



Scientific Publishing

*How, when, and where
to publish?*

By Dr. Arch. Rositsa T. Ilieva

THE NEW SCHOOL, NEW YORK, USA

*AESOP – SFP Group
LE:NOTRE Institute*

3rd Webinar – June 29th, 2017

Overview

Outline of the Webinar and topics
that will be covered



Overview

I. What, where, & when to publish

- *Types of publications and their specificities*

II. How to get published

1. *Turning your Ph.D. dissertation into a book*
2. *Publishing in peer-reviewed scientific journals*

III. Concluding remarks

Disclaimer:

Dear Webinar Viewers,

please note that the contents of this presentation are not by any means intended to offer a generalizable and universal knowledge on the topic but reflect only the presenter's personal experience.

While I attempt to provide a multifaceted overview on the subject, my presentation has no claims to be exhaustive or comprehensive.



Some warm-up questions:

- 1. How many of you have already published in a peer-reviewed scientific journal? – [Answers via Poll]**
 - (1.1) If you have, please specify in which journal/s – [Write on this slide]
- 2. How many of you are thinking of turning your Ph.D. dissertation into a research monograph? – [Answers via Poll]**
- 3. How many of you are not native English speakers? [Answers via Poll]**



Please jot down your answers to question 1.1 here:



PART I:

What, where, & when
to publish

Types of scientific publication
outlets and their specificities

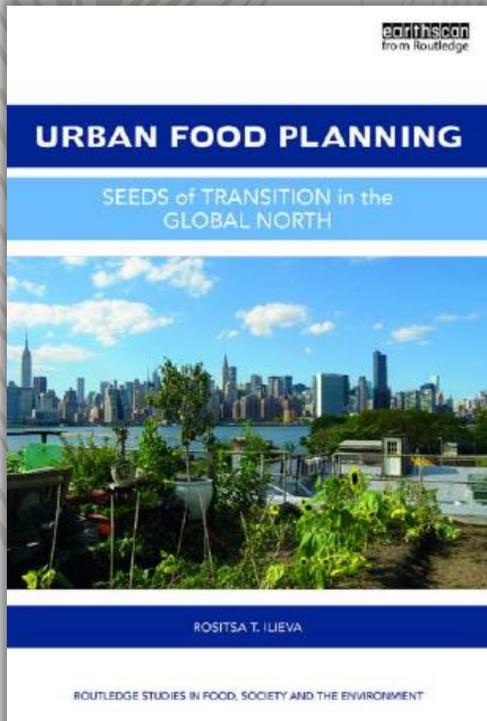


A variety of publication opportunities:

- **Academic Books**
 - Research monographs
 - Book chapters / *Editor of edited collection
- **Scientific peer-reviewed articles**
 - In peer-reviewed scientific journals (e.g., by Elsevier, Sage, Wiley, Taylor & Francis, Springer, etc.)
 - In conference proceedings
- **Research articles for professional periodicals**
 - E.g., Magazines of national and regional planning associations
- **Hybrids – Intermediate length manuscripts**
 - E.g., Palgrave Pivot – 50K words
- **Reports, policy briefs, white papers**
 - For government officials or the general public
- **Book reviews for scientific journals**
 - E.g., An in-depth review of a recently published academic book on your topic of expertise
- **Conference summaries for scientific journals**
 - E.g., A reasoned summary of the outcomes of a scientific conference (like the UK/Ireland Planning Research Conference featured in *Town Planning Review*).
- **Op-eds for major newspapers**
 - E.g., New York Times, Huffington Post, etc.

... to mention a few

A variety of publication opportunities:



- **Academic Books**
 - Research monographs
 - Book chapters / *Editor of edited collection
- **Scientific peer-reviewed articles**
 - In peer-reviewed scientific journals (e.g., by Elsevier, Sage, Wiley, Taylor & Francis, Springer, etc.)
 - In conference proceedings
- **Research articles for professional periodicals**
 - E.g., Magazines of national and regional planning associations
- **Hybrids – Intermediate length manuscripts**
 - E.g., Palgrave Pivot – 50K words
- **Reports, policy briefs, white papers**
 - For government officials or the general public
- **Book reviews for scientific journals**
 - E.g., An in-depth review of a recently published academic book on your topic of expertise
- **Conference summaries for scientific journals**
 - E.g., A reasoned summary of the outcomes of a scientific conference (like the UK/Ireland Planning Research Conference featured in *Town Planning Review*).
- **Op-eds for major newspapers**
 - E.g., New York Times, Huffington Post, etc.

