

# PUBLISH or PERISH

## The art and science of publishing journal papers

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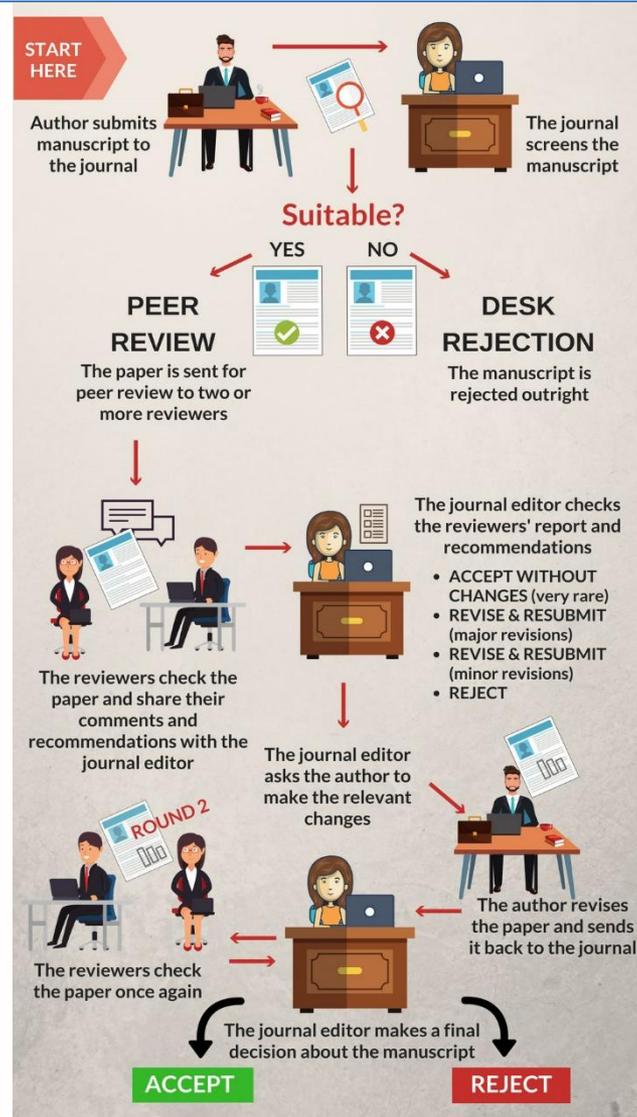


# Outline

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3. Some General Tips
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5. Writing Paper includes
6. Some Readability Tips
7. Networking Tips
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# Journal Publication Workflow



# Writing A Good Paper Is A Journey:

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- Will take longer than you expect
- Will force you to leave your comfort zone as you:
  - Learn new ideas
  - Develop new skills
  - Encourage new publishing relationships
  - Understand the volatility of the review process

**But it will bring meaning and excitement to your life!**

# Some General Tips

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- Research is fun!
- Writing journal papers requires patience and perseverance - it is worth the effort!
- Nobody is perfect - everybody sweats!
- Be thankful of the reviewer who sends you a 10 page report – that person has spent a lot of time and effort on your work!
- Don't put all your eggs in the same basket - work on different papers simultaneously and have papers at different stages of completion.
- **If you “fail” it is not the end of the world!** Failure is the beginning of success.
- Collaborate with other people.

