

Thursday Lunch, May 26, 2022

Focused Topic Session

Room Town & Country C - Session FTS1-ThL

Focused Topic Session I

12:20pm FTS1-ThL-1 The Art of Publishing, *Jörg Patscheider* (joerg.patscheider@evatecnet.com), Evatec AG, Switzerland

Good research deserves to be published, to be widely read, and to be recognized by your fellow researchers and community. The current research (and funding) climate makes it even absolutely necessary that you are successful in being able to be published: "Publish or Perish". This then raises the question: How can you achieve that goal?

"Success" essentially depends on three components: 1) the ability to determine the best possible publication strategy for your research findings, 2) the best possible way to write your article, and 3) the most effective interaction with editors. Key to success in this context is your ability to put yourself in the position of **readers, reviewers** and **editors**.

Key considerations in journal selection are a realistic assessment of the quality of the research and the audience you intend to reach. The art of manuscript writing is not just applying one "golden tip". It is essentially "telling your story" to your readers in an engaging way, and avoiding common mistakes and deficiencies including poor language. Avoidable mistakes can lead to unnecessary rejection of your manuscript. Finally, it is your open, non-defensive attitude towards the editors and the reviewer comments, that will not only increase the likelihood of getting your manuscript accepted for publication, it is also likely that your published paper has improved thanks to their comments.

By consistently applying these principles you are likely to become a more successful author.

Jörg Patscheider, Editor of the journal *Surface and Coatings Technology*, will give a presentation about "the Art of Publishing" from an editor's perspective. He will discuss the publication process, will outline the organization of a scientific journal, and will provide the important ingredients to get published.

Elsevier is the world's leading publisher of science and health information and publishes a number of journals that are highly relevant for ICMCTF attendees, such as "*Thin Solid Films*," "*Surface and Coatings Technology*," "*Vacuum*" and "*Applied Surface Science*."

This FTS is aimed at new authors, but also at more experienced authors who want to hear how to bypass common publishing hurdles or have a discussion with the publisher and Editors who may be present during the session.

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