... to mention a few

A variety of publication opportunities:



- **Academic Books**
 - Research monographs
 - Book chapters / *Editor of edited collection
- **Scientific peer-reviewed articles**
 - In peer-reviewed scientific journals (e.g., by Elsevier, Sage, Wiley, Taylor & Francis, Springer, etc.)
 - In conference proceedings
- **Research articles for professional periodicals**
 - E.g., Magazines of national and regional planning associations
- **Hybrids – Intermediate length manuscripts**
 - E.g., Palgrave Pivot – 50K words
- **Reports, policy briefs, white papers**
 - For government officials or the general public
- **Book reviews for scientific journals**
 - E.g., An in-depth review of a recently published academic book on your topic of expertise
- **Conference summaries for scientific journals**
 - E.g., A reasoned summary of the outcomes of a scientific conference (like the UK/Ireland Planning Research Conference featured in *Town Planning Review*).
- **Op-eds for major newspapers**
 - E.g., New York Times, Huffington Post, etc.

... to mention a few

A variety of publication opportunities:



- **Academic Books**
 - Research monographs
 - Book chapters / *Editor of edited collection
- **Scientific peer-reviewed articles**
 - In peer-reviewed scientific journals (e.g., by Elsevier, Sage, Wiley, Taylor & Francis, Springer, etc.)
 - In conference proceedings
- **Research articles for professional periodicals**
 - E.g., Magazines of national and regional planning associations
- **Hybrids – Intermediate length manuscripts**
 - E.g., Palgrave Pivot – 50K words
- **Reports, policy briefs, white papers**
 - For government officials or the general public
- **Book reviews for scientific journals**
 - E.g., An in-depth review of a recently published academic book on your topic of expertise
- **Conference summaries for scientific journals**
 - E.g., A reasoned summary of the outcomes of a scientific conference (like the UK/Ireland Planning Research Conference featured in *Town Planning Review*).
- **Op-eds for major newspapers**
 - E.g., New York Times, Huffington Post, etc.

... to mention a few

A variety of publication opportunities:



- **Academic Books**
 - Research monographs
 - Book chapters / *Editor of edited collection
- **Scientific peer-reviewed articles**
 - In peer-reviewed scientific journals (e.g., by Elsevier, Sage, Wiley, Taylor & Francis, Springer, etc.)
 - In conference proceedings
- **Research articles for professional periodicals**
 - E.g., Magazines of national and regional planning associations
- **Hybrids – Intermediate length manuscripts**
 - E.g., Palgrave Pivot – 25,000-50,000 words
- **Reports, policy briefs, white papers**
 - For government officials or the general public
- **Book reviews for scientific journals**
 - E.g., An in-depth review of a recently published academic book on your topic of expertise
- **Conference summaries for scientific journals**
 - E.g., A reasoned summary of the outcomes of a scientific conference (like the UK/Ireland Planning Research Conference featured in *Town Planning Review*).
- **Op-eds for major newspapers**
 - E.g., New York Times, Huffington Post, etc.

... to mention a few

A variety of publication opportunities:

Food System Planning White Paper

Prepared for the American Planning Association's
Legislative & Policy Committee

By APA's Food System Planning Committee
Members include:

Brandon Born, Ph.D.
Andy Fisher
Deanna Glosser, Ph.D.
Jerome Kaufman, FAICP
Wendy Mendes
Hubert Morgan
Mark A. Olinger
Kami Pothukuchi, Ph.D.
Samina Raja, Ph.D.