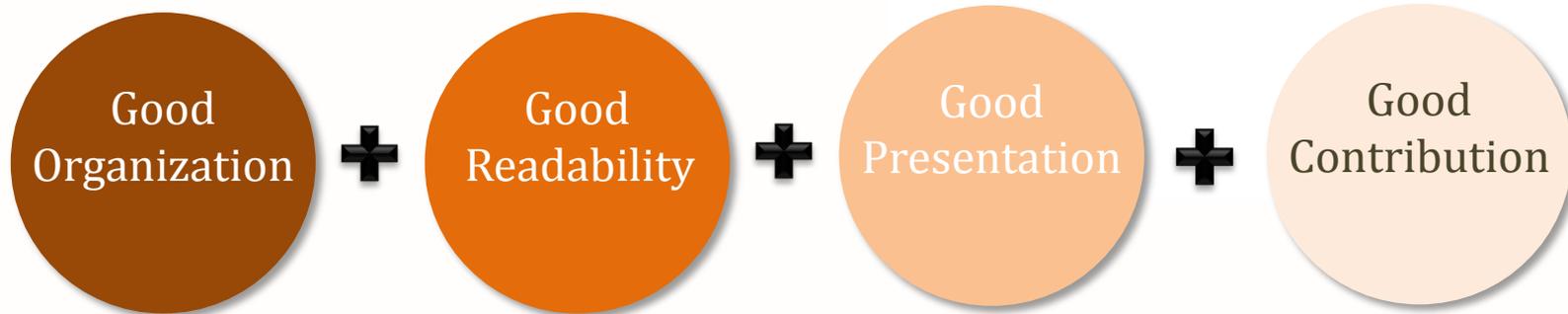
# A Good Paper Has

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- Timely subject matter and novel idea
- Simple and compelling writing style
- Clear contributions
- Comprehensive review of literature
- Well-defined problem
- Good model/data
- Good analysis
- Thought-provoking discussion
- Good organization
- Appropriate tables and figures
- Frequent references
- Right length

# Wining Paper

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- A well-organized, well-written, and well-presented paper is likely to be **accepted** even if the contribution is borderline.
- A poorly-organized, poorly-written, and poorly-presented paper is likely to be **rejected** even if the contribution is very much.

# Some Readability Tips

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## Avoid

- Very long paragraph
- Very long sentences

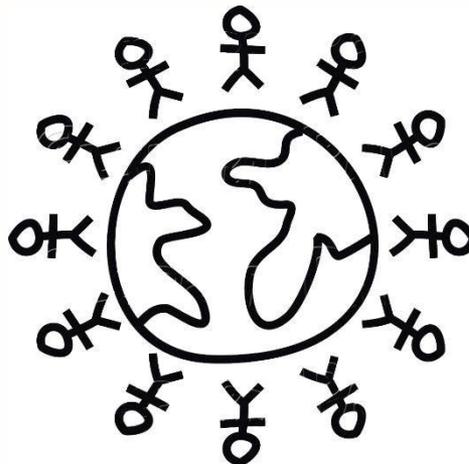
## Use

- Heading
- Bullet points and numbered lists
- Italics and boldfaces (but don't overdo it)

# Networking Tips

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- Build and expand a network of co-authors
- Write with experienced colleagues
- Co-authoring with experienced researchers can be a great experience (combination of specific skills of authors!)



# Some Ideas For New Papers

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- Application of other research to a new situation
- Uncover a situation where previous knowledge is wrong
- Develop a new method that is more efficient, accurate, and/or predictive
- Find surprising results from failed experiments

# Preparing Your Manuscript

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1. Adopt a suitable reference style (use **MENDELEY**)
2. Reference some papers from the journal in your manuscript (if you do not - you are giving the editor a reason to say your paper “does not fit their overall scope”)
3. Include a cover letter
4. Keep it simple
5. Write your abstract and then rewrite over and over
6. Get help from a copy-editor or friend

# Writing A Convincing Cover Letter

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## The goal of the cover letter:

- Lobby for your paper
  - Good fit for the journal
  - Of interest to the journal's readers
  - No conflicts of interests
  - Submission has been approved by all authors
  - Confirm the paper has not been published and is not under review in another journal
- Get the editor interested in your paper
- Move your paper from “Rejected Without Review” to “Sent Out For Review”

Dear Prof.,

I wish to su  
 [REDACTED] for

I confirm th  
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 In this pape  
 and improv  
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 Please addr  
 Thank you  
 Sincerely,

Dear Editor,  
 Dear Professor Robert Dyson,

We are honored to submit a research paper entitled *Generalised factor selection in data envelopment analysis: An application to EU countries* for possible publication in European Journal of Operational Research. This paper extends a methodology for dealing with the problem of factor selection problem in DEA under various returns-to-scale assumptions in two input and output orientations.

With the submission of this work, I declare on behalf of my co-authors and myself that:

- all authors have directly participated in all the steps of this study;
  - this work has not been copyrighted or published in part or whole;
  - this work is not now under review for publication elsewhere in part or whole;
  - this work will not be copyrighted, submitted, or published elsewhere in part or whole,
- I thank you in advance for the time and effort. I hope you will find our paper suitable for publication in European Journal of Operational Research.

Yours Sincerely,



Prof. Mehdi Toloo, Ph.D.

