

# ***Publish or Perish!***

## ***Tips***

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# Why Publish?

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- Promotion/Tenure process and merit-pay scales tied to journal articles and other research output.
- A 2005 study suggests that academics received significant research grants for publishing in top agricultural journals.
- Intellectual reputation/ ownership of patents

# Journal Quality

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- Look for journals with high frequency of citation by other journals—a high **impact factor**
- High standard for acceptance of manuscripts
- Well-known editor(s) and editorial board members, and a critical refereeing system
- Timeliness of publication
- High visibility—being covered by major abstracting and indexing services

# Agricultural Economics Journals by Impact Factor

Abbreviated Journal Title	Impact Factor	Immediacy Index	Cited Half-Life (Year)
<i>J Environ Econ Manag</i>	1.529	0.113	9.3
<i>Eur Rev Agric Econ</i>	0.977	0.360	6.6
<i>Land Econ</i>	0.974	0.056	9.6
<i>Am J Agr Econ</i>	0.967	0.167	>10.0
<i>Aust J Agr Resour Econ</i>	0.867	0.045	4.5
<i>J Agr Econ</i>	0.667	0.000	7.6
<i>Food Policy</i>	0.609	0.343	5.5
<b><i>Rev Agr Econ</i></b>	<b>0.403</b>	<b>0.061</b>	<b>7.0</b>
<i>Agr Econ</i>	0.382	0.090	5.7
<i>J Agr Resour Econ</i>	0.347	0.121	7.0
<i>Can J Agr Econ</i>	0.295	0.038	9.0

# Being Rejected is Common

PO Box 3097  
Lisle, IL 60532-1309

RE: Letter# JLD71191

Dear Mr. [redacted]:

Thank you for your recent letter to the editor. Unfortunately many submissions we receive and our space limitations in we are unable to publish your letter in THE JOURNAL.

After considering the opinions of our editorial staff, we did not receive a high enough priority rating for publication to publish only a small fraction of the several thousands of letters that are submitted to us each year. We regret that published letters do not receive a high rating.

We appreciate your interest and thank you for your letter.

Sincerely,

[redacted]  
Senior Editor [redacted]  
Director, Dept. of Scientific and Clinical Affairs

MAW:LYH

[redacted]  
130 West Kingsbridge Road  
Bronx 68, New York

Dear Dr. [redacted]:

"Insulin-113I Metabolism in Human Subjects: Demonstration of Insulin Transporting Antibody in the Circulation of Insulin Treated Subjects" is not acceptable for publication in THE JOURNAL.

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The second major criticism relates to the dogmatic conclusions set forth which are not warranted by the data. The experts in this field have been particularly emphatic in rejecting your positive statement that the "conclusion that the globulin responsible for insulin binding is an acquired antibody appears to be inescapable". They believe that you have not demonstrated an antigen-antibody reaction on the basis of adequate criteria, nor that you have definitively proved that a globulin is responsible for insulin binding, nor that insulin is an antigen. The data you present are indeed suggestive but any more positive claims seem unjustifiable at present.

Sincerely,

[redacted]  
Editor-in-Chief

REJECTED

# Reasons for Rejection

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- Analysis of editorial selection show top reasons for rejection:

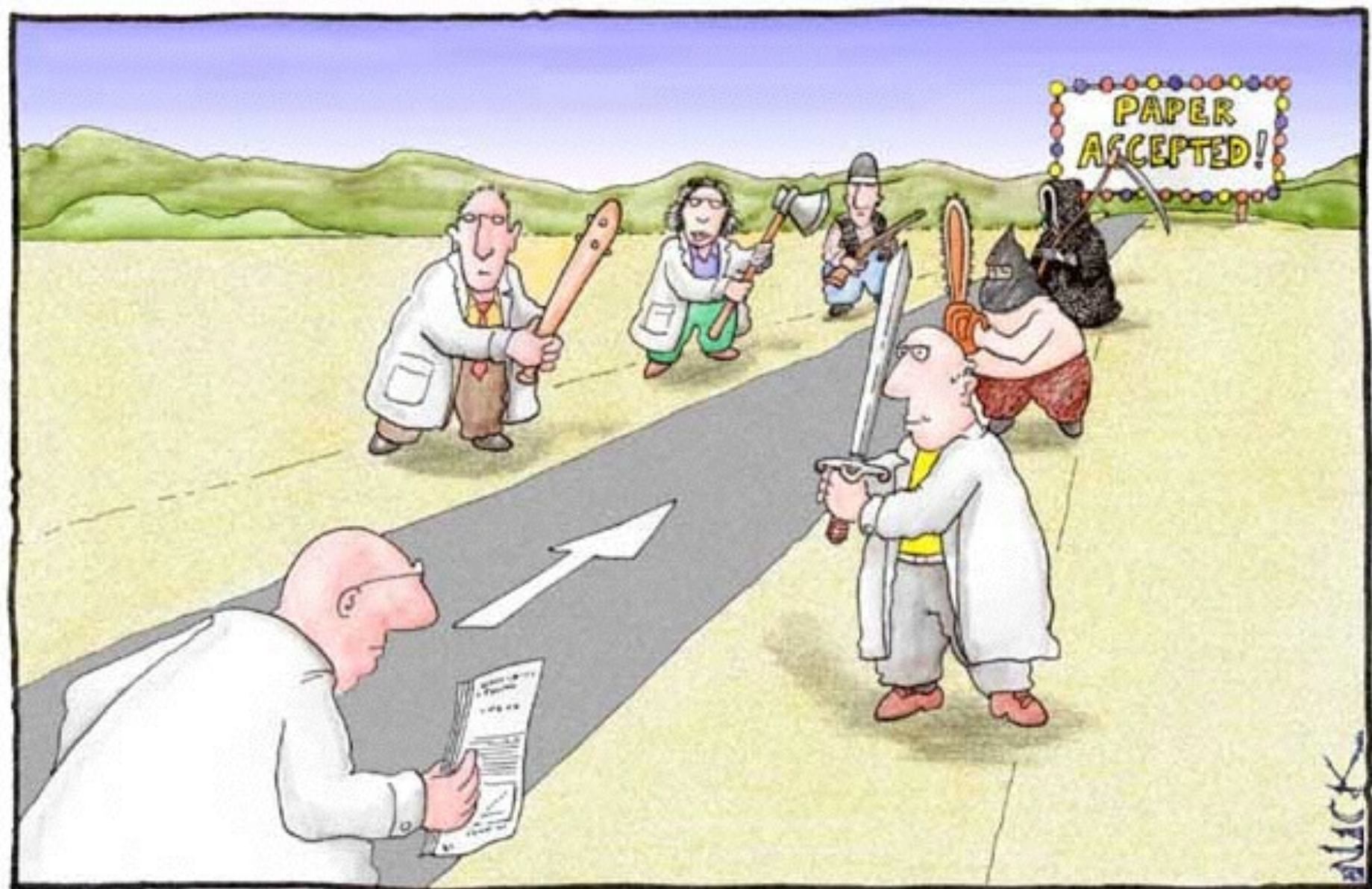
- unimportant or insignificant contributions (29.3%)
- methodological shortcomings or flaws (26.%)
- inadequate theories or concepts (21.3%),
- poor writing or presentation (10.0%)
- out of scope for the particular journal (9.6%)



# Persistence is a Virtue

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- If at first you don't succeed, try, try, and try again
- Revise, but don't simply resubmit
- Most manuscripts submitted for publication in refereed journals get rejected at one time or another before achieving publication



NICK



# Improving the Odds of Acceptance

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- Maintain a stock of 5 or 6 papers under review at all time
- Diversify your research as well as your publication portfolio
- Balance between quality and quantity of publications

# Improving the Odds of Acceptance

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- If you have 2 good ideas about a topic, develop them into 2 manuscripts instead of putting them into one paper
- The longer a manuscript, the more likely that referees will either misunderstand it or find something wrong with your reasoning or interpretation of results

# The Right Product

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- Get the title and the abstract right
- State the problem to be solved early in the introduction
- Focus the main content of your manuscript
- Set the stage for your major findings with a literature review
- Proofread the manuscript thoroughly to ensure it is as error-free as possible

# The Right Outlet

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- Research and select a journal that best fits your research and intended audience before submitting a manuscript
- Match your manuscript with the scope of the target journal and improve on presentation, which can easily increase your odds of acceptance by 20%



peer review

# Peer Review

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- “There is no glory, pay, or recognition in refereeing. . . It’s done as a good-citizen chore that comes with membership in the scientific community.” ~Daniel S. Greenberg
- “Anonymity transforms ‘peers’ into a clique of censors and ‘reviews’ into mandates of censorship.” ~Thomas J. Sernka

# Peer Review

- “Like a democracy, editorial peer review is messy and does not always work as it should, but it is essential to the integrity of scientific and scholarly communication.”  
--A.C. Weller