- **Academic Books**
 - Research monographs
 - Book chapters / *Editor of edited collection
- **Scientific peer-reviewed articles**
 - In peer-reviewed scientific journals (e.g., by Elsevier, Sage, Wiley, Taylor & Francis, Springer, etc.)
 - In conference proceedings
- **Research articles for professional periodicals**
 - E.g., Magazines of national and regional planning associations
- **Hybrids – Intermediate length manuscripts**
 - E.g., Palgrave Pivot – 25,000-50,000 words
- **Reports, policy briefs, white papers**
 - For government officials or the general public
- **Book reviews for scientific journals**
 - E.g., An in-depth review of a recently published academic book on your topic of expertise
- **Conference summaries for scientific journals**
 - E.g., A reasoned summary of the outcomes of a scientific conference (like the UK/Ireland Planning Research Conference featured in *Town Planning Review*).
- **Op-eds for major newspapers**
 - E.g., New York Times, Huffington Post, etc.

... to mention a few

A variety of publication opportunities:

Journal of Environmental Policy & Planning, 2013
Vol. 15, No. 4, 577–584



BOOK REVIEWS

Sustainable Food Planning: Evolving Theory and Practice
A. Viljoen & J. Wiskerke (Eds)

Wageningen Academic, Wageningen, 2012. 600 pp., €98.00, ISBN 978-90-8686-187-3

Stemming from the widely acknowledged challenges faced by our current dysfunctional food system in social, economic and environmental terms, this book aims to fill in a major dual academic gap; that is, the omission of urban spaces in the lively field of food studies running in parallel with a denial of food issues in urban academic spheres. Consequently the book is attractive to a wide audience that aims to understand the different perspectives and traditions that are currently shaping sustainable food planning issues. The book explores these issues within the framework of 'New food geographies' (Wiskerke, 2009)—a conceptual framework which draws from rural sociology and sociology of food traditions, and includes Rhodes (2007) governance triangle to locate three emerging fields of interaction among key food actors: Short Food Supply Chains, Revaluing Public Procurement and Urban Food Strategies. These emerging food geographies are considered intimately linked to an integrated territorial approach to food which necessarily implies interdisciplinary studies and an interdepartmental approach to policy making, which is suitably reflected by the broad range of authors' backgrounds and theoretical perspectives contained in the book. Accordingly, throughout the chapters some authors clearly argue for a merge of theory with values that assist the unfolding of prospective concepts such as sustainable development and therefore imply new ways of conducting research. In this regard, the book demands and also illustrates new ways of integrating research, practice, professional activity and education in the field of planning in order to face current challenges.

Together with the display of innovation in research processes and practice, a useful contribution of this book is not only the advancement of the recent claim that planning and design have a role to play in addressing food challenges, but also the compilation of case studies and processes from different disciplines that underpin and expand this claim. In its numerous chapters the book tackles a vast array of issues, ranging from what could be called more traditional food studies research topics (such as local food initiatives) to the analysis of recent food planning processes in different cities. Despite the by and large valuable individual contributions, insufficient space has been dedicated to comparing and contrasting of studies in order to better understand the linkages between sustainable food and planning, missing a great opportunity to bind together the distinct approaches and contributions that currently make up the field.

The different pieces of research are structured around four key themes which inevitably overlap and interrelate to each other. Firstly, under the *urban food governance* heading, contributions highlight the rise of cities as food policy

- **Academic Books**
 - Research monographs
 - Book chapters / *Editor of edited collection
- **Scientific peer-reviewed articles**
 - In peer-reviewed scientific journals (e.g., by Elsevier, Sage, Wiley, Taylor & Francis, Springer, etc.)
 - In conference proceedings
- **Research articles for professional periodicals**
 - E.g., Magazines of national and regional planning associations
- **Hybrids – Intermediate length manuscripts**
 - E.g., Palgrave Pivot – 50K words
- **Reports, policy briefs, white papers**
 - For government officials or the general public
- **Book reviews for scientific journals**
 - E.g., An in-depth review of a recently published academic book on your topic of expertise
- **Conference summaries for scientific journals**
 - E.g., A reasoned summary of the outcomes of a scientific conference (like the UK/Ireland Planning Research Conference featured in *Town Planning Review*).
- **Op-eds for major newspapers**
 - E.g., New York Times, Huffington Post, etc.

