Издательские решения Oxford University Press для исследователей и библиотекарей

Marcin Dembowski– marcin.dembowski@oup.com

Minsk
March 2018

Agenda

- Oxford University Press
- Resources supporting studying, teaching and research
- How to get published
- Questions



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Oxford University Press

The University of Oxford

Overview

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Oxford University Press (OUP)

Our mission

OXFORD UNIVERSITY PRESS

OXFORD UNIVERSITY PRESS IS A DEPARTMENT OF THE UNIVERSITY OF OXFORD. IT FURTHERS THE UNIVERSITY'S OBJECTIVE OF EXCELLENCE IN RESEARCH, SCHOLARSHIP, AND EDUCATION BY PUBLISHING WORLDWIDE.

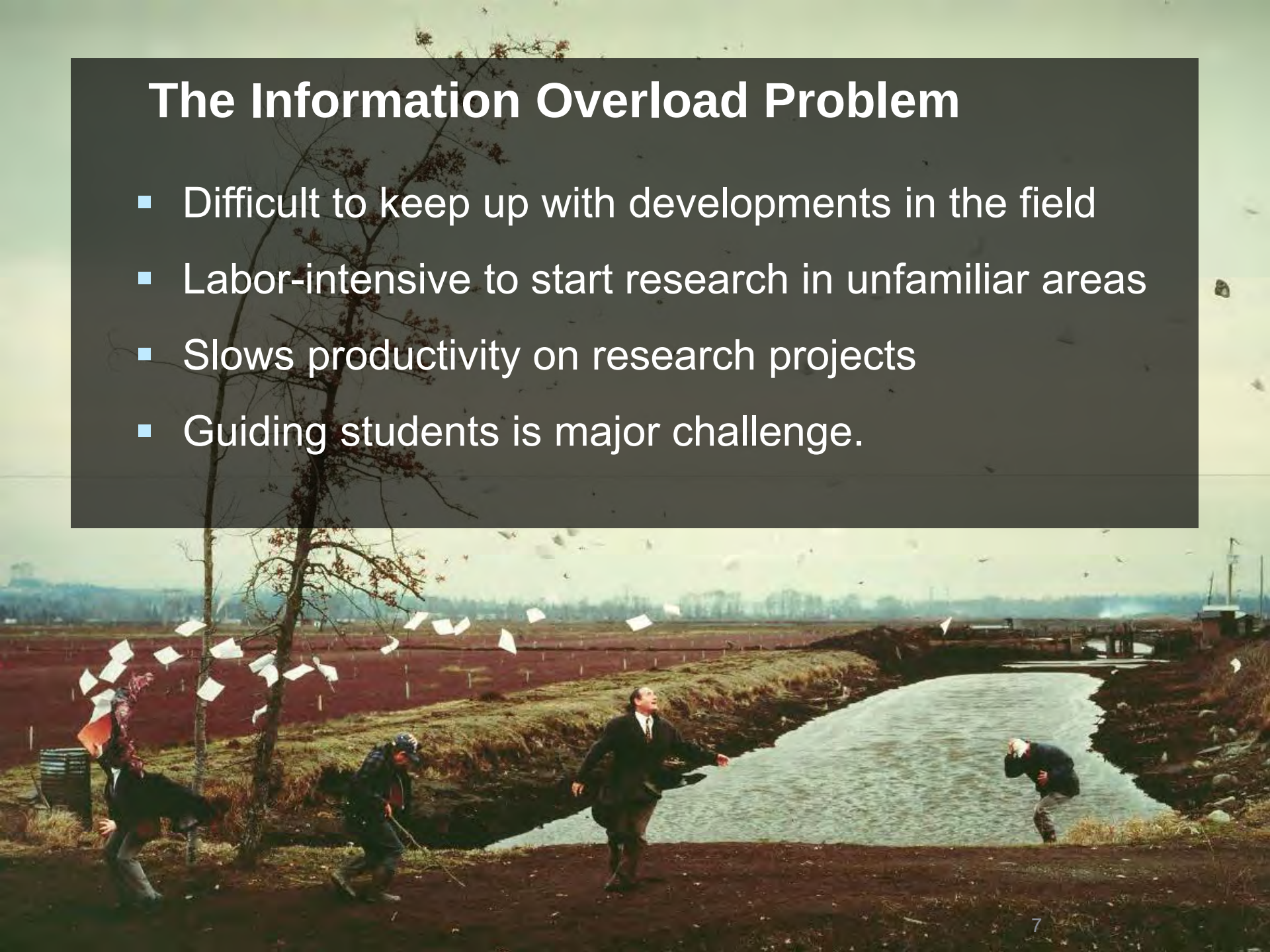


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How to use scientific products to support your research?

The Information Overload Problem

- Difficult to keep up with developments in the field
- Labor-intensive to start research in unfamiliar areas
- Slows productivity on research projects
- Guiding students is major challenge.




Mobilizing the
community of experts

Global network of research

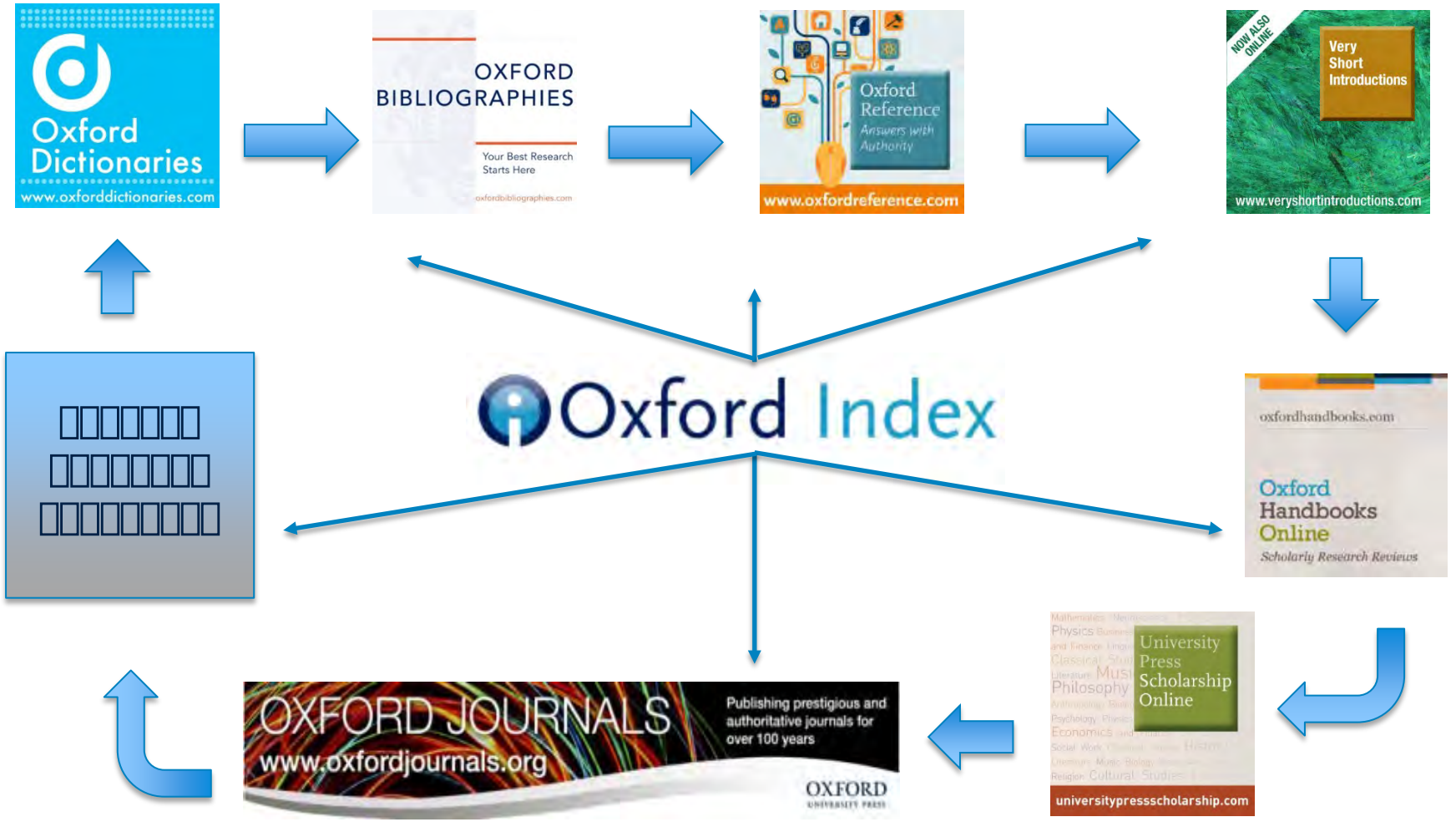
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Where do O ur Research Jo

Each resource provides a vital step on the research journey, from quick fact checking, to reviewing the literature in a field, to keeping up to date with the latest research.

