

Epoka University  
Academic Evaluation and Quality Improvement (AEQI) Board

“Research Training”  
9 October 2017  
Epoka University campus, Tirana, Albania

Training Report

*Overview*

The Academic Evaluation and Quality Improvement (AEQI) Board, in cooperation with Internal Quality Assurance Office, and Research and Projects Office of Epoka University organized Research Training on 9 October 2017 at Epoka campus in Tirana, Albania. The training targeted academic and administrative staff members of Epoka University as well as of other universities.

*Rationale*

The aims of the Research Training were to support academic staff and provide them with training so that they can become familiar and more confident with high impact research. The training aimed to offer practical tips and insights for researchers looking to develop their research career and publish their research.

Research is one of the main outputs of Epoka University. But the academic staff is challenged to how best to do research considering the research demands coming from their own careers, demands of universities and demands of the society at large. The fundamental and main question that academics consider is whether the research that they all do is leading to publication of it, its dissemination and its impact on the society. How do the lecturers, professors and researchers survive the challenge of conditions for publishing? How the new ways of researching and publishing can be turned into process of enhancing academic careers? What is the demand to the research?

It is a fact that it is much easier to research than to publish. Publishing process requires putting a lot of skills into a piece of paper. Quality, hard work, communications, details, etc. From academic publishing to research demand to publishing in journals to making the most of academic research, there was something for everyone in Research Training of 9 October 2017.

*Methods used during the training*

With the support of the departments and research centres at Epoka University, the training brought a series of talks and training sessions delivered by subject experts from Albania and abroad to enhance research skills of Epoka’s academic staff members. The training included at the beginning an opening panel, and continued with three separate sessions. Every session had its two parts. One part was mainly devoted to presentations of the trainers, and the second part was more devoted to practical aspects of the topics concerned. The training included presentations, remarks, discussions, and questions and answers. Each session had its speaker/trainer.

The workshop constituted of a series of talks on qualitative research offered by distinguished international speakers. The event started with the welcoming remarks of Dr. Islam Jusufi, head

of AEQI Board, who pointed out the important role and responsibility universities have in researching and providing new knowledge to the communities. Next, Dr. Diturije Ismaili, head of RPO Office, gave to the audience an overview of past and present research works Epoka staff has been engaged so far. Then, the event followed with the training session of Prof. Dr. Teoman Duman, professor of marketing, who focused on the business of academic publishing and on risks of fake journals. Prof. Meliha Handzic, an expert on knowledge management, informed the audience on European Research Programmes. Lastly, Prof. Dr. Jorge de Brito, a well recognized international scholar, trained the academicians on how to approach qualitative journals and practical tips on publishing. The training started at 09:00 a.m and lasted until 04:30 p.m and it was open to participation to all academic staff.

There were three training sessions as part of the agenda. The first training session was titled: “The Business of Academic Publishing: Tips to Publish in Qualitative Journals”, and was offered by Prof Teoman Duman from Epoka University. The following session was titled “Research Demand”, and was delivered by Prof Meliha Handzic from International Burch University, Sarajevo. Then, the training continued with the third training session titled “Journals: Challenges to publish” and it was delivered by Prof Jorge de Brito, from Technical University of Lisbon.

(Note: Detailed agenda of the training can be found at: <http://epoka.edu.al/event-research-training-1000-3603.html>).

*Results of the training according to the sessions of the training*

**Training Session 1: “The Business of Academic Publishing: Tips to Publish in Qualitative Journals”.** Rationale of the session: More and more journals are emerging, but with increasing competition to be able to publish in journals with impact factor indexed in Thomson Reuters or Scopus. Nevertheless, it is still possible to publish. What strategies are journals adopting to meet their article needs? How to approach Journals? Speaker/Trainer: Prof. Dr. Teoman Duman, Epoka University, Tirana, Albania.

Prof. Duman spoke that publishing in a good and high quality journal is very difficult. It is very important to publish something that is important. An important factor is the process and experience about the academic publishing. Experience is one of the key factors. One of the question that pops up is, is there an easy way of publishing? Your publication is identified as a good, qualified journal only if it is produced based on the scientific principles and it is evaluated later on by scientific people. It is very important to present your originality, so other people can appreciate it.

Another question that pops up is should there be a publication strategy of a researcher? Which are the ways to start of your academic publishing? The best is to start with presentations in Conferences that allows establishing effective network and collaboration. It is very important to have a narrow-disciplinary field. Second step can be trying to publish a piece as a Book Chapter. Book chapters are very good to practice writing. Third step can be writing a paper for high impact journal.

Another important issue in academic publishing is scientific societies. Communities in science are a very important aspect. The top publishers work with established scientific societies.

Successful scientific careers evolve in scientific societies with long tradition. There are some tips to benefit from scientific societies such as: being in contact with them, learn about scientific societies in your field, analyze their cultural, historical backgrounds and structures. Also, try to join their yearly conferences, present and publish research at their conferences, and also take the role of a reviewer.

Another important aspect of academic publishing is teamwork. Teamwork is a very crucial aspect because it cannot be achieved very easy. Publications in top journals come from colleagues that support each other. There are some general criteria for how to select a journal where to publish your paper. Title of the paper is very important part of the article. If you have a good title, then you will always be remembered because of it. Abstract is another important issue that comes along with it.

*(Note: Presentation of the session is attached to this report).*

**Training Session 2: “Research Demand”.** Rationale of the Session: Research demand has grown remarkably over the past few decades. Who demands the research? What have been changes in the demand of the research? Speaker/Trainer: Prof. Dr. Meliha Handzic, International Burch University, BiH.

Prof. Handzic spoke that all research is valid research but there are priority areas. We need to present these future priorities. It is very important for us to transfer knowledge, not just to discover it but also to share it with other people (discovery + dissemination).

Who needs research (ex: scientists, industry, disciplines, society, discussion groups), Why is research needed (welfare, better life, advancement, professional development) and what kind of research is needed (innovation, program management, natural observation)?

*(Note: Presentation of the session is attached to this report).*

**Training Session 3: “Journals: Challenges to publish”.** Rationale of the Session: More and more journals are emerging, but with increasing competition to be able to publish in journals with impact factor indexed in Thomson Reuters or Scopus. Nevertheless, it is still possible to publish there. What strategies are authors adopting to meet the journals’ requirements? How to approach Journals? Speaker/Trainer: Prof. Dr. Jorge de Brito, Technical University of Lisbon, Portugal.

Prof. De Brito spoke about:

1. Types of journals and how to select a journal,
2. What to publish (or investigate) and what is not worth trying to publish,
3. Decisive factors for papers acceptance,
4. Planning and preparation of the papers, and
5. How to enhance the impact of your published papers.

*(Note: Presentation of the session is attached to this report).*

### Evaluation of the training

At the end of the training, the evaluation forms were handed over to the participants in order to evaluate the training. The participants evaluated very positively overall content of the training and its organization. They suggested for repetition of similar trainings in future.

In terms of content, most of the participants evaluated that they were well informed about the objectives of the training, that the training lived up to their expectations and that the content was relevant to research, particularly that it included trainers from abroad. In terms of training design, most of the participants highlighted that the training activities stimulated learning, that that training activities gave them sufficient practice and feedback and that the pace of the training was appropriate. For panels, the participants highlighted that they were well prepared and that they were very helpful.

For future, the participants in their evaluation forms, provided suggestions on how to improve in future these types of trainings. They suggested that more time is allowed for training, to update the content covered, to improve the delivery methods, and to make training activities more stimulating.

They also suggested make the trainings more often and frequently, to allow space for focused group discussions, to have also faculty based trainings, to provide more practical rather than theoretical training, etc.

*(Note: news video of the event can found at: <http://www.epoka.edu.al/news-epoka-university-organized-the-workshop-on-research-training-3621.html>)*



**EPOKA UNIVERSITY**

# **RESEARCH TRAINING**

Date:  
**October 9, 2017**

Venue:  
**Conference Hall, E-Building**



# Aims and Objectives

The aims of this research training are to support academic staff and provide them with training so that they can become familiar and more confident with high impact research. The training is going to last one working day (from 09:00-17:00) and is offered to all faculty members. The training will be held on 9 October 2017, Monday, at Conference Hall, E-Building. With the support of the departments and research centers at Epoka, the training brings a series of talks and workshops delivered by subject experts from Albania and abroad to enhance research skills of Epoka's academic staff members.

This is a training and it is compulsory the attendance by the full-time academics and optional for part-time academics and administrative staff members. The training will also be open to participants from outside Epoka University.

## Organizer Details

### Main Organizers

**Epoka University's:  
AEQI Board (Academic Evaluation and Quality Improvement Board),  
Internal Quality Assurance Office, and  
Research and Projects Office.**

# Agenda

Date: **October 9, 2017**

Venue: **Conference Hall, E-Building**

|                    |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
|--------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>9:00-9:15</b>   | <b>Opening Remarks</b><br>Head of AEQI Board<br><b>Dr. Islam Jusufi</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
| <b>9:15-09:45</b>  | <b><u>Session 1:</u></b><br>"Past and Present Research Works at Epoka University: Recommendation for Opportunities in the Future"<br><u>Rationale of the Session:</u> Research and Projects Office is the designated pre-award and post-award administration office for the EPOKA University, providing support to Epoka's research and project initiatives. What are the main research activities that Epoka academic staff has participated so far? What is the main trend of publishing at Epoka? How many publications so far?<br><u>Speaker:</u><br><b>Dr. Diturije Ismaili,</b><br>Head of Research and Projects Office, Epoka University, Albania |
| <b>09:45-10:30</b> | <b><u>Session 2/ Part 1:</u></b><br>"The Business of Academic Publishing: Tips to Publish in Qualitative Journals".<br><u>Rationale of the Session:</u> More and more journals are emerging, but with increasing competition to be able to publish in journals with impact factor indexed in Thomson Reuters or Scopus. Nevertheless, it is still possible to publish. What strategies are journals adopting to meet their article needs? How to approach Journals?<br><u>Speaker/Trainer:</u><br><b>Prof. Dr. Teoman Duman</b><br>Epoka University                                                                                                      |
| <b>10:30-11:00</b> | Coffee Break                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |



|                     |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
|---------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>11:00-11:45</b>  | <p><b><u>Session 2/ Part 2:</u></b></p> <p>"The Business of Academic Publishing: Tips to Publish in Qualitative Journals".<br/>This part of the session will be devoted to more practical aspects of academic publishing.</p> <p><u>Speaker/Trainer:</u><br/><b>Prof. Dr. Teoman Duman</b><br/>Epoka University</p>                                                                                                                                                                                                                                         |
| <b>11:45-12:30</b>  | <p><b><u>Session 3/ Part 1:</u></b></p> <p>"Research Demand"</p> <p><u>Rationale of the Session:</u> Research demand has grown remarkably over the past few decades. Who demands the research? What have been changes in the demand of the research?</p> <p><u>Speaker/Trainer:</u><br/><b>Prof.Dr. MelihaHandzic</b><br/>International Burch University, BiH</p>                                                                                                                                                                                           |
| <b>12:30- 13:30</b> | <p>Lunch Break</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
| <b>13:30- 14:15</b> | <p><b><u>Session 3/ Part 2:</u></b></p> <p>"Research Demand"</p> <p>This part of the session will be devoted to more practical aspects of research demand.</p> <p><u>Speaker/Trainer:</u><br/><b>Prof.Dr. MelihaHandzic,</b><br/>International Burch University, BiH</p>                                                                                                                                                                                                                                                                                    |
| <b>14:15- 15:00</b> | <p><b><u>Session 4/ Part 1:</u></b></p> <p>"Journals: Challenges to publish"</p> <p><u>Rationale of the Session:</u> More and more journals are emerging, but with increasing competition to be able to publish in journals with impact factor indexed in Thomson Reuters or Scopus. Nevertheless, it is still possible to publish there. What strategies are authors adopting to meet the journals' requirements? How to approach Journals?</p> <p><u>Speaker/Trainer:</u><br/><b>Prof. Dr. Jorge de Brito</b><br/>IST, University of Lisbon, Portugal</p> |

|                      |                                                                                                                                                                                                                                                                         |
|----------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>15:00-15:30</b>   | <u>Coffee Break</u>                                                                                                                                                                                                                                                     |
| <b>15:30-16:15</b>   | <u>Session 4/ Part 2:</u><br>"Journals: Challenges to publish<br>This part of the session will be devoted to more practical aspects of publishing in Journals.<br><br><u>Speaker/Trainer:</u><br><b>Prof. Dr. Jorge de Brito</b><br>IST, University of Lisbon, Portugal |
| <b>16:15 – 16:30</b> | <u>Concluding Remarks</u>                                                                                                                                                                                                                                               |

# Profiles of Speakers/Trainers



## Prof. Dr. Meliha Handzic

Meliha Handzic is Professor of Management and Information Systems at International Burch University, Sarajevo and Suleyman Shah University, Istanbul. She received her PhD in Information Systems from the University of New South Wales, Sydney where she was Inaugural Leader of the Knowledge Management Research Group. Handzic's main teaching and research interests lie in the areas of knowledge management and decision support, with a particular focus on the processes and socio-technological enablers of knowledge creation,

sharing, retention and discovery.

She has published widely on these topics in books, journals and conference proceedings. Presently, Handzic is an active member of several professional societies and groups including IAKM, AIS and IFIP, Regional editor of Knowledge Management Research & Practice

and serves on editorial boards, executive and program committees for numerous international and national journals and conferences. Prior to joining academia, Handzic was International Expert in Information Systems for the United Nations Development Programme in Asia and Africa. She also had a wide ranging industrial experience in Europe.

|                   | <b>All</b> | <b>Since 2012</b> |
|-------------------|------------|-------------------|
| <b>Citations</b>  | 1292       | 595               |
| <b>h-index</b>    | 17         | 12                |
| <b>i10- index</b> | 27         | 18                |



## Prof. Dr. Jorge de Brito

Jorge de Brito is a Civil Engineering (1982), Master in Structural Engineering (1987) and PhD in Civil Engineering (1993), all at Instituto Superior Técnico (IST), Technical University of Lisbon, Portugal, where he has been a Full Professor in Civil Engineering since 2005. Since he started his University career in 1985, he has given courses on Mechanics, Concrete and Construction Technology and Pathology. He was for a 15-year period a structural designer, mostly in buildings and bridges. Besides being a National Counselor of the Portuguese

|                   | <b>All</b> | <b>Since 2012</b> |
|-------------------|------------|-------------------|
| <b>Citations</b>  | 8846       | 7748              |
| <b>h-index</b>    | 47         | 43                |
| <b>i10- index</b> | 202        | 184               |

Chartered Engineers Institution and other national professional associations, he has been a member of the International Association for Bridge and Structural Engineering, the Fédération Internationale du Béton, International Council for Research and Innovation in Building and Construction (full member of

working groups W80, W86 and W115), RILEM and International Association for Bridge Management and Safety. His present research fields are recycled aggregates in concrete and mortars production, buildings and bridges management systems, service life prediction and life cycle assessment. His international publication record includes 280+ papers in journals from the ISI Web of Knowledge system, 200+ papers in international conferences, 25 book chapters and 4 books. He has been a reviewer for around 180 international journals and belongs to the Editorial Board of 24 international journals.



## Prof. Dr. Teoman Duman

He completed his master's education at the University of South Carolina, Columbia, and his doctoral education at the Pennsylvania State University in the United States, in hospitality and tourism marketing field. He earned his associate professorship degree in the scientific field of marketing given by Turkish Higher Education Council in 2007. After working for different Turkish universities, he transferred to International Burch University in 2010 and taught marketing courses at undergraduate and graduate level. Recently, he transferred to Epoka

university as a marketing professor.

During his academic career, he published one edited book, two books, five book chapters and more than thirty research articles. He specialized on marketing of service products during his academic career. His academic focus was on consumer behavior towards service

products specializing on tourism and retailing sectors. He also published a number of articles related to destination services and development.

His worked with 5 doctoral students and a number of master students in their thesis work. As part of his academic life, he initiated the Journal of Economic and Social Studies (JECOSS) and held the position of journal editor until this time. He also chaired the International Conference on Economic and Social Studies (ICESoS) three years, which focuses on publications related to economic and business-related issues in Bosnia and Herzegovina and in greater Balkan region.

Dr. Teoman Duman is married and has two daughters.

|                   | <b>All</b> | <b>Since 2012</b> |
|-------------------|------------|-------------------|
| <b>Citations</b>  | 993        | 712               |
| <b>h-index</b>    | 15         | 13                |
| <b>i10- index</b> | 17         | 15                |

## About Epoka University

Epoka University was founded in 2007-2008, being one of the non-public/private universities founded under the Albanian Higher Education Act to provide a higher education system for Albanian and international students. With its campus in Tirana, Epoka University's student body is composed of around 1,700 students, of whom around 10% are international students. Each year it enrolls some 400-500 new students. Epoka has 11 programs linked with 7 departments that operate under three faculties. Epoka University offers education in three study cycles, including Bachelor, Master of Sciences, Professional Master, integrated second cycle and PhD study programs. Epoka has declared a specific mission in its Strategic Plan, aiming to provide education, research and contribution to the society, while reflecting both national priorities and international standards. The language of all study programs is in English, with the exception of the Bachelor study program in Banking and Finance being in Albanian.

Telephone: **+355 4 2232 086**  
Fax : **+355 4 2222 117**

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Web: **http://www.epoka.edu.al**

## About AEQI Board (Academic Evaluation and Quality Improvement Board)

The Academic Evaluation and Quality Improvement (AEQI) Board is responsible for internal quality assurance at Epoka University. The AEQI Board periodically evaluates the effectiveness of educational activities, research and administrative activities of the University.

Telephone: **+355 4 2232 086**  
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## About Research and Projects Office

The vision of Research and Project Office is to promote and enhance research capabilities by increasing awareness and collaboration with public and private institutions in both intra-national and international levels in the field of research and development and most importantly direct researchers deliver the right projects at the right time with the right resources. By functioning as an advocate and facilitator, the office will encourage and assist administrators, faculty, and leadership in engaging with the nonprofit, business, and government communities

Telephone: **+355 4 2232 086**

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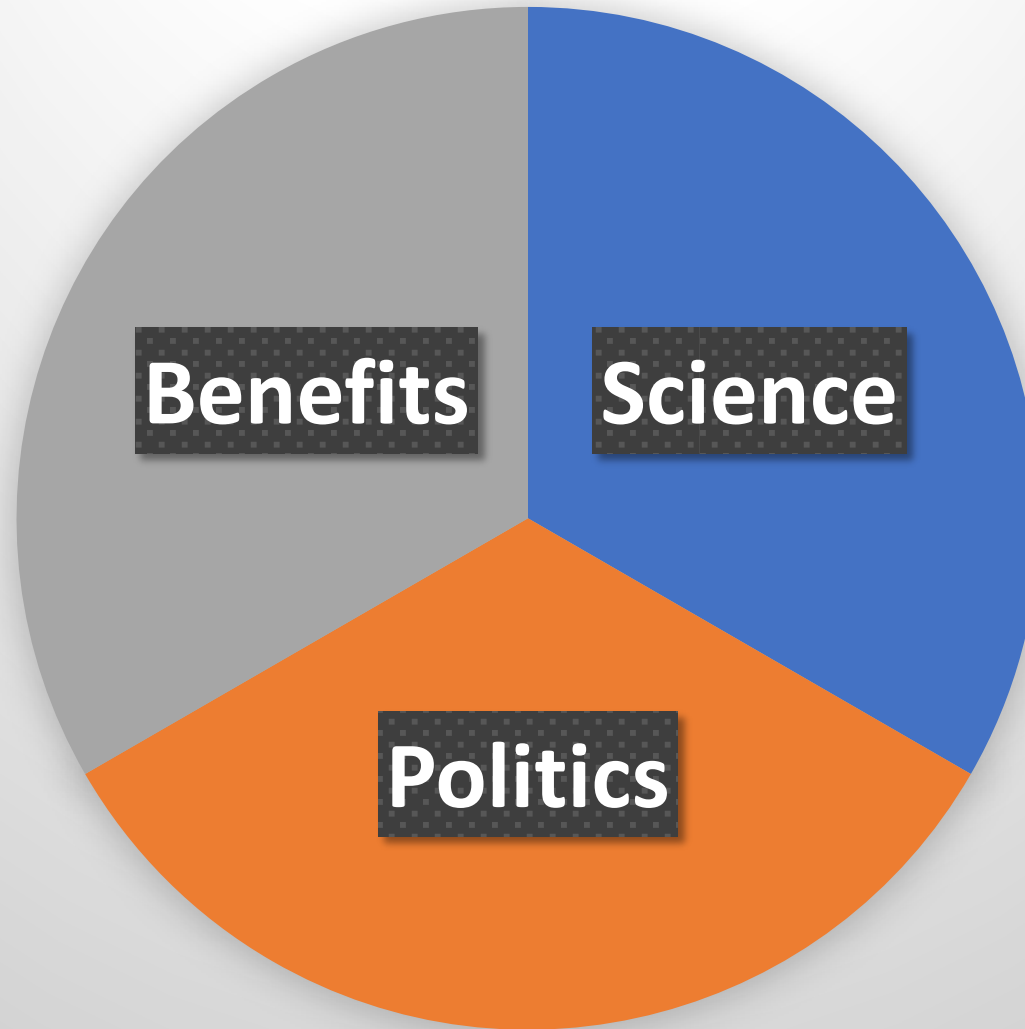
# The Business of Academic Publishing

Session Moderator:

Teoman Duman, Ph.D.

October 9, 2017

## Components of Academic Publishing





ELSEVIER

# THE SCIENCE COALITION



## Session outline

1. First part: Warm-up presentation
2. Second part: Practice session:  
Analysis of published papers

# WARM-UP PRESENTATION

# Purposes of the session;

- To discuss about the types of academic publications (i.e. What to publish?).