... to mention a few

A variety of publication opportunities:

TPR, 80 (6) 2009 doi:10.3828/tp.2009.16

Richard Kingston

Conference report

Unequal Places: The 2009 UK-Ireland Planning Research Conference

As I headed to Newcastle for the annual Planning Research conference, travelling from Manchester on the Trans-Pennine Express railway with colleagues from the universities of Liverpool and Manchester, viewing the stark contrasts between the built form of Greater Manchester, the Pennine hill towns, the tower cranes of Leeds, the rurality of the Vale of York and farther north into County Durham and Tyneside, the conference theme of 'Unequal Places' was clearly visible through the train carriage window. Of course we all know that the inequality of places does not necessarily manifest itself in the built form alone, but the striking difference between the Newcastle of 2009 and that of over a decade ago when the last Planning Research conference took place in 1998 in the city was nowhere more evident than on both sides of the quayside, which were so clearly visible as we crossed the King Edward VII Bridge over the river Tyne.

'Unequal places'

The 2009 conference theme¹ 'aimed to reflect the fact that inequality exhibits itself across a number of spatial scales within and between cities, regions and nations and between the global North and South'. This is nothing new and the conference organisers recognised this in their opening address. Geoff Vigar, the conference chair (see Figure 1), acknowledged that the conference hoped to visit long-standing debates about uneven development from the perspective of how planning systems could both alleviate and compound concentrations of advantage and disadvantage. With this in mind the 110 paper presentations in nine track sessions together with five roundtable sessions aimed to tackle this overarching theme within the context of the current global economic crisis through new avenues of a 'progressive politics of place'.

It seemed appropriate therefore that a conference focused on 'Unequal Places' was taking place in Newcastle – a city still struggling to overcome the decline of the shipyards, but exhibiting a great resurrection as a leisure destination with its investment in arts and culture epitomised by The Sage in Gateshead (where the conference dinner was held on the second evening). Over the three days of the conference, 1–3 April, the 165 delegates witnessed two keynote addresses with a further plenary

Richard Kingston is a lecturer in spatial planning and GIS in the School of Environment and Development, University of Manchester, Oxford Road, Manchester M13 9PL; email: richard.kingston@manchester.ac.uk

¹ See <http://www.apl.ncl.ac.uk/aboutus/unequalplaces.html> for further details.

- **Academic Books**
 - Research monographs
 - Book chapters / *Editor of edited collection
- **Scientific peer-reviewed articles**
 - In peer-reviewed scientific journals (e.g., by Elsevier, Sage, Wiley, Taylor & Francis, Springer, etc.)
 - In conference proceedings
- **Research articles for professional periodicals**
 - E.g., Magazines of national and regional planning associations
- **Hybrids – Intermediate length manuscripts**
 - E.g., Palgrave Pivot – 50K words
- **Reports, policy briefs, white papers**
 - For government officials or the general public
- **Book reviews for scientific journals**
 - E.g., An in-depth review of a recently published academic book on your topic of expertise
- **Conference summaries for scientific journals**
 - E.g., A reasoned summary of the outcomes of a scientific conference (like the UK/Ireland Planning Research Conference featured in *Town Planning Review*).
- **Op-eds for major newspapers**
 - E.g., New York Times, Huffington Post, etc.

... to mention a few

A variety of publication opportunities:

The Opinion Pages | OP-ED CONTRIBUTOR

The Downside of Eating Too Locally

By LIZ CARLISLE NOV. 26, 2014

BERKELEY, Calif. — TO appreciate the depth of our national political divide, look no further than our Thanksgiving tables. The organic turkeys and farmers' market produce of coastal urbanites face off against the frozen Butterballs and rich gravies of our rural interior, each side equally contemptuous of the other. Or so it might seem.

But as climate change begins to take its toll on farm country, this geopolitics of "alternative" and "traditional" food is changing. These days, the call to change our food system is coming straight from the heart of red-state America.

I realized this when I went home to Montana to research a book about Timeless Seeds, an organic lentil and heritage grain business that weathered the devastating drought of 2012. I interviewed people like Jerry Habets, a barley grower in Conrad, Mont. Three dry years at the turn of the millennium left him desperately searching for answers. Bankrupt, divorced and about to lose his family's 87-year-old homestead, Mr. Habets tried the Bible. Then he went to a psychic. And then he went organic. That improved his soil so it could store more water.

Liz Carlisle, a doctoral candidate in geography at the University of California, Berkeley, is the author of the forthcoming book "Lentil Underground."