Area Editor: *Computers & Industrial Engineering* (Elsevier), <https://ees.elsevier.com/caie>

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The Editor  
 European Journal of Operational Research  
 Prof. Dyson  
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 University of Warwick  
 Gibbet Hill Road, Coventry, CV4 7AL, UK

# Editor Assignments

## New Editor Assignments - Mehdi Toloo, Professor

**Contents:** These are submissions that have been Assigned to the Editor. They require one of the following: another Editor assignment, Reviewer invitations, or Decision. Use the up/down arrows to change the sort order.

Page: 1 of 1 (1 total submissions)

Display  results per page.

Action ▲	Manuscript Number ▲▼	Article Type ▲▼	Article Title ▲▼	Author Name ▲▼	Initial Date Submitted ▲▼	Status Date ▲▼	Current Status ▲▼	Editor Decision ▲▼
<a href="#">View Submission</a> <a href="#">View CrossCheck Report</a> <a href="#">Details</a> <input checked="" type="checkbox"/> <a href="#">History</a> <a href="#">File Inventory</a> <a href="#">Edit Submission</a> <a href="#">Classifications</a> <a href="#">Assign Editor</a> <a href="#">Invite Reviewers</a> <a href="#">View Reviews and Comments</a> <a href="#">Scopus Author Search</a> <a href="#">CrossRef Title Search</a> <a href="#">Submit Editor's Decision and Comments</a> <a href="#">Send E-mail</a> <a href="#">Linked Submissions</a>	CAIE-D-18-01149R3	Research Paper	A modified slacks-based super-efficiency measure in the presence of negative data	<a href="#">Ruiyue Lin, PHD.</a>	Jul 2 2018 6:14AM	Apr 30 2019 8:34AM	With Editor	<a href="#">Modify</a>

Page: 1 of 1 (1 total submissions)

Display  results per page.

## Reviewer Search

Search My Publication

▼

**FR** [Search for and Find Reviewers.](#)

A tool offered by Elsevier to help you find reviewers. Want to know more? [Find out.](#)

# 7 Steps To Publishing In A Journal

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1. Do not rush submitting your article for publication.
2. Select an appropriate publication outlet ([Journal Finder](#))
3. Read the aims and scope and author guidelines of your target journal carefully.
4. Make a good first impression with your title and abstract.
5. Have a professional editing firm copy-edit (not just proofread) your manuscript, including the main text, list of references, tables and figures.
6. Submit a cover letter with the manuscript.
7. Address reviewer comments very carefully.

## Title & Authors

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- The fewest possible words that adequately indicate the contents of the paper
- Important in literature searching
- Should not include extra words
- Should be specific enough
- Generally should not include abbreviations
  
- Normally listed from greatest contributions to least
- Sometimes listed alphabetically (CCR, BCC)

# Abstract

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- Think about the abstract first and write it last
- The abstract should:
  - State the problem
  - State why it's an interesting problem
  - State what your solution achieves
  - State what follows from your solution

# Introduction

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- Emphasize importance of the topic
- Highlight relevance of the previous research
- State unanswered question(s)
- Outline the approach you used to seek the answer(s)
- Highlight your contributions

**GET THE REVIEWER EXCITED TO KEEP READING**

# Presenting Your Idea

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- Do not run through your personal journey of discovery. While this route maybe soaked with your sweat and blood, the reader cares less!



- Instead, choose the most direct route to the idea.

# Use Examples

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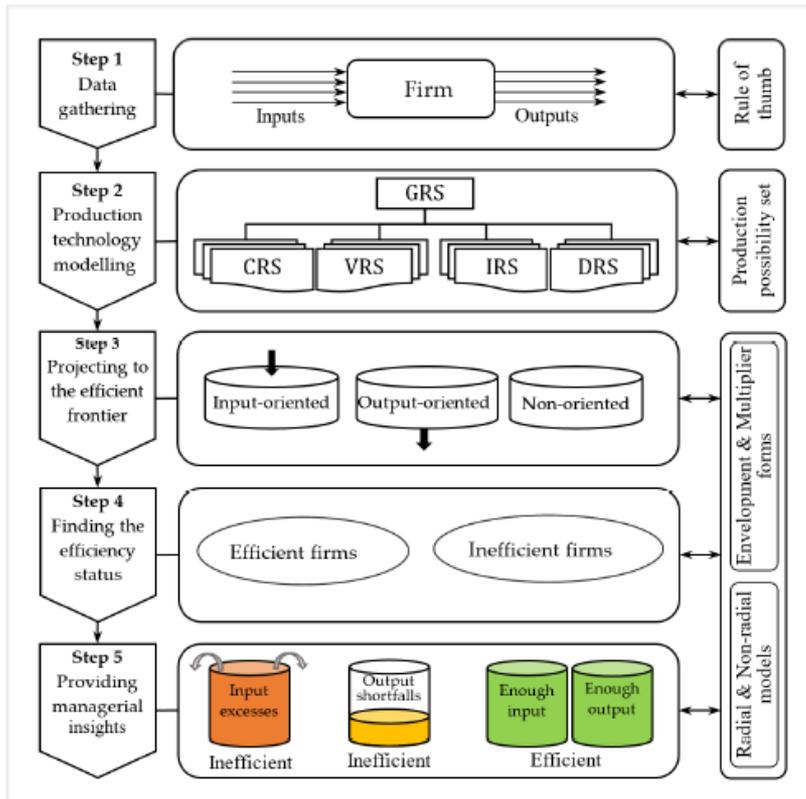
Introduce the problem, and your idea, using

