



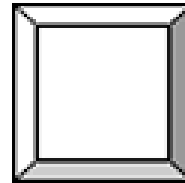
Faculty of Economics, Administrative and Social Sciences,
Ankara, Turkey

Thursday, 28 May, 9-12 o'clock

Training Workshop Publishing with Global Scientific Publishers

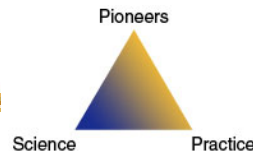
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Chairman, Peace Research and European Security Studies (AFES-PRESS)
Editor, Hexagon Series on Human, Environmental Security and Peace
Editor, SpringerBriefs in Environment, Security, Development & Peace



Springer

the language of science



Outline

• Part A: Publishing with Global Scientific Publishers

1. Goal: Enhance Global Visibility of High Quality Scholarship from Turkey
2. International Social Science Policy Report of UNESCO (2014)
3. University Ranking
4. IPCC Requirements: Peer-Reviewed Literature: Chapter on Africa
5. Requirements of Social Citation Index and Book Citation Index
6. Peer Review
7. Publication in Peer Reviewed Journals & in Peer Reviewed Books
8. My Suggestion Given Existing Constraints and Hurdles
9. My Role, Function & My Vision: Give more Global Visibility to High Quality Scholars and Scholarship from the Global South
10. Three examples of Turkish-German cooperation in publishing in English and Turkish
 - Prof. Mustafa Aydin: 4 chapters in Hexagon series, co-publication of a Turkish journal and book
 - Prof. Selim Kapur (soil scientist, Adana)
 - Dr. Ebru Gencer (geoscientist, Columbia University, New York)

• Part B: Training & Discussion

- A. Basic Questions
- B. How to Write a Good Scientific Paper?
- C. Where and with Whom to Publish?
- D. How to Get Published?
- E. How to Write and Sell a Good Scientific Book?
 - i. How to Find a Major Global Scientific Publisher?
 - ii. How to Obtain a Publication Agreement?
- F. How to Market your Book and Reach a Global Audience

Introduction

- **Multiple Context: University, Scholars & Graduates**
 - UNESCO's Science Report (2013): Dominance of English literat.
 - IPCC's citation requirement: peer-reviewed vs. gray literature
 - University Ranking: peer-reviewed, indexed publications matter
 - For scientific career (PhD programmes): English publication in peer-reviewed journals increasingly becomes a requirement
- **Peer-reviewed Publishing in English with International Publishers in peer-reviewed indexed social science journals**
 - Most journals are not in English, not peer-reviewed, not indexed
 - Many peer reviewed, English journals are published in US, UK
 - Peer-reviewed journals have a high rejection rate (50-90%)
- **Peer-reviewed Publishing in English in peer-reviewed books with major social science publishers**

1. Goal: Enhance Global Visibility of Turkish High Quality Scholarship

- Enhance Global Scientific Visibility of Turkish Scholarship**
 - of Turkish scholars working in Turkey
 - of Turkish scholars working abroad in Europe or North America
- Enhance the Global Visibility of Turkish Political Science**
 - Many Turkish scholars study and graduate abroad (BA, MA, PhD)
 - as authors of books and journal articles
 - as reviewers of books and journal articles on Turkey and
 - as reviewers of books and journal articles by Turkish scholars
 - as members of the editorial boards of journals & book series
 - e.g. Security Dialogue (SAGE)
 - Mediterranean Soil Ecosystems (MSE) -Publication of the Soil Science Society of Turkey (SSST), 1 volume so far [ESDP 8] with Springer

1.1. Why it is relevant to reach a global audience & recognition?

Dual strategy is needed:

a) Publish in your own language

- **Own people:**
 - Citizens & tax-payers
 - Policy-makers and journalists
 - Undergraduate students
 - For national recognition & promotion

b) Publish in foreign languages, esp. in English

- International recognition (citation)
- Impact on the ranking of your own university in publications & citations
 - Times Higher Education (THE), Thomson & Reuters; <>
 - QS Top Universities: <>
 - Shanghai: Academic Ranking of World Universities <>
- Attractiveness for foreign students

2. International Social Science Policy Report UNESCO, IPCC & University Ranking



- **ISSC:** Transformative Cornerstones of Social Science Research on Global Change (2012)
- **UNESCO's:** World Social Science Report (2013)
- **Bibliometrics:** What is included?
- **IPCC:** only peer reviewed literat.
- **Thomson & Reuters:** Scientific Indexing & University Ranking: Global, Asia & Emerging Countries

2.1 UNESCO's Science Report (2013)



International Social Science Council (ISSC) presented the **World Social Science Report 2013 on global environmental change**.

