

- Sometimes the same manuscripts are submitted to more than one journal at the same time (A BIG “NO-NO”)
- Citation analysis, impact factors, abstract/indexing services are all important, BUT many journals play the game that to be published, you must also cite published papers from that journal (i.e., increases the impact factors/citations cited)

# Journal Article Rejection (Chronicle of Higher Education)

- “I am a full professor at Mediocre Big U. and I have had lots of articles published and lots rejected. I share your pain at the rejection of your article. Recently, I had to have a good cry when an article I sent to *Leading Journal in the Field* was rejected without review. I mean, you think you’ve got it bad. Think how I feel! My article was not even sent out for review...The solution? After a good cry, I sent the piece out to *Leading Journal in Another Subfield*, and they have sent it out for review. The moral is to never trust one journal’s opinion.”

# Failure Breeds Success (Sir Winston Churchill)

- A pessimist finds the difficulty in opportunities, and the optimist finds the opportunity in difficulties
- The optimist finds the success between the failures

# Books

- Labor of love: “Only about 1 in 20 books ever makes a profit, and the shelf life of the average trade book is less than 6 months” (Sean Groom, “How to Get Published,” *Washington Lawyer*, Dec. 2003)
- IT books also have a limited shelf life (usually 3 years)
- It appears the more technical the book, the more limited the market

# My Heuristics for Books

- Write a detailed book proposal
- Get the book signed off first with a publisher
- Takes me 2 years to single-author a book; 1 year to edit a book
- Refereed journal articles usually take precedence over books
- Have a set day (full day, morning, or afternoon) each week for writing and research (no scheduled meetings or interruptions)

# Possible Journals

- The American Journal of Distance Education (Taylor & Francis)
- Educational Technology & Society (IEEE/et al.)
- Educational Technology Review (AACSE)
- International Review of Research in Open and Distance Learning (Athabasca U.)
- Journal of Distance Education (Canadian Association for Distance Education)
- Myriad of discipline-related journals

# Summary

- Sign onto an EBSCO Alert through the Library to get latest articles in your research area sent to you each week
- Do your homework!
- Perseverance will get you far
- Set goals and objectives
- Expand your network
- Think “continuous improvement” (Working paper, conference paper, journal article)
- Don’t be discouraged (think positive)