**EXAMPLES**

and only then present the general case!

# Figures and Tables

Use charts, figures, and tables effectively!



M. Toloo, M. Salahi

Computers &amp; Industrial Engineering 115 (2018) 269–277

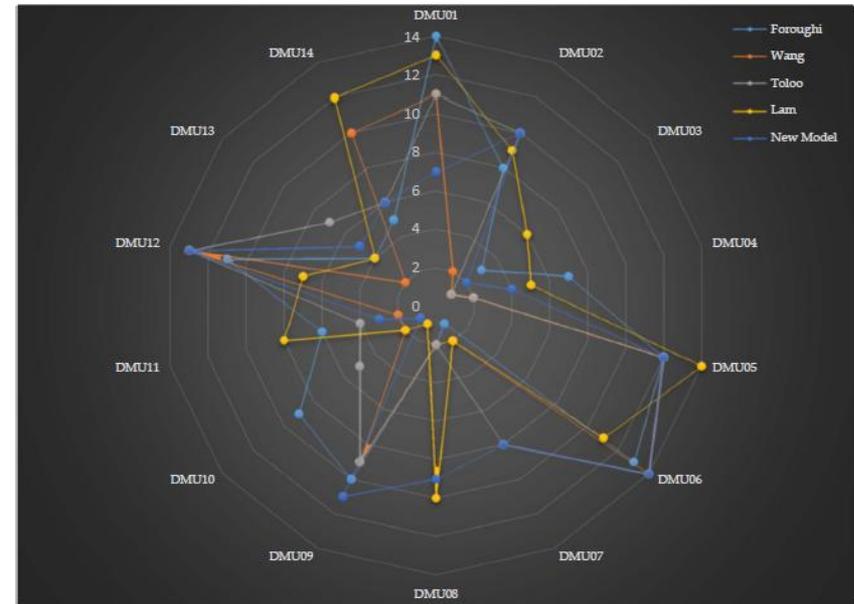


Fig. 1. Ranking scores with various models.

# Conclusion

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- Be brief
- State the limitations of your study
- Introduce future research directions



# Before Submitting Your Paper

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- Make sure the abstract is consistent with the rest of your paper
- Read and revise your abstract over and over again
- Show the paper to other people and revise it more
- Re-check the journal's instructions to authors

# Giving Credit

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If you imply that an idea is yours, and the referee knows it is not, then either:

- You don't know that your idea is an old one (bad)

OR

- You do know, but are pretending it's yours (very bad)

**Failing to give credit to others  
can kill your paper!**

# Purposes of References

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1. To give credit to others for their work
2. To add credibility to your work
3. To help show how your work relates to previous work
4. Have plenty (40-50)
5. Include references from the journal you are submitting
6. Avoid very old references
7. Stick with **top-tier** academic journals
8. Minimize professional journals, proceedings, and websites
9. Make sure that all information is accurate  
**Remember, often authors whose work you cite will be chosen as your reviewers**
10. Carefully follow the journal's instructions to authors
11. Use other articles in the same journal as models

# What To Avoid In A Paper

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- Superficial literature search (such as Wikipedia)
- Don't claim "very little" research is done unless you are 100% sure!
- Sloppy presentation (use **MENDELEY** & [GRAMMARLY](#)):
  - Cross-check references
  - Make sure references are in right format
  - Make sure references are in right order
  - Make sure spelling of names is correct
- Sweeping generalizations
- Claims that cannot be substantiated
- Taking a side in a debate and ignoring the other side (remain objective)

