Insights into Publishing

Cathleen Sether
Publishing Director, S&T Books

Paul-André Genest, Ph.D.
Associate Publisher
STM Journals

October 1, 2015

Yale University,
New Haven, CT
Agenda

- Who I am and What I do
- About Elsevier
- Introduction to Science & Technology Books
- Why Write a Book?
- Science & Technology Books Editorial Strategy
- Content Dissemination
Who I am and What I do

- Joined Elsevier in October 2012

- Publishing Director, Physical Science, Food Science, and Social Science Books

- Manage a team of 40 Publishers, Acquisitions Editors, and Editorial Project Managers located in The Netherlands, US, UK, and Brazil

- Responsibilities include:
  - Strategic planning
  - Annual signing target
  - Annual publication goal
  - Review and approve or reject all book proposals
  - Accountability for financial performance of my program
  - Alliance and acquisitions work with Business Development team
  - Business case development for new areas/expansion

- What working at Elsevier means to me
About Elsevier
Elsevier is a partner in research and teaching

Both require knowledge of the known to discover the unknown. Elsevier takes pride in being a research and teaching partner.
About Elsevier

✓ Elsevier is a global leader in the development and dissemination of scientific, technological, and medical knowledge.

✓ We are a global company, established in Amsterdam in 1880, with roots going back to 1580.

✓ We publish nearly 2,000 journals and over 1,400 new book titles annually, and all electronically.

✓ We help societies, institutions, researchers and clinicians around the world to disseminate information globally, reach new markets and expand their customer base to advance science and medicine.

✓ We own flagship journals like the Cell Press and The Lancet titles.

✓ Employs more than 7,000 people worldwide in over 80 offices located in 25 countries.
## World leader in digital information solutions

<table>
<thead>
<tr>
<th>CONTENT</th>
<th>SOLUTIONS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Elsevier eBooks, Online Journals, Databases</td>
<td>Elsevier Research Intelligence</td>
</tr>
<tr>
<td>Provides universities, governments, and research institutions with the resources and insights to improve institutional research strategy, management, and performance.</td>
<td>Helps corporate researchers, R+D professionals, and engineers improve how they interact with, share, and apply information to solve problems using our digital workflow tools, analytics, and data.</td>
</tr>
</tbody>
</table>

**CAPABILITIES**

- Publishes over 2,500 online journals & over 33,000 ebooks

**PLATFORMS**

<table>
<thead>
<tr>
<th>ScienceDirect</th>
<th>Scopus</th>
</tr>
</thead>
</table>

- Over the last 50 years the majority of Noble Laureates have published with Elsevier
- Founded over 130 years ago
- Employ over 7,000 employees in 24 countries
- Published over 360,000 articles in 2014
- Received over 1.1 million submissions in 2014
- Work with over 30 million Scientists, students, health & information professionals
- Over 55 million items indexed by Scopus

**Elsevier eBooks, Online Journals, Databases**

- Pure
- SciVal

**Elsevier Research Intelligence**

- Knovel
- Geofacets
- Embase
- Reaxys

**Elsevier R+D Solutions**

- ClinicalKey
- ToxED

**Elsevier Clinical Solutions**

- Mosby’s Skills+
Elsevier Science & Technology Books

- Commission foundational and reference content for academic and professional researchers from and for the world

- Monographs, Handbooks, Book Series, Major Reference Works, Textbooks, Fast Turn

- ~200 team members in Waltham, San Diego, Oxford, London, Cambridge, Amsterdam, Sao Paulo, Rio De Janeiro and Beijing

- >1,200 titles publishing a year

- 33K books available on ScienceDirect and many other 3rd party channels

- All books published electronically simultaneously to print publication
Books are the knowledge repository from which we learn.
Books facilitate interdisciplinary research and study

3217 journal articles from across 19 subject areas referenced in *Polyphenols in Plants*

