

2021

Research and Publication Strategy

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Research and Publication Strategy

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College of Arts and Sciences

Know the type of research you conduct.

- Applied
- Basic
- Descriptive
- Exploratory
- Explanatory



To proceed or not to proceed, this is an important question.

2019 ASEE Annual Conference & Exposition

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Name
2019 ASEE Annual Conference & Exposition

Location
Tampa, Florida

Publication date
June 15, 2019

Start date
June 15, 2019

End date
June 19, 2019

Homepage
<http://www.asee.org/conferences-and-events/conferences/annual-conference/2019>

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An Introduction to the CLICK Approach: Leveraging Virtual Reality to Integrate the Industrial Engineering Curriculum

Conference Session Industrial Engineering Division Technical Session 1
Collection 2019 ASEE Annual Conference & Exposition
Authors Christian Emmanuel Lopez, *Pennsylvania State University, University Park*; Omar Ashour, *Penn State Erie, The Behrend College*; Conrad Tucker, *Pennsylvania State University, University Park*

Assessing the Growth in Entrepreneurial Mind-set Acquired through Curricular and Extra-curricular Components

Conference Session Entrepreneurship & Engineering Innovation Division Technical Session 7
Collection 2019 ASEE Annual Conference & Exposition
Authors Cheryl Q. Li, *University of New Haven*; Ronald S. Harichandran, *University of New Haven*; Nadiye O. Erdli, *University of New Haven*; Maria-Isabel Carnasciali, *University of New Haven*; Jean Nocito-Gobel, *University of New Haven*

Board 162: Online Modules to Introduce Students to Solar Array Control using Neural Nets

Conference Session NSF Grantees Poster Session
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Authors Emma Pedersen; Photini Spanias; Pavan Turaga; Farib Khondoker, *SenSIP Center - Arizona State University*; Vivek Sivaraman Narayanaswamy, *Arizona State University*; Uday Shankar Shanthamallu; Abhinav Dixit, *ARIZONA STATE UNIVERSITY*; Sunil Rao; Raja Ayyanar, *Arizona State University*; Cihan Tepedelenioglu, *Arizona State University*; Andreas S Spanias, *Arizona State University*; Mahesh K Banavar, *Clarkson University*; Sameeksha Katoch

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JOURNAL OF ENGINEERING EDUCATION

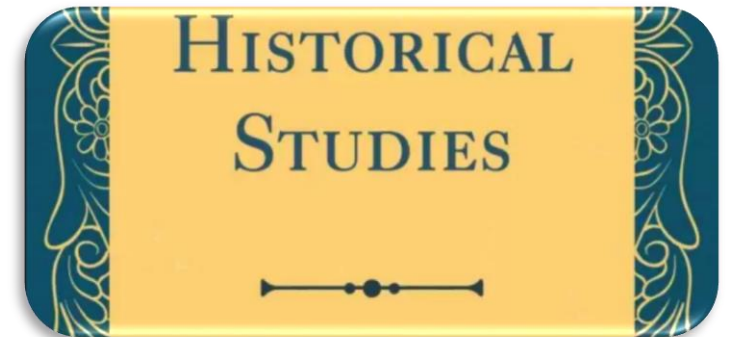
THE RESEARCH JOURNAL FOR ENGINEERING EDUCATION

ASEE
JEE
APRIL 2019 • VOL. 108 NO. 2
www.jee.org

WILEY

Be sure your research type is favored by your target journal.

- Review journal's website
- Contact the editor



Your target audience will influence your publication strategy.

- Primary Audience:
 - Practitioners & professionals
 - Industry
 - Government
 - Researchers
 - Specialists
- ✓ Know the field and essential research literature
- ✓ Establish norms in reviewer/researcher expectations
- ✓ Know typical uses of figures, tables, and graphics
- × Promotion of an initiative, university, or service



Before you get too far into the writing process, make a list of potential journals.

- Mine your literature review
- COAS Spreadsheet
- Find peer-reviewed journals on your own:
 - [Cabell's While List](#)
 - [SJR](#)
 - [Directory of Open Access Journals](#)
 - [Elsevier](#)
 - [Springer](#)
 - [Taylor and Francis](#)



Check to make sure a journal you add to your list is trusted.

- Is the journal on [Cabell's](#) White or Black List?
- Is the publisher clearly identified and trustable?
Does the journal have a society affiliation?
- Are articles peer reviewed? ([Cabell's](#) & [Ulrichs](#))
- Copyright policies?
- (Excessive) Publication fees?
- Indexing ([Ulrichs](#))?
- Member of [Committee on Publication Ethics](#)?
- How long has the journal been around?



