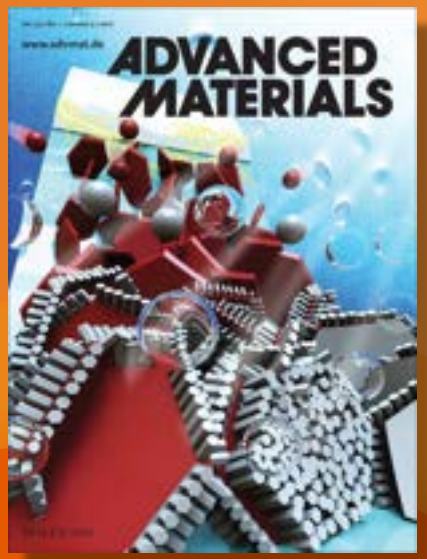
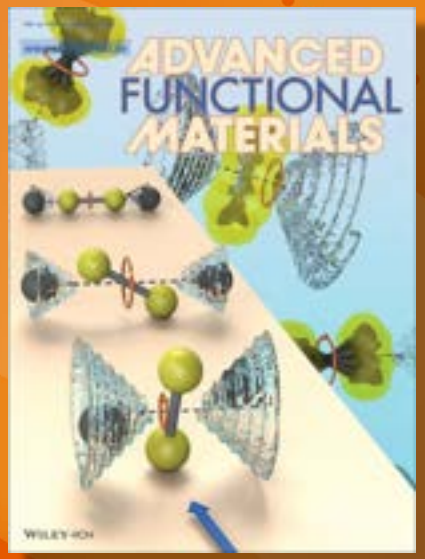
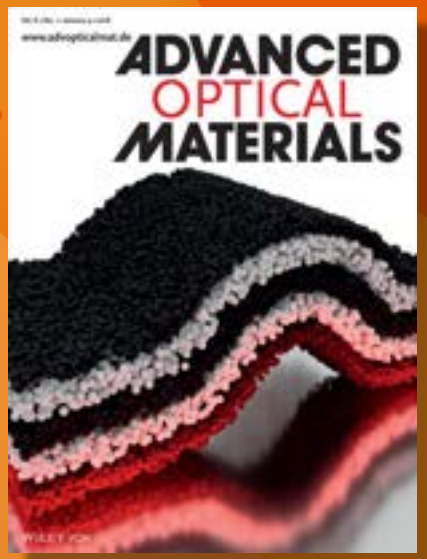






Publishing advanced materials science with Wiley

WILEY

How to maximize your success!

Dr. Jos Lenders

Editor-in-Chief

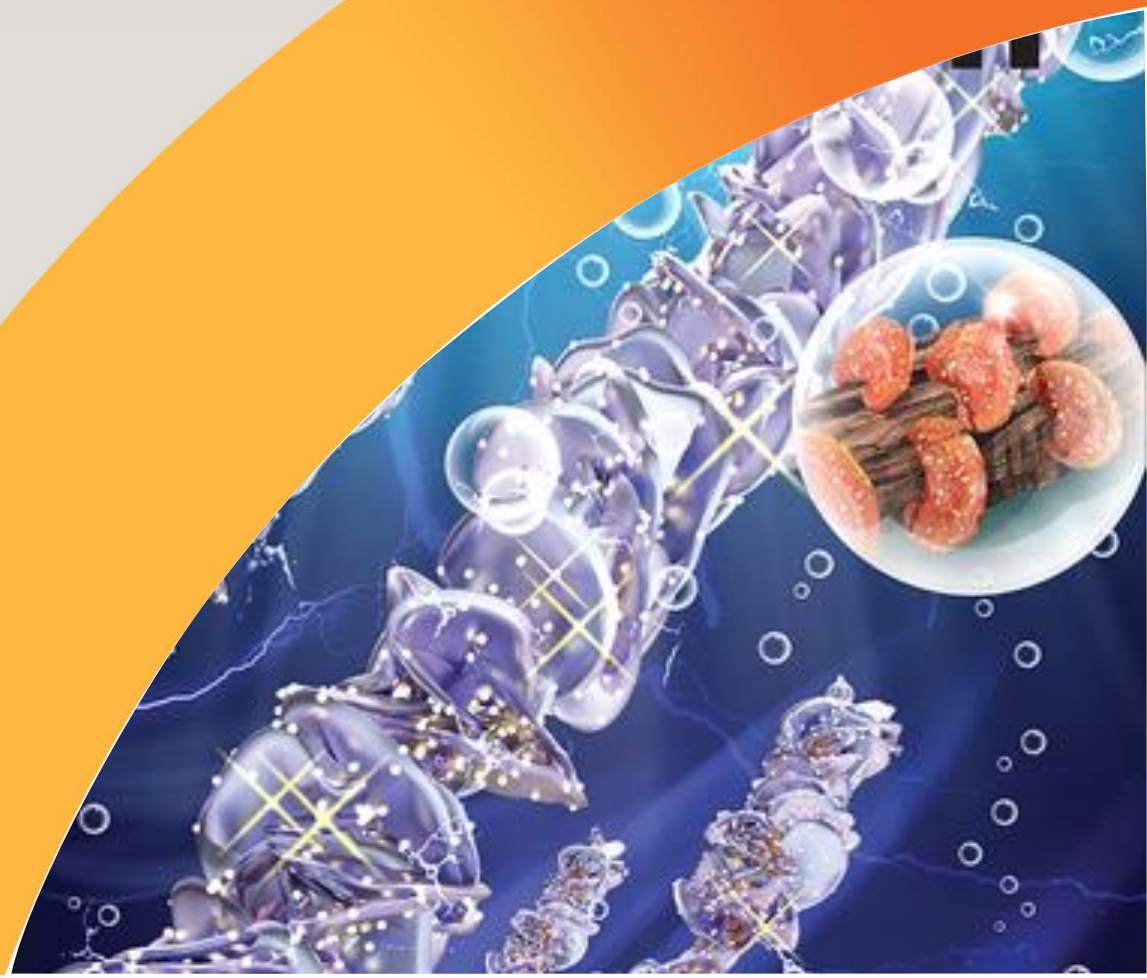
Advanced Materials

jlenders@wiley.com

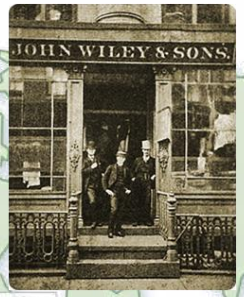
Outline of this publishing seminar

1. Global publishing trends at Wiley and *Advanced* journal family
2. Editorial workflow: before peer review
3. Tips on how to make it to peer review (and what to avoid)
4. Editorial workflow: during peer review
5. Concluding remarks

1. Introduction to Wiley and *Advanced* journal family



John Wiley & Sons Publishing Group



Hoboken

Weinheim

London
Copenhagen
Nizhny Novgorod
Minneapolis
Edinburgh*
Berlin
San Francisco
Chicago
Oxford
Moscow
Beijing
Denver
Toronto
Chichester
Weinheim
Shanghai
Boston
Bogn
New Delhi
Tokyo
Hoboken
Hong Kong
Taipei
Orlando
Manila
Bangkok
umbai
Bangalore
Kuala Lumpur
Singapore
Jakarta
Brisbane
Melbourne

Founded in 1807 in New York City by John Wiley

To this day family-owned in the 7th generation

Approximately 5,000 employees worldwide

Company headquarters in Hoboken (New Jersey)

Wiley Online Library has 130 million users worldwide

>1,700 journals, >940 society partners, >460 Nobel laureates

WILEY

John Wiley & Sons Publishing Group

1,700 peer-reviewed journals published

4 million+ articles

4,000 academic libraries worldwide

40,000 institutions around the world

The largest society publisher: >940 societies, >2 million members

Wiley products and services

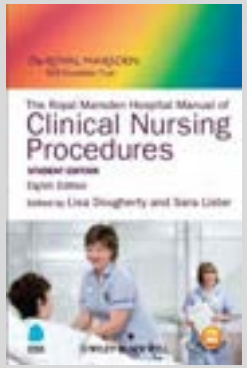
THE COCHRANE LIBRARY
Independent high-quality evidence for health care decision making

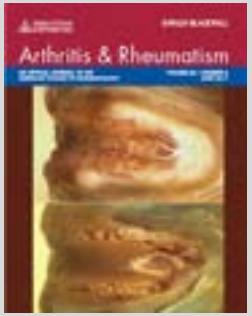
Health Sciences

WILEY Interdisciplinary Reviews
NANOMEDICINE AND NANOBIOTECHNOLOGY

Physik Journal

ADVANCED MATERIALS

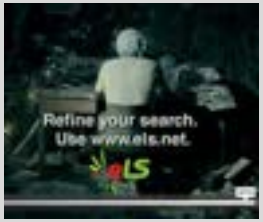




Physical Sciences & Engineering

Angewandte International Edition Chemie

WILEY ONLINE LIBRARY



Life Sciences

Social Sciences & Humanities

The Journal of FINANCE
The Journal of THE AMERICAN FINANCE ASSOCIATION

Angewandte Chemie & Advanced Materials

1887: Angewandte Chemie
1962: International Edition
1988: Advanced Materials

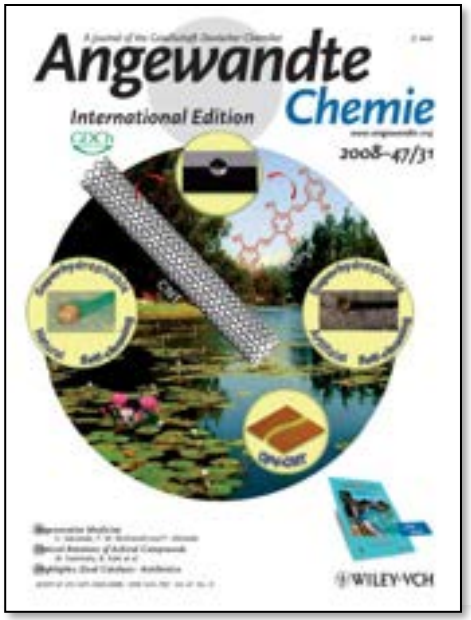
Angewandte Chemie 1887/1962

- CIT 1949
- Nachrichten aus Chemie 1953
- Chemistry Eur. Journal 1995
- EJOC 1998
- EJIC 1998
- ChemPhysChem 2000
- ChemBioChem 2000
- ChemMedChem 2006
- ChemSusChem 2008
- ChemCatChem 2009
- ChemPlusChem 2012
- Chemistry Open 2012
- Energy Technology 2013
- ChemElectroChem 2014
- Chemistry Select 2016

Small 2005

- Particle 2013
- Small Methods

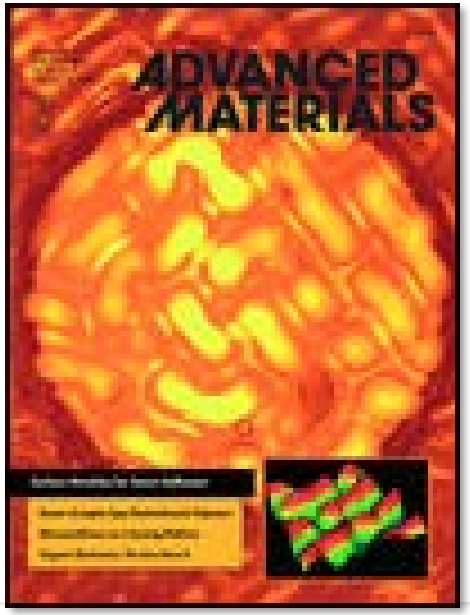
>130 years IF 12.959



Advanced Materials 1988

- Advanced Engineering Materials 1999
  - Steel Research International 2009
- Advanced Functional Materials 2001
  - MaterialsViews → Advanced Science News
  - MaterialsViews China 2009
- Advanced Energy Materials 2011
- Advanced Healthcare Materials 2012
- Advanced Optical Materials 2013
- Advanced Materials Interfaces 2014
- Advanced Science 2014
- Advanced Electronic Materials 2015
- Advanced Materials Technologies 2016
- Advanced Biology
- Advanced Sustainable Systems
- Global Challenges

>30 years IF 27.398



ADVANCED MATERIALS

WILEY

Advanced editors around the world

Oxford
Copenhagen
Berlin
Ames
Medford
Chichester
Weinheim
Hoboken
Beijing
Tokyo
Shanghai

Hoboken

Weinheim

Melbourne
Sydney

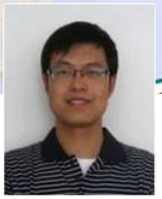
Advanced Materials editors around the world

Meet the global editorial team of *Advanced Materials*

Jos Lenders
Editor-in-Chief

James Cook
Deputy Editor
(post-accept role)

Esther Levy
Consulting Editor



Duoduo Liang
Deputy Editor
photonics, condensed matter physics, energy storage

Babak Mostaghaci
Deputy Editor
engineering, electronic devices, systems & modeling

Kate Perets
Deputy Editor
biomedical engineering, diagnosis & therapy, chemistry & polymer science

Lu Shi
Deputy Editor
interface science, catalysis, energy generation & conversion

Global Peer Review Team

ADVANCED MATERIALS

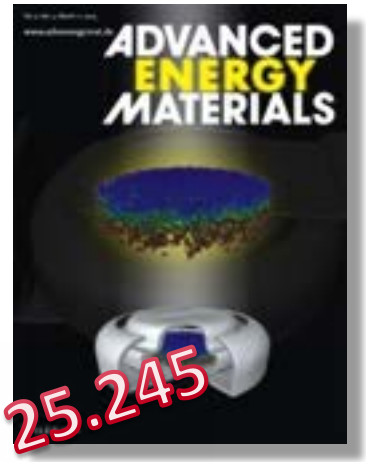
WILEY

Wiley's materials science journals

Launched 1989

Editor-in-Chief
Jos Lenders

Deputy Editors
James Cook
Duoduo Liang
Babak Mostaghaci
Ekaterina Perets
Lu Shi



Launched 2011

Editor-in-Chief
Till von Graberg

Deputy Editors
Aaron Brown
Carolina Novo da Silva
Francesca Riboni
Anna Troeger
Jipei Yuan

Launched 2014

Editor-in-Chief
Kirsten Severing

Deputy Editors
Ana V. Almeida
Prisca Henheik
Anne Pfisterer
Ulf Scheffler
Bo Weng