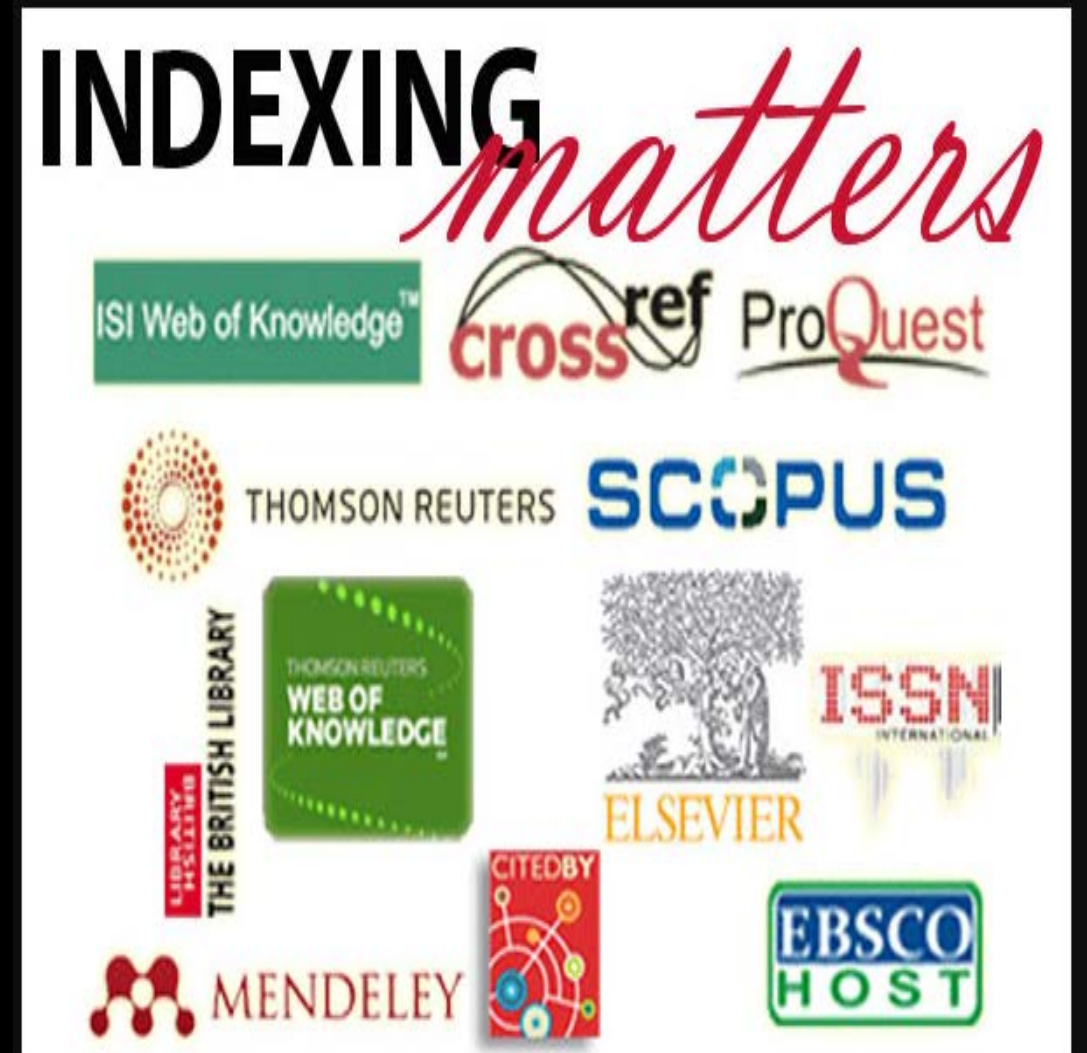
# Purposes of the session;

- To learn briefly about academic publishing sector (i.e. Where to publish?).



# Purposes of the session (continued);

- To discuss publication processes and share experiences about academic publishing.



Purposes of the session (continued);

- To learn about the secrets of quality academic publishing through discussions.



## Purposes of the session (continued);

- To create **motivation** among Epoka academics to publish in high-ranked journals.



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way?

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Our Mission is to promote the interests and growth of scientists, circulate academic awareness and publish high quality research while providing our journals free of charge. Our journals are fully open access where researchers and readers have free and unlimited access to the full text of our quality articles without subscription or price barriers.

### About Open Access Publication

Open access publishing ensures a free flow of scientific information and knowledge at the worldwide level. Most scholars now agree that electronic journals are a much better way of delivering journal articles than paper journals housed in libraries.

However, open access promises to enlighten the citizens outside the academy, enhance teaching and learning, and speed up the pace of discovery.

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Vol 3 Iss 2 Aug 2017

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| PJGMR-PUB-2015 | Pyrex Journal of Geology and Mining Publication                       | US \$200 | <a href="#">PAY NOW</a> |
| PJERR-PUB-2015 | Pyrex Journal of Educational Research and Reviews Publication         | US \$400 | <a href="#">PAY NOW</a> |
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Pyrex Journal of Biomedical Research (email: [pjbr@pyrexjournals.org](mailto:pjbr@pyrexjournals.org))

Pyrex Journal of Biotechnology and Molecular Biology (email: [pjbmb@pyrexjournals.org](mailto:pjbmb@pyrexjournals.org))

# Polarization of scientific publications

- A lot of discussion on the dark side of publishing and,
- Production of fake science.

## The EPA has destroyed America's health with fake science

JUNE 1, 2017 THE O'CONNOR ENTERPRISE A7

When Congress passed the Clean Water and Clean Air Acts in the late 60s and early 70s, President Richard Nixon established EPA to develop regulations aimed at protecting public health and the environment. President Jimmy Carter followed by having wastewater treatment plants built throughout America to remove traces of pollutants before discharging wastewater into rivers and other water bodies.

Wastewater treatment plants remove trace amounts of water insoluble pollutants by concentrating them in the animal fats contained in sewage sludges, which collect in settling tanks.

EPA deregulated virtually all pollutants in sewage sludge, and promoted their application to land as biosolids.

Its only challenge was to explain how trace amounts of petrochemicals and other industrial wastes it strictly regulates in air and water become harmless when mixed with

sewage sludge at far higher concentrations, and spread on land where animals graze and children play. According to an internal memo, EPA decided to fund research at land grant universities to "support the science and substance" of its sludge rule, and "overcome misinformation spread by opponents."

In April 2000, EPA Administrator Carol Browner presented me with the agency's Science Achievement Award for Biology and Ecology for a study I published in *Nature*, which raised concerns about EPA's sludge rule. Ironically, EPA had just recently transferred me to the University of



**David Lewis**  
*Science for Sale*

Georgia's Department of Marine Sciences pending termination for publishing a *Nature* commentary that was critical of the way EPA handles science in this and other areas.

My UGA appointment ended in 2008 when *Nature* published an editorial and news article supporting my research on sewage sludge at UGA.

It criticized EPA and UGA for publishing data that a federal judge determined were fudged to cover up links between cattle deaths and sewage sludges.

In the wake of this negative publicity, UGA terminated my Visiting Scientist status.

My former department head testified under oath in my whistleblower case against EPA.

He stated that UGA administrators warned him that the university is "dependent on this money ... grant and contract money ... money either from possible future EPA grants or [from] connections

there might be between the waste-disposal community [and] members of faculty at the university."

The tragedy is that sewage sludges could be converted into valuable soil amendments and cheap fertilizers using pyrolysis to destroy toxic chemicals, bind heavy metals to activated charcoal, and return carbon to the soil instead of adding it to the atmosphere.

Even doing nothing would have been better than diverting chemical wastes to wastewater treatment plants for land application.

At least most toxic chemicals that entered rivers were carried away from human populations and ended up in trace amounts in sediments at the bottoms of oceans.

Now, thanks to EPA and its body of fake science, they're spread all around us on land at millions of times higher concentrations.

*David Lewis is the Research Director for the Focus for Health Foundation in Watchung, NJ, and CEO of Saxon Road Church, Inc. in Wadkinsville. The opinions expressed are those of the writer.*

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NATURE | NEWS FEATURE



## Investigating journals: The dark side of publishing

The explosion in open-access publishing has fuelled the rise of questionable operators.

**Declan Butler**

27 March 2013

- <http://www.nature.com/news/investigating-journals-the-dark-side-of-publishing-1.12666>

# Declan Butler views...

- Career journals harm scientific progress.
- Mostly online, open-access.
- «These publishers display an intention to deceive authors and readers, and a lack of transparency in their operations and processes».
- «Many open-access publishers are springing up in India and China».
- This problem sharpens the separation between good quality publications and the bad ones.

# What to publish?

# Academic publication categories

1. Books and monographs
2. Edited book
3. Journal article
4. Book chapters
5. Book reviews
6. Conference proceedings
7. Technical reports/scientific reports/white papers
8. Blogs and other forms of online writing
9. Op-eds, columns, and other publications for the public
10. All others...

Source: <http://higheredprofessor.com/2016/12/05/types-academic-publications/>

Discussion –  
Advantages and  
disadvantages of  
publication types.

## Discussion questions:

- Which publication types are priority for new academics?
- What should be the publication strategy for a healthy academic development?

Where to publish?

# Who publish scientific works?

- Universities – e.g. Cambridge University Press, Epoka Press.
- Non-profit organizations
  - Scientific associations, organizations etc.
- Private companies – e.g. Pearson, Elsevier, Thompson Reuters, Springer, Wiley.
- Others...

