To update the background image:
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Scholarly Communication

Authors
- Journal articles
- Books
- Conference presentation

Publishers
- Responsible for managing
  - The quality control
  - Production
  - Distribution

Readers

Librarians
- Responsible for managing
  - Access to the content
  - Navigation to the content
  - Its long-term preservation

Source: STM Report 2015
KAIST / 28 April 2016
Journal and article numbers

34,585 peer-reviewed Journals

28,134 peer-reviewed
English Journals
2.5 million articles a year

10,900 Journals
From 2,550 publishers
In Journal Citation Report

Source: Ulrich’s Web Directory on December 2014
Citations and Impact Metrics

Citations are helping the author build their arguments by reference. They also help readers enormously by pointing them to other related work.

The number of citations a paper receives is often used as a measure of its impact and by extension, of its quality. The use of citations as a proxy for impact or quality has been extended from articles to journals with the impact factor.

The use of citations data to judge the quality of individual researchers’ and departments’ research outputs.
Who is Springer Nature?

*In May 2015*
Springer Nature overview

- 170+ years in academic publishing
- 13,000 employees in over 50 countries worldwide
- 2,500 journals and 8,500 books annually
- Largest open access publisher (550 journals)
- SpringerLink & Nature.com has over 250 million downloads per year
- Most Nobel laureates have published in Springer Nature journals

J.P. Pavlov
Medicine

1904

Albert Einstein
Physics

1921

Niels Bohr
Physics

1922

Otto Hahn
Chemistry

1944

Pierre-Gilles de Gennes
Physics

1991

Gerard ‘t Hooft
Physics

1999

Kurt Wüthrich
Chemistry

2002
All publishing fields

- Economics & Management Science
- Life Sciences
- Social Sciences
- Mathematics
- Medicine
- Chemistry
- Computer Science
- Physics & Astronomy
- Humanities
- Engineering
- Geosciences
Research output of South Korea
Publication output of top Asian countries

South Korea has shown strong growth since 2000

Source: Web of Science
Publication impact of top Asian countries (2014)

Category Normalized Citation Impact (1 = world average)

- **Singapore** and **Hong Kong** have the highest impact
- **South Korean** publications are cited 10% less often than the world average

Source: Web of Science
Research Output of Seoul National University
Publication output from KAIST

Steady increase in publications since 1992

Source: Web of Science
Publication impact from KAIST (2014)

Source: Web of Science
Publication impact from KAIST

- Many articles published in top journals
- **9.69%** of articles published in 2015 were in these top journals

Source: Nature Index
Top disciplines from KAIST (2014)

- **Engineering** and **physical science** = 83% of total publications
- **Physical science** and **life science** have the most impact worldwide
Improving your research impact worldwide

• **South Korea** has shown strong growth in publications, but is still behind the worldwide citation average (and other Asian countries)

• **KAIST** shows strong growth and is publishing close to 10% of its articles in top journals

• **Engineering** and **physical science** are the top disciplines at KAIST
  o Account for 83% of the total publications in 2014
  o Physical science has the highest publication impact (CNCI = 1.82)

• **Life science** also has strong impact worldwide (CNCI = 1.64)
  o Suggests interdisciplinary research (e.g., bioengineering) may be a strong field for KAIST
Thank you

Kahlen Kim
Marketing Specialist, South Korea
kahlen.kim@springernature.com
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Our business is publishing. With more than 2,900 journals and 200,000 books, Springer offers many opportunities for authors, customers and partners.
Part I

Journals
Leading Journal Publishers by Number of Titles

<table>
<thead>
<tr>
<th>Publisher</th>
<th>Medicine</th>
<th>Science &amp; Technology</th>
<th>Social Sciences &amp; Humanities</th>
</tr>
</thead>
<tbody>
<tr>
<td>Springer</td>
<td></td>
<td>2,406</td>
<td></td>
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<tr>
<td>Elsevier</td>
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<td>Wiley-Blackwell</td>
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<td>Sage</td>
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<td>CUP</td>
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<td>OUP</td>
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</tr>
<tr>
<td>WK Health</td>
<td></td>
<td></td>
<td>266</td>
</tr>
</tbody>
</table>