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Which resources from OUP I can access in NLB?

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Oxford University Press Journals Collection

OUP's Mission

What does it mean?

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*OUP publishes the **highest-quality journals** and delivers this research to the widest possible audience. We achieve this by working closely with our **society partners, authors,** and **subscribers** in order to provide them with publishing services that **support their research needs***

OUP and the Academic Community

Publishing Collaboratively

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Over 70% of OUP's Collection journals are published on behalf of societies and academic bodies, and this is increasing

The 2018 Collection

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339 titles

18 titles joining the Collection

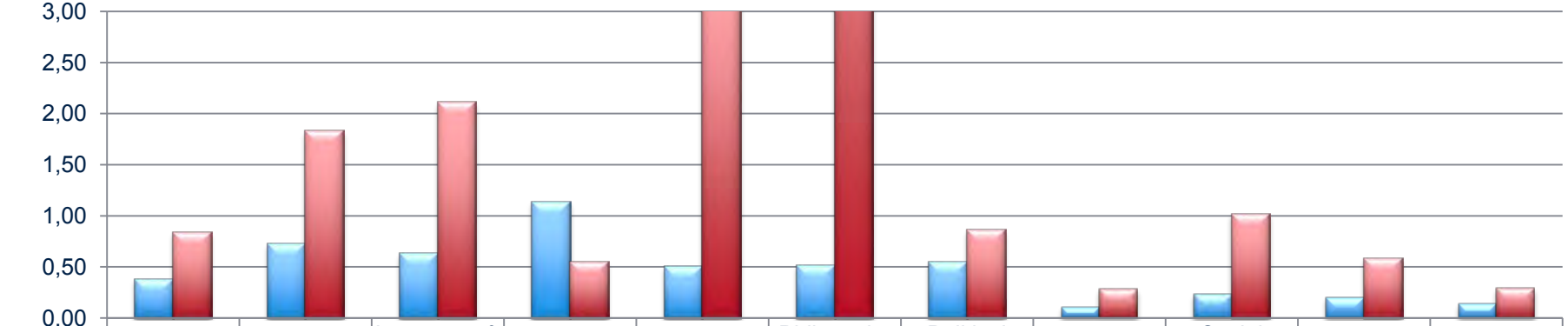


Cost per Citation

Oxford Journals Collection



	Astronomy	Biology	Botany	Chemistry	Food Science	Geography	Geology	Health Sciences	Math & Computer Science	Physics	Zoology	General Science
OUP	0,09	0,16	0,17	0,16	0,06	0,47	0,15	0,08	0,21	0,26	0,14	0,65
Survey	0,20	0,25	0,29	0,22	0,40	0,50	0,25	0,21	0,57	0,29	0,51	0,08

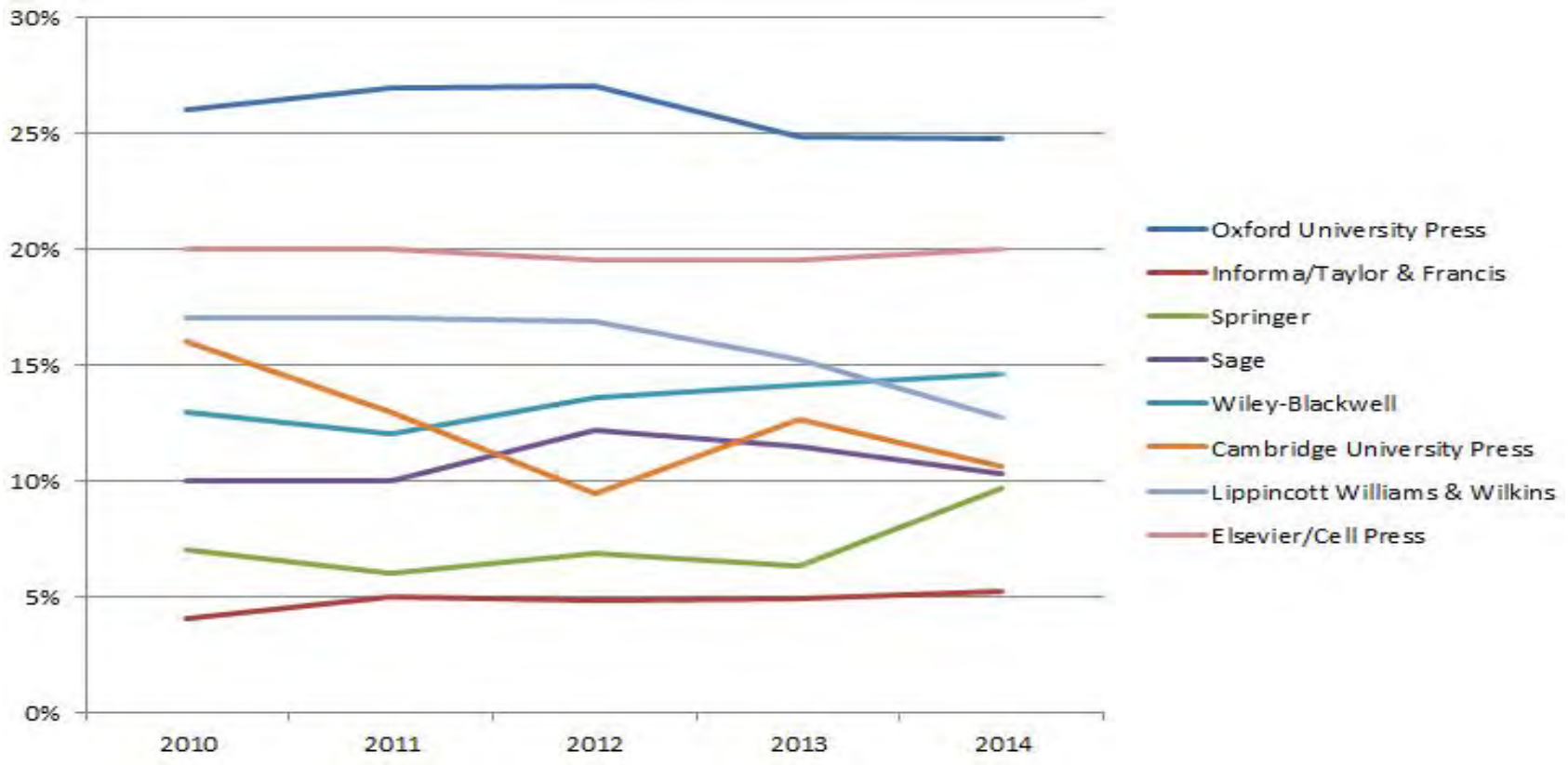


	Education	History	Language & Literature	Law	Music	Philosophy & Religion	Political Science	Psychology	Social Sciences	Sociology	Grand Total
OUP	0,38	0,73	0,63	1,14	0,50	0,52	0,55	0,11	0,23	0,20	0,14
Survey	0,84	1,83	2,11	0,55	4,04	7,47	0,86	0,28	1,02	0,58	0,29