# Academic publication sector – Top book publishers

| Rank<br>2015 | Rank<br>2014 | Publishing Group or<br>Division                  | Parent Company                                   | Parent<br>Country    | 2014<br>Revenue<br>in \$M | 2013<br>Revenue<br>in \$M |
|--------------|--------------|--------------------------------------------------|--------------------------------------------------|----------------------|---------------------------|---------------------------|
| 1            | 1            | Pearson                                          | Pearson PLC                                      | UK                   | \$7,072                   | \$7,801                   |
| 2            | 3            | ThomsonReuters                                   | The Woodbridge<br>Company Ltd.                   | Canada               | \$5,760                   | \$5,576                   |
| 3            | 2            | RELX Group                                       | Reed Elsevier PLC &<br>Reed Elsevier NV          | UK/NL/US             | \$5,362                   | \$6,093                   |
| 4            | 4            | Wolters Kluwer                                   | Wolters Kluwer                                   | NL                   | \$4,455                   | \$4,920                   |
| 5            | 5            | Penguin Random House                             | Bertelsmann AG                                   | Germany              | \$4,046                   | \$3,664*                  |
| 6            | NEW          | Phoenix Publishing and<br>Media Company          | Phoenix Publishing and<br>Media Company          | China                | \$2,840                   | \$2,781                   |
| 7            | NEW          | China South Publishing &<br>Media Group Co., Ltd | China South Publishing &<br>Media Group Co., Ltd | China                | \$2,579                   | \$2,237                   |
| 8            | 6            | Hachette Livre                                   | Lagardere                                        | France               | \$2,439                   | \$2,851                   |
| 9            | 10           | McGraw-Hill Education                            | Apollo Global<br>Management LLC                  | US                   | \$2,190<br>(Est.)         | \$1,992                   |
| 10           | 7            | Holtzbrinck                                      | Verlagsgruppe Georg von<br>Holtzbrinck           | Germany              | \$2,000                   | \$2,222                   |
| 11           | 8            | Grupo Planeta                                    | Grupo Planeta                                    | Spain                | \$1,943                   | \$2,161                   |
| 12           | 11           | Scholastic                                       | Scholastic                                       | US                   | \$1,822                   | \$1,792                   |
| 12           | 12           | Wiley                                            | Wiley                                            | US                   | \$1,822                   | \$1,761                   |
| 14           | 9            | Cengage Learning<br>Holdings II LP               | Apax and Omers Capital<br>Partners               | US/Canada            | \$1,708                   | \$1,747                   |
| 15           | 14           | China Publishing Group<br>Corporation            | China Publishing Group<br>Corporation            | China                | \$1,495                   | \$1,499                   |
| 16           | 16           | Harper Collins                                   | News Corp.                                       | US                   | \$1,434                   | \$1,369                   |
| 17           | 15           | Houghton Mifflin Harcourt                        | Houghton Mifflin Harcourt<br>Company             | US/Cayman<br>Islands | \$1,372                   | \$1,379                   |
| 18           | 13           | De Agostini Editore                              | Gruppo De Agostini                               | Italy                | \$1,367                   | N/A                       |
| 19           | 18           | Oxford University Press                          | Oxford University                                | UK                   | \$1,181                   | \$1,254                   |
| 20           | 17           | Springer Science and<br>Business Media           | EQT and GIC Investors;                           | Sweden,<br>Singapore | \$1,167                   | \$1,301                   |

Source: <https://www.publishersweekly.com/pw/by-topic/international/international-book-news/article/67224-the-world-s-57-largest-book-publishers-2015.html>

# Academic publication sector – Top journal publishers

| Publisher                                                | No Journals |
|----------------------------------------------------------|-------------|
| Elsevier                                                 | 2571        |
| Springer-Verlag                                          | 2209        |
| Taylor and Francis                                       | 1803        |
| John Wiley and Sons                                      | 1604        |
| Sage Publications                                        | 742         |
| SciELO                                                   | 684         |
| Walter de Gruyter                                        | 683         |
| Redalyc                                                  | 447         |
| RMIT Publishing                                          | 415         |
| Inderscience Publishers                                  | 391         |
| Hindawi Publishing Corporation                           | 366         |
| Project MUSE                                             | 361         |
| Cambridge University Press                               | 329         |
| Oxford University Press (OUP)                            | 310         |
| Revues.org                                               | 309         |
| Emerald                                                  | 308         |
| Wolters Kluwer - Lippincott Williams and Wilkins         | 287         |
| Biomed Central Ltd.                                      | 268         |
| African Journals Online                                  | 230         |
| Scientific Research Publishing                           | 214         |
| Sabinet Online Ltd                                       | 185         |
| Medknow Publishers                                       | 177         |
| Institute of Electrical and Electronics Engineers (IEEE) | 174         |
| Informa Healthcare                                       | 166         |
| Thieme Publishing Group                                  | 157         |
| SpringerOpen                                             | 150         |

Source: <http://www.scijournal.org/top-international-journal-publisher.shtml>

According to data from 2731 Spanish academics,  
most valuable academic publishers;

1. Cambridge University Press
2. Oxford University Press
3. Routledge
4. Springer Publishers
5. Elsevier
6. Peter Lang
7. Thomson Reuters
8. Blackwell
9. De Gruyter
10. McGraw Hill

# PUBLISHERS AND SCIENTIFIC SOCIETIES

# Scientific societies

- Top publishers work with established scientific societies.



# Scientific societies

- Successful scientific careers evolve in scientific societies with long tradition.

*AMS Review – Sheth Foundation*  
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2018 Co-Chairs:

Jagdeep Singh (Case Western Reserve University)  
Jelena Spanjol (Ludwig-Maximilians-Universität (LMU) Munich)  
Manjit Yadav (Texas A&M University)

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[Read biographies of the award's founders here.](#)

 **2016 Recipient**  
[Daniel McCarthy](#) The Wharton School

| Rank | Title                                       | Society                                  | Establish | Publisher       | SJR   | SJFH inc | Total R | Total | Country        |  |
|------|---------------------------------------------|------------------------------------------|-----------|-----------------|-------|----------|---------|-------|----------------|--|
| 1    | Journal of Marketing Research               | American Marketing Association           | 1964      | Same            | 6,319 | Q1 135   | 3682    | 763   | United States  |  |
| 2    | Journal of Marketing                        | American Marketing Association           | 1936      | Same            | 5,947 | Q1 195   | 3286    | 850   | United States  |  |
| 4    | Journal of Consumer Research                | American Marketing Association and ot    | 1974      | Oxford Univer   | 5,406 | Q1 137   | 3776    | ###   | United States  |  |
| 5    | Journal of Supply Chain Management          | ?                                        | 1965      | Wiley           | 4,98  | Q1 47    | 1615    | 573   | United States  |  |
| 7    | Marketing Science                           | International Association for Operations | 1982      | Institute for O | 4,261 | Q1 102   | 2444    | 404   | United States  |  |
| 8    | Journal of the Academy of Marketing Science | Academy of Marketing Science             | 1973      | Springer        | 3,997 | Q1 131   | 3145    | 805   | United States  |  |
| 9    | Journal of Consumer Psychology              | Society for Consumer Psychology - Am     | 1992      | Elsevier        | 2,955 | Q1 77    | 2860    | 526   | United States  |  |
| 10   | Journal of Interactive Marketing            | Marketing Edge (Society)                 | 1997      | Elsevier        | 2,754 | Q1 77    | 1676    | 483   | United States  |  |
| 12   | Journal of Retailing                        | ?                                        |           | Elsevier        | 2,556 | Q1 105   | 2014    | 530   | United Kingdom |  |
| 14   | Journal of International Marketing          | American Marketing Association           | 1993      | Same            | 2,332 | Q1 68    | 1294    | 193   | United States  |  |
| 15   | Quantitative Marketing and Economics        | ?                                        | 2003      | Springer        | 2,299 | Q1 24    | 368     | 55    | Netherlands    |  |
| 16   | Journal of Business Ethics                  |                                          |           |                 | 1,871 | Q1 11    | 1114    | 213   | Netherlands    |  |



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## How Marketers Can Convert Their Obstacles Into Opportunities for 2018

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6/27/2018 » 6/29/2018  
2018 AMS WMC Oporto

## Featured Members

Harold W. Berkman

## Welcome!

## News

### 2018 AMS Annual Conference - New Orleans, Louisiana

The call for papers is available for the 2018 AMS Annual Conference. The [submission deadline has been extended to Monday, September 25th, 2017](#). The call for papers can be found [HERE](#) and the EasyChair conference submission system can be found [HERE](#).

### 2018 AMS World Marketing Congress - Porto, Portugal

The 21st AMS WMC will take place summer 2018 in Porto, Portugal! It's time to think about submitting a paper. View the Congress home page or go directly to the Call for Papers to see the submission criteria. (<https://easychair.org/cfp/amswmc21porto>). The **21st AMS WMC** will be held from 27 June through 29 June, 2018. The host will be the Universidade Lusíada-Norte. Program Co-Chairs are John B. Ford ([jbford@odu.edu](mailto:jbford@odu.edu)) and Elizabeth Real ([fcee@por.ulusiada.pt](mailto:fcee@por.ulusiada.pt)). If you are interested in being considered to participate in the program as a session moderator or in some other way, please contact John or Elizabeth now. The [Call for Papers](#) is available on the website for this congress. Check out these videos from past WMCs

2011 Reims France - AMS 40th Anniversary World Marketing Congress Video

2014 Lima Peru - 17th World Marketing Congress Video

### Message from AMS Nomination Committee

The 2018 AMS Elections will take place next February. Now is the time to nominate candidates for office. Note that only active AMS Fellows are eligible to participate in the election process. Thus, if one's membership is expired or if the category of membership is Student Fellow, that individual is not permitted to make a nomination. Only AMS Fellows with no lapse in membership for at least one year may serve in official capacity. To make a nomination, visit the member's page. A

## Sign In

Sign In securely

Haven't registered yet?

**Members Only:** You can get online access JAMS and AMSR as an active member. You must be logged in to the AMS web site using your AMS user name and password. As an added bonus, AMS members now have access to the Journal of Business Ethics, the Journal of Business and Psychology and Marketing Letters as well. Visit the "member" page to start your search here!

Please **contact us** with any questions at:

**Email:** [ams@latech.edu](mailto:ams@latech.edu)

**Phone:** (318) 257-2612

# Tips to benefit from scientific societies

1. Learn about scientific societies in your scientific field.
2. Analyze their historical backgrounds and structures.
3. Learn about their organizations (e.g. Conferences, seminars).

4. Learn about their publications.

5. Identify your society.  
Become a member.

6. Start with joining its yearly conference.

7. Present and publish your research project at the conference.

8. Be creative in bringing new (your own) insights, arguments, new methodologies or research findings. Catch scientific attention.