A version of this op-ed appears in print on November 27, 2014, on Page A35 of the New York edition with the headline: The Downside of Eating Too Locally. Today's Paper | Subscribe

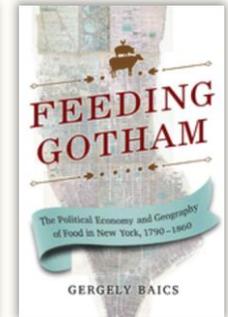
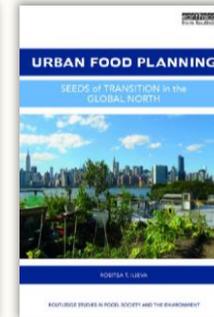
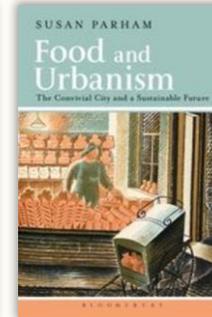
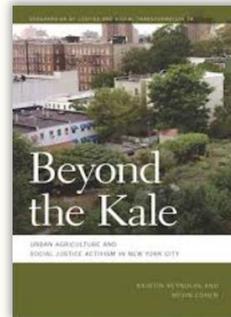
- **Academic Books**
 - Research monographs
 - Book chapters / *Editor of edited collection
- **Scientific peer-reviewed articles**
 - In peer-reviewed scientific journals (e.g., by Elsevier, Sage, Wiley, Taylor & Francis, Springer, etc.)
 - In conference proceedings
- **Research articles for professional periodicals**
 - E.g., Magazines of national and regional planning associations
- **Hybrids – Intermediate length manuscripts**
 - E.g., Palgrave Pivot – 50K words
- **Reports, policy briefs, white papers**
 - For government officials or the general public
- **Book reviews for scientific journals**
 - E.g., An in-depth review of a recently published academic book on your topic of expertise
- **Conference summaries for scientific journals**
 - E.g., A reasoned summary of the outcomes of a scientific conference (like the UK/Ireland Planning Research Conference featured in *Town Planning Review*).
- **Op-eds for major newspapers**
 - E.g., New York Times, Huffington Post, etc.

... to mention a few

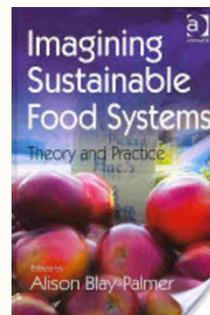
A variety of
publication
opportunities:

books

- **Academic Books**
 - Research monographs
 - Book chapters
 - *Editor of an edited collection



- **University vs. commercial academic publishers**
 - *Prestige and reputation*
 - *Time; diffusion/outreach; costs*
 - *Peer-review process; proof-editing etc.*

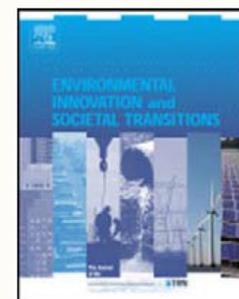


A variety of
publication
opportunities:

articles

- **Scientific peer-reviewed articles**
 - In peer-reviewed scientific journals (e.g., by Elsevier, Sage, Wiley, Taylor & Francis, Springer, etc.)
 - In conference proceedings

-
- **Traditional OR Open Access?**
 - **Direct submission OR By invitation only?**
 - **Established Journals with (high) impact factors
OR New Journals?**





PART IIa:

How to get published

Challenge A:

Turning your Ph.D. dissertation into a book

Notes on the process:

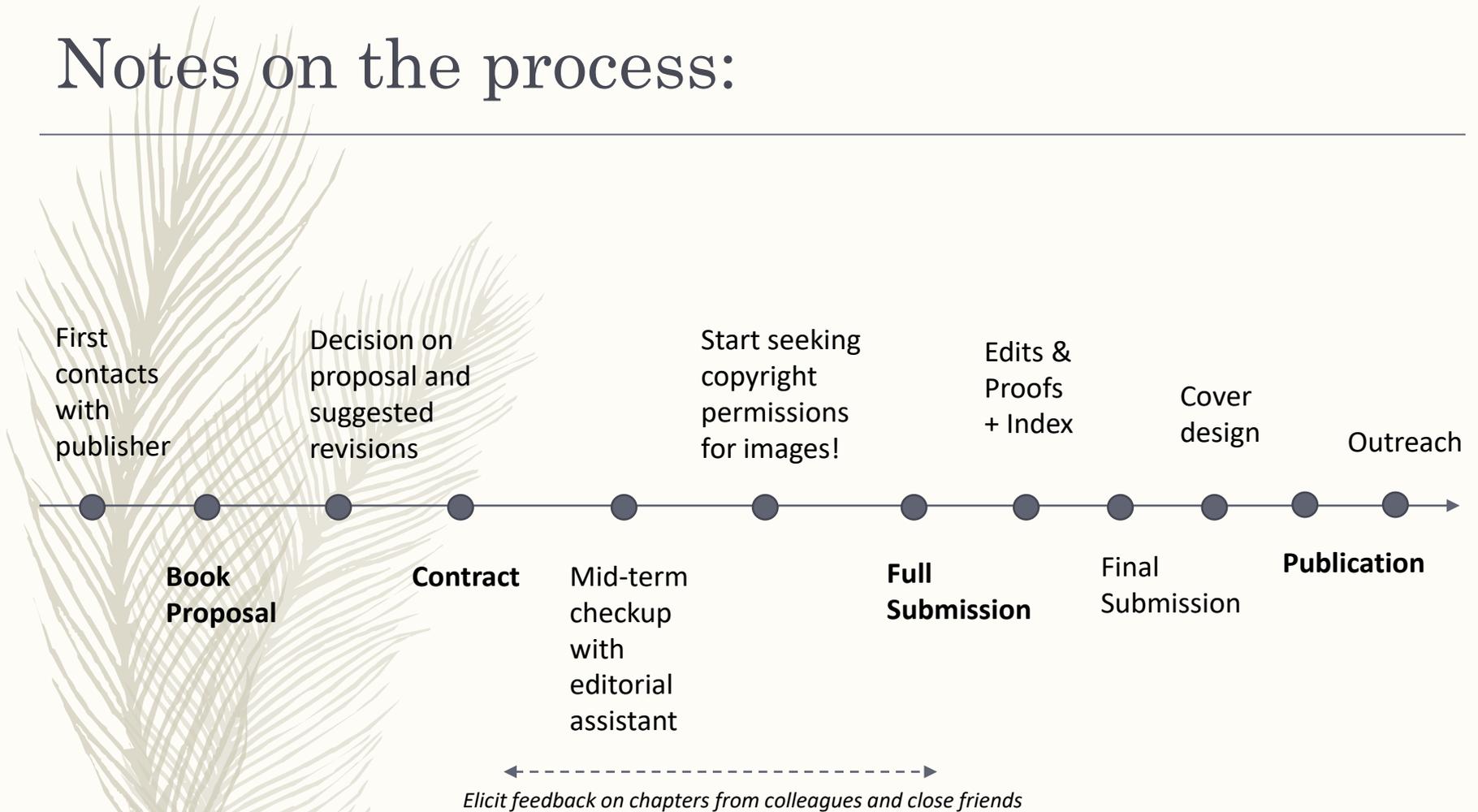


- Make sure you know how your Ph.D. program views your dissertation (lengthy manuscript ~ 100,000 words vs. collection of journal articles)
- Investigate well the different kinds of academic publishers (university presses, commercial academic publishers, etc.), their strengths and limitations vis-à-vis:
 - *Your research topic*
 - *Your career goals & geographic location (USA/EU)*
- Look for book series on your topic
- Try to meet the Commissioning Editor in person
 - *Research conferences are good places to make the first contact*
 - *Find out what they look for, what you think is a gap in current literature on the topic, & how exactly will your book contribute to fill this gap*

Notes on the process:

- If invited to submit a **Book Proposal**, some of the information required would be:
 - *Title*
 - *Summary of aims & scope of the book*
 - *Chapter titles and synopsis of content*
 - *Original contribution*
 - *Intended readership*
 - *University courses which may use it*
 - *Professional and commercial sectors to which it may appeal*
 - *Market: Main competition titles and how your book will compare with/improve upon competition*
 - *3 unique reasons for selling the book*
 - *Approx. Length & Number of Illustrations*
 - *Names of potential Referees*