# Finding The Right Journal

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- Aim for balance: Have papers in some quick “low” level and some slow “high” level journals
- Avoid predatory journals and publishers
- Avoid non-refereed journals
- Avoid editors that work slowly  
(you can't wait 3-4 years for your publication)

# Possible Outlets

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## Consider journals indexed in:

- **Social Sciences Citation Index (SSCI):**  
Thomson Reuters
- **Science Citation Index-Expanded (SCIE):**  
Thomson Reuters
- **Emerging Sources Citation Index (ESCI):**  
Thomson Reuters
- **SCOPUS:** Elsevier

# Avoid Desk Reject

- Appearance  
(First Impression)



House 1



House 2

- Brand  
(Authors)



Car 1



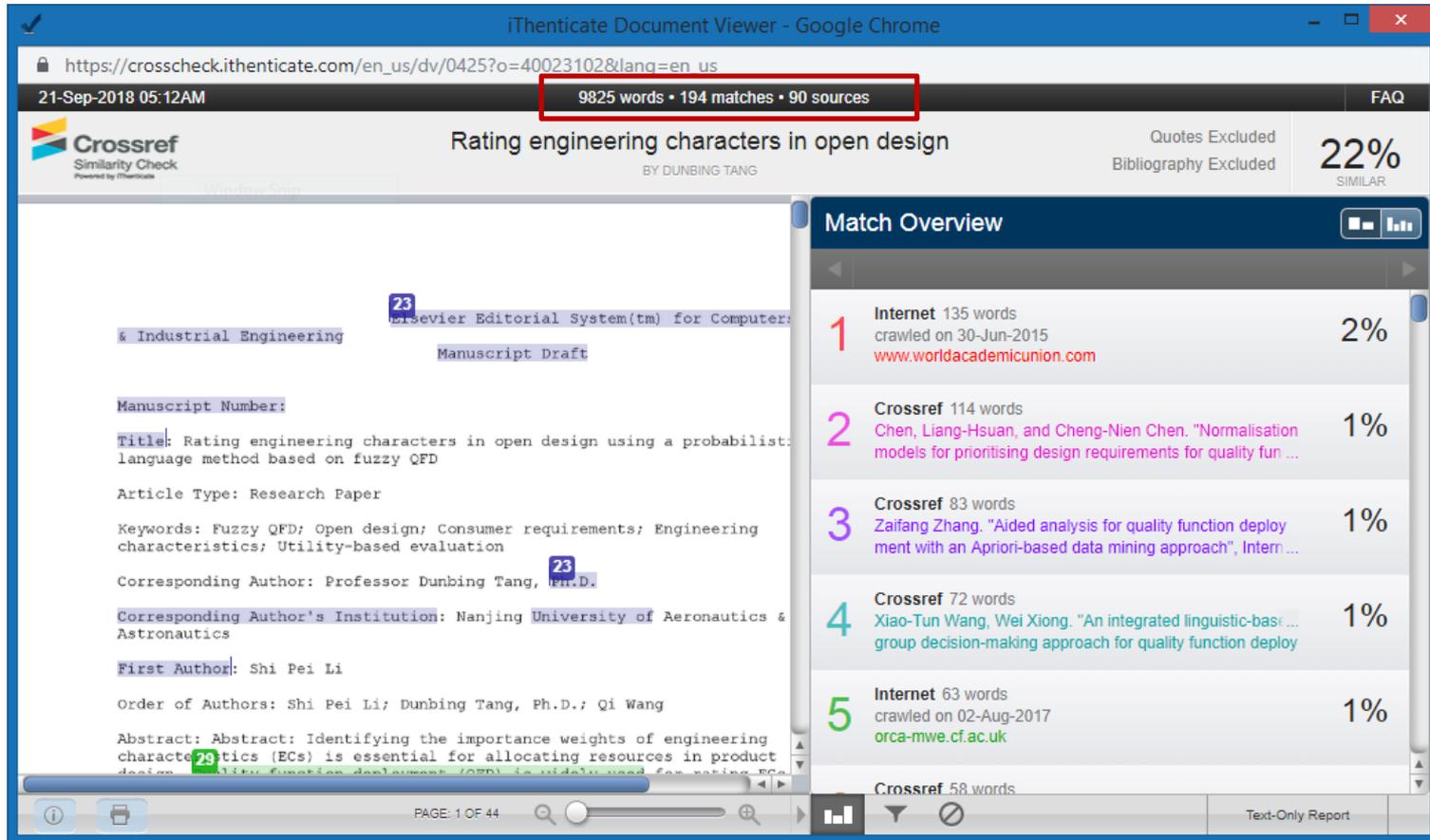
Car 2

**Editors Are  
People Too!**

- Similarity Score (Crosscheck: authenticate plagiarism detection system)

