

# Elsevier Author Workshop Srinakharinwirot University

**July** 2022



## Today's speaker for our Author Workshop

Joslyn Chaiprasert-Paguio, is the Senior Acquisitions Editor responsible for science titles in psychology and neurosciences. Her focus includes social, developmental, and clinical psychology as well as translational neuroscience. Joslyn has over 15 years of publishing experience in a variety of roles covering multiple product types. She has proven track record of successful publications and strong relationships with researchers and clinicians. She has represented Elsevier at scientific conferences and author workshops. She received her B.A. in English Literature from the University of California Riverside.





# Agenda

- Thailand and Academic
   Publishing
- Elsevier Content Types
- Journal Publishing
- Book Publishing
- Foundational Content
- ScienceDirect and Topic Pages

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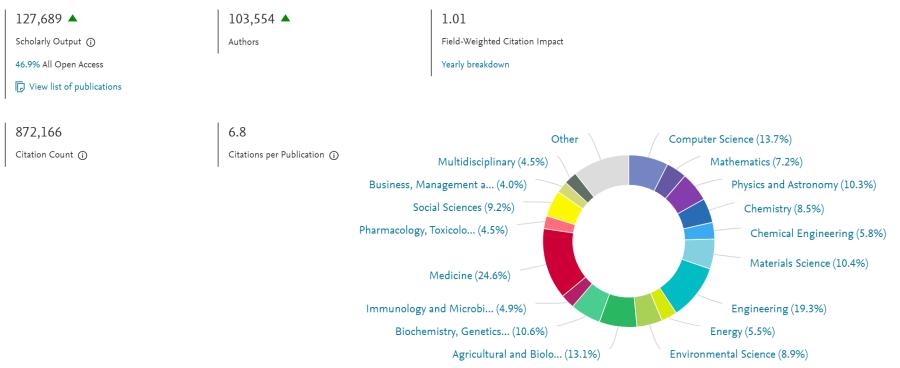
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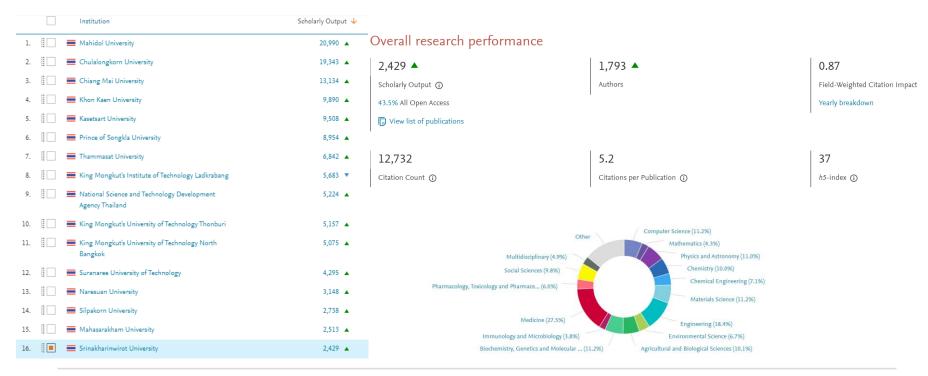
#### Thailand and Academic Publishing

# **Thailand in Academic Publishing**

#### Overall research performance

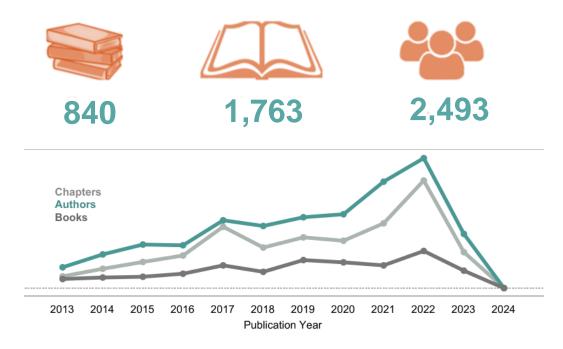


#### Srinakharinwirot University in Academic Publishing





### Thailand and **Elsevier**



Within the ScienceDirect Platform:

- 2,493 Thai Authors and Editors
- 1,763 Thai authored book chapters

# Areas of Thailand Publication with Elsevier

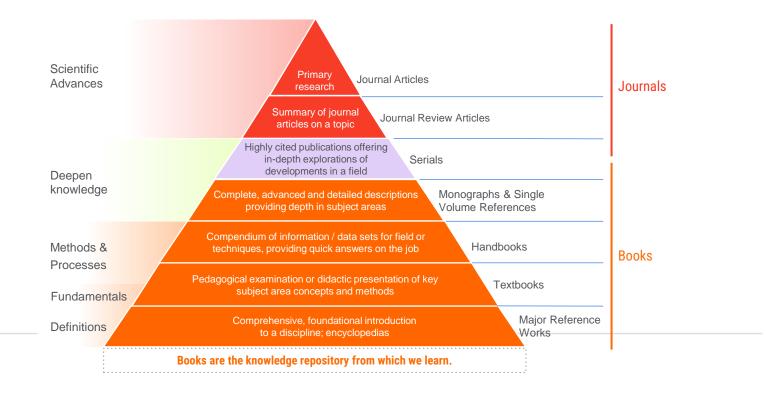


#### Top Areas of Publication:

- 1. Chemical Engineering
- 2. Agriculture and Biological Sciences
- 3. Material Sciences
- 4. Medicine & Dentistry
- 5. Computer Science
- 6. Immunology & Microbiology



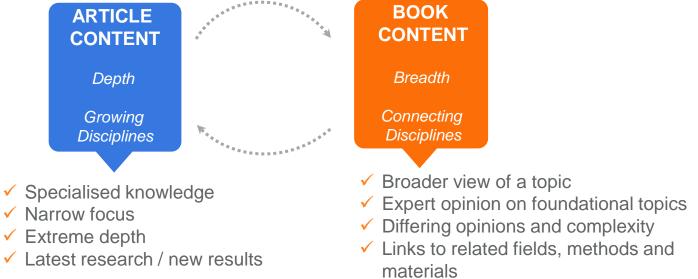
### **Research Reference: Types of content**





#### **BOOK AND JOURNAL SYNERGY**

Books and journal articles provide different types of content, but for this reason they are fundamentally interlinked: researchers/students need both to build their knowledge around a topic.





#### Which format is most suitable for my content?

Journals In Depth Knowledge on Growing Topics

- Specialized knowledge
- Topic focused
- In depth discussions
- New research/recent findings
- New techniques

**Books** Connecting Disciplines/Subjects Comprehensively

- Leverage new research
- Comprehensive
- Learning tool
- Broad perspective
- New approaches or refreshment on knowledge

 Both content types are very valuable to researchers in different moments of their research workflow

# Journal Publishing

#### **Elsevier Journals**

Elsevier journal articles account for 18% of global research output, and 28% of citations

#### Publishing with Elsevier: step-by-step

Learn about the publication process and how to submit your manuscript. This tutorial will help you find the right journal and maximize the chance to be published.



We work with 32,000 Editors and 1.4 million reviewers worldwide

Since the year 2000, more than 99% of the Nobel Laureates in science have published in Elsevier journals.

We publish journals in Physical Sciences & Engineering, Health, Life Sciences & Social Sciences





#### **Elsevier Journals**

**700+ Gold Open Access Journals** In 2022, we launched 88 new journals of which 93% were gold open access,



growing the Elsevier portfolio to over 700 gold open access journals.

#### ~2.8k Journals that enable Open Access

As one of the fastest-growing open access publishers in the world, we enable nearly all of our 2,800+ journals to offer open access publishing.

#### **150k+ Open Access articles**

In 2022, Elsevier published 150,000 open access articles — a year-on-year increase of over 26%



https://www.elsevier.com/authors/open-access

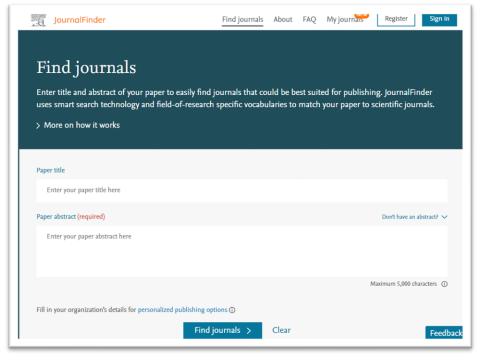


#### **Publication in Journals**

#### How to find the most suitable journal for my content

#### JournalFinder

Powered by the Elsevier Fingerprint Engine™, Elsevier JournalFinder uses smart search technology and fieldof-research-specific vocabularies to match your article to Elsevier journals