9. Develop your conference papers into journal papers and publish them in your society journal(s).

10. Take role as a reviewer, committee member, editorial member etc. in conferences and journals.

Most importantly;

11. Keep your research stream focused and make name on your publication progress.

# PUBLICATION PROCESS

# Publication process



Source: <https://www.elsevier.com/connect/7-steps-to-publishing-in-a-scientific-journal> by Aijaz Shaikh

# 7 publication process tips to publish in a scientific journal

Source: <https://www.elsevier.com/connect/7-steps-to-publishing-in-a-scientific-journal> by Aijaz Shaikh

## Workflow to Publish a Journal Article



Journal  
Selection



Manuscript  
Preparation



Manuscript  
Submission



Peer-review  
& Revision



Acceptance



Copy editing  
English editing



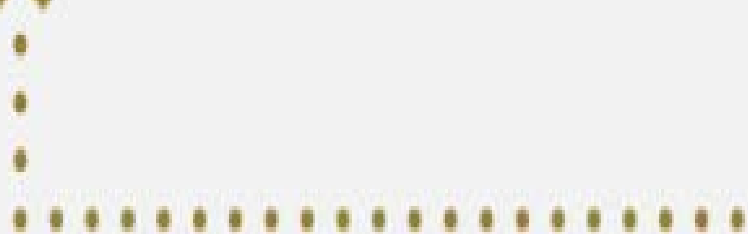
Proofreading



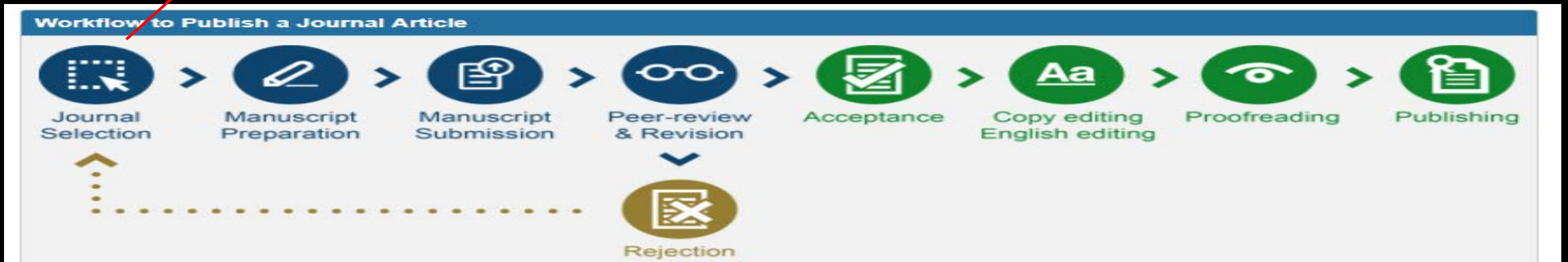
Publishing



Rejection



**1. Do not rush submitting your article for publication. Good publications require good preparation.**



**2. Select an appropriate publication outlet. Remember fake science sector.**



# General criteria for journal selection

(Source: [http://libguides.lb.polyu.edu.hk/researchers\\_library/publishing#point#1](http://libguides.lb.polyu.edu.hk/researchers_library/publishing#point#1))

- **Aims & Scope**
- **Editors, Editorial Board members**
- **Audience**
- **Publications in recent issues**
- **Processing speed**

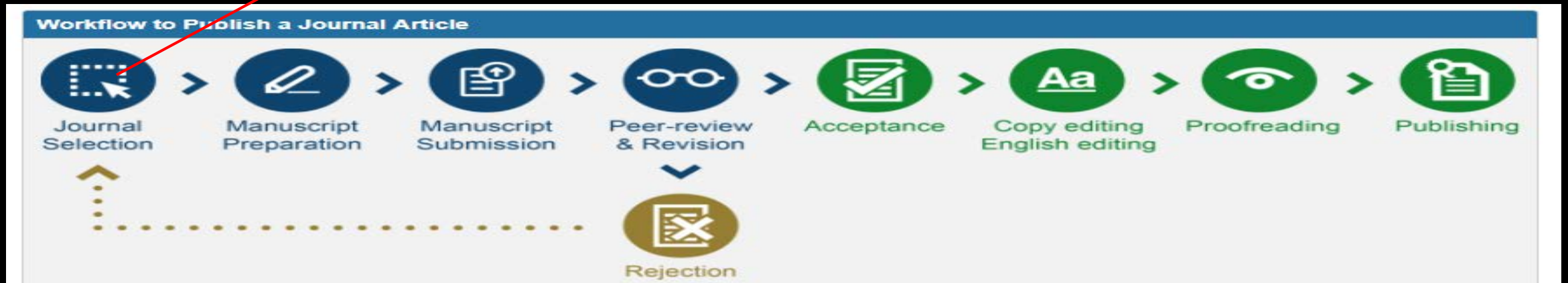
# General criteria for journal selection (continued)

- Acceptance/rejection rate
- Open Access policy
- Check whether the journal is peer-reviewed
- Check journal homepage
- Check journal profile via major database platforms, e.g., Web of Science, Scopus, EBSCOhost, ProQuest, etc.
- Check in Ulrich's Periodicals Directory

# General criteria for journal selection (continued)

- **See whether the journal is a good one within a subject area by checking;**
  - **Journal Impact Factor, Journal Citation Reports (JCR) and SNIP (Source Normalized Impact per Paper),**
  - **SJR (SCImago Journal Rank)**
  - **CiteScore**
  - **Scopus Analyzing Tools**
  - **Essential Science Indicators (ESI)** - ESI uses data extracted from Web of Science.
  - **SciVal** - uses data extracted from Scopus.

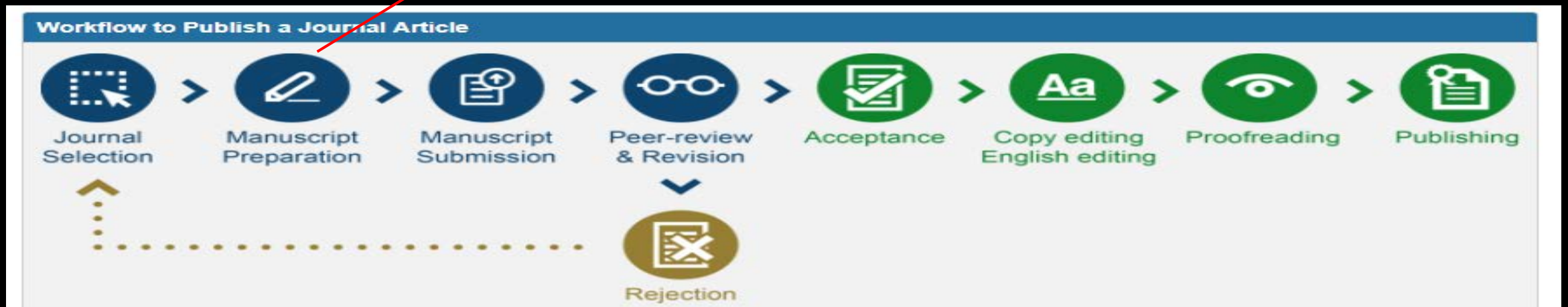
# 3. Read the aims and scope and author guidelines of your target journal carefully.



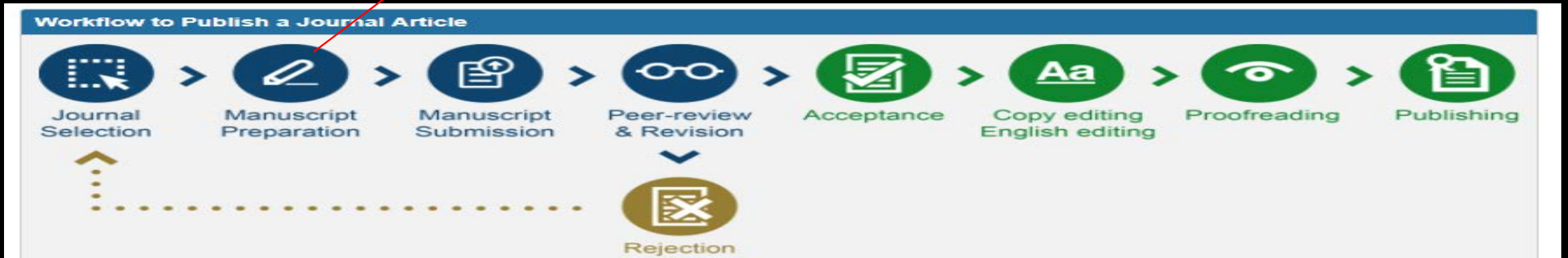
## Workflow to Publish a Journal Article



# 4. Make a good first impression with your title and abstract.



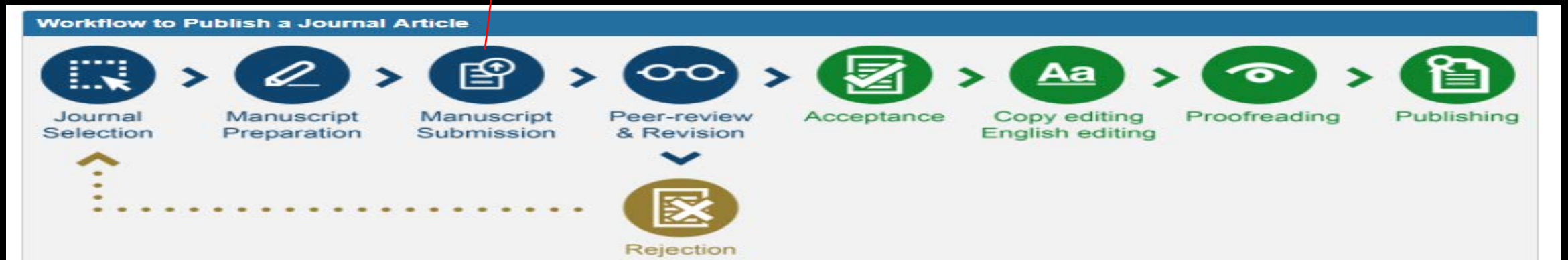
5. Have a professional editing firm copy-edit (not just proofread) your manuscript, including the main text, list of references, tables and figures.



## Workflow to Publish a Journal Article



# 6. Submit a cover letter with the manuscript.



## Workflow to Publish a Journal Article



Journal  
Selection



Manuscript  
Preparation



Manuscript  
Submission



Peer-review  
& Revision



Acceptance



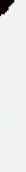
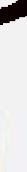
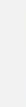
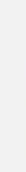
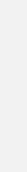
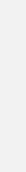
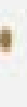
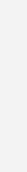
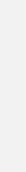
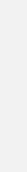
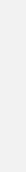
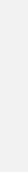
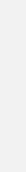
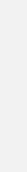
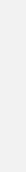
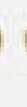
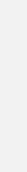
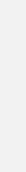
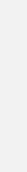
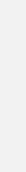
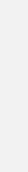
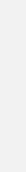
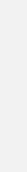
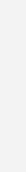
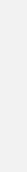
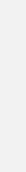
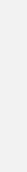
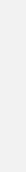
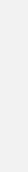
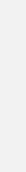
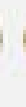
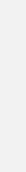
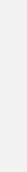
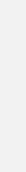
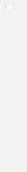
Copy editing  
English editing



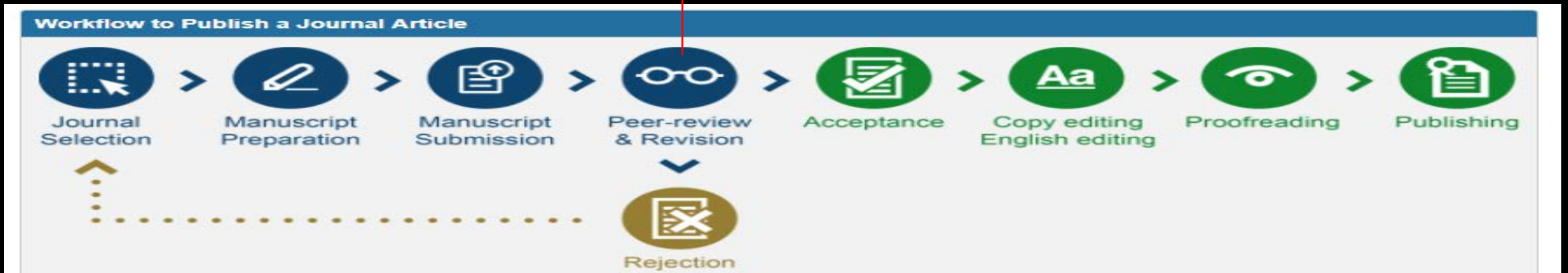
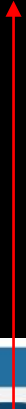
Proofreading



