

Publishing in Wiley Materials Science Journals

How to Maximise Your Success

(By Taking A Closer Look at Editorial Processes and Decisions)

WILEY

Dr. Guangchen Xu

Wiley Beijing Office

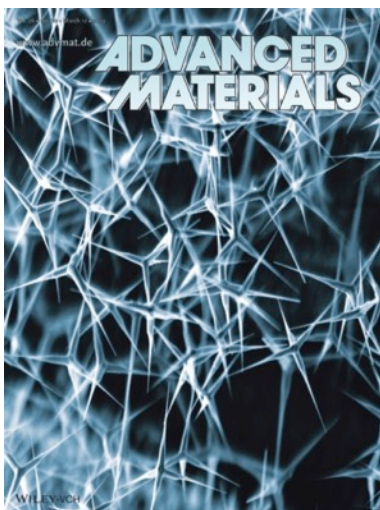
2015



Outline

- **Materials Science at Wiley**
- **Journals: The Editorial Process**

Our Flagship Materials Science Journals

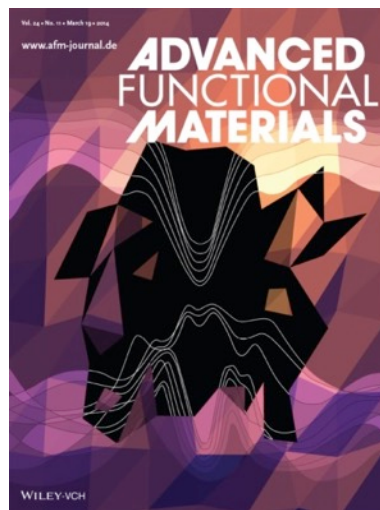


Editor-in-Chief
Peter Gregory

Deputy Editors
Mary Farrell
Lorna Stimson
Duoduo Liang

6,200 submissions
86% rejection rate

Nr. 2 in downloads on
Wiley Online Library



Editor-in-Chief
Jörn Ritterbusch

Deputy Editors
Mary Farrell
Yan Li

5,110 submissions
85% rejection rate

Nr. 7 in downloads on
Wiley Online Library



Editor-in-Chief
José Oliveira

Deputy Editors
Guangchen Xu
Yan Li

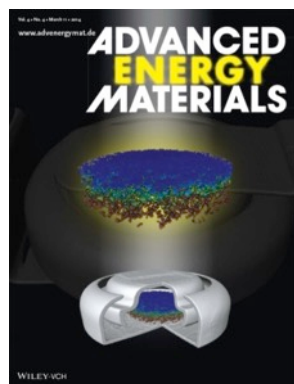
4,100 submissions
88% rejection rate

Nr. 22 in downloads on
Wiley Online Library



**25th Anniversary
2014**

Meet the kids...