Launched 1992
Relaunched as *AFM* 2001

Editor-in-Chief
Jörn Ritterbusch

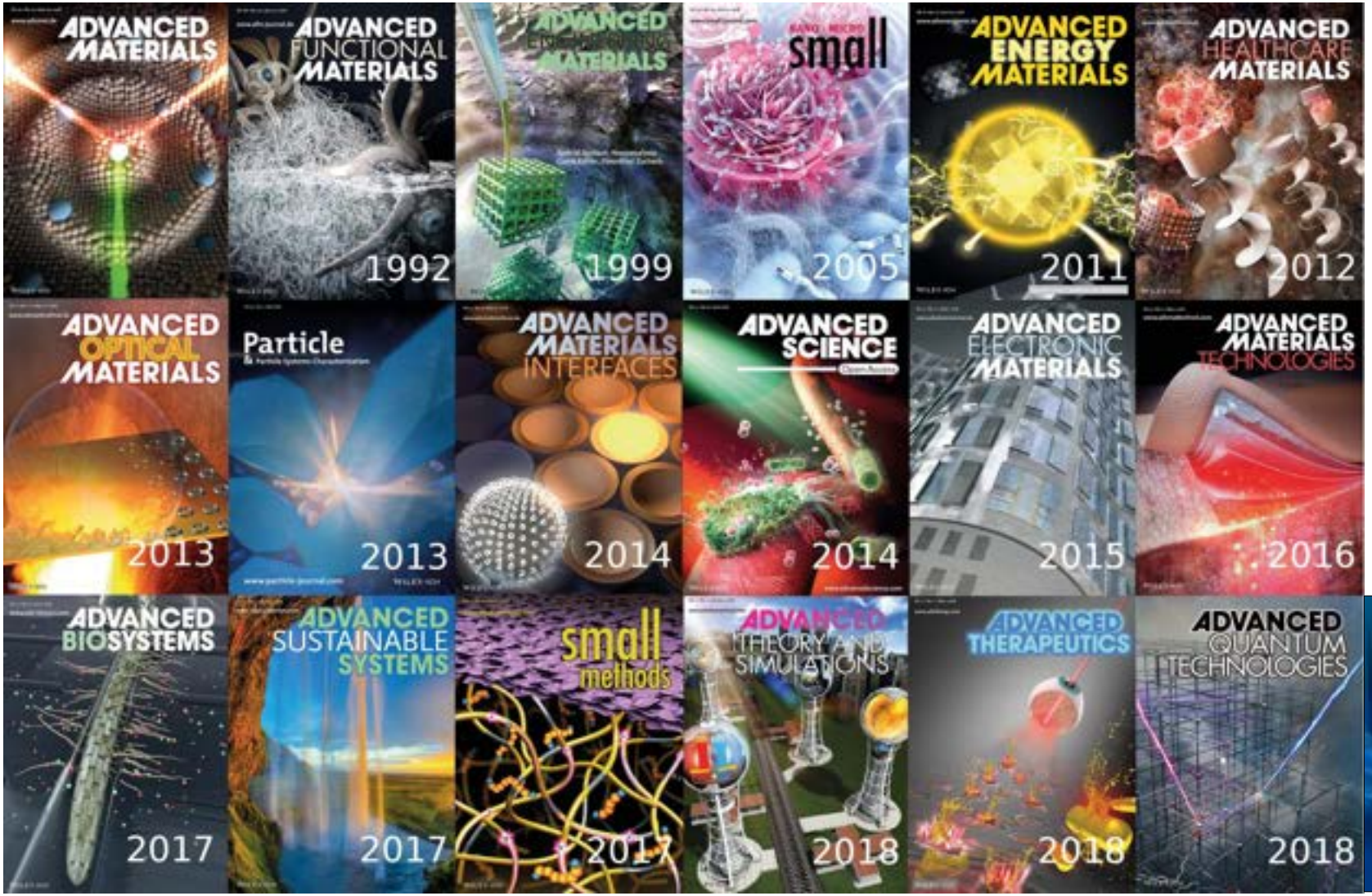
Deputy Editors
Mary De Vita
Jessica D'Lima
Emily Hu
Muxian Shen
Marc Zastrow

Launched 2005

Editor-in-Chief
José Oliveira

Deputy Editors
Ana V. Almeida
Jovia Jiang
Ekaterina Perets
Lisa Smith

Meet the *Advanced* family members



Meet the new *Advanced* family members

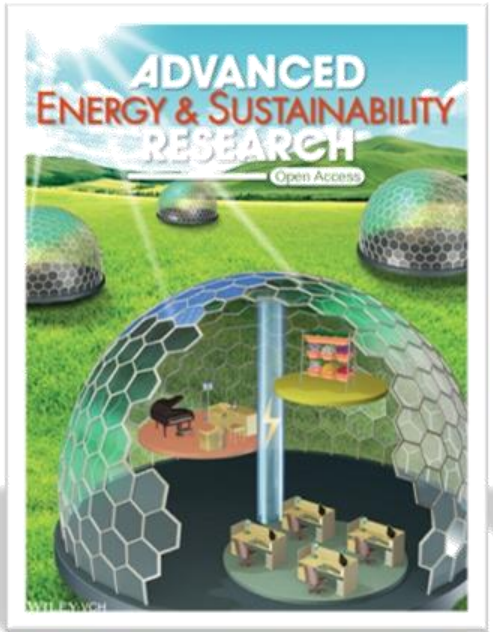
A new family of *Advanced* open access journals

ADVANCED X RESEARCH
Open Access

Building on the success of

ADVANCED ENERGY MATERIALS

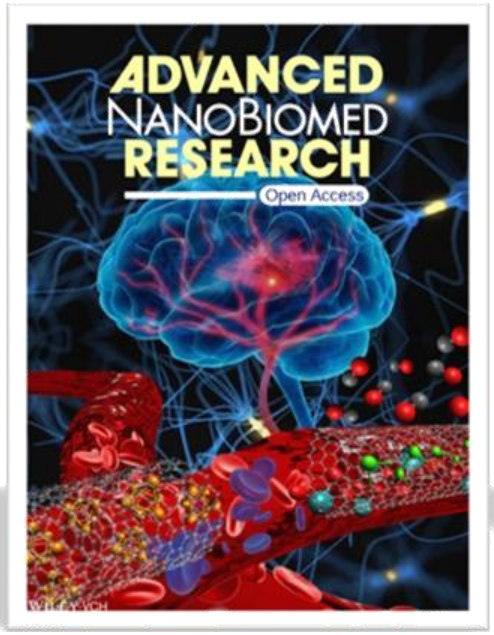
ADVANCED SUSTAINABLE SYSTEMS



ADVANCED HEALTHCARE MATERIALS

ADVANCED BIOSYSTEMS

ADVANCED THERAPEUTICS

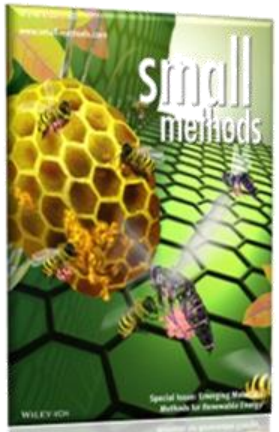


Open for submissions now

ADVANCED OPTICAL MATERIALS

Meet the new *Small* family members

New members of the *Small* family of journals

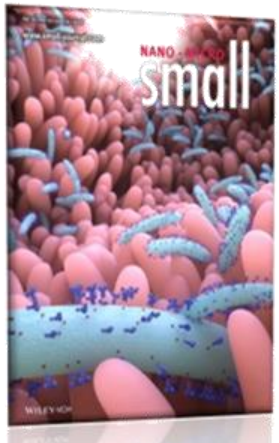


First IF: >12!

Open for submissions

www.small-structures.com

Top-quality forum for cutting-edge research on sub-macroscopic structures across various dimensions and multiple disciplines

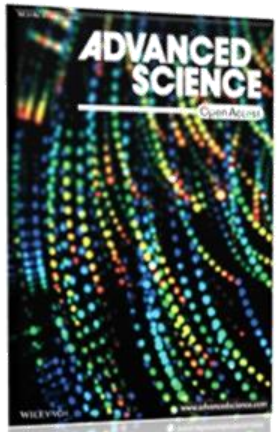


New IF: >11!

Open for submissions

www.small-science-journal.com

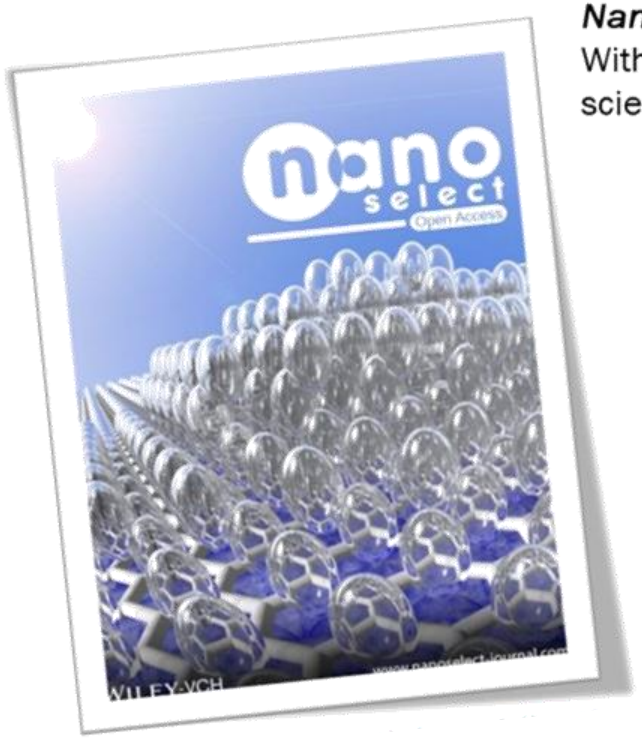
Premium open access journal for the most innovative advances from all areas of micro- and nanoscience and -technology



New IF: >15!

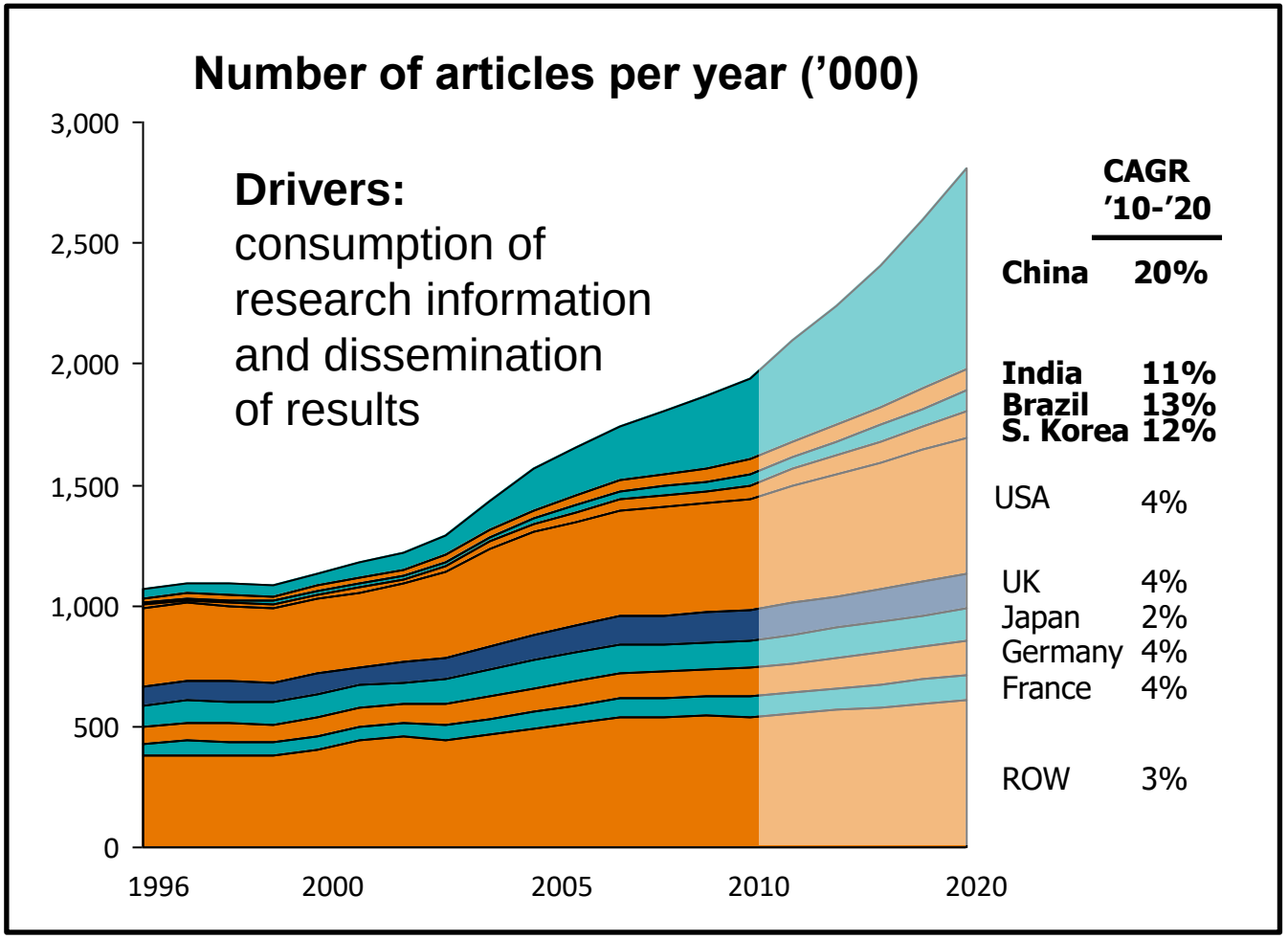
Meet *Nano Select*

Nano Select: Wiley's new open access nanoscience journal



Nano Select covers fundamental and applied research in all areas of nanoscience. With its broad scope, ***Nano Select*** provides an author-friendly platform for sound scientific studies, with eligibility determined through a fair reviewing process.

Growing global research contributions



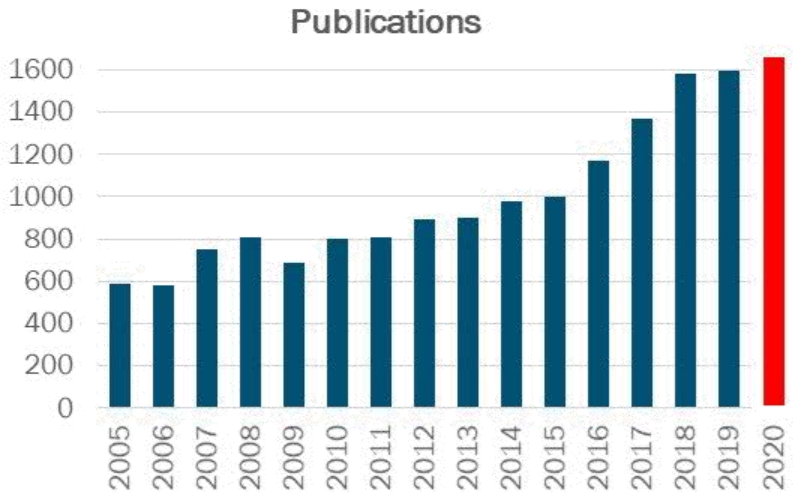
Source: Scopus and Web of Science (projections based on trend information)

Growing subs to and pubs in *Advanced Materials*

The field of materials science is booming…

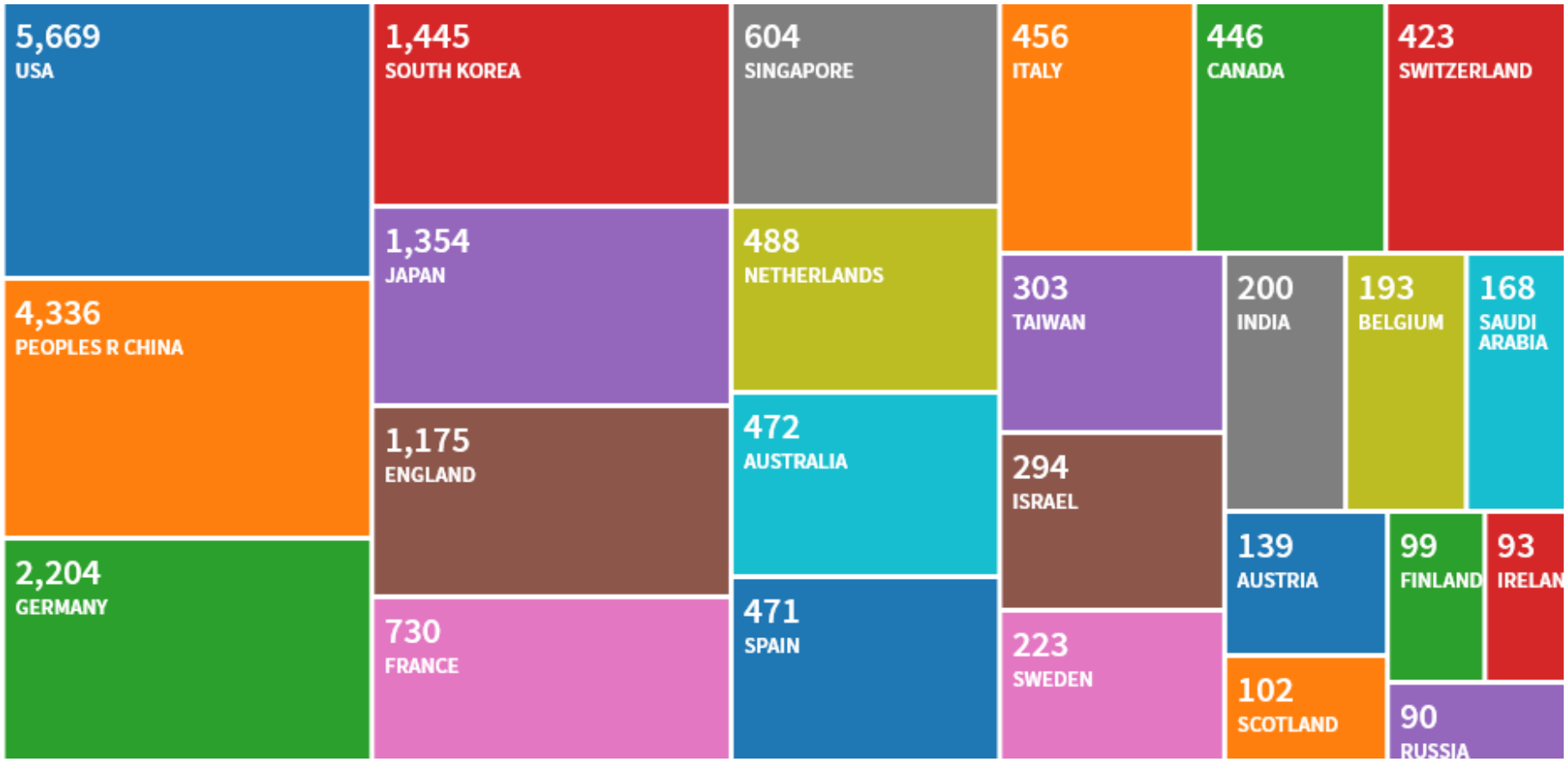
…and so is *Advanced Materials*

Thank you for your support as our authors, reviewers, and readers!



