How to Get Your Article Published in a Great Journal?

Jagna Mirska-Gent – Publisher, Economics & Finance, Elsevier
Marat Fatkhoulline – Account Director, Elsevier
Outline

- Scientific Publishing
  1. Saint Petersburg State University
  2. Elsevier’s Role

- How to get Published
  1. Before you begin
  2. Select your audience & choose the right journal
  3. Prepare your manuscript
  4. The review process

- What not to do…
### Saint Petersburg State University

<table>
<thead>
<tr>
<th>Name</th>
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</tr>
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<tbody>
<tr>
<td>Affiliation ID</td>
<td>50031888</td>
</tr>
<tr>
<td>Address</td>
<td>Universitetskaja nab. 79, Saint Petersburg (ex Leningrad), Saint Petersburg, Russian Federation</td>
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#### Research

<table>
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<tr>
<th>Documents</th>
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<tr>
<td>Authors</td>
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<td>Web results</td>
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<tr>
<td>Patent results</td>
<td>16</td>
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**Sources**

- **669** Optics and Spectroscopy (English Translation of Optika i Spektroskopiya)
- **423** Russian Journal of General Chemistry
- **412** Journal of Mathematical Sciences
- **261** Russian Journal of Organic Chemistry
- **247** Proceedings of SPIE the International Society for Optical Engineering

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**Subject areas**

- Physics and Astronomy: 26.2%
- Chemistry: 10.5%
- Engineering: 7.0%
- Mathematics: 7.4%
- Materials Science: 7.4%
- Earth and Planetary Sciences: 7.4%
- Biochemistry, Genetics and Molecular Biology: 8.5%
- Chemical Engineering: 8.5%
- Agricultural and Biological Sciences: 8.5%
- Medicine: 8.4%
- Other: 0.1%

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**Collaborating affiliations**

- **Russian Academy of Sciences**: 1,231 documents
- **Saint Petersburg Nuclear Physics Institute, Russian Academy of Sciences**: 337 documents
- **Institute of Macromolecular Compounds, Russian Academy of Sciences**: 284 documents
- **Moskovskiy Gosudarstvennyy Universitet**: 273 documents
- **Sankt-Peterburgskiy Gosudarstvennyy Politekhnicheskiy Universitet**: 247 documents

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**Done, but with errors on page.**
Saint Petersburg State University Article Output from SCOPUS

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<th>Journals</th>
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<td>A magnetorespheric magnetic field model with a warped tail current sheet</td>
<td>Tsyganenko, N.A.</td>
<td>1999</td>
<td>Planetary and Space Science 37</td>
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Since 2000: total of 1000+ publications

Overall: Many publications in journals as Management Science (70), Harvard Business Review (28) and Strategic Management Journal (49)
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- What not to do…
Peer-Reviewed Journal Growth 1665-2001

Source:
M A Mabe The number and growth of journals
*Serials* 16(2).191-7, 2003
Elsevier Journal publishing volume

- 1,000 new editors per year
- 20 new journals per year
- Organise editorial boards
- Launch new specialist journals
- 600,000+ article submissions per year
- 200,000 reviewers
- 1 million reviewer reports per year
- 75%-90% of articles rejected
- 11 million articles now available
- 11 million researchers
- 5,000+ institutions
- 180+ countries
- 400 million+ downloads per year
- 7,000 editors
- 70,000 editorial board members
- 6.5 million author/publisher communications /year
- 280,000 new articles produced per year
- 3 million print pages per year
- 190 years of back issues scanned, processed and data-tagged
The latest additions to the Elsevier open access journal portfolio include:

- Applied & Translational Genomics
- Cell Reports
- FEBS Open Bio
- Gynecologic Oncology Case Reports
- International Journal for Parasitology: Drugs and Drug resistance
- International Journal of Surgery Case Reports
- Medical Mycology Case Reports
- Physics of the Dark Universe
- Results in Immunology
- Results in Pharma Sciences
- Results in Physics
- Trials in Vaccinology

- And over 1200 journals have an OA option (Gold)
- Delayed OA (e.g. Cell)
Examples of Elsevier Economics & Finance titles
European Economic Review

Welcome to the online submission and editorial system for European Economic Review.