*Library Journal – New World, Same Model | Periodicals Price Survey 2017

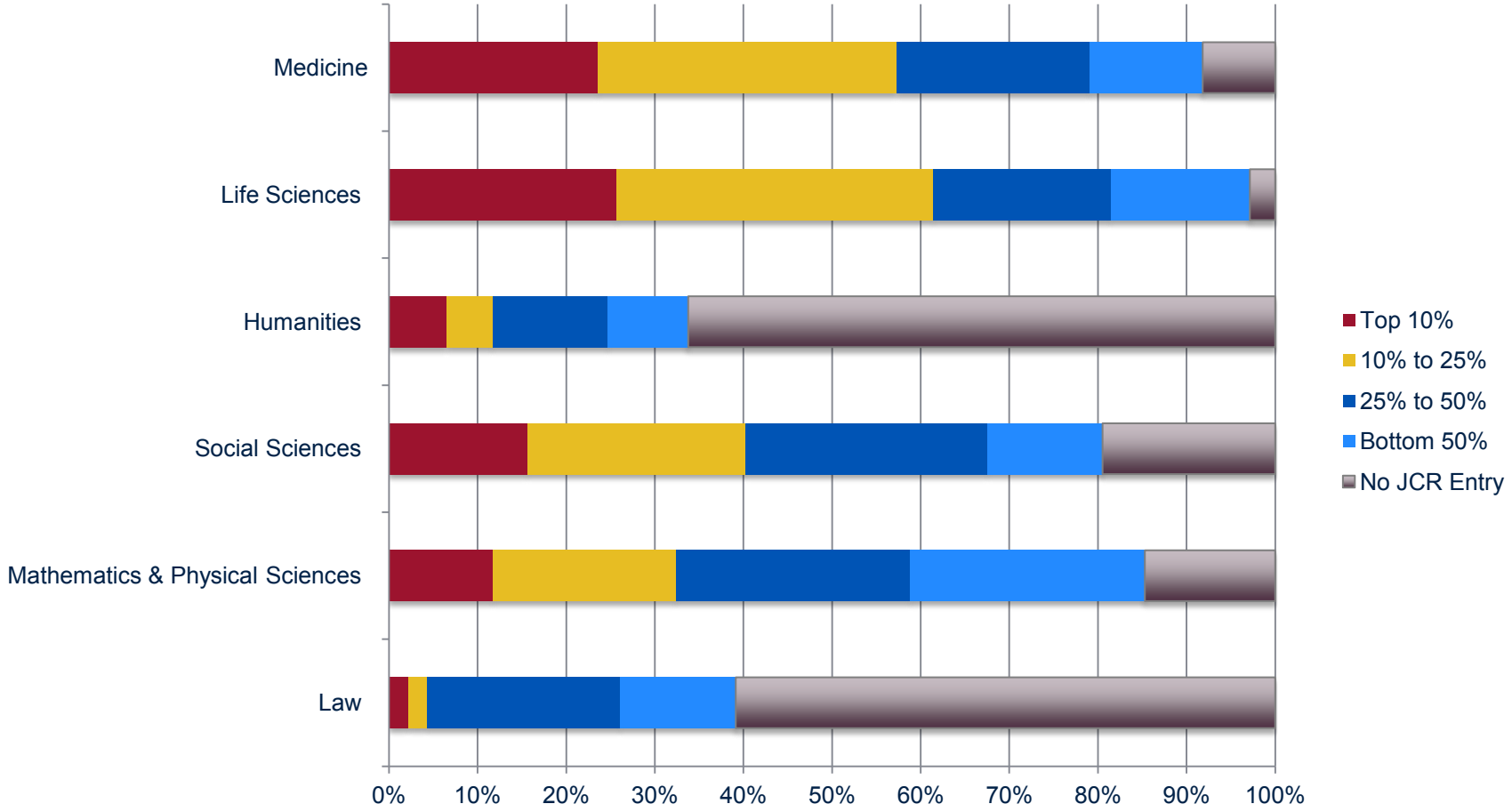
Commitment to Quality

Journals in the top 10% of their field



25% of OUP's Journals rank in the top 10% in their subject area over 5 years.

Rankings in Best JCR Subject Category - 2018 Oxford Journals Collection



Source: 2016 Journal Citation Reports® (Clarivate Analytics, 2017)

Oxford Journals – Top Rankings

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Of journals with a JCR entry…

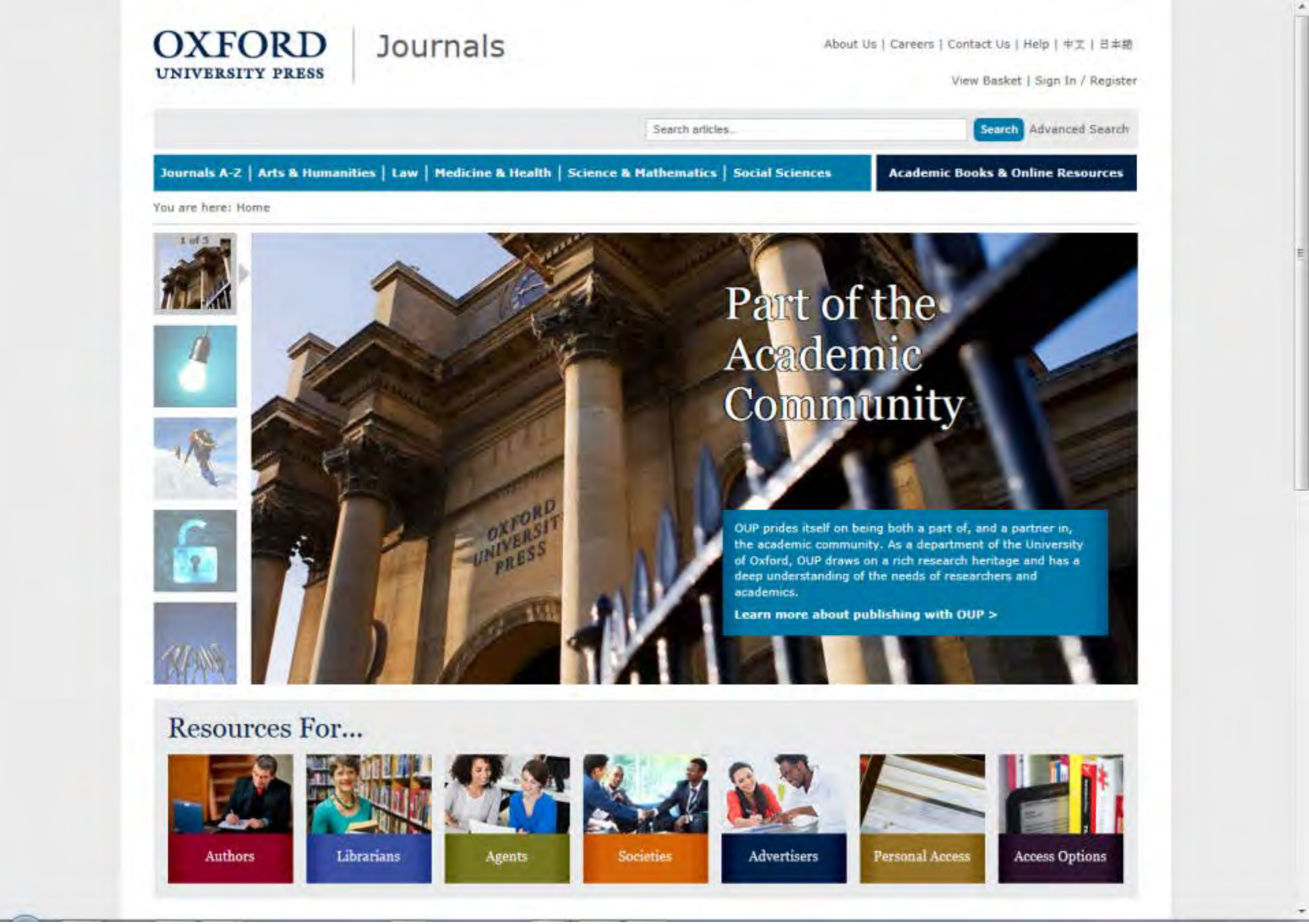
- 23% are in the top 10% of their best category
- 51% are in the top 25%
- 81% are in the top 50%

#1 Journals in JCR Category:

- ***Human Reproduction Update*** (Obstetrics & Gynecology | Reproductive Biology)
- ***African Affairs*** (Area Studies)
- ***Applied Linguistics*** (Linguistics)
- ***Journal of Public Administration Research and Theory*** (Public Administration)
- ***The Journals of Gerontology, Series A: Biological Sciences & Medical Sciences*** (Geriatrics & Gerontology)
- ***Quarterly Journal of Economics*** (Economics)

Other high-ranking journals:

- ***European Heart Journal*** #2 journal in Cardiac & Cardiovascular Systems with an Impact Factor of 19.651 – the highest Impact Factor amongst OUP Journals
- Three journals of the **European Society of Human Reproduction and Embryology** *(Human Reproduction*, *Human Reproduction Update*, and *MHR)* are ranked 1, 2, and 4 in Reproductive Biology



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Current needs of universities?