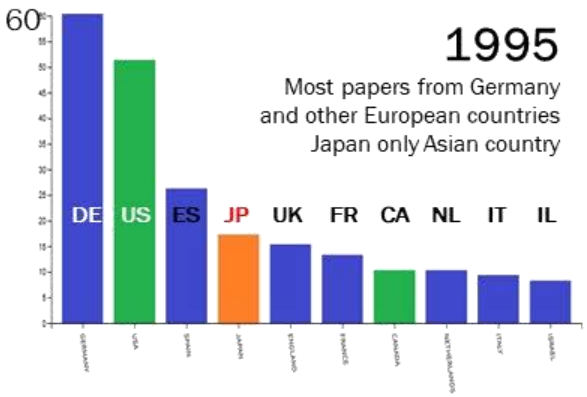
2.7x more published papers in 15 years

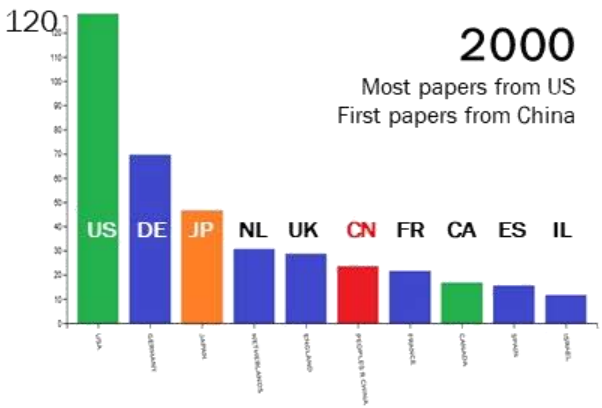
Advanced Materials top countries

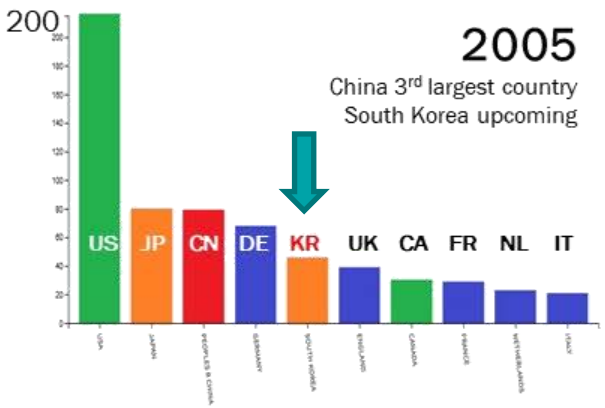


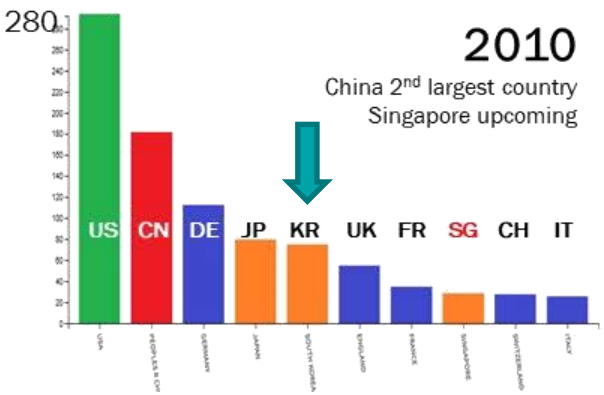
Publications in *Advanced Materials* per country

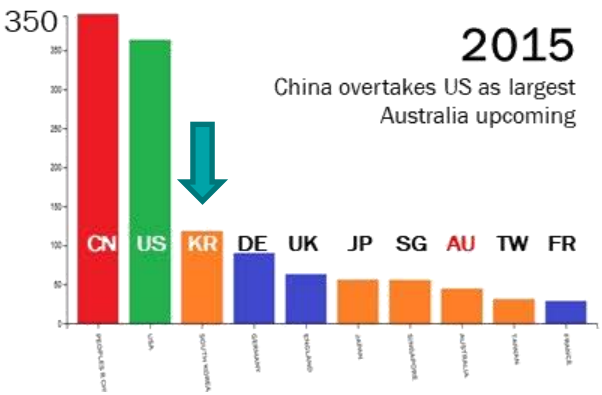
Where do papers in *Advanced Materials* come from?

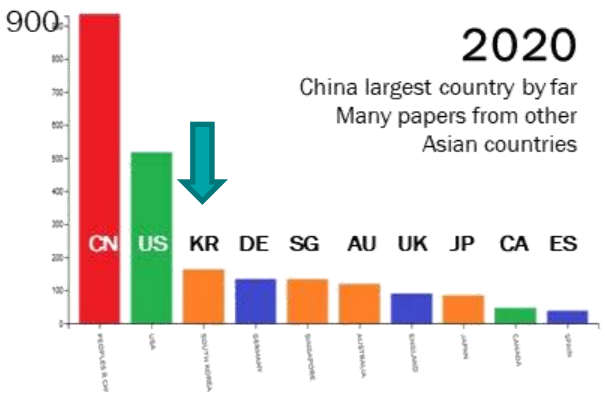












ADVANCED MATERIALS

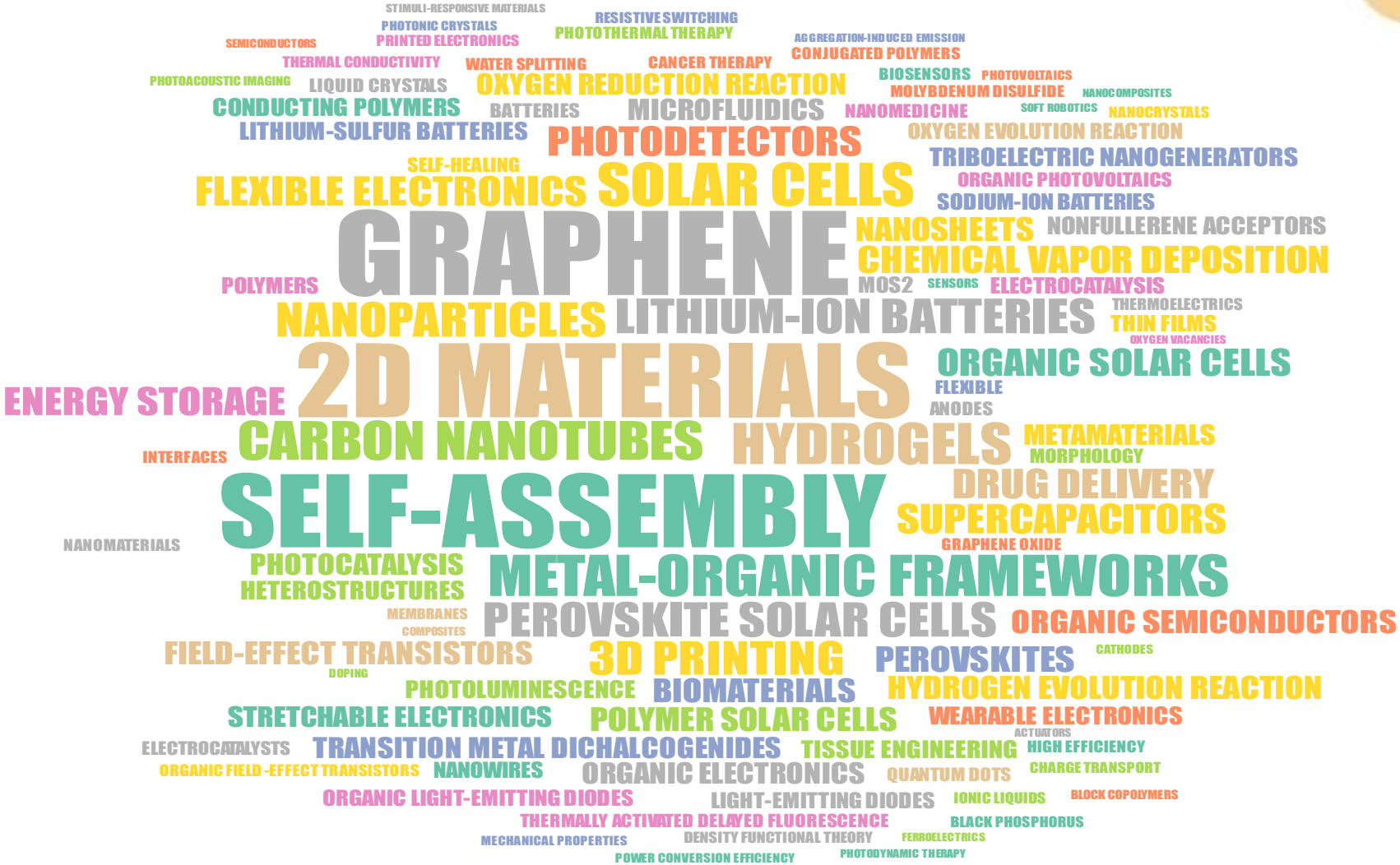
WILEY

Advanced Materials top-100 institutes

1	INSTITUTE OF CHEMISTRY CAS	536	34	NATIONAL INSTITUTE OF ADVANCED INDUSTRIAL SC	159	67	ULSAN NATIONAL INSTITUTE OF SCIENCE TECHNOLO	103
2	UNIVERSITY OF CHINESE ACADEMY OF SCIENCES CAS	459	35	SUZHOU UNIVERSITY	158	68	TOHOKU UNIVERSITY	102
3	MASSACHUSETTS INSTITUTE OF TECHNOLOGY	376	36	CHANGCHUN INSTITUTE OF APPLIED CHEMISTRY CAS	153	69	KING ABDULLAH UNIVERSITY OF SCIENCE TECHNOLO	101
4	NANYANG TECHNOLOGICAL UNIVERSITY	350	37	BEIHANG UNIVERSITY	149	70	NATIONAL TSING HUA UNIVERSITY	100
5	TSINGHUA UNIVERSITY	342	38	UNIVERSITE PARIS SACLAY COMUE	147	71	UNIVERSITE DE STRASBOURG	99
6	GEORGIA INSTITUTE OF TECHNOLOGY	331	39	UNIVERSITY OF CHICAGO	146	72	UNIVERSITY OF GRONINGEN	99
7	PEKING UNIVERSITY	324	40	UNIVERSITY OF NORTH CAROLINA	145	73	INTERNATIONAL BUSINESS MACHINES	98
8	SEOUL NATIONAL UNIVERSITY	317	41	UNIVERSITY OF MICHIGAN	144	74	KOREA UNIVERSITY	98
9	UNIVERSITY OF CAMBRIDGE	295	42	SHANGHAI JIAO TONG UNIVERSITY	142	75	CORNELL UNIVERSITY	97
10	HARVARD UNIVERSITY	281	43	NANJING UNIVERSITY	141	76	BEIJING INSTITUTE OF NANOENERGY NANOSYSTEMS	95
11	UNIVERSITY OF CALIFORNIA SANTA BARBARA	262	44	AGENCY FOR SCIENCE TECHNOLOGY RESEARCH	140	77	NANKAI UNIVERSITY	94
12	KOREA ADVANCED INSTITUTE OF SCIENCE TECHNOL	254	45	CNRS INSTITUTE OF CHEMISTRY INC	139	78	PHILIPS	94
13	UNIVERSITY OF CALIFORNIA BERKELEY	236	46	OAK RIDGE NATIONAL LABORATORY	134	79	RICE UNIVERSITY	94
14	UNIVERSITY OF SCIENCE TECHNOLOGY OF CHINA	234	47	UNIVERSITY OF MASSACHUSETTS AMHERST	131	80	SUN YAT SEN UNIVERSITY	93
15	NATIONAL UNIVERSITY OF SINGAPORE	226	48	EINDHOVEN UNIVERSITY OF TECHNOLOGY	130	81	NATIONAL TAIWAN UNIVERSITY	92
16	NATIONAL CENTER FOR NANOSCIENCE AND TECHNC	216	49	UNIVERSITY OF LONDON	126	82	SORBONNE UNIVERSITE	91
17	NORTHWESTERN UNIVERSITY	216	50	TIANJIN UNIVERSITY	125	83	UNIVERSITY OF ERLANGEN NUREMBERG	90
18	STANFORD UNIVERSITY	215	51	SAMSUNG	124	84	UNIVERSITY OF WISCONSIN MADISON	90
19	NATIONAL INSTITUTE OF MATERIALS SCIENCE JAPAN	207	52	YONSEI UNIVERSITY	124	85	HUAZHONG UNIVERSITY OF SCIENCE TECHNOLOGY	89
20	FUDAN UNIVERSITY	199	53	ECOLE POLYTECHNIQUE FEDERALE DE LAUSANNE	123	86	UNIVERSITY OF TEXAS AUSTIN	89
21	LAWRENCE BERKELEY NATIONAL LABORATORY	198	54	PENN STATE UNIVERSITY	120	87	JOHANNES GUTENBERG UNIVERSITY OF MAINZ	88
22	UNIVERSITY OF TOKYO	195	55	WEIZMANN INSTITUTE OF SCIENCE	120	88	SOUTH CHINA UNIVERSITY OF TECHNOLOGY	88
23	UNIVERSITY OF TORONTO	187	56	KARLSRUHE INSTITUTE OF TECHNOLOGY	119	89	KOREA INSTITUTE OF SCIENCE TECHNOLOGY	86
24	INSTITUTE OF PHYSICS CAS	185	57	OSAKA UNIVERSITY	119	90	PHILIPS RESEARCH	86
25	UNIVERSITY OF WASHINGTON SEATTLE	181	58	DRESDEN UNIVERSITY OF TECHNOLOGY	117	91	UNIVERSITE PARIS SACLAY	85
26	UNIVERSITY OF CALIFORNIA LOS ANGELES	180	59	TOKYO INSTITUTE OF TECHNOLOGY	114	92	UNIVERSITY OF CALIFORNIA SAN DIEGO	85
27	UNIVERSITY OF ILLINOIS URBANA CHAMPAIGN	178	60	UNIVERSITY OF OXFORD	114	93	RIKEN	84
28	POHANG UNIVERSITY OF SCIENCE TECHNOLOGY	175	61	ARGONNE NATIONAL LABORATORY	113	94	INSTITUTE FOR BASIC SCIENCE KOREA	83
29	SUNGKYUNKWAN UNIVERSITY	171	62	LINKOPING UNIVERSITY	112	95	KYUSHU UNIVERSITY	83
30	ETH ZURICH	170	63	UNIVERSITES DE STRASBOURG ETABLISSEMENTS ASS	111	96	UNIVERSITY OF PENNSYLVANIA	82
31	ZHEJIANG UNIVERSITY	167	64	CITY UNIVERSITY OF HONG KONG	107	97	SHANGHAI INSTITUTE OF CERAMICS CAS	81
32	IMPERIAL COLLEGE LONDON	166	65	HONG KONG UNIVERSITY OF SCIENCE TECHNOLOGY	107	98	HANYANG UNIVERSITY	80
33	JILIN UNIVERSITY	160	66	NORTH CAROLINA STATE UNIVERSITY	106	99	UNIVERSITY OF BAYREUTH	80
						100	WUHAN UNIVERSITY	80