Source: Publisher journal price lists; English-language academic/scholarly journals only
Springer co-publishing Journals in Korea

Publishing 56 Journals in Korea

The Korean Society for Precision Engineering
The Korean Biochip Society
The Korean Physical Society
The Korean Fiber Society
The Korean Society of Oceanography
The Korean Society of Mechanical Engineers
The Korean Society of Control, Robotics and Systems
The Korean Society of Applied Biological Chemistry
The Korean Society of Plant Biologists
The Korean Society for Horticulture
The Korean Society of Crop Science
Springer Journals in Korea

SCI 3, SCIE 27
Open access 12

Stable improvement in quality, visibility and internalization
Substantial increase of # of articles, usage, citations (IF), subscribers and revenue, etc.

KAIST / 28 April 2016
Part Ⅱ

Books

[Title for presentation / Date to go here]
Leading book publishers by number of new titles 2014

- Springer Nature: 7,707 titles
  - Medicine: 2,344
  - Science & Technology: 4,363
  - Social Sciences & Humanities: 2,344
- Taylor & Francis: 4,914 titles
- OUP: 2,344 titles
- CUP: 1,533 titles
- Wiley-Blackwell: 1,311 titles
- Elsevier: 1,257 titles
- Sage: 757 titles
- WK Health: 187 titles
Updating footer

To update the footer:

• Click into the text box on the slide master page and update the information

Checking updates

• The text updates will not flow through to all the slide layouts as some have been placed manually. Therefore you may need to manually update other text boxes such as the divider slides etc.

* MRW = Major Reference Work
Why Publish a Book?

1. You have something to say... that is longer than a review
2. You have something to say... that a journal can / will not publish
   a. Multi disciplinary
   b. Interesting, but not ‘Impact Factor Interesting’
3. You want to put your mark on a particular field
4. You want to bring knowledge together without worrying about the length of individual contributions (too much)
5. You have written a book and want to bring it to the largest possible audience
Who Comes Up With The Idea For A New Book?

As with most things, there is not one single way to success:
- An Author
- A Reader
- A librarian
- A Publisher

Book publication process
Korean authors with Springer

Being published – “It’s good to be a Springer Author!”

KAIST / 28 April 2016
Thank you

If you have a publishing project in mind... just let us know

Biomedicine & Life Sciences
Associate Editor
Sue Lee, Ph.D. (이수경)
Sue.lee@springer.com

Physical Sciences & Engineering
Editor
Annie Kang (강예지)
Annie.Kang@springer.com
Scientific Writing and Publishing

Your kick start to a new level of science communication
Learn from *Nature*’s world leading experts

All training is led by current and former *Nature* editors

Using NPG resources we will work together with you to find the best match between an editor’s area of expertise and your scientific needs.

* All training will be provided by a team of 2 trainers – 1 *Nature* editor and 1 additional experienced science editor – to ensure the highest level of service.

Dr. J Heber, *Nature Materials* Editor
Masterclass in Scientific Writing and Publishing, November 2011, Poland
Masterclasses in Scientific Writing and Publishing include 4 – 5 interactive sessions per day

- Group exercises
- Individual exercises
- Frequent group discussions
- Question & answer sessions

The best way to learn is to practice
Why create a Nature Reprint Collection?