Common Ground
IGI Global
Science Publishing Group



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AN INTERNATIONAL JOURNAL
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SEARCH

Title:

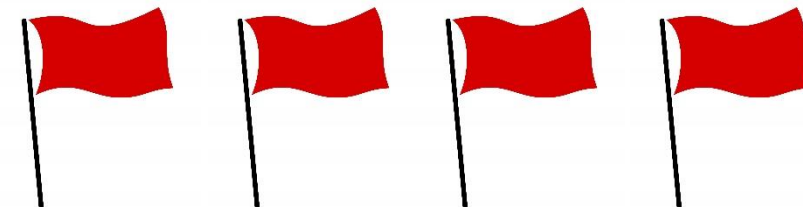
Abstract :

Author:

[Allelopathic Plants : 25. Schinus terebinthifolius Raddi \(RETRACTED\)](#)

E.K. Falconer* and Z. Dixon

 [Abstract](#)



Next, review the aims and scope of the journals on your list to ensure your work fits.



A few more variables can help you decide which journal is ideal for your work.

- Metrics
- Open Access (journal website)
- Acceptance rate ([Cabell's](#))
- Publishing timeline ([Cabell's](#))

Pro Tip: Keep a spreadsheet of this process.



Workshop Task: Make Your Short List

Step 1 (3 minutes):

List 3 - 5 potential journals for a current project from the COAS spreadsheet

Step 2 (5 minutes):

Review their aims and scope to see if you can rule any out

Step 3 (2 minutes):

Consider the variables in the spreadsheet to pick your ideal journal



Congratulations! You've picked the journal-home for your research. Now familiarize yourself with that journal's editorial process.

- Information for Authors / Guide for Authors
 - Templates
 - Citation style
 - Paper sections
 - File submission procedures
 - Figure formatting

Pro Tip: Browse latest articles to see the language/tone

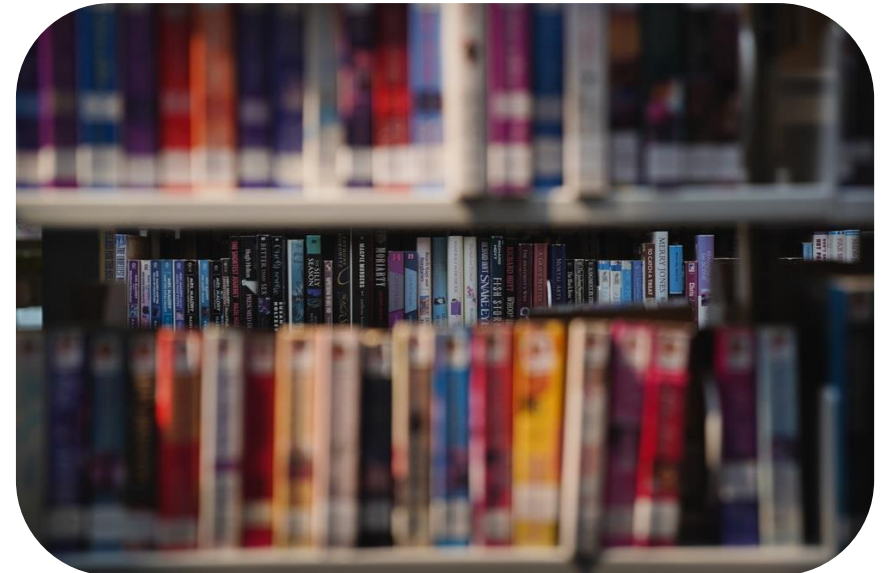


Your **manuscript title** can help get your message across to editors, reviewers, and readers.

Your message should align with the aims and scope

- Main topics (consider key words)
- State impact/importance
- Engaging (active voice, vivid verbs)
- Be concise

Pro Tip: Look at the titles from recent issues. Do you see a trend?



There are several options for title formatting.

- **Communicate general subject**

Learning opportunities in three years of hazmat headlines

- **Point to specific subtopic of general subject**

Explosive precursor safety: an application of the Deming Cycle for continuous improvement

- **State study's findings**

Coal dust exposure reduction using water mist system

- **State methodology used**

Comparative characterization methods for metal oxide nanoparticles in aqueous suspensions

Workshop Task: Draft Your Title

Step 1 (3 minutes): Answer the questions
“What is my scholarly work about, specifically?”
“What was the design of my work?”

Read your answers and list the key words and phrases.

Step 2 (5 minutes):
Draft 3 – 5 versions of a title sentence using
these key words, with focus on emphasis and
impact.

Revise to remove extra words from each
version.



Your **abstract** can help get your message across to editors, reviewers, and readers.

Your message should align with the aims and scope

- Descriptive abstracts (social sciences & humanities)
- Informative abstracts (sciences)
- Structured abstracts (informative, divided into headings, often found in medical literature)

Your **paragraph structure** can help get your message across to reviewers and readers.

Your message should align with the aims and scope


- Outline
- First/Last Sentence



When you are ready to submit, prepare a cover letter that explains **why** your work fits.

- (Make sure a cover letter is required)
- Check information for authors
- Consider using a [template](#)
- Be succinct
- Focus on:
 - importance/novelty
 - Broader impact
 - Connection of research questions to aims/scope
 - Potential readership alignment with journal
- Learn more [here](#), [here](#), and [here](#).





Thank You
Any Questions?

<https://www.surveymonkey.com/r/7CH5PC6>