Hot topics in *Advanced Materials*

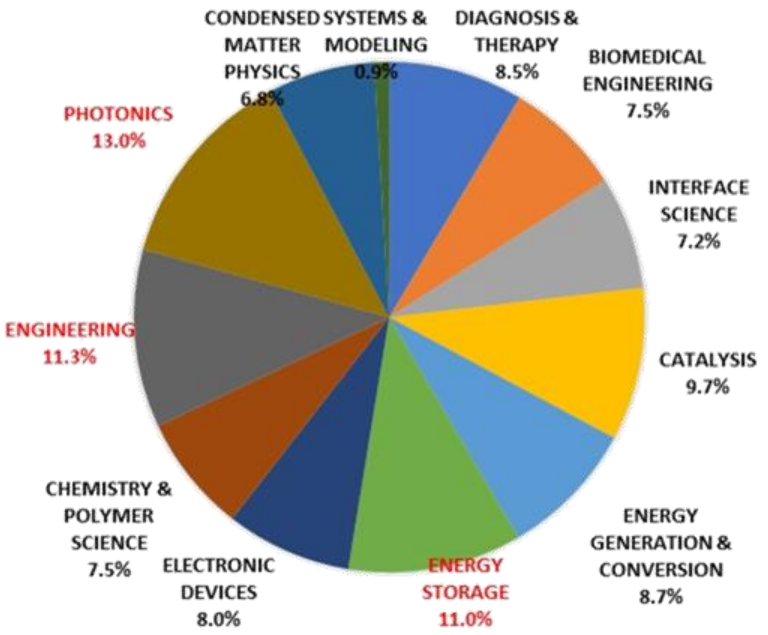
Keyword Cloud



Hot topics in *Advanced Materials*

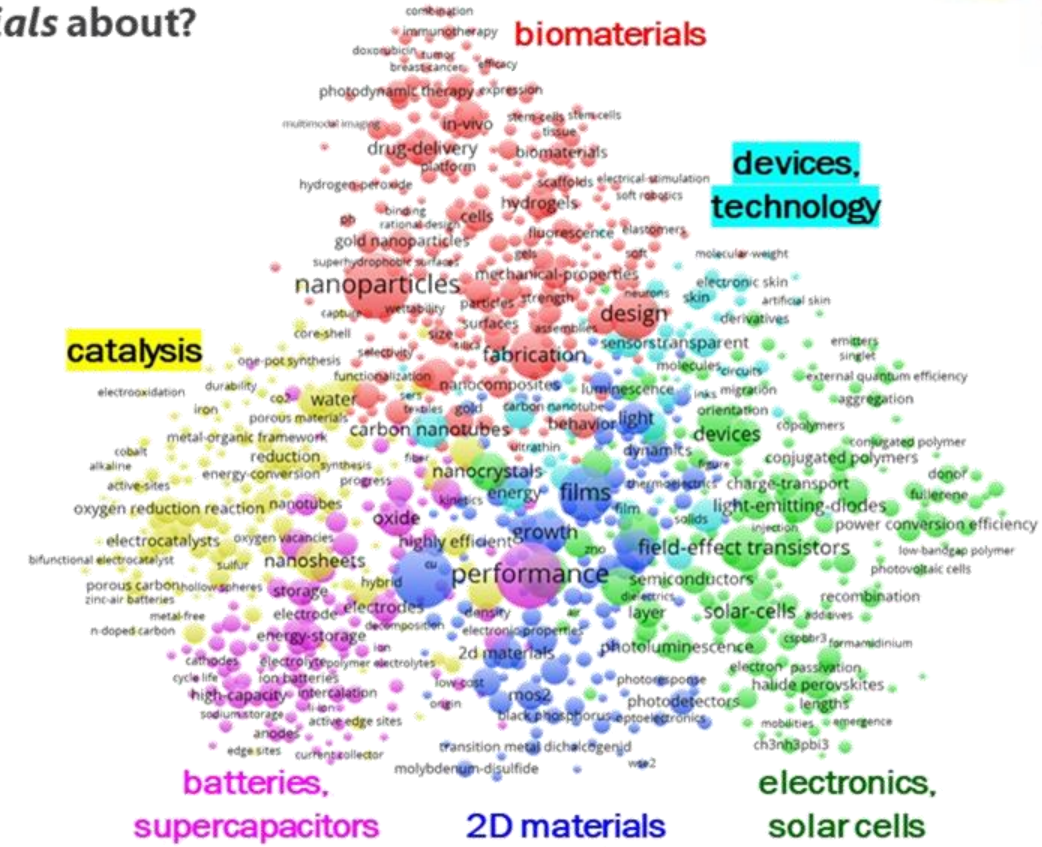
What are papers in *Advanced Materials* about?

12 subject clusters



Editors handle according to expertise

Submissions 2019-2020



Publications 2015-2019

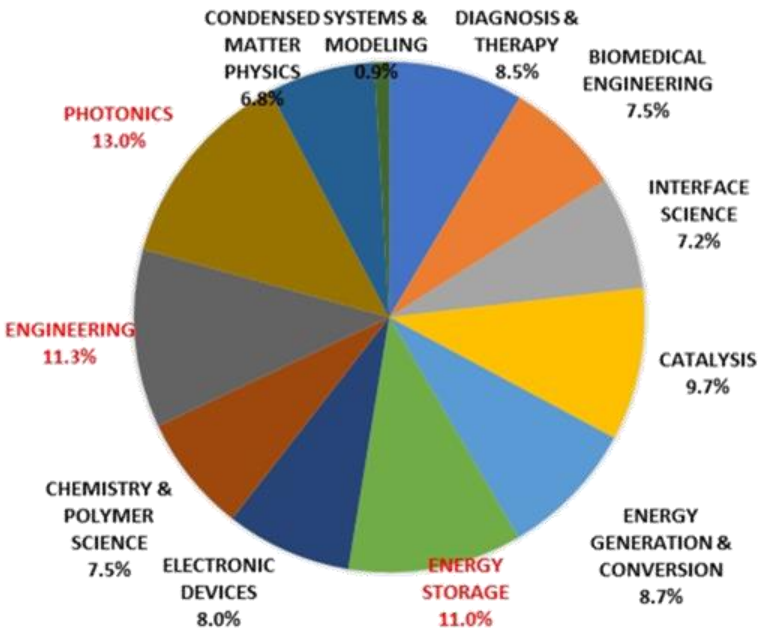
ADVANCED MATERIALS

WILEY

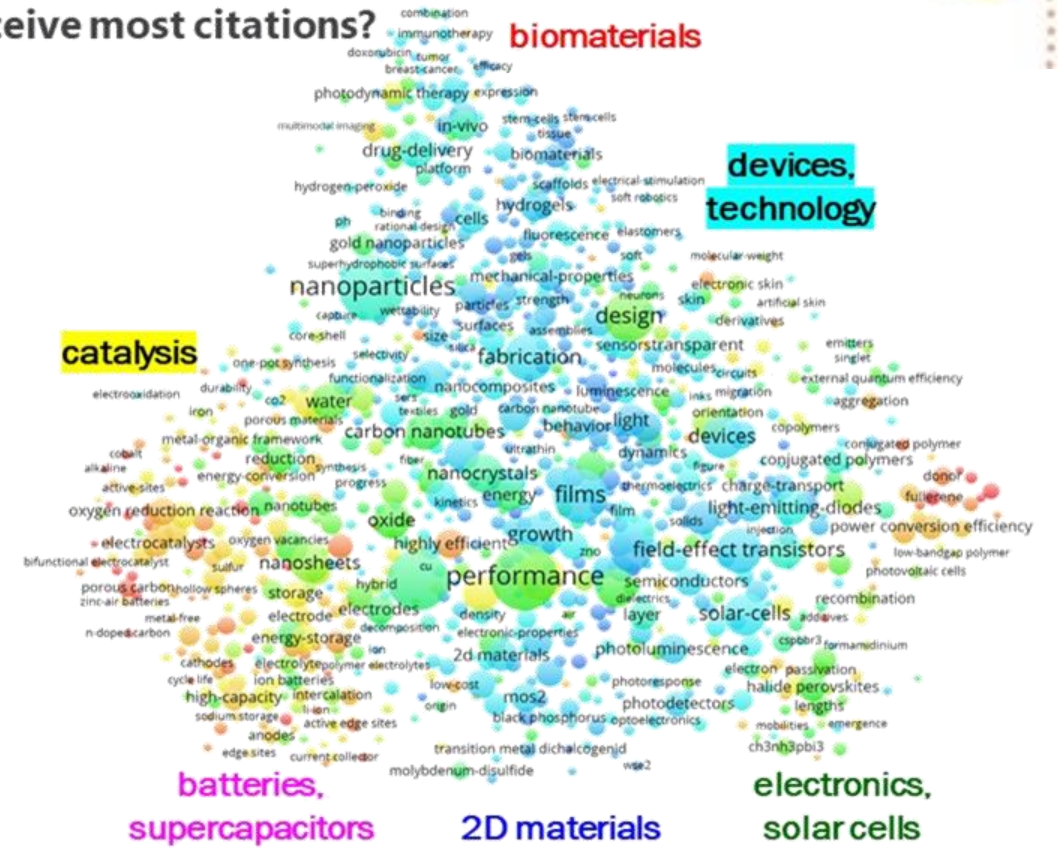
Hot topics in *Advanced Materials*

Which topics in materials science receive most citations?

12 subject clusters



Submissions 2019-2020



Publications 2015-2019

2. Editorial workflow: before peer review

External editorial office structure

Editor-in-Chief
(possibly several regional or topical editors)

Professors, Experts, Specialists

Publisher

Administrators

- Correspondence
- Administration
- System Maintenance
- Reporting
- Support Functions

Managing Editor

- Chief Administrator
- Sets Managerial Policy Only
- Does NOT Decide on Manuscripts
- Liaison with External Editor-in-Chief

Technical Editors

- Technical Management (Workflows)
- Manuscript Handling
- Copyediting & LP
- Proofs & Revisions Author Liaison)
- Liaison with Content Management
- News & Portals

Content Management

- Supplier & Provider Management
- Electronic Publication
- Print Publication

Editorial Office

Production

Internal editorial office structure

In-house or external?

SPRINGER NATURE

CellPress

nature publishing group npg

in-house

npj nature partner journals

ELSEVIER

external

RSC Publishing

toward external?

WILEY

toward in-house?

ACS Publications
High quality. High impact.

external

Or automated:

F1000Research
Open for Science

ADVANCED MATERIALS

WILEY

What are the roles of an editor?

- Manuscript assessment
- Reviewer selection
- Decision making
- Journal strategy
- Community interaction
  - Acquisition, up-to-date knowledge, hot topics, etc.
- News, publicity, marketing
- Scientific publishing ethics

***Advanced* journals: editors are generalists responsible for their own decisions over a wide range of subject areas**

What are the roles of peer review?

Wikipedia: "Peer review is the evaluation of work by one or more people of similar competence to the producers of the work (peers).

It constitutes a form of self-regulation by qualified members of a profession within the relevant field. Peer review methods are employed to maintain standards of quality, improve performance, and provide credibility. In academia peer review is often used to determine an academic paper's suitability for publication."

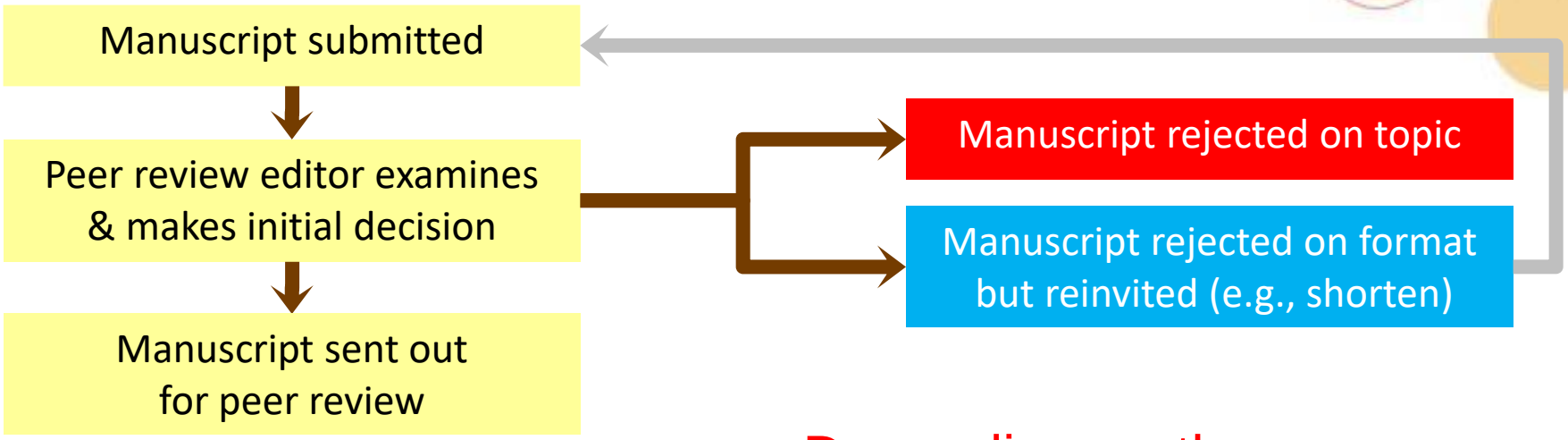
To select papers for publication:

- True / credible?
- Important?
- Relevant?
- Communicated effectively?

To improve papers for publication:

- Interpretation of results
- Presentation of results
- Critical feedback
- New ideas

The peer review workflow



Depending on the specific journal,
50% – 70%
of all submissions don't make it to peer review!

→ Transfer to sister journal

What the editor looks for

Initial screening

Scope?
Does the topic fit to my journal?

Format? Sections? Figures?
Research Article, Review, Perspective, ...?

Novelty?
Importance?

Submission history?
Plagiarism issues?

Might better fit to a sister journal...?

Read and follow the Guide for Authors!

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

What the editor looks for for *Advanced* journals

Characterization / proof of existence

Is there proper proof that the compound or structure aimed for has indeed been created?