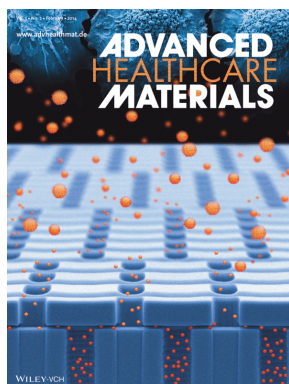


Launched 2011

Editor-in-Chief
Joern Ritterbusch

Deputy Editor
Guangchen Xu

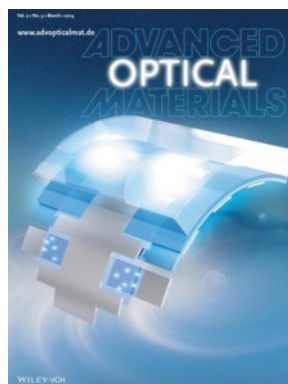
2600 Submissions
88% rejection rate



Launched 2012

Editor-in-Chief
Lorna Stimson

1050 submissions
73% rejection rate

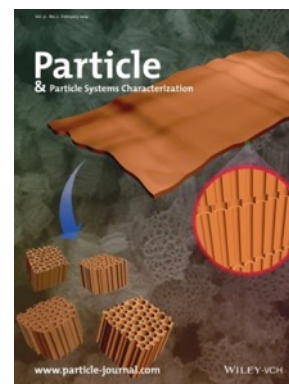


Launched 2013

Editor-in-Chief
Peter Gregory

Deputy Editor
Eva Rittweger

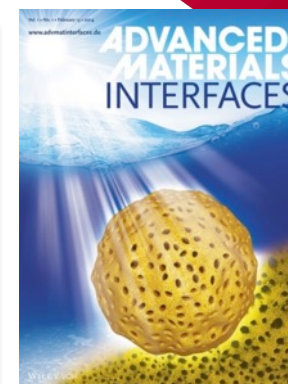
750 submissions
71% rejection rate



Relaunched 2013

Editor in Chief
Mary Farrell

350 submissions
52% rejection rate



Launched 2014

Editor-in-Chief
Peter Gregory

700 submissions
66% rejection rate

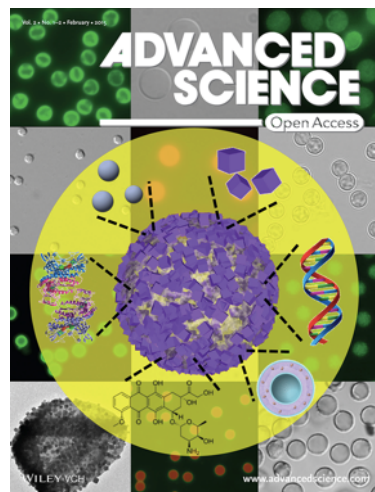
Meet the twinkles in the editor's eyes...