<table>
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<tr>
<th>SUBJECT AREA</th>
<th># OF ARTICLES REFERENCED</th>
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<tr>
<td>Agricultural &amp; Biological Sciences</td>
<td>1011</td>
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<tr>
<td>Chemistry</td>
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<tr>
<td>Biochemistry, Genetics &amp; Molecular Biology</td>
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<tr>
<td>Environmental Science</td>
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<tr>
<td>Pharmacology, Toxicology &amp; Pharmaceutics</td>
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<tr>
<td>Medicine</td>
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<tr>
<td>Chemical Engineering</td>
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<td>Nursing</td>
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<tr>
<td>Immunology &amp; Microbiology</td>
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<tr>
<td>Earth &amp; Planetary Sciences</td>
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<tr>
<td>Social Sciences</td>
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<td>Energy</td>
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<td>Computer Science</td>
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<tr>
<td>Arts &amp; Humanities</td>
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<tr>
<td>Health Professions</td>
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</table>

Source: Scopus data

33,000 Books on ScienceDirect
Book content has longevity

2014 normalized distribution of eBook usage by age group

Usage (%) in terms of 20 years

Age (years)

Usage (%) in terms of 20 years

absolute %
cumulative %

100.0%
90.0%
80.0%
70.0%
60.0%
50.0%
40.0%
30.0%
20.0%
10.0%
0.0%

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20
Why Write a Book?
Why Write a Book?

Reputation

Book authors are acknowledged experts

Interest and Passion

Expand publishing portfolio across multiple platforms

Educate

Provide teaching materials

Market need

Fill a gap in the literature
The Book Publishing Process

Proposal → Review → Approval

Manuscript → Production → Distribution
Will Your Book Proposal be Accepted?

✓ Complete Proposal Form
✓ Demonstrated Market Need
✓ Clear Audience
✓ Strong Reviews
✓ Revised proposal addresses reviewer feedback
✓ Content fits within publishing strategy

✗ Incomplete Proposal Form
✗ Confusion over market/audience
✗ Offers nothing new to field
✗ Inadequate responses to reviewer feedback
Science & Technology
Books Editorial Strategy
Identifying the content gaps

SciVal
Scopus

Tools
Scopus & SciVal
• Track all journal activity
• Article citation
• Research/subject growth
• Citation impact
• Influential authors and institutions
• Research funding
• Book usage trends

Analysis
• Identify hot growth areas and correlate with high-performing authors
• Identify research gaps
• Quantify an idea

Results
• Create annual strategic plan
• Create ‘hit’ lists
• Profile and prospect for ‘best fit’ authors
• Publish content for comprehensive research coverage
Data-driven portfolio investing to maximize impact of limited resources

Subjects that are big and growing

Subjects where Elsevier has a strong position

Results as of 2013
Normalized against average
Investing in the content gaps to grow our reference base to support researchers and students
Using data to define and implement editorial strategy
Step 1, Review Scholarly output over time

Data and analytics: SciVal analysis continued

Case Study
Immunology
Using data to define and implement editorial strategy
Step 2, Search terms most cited in journal abstracts

• A view of the keywords for Immunology show two core areas of research: foundational concepts and applied/clinical concepts.
• Our editorial strategy mirrors the top keywords.
Using data to define and implement editorial strategy

Step 3, Connect with the top potential authors

<table>
<thead>
<tr>
<th>Author Name</th>
<th>Total</th>
</tr>
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<tbody>
<tr>
<td>Klionsky, D.J.</td>
<td>292</td>
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<tr>
<td>Kroemer, G.</td>
<td>202</td>
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<tr>
<td>Ohsumi, Y.</td>
<td>183</td>
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<tr>
<td>Mizushima, N.</td>
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<tr>
<td>Codogno, P.</td>
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<tr>
<td>Cuervo, A.M.</td>
<td>148</td>
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<tr>
<td>Yoshimori, T.</td>
<td>136</td>
</tr>
<tr>
<td>Rubinszttein, D.C.</td>
<td>122</td>
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</table>

TITLE-ABS-KEY (autophagy)

24,111 document results
A smart editorial strategy pays

- **104%** year over year usage growth for eBooks on ScienceDirect
- **10%** usage growth for ScienceDirect overall
- Higher researcher satisfaction since 2013
- Higher purchaser satisfaction since 2012

*Source: market research survey by Elsevier*

- Highest citation per book by large commercial publisher 2005-11

*Source Scopus book citation database, all book types and subject areas*
Content Dissemination
Methods of Electronic Dissemination