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Teaching
Research
Academic Publishing

Digital Reference at OUP

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- OUP's digital reference programme addresses the need for contextual information at the beginning of a research project
- It publishes **three basic content types** (or product families) that each provide a unique pathway into unfamiliar topics
- Each content type **summarizes primary research**, but does so in a unique way **to support a specific research need** or user journey
- Each features peer-reviewed, long-form, academic articles



Reading Guide: I need to know what the best sources are on a topic, and I'll do my own reading of primary research

OXFORD RESEARCH ENCYCLOPEDIAS
REFERENCE REIMAGINED

Overview: I need comprehensive overview with everything I need to know in a half-hour of reading or less



Reviews: I need a critical review of the current state of the scholarly debate on a topic

Oxford Handbooks Online
Scholarly Research Reviews

Online Editorial Process

Print Handbooks

- Handbook Commissioned
- Author submits chapter
- EIC and book board review
- Submit approved essay
- OUP publishes in OHO
- Revise and update for print



Oxford Handbooks Online

- Editor in Chief
- Ed Board of area specialists
- Recommend *new* topics/authors
- Recommend *update*
- Peer-review Board or external
- OUP publishes in OHO

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Subject areas

Anthropology
Archaeology
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Biology
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Classical Studies
Computer Science
Earth Science & Geography
Economics and Finance
Education
Environmental Science
Film, Television, and Radio
History
Information Science
Law
Linguistics
Literature
Mathematics
Music
Neuroscience
Palliative Care
Philosophy
Physics
Psychology
Political Science
Public Health and Epidemiology
Religion
Society and Culture
Social Work
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Participating Presses



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Find Print Edition in Library

Russian Literature: A Very Short Introduction

Catriona Kelly

Abstract

Russian Literature: A Very Short Introduction explores the place and importance of literature in Russian culture. How and when did a Russian national literature come into being? What shaped its creation? How have the Russians regarded their literary language? This VSI uses the work and treatment of the poet and novelist Pushkin, 'the Russian Shakespeare', as a way of illustrating the wider themes and concerns of Russian literature. Why are Russian writers venerated, and how have they been interpreted inside Russia and beyond? The influence of folk tale traditions, orthodox religion, and the ... More

Keywords: culture, Gustave Flaubert, Johann Wolfgang von Goethe, prose, Percy Bysshe Shelley, Richard Brinsley Sheridan, Short Story, socialist Realism

Bibliographic Information

Publisher: Oxford University Press
Print ISBN-13: 9780192801449
DOI: 10.1093/actrade/9780192801449.001.0001

Print Publication Date: Aug 2001
Published online: Sep 2013

Catriona Kelly, *author*
Fellow of New College, Oxford, and Tutor in Russian
Author Webpage

Subjects in Very Short Introductions online

Arts and Humanities
Literary Studies (European)
Literature

Quick reference and more

culture
Gustave Flaubert
Johann Wolfgang von Goethe
prose
Percy Bysshe Shelley
Richard Brinsley Sheridan
Short Story
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Find this VSI

In the OUP print catalogue

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More by Catriona Kelly

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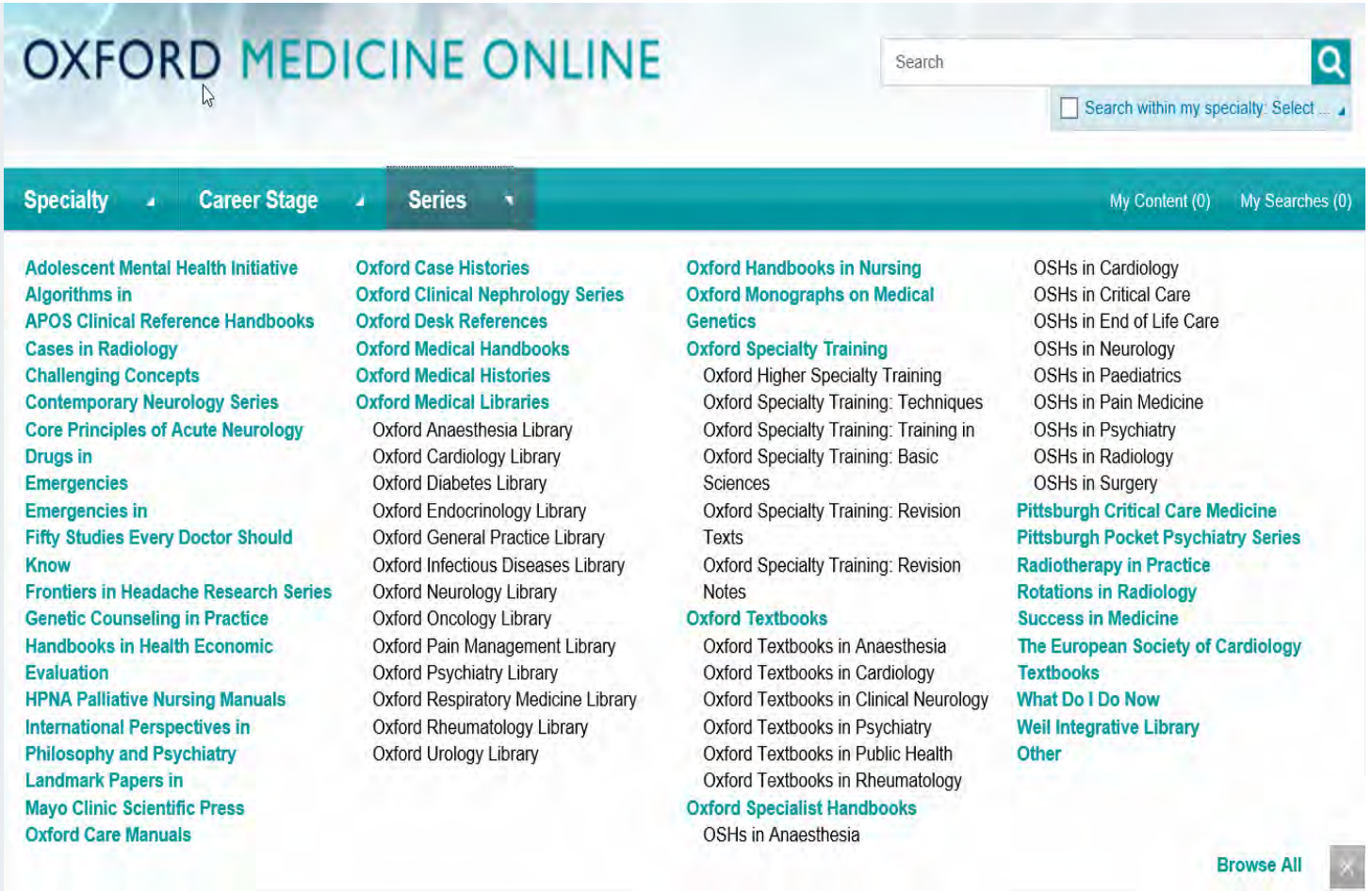
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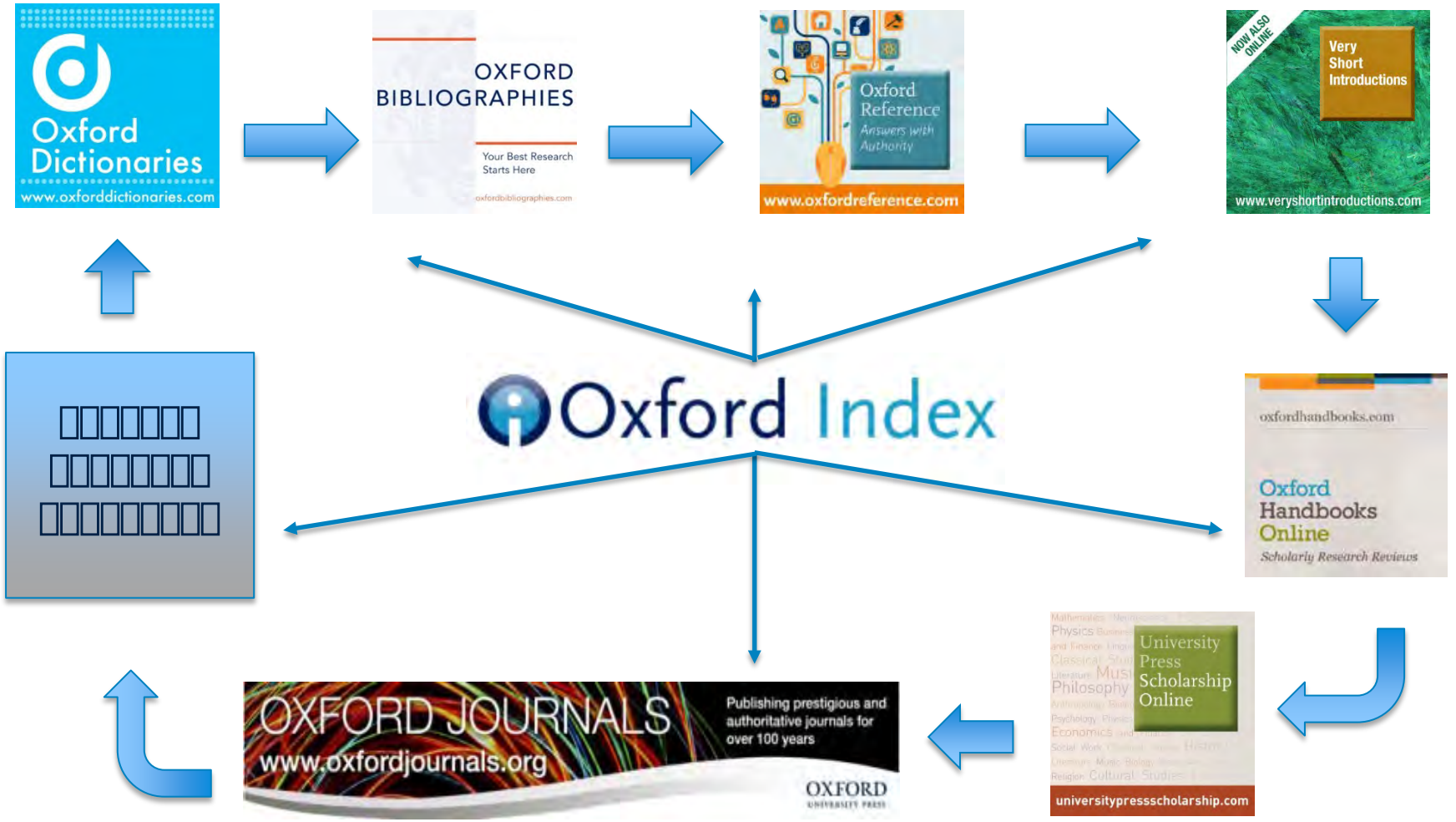
Updated Titles
INCLUDING 4 UPDATES PER YEAR FOR THE *OXFORD TEXTBOOK OF MEDICINE*



