



How to Get Published and Gain Impact

IFATS Conference December 2, 2017 | Miami, FL Ann Murphy, PhD, Executive Editor, **STEM CELLS**





Introduction



Objectives:

- Describe journals' editorial policies
- Identify the most suitable audiences for your work
- Select the right journal for your manuscript
- Demonstrate the best practices for preparing manuscripts and supplemental materials
- Develop skills for dialog with editors
- Explain the review, revision and resubmission processes



Questions to consider

- Whom do I want to reach (target audience)?
- How do I intend to reach the desired audience?
- Is the journal open-access?
- How will readers access my article?
- What type of journal will best meet my needs (general or specific, local or international)?
- How soon do I need to publish the data?
- Speed of review
- Speed of publication





Research journal options

- Request input from peers, mentors, librarians
- Research *PubMed* (MEDLINE) for similar topics
- Explore journal directories (e.g., Directory of Open Access Journals)

Identify your journal of choice

- Determine the fit between your study and a target journal
- Research the journal thoroughly



Considerations

- Scope and aims of the journal (e.g., narrow, broad, how well it matches your topic)
- Typical readership (e.g., researchers, clinicians...)
- Methodology preferences, balance of reviews and original research
- Credibility and prestige of the journal, impact factor, visibility, journal accessibility
- Open access? Available on mobile? Indexed by PubMed

Consider the needs of co-authors and research sponsors



When you identify your target journal:

- Review Author Instructions
- Ensure article falls within the mission of the Journal
- Read the content of a few issues

STEM CELLS welcomes your submission!

Review Information for Authors at <u>www.Authors.StemCells.com</u>

Browse content from STEM CELLS at <u>www.StemCells.com</u>

Submit your manuscript at https://mc.manuscriptcentral.com/stemcells

STEM CELLS Mission



STEM CELLS is read and written by clinical and basic scientists whose expertise encompasses the rapidly expanding fields of stem and progenitor cell biology.

STEM CELLS welcomes original articles and concise reviews describing basic laboratory investigations of stem cells and the translation of their clinical aspects of characterization and manipulation from the bench to patient care.



The Journal covers all aspects of stem cell research including:

- Cancer stem cells
- Embryonic stem cells/induced pluripotent stem cells
- Regenerative medicine
- Tissue-specific stem cells
- Stem cell technology: epigenetics, genomics, proteomics, and metabonomics
- Translational and clinical research

In order to be considered for potential publication, manuscripts should have definitive conclusions and be mechanism-based.



STEM CELLS accepts the following manuscript types:

- Original Research Articles
- Concise Reviews
- Brief Reports
- Commentaries
- Letters to the Editor



For over a decade, *STEM CELLS* has served as the official journal of IFATS.

STEM CELLS and its Sister journal, *STEM CELLS Translational Medicine*, have earned an international reputation as the premier venues for publications reporting on adipose-derived cell biology and its clinical translation.



There has been a substantial expansion in the number of journals, both legitimate and predatory, focusing on stem cell biology.

Few if any of these can match *STEM CELLS* or *STEM CELLS Translational Medicine* with respect to ISI Web of Science impact factor, editorial board expertise, transparency, and scientific accuracy.

Avoiding Predatory Journals



"Predatory Journals" refers to unscrupulous open access journals that publish articles with little or no real peer review and usually charge exorbitant sums to publish.

Tips for avoiding predatory publishers:

Be wary of unsolicited spam invitations from journals promising expedited review and rapid publication. Predatory journals often choose names similar to those of established journals in an effort to confuse submitters.

Avoiding Predatory Journals

Characteristics of such solicitations may include:

- Use of flattering language
- Requests or demands for urgent response
- Advertising of open access for a journal that is not actually indexed or searchable (e.g., in PubMed)

Avoiding Predatory Journals



- Decreased quality of science
- Publication of a work that is unlikely to be read, used, or cited
- Wasted research time and resources

Pre-submission Inquiries



This under-utilized tool streamlines the manuscript submission and review process.

- Directed to the Editors to gauge their level of interest in the topic of a manuscript
- Helps to determine whether the paper will likely be considered for peer review
- Facilitates the receipt of timely and useful feedback
- Helps clarify Instructions for Authors
- Reduces strain on journal resources (e.g., peer reviewers)

Pre-submission Inquiries



Provide sufficient study information for decision-making:

- Abstract
- Perceived value to a journal's audience
- Relationship to an existing body of work for a specific topic
- Disclosure of prior submissions
- Description of unusual circumstances

Be concise.

Stay open-minded if your article is not encouraged.

Request suggestions about more suitable journals.

Pre-submission Inquiry: Example





Thank you for your time, attention, and consideration.



Compliance with journal guidelines makes it easier to evaluate your submission. Follow the journal's instructions regarding:

- Formats and lengths
- Graphic sizes
- Types of supplemental data
- Use proper grammar, punctuation, and language
- Check that data and results within all text and accompanying materials are internally consistent
- Be as transparent as possible when discussing the research question, how the study was conducted, and what findings are included.