#### Top tips

- Read the journal's aims and scope to make sure it is a match
- Check whether you can submit – some journals are invitation only
- Use journal metrics to understand the impact of a journal
- If available, check the journal at <u>Journal</u> <u>Insights</u> for additional info about impact, speed and reach
- If you're a postdoc, check out our <u>postdoc free</u> <u>access program</u>





### **Types of manuscripts**

Full articles

• Substantial, complete and comprehensive pieces of research Is my message sufficient for a full article?



- Letters or short communications
- Quick and early communications Are my results so thrilling that they should be shown as soon as possible?



Review papers

- Summaries of recent developments on a specific topic
- Often submitted by invitation

Your supervisor or colleagues are also good sources for advice on manuscript types.

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#### **Effective manuscript titles**

- Use the fewest possible words
- Adequately describe content
- Identify the main issue
- Do not use uncommon abbreviations

More Effective	Less Effective
"Therapy X decreased mortality in Y disease in a group of forty males"	<i>"Victory on an invisible enemy: success in fighting disease Y with therapy X"</i>

#### **Keywords**

- Are used by indexing and abstracting services
- Are the labels of the manuscript
- Use only established abbreviations (e.g. DNA)

#### Abstract

- This is the advertisement of your article
- Make it interesting and understandable
- Make it accurate and specific
- A clear abstract will strongly influence whether or not your work is considered
- Keep it as brief as possible

**Beware of spin**: The frequency of "positive" words in abstracts increased from 1.7-2.3% of PubMed abstracts in 1974-1980 to 17.5% in 2014<sup>1</sup>. The words with the largest increases:

- robust
- novel
- innovative
- unprecedented
- groundbreaking

#### **Researcher Academy**





#### References

- Always ensure you have fully absorbed material you are referencing
- Avoid excessive self-citations
- Avoid excessive citations of publications from the same institution
- If required, conform strictly to the style given in the instructions for authors

# Publication in Journals



#### Preparing the article for submission

Get published quick quide outlines the essential steps in preparing a paper. It is very important that you stick to the specific "quide for authors" of the journal to which you are submitting, which can be found on the journal's home page



# Additional resource: <u>Understanding the publishing process guide</u> covers topics such as authors' rights, ethics and plagiarism, and journals and article metrics

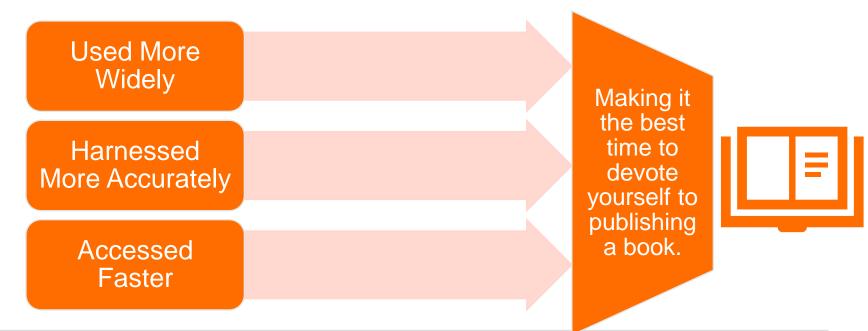
#### Top tips

- Investigate the journal's aims and scope, accepted types of articles, readership, and current hot topics (through abstracts of recent publications) before submitting your article
- Adhere to publication ethics avoid plagiarism of others' work and multiple publication of the same work (never submit your manuscript to more than one journal at a time); cite and acknowledge others' work appropriately; only list co-authors who made major contributions
- Illustrations figures and tables are the most efficient way to present results
- Use an external editing service, such as Elsevier's <u>Author</u> <u>Services</u> if you need assistance with language
- Free e-learning modules on preparing your manuscript can be found on <u>Researcher Academy</u>
- Mendeley makes your life easier by helping you organize your papers, citations and references, accessing them in the cloud on any device, wherever you are
- Open access: Elsevier has a broad choice of titles, both open access and subscription. If there's a particular journal that isn't fully open access, you still have options: more than 1,950 of our journals are hybrid, so you can choose to publish gold open access in them. All our journals offer a green open access option, meaning you can post a version of your article in a repository after an embargo, so people can access it freely