## REVIEWING A SCIENTIFIC PAPER — ETIQUETTE FOR REFEREES —



# Peer Review: A Trust

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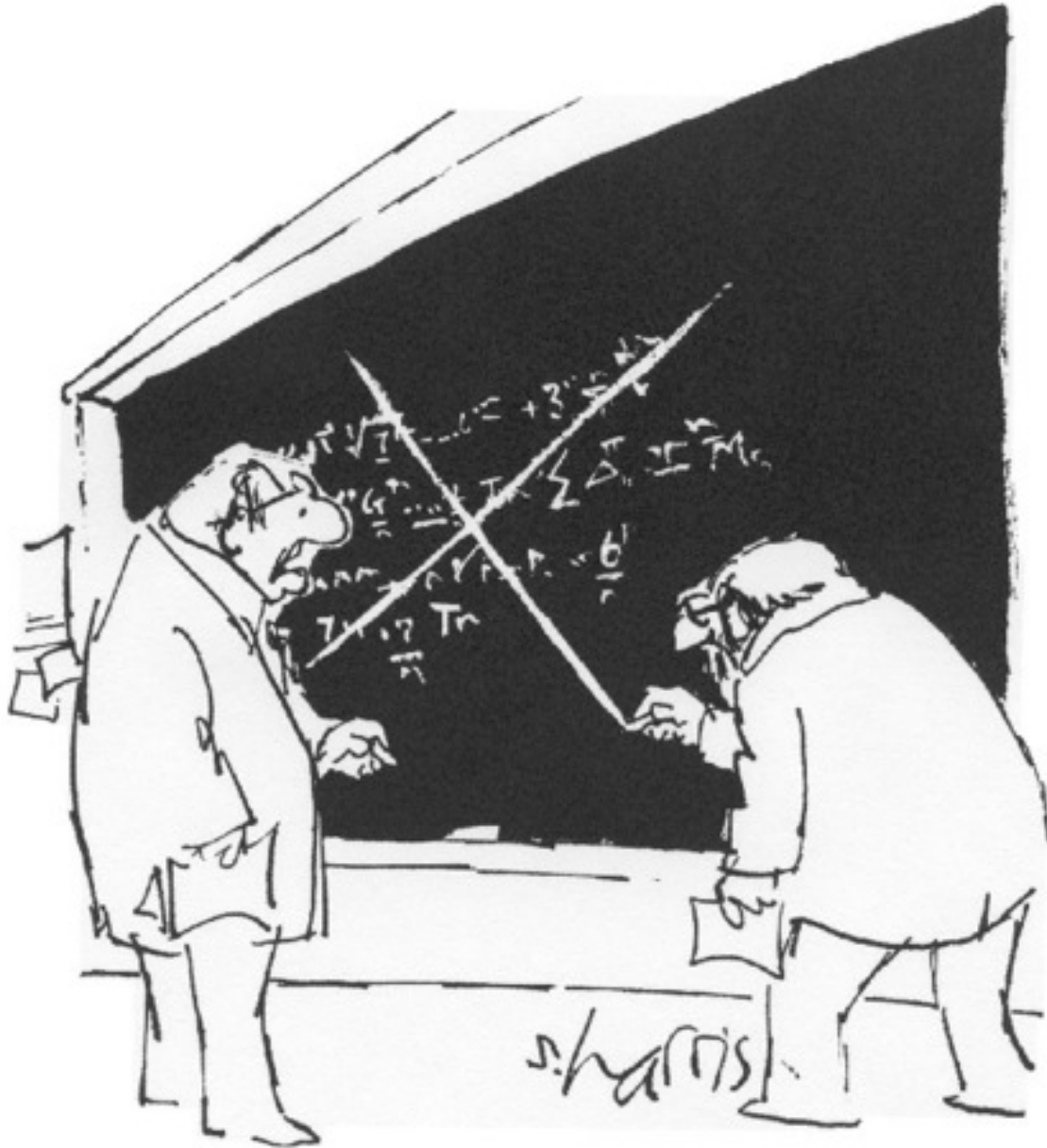
- Journals provide a forum to:
  - communicate new findings
  - disseminate new knowledge to a wide audience
  - inform public policy
- Peer review ensures scientific quality of publications by asking other scholars to assess the value and merit of the research and the accuracy of its results



# Peer Review: A Two-Way Street

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- The process of peer review is built on the idea of a cooperative community
- Being a reviewer helps to keep a scholar abreast of the latest research and enhances one's intellectual profile
- The system will not function without reciprocity



That's it? That's peer review?"

Thank  
You