Notes on the process:



~1.5 years from contract

~6 months from
submission



PART IIb:

How to get published

Challenge B:

Publishing in peer-reviewed scientific journals

Notes on the process:



- Create a **list** of 3-5 “ideal” journals for your paper
- Watch out for **similar articles** or **Special Issues calls for articles** in your journal/s of interest
- Compose compelling, well-written **letters of inquiry/interest** to the Editor of the Journal/Guest Editor of the Special Issue
- When submitting, don’t neglect the importance of **Cover Letters** – sometimes this can make or break your chances to get ahead in the process
 - Explain well why your article is a good fit for the journal (always provide specific examples)
 - Explain clearly and concisely why your article is an original contribution to the field

Notes on the process:

SUBMISSION OUTCOME:

- Accepted
- Minor revisions
- **Major revisions**
- **Rejected**



Notes on the process:

○ **Major revisions**

- *Compile a table with all criticisms and comments received and respond to each of them point by point*
- *Could also color the new/revised text in the document to make it easier for reviewers to see the changes*
- *If rebutting reviewers' criticisms, do it in a well-articulated, soundly documented, and polite fashion*
- *If not done already, double-check if there are similar types of articles already published in the same journal and compare/contrast with yours (e.g., lit. reviews)*

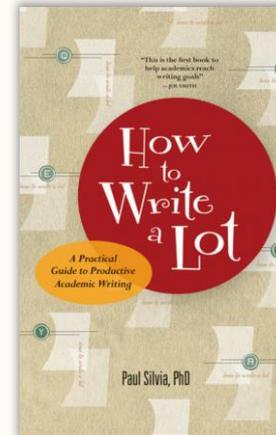
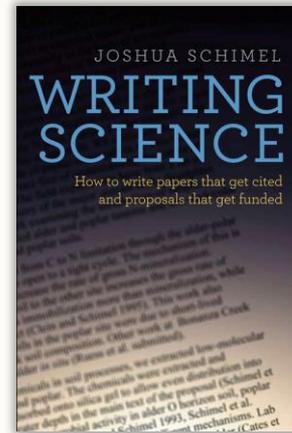
○ **Rejected**

- *Read carefully the motivations, revise (if necessary) and submit to the next journal on your priority list*
- *Seek feedback and advice from trusted colleagues!*