Before submitting your paper, please carefully read the Guide for Authors, which contains important instructions and conditions. Submitting implies that you agree with the conditions. Please note that a submission fee applies (see Guide for Authors for full details). This fee is non-refundable and papers may be rejected before full review if editors decide that it is unsuitable for the journal.

Should you have specific questions concerning the submission of illustrations and figures, please follow the link to the Artwork Guide.

For general queries in relation to your submission please contact the Editorial Office at eee@maastrichtuniversity.nl or alternatively the Publisher at d.spaepen@elsevier.com

Submission Fee

EER levies a non-refundable submission fee of EURO 125 for unsolicited manuscripts. PhD students pay a reduced non-refundable submission fee of EURO 65. Associate Editors and authors of solicited contributions are exempted from paying the submission fee, in which case they must notify editorial office of their submission. Presently payment of the submission fee is by credit card, using Paypal.

The proceeds of EER submission fees are used strictly for the development of academic activities in the interest of the EER audience and for providing tokens of appreciation to these.

ELSEVIER

Building Insights. Breaking Boundaries™
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- What not to do…
Search Methodology of Researchers

- "The search methodology of the researchers can be characterized by “trial and error.” They have no planned search strategy, but start at random, experimenting both with the actual words and sources to use.
- … they never use manuals, etc., for instructions. The idea of contacting the library for help does not occur to them. They have little or no knowledge of the finer points of many information sources
- … researchers seldom use the library Web page as starting point … , and instead use bookmarks/shortcuts added by themselves
- … researchers have difficulties in identifying correct search terms. Searches are often unsuccessful.”
- “For many researchers, especially in the sciences, Google is the first choice for information – all kinds of information.”
- “Some [researchers] even state having moved from subject specific databases to Google.”

(Haglund and Olson, 2008)
Advanced online search Tools

- Within Google and Google Scholar use the advanced searches and check out the Search Tips.

- In ScienceDirect, Scopus, WoS/WoK and other databases use proximity operators:
  - w/n ➤ Within - (non order specific)
  - pre/n ➤ Precedes - (order specific)

E.g. wind w/3 energy
Article of the future?
Article of the Future!

Traditional & PDF-like

Add value & Context

Task-based

Navigation
Make sure you are up-to-date with what’s going on in your field

“Save as Alert”: Remind yourself about the new findings.
eReader Formats

**Overview**

eReader Formats is an application that allows you to convert a ScienceDirect article in ePUB or Mobi, formats widely used by electronic readers and mobile devices such as Sony® Reader, Amazon Kindle™, iPhone®, iPad™, Barnes & Noble nook™, etc. With this app, instead of downloading and printing a PDF article or book chapter, you can download and load on your device all articles or chapters relevant to you and your work. This application is not subject specific.

In order to download the full text of an article or chapter, you must be entitled to do so, through your institution or by purchasing it individually. In order to ensure best quality of the images in your eReader article version, make sure you select Full-Size images option (?) on ScienceDirect article page prior to downloading it.

eReader Formats takes the HTML article or chapter that you are viewing on ScienceDirect and converts it into one of the two formats. You may download to your device or save it locally to your computer in the eReader format. Depending on your device, you should either select to download the ePUB or the Mobi versions. For more information about devices and formats, please see Comparison of e-book formats.

Visit Frequently Asked Questions for further information.

This application was built by Elsevier and is using a 3rd party software: Calibre.

The current version is 1.0.

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**Share your thoughts about this application**

[Review this application]

**User Reviews**
SciVerse Scopus and ScienceDirect
FREE iPhone, Android et BB apps

SciVerse Scopus Alerts
Functions:
• Search across Scopus and citations
• View abstracts
• Set up and receive email alerts of favorite searches and author citations
• Annotate articles with your own notes
• Share article links through email.

Limitation
Only allows institutional subscribers access via your online log in details.

ScienceDirect
Functions:
• Searching for articles by Keyword, Author or Journal
• View Full Text Article
• Article feed for the app start screen based on a single search alert.
• Save articles for offline viewing
• Share article via email.