Publishing



# 7. Address reviewer comments very carefully.



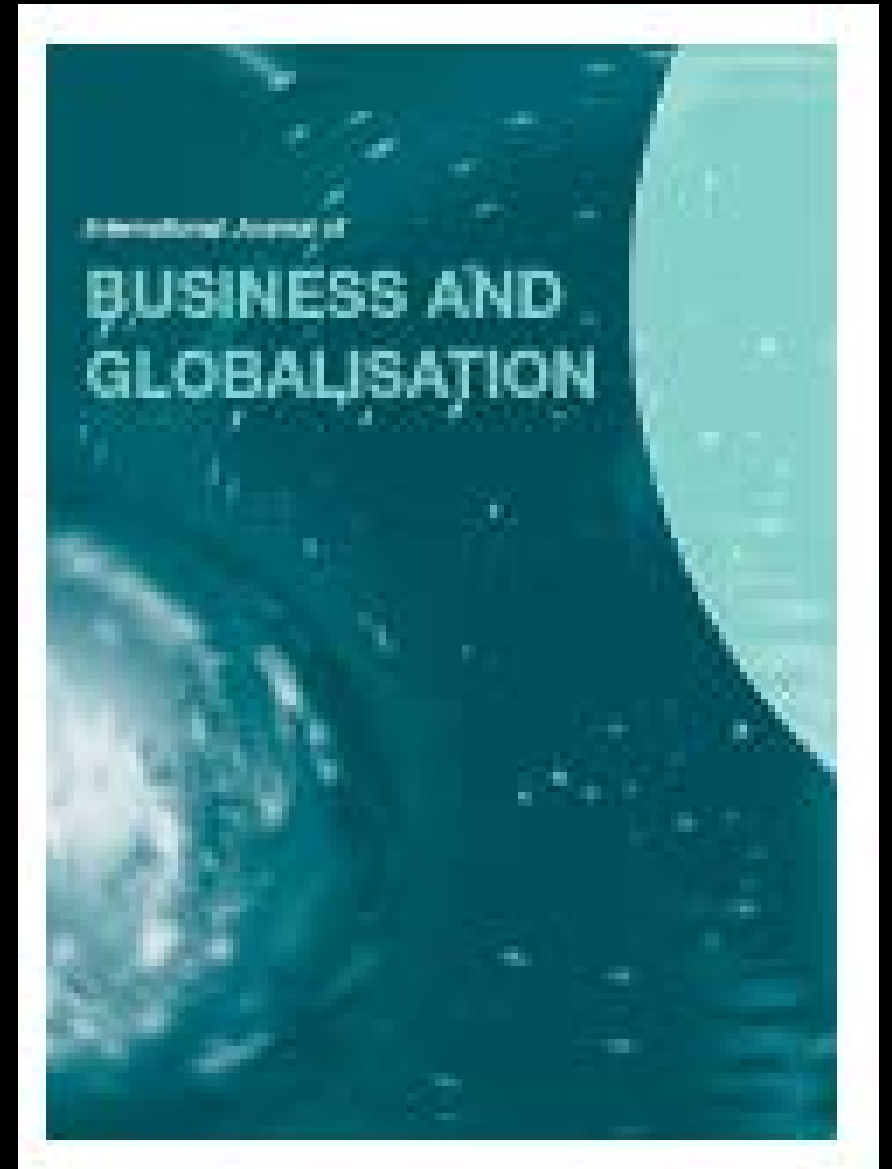
PRACTICE SESSION

Sample papers and  
discussion on  
academic publishing

1. Paper 1: Tijjani, F.B.  
(2017). Impact of HIV/Aids  
on Human Capital and  
Economic Growth in Nigeria.  
Vol 2(10). Pyrex Journal of  
Business and Finance  
Management Research.  
135-162.



2. Krueger, N., Sussan, F. (2017). Person-level entrepreneurial orientation: clues to the 'entrepreneurial mindset'? *International Journal of Business and Globalization*. 18(3). 382-395.



3. Irina V. Kozlenkova, Robert W. Palmatier, Eric (Er) Fang, Bangming Xiao, and Minxue Huang (2017) Online Relationship Formation. Journal of Marketing: May 2017, Vol. 81, No. 3, pp. 21-40.



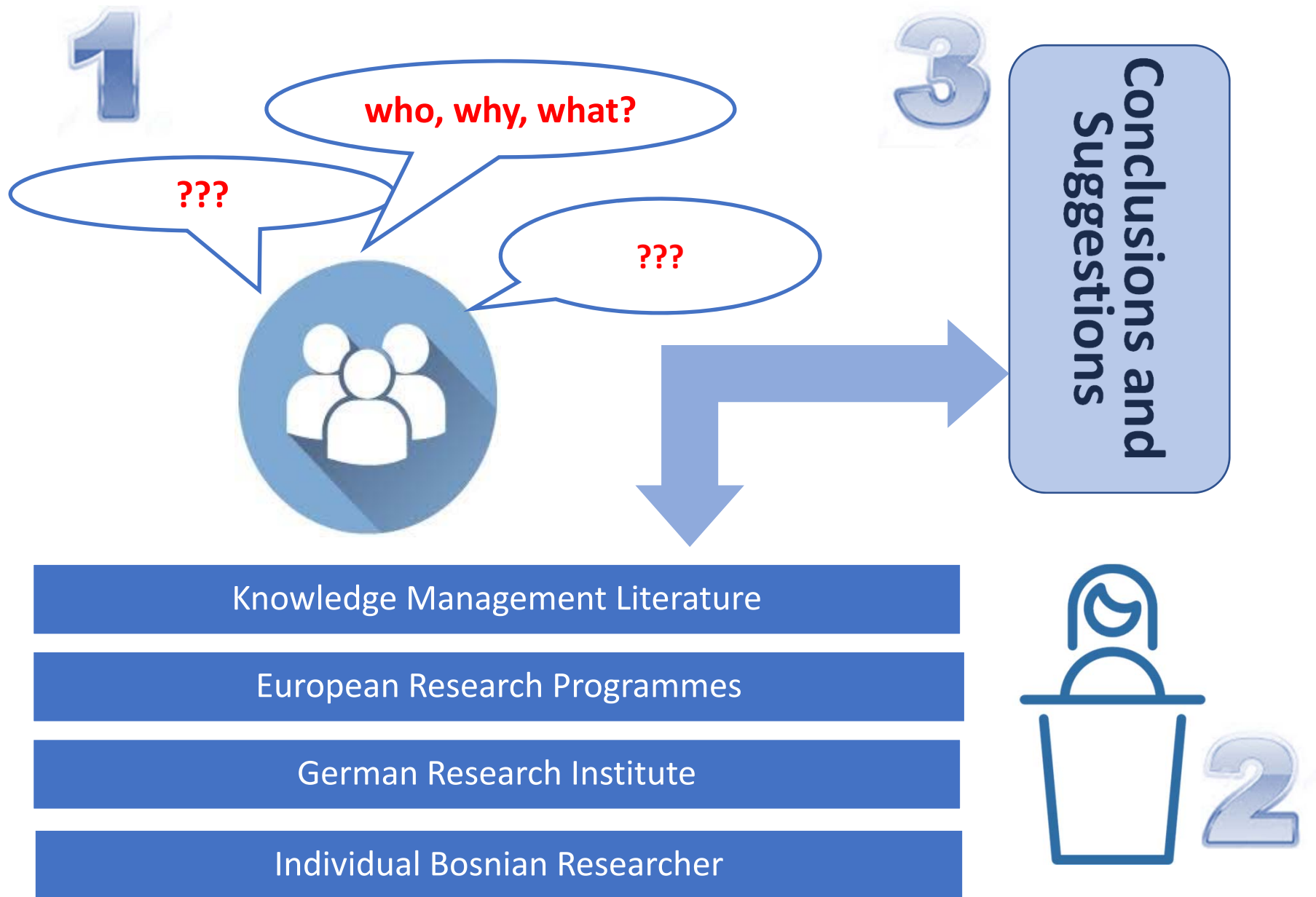


# Research Demand

**Meliha Handzic**

*Professor of Management and Information Systems  
International Burch University*

# Workshop Plan



# Focus Group Questions

Q1.

---

- Who needs research?

Q2.

---

- Why is research needed?

Q3.

---

- What kind of research is needed?

# Knowledge Management Literature

Who  
?



Why  
?

Minimise risk

Enhance efficiency

Improve effectiveness

Innovate

What  
?



# European Research Programmes

Who  
?



Why  
?

“Research and innovation contribute directly to prosperity in Europe and the well-being of its citizens and society.”



What  
?





# Horizon 2020 Mission

## Smart growth:

developing an economy based on knowledge and innovation.

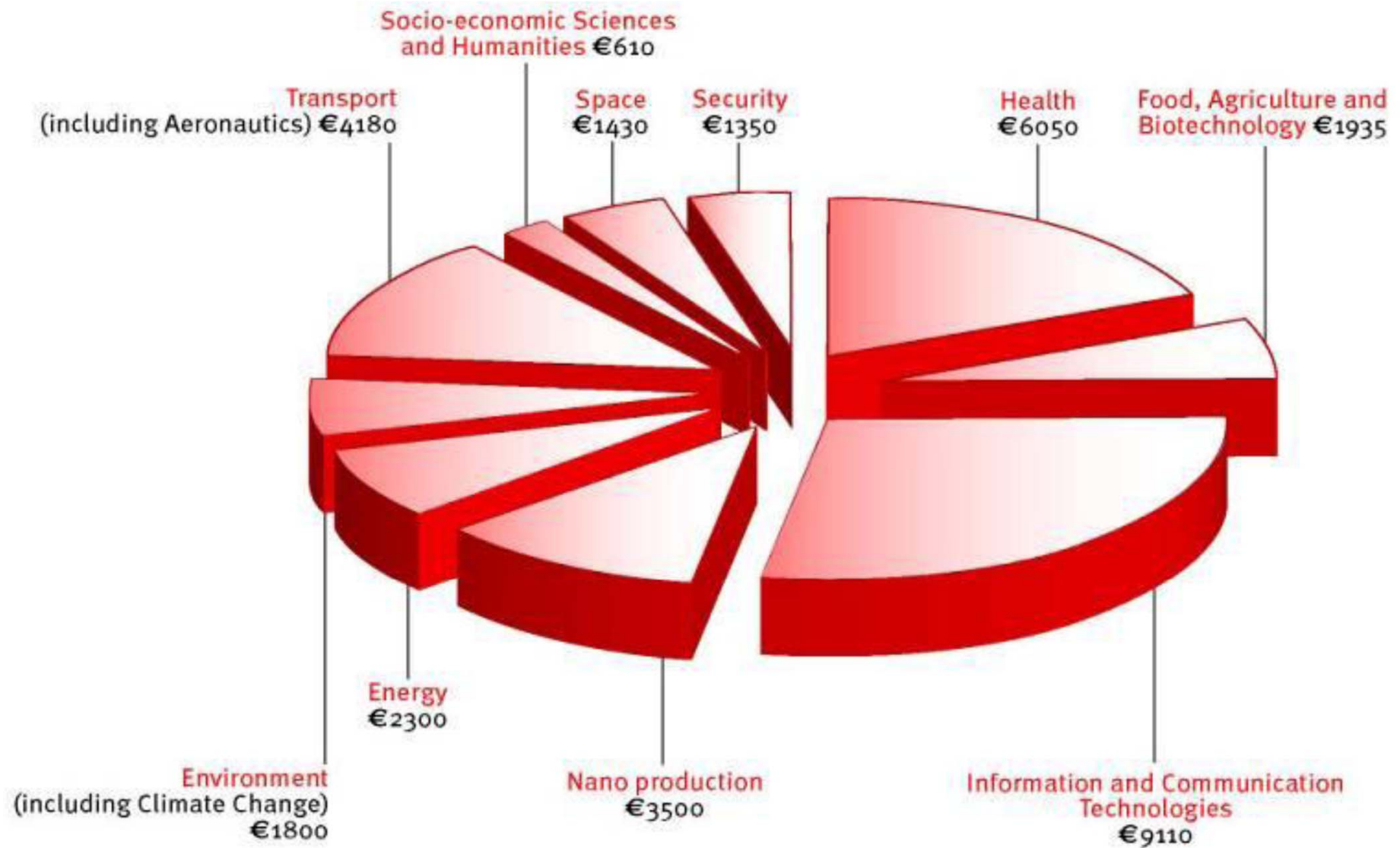
## Sustainable growth:

promoting a more resource efficient, greener and more competitive economy.

## Inclusive growth:

fostering a high-employment economy delivering social and territorial cohesion.

# Horizon 2020 Priorities



**Openness**  
**Inclusiveness**

**Solely science and  
technology driven**

Open to all scientific  
and technological fields  
Focus on excellence

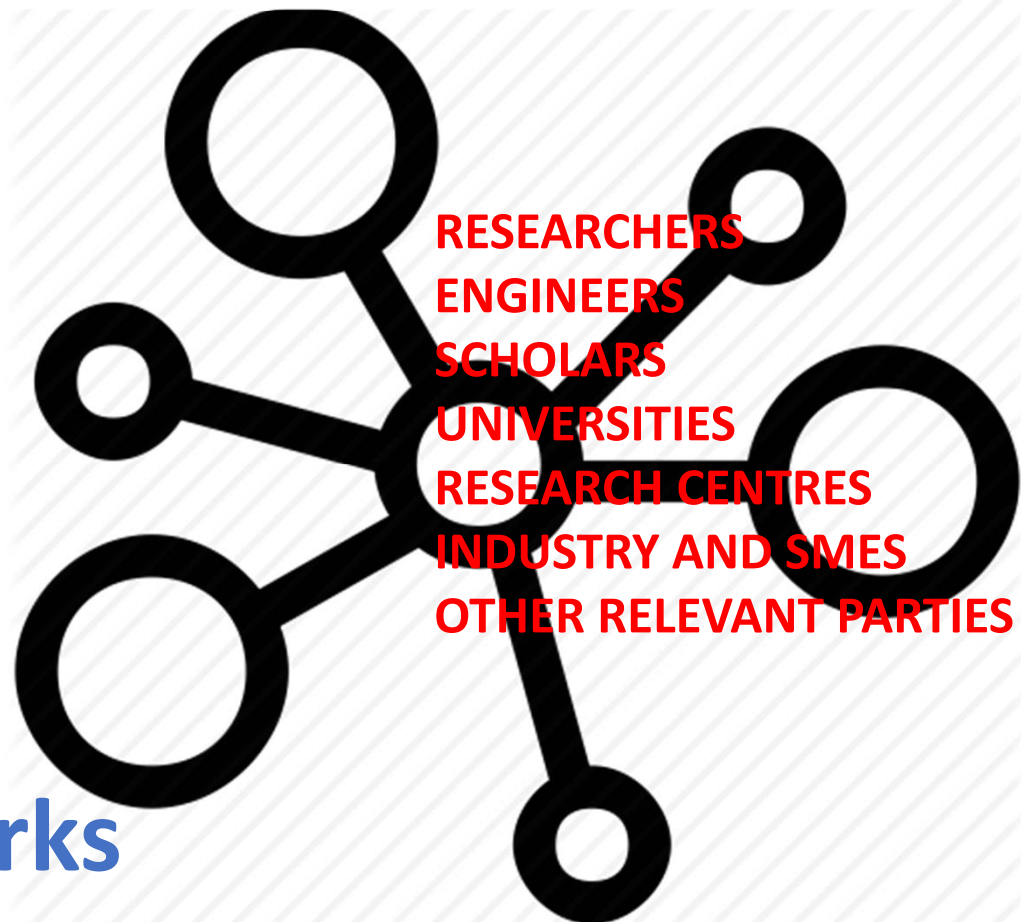
**Simple**

One submission stage  
User-friendly IT tools

**Transparent**

Straightforward process  
Independent peer review

**Growing ideas  
through networks**



# German Research Institute: Fraunhofer

People need  
health

Who  
?



People need  
mobility



Why  
?

People need  
security



People need  
energy



**RESEARCH  
FOR  
PEOPLE**

People need  
communication

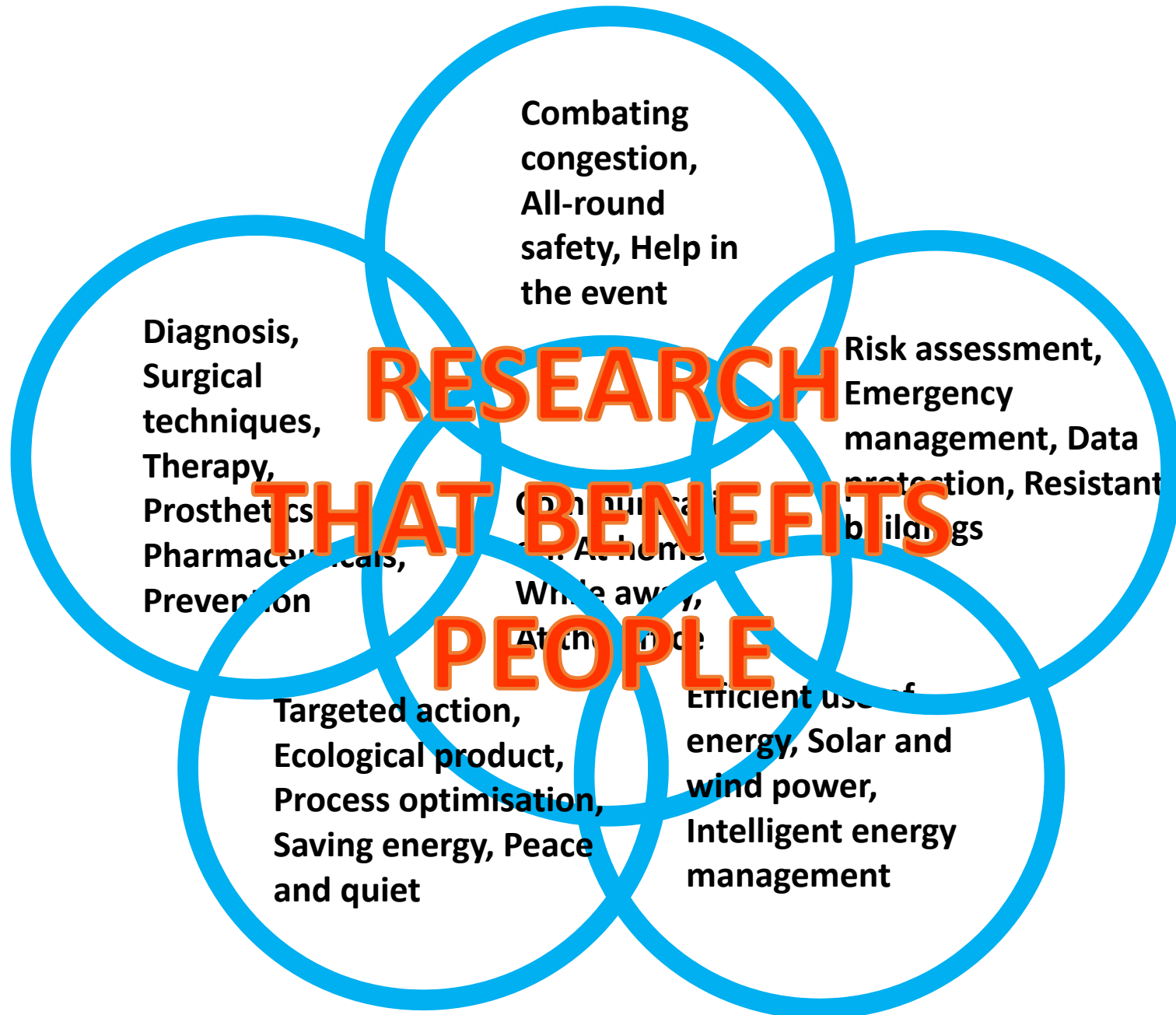


People need  
environment



What  
?

# Fraunhofer Research Areas

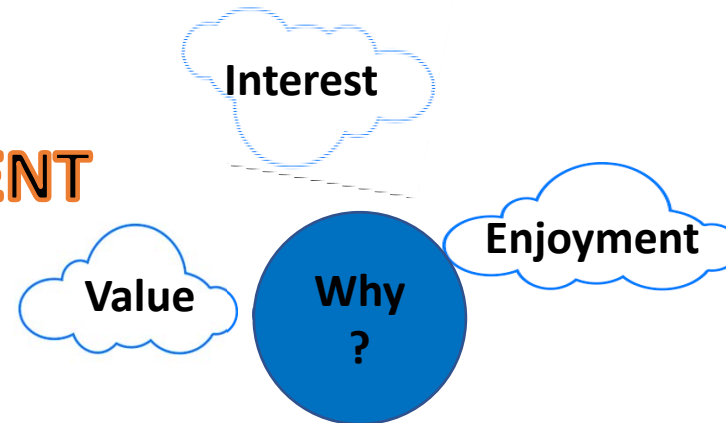
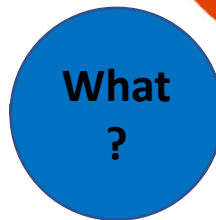


# Individual Bosnian Researcher

## ADVENTURES IN KNOWLEDGE MANAGEMENT



**Meliha Handzic**



# Conclusions and Suggestions



**EPOKA**  
UNIVERSITY

# JOURNALS: CHALLENGES TO PUBLISH

## EPOKA UNIVERSITY SEMINAR

**Jorge de Brito, João Ramôa Correia**

**Epoka University**

Tirana, 9th October 2017

## OUTLINE

- 1. Types of journals and how to select a journal**
- 2. What to publish (or investigate) and what is not worth trying to publish**
- 3. Decisive factors for papers acceptance**
- 4. Planning and preparation of the papers (& investigation)**
- 5. How to enhance the impact of your published papers**