Many changes are driven by human activities, fossil fuel consumption, deforestation, agricultural intensification, urbanization, overexploitation of fisheries, and waste production. Most discussed ... is climate change.

These challenges are intimately connected to accelerating production and consumption, population growth, socio-economic and cultural globalization, and widespread patterns of inequality. Together they comprise a major feature of contemporary life, **and require innovative policy and social transformation.**

Editorial Team

Heide Hackmann (Report director)

Françoise Caillods (Senior advisor)

Susanne Moser (Senior editorial advisor)

Frans Berkhout (Senior editorial advisor)

Louise Daniel (Project co-ordinator)

Diana Feliciano (Researcher)

Orla Martin (Research assistant)

Eduardo Marques (Part time researcher)

Scientific Advisory Committee

Olive Shisana (Chair)

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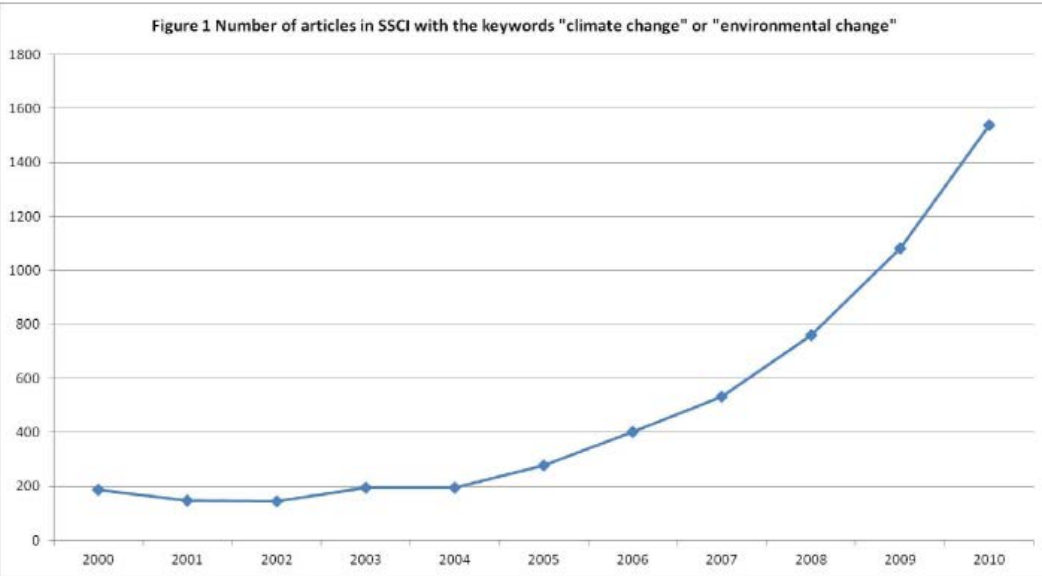
Ismail Serageldin

John Urry

Oleg Yanitsky

2.2. Transformative Cornerstones of Social Science Research for Global Change

Figure 1 Number of articles in SSCI with the keywords "climate change" or "environmental change"



2013

World Social Science Report

Changing Global Environments

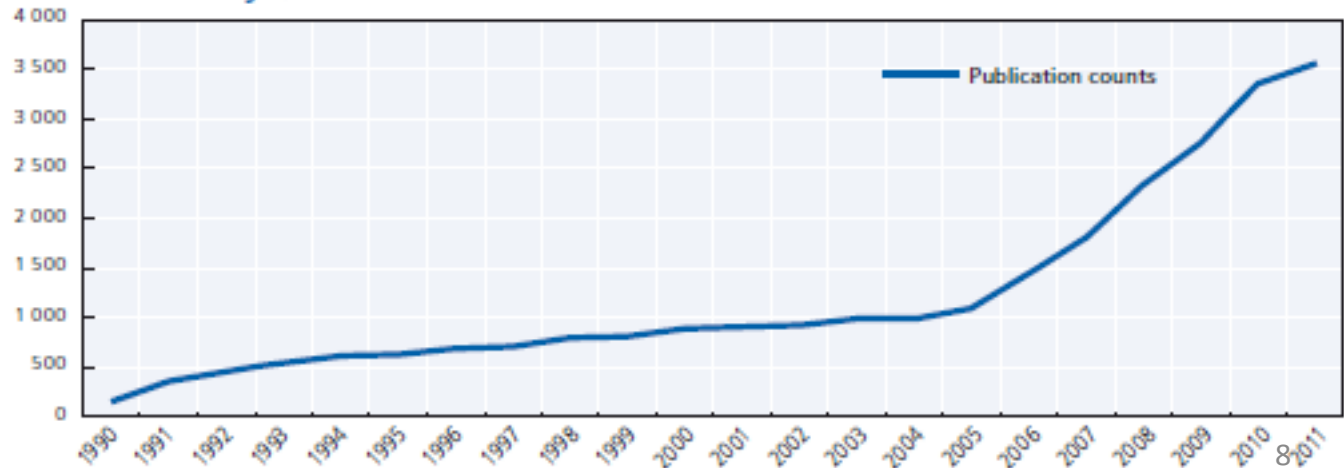
Global environmental changes, including climate change, are intricately linked to other social, political and economic crises, from poverty and inequality to social discontent. The consequences of these interacting changes are rapidly unfolding across the world and already affect our life-support systems, livelihoods and lifestyles. Society must now find ways to simultaneously protect the planet's bounty and safeguard social equity and well-being for all. In this urgent quest, social science knowledge is indispensable for understanding the causes and consequences of global environmental change and informing more effective, equitable and desirable solutions for a sustainable future.