New properties or abilities

Is it superior to previous materials / devices or has an entirely new functionality?

Proof of usefulness in application

Is there a concrete demonstration of feasibility, or only speculation on uses?

Synthesis / fabrication

Is it a new material or system?
Is it only a variant of previous methods or similar materials, i.e., incremental?

Broad readership appeal

Is this a source of inspiration for others?
Can this method or idea be applied to help overcome other challenges out there?

"Fulfills our requirements – let's see what the community thinks (peer review)!"

Where the editor will look

While reading new manuscripts, the editor 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. Che*
[4] M. Bruchez, M. Moronne, P. Gin, S. We

Literature references

»Upconversion multifunctional n
are synthesised in a core-shell co
from lanthanide-doped $NaYF_4$ by

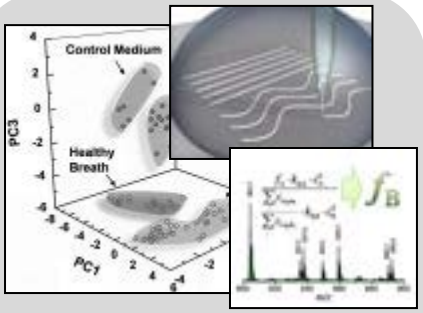
Abstract

Additional Information:

Question	Response
Please submit a plain text version of your cover letter here.	To the attention of Dr. Jörn Ritterbusch, Editor-in-Chief of Advanced Functional Materials
If you are submitting a revision of your manuscript, please do not overwrite your original cover letter. There is an opportunity for you to provide your responses to the reviewers later; please do not add them here.	Dear Dr. Ritterbusch, Please find enclosed the manuscript of our paper e Biomimetic Magnetite Nanoparticles". The manusc inspiration from the evolutionary processes that led biomineralization to realize the aqueous synthesis o nanoparticles. In our approach we employed genet optimize the formation of magnetite (Fe_3O_4) nanop copolypeptide additives. We not only describe how t investigate, and optimize bio-inspired mineralizatio first simple room temperature method for the aque

Cover letter

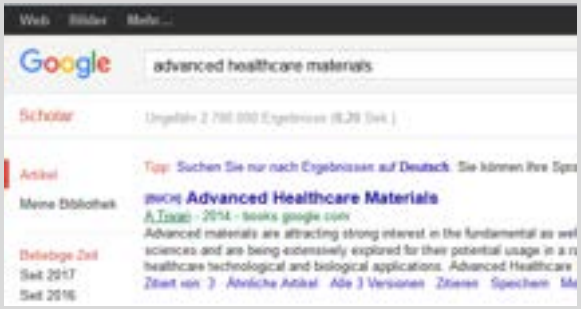
"If I'm interested, my readers will be, too!"



Visual information

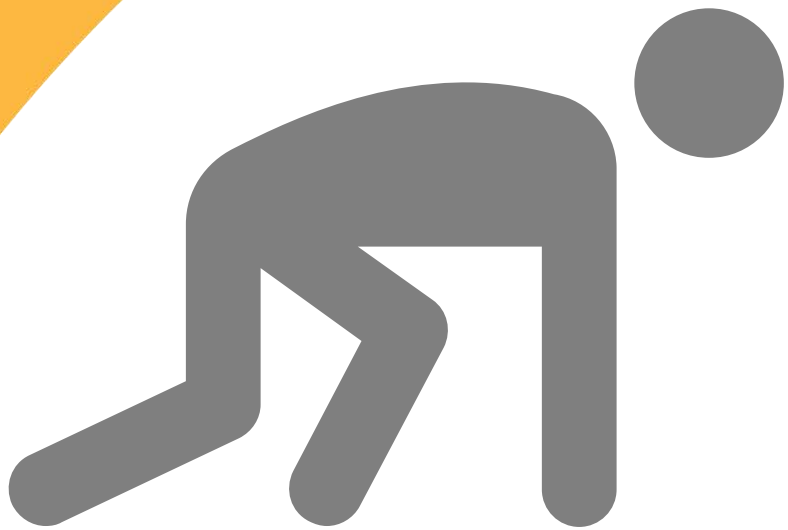
Where the editor will look

Tools to help the editor:



WILEY

3. Tips on how to make it to peer review (and what to avoid)



Selecting the right journal for your work

- **Impact Factor is not everything**
- What is the scope of your candidate journal?
- Who reads your candidate journal?
- What are the implications of your research?
- How important will others find your research?
  - In your field?
  - In related fields?
- Where do *you* read related papers?
- Which journals do *you* like the most?
- What is the format of your candidate journal?

Some comments about Impact Factors

A high IF does not say…

"All articles in this journal are highly cited"

"All articles in this journal are the same (high) quality"

"Many people read these articles and many people cite them"

So what does a high IF say?

"Articles in this journal are cited a lot on average"

"Articles in this journal are highly visible to the community that reads this journal"

"The articles may influence funding and benefit the career of the authors, depending on their country's policies"

Impact versus volume:

Journal	*No. papers*	*IF*
Nature Materials	120	38.663
Advanced Materials	950	27.398
Nature Physics	300	20.113
Nano Letters	996	11.238
Angewandte Chemie	2550	12.959
Phys. Rev. Lett.	2000	8.385

Structuring a manuscript

Introduction	**Why did I do it?**
Results and Discussion	**What did I do?**
Conclusions	**What does it mean?**

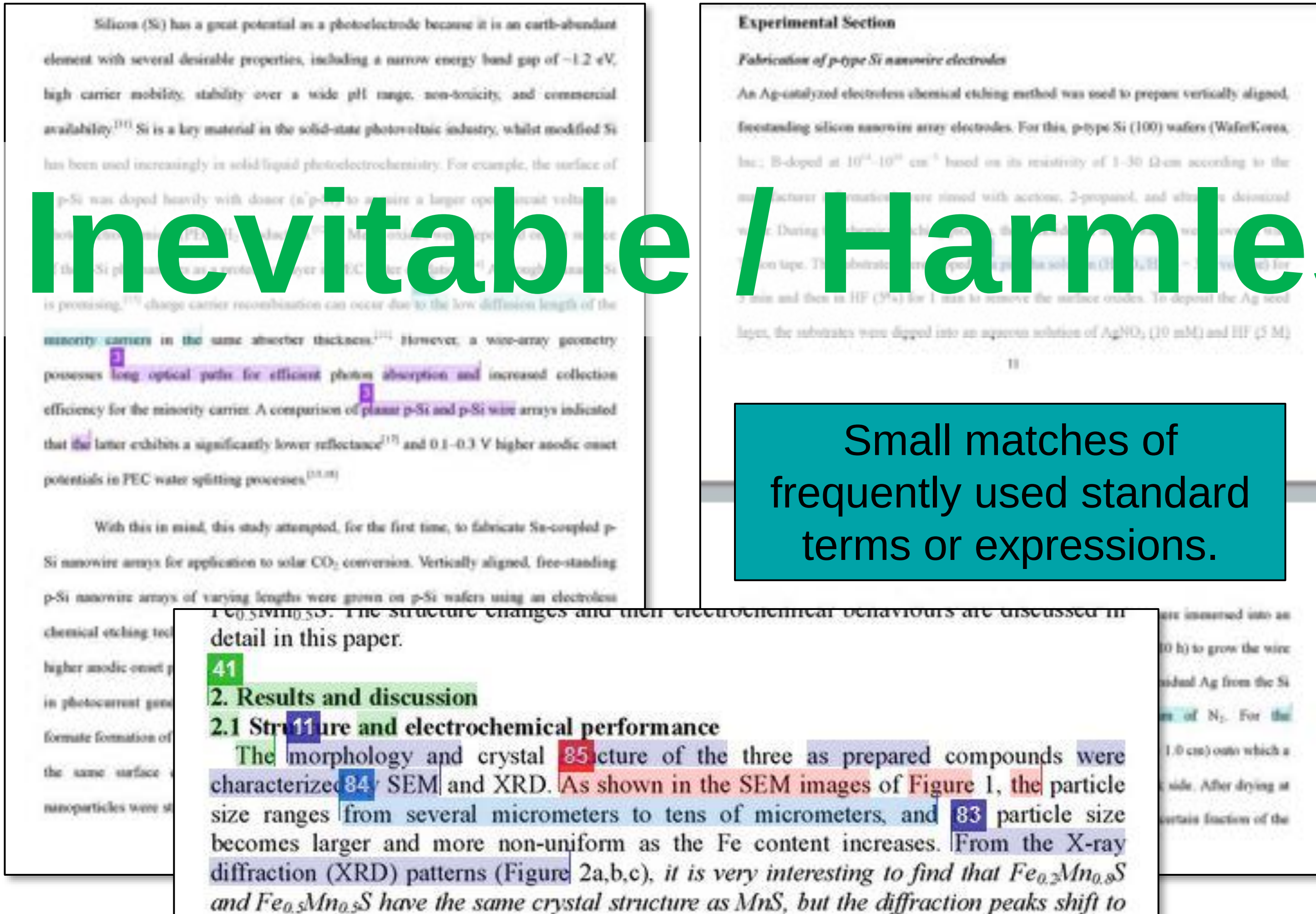
Make an outline:

- Organize the data
- Sketch the figures
- Put things in order

Important:

Figure out what data or figures are still needed to complete the outline – and subsequently complete the manuscript with your co-authors

Avoiding textual plagiarism


Silicon (Si) has a great potential as a photoelectrode because it is an earth-abundant element with several desirable properties, including a narrow energy band gap of ~1.2 eV, high carrier mobility, stability over a wide pH range, non-toxicity, and commercial availability.[11] Si is a key material in the solid-state photovoltaic industry, whilst modified Si has been used increasingly in solid/liquid photoelectrochemistry. For example, the surface of ...

... minority carriers in the same absorber thickness.[11] However, a wire-array geometry possesses long optical paths for efficient photon absorption and increased collection efficiency for the minority carrier. A comparison of planar p-Si and p-Si wire arrays indicated that the latter exhibits a significantly lower reflectance[17] and 0.1–0.3 V higher anodic onset potentials in PEC water splitting processes.[13,18]

With this in mind, this study attempted, for the first time, to fabricate Sn-coupled p-Si nanowire arrays for application to solar CO_2 conversion. Vertically aligned, free-standing p-Si nanowire arrays of varying lengths were grown on p-Si wafers using an electroless ...

Experimental Section

Fabrication of p-type Si nanowire electrodes

An Ag-catalyzed electroless chemical etching method was used to prepare vertically aligned, freestanding silicon nanowire array electrodes. For this, p-type Si (100) wafers (WaferKorea, ...

... detail in this paper.

41

2. Results and discussion

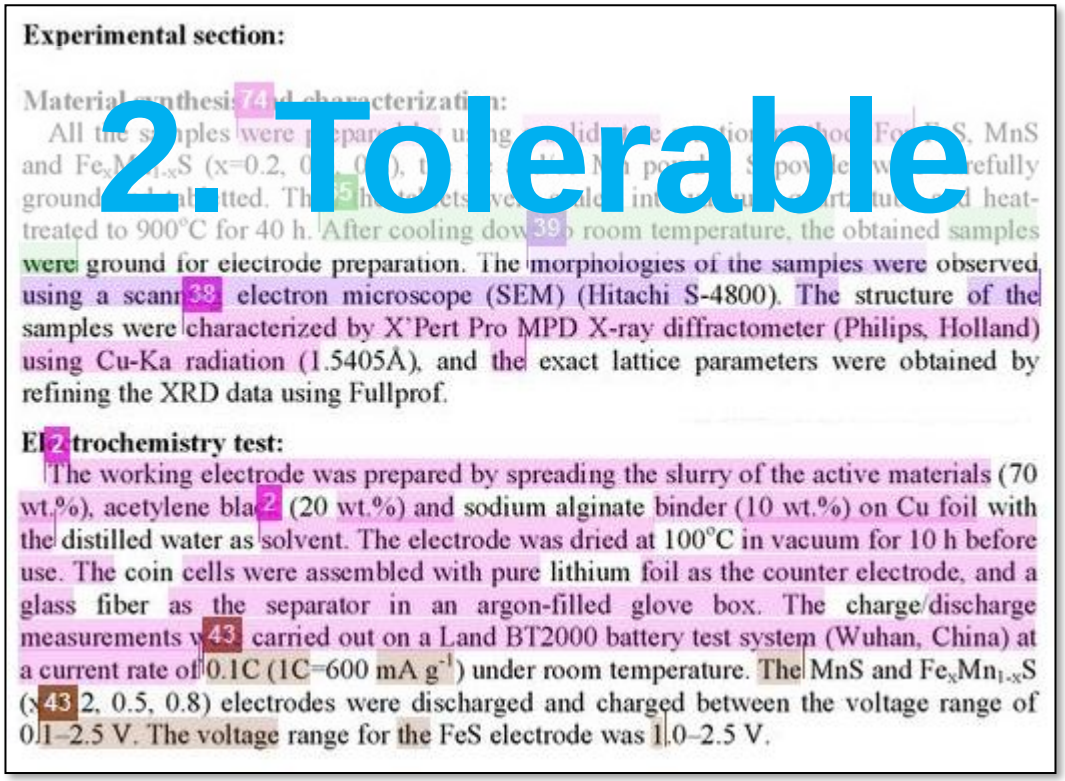
2.1 Structure and electrochemical performance

The morphology and crystal structure of the three as prepared compounds were characterized by SEM and XRD. As shown in the SEM images of Figure 1, the particle size ranges from several micrometers to tens of micrometers, and particle size becomes larger and more non-uniform as the Fe content increases. From the X-ray diffraction (XRD) patterns (Figure 2a,b,c), *it is very interesting to find that $Fe_{0.2}Mn_{0.8}S$ and $Fe_{0.5}Mn_{0.5}S$ have the same crystal structure as MnS, but the diffraction peaks shift to*

1. Inevitable / Harmless

Small matches of frequently used standard terms or expressions.

What's plagiarism and what isn't?



Experimental section:

Material synthesis and characterization:

All the samples were prepared by using solid-state reaction method. Fe, S, MnS and $Fe_xMn_{1-x}S$ (x=0.2, 0.5, 0.8), the Mn powder, S powder were carefully ground and pelletted. The pellets were sealed into quartz tube and heat-treated to 900°C for 40 h. After cooling down to room temperature, the obtained samples were ground for electrode preparation. The morphologies of the samples were observed using a scanning electron microscope (SEM) (Hitachi S-4800). The structure of the samples were characterized by X'Pert Pro MPD X-ray diffractometer (Philips, Holland) using Cu-Ka radiation (1.5405Å), and the exact lattice parameters were obtained by refining the XRD data using Fullprof.

