**The VBN Team**  
Langagervej 2  
9220 Aalborg Ø

Contact: ALH  
Anne Lyhne Høj  
Telefon: 9940 7142  
Email: alh@aub.aau.dk

# Publishing strategy - Aalborg University

# Publishing strategy form

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | **Preliminary title or subject** | **Publication type (journal article, book chapter, book etc.)** | **Approx date (eg. Spring 2019)** | **Co-author(s)** | **Journals/publisher/target group** | **Context** |
| 1 |  |  |  |  |  |  |
| 2 |  |  |  |  |  |  |
| 3 |  |  |  |  |  |  |
| 4 |  |  |  |  |  |  |
| 5 |  |  |  |  |  |  |

# Strategy framework

The process begins with a set of general considerations regarding:

* What
* Where
* Profiling
* Collaboration

WHAT?

* Strategy perspective – what is the publishing strategy a part of?
* Is your strategy long-term or short-term (timescale)?
* Consider the type of publication: Journal articles, books, anthology contributions, report, Conference article.

WHERE?

* Consider where you want to publish or present your work - i.e. which journal, publisher or conference.
* Are there any requirements that must be met in advance - e.g. funding (publication/data set must be Open Access)?

## Promotion

* Draw up a plan for promoting your research
* Which digital platforms are you planning to use to promote your research (Twitter, LinkedIn, Facebook etc.)
* [**Researcher ID**](http://infoglue3.portal.aau.dk/infoglueDeliverWorking/ViewPage!renderDecoratedPage.action?siteNodeId=78367&languageId=1&contentId=-1) (ORCID, Scopus Author ID, Research ID)
* [**Researcher profiles**](http://infoglue3.portal.aau.dk/infoglueDeliverWorking/ViewPage!renderDecoratedPage.action?siteNodeId=78360&languageId=1&contentId=-1) (VBN-profile, Google Scholar profile, other profiles)
* Sharing of articles via Open Access (archiving articles in Pure). Tool: [**How Can I Share It?**](http://www.howcanishareit.com/)
* Sharing research data ([**CLAUUDIA**](https://www.claaudia.aau.dk/))
* Write and blog prior to publication (Notice: You should always check your publisher’s policy on this matter in advance!)

## Collaboration/network

* Consider whether you should collaborate with others
* Strategic collaboration
* Internal/external collaboration
* Collaboration with companies
* In a BFI context, collaboration is an advantage!
* Is there any advantage in writing alone?

# Publishing strategy checklist

Once the strategies are clarified, you should make more detailed considerations regarding the individual publication and how to address your target audience:

## Aims/scope

* The academic profile, target audience and contents of the journal/publishing house/conference
* Consider how to best reach your target audience
* Does the journal have a general or specialized profile?
* Geographical scope (regional, national, international)
* Enrichment (design, layout, indexing in databases, marketing)
* Peer reviewing
  + Is the journal peer reviewed?
  + Does the publisher offer peer reviewing on the entire manuscript (a BFI requirement), or only on parts of the manuscript?
  + What type of peer reviewing does it involve? Single blind (anonymous reviewer), double blind (both author and reviewer are anonymous) or open (the whole process is transparent)
* What is the journal's rejection rate?
* How long is the publication process?

### Værktøjer:

* [Cabell’s whitelist](http://www2.cabells.com/forward-login?authID=1P9kHKcagl73w7EMeFUSKumkWuBePQDMePxK%2FxWJong%3D)
* [Ulrichs](http://ulrichsweb.serialssolutions.com/) (contains information on more than 300,000 journals e.g. indexing, accessibility, publishing frequency etc.)

## Retrieval/visibility

* Is the journal indexed in the major databases?

### Tools:

* [Ulrichs](http://ulrichsweb.serialssolutions.com/) (contains information on more than 300,000 journals, e.g. indexing, accessibility, publishing frequency)
* [Scopus](https://goo.gl/hO7aKJ) (citation database)
* [Web of Science](https://goo.gl/AMYXeE) (citation database)
* [PubMed](https://www.ncbi.nlm.nih.gov/pubmed/) (medical database)
* [Directory of Open Access J](https://doaj.org/)ournals (DOAJ)

## Open Access

* Check if there are any requirements on behalf of your funder regarding Open Access
* Is Open Access publishing an option?
* Understand the way to Open Access:
  + Green Open Access – self-archiving of peer reviewed, accepted manuscript in VBN (free of charge)
  + Golden Open Access – publishing in complete Open Access Journals (costs in the form of Article Processing Charges)
* Price: Cost/benefit. Make sure that any Golden Open Access publishing costs can be financed (e.g. by funders)
* [Check out Aalborg University’s Open Access agreements](https://www.team.vbn.aau.dk/forskningsformidling/open-science/Open+Access/open-access-fond/)

### Tools:

* [VBN-teamets webpage on Open Access](https://www.team.vbn.aau.dk/forskningsformidling/open-science/Open+Access/open-access-fond/)
* [Directory of Open Access Journals](http://www.doaj.org) (DOAJ)

## Prestige (Impact factor and other bibliometrical indicators)

* Look into the journal's reputation by assessing its impact. There are different tools available.

### Tools:

* [Journal Impact factor](http://jcr.incites.thomsonreuters.com/JCRLandingPageAction.action?Init=Yes&SrcApp=IC2LS&SID=H6-8z5u4PP8agVZSS3k1ub53YuFUPi6uRfq-18x2denNgvqm9Yvx2Bix2BC4bxxs5fRAx3Dx3DOMmB0YlWAOkKT0iakslf4Qx3Dx3D-iyiHxxh55B2RtQWBj2LEuawx3Dx3D-1iOubBm4x2FSwJjjKtx2F7lAaQx3Dx3D) (JIF)
* [Scimago Journal Rank](https://www.scimagojr.com/journalsearch.php) (SJR)
* [Source Normalized Impact per Paper](https://www.scopus.com/sources.uri?zone=TopNavBar&origin=searchbasic) (SNIP)
* The Bibliometric Research Indicator (BFI-level) – [see the BFI authority list of journals](https://ufm.dk/forskning-og-innovation/statistik-og-analyser/den-bibliometriske-forskningsindikator/BFI-lister)

## Credibility

* Check out credibility of the journal/publisher/conference
* [Avoid predatory journals/publishers/conferences](https://www.team.vbn.aau.dk/Forskningspublicering/Predatory+tidsskrifter/)
* Check out the conference organisers and sponsors

### Tools for journals:

* [Think-Check-Submit](https://thinkchecksubmit.org/)
* Cabell’s black list of predatory journals

### Tools for publishers:

* [OAPEN library](http://www.oapen.org/home)
* [Directory of Open Access Books – DOAB](https://www.doabooks.org/)
* [Open Access Scholarly Publishers Association - OASPA](https://oaspa.org/)

### Tools for conferences:

* [Think-Check-Attend](https://thinkcheckattend.org/)