### **Book** Content

Due to Technology and Analytic Ability book content is:





# Editing vs. Authoring

#### **Both Editors and Authors are:**

- Respected experts from their field
- Able to identify a market need (subject matter and target audience)
- Plan the scope of the content
- Supported by Elsevier's in-house staff to produce a high-quality end-product

#### **Volume Editor**

- Design TOC
- Secures chapter authors
- Perform scientific review of chapters

#### **Chapter Author**

- Work with the volume editor
- 7–10k words in ~6 mos

#### **Volume Author**

- 100k+ words in ~1 year
- Well-referenced MS
- Explain science and application
- Inter-disciplinary expertise



# Planning a Book Proposal

- **Title/Topic**(be as clear and specific as possible)
- Subject and Market Need (pain points)
- Author Credentials
- Intended Audience/Needs (may be more than one group, but don't be unrealistic about breadth of appeal)
- **Geography** (limitations?)
- **Competition** (strengths/weaknesses)
- Specifications/Timeline

Book proposal form	Elsevier Science & Technology Books Academic Press • Butterworth-Heinemann Woodhead Publishing • William Andrew Publishing ScienceDirect
Please return this form to: David Jackson, Acquisitions Editor	david.jackson@elsevier.com
Working title As well as providing an accurate description of the work, titles and subtitles should be optimized for web discoverability.	
About the book Please indicate whether your proposal is for an authored or contributed (edited) work	
Author / Editor information Please list all authors / editors, including contact details, current affiliation / employer, qualifications and relevant experience.	
Project outline (200–300 words) As well as outlining the coverage of the book, please explain the importance of the subject and indicate how your book would meet the needs of the intended readership.	
Target audience Please describes your intended audience in as much detail as possible, es gadadmic specialism, indursy sector, job mb, level. If the book is intended for course adoption please provide details, induding program and level.	
Table of contents Please provide here or attach separately the planned contents of your back, including chapter titles, the initial content plan for each chapter. For an edited book, please include (target) contributor name(s) and affiliations (if available).	



#### How to Select a Book Publisher





### The Book Proposal Process







#### **Foundational Content**

# What is Foundational Content?

Foundational content provides a fundamental base of knowledge and practice necessary to understand and apply a key topic/subject within a field/discipline

#### Key elements:

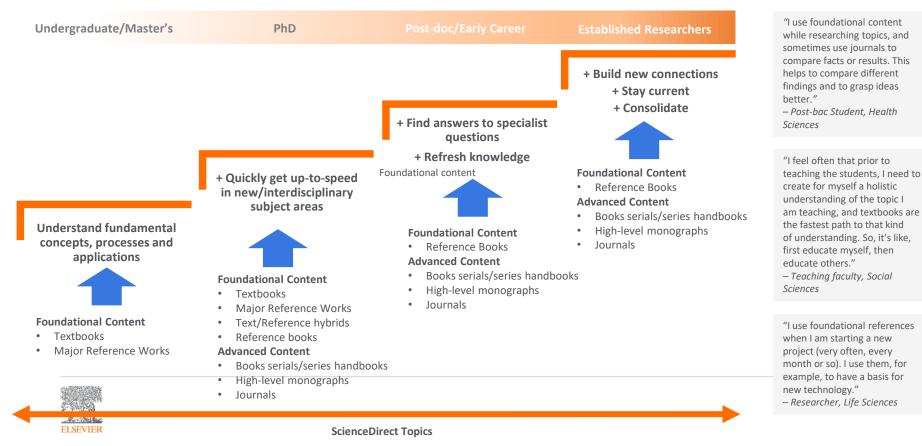
- Principles/theory/concepts
- Methods and/or protocols
- Examples to aid learning
- Applications