**Score over 25% is problematic  
(different if 25% match to one source or 25 sources)**

# Crosscheck



The screenshot displays the Crossref Similarity Check interface. The main document title is "Rating engineering characters in open design" by Dunbing Tang. The interface shows a similarity score of 22% (SIMILAR) with 9825 words, 194 matches, and 90 sources. A match overview panel on the right lists the top five matches:

Rank	Source	Words	Match %
1	Internet	135 words	2%
2	Crossref	114 words	1%
3	Crossref	83 words	1%
4	Crossref	72 words	1%
5	Internet	63 words	1%

The document metadata includes: Manuscript Number, Title: Rating engineering characters in open design using a probabilistic language method based on fuzzy QFD, Article Type: Research Paper, Keywords: Fuzzy QFD; Open design; Consumer requirements; Engineering characteristics; Utility-based evaluation, Corresponding Author: Professor Dunbing Tang, Ph.D., Corresponding Author's Institution: Nanjing University of Aeronautics & Astronautics, First Author: Shi Pei Li, Order of Authors: Shi Pei Li; Dunbing Tang, Ph.D.; Qi Wang, and Abstract: Abstract: Identifying the importance weights of engineering characteristics (ECs) is essential for allocating resources in product design. Quality function deployment (QFD) is widely used for rating ECs.

**Score over 25% is problematic  
(different if 25% match to one source or 25 sources)**

# 10 Things I Look For As An Editor

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1. Is the paper readable?
2. Is the paper well-organized?
3. Is the presentation clean?
4. Is there enough contribution?
5. Is the paper original (address an important unanswered question)?
6. Is the question of broad enough interest?
7. Are the methods appropriate?
8. Are ethical standards met?
9. Are the results clear and well-documented?
10. Are the conclusions reasonable?

# What Does A Reviewer Look For?

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1. Is your paper within the scope of the journal?
2. Is it of sufficient quality?
3. Is the motivation (aim) of the paper clear?
4. Is your work novel?
5. Is existing literature cited appropriately?
6. Are the conclusions valid?
7. Are the figures and tables useful?

# Questions on Suitability and Follow Up!

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1. Should I send an email to an Editor to find out if my paper is suitable for a Journal?
  - **Absolutely NOT**
2. What if I don't hear from an editor for some time (e.g., 6 months)?
  - **You can send a VERY friendly reminder to the journal manager, associate editor or the editor, but don't be obnoxious.**

**NOTE: IF YOU DO NOT FOLLOW UP ON YOUR PAPER, YOU ARE SENDING A SIGNAL TO THE EDITOR THAT YOU DO NOT CARE IF YOUR PAPER GETS PUBLISHED OR NOT!**

# Review Process

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- Most reviewers typically make up their mind after 5 minutes browsing:
  - Title/author
  - Abstract
  - Conclusions
  - References
  - Introduction

## YOUR ACTIONS

- Make your points **EARLY**
- Bring up your results **QUICK**
- Highlight your contributions **FAST**

# If You Are Invited To Revise Your Paper

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1. If your paper is returned for revision, you are in good company
2. Look for clues from the editor (the final referee) as to how much revision is needed
3. Always show the editor and the reviewer(s) you are doing everything you can to improve the paper
4. If you are not invited to revise your paper, it's OK to get mad, but don't act on it!
5. It is a game, not personal!
6. Try to understand what the reviewers are really saying
7. If the reviewers did not understand your work, may be you didn't present it clearly

# Revising Your Paper

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1. Revise and resubmit promptly (within one month)
2. Include a cover letter
3. Address EVERY reviewer comment in details (point-by-point)
4. Highlight your changes
5. Be positive
6. It's not good to disagree with a reviewer - the Editor is not on your side!
7. **Resist the temptation to prepare a passionate response to points with which you disagree**
8. Be respectful to the reviewers and do not contradict them (losing game)
9. Thank the editor and reviewers for improving your work
10. Seek advice and ask a colleague to review your response