A fully customized collection of **your institution’s** top research published in *Nature* journals

- Celebrate significant milestones
- Showcase your high-quality research
- Reach out to a global audience
- Share your institution’s vision
- Foster international collaboration
- Attract new talent

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Nature Reprint Collection – sample publication

Cover
- Your institution’s branding
- Your institution’s name and corporate colour
- Your chosen image
- Your institution’s logo

Foreword
- Your institution’s name and corporate colour
- Your representative
- Your message
- Your institution’s logo

Editorial
- High impact imagery
- Highlight your institution’s achievements with our bespoke editorial articles, all produced to Nature standards

Reprints
- A choice of the articles your institution has published in Nature and Nature-branded journals, reprinted in their original format

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Research Highlights Website
Web presence defines your image

Showcase your best research outputs.
Raise institutional profile and reputation among collaborators and policymakers, journalists and students.
Website contents

Research Highlights
Feature articles
Focus on Organization and History
Focus on People
Focus on Facility
Perspectives and Opinion Articles
Summary

• Research highlights website will not only showcase your best research, but also helps to establish a strong web presence with a tangible community to tap into for more promotional opportunities to raise your brand recognition.

Strong web presence
- Showcase your best research outputs on Research Highlights Website
  • Nature-class contents written by our science writers and editors
  • Dynamic workflow process managed by our experienced project managers
  • Your own brand enhanced by our skilled designers
  • Regular updates and high-standard web security

Community building
- Build the community around the website and expand
  • Email alerts sent to website registrants
  • Web analytics services to understand community demography and their site behaviors
  • Re-package web contents into print publications and share within your research collaboration network

Brand recognition
- Harness the power of Nature network
  • Advertisement opportunities on Nature.com website and Nature e-alert

KAIST / 28 April 2016
Custom contents services: Research Highlights and Features

Communicate your institution’s best research to wide range of audiences
Springer Nature Publishing Academy

 Improve your publication output and impact

1- or 2-day interactive course for authors
- Academic publishing & ethics
- Writing high quality articles
- Improving your impact
- Giving effective presentations

1-day interactive course for journal editors & reviewers
- Journal editors: improve the quality and visibility of your journals
- Peer reviewers: improve the quality of peer review
Editing services from Springer Nature

Scientific Editing

Do you want to produce a compelling research paper? Write a winning grant application? Make an impression with a review?

Perhaps MSC Scientific Editing can help.

We’re a premium editing and advice service, and exclusive partner of Nature Publishing Group. We specialise in research papers, reviews and grant applications within the natural sciences (medicine, biology, chemistry, physics and earth sciences).

KAIST / 28 April 2016
## Editing services from Springer Nature

<table>
<thead>
<tr>
<th>Service</th>
<th>Language editing for non-native English speakers</th>
<th>Expert, comprehensive editing and advice for scientists</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Corrects spelling, grammar and other language errors</td>
<td>Reviews the structure, flow, clarity of the ideas, effectiveness of the main argument and other key elements</td>
</tr>
<tr>
<td>Editors</td>
<td>Matched to your subject area</td>
<td>“Nature-standard” i.e., most have edited at high-impact journals; all have PhDs</td>
</tr>
<tr>
<td></td>
<td>Native English speaking</td>
<td></td>
</tr>
<tr>
<td>Subjects</td>
<td>Broad (science, math, social science, humanities, law)</td>
<td>Natural sciences</td>
</tr>
<tr>
<td>Types of text</td>
<td>All</td>
<td>Research papers; reviews; grant applications</td>
</tr>
<tr>
<td>Turnaround</td>
<td>From 2 days</td>
<td>From 7 days</td>
</tr>
</tbody>
</table>

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About me...

University of Pennsylvania

Author

Peer reviewer

Academic editor

Editorial Development Manager

KAIST / 28 April 2016
Be an effective communicator

Your goal is not only to be published, but also to be widely read in your field

Effective academic writing

Logical manuscript structure

Efficient publication strategy
Effective Academic Writing

1.0
Effective communicators are effective guides
Effective communicators are effective guides

**Signposting**

- Key words/phrases that guide your readers
- Readers more quickly understand expected ideas
Improve readability

**Use short sentences**

Limit your sentences to 15–20 words
One idea per sentence

**Use active voice**

More simple, direct, and easier to read

*Passive:*

The models comparing the economic growth and diversification of the Middle East and Central Asia were evaluated.

*Active:*

We evaluated the models comparing the economic growth and diversification of the Middle East and Central Asia.
Sentence structure

Which sentence suggests that you **will** get a raise?