Launched 2015

Editor-in-Chief
Stefan Hildebrandt

500 submissions
73% rejection rate



Launched 2015

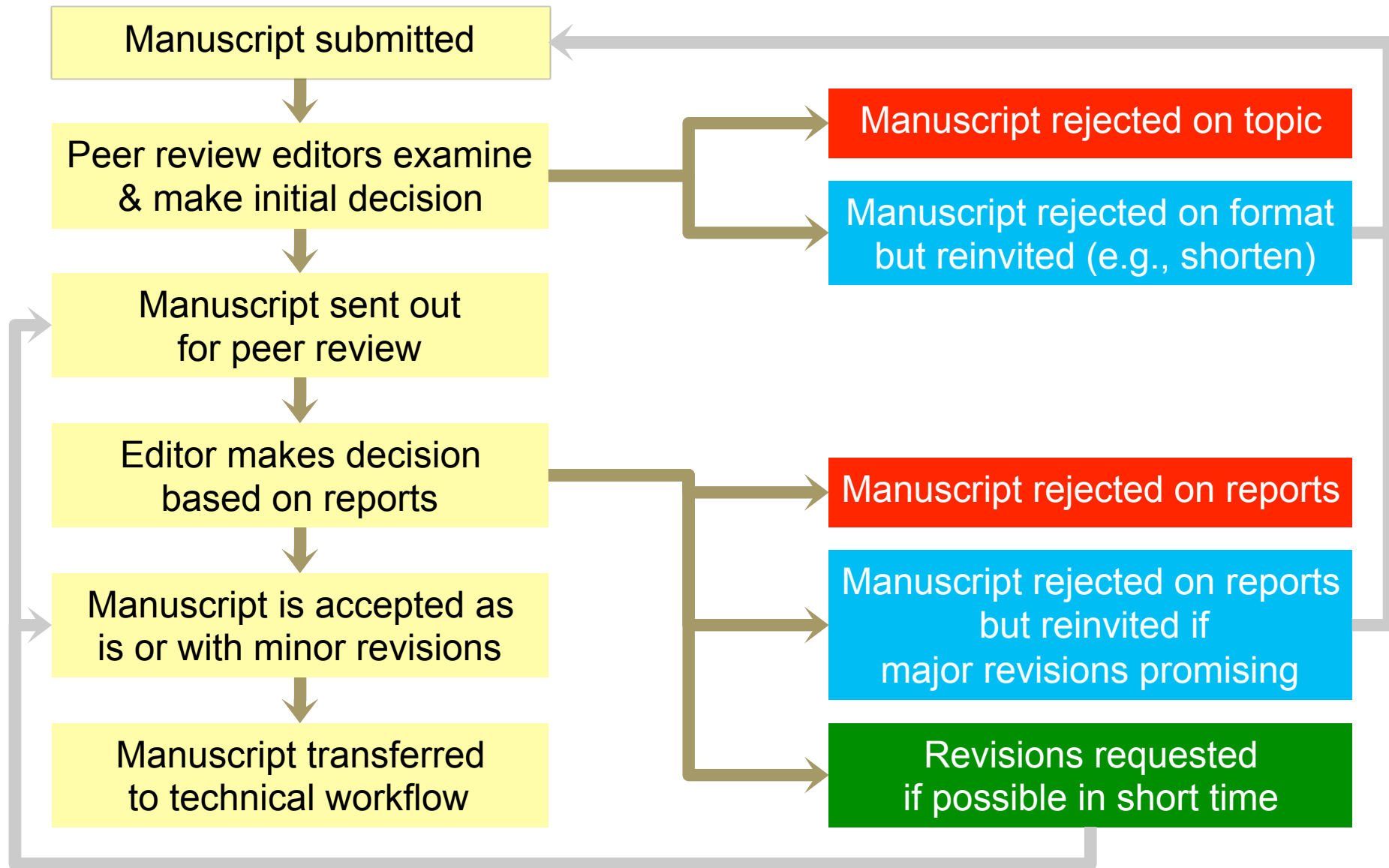
Editor-in-Chief
Kirstin Severing

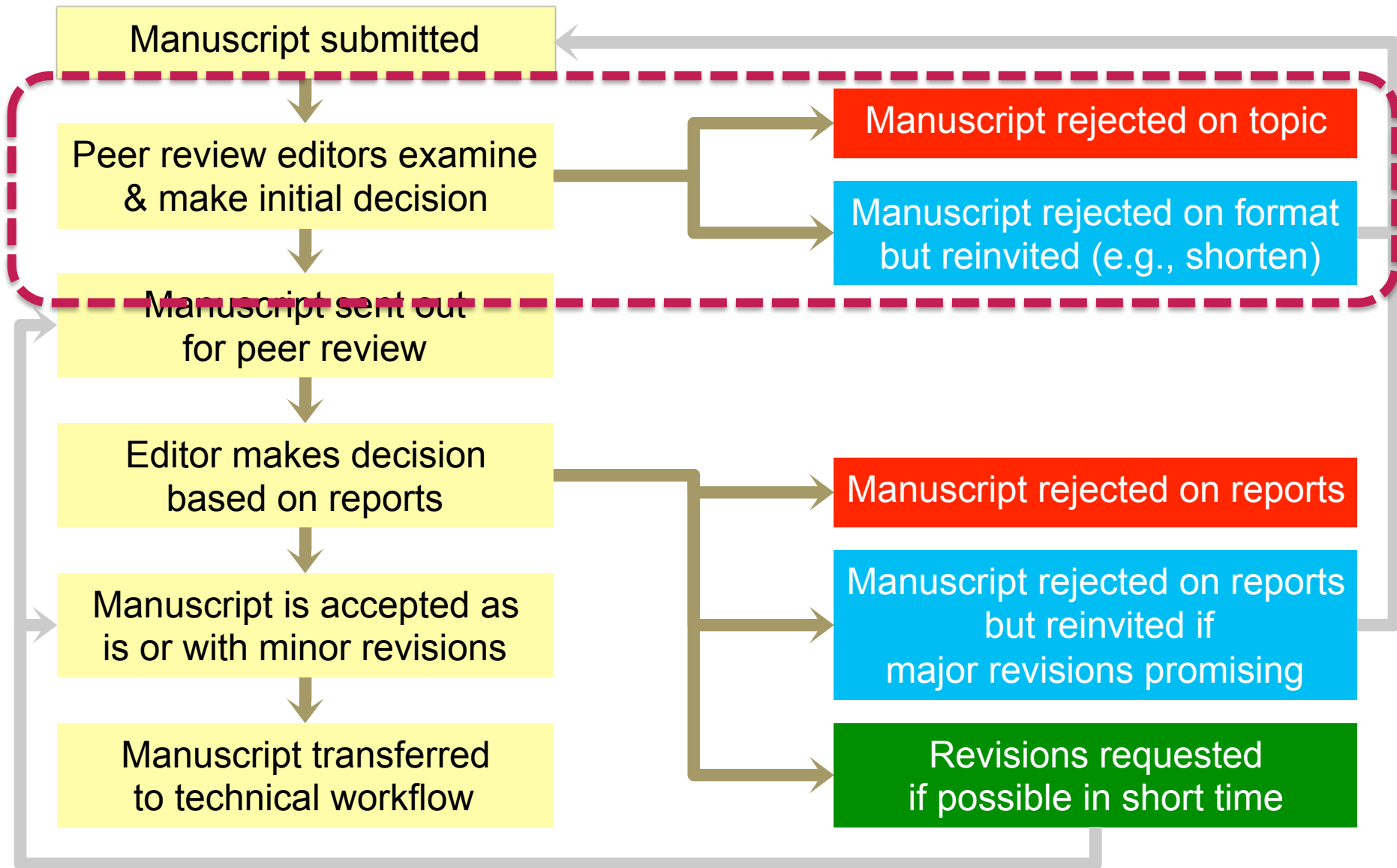
250 submissions
71% rejection rate



To Launch in 2016

Editor-in-Chief
Elisa-Beth Lerch






Peer-review Editor's Dashboard

New Submissions Requiring Assignment - Guangchen Xu

Contents: These are the new submissions that require an Editor Assignment. Use the up/down arrows to change the sort order.

Page: 1 of 1 (54 total submissions)

Display 10 results per page.