Major Challenges for Authors

- Keeping up-to-date with original sources and reviewing the literature
- Providing complete disclosure statements
- Addressing the utility and importance of drugs not currently available in authors' home countries

Mistakes to Avoid

- Missing and/or illegible pages
- Visible comments by internal reviewers
- Poor grammar and typographical errors
- Failing to ensure that all authors have read and approved the submission
- Submitting to multiple journals at once and noting the wrong journal in the cover letter (Duplicate submission)
- Duplicate publication



Mistakes to Avoid

- Rambling text and formatting errors
- Over-interpretation, uncritical discussion
- Excessive length, references, and figures
- Figure legends and text that do not match
- Lack of senior authorship involvement in writing introduction and discussion
- Lack of proper acknowledgment of authorship and other contributors (*e.g.*, medical "ghost" writers)

Inadvertent Plagiarism

Prior to submission, consider having your manuscript evaluated using software such as iThenticate to avoid unintentional use of similar previously published text without proper credit to the source. This can be perceived as research misconduct.

STEM CELLS and **STEM CELLS Translational Medicine** use CrossCheck, powered by iThenticate software, to check the originality of manuscripts.

Cover Letters



This is the first summary of your article and first chance to convey its significance and relevance.

Explain why the selected journal is the right place to publish your article

- Describe how your article will advance the field
- Continue journal-author dialogue
- Disclose any prior submissions

Cover Letters



Best Practices

- Clearly articulate the purpose of the article
- Be open-minded and respectful
- Remind editors of previous communications (e.g., presubmission inquiries)
- Show interest in issues of importance to the journal:
 - Regulatory requirements
 - Conflict of interest disclosures
 - Authorship and contributorship criteria
 - Mention prior submissions to help editors evaluate improvements made to a manuscript

Cover Letter: Example



Dear Editor:

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EXPLAIN THE IMPACT:

This will help pave the way for advancement and research in the regenerative medicine field that can lead to further medical breakthroughs.

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Editorial Review

Upon submission, Editors assess:

- Suitability for the journal
- Strength of the methods
- Value to the field
- Based on the assessment, the manuscript will either be reviewed externally or rejected without external review

Review, Revise, and Resubmit



This is your opportunity to address all reviewer and editorial comments.

Specific guidance about a journal's review system are often found in the Information for Authors and can help set appropriate expectations regarding the review process and projected timeline.

Review, Revise, and Resubmit



Best Practices

- Remember that reviewers' comments are meant to be helpful
- Follow journals' guidelines for revising manuscripts
 - Respond systematically to each point raised by the reviewers in a cover letter
 - Identify altered sections of text in red font

Review, Revise, and Resubmit



Best Practices

- Address all reviewer and editorial comments point by point
 - If a reviewer's comment is viewed to be incorrect or unjustified, provide an explanation and supportive literature references
- Avoid easy fixes these are often transparent to editors
- Stay open-minded if your article is not accepted

Revision: Example



Reviewer 1: Figure 4 should include a number of extra genes. It is relevant to establish how broad the induction of Runx2 driven genes is. The cDNA should still be available, I would suggest adding ALP, Col1a1, BSP, OCN and Sox9.

Response: We have included *ALP* and *OCN* of the extra genes requested in Figure 4. *ALP, RUNX2, OSX, OCN* and *OPN* represent a good collection of early and late markers of osteogenesis. We believe these genes are sufficient to establish the osteogenic influence of P21-RUNX2-8R on hMSCs. We have shown *SOX9* gene expression in Figure 5 which shows the effect of P21-RUNX2-8R on hMSCs cultured in monolayer or as aggregates.



Revision



Goals

- Thoughtful, incisive reviews
- Measured, comprehensive response from authors

In the end — SUCCESS



Acceptance & Rejection



Acceptance is based on these main factors:

- Importance of the research to the field of stem cell research
- Originality of the work
- Quality of the study
- Impact of the work to the Journal and its readership

Reasons papers are rejected:

- Submission is outside the scope of the journal
- Data do not support the conclusions
- Research does not add significantly to the existing literature
- Study violates accepted ethics policies (Helsinki)

Next Steps After Rejection



Following rejection, authors generally have two choices:

- Appeal the decision
- Submit the manuscript to another journal

Some journals may share submissions with partner journals.

Additional Resources



STEM CELLS Information for Authors: http://www.Authors.StemCells.com

STEM CELLS submission site:

https://mc.manuscriptcentral.com/stemcells

International Committee of Medical Journal Editors: http://www.icmje.org

• A comprehensive resource for writing articles for biomedical journals, including important ethical guidelines

Medical Publications Insights and Practices (MPIP) website: <u>www.mpip-</u> initiative.org

 Provides a database of journals accepting "specialized interest" data and other helpful resources

iThenticate: http://www.ithenticate.com/

Looking Forward



STEM CELLS will continue to focus primarily on the functional and mechanistic aspects of stem cell biology and the potential of different types of stem cells for therapeutic applications, and we will report key, well-controlled advances in stem cell clinical trials.

STEM CELLS Translational Medicine will continue to focus on translational, clinical, and technical advances for stem cell therapy development and will report on new findings that help advance promising stem cell therapies closer to the clinic.

Thank You



We are grateful to the following IFATS members who serve on the *STEM CELLS* editorial board:

- Jeffrey Gimble
- Bruce A. Bunnell
- Joseph Itskovitz-Eldor
- Louis Casteilla

In Closing



We encourage IFATS members to submit their best papers and to serve as reviewers.

IFATS members provide an outstanding pool of talent with unique perspectives and insights which will ensure that the journals continue to publish the best basic and clinical translational adipose science in the years to come.

Thank you