1. You deserve a raise, but the budget is tight.
2. The budget is tight, but you deserve a raise.

*Readers focus at the end of the sentence to determine what is important.*

http://writingcenter.unc.edu/handouts/flow/
Logical flow of ideas

The budget is tight, but you deserve a raise. Your salary will increase at the beginning of next year.

*The topic position introduces the idea of the current sentence*
Logical flow of ideas

TiO\textsubscript{2} surface modification of the scaffold considerably improved its catalytic efficiency. This increased efficiency was prominent early in the reaction but decreased over time. The lack of long-term effects of TiO\textsubscript{2} surface modification was likely due to the reaction being conducted in an aqueous environment. Evaluating additional solvents to improve the catalytic efficiency over time is currently being investigated.
Logical flow of ideas

**Topic sentence**
Following early breakthrough reports on vacuum-deposited small molecule and solution-processed conjugated polymer organic light-emitting diodes (OLEDs)\(^1\) tremendous progress has been made in commercializing smartphone, tablet, and television display products. OLED lighting offers additional challenges including very demanding efficiency requirements set by the \(\approx 100 \text{ lm W}^{-1}\) luminous power efficiency of fluorescent lamps. Vacuum-processed OLEDs have recently passed this 100 \text{ lm W}^{-1} target, stimulating continued interest in large area lighting applications. However, vacuum processing at scale, especially where shadow-masked pixellation is required, remains challenging and costly. Strong and growing interest has consequently been shown in solution-based processes to address these limitations and achieve the ultimate potential of plastic electronics in large-area, low-cost, high-throughput device fabrication.

**Supporting sentences**

**Stress sentence**
Realizing solution-processed multilayer OLEDs with efficiency comparable to vacuum-deposited devices remains extremely challenging,\(^4\) and Table 1 summarizes the performance of a selection of state-of-the-art devices fabricated using different approaches. We focus here…

Perumal et al. DOI: 10.1002/adma.201403914.
Logical Manuscript Structure

2.0
Your readers have 4 key questions

**Introduction**

*Why* did you do the study?

**Methods**

*What* did you do?

**Results**

*What* did you find?

**Discussion**

*How* does the study advance the field?
Introduction

**Why** does your study need to be done?

- **Aims**
- **Background information**
  - Worldwide relevance?
  - Broad/specialized?
- **What is currently known**
  - Up-to-date
  - International
- **Problem in the field**
- **Specific aims**
Introduction

Your aims should directly address the problem

Problem in the field

However, the effectiveness of TiO₂ surface modification on reducing the microbial contamination of wastewater-treatment membranes has not been clearly characterised.

Variable

TiO₂ surface modification

Outcome

Reducing contamination

Sample

Wastewater-treatment membranes
Introduction

Your aims should directly address the problem

Problem in the field

However, the effectiveness of TiO$_2$ surface modification on reducing the microbial contamination of wastewater-treatment membranes has not been clearly characterised.

Study aims

In this study, we evaluated if TiO$_2$ surface modification effectively reduced bacterial and fungal contamination of membranes after wastewater treatment for 3, 6, and 12 months.
Methods

**What did you do?**

**What/who was used**
- Samples or participants
- Materials
  - *Where purchased*

**How it was done**
- General methods
- Specific techniques
  - *Discuss controls*

**How it was analyzed**
- Quantification methods
- Statistical tests
  - *Consult a statistician*
Results

What did you find?

Logical presentation

1. Initial observation
2. Characterization
3. Application

Example:

1. Fabricate new membrane for water treatment
2. Evaluate physical and chemical properties (e.g., under different temperatures/pressures)
3. Efficacy in removing particulate contamination
Results

*What* did you find?

1. Initial observation
2. Characterization
3. Application

Each subsection corresponds to *one* figure

What you found, *not* what it means
Combined Results—Discussion

Figure 1
Results
Interpretation

Figure 2
Results
Interpretation

Figure 3
Results
Interpretation

Figure 4
Results
Interpretation

Logical presentation

Initial observation

Characterization

Application
Discussion

How your study contributes to the field

Summary of findings

Relevance
- Similarities/differences
- Unexpected/negative results
- Limitations

Implications

Conclusion
Strong conclusions

What do you want your readers to remember about your study?