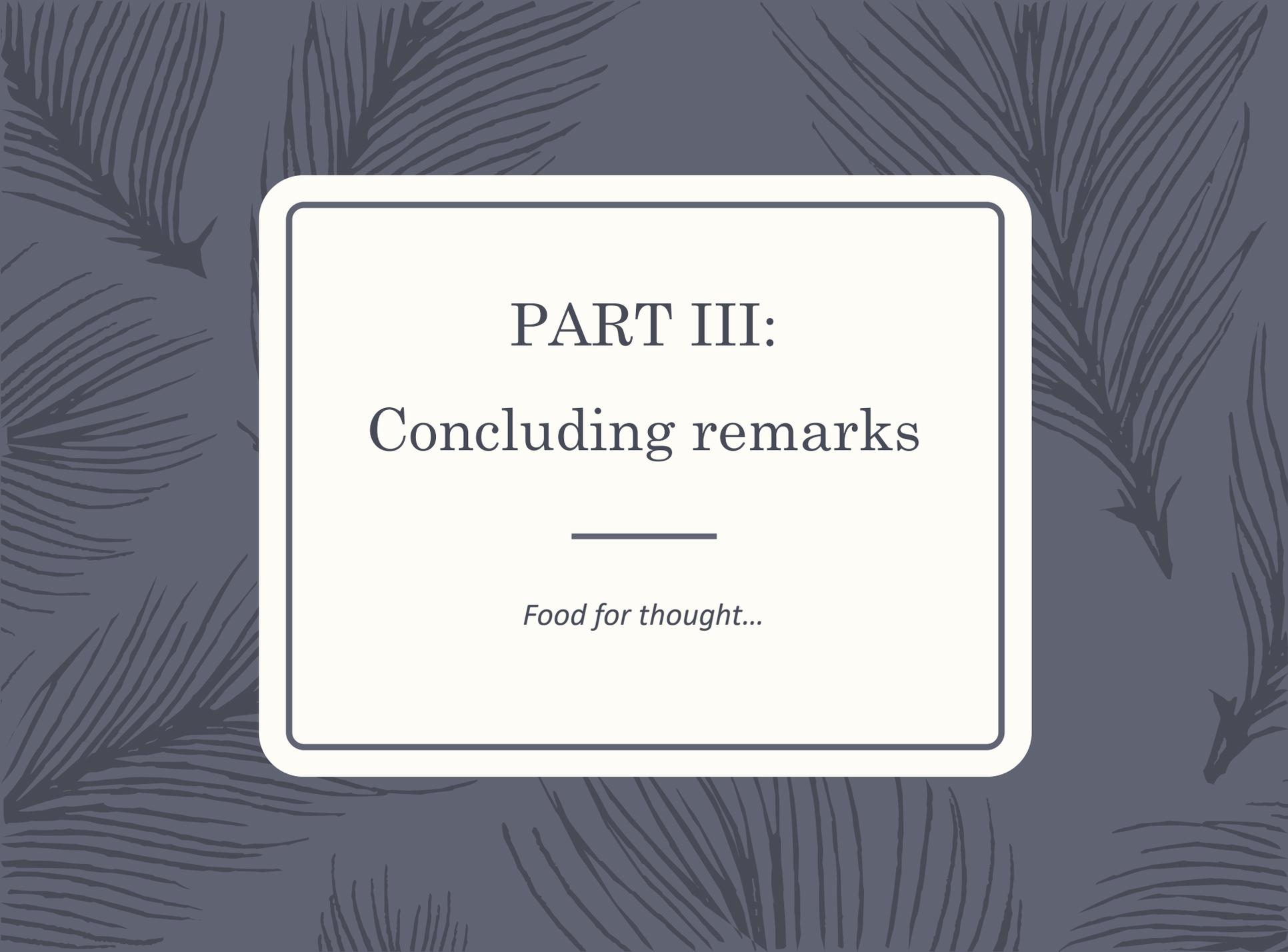


Considerations about language:

- **Co-author** publications with native speakers
- **Read books** on scientific publishing



- **Use language support services** provided by journals / third parties (watch out for costs!)
- Sometimes language support is offered by the publisher (in case of book publications)



PART III:
Concluding remarks

Food for thought...

Concluding remarks:

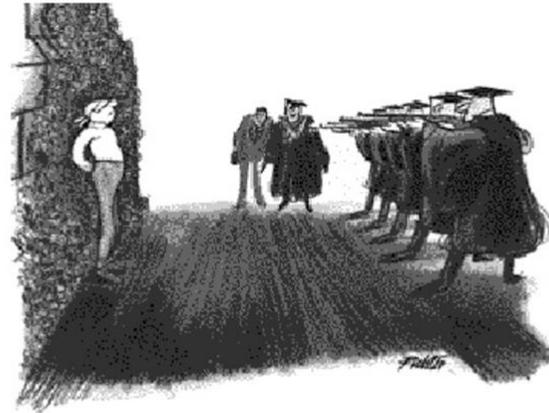
- **Have a strategy:** e.g., consider more than one potential journal where you would like to publish and create a hierarchy of preferences; keep track of upcoming special issues and book series
- **Never underestimate the role of correspondence** with scientific journal editors, guest editors, and anonymous reviewers – writing good cover letters and responses to criticisms is as important as good research and sound scientific writing
- **At scientific conferences, go for high-quality papers** not last-minute drafts! – Increase your chances to get invited for a peer-reviewed publication
- **Don't let manuscript rejection shut you down** – remember that the most published authors are also the most rejected ones. Write a lot, submit a lot, get rejected a lot, and you will publish a lot! 😊



Concluding remarks:



Publish or Perish



"It's publish or perish, and he hasn't published."

"I don't mind your thinking slowly. I mind your publishing faster than you can think."

(The Nobel Laureates physicist Wolfgang Pauli)





Thank you!

Dankeschön!

Dank u wel!

Благодаря!

Grazie!

Mulțumesc!

Merci!