Action ▲	Manuscript Number ▲▼	Article Type ▲▼	Section/Category ▲▼	Article Title ▲▼	Author Name ▲▼	Initial Date Submitted ▲▼	Status Date ▲▼	Current Status ▲▼
Action Links (22%) (16%) D						09 Sep 2015	09 Sep 2015	Manuscript Submitted
Action Links (17%) (34%) D						09 Sep 2015	09 Sep 2015	Manuscript Submitted
Action Links (18%) (8%) D						09 Sep 2015	09 Sep 2015	Manuscript Submitted
Action Links (21%) (24%) D						09 Sep 2015	09 Sep 2015	Manuscript Submitted
Action Links (10%) (14%) D						09 Sep 2015	09 Sep 2015	Manuscript Submitted
Action Links (5%) (86%) D						09 Sep 2015	09 Sep 2015	Manuscript Submitted
Action Links (20%) (21%) D						09 Sep 2015	09 Sep 2015	Manuscript Submitted
Action Links (19%) (13%) D						10 Sep 2015	10 Sep 2015	Manuscript Submitted
Action Links						10 Sep 2015	10 Sep 2015	Manuscript Submitted

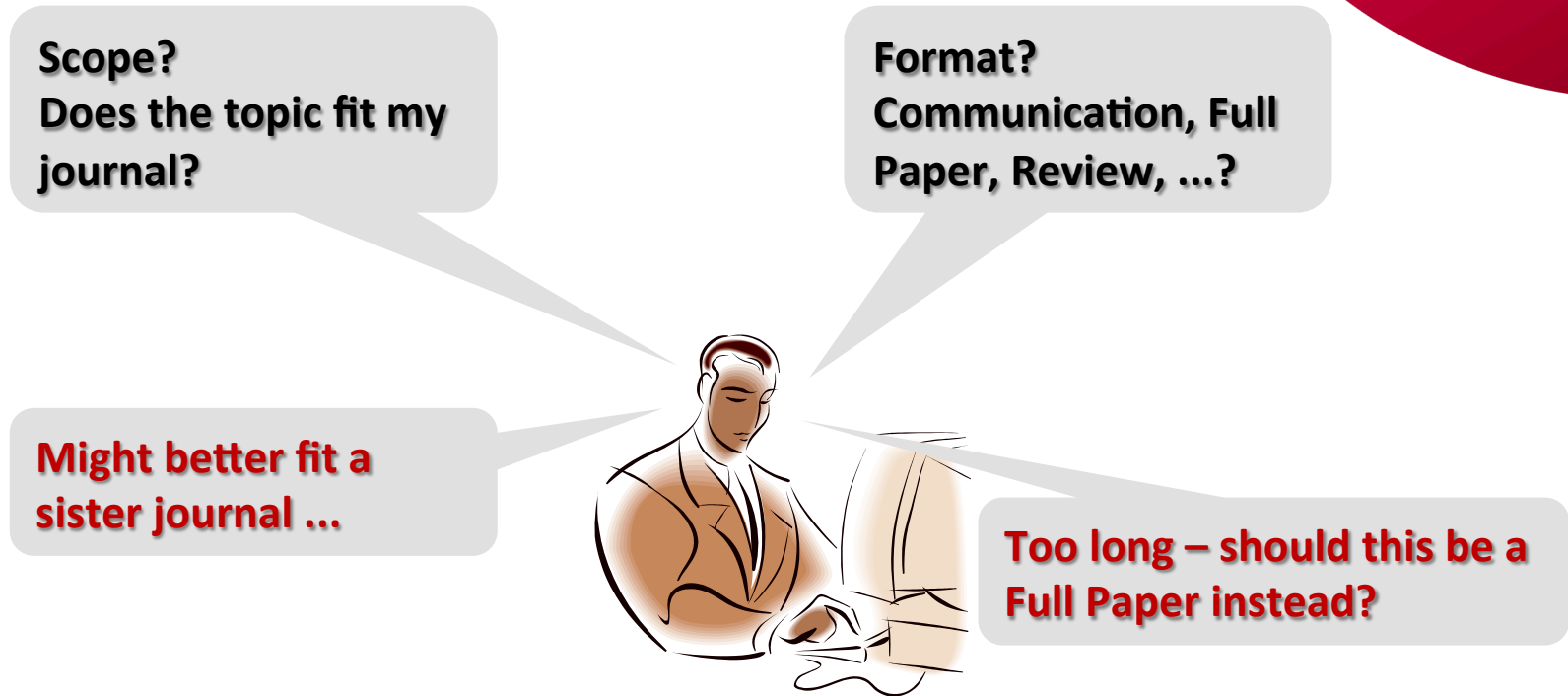
Your Time: 10:47, 16 September • Site Time: 22:47, 15 September

Duplicate Submission Check Results

CrossCheck/iThenticate Results

What Editors Look For (Suitability)

Stage 1: initial screening



“Make sure the journal of your choice publishes the article type of your paper!”

What Editors Look For (Suitability)

After the initial check for scope and length is done, the manuscript is examined more closely:

Difference to prior work?

Important to researchers in this field?

Is the novelty high enough?

Important to the whole readership?




“Publishing space is limited – choose a journal whose readership will be keen to see your results!”

**↑
the most
important
hurdle!**

Where Will The Editor Look?