Only allows institutional subscribers access via your online log in details.
Impact Factor

- The number of current citations to articles published in a specific journal in a two year period
  - In 2009 there were 200 citations to papers published in 2008 and 275 to papers published in 2007.

  divided by

- The total number of articles published in the same journal in the corresponding two year period.
  - The journal published 180 articles in 2007, and 205 in 2008

Impact factor 2009 for this journal is:

\[
\frac{(200+275)}{(180+205)} = 1.233
\]
Influences on Impact Factors: Subject Area

Mean Impact Factor

Fundamental Life Sciences
Neuroscience
Clinical Medicine
Pharmacology & Toxicology
Physics
Chemistry & Chemical Engineering
Earth Sciences
Environmental Sciences
Biological Sciences
Materials Science & Engineering
Social Sciences
Mathematics & Computer Sciences

Mean Impact Factor
0.0 0.5 1.0 1.5 2.0 2.5 3.0 3.5
Additional sources & metrics

http://scimagojr.com/

http://www.eigenfactor.org

http://www.elsevier.com/wps/find/S04.cws_home/journals

http://www.scopus.com/source/eval.url

http://trainingdesk.elsevier.com/videos/how-to-calculate-the-h-index
And Finally......
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- What not to do…
Your personal reasons for publishing:

- Get funding?
- Get promoted?
- PhD degree?

However, editors, reviewers, and the research community don’t consider these reasons when assessing your work.

Always keep in mind that your paper is your passport to your community so:

What is it that distinguishes an excellent article from a poor one?
Determine if you are ready to publish

You should consider publishing if you have information that advances understanding in a certain scientific field

This could be in the form of:

- Presenting new, original results or methods
- Rationalizing, refining, or reinterpreting published results
- Reviewing or summarizing a particular subject or field

If you are ready to publish, a strong manuscript is what is needed next
What is a strong manuscript?

- Has a novel, clear, useful, and exciting message
- Presented and constructed in a logical manner
- Reviewers and editors can grasp the scientific significance easily

Editors and reviewers are all busy scientists – make things easy to save their time
Type of your manuscript?

- Full articles/Original articles;
- Letters/Rapid Communications/Short communications;
- Review papers/perspectives

- Self-evaluate your work: Is it sufficient for a full article? Or are your results so thrilling that they need to be shown as soon as possible?

- Ask your supervisor and colleagues for advice on manuscript type. Sometimes outsiders see things more clearly than you.
Choose the right journal

- Ask help from your supervisor or colleagues
  - The supervisor (who is sometimes the corresponding author) has at least co-responsibility for your work. You are encouraged to chase your supervisor if necessary

- Articles in your references will likely lead you to the right journal

- DO NOT gamble by submitting your manuscript to more than one journal at a time.
  - International ethics standards prohibit multiple/simultaneous submissions, and editors DO find out! (Trust us, they DO!)
Elsevier offering:

- Investigate all candidate journals to find out
  - Aims and scope
  - Accepted types of articles
  - Readership
  - Current hot topics
    - go through the abstracts of recent publications)
Identify the right audience for your paper

- Identify the sector of readership/community for which a paper is meant

- Identify the interest of your audience

- Is your paper of local or international interest?
Choose the right journal

Do not just “descend the stairs”

Top (general) journals

Field-specific top journals

Other field-specific journals

National journals
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- What not to do…
Read the ‘Guide for Authors’! Again and again!

- Stick to the Guide for Authors in your manuscript, **even in the first draft** (text layout, nomenclature, figures & tables, references etc.). In the end it will save you time, and also the editor’s.

- Editors (and reviewers) do not like wasting time on poorly prepared manuscripts. It is a sign of disrespect.
General Structure of a Research Article

- Title
- Abstract
- Keywords

Main text (IMRAD)
- Introduction
- Methods
- Results
- And
- Discussions

- Conclusion
- Acknowledgement
- References
- Supplementary Data

Make them easy for indexing and searching! (informative, attractive, effective)

Journal space is not unlimited.
Make your article as concise as possible.
Scientific Language – Overview

Write with clarity, objectivity, accuracy, and brevity.

- Key to successful scientific writing is to be alert for common errors:
  - Sentence construction
  - Incorrect tenses
  - Inaccurate grammar
  - Not using English

Check the Guide for Authors of the target journal for language specifications.
Why Is Language Important?