Electrochemistry test:

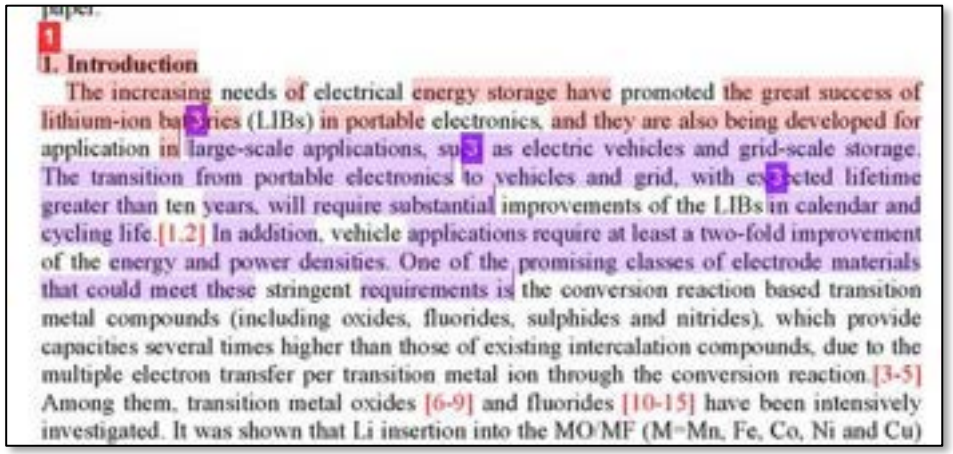
The working electrode was prepared by spreading the slurry of the active materials (70 wt.%), acetylene black (20 wt.%) and sodium alginate binder (10 wt.%) on Cu foil with the distilled water as solvent. The electrode was dried at 100°C in vacuum for 10 h before use. The coin cells were assembled with pure lithium foil as the counter electrode, and a glass fiber as the separator in an argon-filled glove box. The charge/discharge measurements were carried out on a Land BT2000 battery test system (Wuhan, China) at a current rate of 0.1C (1C=600 mA g^{-1}) under room temperature. The MnS and $Fe_xMn_{1-x}S$ (x=0.2, 0.5, 0.8) electrodes were discharged and charged between the voltage range of 0.1–2.5 V. The voltage range for the FeS electrode was 1.0–2.5 V.

2. Tolerable

This looks worse, doesn't it?

Looks bad, but it's about standard experimental procedures – very difficult to rephrase, and why would one intentionally describe the same method differently? That could be understood as trying to make it look new.

What's plagiarism and what isn't?



1. Introduction

The increasing needs of electrical energy storage have promoted the great success of lithium-ion batteries (LIBs) in portable electronics, and they are also being developed for application in large-scale applications, such as electric vehicles and grid-scale storage. The transition from portable electronics to vehicles and grid, with expected lifetime greater than ten years, will require substantial improvements of the LIBs in calendar and cycling life.[1,2] In addition, vehicle applications require at least a two-fold improvement of the energy and power densities. One of the promising classes of electrode materials that could meet these stringent requirements is the conversion reaction based transition metal compounds (including oxides, fluorides, sulphides and nitrides), which provide capacities several times higher than those of existing intercalation compounds, due to the multiple electron transfer per transition metal ion through the conversion reaction.[3-5] Among them, transition metal oxides [6-9] and fluorides [10-15] have been intensively investigated. It was shown that Li insertion into the MO/MF (M=Mn, Fe, Co, Ni and Cu)

The red overlap is harmless (hundreds of papers on topic published already).

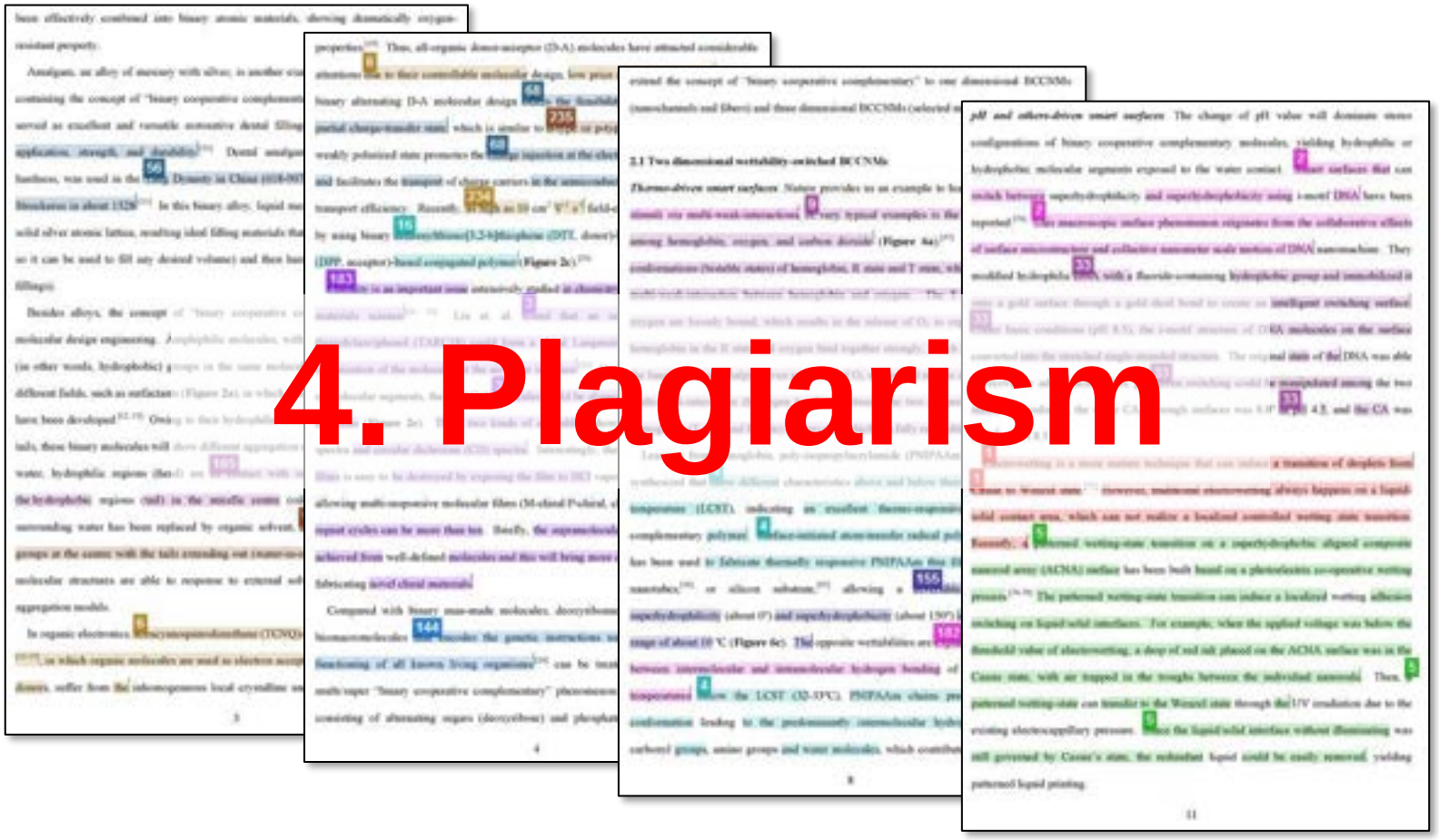
The purple overlap is highly questionable. This was probably lifted intentionally from the source paper and only minimally modified.

3. Questionable...

If a manuscript displays a number of such overlaps, coincidence can be ruled out – especially when the number of sources is very limited.

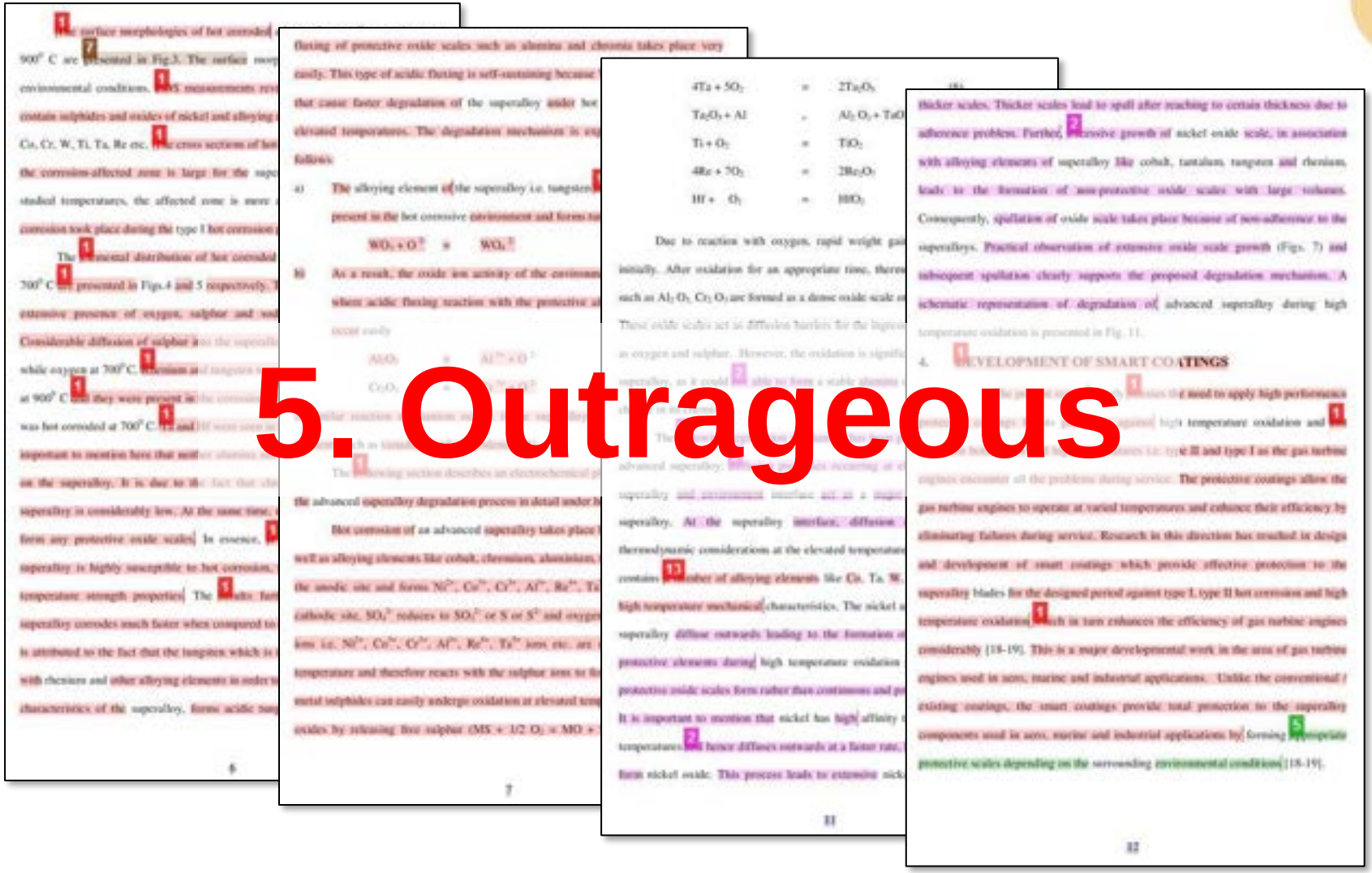
The editor will take action!

What's plagiarism and what isn't?



4. Plagiarism

What's plagiarism and what isn't?



5. Outrageous

Writing a good cover letter

The editor reads this, so make it count!

Why are you submitting to this journal?

Why will this journal's audience read it?

Why are your results significant?

Reviewer suggestions?

What is the key result / advance?

Disclosures?

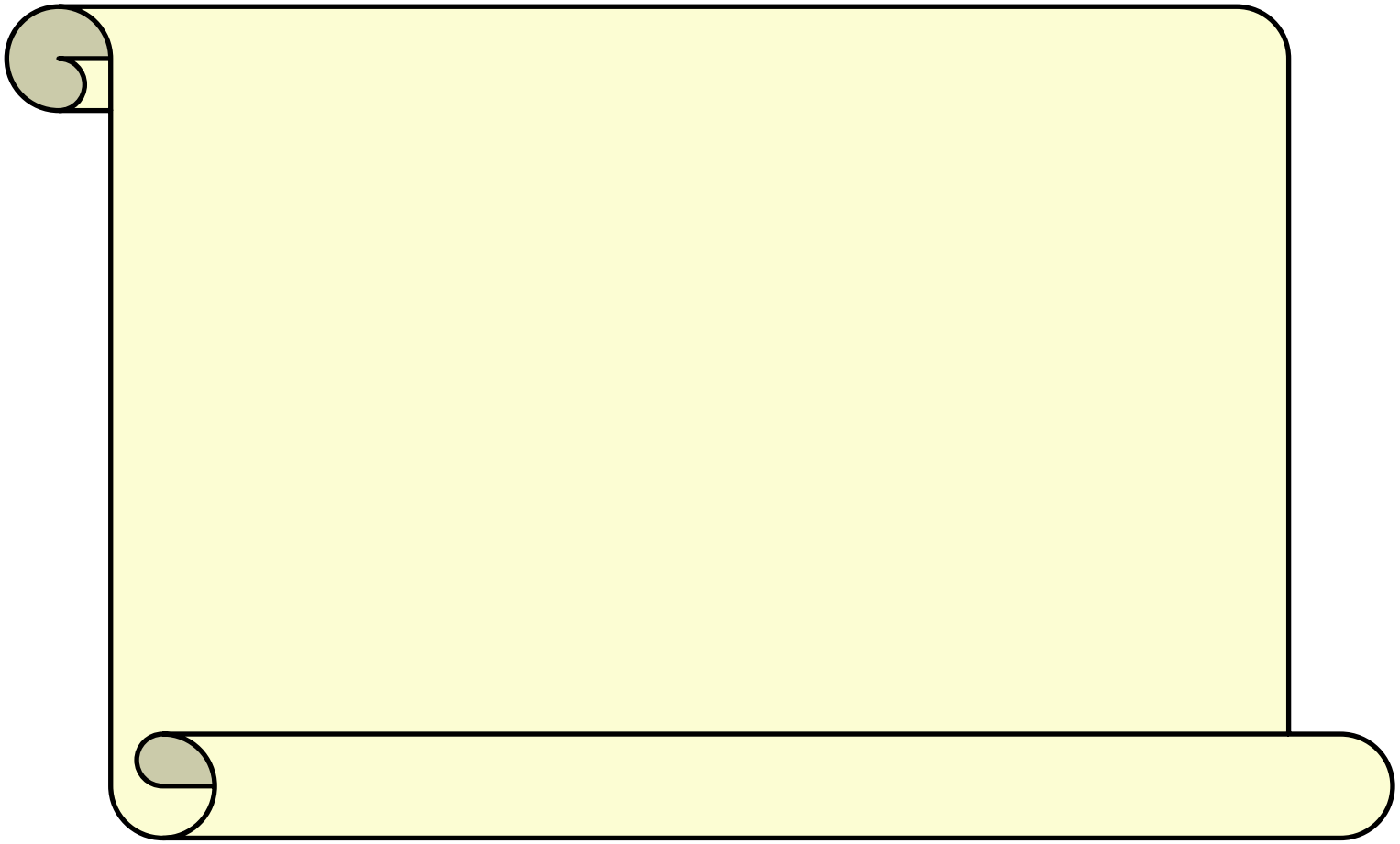
Why is this topic important?

Related papers in press or under consideration?

Tip: Keep the cover letter as short as possible!

Writing a good cover letter

The worst type



Writing a good cover letter

Not much better

Dear Editor,

We would like to submit our manuscript “Really Awesome Fabrication of Interesting High-Entropy Alloys” to your journal. We hope you will accept it for publication as soon as possible.

Yours sincerely,

A. N. Author

Writing a good cover letter

This could be interesting

Dear Editor,

Here, we show high-performance high-entropy alloys with enhanced mechanical properties manufactured via an efficient 3-step route… First report of HEAs applied in spacecraft technology…

Yours sincerely,

A. N. Author

Ethical obligations as an author

- Disclose conflicts of interest in cover letter
- List related papers in press or under consideration (very important)
- Proper reviewer suggestions:
  - Some big names, but also some peers
  - Diverse mix (expertise, geographical location)
  - Not too well connected (= current or former collaborators, colleagues within your institute, PhD or postdoc advisor or student…)
- Also oppose those reviewers who might be unfairly negative (direct competitors)

Choosing a good title

- **Short** – not longer than 15 words
- **Informative** – main message or finding (not vague)
  - What did you find?
  - NOT: What did you do?
- **Statement form**
  - Connect **relevant keywords**…
  - …through **active verbs**
- Avoid starting with:
  - *Study on…*
  - *Research on…*
  - *Investigation on…*
  - *Characterization of…*
  - *Optimization of…*
  - *Effect of…*
- **Do not use "new" or "novel"**

The first impression counts

How to simplify your writing

Some examples

exhibits, shows, possesses	= has
represents	= is
methodology	= method
spectroscopic analysis, chromatographic analysis	= spectroscopy, chromatography
compound x was found to be a good…	= compound x was a good
was synthesized in good yield (79%)	= was synthesized in 79% yield

Things to consider/avoid

Taken from an abstract

"It presents a large optical modulation (…), fast switching (…) and high coloration efficiency (…). Even more importantly, excellent electrochemical cycling stability (…) and remarkable mechanical flexibility (…) were achieved."