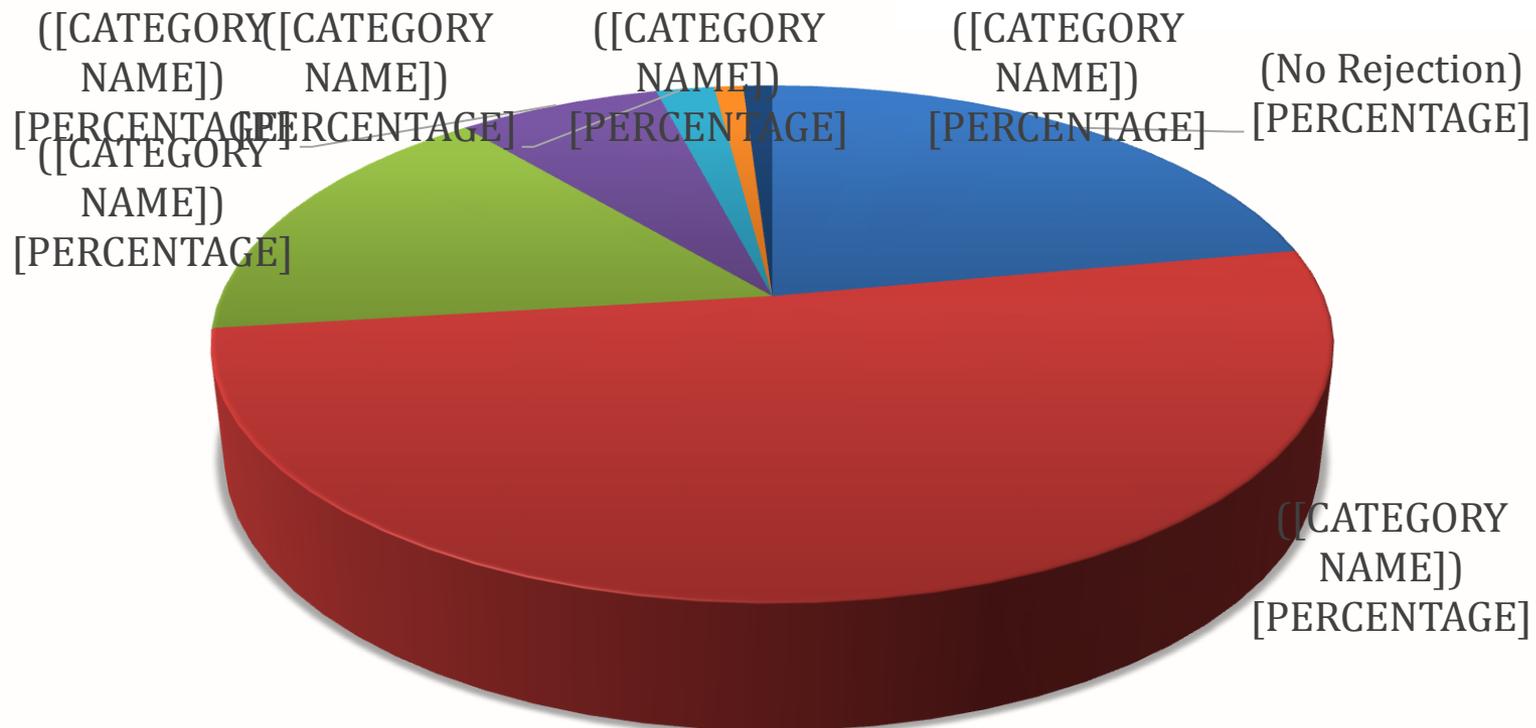
# Handling Rejection

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1. Understand that most papers (over 70%) are typically rejected
2. No feeling of shame or losing face
3. Thank editors and reviewers for their dedications
4. Display class and style - walk away politely
5. Submit to another Journal
6. **Rejection does not mean your work is not good!**

# Is a Rejection Normal?

How many journals are rejected your last paper before it was published?



# What To Do With A Rejected Paper?

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1. Read rejection letter, take deep breath, and don't send angry emails!
2. Return to it when you have calmed down
3. Take criticism into account (do not ignore it)
4. See your paper as a new paper
5. Don't sit on your paper and submit it to another journal quickly

# Questions on Disagreements

What if I strongly disagree with an editor's decision?

- Let it go and move on





# Thank you for attention

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URL: <http://home1.vsb.cz/~tol0013/>