ScienceDirect

Interactive maps

Audio slides

TOP 25 Hottest Articles
Select your interest

AudioSlides
- Create mini-website about papers
- Readers qualify if they've read an article to produce audio slides and customize
- Print slides displayed alongside article on ScienceDirect
- Audio slides are free

Interactive maps

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# Methods of Electronic Dissemination

## Institutional

<table>
<thead>
<tr>
<th>Library</th>
<th>Specialty</th>
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<tbody>
<tr>
<td>ScienceDirect*</td>
<td>Knovel*</td>
</tr>
<tr>
<td>Ebrary/EBL</td>
<td>Books 24x7</td>
</tr>
<tr>
<td>Mylibrary</td>
<td>Safari</td>
</tr>
<tr>
<td>Dawson’s (UK)</td>
<td>Gale Virtual Reference Library</td>
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<tr>
<td>EBSCOHost</td>
<td>Credo Reference</td>
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## Consumer

<table>
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<th>Retail</th>
<th>Textbook</th>
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<tbody>
<tr>
<td>Amazon Kindle</td>
<td>Vitalsource/Coursesmart</td>
</tr>
<tr>
<td>Apple iBookstore</td>
<td>MBS</td>
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<tr>
<td>Google Play</td>
<td>Chegg</td>
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<td>B&amp;N Nook</td>
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<td>Kobo</td>
<td>Kaplan University</td>
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<td>Overdrive</td>
<td>U of Phoenix</td>
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<tr>
<td>O’Reilly.com</td>
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Reinventing Book Publishing

- Perpetual
- Access Plus
- Access
- Rental
- Free

- Bibliometrics
- Usage data
- Building analytical talent

- Updating content
- Chapter based
- Content tagging
PUBLISHING IN ELSEVIER JOURNALS

Paul-André Genest, Ph.D.
Associate Publisher
STM Journals
Outline

1) Something about myself

2) Elsevier’s journal publishing landscape

3) New developments affecting our journal Authors

4) New developments affecting our journal Editors, Reviewers, Readers and the Research Community

5) Yale’s contribution to scholarly publishing
1) Something about myself
My career path

✓ 1997-2000: Bachelor Biology - Laval University

✓ 2000-2001: Master Microbiology & Immunology - Laval University

✓ 2001-2007: Ph.D. Molecular Parasitology - University of Amsterdam

✓ 2007-2011: Postdoc in Molecular Oncology - The Netherlands Cancer Institute

✓ 2011-2012: Postdoc in Molecular Parasitology - The Netherlands Cancer Institute

✓ 2012-2014: Managing Editor - Elsevier

✓ 2014-current: Associate Publisher - Elsevier
My tasks as Publisher

✓ Responsible for the day to day management of my portfolio:
  • Emails and conversations with Editors, Journal Manager, colleagues & customers
  • Identify and appoint new Editors
  • Update our systems and websites, etc.
  • Roll new publishing initiatives and processes
  • Marketing and promotion
  • Planning, budgeting and reporting
  • Organize and hold editorial board meetings

✓ Responsible for the launch/acquisition of new products:
  • New journals & conferences

✓ Perform outreach activities
  • Workshops & Editors/Institutional visits
2) Elsevier’s journal publishing landscape
Elsevier by Discipline of Published Articles

Share of Journal Articles Published

Our Scientific Disciplines

- Environmental Sciences
- Social Sciences
- Maths & computer science
- Physics
- Chemistry & Chemical Engineering
- Materials Science & Engineering
- Life sciences
- Health sciences
Elsevier Journal Publishing Cycle

- Solicit and manage submissions
- Manage peer review
- Edit and prepare
- Publish and disseminate
- Archive and promote
- Production

- >1 million+ article submissions per year
- 11 million articles available
- 15 million researchers
- 4,500+ institutions
- 180+ countries
- > 400 million downloads per year in 2008
- 7,000 editors
- 70,000 editorial board members
- 300,000 new articles produced per year
- 500,000 referees
- 1 million referee reports per year
- Organise editorial boards
- Launch new specialist journals