- Words like remarkable, outstanding, excellent, superior, overwhelming… are marketing speech. These words should be avoided, especially in titles.

- If you want to say something is really good, always compare it to the standard system that is being used and/or to other similar systems that have been reported "recently".

- If you put values and comparisons in a table, the readers will appreciate it (and the editor will love you!).

Things to consider/avoid

Recently

"Recently", in materials science – pretty much in any research field really – should not be more than two or three years ago. Even that is not really "recent"…

- Better use something like: "…in recent years.[x,y,z]"

Things to consider/avoid

Rarely reported

"The use of X in combination with Y has been rarely reported.

[no reference]"

- I do read this a lot! And in 50% of the cases no reference is given. So is it reported at all? Did the author just write "rarely" because he/she wasn't sure and too lazy to check? This leaves a bad impression.

- Always be precise.
  - Are there reports? Cite them.
  - Are there none? Say it.

Things to consider/avoid

To the best of the author‘s knowledge

“To the best of our knowledge there are no reports on X.”

- Quite a common phrase. This is totally fine. However, keep in mind that this sentence might challenge the editor to take a closer look.

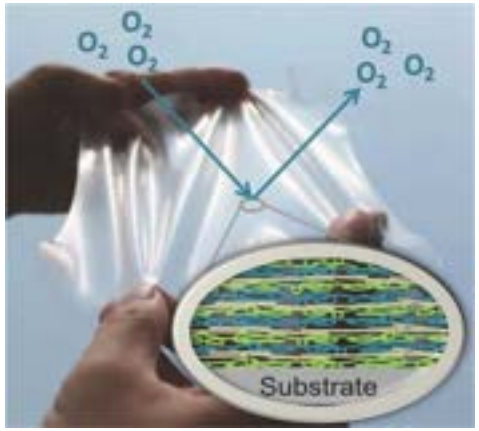
- Best double-check before submission. Then it’s fine.

Writing a good abstract

The chlorogenic acids of Gardeniae Fructus used traditionally as a Chinese herbal medicine (zhizi) have been investigated qualitatively by liquid chromatography/multi-stage mass spectrometry (LC/MS^n). Twenty-nine chlorogenic acids were detected and twenty-five characterised to regioisomer level on the basis of their fragmentation, twenty-four for the first time from this source. Assignment to the level of individual regioisomers was possible for three caffeoylquinic acids, three dicaffeoylquinic acids, three sinapoylquinic acids, four caffeoyl-sinapoylquinic acids, two feruloyl-sinapoylquinic acids, one *p*-coumaroyl-sinapoylquinic acid, three (3-hydroxy, 3-methyl)glutaroyl-quinic acids, two (3-hydroxy, 3-methyl)glutaroyl-feruloylquinic acids, one (3-hydroxy, 3-methyl)-glutaroyl-dicaffeoylquinic acid, and one (3-hydroxy, 3-methyl)glutaroyl-caffeoyl-feruloylquinic acid. Six (3-hydroxy, 3-methyl)glutaroyl-caffeoylquinic acids were detected and two were tentatively assigned as 3-caffeoyl-4-(3-hydroxy, 3-methyl)glutaroylquinic acid and 3-caffeoyl-5-(3-hydroxy, 3-methyl)glutaroylquinic acid. The (3-hydroxy, 3-methyl)glutaroyl residue modifies the mass spectral fragmentation behavior and elution sequence compared with the chlorogenic acids that contain only a cinnamic acid residue(s). Fourteen of these twenty-nine chlorogenic acids have not previously been reported from any source.

- Why? Why is this important?
- Too many details on the results and characterization

- State why the research is important to a broad audience
- Introduce the rationale simply
- Describe the experiments briefly
- Offer a brief overview of results



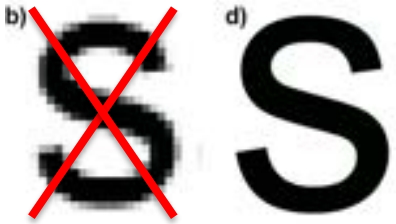
Super gas barrier nanocoatings are recently demonstrated by combining polyelectrolytes and clay nanoplatelets with layer-by-layer deposition. These nanobrick wall thin films match or exceed the gas barrier of SiO_x and metallized films, but they are relatively stiff and lose barrier with significant stretching (≥10% strain). In an effort to impart stretchability, hydrogen-bonding polyglycidol (PGD) layers are added to an electrostatically bonded thin film assembly of polyethylenimine (PEI) and montmorillonite (MMT) clay. The oxygen transmission rate of a 125-nm thick PEI-MMT film increases more than 40x after being stretched 10%, while PGD-PEI-MMT trilayers of the same thickness maintain its gas barrier. This stretchable trilayer system has an OTR three times lower than the PEI-MMT bilayer system after stretching. This report marks the first stretchable high gas barrier thin film, which is potentially useful for applications that require pressurized elastomers.

Preparing good figures

Figures (and schemes, tables, equations) are critical

- Figures *summarize* the results
- Figures are “read” first by editors, reviewers, and readers
- Figures should be designed for clarity, simplicity, consistency, and impact

…and in good quality



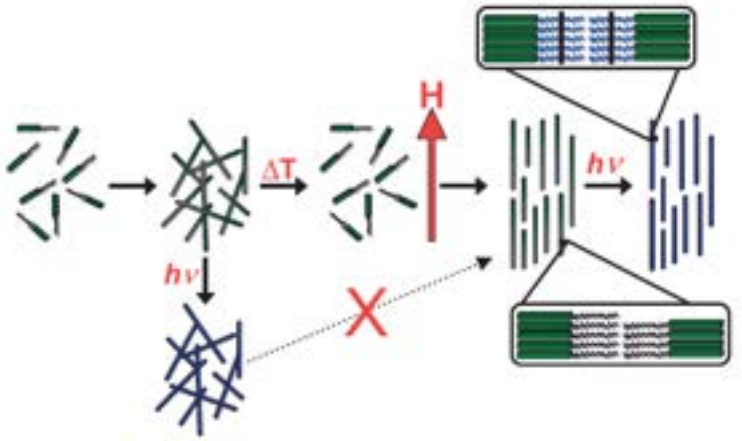
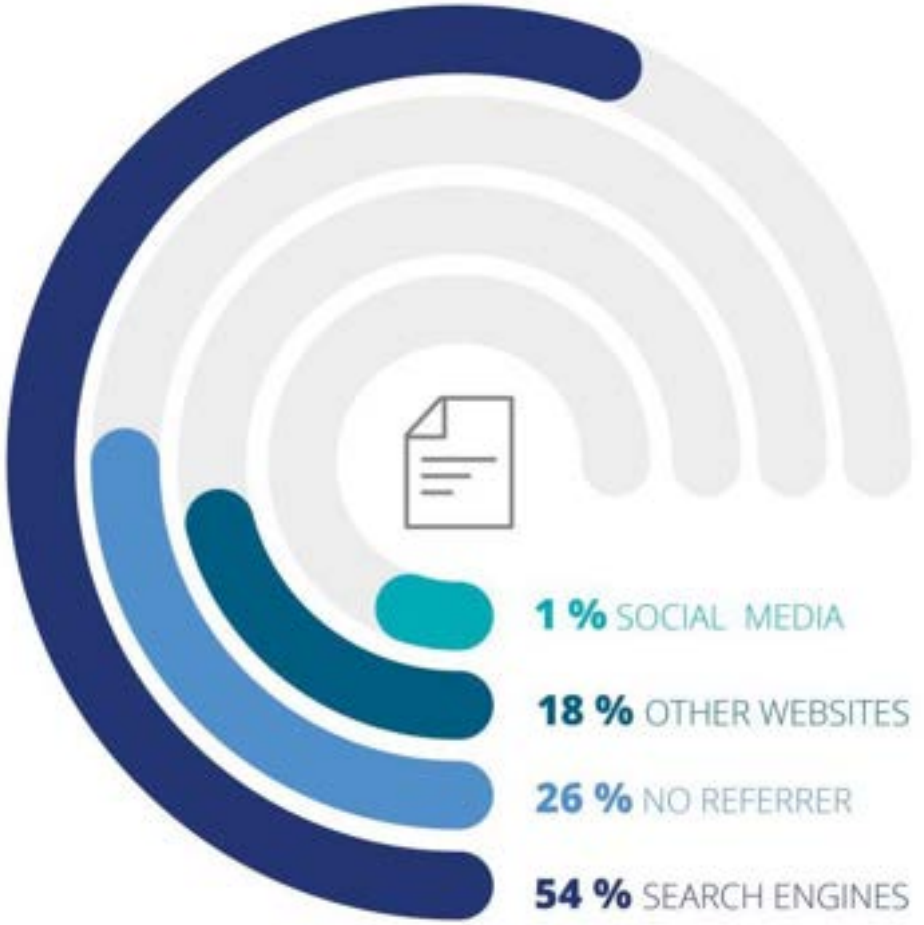


Figure 2. Schematic presentation of a strategy to obtain magnetically aligned and polymerized peptide amphiphile assemblies and the mode of their alignment. = Peptide amphiphile monomer. = Polymerized peptide amphiphile. = Polymerizable peptide amphiphile nanofiber. = Polymerized nanofiber. The red arrow indicates the direction of the magnetic field.

A well-designed figure is worth a thousand words

The importance of search engines

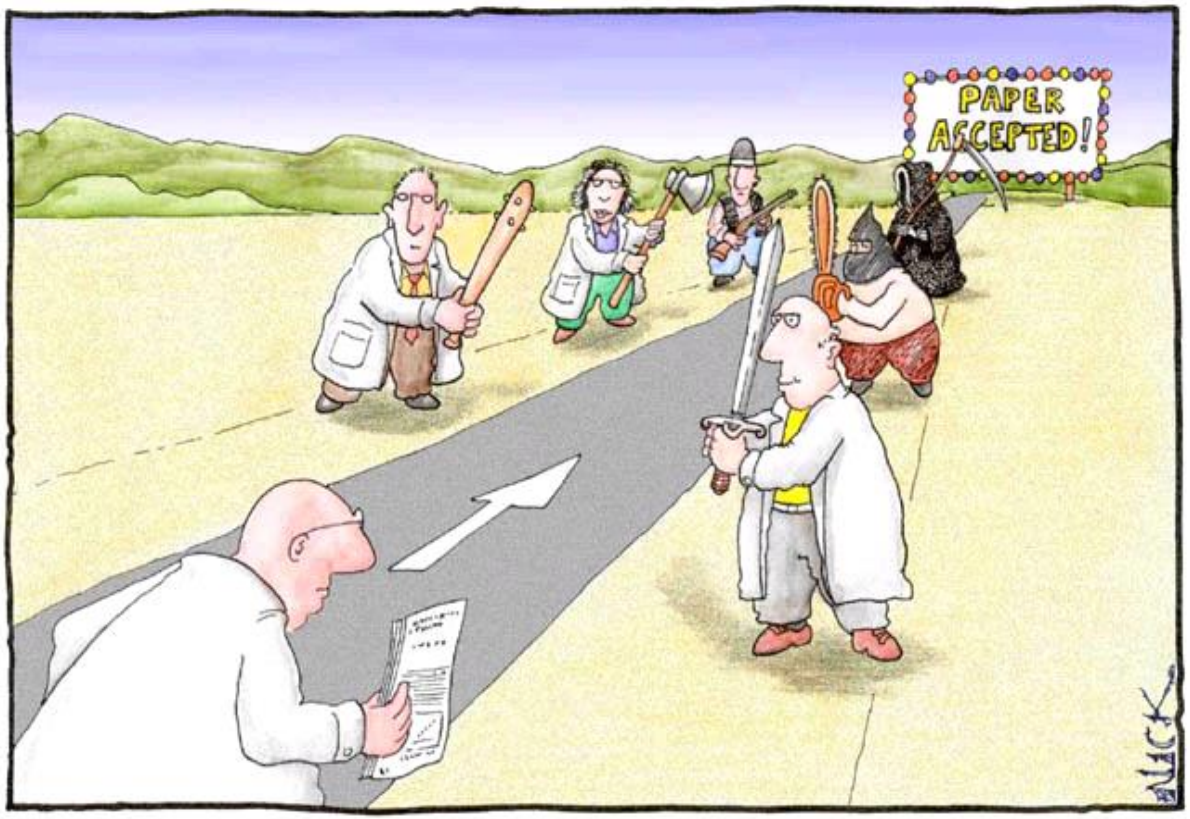
Visits to Wiley Online Library



Making sure your work is found

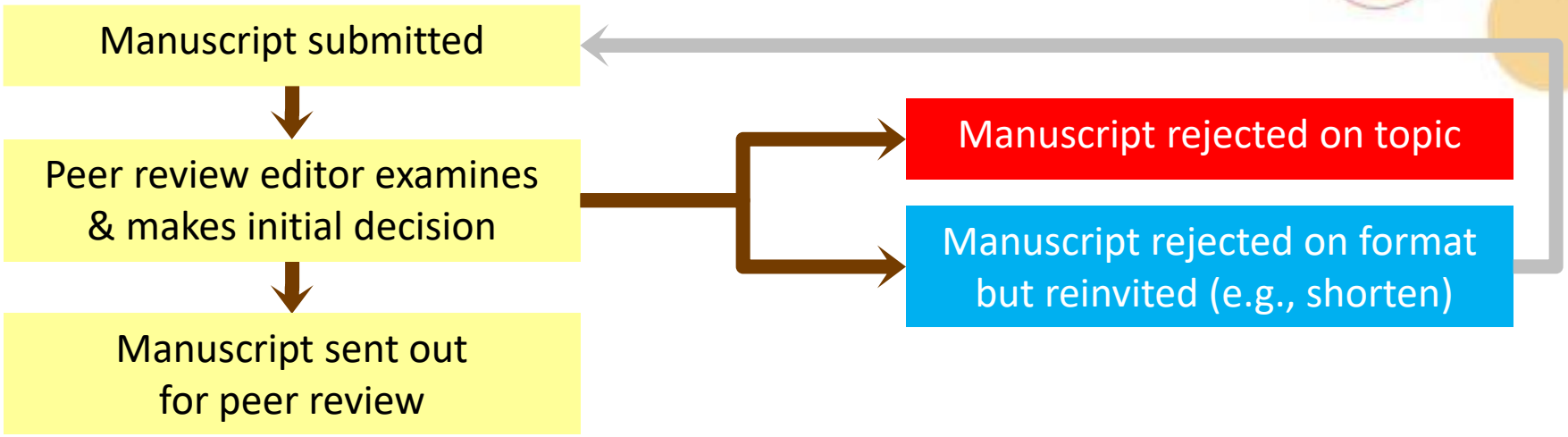
- Carefully select relevant keywords
- Lead with keywords in article title in first 65 characters
- Repeat keywords 3-4 times throughout abstract
- Use headings throughout article
- Link to published article on social media, blogs and academic websites

4. Editorial workflow: during peer review



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

The peer review workflow



Peer review models

Three most common models:

Single blind	Double blind	Open review
The author does not know who the reviewers are. This is the most common type among science journals	The reviewers don't know the identity of authors and vice versa. This is the most common among social science and humanities journals	The identity of the author and the reviewers are known by all participants. A growing minority of journals do this

How the editor selects reviewers

Quality of peer review depends on good reviewer choices

Reference section, literature search

Suggestions from authors

Very helpful
Not just the biggest names – others as well
List people with conflicts of interest who should *not* be asked to review

Editor's own knowledge of the community

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

Suggestions from other reviewers

Can provide leads to further candidates

Our reviewer database

> 50,000 active reviewers

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

Suggestions from our advisory board members

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

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

What feedback we ask our reviewers for

Quality of peer review depends also on clear reviewer reports

Are the conclusions supported by the data?