While reading new manuscripts, editors will especially look at:



msxp-adma-20090217 COVER_LETTER Windows Internet Explorer

Surname	Zhang
Forename	Dai
Organisation	University of Twente
Ms_Short_ID	200903017
Ms_Rev_0	02.08.2009
Ms_Type	Communication
Ms_Coauthors	Wen Wang Dr. Dai Zhang Kai Wang Dr. Frank-Joachim Egerhauf Dr. Christoph J. Brabec Dr. Alfred J. Meijer
Ms_Short_Title	REGIONS High-resolution Spectroscopic Mapping of the Chemical Contrast from Nanometer Domains in P3HT/PCBM Organic Blend Films for Solar Cell Applications
Ms_Abstract	Solar cell blend film
Keyword1	High-resolution spectroscopic imaging
Keyword2	Photoluminescence
Keyword3	Raman
Keyword4	
Keyword5	
SupplInf_YesNo	—
Cover_Letter	Manuscript resubmission (adma 200902187)

Dear Dr. Martin Grätzel

According to your correspondence (23/07/2009),
herewith we resubmit our manuscript entitled:

High-resolution Spectroscopic Mapping of the
Chemical Contrast from Nanometer Domains in
P3HT/PCBM Organic Blend Films for Solar Cell

Cover letter

Maximising Success: Writing the Cover Letter

Together with the conclusions section of your paper, the cover letter is one of the first things the editor will see, so make it count!

- Why is this topic important?
- Why are these results significant?
- What is the key result? (breakthrough!)
- Why is it an advance on previous work?
- Why are you submitting to this journal?
- Why will this journal's readers read it?
- Provide reviewer suggestions

Tip: Keep the letter as short as possible – the longer it is, the easier it becomes to overlook something important.

Where Will The Editor Look?

While reading new manuscripts, editors will especially look at:

»In conclusion, we have synthesised a novel class of multifunctional nanoparticles which are capable of significantly increasing the photoconversion efficiency of flexible solar cells ...«

Conclusions section of manuscript

Keyword1 nanotechnology
Keyword2 gold nanorods
Keyword3 cancer therapy
Keyword4 medical imaging
Keyword5 liposomes
Keyword6 micelles

Keywords

- [1] W. C. W. Chan, S. M. Nie, *Science* 1998,
- [2] L. Wang, C. Y. Yang, W. H. Tan, *Nano L*
- [3] L. Y. Wang, R. X. Yan, Z. Y. Huo, L. X. Wang, Q. Peng, Y. D. Li, *Angew. Chem.*
- [4] M. Bruchez, M. Moronne, P. Gin, S. We

Literature references

»Upconversion multifunctional n are synthesised in a core-shell co from lanthanide-doped NaYF₄ by

Abstract

Msdp: adma - 200902017 - COVER LETTER - Windows Internet Explorer

Surname	Zhang
Forename	Dai
Organisation	University of Tuebingen
Ms_Short_Inv	200902017
Ms_Recd_D	02.09.2009
Ms_Type	Communication
Ms_Coauthors	Xiao Wang Dr. Dai Zhang Kai Braun Dr. Hans-Joachim Egelhaaf Dr. Christoph J. Brauch Dr. Alfred J. Meisner
Ms_Short_Title	RESEARCH High-resolution Spectroscopic Mapping of the Chemical Contrast from Nanometer Domains in P3HT/PCBM Organic Blend Films for Solar Cell Applications
Ms_Abstract	Solar cell blend film
Keyword1	Tip-enhanced spectroscopic imaging
Keyword2	Photoluminescence
Keyword3	Raman
Keyword4	
Keyword5	
Color Yes/No	---
Suppl. Inf. Yes/No	---
Cover_Letter	Manuscript resubmission (adma 200902187)

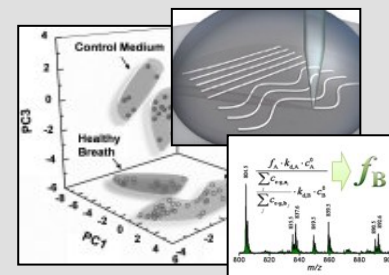
Dear Dr. Martin Othmar

According to your correspondence (2307/2009), hereby we resubmit our manuscript entitled