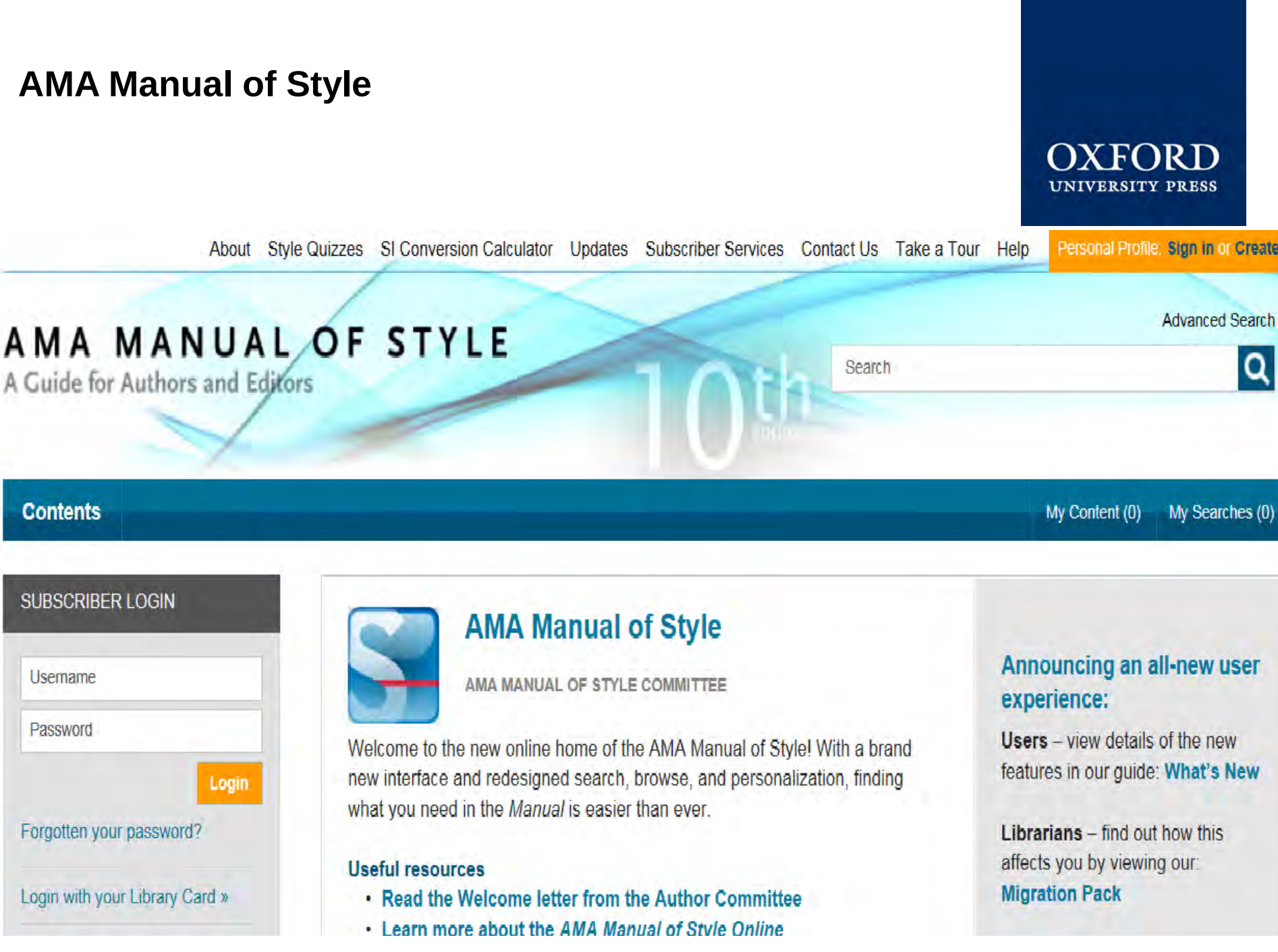
Where do O ur Research Jo

Each resource provides a vital step on the research journey, from quick fact checking, to reviewing the literature in a field, to keeping up to date with the latest research.

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AMA Manual of Style



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How to get published with international journals?

Before you start……

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You must have a clear topic or topics to be reviewed, what is your research question?



Ideas where to start

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- As well as ‘traditional’ research…
- Are you working on a Doctoral or Master’s thesis?
- Have you completed a project which concluded successfully?
- Are you wrestling with a problem with no clear solution?
- Do you have an opinion or observation on a subject?
- Have you given a presentation or conference paper?
- If so, you have the basis for a publishable paper

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Editors are looking for "something new and preferably surprising" according to Dr. Peter Smith, a Cambridge philosopher and former editor of Analysis, the philosophical journal.