In this third edition of the World Social Science Report 150 authors from all over the world and a wide range of disciplines offer insights that help us understand the challenges before us. The report issues an urgent call to action to the international social science community to collaborate more effectively with each other, with colleagues from other fields of science, and with the users of research to deliver solutions oriented knowledge on today's most pressing environmental problems. It calls for a transformative social science that is:

- **bolder** in reframing and reinterpreting global environmental change as a social problem;
- **better** at infusing social science insights into real-world problem-solving;
- **bigger** in terms of having more social scientists to focus on global environmental change; and
- **different** in the way it thinks about and does research that helps meet the writing sustainability challenges faced today.

World Social Science Report 2013: Changing Global Environments was prepared by the International Social Science Council and co-published with the Organisation for Economic Co-operation and Development (OECD) and UNESCO.

Figure 3 • Number of social science publications on global environmental change over the years 1990-2011



Source: Web of Science. See Callouds (Figure 13.1) and Waitman, for information on methodology used and definitions in World Social Science Report 2013.

Science-Metrix

Final Report

August 2004

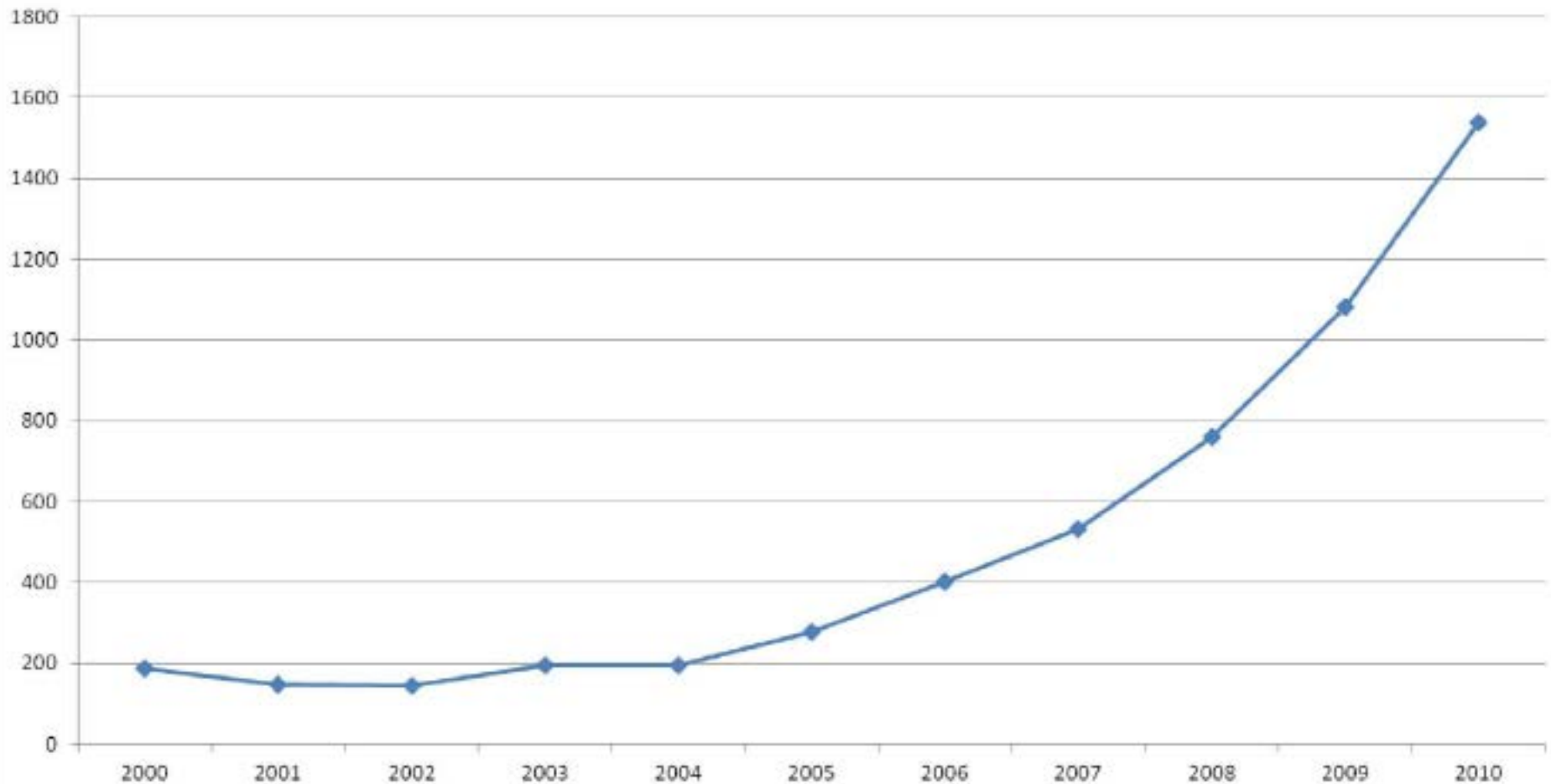
The Use of Bibliometrics in the Social Sciences and Humanities