In this paper, we successfully prepared PThTA nanoparticles with $\text{Fe}^{3+}$-catalyzed oxidative polymerization and surfactant-free oxidative polymerization in an aqueous medium. The quantum efficiency increased with polymerization time from 1.43 to 3.22. Moreover, the maximum emission wavelength significantly shifted from 450 nm to 520 nm as the chain length increased as a function of monomer conversion. Our results provide new insights on surfactant-free oxidative polymerization and may serve as guidelines for the preparation of new conjugated polymer emulsion systems for potential optoelectronic devices. Future studies should extend our surfactant-free oxidative polymerization to substituted polythiophene nanoparticles.

Strong conclusions

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Logically linking your ideas

Answer the **four key questions** for your reader

- **Why** this study needs to be done
- **What** you did
- **What** you found
- **How** your study will advance the field

Logically link your ideas throughout your manuscript
Who’s hungry?

First impressions are important!
Abstracts – First impression of your paper

**Aims**
- *Importance* of your topic

**Results**
- *Significance* of your study

**Conclusions**
- *Relevance* of your study

*Clarity of your writing*
Abstracts – Good first impression

Concise summary of your paper

- **Background** → Why the study was done
- **Aims** → Your hypothesis
- **Methods** → Techniques/analyses
- **Results** → Most important findings
- **Conclusion** → Conclusion/implications

KAIST / 28 April 2016
Abstracts – Good first impressions

In the Tahe oilfield in China, heavy oil is commonly lifted using the light oil blending technology. However, due to the lack of light oil, the production of heavy oil has been seriously limited. In this study, we aimed to reduce light oil usage and maintain heavy oil production using a new compound technology of light oil blending and electric heating. We developed a pressure and temperature coupling model based on mass, momentum and energy conservation. The heat-transfer parameters and pressure drop are calculated by using the Hasan–Kabir and Hagedorn–Brown methods, respectively. This model also considers the effects of blending light and heavy oils as well as heating the electric rods. Our calculations demonstrate that electric heating coupled with light oil blending is much more effective than either alone. In conclusion, our study shows that the amount of light oil used can be reduced by combining the electric heating technology. This novel method should improve heavy oil production in regions lacking light oil.

Abstracts – Good first impressions

Background

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Abstracts – Good first impressions

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Abstracts – Good first impressions

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Methods/aims
In this study, we aimed to reduce light oil usage and maintain heavy oil production using a new compound technology of light oil blending and electric heating.

• In this study, we used [methodology] to evaluate [aim].
• In this study, we evaluated [aim] using [methodology].

Abstracts – Good first impressions

**Background**
In the Tahe oilfield in China, heavy oil is commonly lifted using the light oil blending technology. **However** due to the lack of light oil, the production of heavy oil has been seriously limited.

**Methods/aims**
In this study, we aimed to reduce light oil usage and maintain heavy oil production using a new compound technology of light oil blending and electric heating.

**Results**
We developed a pressure and temperature coupling model based on mass, momentum and energy conservation. The heat-transfer parameters and pressure drop are calculated by using the Hasan–Kabir and Hagedorn–Brown methods, respectively. This model also considers the effects of blending light and heavy oils as well as heating the electric rods. Our calculations demonstrate that electric heating coupled with light oil blending is much more effective than either alone.

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Abstracts – Good first impressions

In the Tahe oilfield in China, heavy oil is commonly lifted using the light oil blending technology. However, due to the lack of light oil, the production of heavy oil has been seriously limited. Here, we aimed to reduce light oil usage and maintain heavy oil production by combining light oil blending and electric heating. We developed a pressure and temperature coupling model based on mass, momentum and energy conservation. The heat-transfer parameters and pressure drop are calculated by using the Hasan–Kabir and Hagedorn–Brown methods, respectively. This model also considers the effects of blending light and heavy oils as well as heating the electric rods. Our calculations demonstrate that electric heating coupled with light oil blending is much more effective than either alone. In conclusion, our study shows that the amount of light oil usage can be reduced by combining electric heating technology. This novel method should improve heavy oil production in regions lacking light oil.