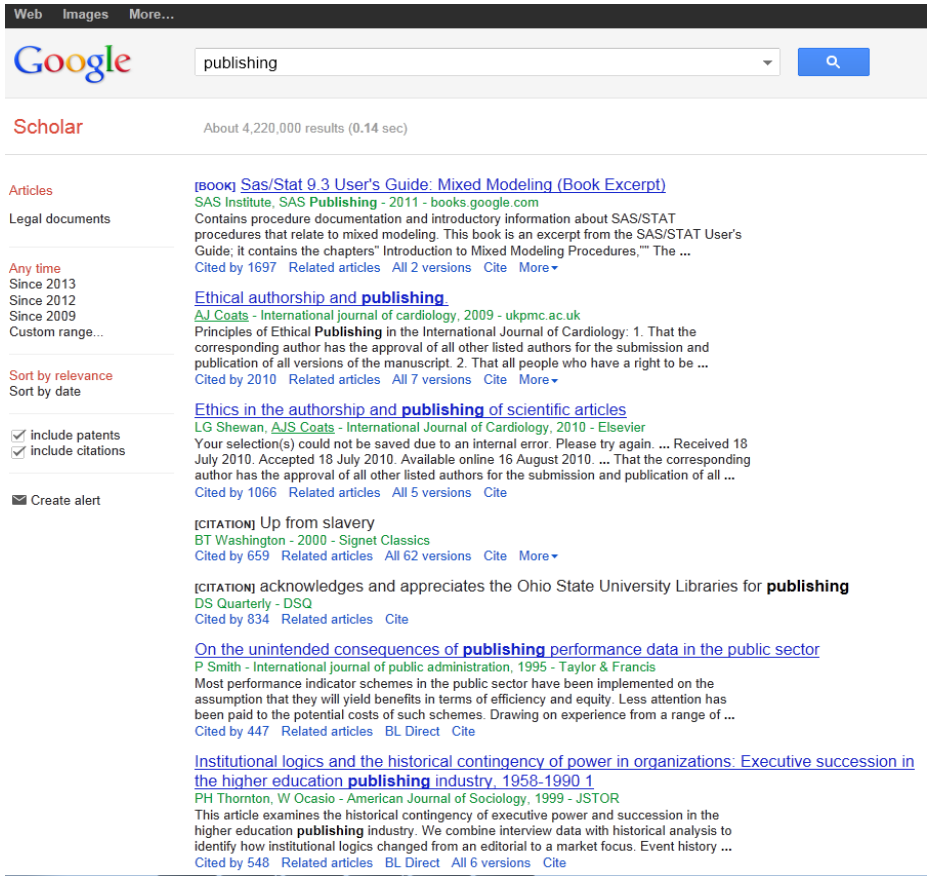


Be Careful:

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There are 1,000,000's of published studies. You need to MASTER your topic: be aware of works completed by others, updates or/and be ready to answer questions or summarize it.

References:


Web
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About 4,220,000 results (0.14 sec)
Articles
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On the unintended consequences of publishing performance data in the public sector
P Smith - International journal of public administration, 1995 - Taylor & Francis
Most performance indicator schemes in the public sector have been implemented on the assumption that they will yield benefits in terms of efficiency and equity. Less attention has been paid to the potential costs of such schemes. Drawing on experience from a range of ...
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Institutional logics and the historical contingency of power in organizations: Executive succession in the higher education publishing industry, 1958-1990 1
PH Thornton, W Ocasio - American Journal of Sociology, 1999 - JSTOR
This article examines the historical contingency of executive power and succession in the higher education publishing industry. We combine interview data with historical analysis to identify how institutional logics changed from an editorial to a market focus. Event history ...
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Journal of Economic Geography
Barbara Heebels and Ron Boschma
Performing in Dutch book publishing 1880–2008: the importance of entrepreneurial experience and the Amsterdam cluster
J. Econ. Geogr., November 2011; 11: 1007 - 1029.
.....experience on the survival chances of publishing firms. Although such survival analyses...positive effect on firm survival. Publishing firms with such prior experience...thus, increases the survival of publishing firms. This is in line with the.....
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'The Chatto List': Publishing Literary Criticism in Mid-Twentieth-Century Britain
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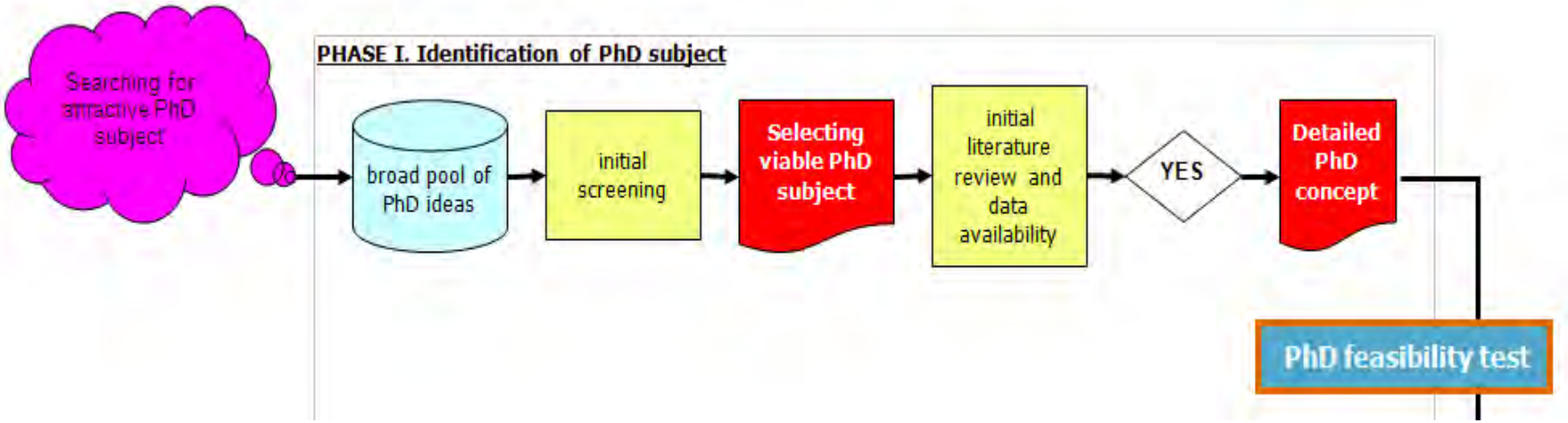
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information, while starving for wisdom. The world henceforth will be run by synthesizers, people able to put together the right information at the right time, think critically about it, and make important choices wisely."

Our Focus


Searching for attractive PhD subject
PHASE I. Identification of PhD subject
broad pool of PhD ideas
initial screening
Selecting viable PhD subject
initial literature review and data availability
YES
Detailed PhD concept
PhD feasibility test

Initial literature review: The 5 X 5 principle

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- Identify 5 top peer refereed academic journals focusing on your specific subject
- Identify 5 top internationally recognized books or collective works on your specific subject
- Identify 5 top academic research centres specializing in your subject
- Identify 5 most renowned professors in your narrow field („gurus”)
- Identify 5 top regular international academic conferences covering your subject

Think of a literature review as a jigsaw puzzle



AMA Manual of Style: A Guide for Authors and Editors (10th edition)

AMA Manual of Style Committee

Publisher: Oxford University Press
Print ISBN-13: 9780195176339
Print Publication Date: Mar 2007
Published online: Apr 2009

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3.5 Numbering
3.6 Citation
3.7 Authors
3.8 Prefixes and Particles
[+] 3.9 Titles
3.10 Subtitles
[+] 3.11 References to Print Journals

References

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Chapter: References
Author(s): Cheryl Iverson
DOI: 10.1093/jama/9780195176339.003.0003

3.1 Reference Style and the Uniform Requirements
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Subject(s) in AMA Manual of Style

3 References

Related Quizzes

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3.11.6 Parts of an Issue
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3.11.8 Supplements
3.11.9 Abstracts and Other Material Taken From Another Source
3.11.10 Special Department, Feature, or Column of a Journal
3.11.11 Other Material Without Named Author(s) or With Named Authors and a Group Name
3.11.12 Discussants
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3.11.15 Duplicate Publication

3.12 References to Print Books
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3.12.10 Year of Publication
3.12.11 Page Numbers or Chapter Number

3.13 Special Print Materials
3.13.1 Newspapers
3.13.2 Government or Agency Bulletins
3.13.3 Serial Publications
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3.13.9 Personal Communications
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3.15.4 Online Newspapers
3.15.5 Government/Organization Reports
3.15.6 Software
3.15.7 Software Manual or Guide
3.15.8 Databases
3.15.9 Email and Email List (Listserve) Messages
3.15.10 Online Conference Proceedings/Presentations
3.15.11 News Releases and Miscellaneous
3.15.12 Legal References

3.16 US Legal References
3.16.1 Method of Citation
3.16.2 Citation of Cases
3.16.3 Legislative Materials

References serve 3 primary purposes—documentation, acknowledgment, and directing or linking the reader to additional resources. Authors may cite a reference to support their own arguments or lay the foundation for their theses (documentation); as a credit to the work of other authors (acknowledgment); or to direct the reader to more detail or additional resources (directing or linking).

References are a critical element of a manuscript and, as such, the reference list demands close scrutiny by authors, editors, peer reviewers, manuscript editors, and proofreaders. Authors bear primary responsibility for all reference citations. Editors and peer reviewers should examine manuscript references for completeness, accuracy, and relevance. Manuscript editors and proofreaders are responsible for assessing the completeness of references, for ensuring that references are presented in proper style and format, and for checking to make sure that any reference links are accurate and functional.