> 400 million downloads per year in 2008
At the Center Stage: the Peer Review Process

START

Author
Submit a paper
Revise the paper

Editor
Basic requirements met?
Yes
No
Assign reviewers
Collect reviewers’ recommendations
Make a decision
[Reject]
[Accept]

Reviewer
Review and give recommendation

ACCEPT
ACCEPT
ACCEPT
ACCEPT
3) New developments affecting our journal Authors
New developments affecting our journal Authors

- Author dashboard
- Finding the right home for your ms/Journal Finder
- Easy submitting/Your Paper Your Way
- Article Transfer Service
- New proofing workflow: Proof Central
- Innovative Article Formats (Data in Brief, MethodsX, SoftwareX)
- Open Access journals
Author Dashboard

✓ Every month, Elsevier authors will receive an email informing them of updates to their dashboards including how many times their publication was cited, viewed, and downloaded, as well as which country the data are coming from.
Finding the right home for your manuscripts / Journal Finder

Find the perfect journal for your article βETA

Elsevier Journal Finder helps you find journals that could be best suited for publishing your scientific article.
Powered by the Elsevier Fingerprint Engine™, Journal Finder uses smart search technology and field-of-research specific vocabularies to match your article to Elsevier journals.

Simply insert your title and abstract and select the appropriate field-of-research for the best results.

Paper title
A survey of content-based image retrieval with high-level semantics

Paper abstract
Embedding feature selection in nonlinear support vector machines (SVMs) leads to a challenging non-convex minimization problem, which can be prone to suboptimal solutions. This paper develops an effective algorithm to directly solve the embedded feature selection primal problem. We use a trust-region method, which is better suited for non-convex optimization compared to line-search methods, and guarantees convergence to a minimizer. We devise an alternating optimization approach to tackle the problem efficiently, breaking it down into a convex subproblem, corresponding to standard SVM optimization, and a non-convex subproblem for feature selection. Importantly, we show that a straightforward alternating optimization approach can be susceptible to saddle point solutions. We propose a novel technique, which shares an explicit margin variable to overcome saddle point convergence and improve solution quality. Experiment results show our method outperforms the state-of-the-art embedded SVM feature selection method, as well as other leading filter and wrapper approaches.

Fields of research
Select up to three fields of research

- Agriculture
- GeoSciences
- Mathematics
- Economics
- Humanities and Arts
- Physics
- Materials Science and Engineering
- Life and Health Sciences
- Social Sciences

http://journalfinder.elsevier.com/
Easy submitting / Your Paper Your Way

✓ Journal-specific formatting such as reference style is no longer needed

✓ Authors can upload their entire manuscript as a single PDF or MS Word file

✓ The submission still needs to be structured and complete enough to allow editors and reviewers to assess the work.

✓ Only when the manuscript reaches final revision stage, are the authors requested to deliver the "correct format" for acceptance and provide the items required for the publication of the article.
Article Transfer Service

✓ No need to reformat or resubmit – the manuscript is transferred for you between journals in minutes.

✓ Shorter editorial times – the editors can use the work done by the previous editors and reviewers.

✓ Revise your paper, taking into account any reviews already received, before finalizing submission to the new journal.

✓ Keep the first submission date of your manuscript.

✓ Remain in control of the submission process with minimal effort; just one click to agree to the transfer.
New proofing workflow: Proof Central

- ProofCentral is an author-proofing tool using an HTML interface offered alongside the traditional PDF version.
- It allows a better, quicker and less error-prone routing.
Innovative Article Format: Data in Brief, MethodsX, SoftwareX

✓ *Data in Brief* is an Open Access journal which focuses on the description of research data that have been made publicly available (either through a repository or directly in a *Data in Brief* article).

✓ *MethodsX* is an Open Access journal that provides an outlet for customizations of methods and research protocols.