Save your editor and reviewers the trouble of guessing what you mean.

Complaint from an editor:

“[This] paper fell well below my threshold. I refuse to spend time trying to understand what the author is trying to say. Besides, I really want to send a message that they can't submit garbage to us and expect us to fix it. My rule of thumb is that if there are more than 6 grammatical errors in the abstract, then I don't waste my time carefully reading the rest.”
Scientific Language – Sentences

- Write direct and short sentences
- One idea or piece of information per sentence is sufficient
- Avoid multiple statements in one sentence
Authorship

- Policies regarding authorship can vary
- One example: the International Committee of Medical Journal Editors (“Vancouver Group”) declared that an author must:
  1. substantially contribute to conception and design, or acquisition of data, or analysis and interpretation of data;
  2. draft the article or revise it critically for important intellectual content; and
  3. give their approval of the final full version to be published.
  4. ALL 3 conditions must be fulfilled to be an author!

All others would qualify as “Acknowledged Individuals”
Authorship - Order & Abuses

- General principles for who is listed first
  - **First Author**
    - Conducts and/or supervises the data generation and analysis and the proper presentation and interpretation of the results
    - Puts paper together and submits the paper to journal
  - **Corresponding author**
    - The first author or a senior author from the institution
      - Particularly when the first author is a PhD student or postdoc, and may move to another institution soon.

- Abuses to be avoided
  - **Ghost Authors**: leaving out authors who should be included
  - **Gift Authors**: including authors who did not contribute significantly
Title

- A good title should contain the fewest possible words that adequately describe the contents of a paper.

- **Effective titles**
  - Identify the main issue of the paper
  - Begin with the subject of the paper
  - Are accurate, unambiguous, specific, and complete
  - Are as short as possible
    - Articles with short, catchy titles are often better cited
  - Do not contain rarely-used abbreviations
  - Attract readers
Keywords

- In an “electronic world”, keywords determine whether your article is found or not!
- Avoid to make them
  - too general
  - too narrow (so that nobody will ever search for it)
- Effective approach:
  - Look at the keywords of articles relevant to your manuscript
  - Play with these keywords, and see whether they return relevant papers, neither too many nor too few
Abstract

Tell readers what you did and the important findings

- One paragraph (between 50-300 words)
- Advertisement for your article
- A clear abstract will strongly influence if your work is considered further

Graphite intercalation compounds (GICs) of composition CxN(SO2CF3)2 · δF are prepared under ambient conditions in 48% hydrofluoric acid, using K2MnF6 as an oxidizing reagent. The stage 2 GIC product structures are determined using powder XRD and modeled by fitting one dimensional electron density profiles.

A new digestion method followed by selective fluoride electrode elemental analyses allows the determination of free fluoride within products, and the compositional x and δ parameters are determined for reaction times from 0.25 to 500 h.
Introduction

The place to convince readers that you know why your work is relevant, also for them

Answer a series of questions:

- What is the problem?
- Are there any existing solutions?
- Which one is the best?
- What is its main limitation?
- What do you hope to achieve?
Pay attention to the following

- Before you present your new data, put them into perspective first
- Be brief, it is not a history lesson
- Do not mix introduction, results, discussion and conclusions. Keep them separate
- Do not overuse expressions such as “novel”, “first time”, “first ever”, “paradigm shift”, etc.
- Cite only relevant references
  - Otherwise the editor and the reviewer may think you don’t have a clue what you are writing about
Methods / Experimental

• Include all important details so that the reader can repeat the work.
  • Details that were previously published can be omitted but a general summary of those experiments should be included
• Avoid adding comments and discussion.
• Write in the past tense
• Consider use of Supplementary Materials
  • Documents, spreadsheets, audio, video, .....
Results – what have you found?

- The following should be included
  - the **main findings**
    - Thus not all findings
    - Findings from experiments described in the Methods section
  - Highlight findings that *differ* from findings in previous publications, and *unexpected* findings
  - Results of the **statistical analysis**
  - Figures and tables are the most efficient way to present results but …
Results – Figures and tables

- Un-crowded plots
  - 3 or 4 data sets per figure; well-selected scales; appropriate axis label size; symbols clear to read; data sets easily distinguishable.