Much has been written about problems with bibliographic inaccuracies[1] (eg, an author's name is misspelled; the journal name is incorrect; the year of publication or the volume, issue, or page numbers are incorrect). Such errors make it difficult to retrieve the documents cited. An even more serious problem is inappropriate citation (eg, a speculative commentary is cited in a way that implies proved causality; an article's results are generalized beyond what the data support). Not only is accuracy critical for the integrity of the individual document, but because authors may sometimes rely on secondary rather than primary sources, an inaccurate citation in a document's reference list may be replicated in subsequent articles whose authors do not consult the primary source. Authors should always consult the primary source and should never cite a reference that they themselves have not read.[2-4] (See also 3.11.9, Abstracts and Other Material Taken From Another Source, and 3.13.10, Secondary Citations and Quotations [Including Press Releases].)

Which journal to go for?

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Criteria You Might Look At:

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- Rankings (example Thomson Reuters Impact factors; the Association of Business Schools ABS etc.)
- Number of downloads (utility)
- Dissemination of journal (where it is read)
- Links to societies/associations
- Relevance of content and publishing ethos
- International

Questions to Ask Yourself When Choosing:

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- What are your most important factors when choosing a journal?
- Which resources do you use to research the journals you publish in?
- Which rankings do you use? How important are they?
- Who do you ask for advice?
- What is the best journal in your field? Why?

PROCESS!!!!!

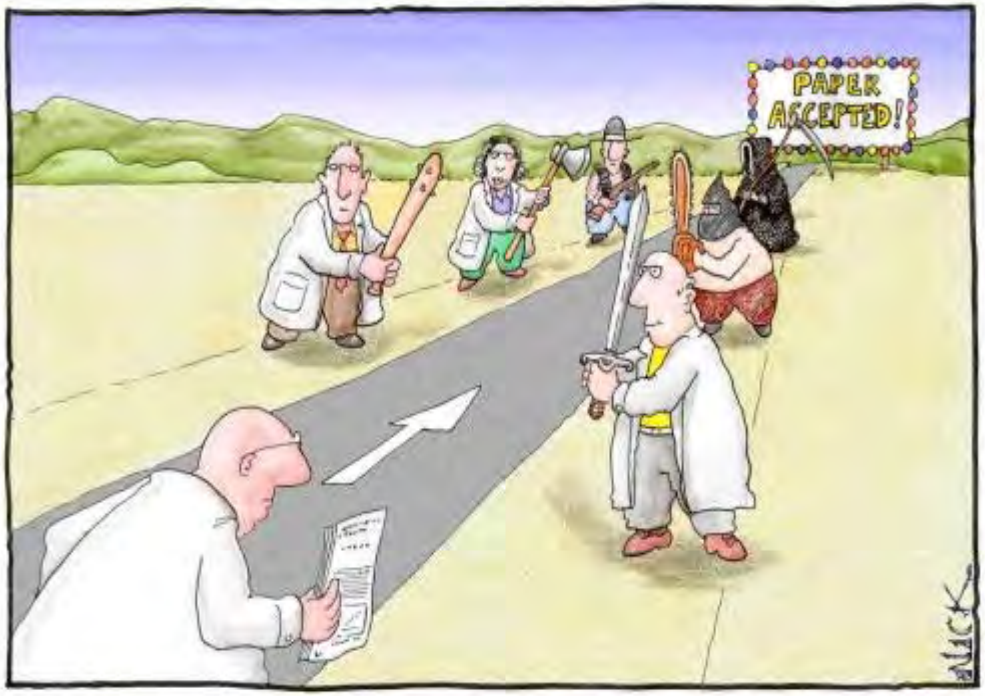


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Surviving peer review

Not always straight forward proccess

Research is all about peer review



Most scientists regarded the new streamlined peer-review process as 'quite an improvement.'

1. You need to avoid a desk reject
2. You may need to revise and resubmit
3. You will almost certainly need to alter your paper

The Process

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- Submission is an important step on the road to being published
- Reviewers are selected for their expertise by the Editors
- They do sometimes make mistakes and their opinions may not be valid
- But generally they raise genuine concerns about the work – conceptualization, execution and/or interpretation of the work

The Process

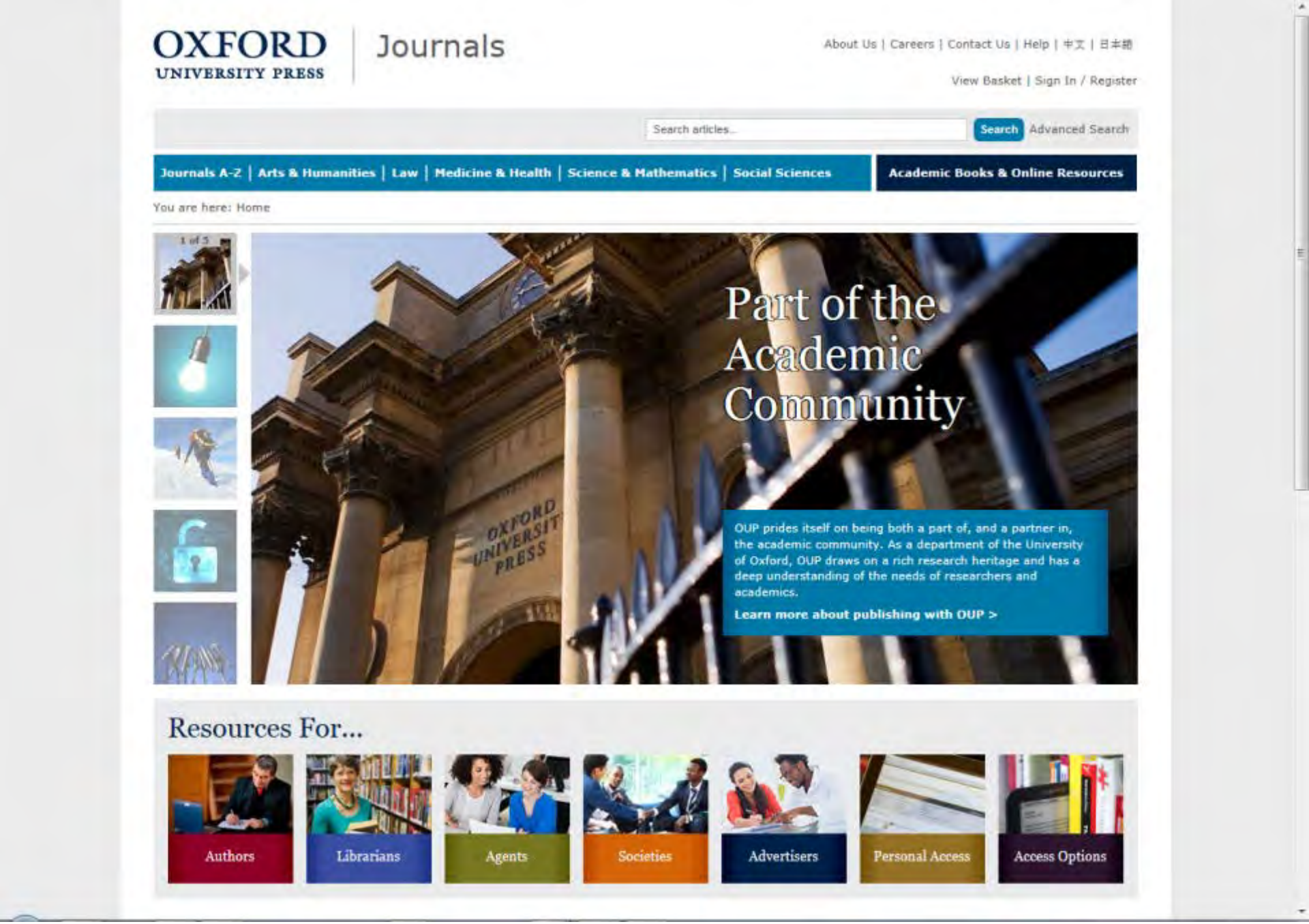
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- Their comments are aimed at maintaining the quality of papers publish in the journal, the overall journal reputation and ultimately at improving your work to attain a high standard of academic writing.