Are the results important? (Are they interesting?)

Are there any ethical questions?

Is the work novel and original?

Were any flaws or mistakes found?

Is the motivation important?

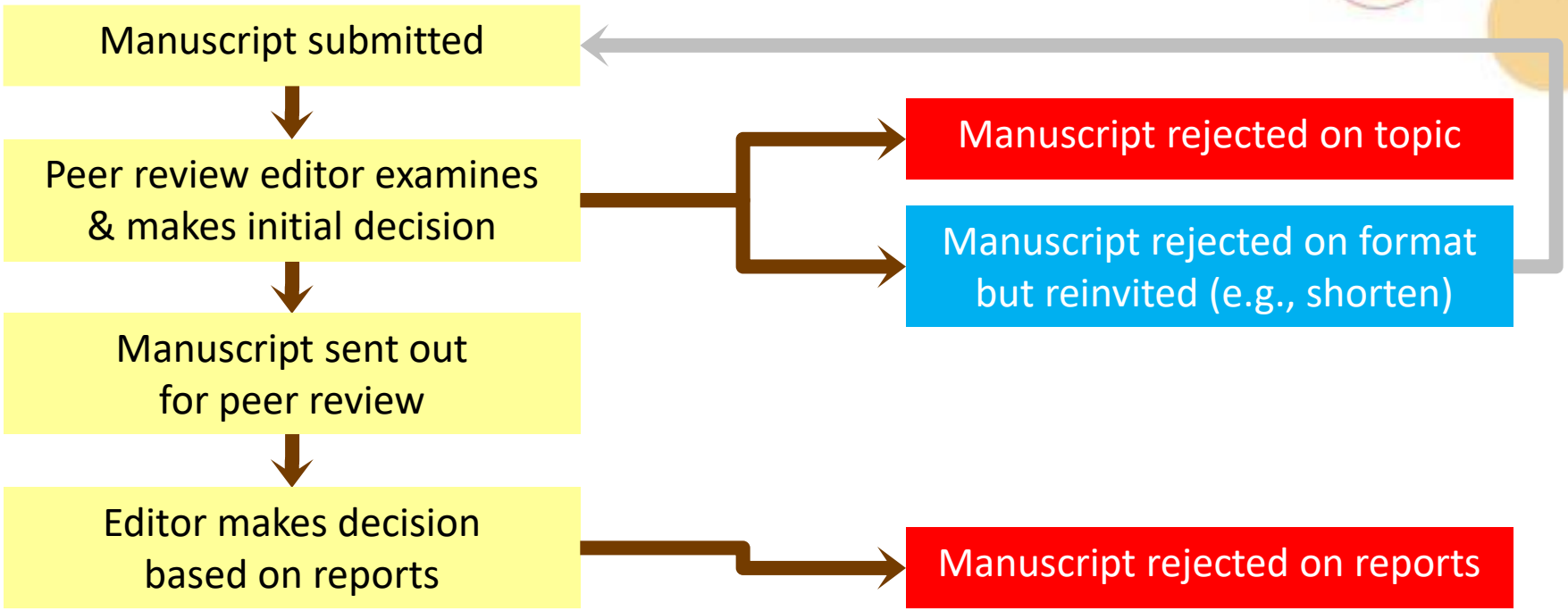
Should anything be added or removed?

Is the motivation clear?

Is the presentation clear?

"Besides your general opinion, please give clear reasons for rejection or acceptance!"

The peer review workflow



Decisions: should you appeal a rejection?

Usually, no

Risk of longer time to publication

Editor and reviewers know journal well

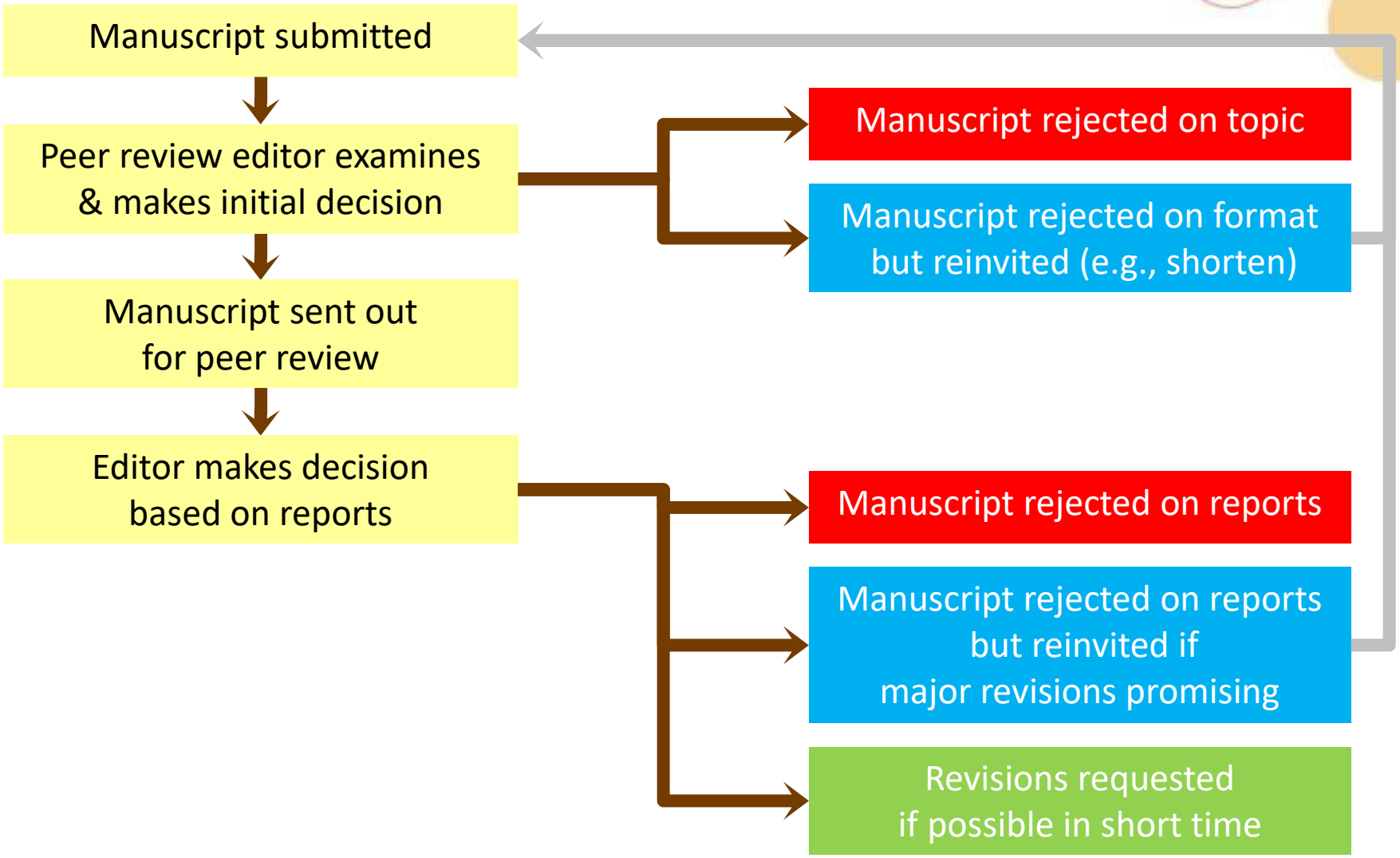
Criticisms may be valid

Occasionally, yes

Importance / impact / novelty missed by editor and/or reviewers

Factual errors in reviewer reports that led to rejection

The peer review workflow



Revisions requested: how should you revise?

Carefully consider reviewer comments

Not all changes have to be made, but…

…you need convincing arguments

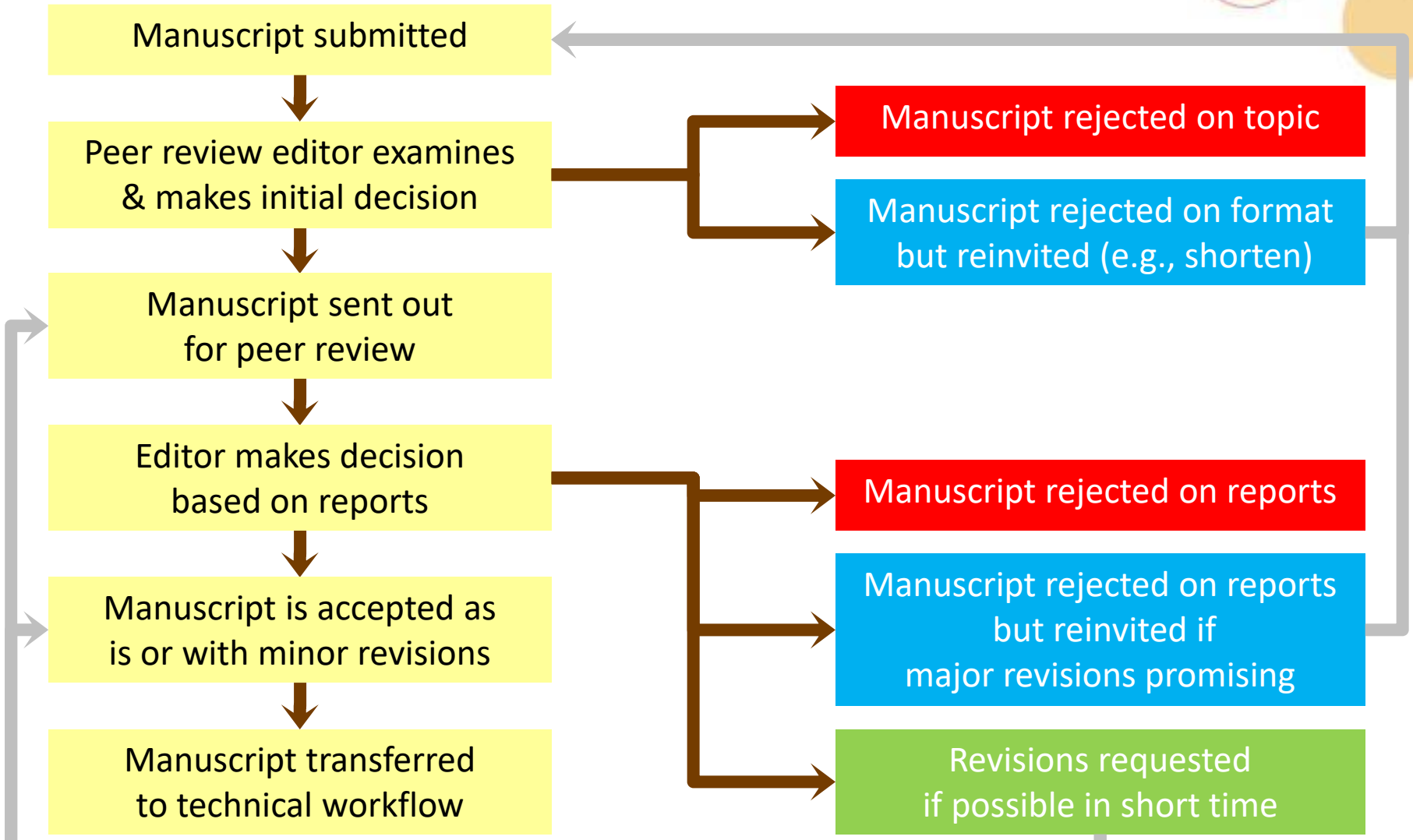
for changes not made

Prepare revision

- Make changes to the manuscript
- Highlight changes in manuscript
- Point-by-point response letter to all reviewer issues
- Response likely will go back to reviewers

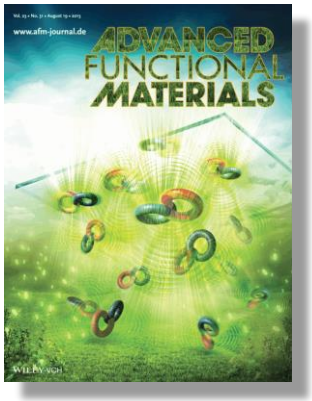
Need to convince both reviewers *and* editor

The peer review workflow



Author services

- Many articles featured on our new in-house research news website, **AdvancedScienceNews.com**, and on social media:
  twitter.com/**AdvSciNews**
  facebook.com/**AdvSciNews**
- Run your **press release** on **AdvancedScienceNews.com**, and coordinate online publication date of your article
- Generate additional publicity for your research with feature on journal front / back / inside **cover**, or as **frontispiece**



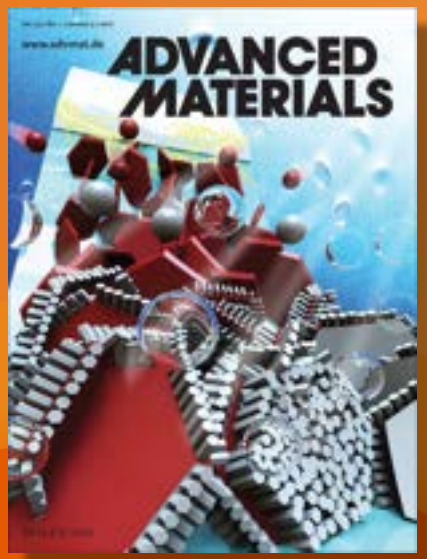
- **Open Access** possibilities via Wiley's **OnlineOpen** services, allowing authors to make their work freely available to all, and to comply with funder funding / institutional mandates

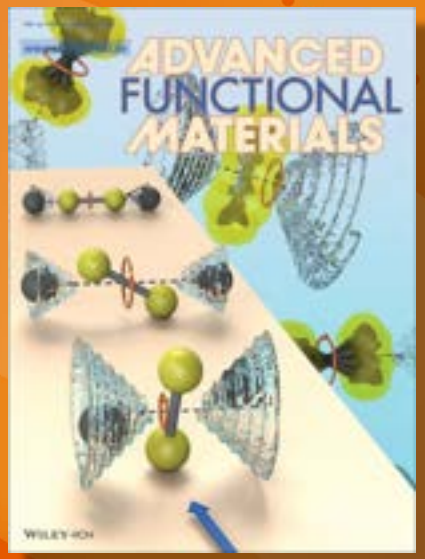
Concluding remarks

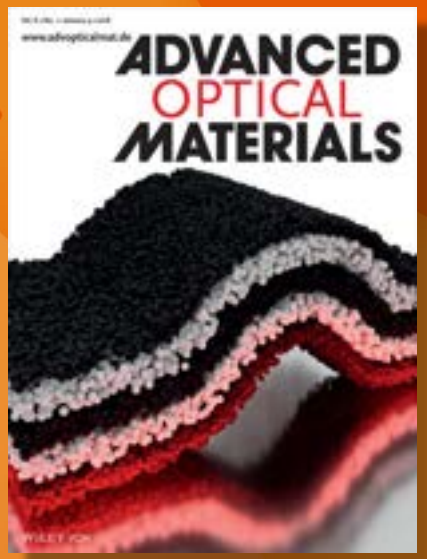
- **Editors, referees, and readers all want the same thing:**

High-Quality Articles

- **Competition is tough, so make your work stand out!**







Thank you!

Questions?

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