- Each photograph must have a scale marker of professional quality in a corner.

- Text in photos / figures in English
  - Not in French, German, Chinese, Russian ...

- Use color ONLY when necessary.

- Color must be visible and distinguishable when printed in black & white.

- Do not include long boring tables!
Discussion – what do the results mean?

- **Check for the following:**
  - How do your results relate to the original question or objectives outlined in the Introduction section?
  - Do you provide interpretation for each of your results presented?
  - Are your results consistent with what other investigators have reported? Or are there any differences? Why?
  - Are there any limitations?
  - Does the discussion logically lead to your conclusion?

- **Do not**
  - Make statements that go beyond what the results can support
  - Suddenly introduce new terms or ideas
Conclusions

- Present global and specific conclusions
- Indicate uses and extensions if appropriate
- Suggest future experiments and indicate whether they are underway
- Do not summarize the paper
  - The abstract is for that purpose
- Avoid judgments about impact
Avoid non-quantitative words, if possible

e.g. low/high, extremely, enormous, rapidly, dramatic, massive, considerably, exceedingly, major/minor, …

Quantitative descriptions are always preferred
References: get them right!

- Please **adhere to the Guide for Authors** of the journal
- It is your responsibility, not of the Editor’s, to format references correctly!
- Check
  - Referencing style of the journal
  - The spelling of author names, the year of publication
  - Punctuation use
  - Use of “et al.”: “et al.” = “and others”,
- Avoid citing the following if possible:
  - Personal communications, unpublished observations, manuscripts not yet accepted for publication
    - Editors may ask for such documents for evaluation of the manuscripts
  - Articles published only in the local language, which are difficult for international readers to find.
Supplementary Material

- Data of secondary importance for the main scientific thrust of the article
- Or data that do not fit into the main body of the article
  - e.g. audio, video, ....
- Not part of the printed article
  - Will be available online with the published paper
- Must relate to, and support, the article
Suggested length of a full article

- Not the same for all journals, even in the same field
- “…25-30 pages is the ideal length for a submitted manuscript, including *ESSENTIAL* data only.”
  - Title page
  - Abstract 1 paragraph
  - Introduction 1.5-2 manuscript pages (double-spaced, 12pt)
  - Methods 2-4 manuscript pages
  - Results and Discussion 10-12 manuscript pages
  - Conclusions 1-2 manuscript pages
  - Figures 6-8
  - Tables 1-3
  - References 20-50

- Letters or short communications have a stricter size limitation, e.g. 3,000 words and no more than 5 figures/tables.
Abbreviations

- Abbreviations must be defined on the first use in both abstract and main text.
- Some journals even forbid the use of abbreviations in the abstract.
- Abbreviations that are firmly established in the field do not need to be defined, e.g. DNA.
- Never define an abbreviation of a term that is only used once.
- Avoid acronyms, if possible
  - Abbreviations that consist of the initial letters of a series of words
  - Can be typical “lab jargon”, incomprehensible to outsiders
Make every attempt to make the first submission a success

- No one gets it right the first time!
  - Write, and re-write ....

- Suggestions
  - After writing a first version, take several days of rest. Come back with a critical, fresh view
  - Ask colleagues and supervisor to review your manuscript. Ask them to be highly critical, and be open to their suggestions.
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- What not to do…
Cover Letter

Submitted along with your manuscript
Mention what makes your manuscript special to the journal
Note special requirements (suggest reviewers, conflicts of interest)

Final approval from all authors
Explanation of importance of research
Suggested reviewers
The Peer Review Process - Overview

Submit a paper
Basic requirements met?
[Yes]
Assign reviewers
Collect reviewers' recommendations
[No]
REJECT
[Reject]
Make a decision
[Revision required]
[Accept]
ACCEPT

Michael Derntl
http://www.pri.univie.ac.at/~derntl/papers/meth-se.pdf
First Decision: “Accepted” or “Rejected”

Accepted
- Very rare, but it happens
  - Congratulations!
    - Cake for the department
    - Now wait for page proofs and then for your article online and in print

Rejected
- Probability 75-90% ...
- Do not despair
  - It happens to everybody
- Try to understand WHY
  - Consider reviewers’ advice
  - Be self-critical
- If you submit to another journal, begin as if it were a new manuscript
  - Take advantage of the reviewers’ comments
  - The same reviewer may again review your manuscript!
  - Read the Guide for Authors of the new journal, again and again.
First Decision: “Major” or “Minor” Revision

- Minor revision
  - Basically, the manuscript is worth being published
  - Some elements in the manuscript must be clarified, restructured, shortened (often) or expanded (rarely)
  - Textual adaptations
  - “Minor revision” does NOT guarantee acceptance after revision!