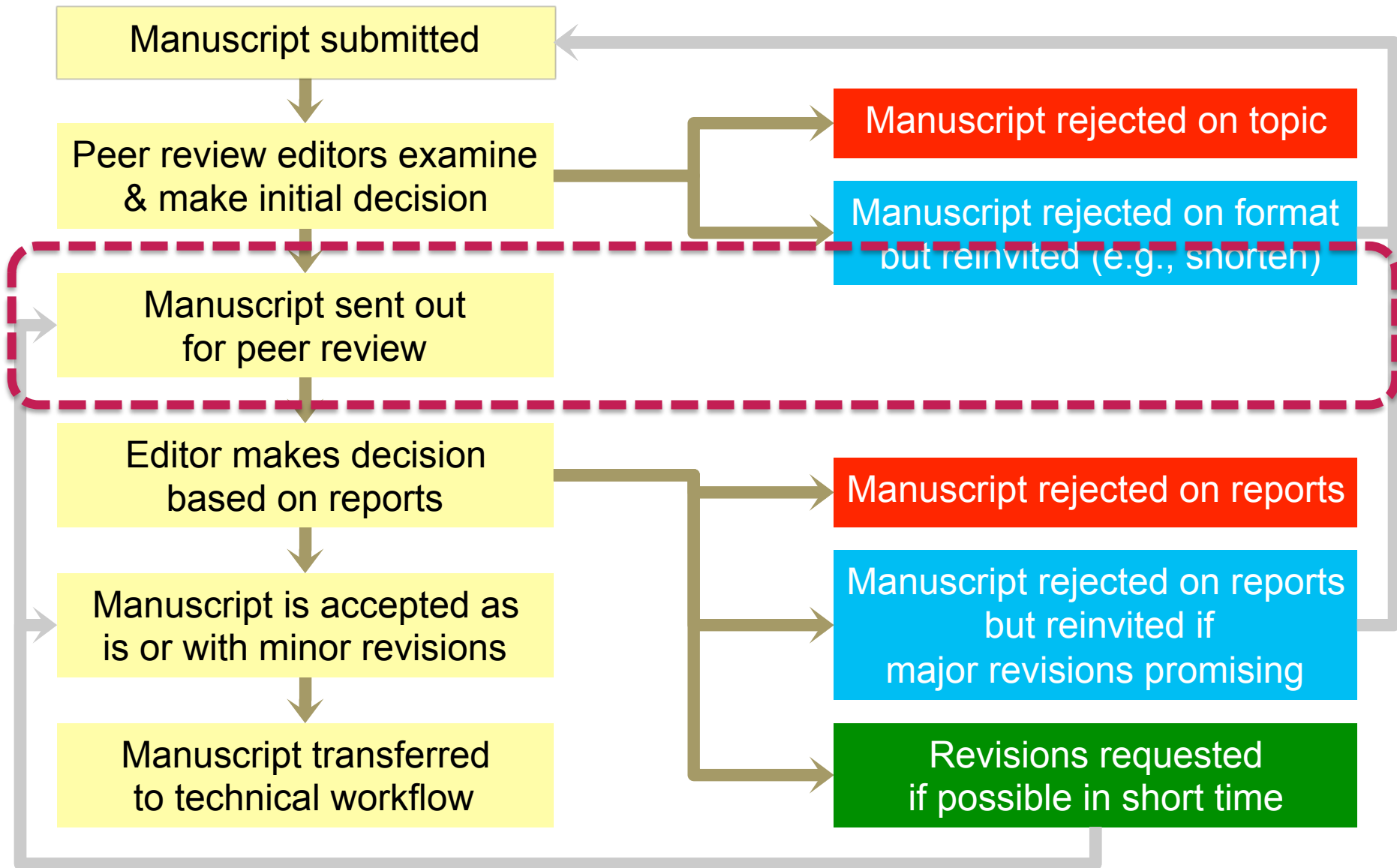
High-resolution Spectroscopic Mapping of the Chemical Contrast from Nanometer Domains in P3HT/PCBM Organic Blend Films for Solar Cell Applications

Cover letter

"If I'm interested, my readers will be, too!"



Visual information



Selecting Reviewers

Quality of peer review depends on good reviewer choices

Suggestions from authors

Very helpful!
Not just the biggest names please – others as well

List people with conflicts of interest who should not be asked to review

Suggestions from other reviewers

Can provide leads to further candidates

Suggestions from our Advisory Board Members

Especially in difficult cases, appeals or disputes we are supported by our board members

Editor's own knowledge of the community

Contacts from conferences, prominent scientists, regular authors, etc.