✓ *SoftwareX* is an Open Access journal that aims to support publication of research software.
Elsevier and Open/Free Access

- Elsevier publishes over 200 Open Access journals.
- Heliyon: broad-scope open access journals that publish sound science launched in 2015.
- Elsevier offers the Open Article choice in 1,600 established, peer reviewed journals.
- Elsevier publishes over 15,000 open access articles per year.
- We give free promotional access to hundreds of articles per year.
4) New developments affecting our journal Editors, Reviewers, Readers and the Research Community
New developments affecting our Editors, Reviewers, Readers and the Research Community

Editors

✓ State of the Art Editorial System: EVISE
✓ CrossCheck plagiarism detection tool

Reviewers

✓ Reviewer Recognition Platform

Readers

✓ New interactive applications

Research Community

✓ Publishing Campus
✓ STM Digest
✓ Atlas award
State of the Art Editorial System: EVISE

- EVISE is a new web-based publishing workspace taking researchers through the end-to-end editorial process, from submitting papers and facilitating the peer review process all the way to final decision and on to production.

- EVISE makes the publishing experience easier by bringing improved intelligence, communication, connections, ease, clarity and personalization.
CrossCheck plagiarism detection tool

- Identify text similarities which may indicate plagiarism, duplicate publications and duplicate submissions.
Reviewer Recognition Program

✓ Offers reviewers personalized profile pages where their reviewing history is documented.

✓ Reviewers-statuses are awarded based on the number of completed reviews for a journal title.
New Interactive Applications

- **Protein Viewer**: Allows to explore protein structures relevant to the article.

- **Genome Viewer**: View and analyze sequence data inside the article.

- **Protein Interaction Browser**: Visualizes protein interactions reported in structured summaries.

- **Virtual Microscope**: Allows to view whole slide scans at high resolution.
Elsevier Publishing Campus

☑ An online platform offering free lectures, interactive training and professional advice.

☑ Offers training on topics like: how to write a journal article; how to submit a book proposal; how to conduct peer review for a high impact journal; understanding research and publishing ethics; writing a successful grant application, etc.
STM Digest

- *STM Digest* is a collection of layperson translations of original research papers with societal impact and/or policy focus, which will be published next to the original article on ScienceDirect.

- Uses our networks of early career researchers, to publicize the translations to both academia and the general public via Mendeley.

- *STM Digest* aims to increase author recognition, free of charge and to offer early career researcher the opportunity to develop their writing skills while staying on top of the recent literature.
Recognizing the contribution of our authors to society: Atlas

- Atlas showcases research that can (or already has) significantly impact people's lives around the world.

- We hope that bringing wider attention to this research will go some way to ensuring its successful implementation.

- Each month, board members from an external advisory board of NGOs across the world select a single article from Elsevier’s 1,800 science, technology and health journals to be awarded “The Atlas".

www.elsevier.com/atlas
5) Yale’s contribution to scholarly publishing
Yale faculty members publication output

- Data 2010-2014

- ~8,000 articles per annum

- ~30% in top 10% most cited and ~5% in top 1% most cited articles
Where do Yale faculty members publish?

- Data 2010-2014
- 200 articles published in *Nature* and 188 articles in *Science*

<table>
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<tr>
<th>Rank</th>
<th>Journals</th>
<th># Articles</th>
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<tbody>
<tr>
<td>1</td>
<td>PLOS ONE</td>
<td>665</td>
</tr>
<tr>
<td>2</td>
<td>PNAS</td>
<td>544</td>
</tr>
<tr>
<td>3</td>
<td>Astrophysical Journal</td>
<td>434</td>
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<tr>
<td>4</td>
<td>Physical Review Letters</td>
<td>330</td>
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<td>Physical Review D...</td>
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<tr>
<td>6</td>
<td>Journal of Biological Chemistry</td>
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<tr>
<td>7</td>
<td>Nature</td>
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</tr>
<tr>
<td>8</td>
<td>Science</td>
<td>188</td>
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Yale’s contribution to Elsevier’s journals and books

**JOURNALS**

- ~ 25 (Co-) Editors-in-Chief
- ~ 100 Editors of all sorts (Associate, Section, Special Issues, Guest, etc.)
- ~ 200 Editorial board members

**BOOKS**

- > 120 Elsevier books authored/edited by Yale-affiliated faculty
- ~ 600 book chapters currently in development
Thank You!
Questions welcome

Dr. Paul-André Genest
p.genest@elsevier.com