- Major revision
  - The manuscript may be worth being published
  - Significant deficiencies must be corrected before acceptance
  - Involves (significant) textual modifications and/or additional experiments
Manuscript Revision

- Cherish the chance of discussing your work directly with other scientists in your community.

- Prepare a detailed Response Letter
  - Copy-paste each reviewer comment, and type your response below it
  - State specifically which changes you made to the manuscript
    - Include page/line numbers
    - No general statements like “Comment accepted, and Discussion changed accordingly.”
  - Provide a scientific response to comments to accept, ......
  - ...... or a convincing, solid and polite rebuttal when you feel the reviewer was wrong.
  - Write in such a manner, that your response can be forwarded to the reviewer without prior editing

- Do not do yourself a disfavour, but cherish your work
  - You spent weeks and months in the lab or the library to do the research
  - It took you weeks to write the manuscript

Why then run the risk of avoidable rejection by not taking manuscript revision seriously?
Rejection: not the end of the world

- Everyone has papers rejected – do not take it personally.
- Try to understand why the paper was rejected.
- Note that you have received the benefit of the editors and reviewers’ time; take their advice seriously!
- Re-evaluate your work and decide whether it is appropriate to submit the paper elsewhere.

- If so, begin as if you are going to write a new article. Read the Guide for Authors of the new journal, again and again.
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- What not to do…
Publish AND Perish! – if you break ethical rules

- International scientific ethics have evolved over centuries and are commonly held throughout the world.

- Scientific ethics are not considered to have national variants or characteristics – there is a single ethical standard for science.

- Ethics problems with scientific articles are on the rise globally.

M. Errami & H. Garner
A tale of two citations
Plagiarism Detection Tools

- Elsevier is participating in 2 plagiarism detection schemes:
  - Turnitin (aimed at universities)
  - Ithenticate (aimed at publishers and corporations)

Manuscripts are checked against a database of 20 million peer reviewed articles which have been donated by 50+ publishers, including Elsevier.

All post-1994 Elsevier journal content is now included, and the pre-1995 is being steadily added week-by-week

- Editors and reviewers
- Your colleagues
- "Other" whistleblowers
  - "The walls have ears", it seems ...
Data fabrication and falsification

Fabrication: Making up data or results, and recording or reporting them

“… the fabrication of research data … hits at the heart of our responsibility to society, the reputation of our institution, the trust between the public and the biomedical research community, and our personal credibility and that of our mentors, colleagues…”

“It can waste the time of others, trying to replicate false data or designing experiments based on false premises, and can lead to therapeutic errors. It can never be tolerated.”

Professor Richard Hawkes
Department of Cell Biology and Anatomy
University of Calgary

“The most dangerous of all falsehoods is a slightly distorted truth.”

G.C. Lichtenberg (1742-1799)
The article of which the authors committed plagiarism: it won’t be removed from ScienceDirect. Everybody who downloads it will see the reason of retraction...
“I deeply regret the inconvenience and agony caused to you by my mistake and request and beg for your pardon for the same. As such I am facing lot many difficulties in my personal life and request you not to initiate any further action against me. I would like to request you that all the correspondence regarding my publications may please be sent to me directly so that I can reply them immediately. To avoid any further controversies, I have decided not to publish any of my work in future.”

A “pharma” author
December 2, 2008
Today’s research environment

Every year, **1.2 MILLION** researchers begin their careers.

...where the young researchers need guidance.
Today’s research environment

http://www.youtube.com/watch?v=Mwbw9KF-ACY

...where the young researchers need guidance.
Bigger Brains!!!

Find additional info on:

www.biggerbrains.com
Спасибо!

Вопросы?