### Supporting learning and research every step of the way

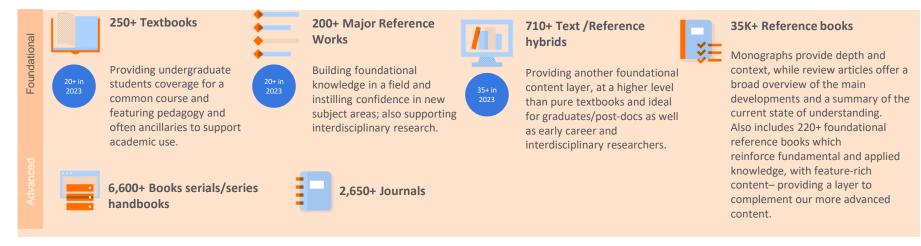
Helping students and researchers successfully build and apply knowledge throughout their entire career, ScienceDirect offers both foundational and advanced content to provide relevant, trusted answers at all times of need



### From questions, to ideas, to answers with foundational

#### content

Tailored for coursework, education and learning, foundational content from ScienceDirect enables understanding basic concepts and consolidating interdisciplinary knowledge, to formulating ideas and writing papers – and back again!



#### **ScienceDirect topics**

Free topic pages provide readers with a comprehensive database of reliable background and contextual knowledge making it easy to get up to speed with new and unfamiliar concepts. They connect students and researchers to summarized knowledge and act as a discovery tool for further trusted reading, making this the ideal environment for intuitive learning and for sparking creativity.

5.8 Million iournal articles are hyperlinked to opic pages

23 Million visits per month \* Based on 2021

ScienceDirect usage data



"I visited ScienceDirect to find new information for my assignments. I always open a few more tabs for any related research papers but with ScienceDirect topic pages, it helps me save my time researching any information as it really exposes various connections across one topic and others." -Student

### ScienceDirect & Topic Pages

#### **ScienceDirect** Integrates Content, Technology and Analytics

QUESTIONS







# Students can rely on critical searching and filtering through authoritative content directly on SD

- Multiple search fields and filters can be applied for more advanced searches
- Suggested publications
- Filter for Open access and open archive content
- A warning message will pop up when the search string yields null results, prompting the user to adjust their query

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Search for peer-revie									
Ke	ywords	Author name	Journal/book title	Volume	Issue	Pages Q	Advanced search		
Advanced Search									
All of the fields are optional.		Find articles wi	th these terms						
Find out more about the new adv	moed search.								
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		Author(s)					thor affiliation		
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		Book revie	ws	Examin	ations	0	Software publications		
		Case repor	ts	🗌 Mini re	views	E	Video articles		



### 'I want to understand unfamiliar terms and concepts'



#### Neuroscience

Volume 172, 13 January 2011, Pages 196-204



Cognitive, Behavioral, and Systems Neuroscience

A sex comparison of the anatomy and function of the main olfactory bulb-medial amygdala projection in mice

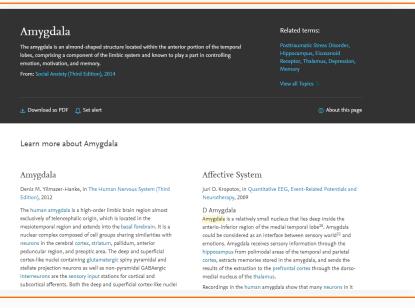
N. Kang<sup>a</sup>, E.A. McCarthy<sup>a</sup>, J.A. Cherry<sup>b</sup>, M.J. Baum<sup>a</sup>, <sup>a</sup>

http://dx.doi.org/10.1016/j.neuroscience.2010.11.003

Get rights and content

#### Abstract

We previously reported that some main olfactory bulb (MOB) mitral/tufted (M/T) cells send a direct projection to the "vomeronasal" amygdala in female mice and selectively respond to volatile male mouse urinary odors. We asked whether MOB M/T cells that project to the vomeronasal amygdala exist in male mice and whether there is a sexually dimorphic response of these neurons to volatile male urinary pheromones. Gonadectomized male and female mice received bilateral injections of the retrograde







# ScienceDirect Topics deliver students contextual info at the time of need

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# Topics supports faculty with finding relevant content for online course materials



These pages provide concept definitions and subject overviews for researchers who want to expand their knowledge about scholarly and technical terms

Each synopsis provides a series of short, authoritative, excerpts from highly relevant book chapters written by subject matter experts in the field.