Efficient Publication Strategy

3.0
Publication goals

Publish quickly and have impact in the field

Choose the most appropriate journal

- Novelty of your findings
- Relevance of your findings

Communicate study’s relevance

- In your manuscript
- In your cover letter
Introducing Dr. William Davidson

“In my study, I showed that a previously published nanoporous membrane can help remove particulate matter specifically found in water reservoirs in Asia.

My study will be useful for material scientists, environmental scientists, and policy makers.”
Novelty of Dr. Davidson’s findings

“In my study, I showed that a previously published nanoporous membrane can help remove particulate matter specifically found in water reservoirs in Asia.

My study will be useful for material scientists, environmental scientists, and policy makers.”
Relevance of Dr. Davidson’s findings

Where are they useful?

- Findings specific to a certain region
  - Regional journal
- Findings applicable worldwide
  - International journal
Relevance of Dr. Davidson’s findings

**Whom are they useful?**

Findings applicable to specific discipline
- Materials scientists
  - Specialized journal

Findings applicable to other disciplines
- Materials & environmental scientists, policy makers
  - Broad-focused journal

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CHECKING UPDATES:
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Publication model

How much **accessibility**?

- Academics only
- Academics and general public

- Subscription journal
- Open access journal
**Benefits of open access**

---

### Increased accessibility
- Researchers worldwide can download/read your paper
- Government/industry
- Emerging markets

### Increased downloads
- OA articles downloaded more often
- Social network advantage
- More impact in the field

---

**Author retains copyright**

**Published immediately online**

---

**Less restrictions on word/figure limits (online only)**

---

After evaluating Dr. Davidson’s findings...

A open access broad-focused regional journal with a lower impact factor

Thank you!
Next steps

- Appropriate journal
- Logically organized manuscript
- Clearly written English

Ready to submit!
Journal editors are busy!
Cover letters – First impression for journal editors

Significance and relevance of study

Suitable to be published by their journal

Interesting to their readers?

Clear and concise writing style?
Dear Dr Lippman,

Please find enclosed our manuscript entitled “Evaluation of the Glasgow prognostic score in patients undergoing curative resection for breast cancer liver metastases,” which we would like to submit for publication as an Original Article in the Breast Cancer Research and Treatment.

The Glasgow prognostic score (GPS) is of value for a variety of tumours. Several studies have investigated the prognostic value of the GPS in patients with metastatic breast cancer, but few studies have performed such an investigation for patients undergoing liver resection for liver metastases. Furthermore, there are currently no studies that have examined the prognostic value of the modified GPS (mGPS) in these patients. The present study evaluated the mGPS in terms of its prognostic value for postoperative death in patients undergoing liver resection for breast cancer liver metastases.

A total of 318 patients with breast cancer liver metastases who underwent hepatectomy over a 15-year period were included in this study. The mGPS was calculated based on the levels of C-reactive protein and albumin, and the disease-free survival and cancer-specific survival rates were evaluated in relation to the mGPS. Prognostic significance was retrospectively analyzed by univariate and multivariate analyses. Overall, the results showed a significant association between cancer-specific survival and the mGPS and carcinoembryonic antigen level, and a higher mGPS was associated with increased aggressiveness of liver recurrence and poorer survival in these patients.

This study is the first to demonstrate that the preoperative mGPS, a simple clinical tool, is a useful prognostic factor for postoperative survival in patients undergoing curative resection for breast cancer liver metastases. This information is immediately clinically applicable for oncologists treating such patients. As a premier journal covering the broad field of cancer, we believe that the Breast Cancer Research and Treatment is the perfect platform from which to share our results with the international medical community.
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Any questions?

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