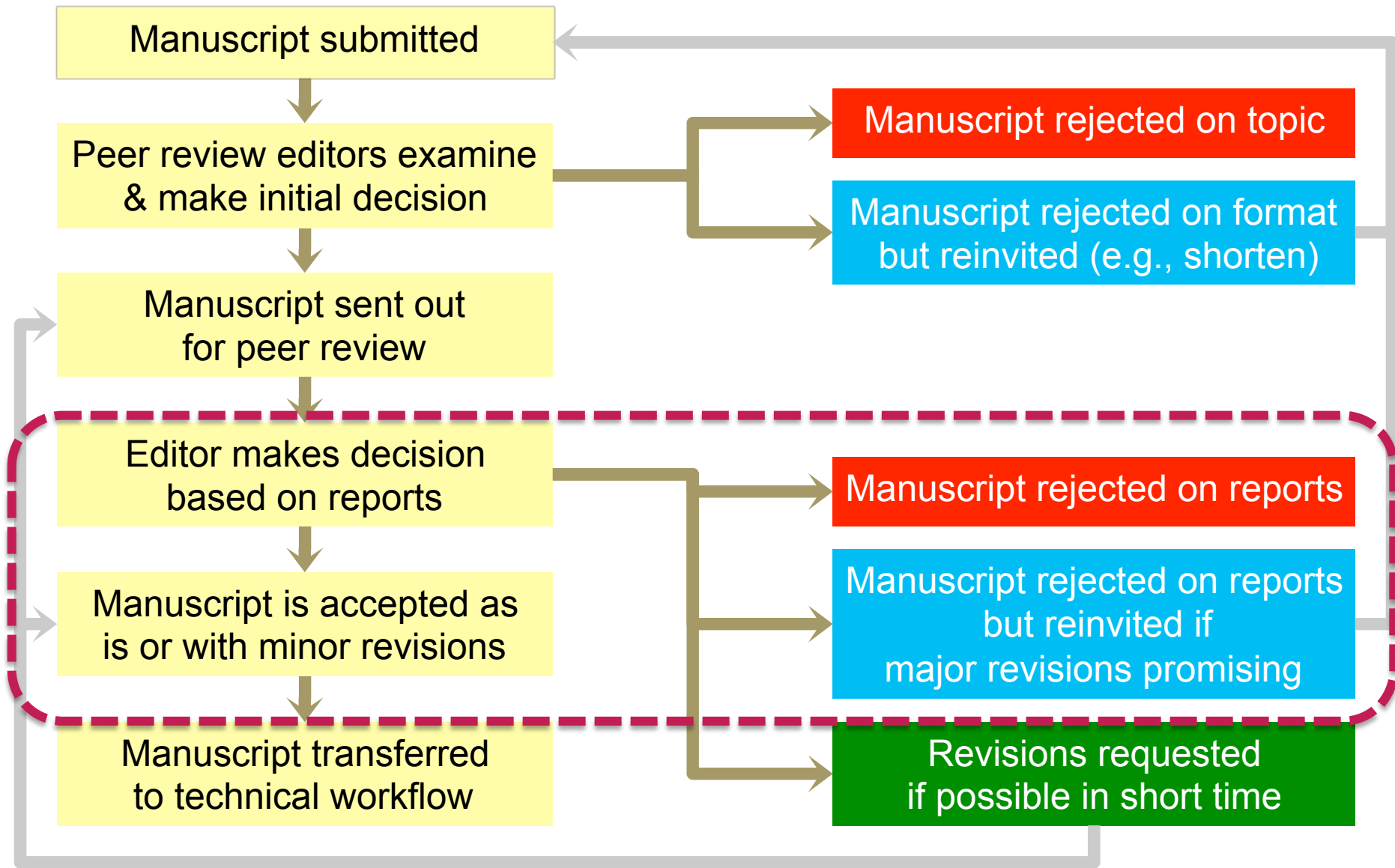
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Are found via keywords, interests, own publication history, or reviewing history



“You can help keep decision times short with good keywords and reviewer suggestions!”



Revisions Requested: How Should I Revise?

Carefully consider reviewer comments

Not all changes that the reviewers want have to be made...

...but you need convincing arguments for changes not made

Prepare revision

Revise manuscript

Highlight changes in manuscript!

Point-by-point response to all reviewer issues

Changes made and why which changes were not made!

Response will likely go back to reviewers!

Need to convince editor *and* reviewers!

Decisions: Should I Appeal?