# **1. TYPES OF JOURNALS AND HOW TO SELECT A JOURNAL**

## 1.1. TYPES OF JOURNALS/CONFERENCES

- Top scientific journals are indexed in **ISI Web of Science** database (<http://ip-science.thomsonreuters.com/mjl/>)
- **Scopus/Scimago** (<http://www.scimagojr.com/journalrank.php>) database is broader, but is also well accepted by the international scientific community
- There are other credible databases, although less wide (e.g. SciELO, Mendeley, Ulrich, etc.) in terms of geography and thematic scope, and with lower scientific reputation
- Some of the above mentioned databases include scientific conferences (in some fields, with similar or even higher reputation than journals)

## 1.2. FACTORS TO CONSIDER WHEN SELECTING A JOURNAL

- The database where the journal is indexed (if possible, ISI)
- The **INTERNATIONAL** reputation of the journal within the field
- The **Impact Factor** (IF) and corresponding quartile (ISI: <http://admin-apps.webofknowledge.com/JCR/JCR?PointOfEntry=Home&SID=Y1REvElfkEHeENjKbly>; Scopus/Scimago: <http://www.scimagojr.com/journalrank.php>)
- The topic of the paper to be submitted and its **coherence** with the **scope** of the **journal**
- The intrinsic quality we attribute to the paper
- The reviewing/publishing speed
- The competence of Editorial Board members/reviewers
- The official language of the journal

## **2. WHAT TO PUBLISH (OR INVESTIGATE) AND WHAT IS NOT WORTH TRYING TO PUBLISH**

## 2.1. WHAT TO PUBLISH (OR INVESTIGATE)

- **INNOVATIVE**, high quality and useful research
- **Research on current/emerging topics**
- **Research with international interest/relevance**
- **Topics where you (and/or the other co-authors) have international recognition**
- **Topics with wide scope (with many potential readers)**
- **Transverse or frontier topics (it can be good or counter-productive)**
- **Research that “solves” a given problem and constitutes a long-lasting reference**
- **Solid and comprehensive experimental research**
- **State-of-the-art reviews with high quality, novelty and added value/discussion (in topics where you have previously published!)**

## 2.2. WHAT IS NOT WORTH TRYING TO PUBLISH (OR INVESTIGATE)

- Poor/mediocre research, without innovation in international terms - **Never compromise quality!**
- Obsolete or exhausted topics
- Results with regional interest only
- Topics where you and none of the co-authors are not internationally known/recognized
- Topics with too narrow/specialized scope (only)
- Superficial research on too many topics (**try to become a specialist**)
- Experimental research with few results and/or too ordinary testing
- State-of-the-art reviews that are a mere “sum” of citations, without in-depth discussion and identification of the way forward and of the research needs in that field/topic

### 3. DECISIVE FACTORS FOR PAPERS ACCEPTANCE



### 3. DECISIVE FACTORS FOR PAPER ACCEPTANCE

- The intrinsic quality and **INNOVATION** of the research
- The **(written)** demonstration of such quality!
- Be **PRECISE/SELF-DEMANDING/ETHICAL** (about everything that depends on you; be very careful with **self-plagiarism**)
- All co-authors must be particularly critical about the work of the other co-authors and of their own work (**be the devil's advocate**) - you need to put yourself on the readers'/reviewers'/editor's shoes
- The **quality** of the **manuscript**, in terms of:
  - Organization/structure (simple, logical)
  - Writing (KISS - *Keep it Short and Simple...*)
  - Presentation (formatting/figures/tables/references)
- A good and concise **abstract** (scope/motivation, objectives, methodology and summary of main results/contributions)

### 3. DECISIVE FACTORS FOR PAPER ACCEPTANCE

A B S T R A C T

Scope

Objectives

The use of advanced composites for building rehabilitation presents several advantages when compared with traditional construction materials. When degraded building floors need to be replaced, composite sandwich panels are a potentially interesting solution, namely for buildings with load-bearing rubble masonry walls. In this paper, connection systems between composite sandwich floors and load-bearing walls are proposed, and their behaviour under vertical loading is investigated. The systems comprise steel angles anchored to the walls, serving as main supports of the sandwich panels, which are then adhesively bonded and/or bolted to the angles. These connection systems are experimentally assessed using sandwich panels made of glass-fibre reinforced polymer (GFRP) face sheets and cores of either polyurethane (PUR) foam or balsa wood, by means of flexural tests on cantilevers, which are also simulated using non-linear finite element models. The structural response of the connection systems is determined, including the rotational stiffness conferred to the floors, the strength and the failure modes. Moment-rotation relationships are obtained for the connection systems and sandwich panel types considered, which provide a wide range of rotational stiffness values, from 60 to 10,856 kNm/rad per unit width (m). These are then used to analytically estimate the short-term mid-span deflections of floors with semi-rigid connections and spans ranging between 2 m and 5 m. It is shown that some of the proposed connections allow significant floor stiffness increases compared with simply supported conditions, with reductions in total mid-span deflection of up to 65% being achieved for a span of 4 m. The results obtained for the proposed connections highlight (i) their potential benefits for fulfilling serviceability limit states and (ii) the importance of considering an adequate structural model when designing sandwich floor panels.

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Methodology

Conclusions

### 3. DECISIVE FACTORS FOR PAPER ACCEPTANCE

- A good **state-of-the-art**: as briefly as possible, describe what was already done (and/or is known) in this specific field (references list) and what is missing that explains the need of your paper - you need to convince the readers/reviewers that your paper addresses an interesting/unsolved problem that is worth being solved!
- Sometimes, it makes more sense to present a (longer) literature review in a separate section, i.e. after the introduction section
- A clear presentation of the **idea/objectives and methodology** of the research and of the **innovation** with regard to the state-of-the-art
- A clear but succinct description of the **experimental study**: main goals, test programme/series, materials, specimen preparation, test setup, equipment, instrumentation, procedure, relevant standards

### 3. DECISIVE FACTORS FOR PAPER ACCEPTANCE

- A clear but succinct description of the **numerical study**: main goals, software used, geometry of the object, types of elements, mesh size, boundary conditions, material properties, type(s) of analysis(es), mesh sensitivity study, validation/calibration, further investigations (e.g., parametric studies, etc.)
- A clear but succinct description of the **analytical study**: problem statement, main goals, presentation of theory/formulation (clear definition of all variables – adding a nomenclature may be useful), underlying assumptions/hypotheses, field of validity, validation (comparison with experimental/numerical data or other established analytical models), further investigations (e.g., parametric studies, etc.)

### 3. DECISIVE FACTORS FOR PAPER ACCEPTANCE

- An interesting/thorough/deep **analysis and discussion of results**:  
(i) clear and concise presentation/identification and explanation of main trends, (ii) benchmarking with literature review;  
(iii) cross-analysis of results from different tests (whenever applicable); (iv) comparison of experimental data with numerical/analytical predictions and/or code provisions
- Avoid providing dubious/speculative explanations (you do not have to explain **EVERYTHING**, including obvious/trivial results)
- Whenever applicable, clearly state/**acknowledge the weaknesses, limitations** or field of validity of your **results/models** (“for the range of parameters investigated, (...)”; “the model presented is valid for (...)”) - this is not only honest, but it will also give you extra credits/credibility in the eyes of the Reviewers and Editors

### 3. DECISIVE FACTORS FOR PAPER ACCEPTANCE

- Provide interesting and brief **conclusions**, useful but not speculative; do not repeat previous descriptions (goals, methods, etc.); clearly identify the novelty/contributions of your paper; avoid referring results that are already well-known (these are not conclusions, but rather the confirmation of existing knowledge!)
- The right choice of a Special Issue
- Recognition by the peers from that specific field and/or by the Editorial Board members or reviewers (journal selection) – very difficult to gain, but very easy to lose... **Do not compromise quality!**
- Review journal papers
- **LUCK** (a good paper does not necessarily get fair reviewing...)

### 3. DECISIVE FACTORS FOR PAPER ACCEPTANCE

- A correct/collaborative **attitude regarding the comments made by the reviewers/editors**:
  - Be thankful/positive for the Reviewers' inputs (even when critical)
  - Reply (kindly) to all comments raised by the reviewers
  - Clearly identify and explain (in an organized and structured manner) the changes that were made (or not) in the manuscript following their remarks
  - Make the reviewers'/Editor's task as easy as possible (keep your anger/frustration under control and never annoy a reviewer...)
- Be very careful and meticulous in reviewing the **proofs of your accepted paper** (in some cases, you'll be asked to reply in 48 hours – if you need more time, inform the publisher!)

## **4. PLANNING AND PREPARATION OF THE PAPERS (& INVESTIGATION)**

## **4. PLANNING AND PREPARATION OF THE PAPERS (& INVESTIGATION)**

- **Plan the research work and the publication of corresponding results**
- **Do not spend time with research work with no potential for publication**
- **How to obtain and improve the “raw-material” for the papers?**
- **Work as/in a team: build a team spirit with your colleagues and students**
- **Read/study a lot**
- **Review other journal papers**
- **Find your own niche (Where can you innovate? Which areas have potential? Do you have the means to “access” those areas?)**
- **“Strip mining” versus “salami papers”**
- **Set the necessary means (software; hardware; laboratory equipment)**

## 4. PLANNING AND PREPARATION OF THE PAPERS (& INVESTIGATION)

- Do not hurry (fast results may permanently damage your reputation)
- Improve continuously and learn from previous failures...
- Work hard
- Work by objectives (contents and deadlines)
- Be particularly minute in the research work itself, but also in its dissemination (**invest in the quality of the English writing**)
- It is better to have less publications but high quality ones
- Put together a comprehensive (and coherent) research work to obtain one very good paper (vs. slicing a good research work in several average papers)
- Avoid repetitions
- Do not grow over-confident/lazy because of previous successes

# **5. HOW TO ENHANCE THE IMPACT OF YOUR PUBLISHED PAPERS**

## 5. HOW TO ENHANCE THE IMPACT OF YOUR PUBLISHED PAPERS

- **Publish in the right journals (Impact Factor/notoriety; field of expertise; language; web accessibility; speed of reviewing/publishing)**
- **Potentiate citations (good/comprehensive literature reviews; emerging topics; “definitive” works; use trends; use many references; right journal)**
- **Don’t be afraid of citing your own previous work, provided that it is relevant in the context (self-citation is NOT a crime, if honestly used)**
- **One high quality paper has MUCH MORE citations than several poor/average quality papers**
- **Open access...**
- **Include additional material in your paper (e.g., video slides, movies of experiments/numerical simulations)**

## 5. HOW TO ENHANCE THE IMPACT OF YOUR PUBLISHED PAPERS

- Win a reputation in your own niche
- Review papers/be a member of the Editorial Board of GOOD journals
- Be consistent in terms of quality - **Do not compromise quality!**