Process Conclusion:

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- Identify a few possible target journals but be realistic
- Follow the Author Guidelines: scope, type of paper, word length, references style, etc.
- Find where to send your paper (editor, regional editor, subject area editor) …
- … and how to send it (email, hard copy, online submission)
- Send an outline or abstract to editor: is it suitable? how can it be made so?
- Read at least one issue of the journal



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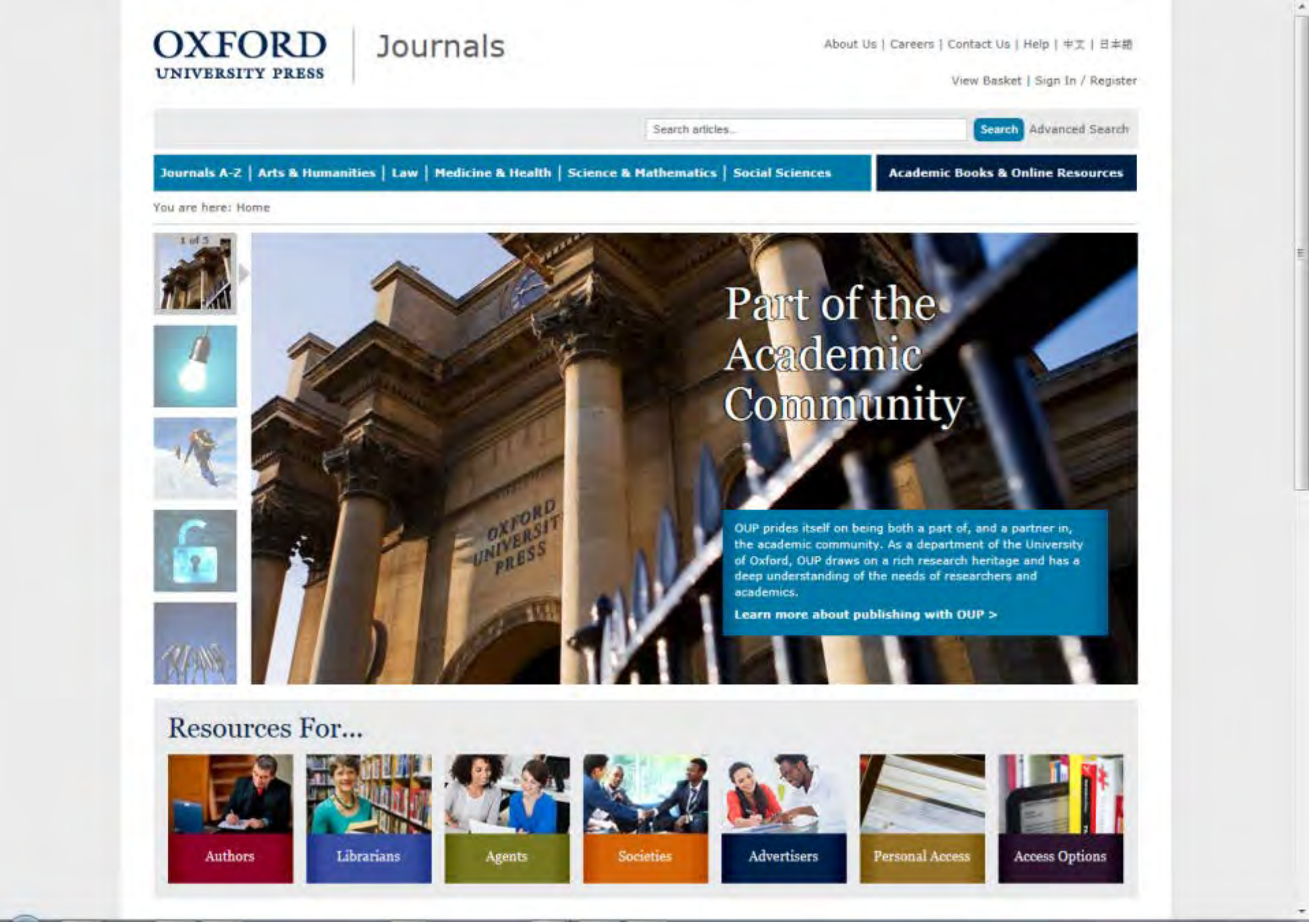
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What makes a good paper?
HINT: Editors and reviewers look for …

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- Originality – what's **new** about subject, treatment or results?
- Relevance to and extension of existing knowledge
- Research methodology – are conclusions valid and objective?
- Clarity, structure and quality of writing – does it communicate well?
- Sound, logical progression of argument
- So what?' factors!
- Recency and relevance of references
- **Adherence to the editorial scope and objectives** of the journal
- A good title, keywords and a well written abstract

Co-authorship?

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- With supervisor, different departments or institutions
- Exploits individual strengths
- Especially useful for cross-disciplinary research
- Demonstrates the authority and rigour of the research
- Increases potential pool of citations

But remember

- Ensure paper is edited so that it reads as one voice
- Identify the person responsible for closing the project
- Agree and clarify order of appearance of authors

Peer Review:

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- Peer Review is important to assess your work before submitting it.
- Have fellow colleagues, tutors, scholars look at your work and give you feedback to avoid desk rejection. You do not want to be refused by appearing uninformed concerning your submission.
- Always expect that you would have to amend, alter and revise your paper to submit a more accurate version.

Plagiarism and referencing

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- Plagiarism (from the Latin *plagium* meaning ‘a kidnapping’) is the act of taking someone else’s work and pretending it is yours. It is considered fraud!
- It isn’t always detected in peer review but electronic tools can help

Revising

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- A request for revision is good news!
  - You've avoided a desk reject and you are in the publishing cycle
  - Nearly every published paper is revised at least once
  - So now, *close the deal*!
- **Acknowledge** the editor and set a revision deadline
- **Clarify** if in doubt – 'This is what I understand your comments to mean…'
- Meet the revision **deadline**
- Attach a **covering letter** showing how you met the reviewers' requests (or if not, why not)

Dealing with the comments:

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- Answer as completely as possible
- Answer politely, be tactful and not with emotive language
- Answer with evidence
- If you feel the reviewer has misunderstood then address the point with a good argument explaining why the reviewer is mistaken
  - It may be the reviewers are conflicted on a point
  - It is ok to use one reviewer to argue against another

Sign in

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Chapter: Editorial Assessment and Processing
Author(s): Richard M. Glass
DOI: 10.1093/jama/9780195176339.003.0006

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The principal goals of editing biomedical publications are to select, improve, and disseminate information that will advance the art and science of the discipline covered by the publication. For example, biomedical publications are a major source of information for the improvement of medical care. In addition to initial transmission to readers at the time of publication, information from journal articles is often carried by the public media. Published articles influence educators and opinion leaders, who transmit the information to many persons who do not read the original publications. Medical journal articles can also be subsequently accessed by clinicians and researchers seeking information about particular topics. Such searches are facilitated by online search engines (see 25.0, Resources) and provide the information essential to practicing evidence-based medicine,[1] in which patient-care decisions are informed by acquiring and assessing the relevant medical literature. These myriad uses of biomedical literature indicate the importance of the procedures to improve quality involved in editorial assessment and processing.

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In case of rejection:




DON'T
GIVE UP!

If your article is rejected

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- **Ask why**, and listen carefully!
  Most editors will give detailed comments about a rejected paper. Take a deep breath, and listen to what is being said
- **Try again!**
  Try to improve the paper, and re-submit elsewhere. Do your homework and target your paper as closely as possible
- **Don’t give up!**
  At least 50% of papers don’t get published. Everybody has been rejected at least once
- **Keep trying!**

How to sell your work

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- Use a **short descriptive** title containing main keyword – don't mislead
- Write a clear and descriptive abstract containing the main keywords and following any instructions as to content and length
- Provide **relevant and known** keywords – not obscure new jargon
- Make your references **complete and correct** – vital for reference linking and citation indices
- All of this will make your paper more discoverable which means more dissemination and possibly more citation

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Abstract

In this age of electronic data dissemination and retrieval, in which abstracts are typically indexed and freely available, a well-written abstract has become increasingly important in directing readers to articles of potential clinical and research interest. The abstract of a research report summarizes the main points of an article: (1) the study objective or background, (2) the study design and methods, (3) primary results, and (4) principal conclusions. For scientific studies and systematic reviews, narrative expressions, such as “X is described,” “Y is discussed,” “Z is also reviewed,” do not add meaning and should be avoided. Results should be presented in quantitative fashion, but authors and editors should be scrupulous in verifying the accuracy of all data and numbers reported and ensuring consistency with the results published in the full article.[7]

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Any Questions…



Marcin Dembowski
marcin.dembowski@oup.com