Usually, no

Risk of long time to publication

Good papers are noticed and cited no matter where they are published

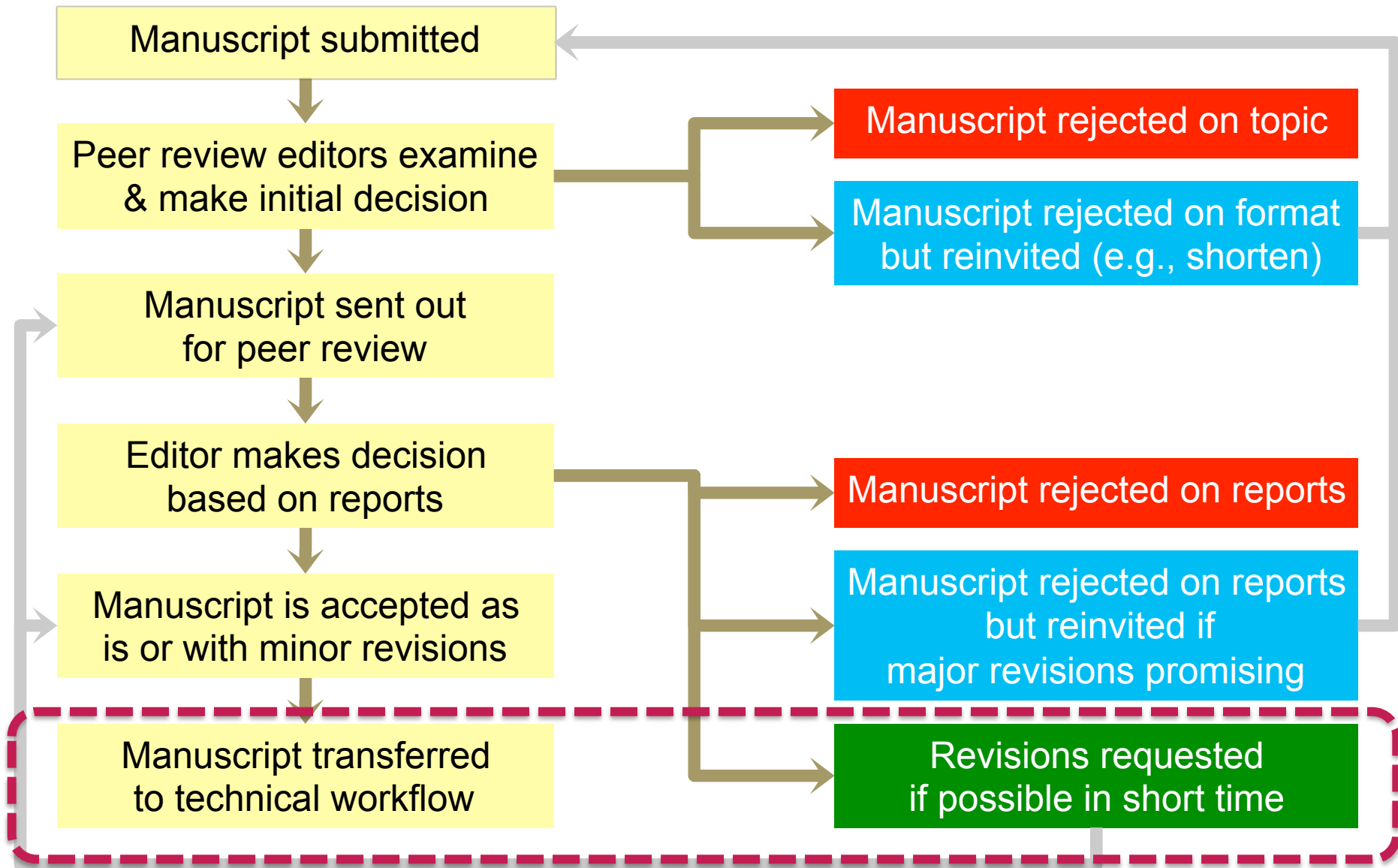
Editors and referees know journal

Criticism may be valid!

Occasionally, yes

Importance, impact or novelty missed by the editor / referees
(Need for a good cover letter!)

Factual errors in referee reports that led to rejection



When Your Manuscript is Accepted

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twitter



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Seeing the wood for the trees: A new technique for the study of biomass pyrolysis

Spatiotemporally resolved diffuse reflectance in situ spectroscopy (STR-DRISP) reveals the kinetics of biomass pyrolysis.

Cutting-edge solar air heating technology

March 6, 2014 By [Martin Grolms](#) [Leave a Comment](#)

ArcelorMittal has entered a partnership with Conservat Engineering to manufacture a technology that uses solar radiation to heat buildings while reducing a building's heating costs.



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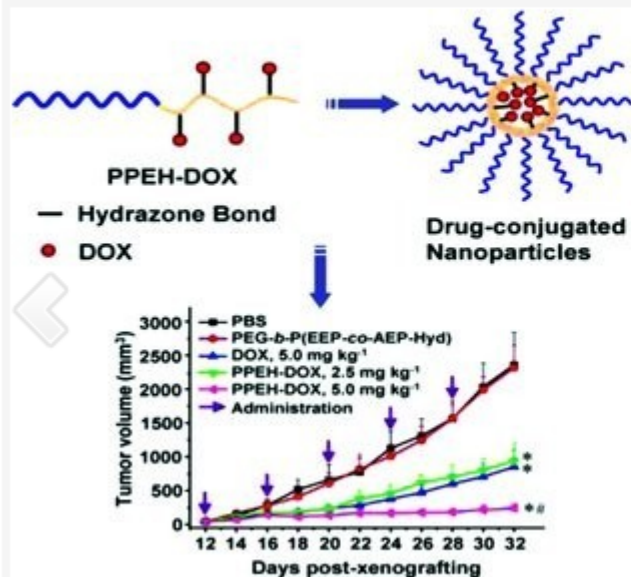
Cu(In,Ga)Se₂ outperforms multicrystalline silicon

March 6, 2014 By [Lars Herrmann](#) [Leave a Comment](#)

Cu(In,Ga)Se₂ (CIGS) thin-film solar cells have now reached a high efficiency level with a new record efficiency of 20.8 %.



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THANK YOU



Questions?