These topic summaries are derived from Elsevier encyclopedias, reference works and books

**Browse Topics** Search for a topic Environmental science

Environmental Science in Agricultural and Biological Sciences

Environmental Science in Earth and Planetary Sciences

Environmental Sciences in Social Sciences

Related results

National Health Organization in Nursing and Health Professions Synonym: National Institute of Environmental Health Sciences

Previous page 1 of 1 Next >

Environmental Science HESI was established in 1989 as the global branch of the ILSI (www.ilsi.org) to provide an international forum to advance the understanding of scientific issues related to human health, toxicology, risk assessment, and the environment.					
🕁 Download as PDF 🛛 🗘 Set alert					
Environmental Sciences	Foreword				
C.L. Kwa, in International Encyclopedia of the Social & Behavioral	, in Highlights of the Chin	ese Exposure Fac			

The term 'environmental sciences' groups a number of disciplines. Ecology is a biological science, meteorology a physical science, and geology and physical geography also have their separate departments. Yet, they share historical roots. All entered the modern phase of their development around 1800. The term 'Humboldtian sciences' (after Alexander von Humboldt, 1769-1857) has been given to sciences which seek, as all of these fields do, to integrate large numbers of facts and measurements in a holistic image of their subject matter. From 1960 onward the environmental sciences have again moved closer toward each other. Societal pressure played a large part therein. Ecology was first to receive its status as 'the' environmental science, not long after the publication of Rachel Carson's Silent Spring in 1962, and more visibly after Earth Day in 1970. The environmental movement placed much trust in ecology as

#### tors Handbook (Adults), 2015

rms:

About this page

CRAES was responsible for the preparation of the CEFH-A, and the Highlights of the Chinese exposure factors handbook (Adults). Dr. Xiaoli Duan served as the principal investigator and the chief editor for both books, providing overall direction and assistance on the organization and execution of the work. The Chinese Centers for Disease Control and Prevention (CDC) made important contributions to the site studies and data collection. The advisory committee consisted of more than 30 experts from 17 academic institutes, offering technical support, scientific advice, and critical comments throughout the entire project.





Instructors can add Topic Page links to course packs for further reading and to identify titles to support coursework



### Why this matters

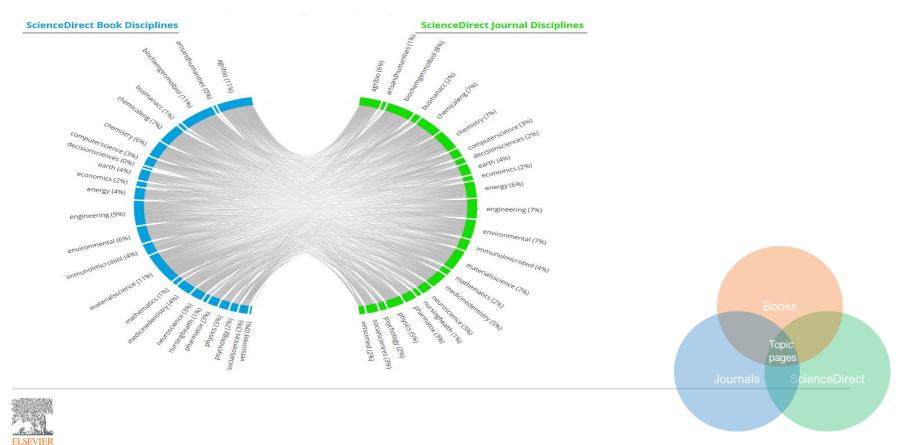
Topic pages are now an embedded part of the ScienceDirect platform experience, making critical answers for students even more discoverable and accessible







#### Science is interdisciplinary. Learning starts with fundamentals



ScienceDirect co-usage visits for books and journals

## **Useful Links**





Journal: https://www.elsevier.com/authors/submit-your-paper



Books: <a href="https://www.elsevier.com/authors/book-authors">https://www.elsevier.com/authors/book-authors</a>



Proposal Template: https://www.elsevier.com/\_\_data/assets/word\_doc/0009/834750/Elsevier-Book-Proposal-General.doc



Science Direct Topics: https://www.sciencedirect.com/topics



# ขอบคุณ Any Questions?

## WE WOULD LOVE TO HEAR FROM YOU



Share your thoughts by scanning the QR Code. Let us know if you would like a Certificate of Attendance