Prepared for the
Social Sciences and Humanities Research
Council of Canada (SSHRC)

Transformative Cornerstones of Social Science Research for Global Change

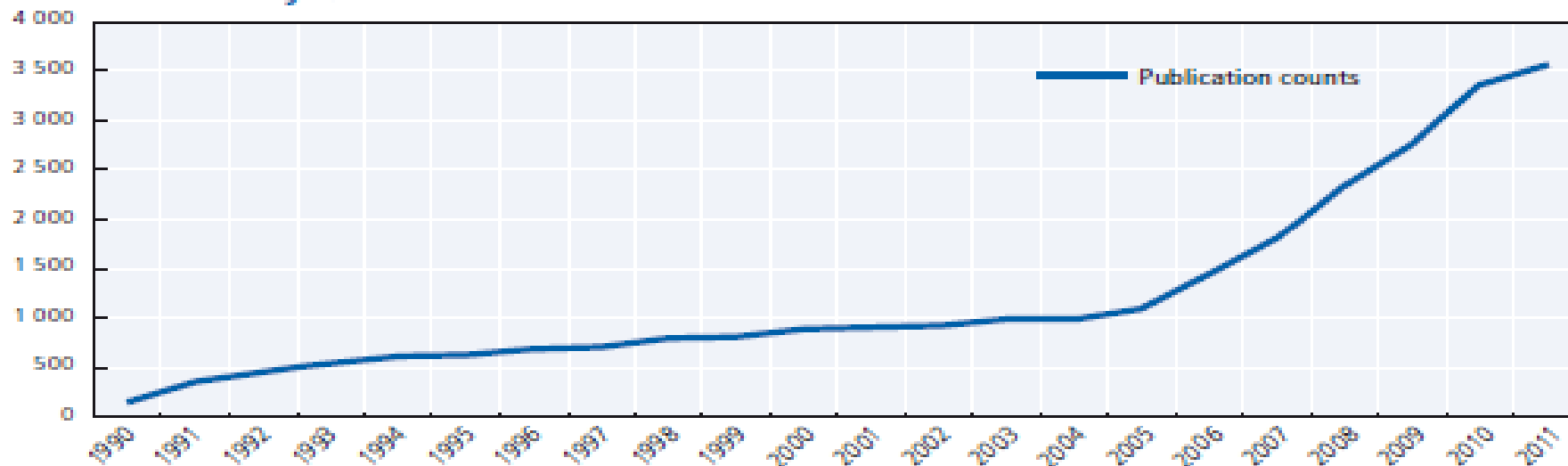
2.3 ISSC (2012)

Figure 1 Number of articles in SSCI with the keywords "climate change" or "environmental change"



2.4. Publications on Global Environmental Change

Figure 3 • Number of social science publications on global environmental change over the years 1990-2011



Source: Web of Science. See Callods (Figure 13.1) and Waitman, for information on methodology used and definitions in World Social Science Report 2013.

The social sciences are increasingly expected to play a role in analysing the urgent problems of global environmental change, and in suggesting solutions. But do they have the capacity to do so? Part 2 analyses the state of social science research on global environmental change in different parts of the world, and its capacity to address the many complex issues that environmental change raises.

Social scientists in the United States and Europe have been studying global environmental change for several decades.

But the emergence of climate change as a global issue in the 1990s – before and after the Rio Earth Summit of 1992 – stimulated rapid growth in this area throughout the world (Figure 3). Since 2005, the number of publications on climate change and global environmental change in social science journals indexed in the Web of Science (WoS) has increased rapidly. Researchers in environmental studies, economics and geography published most on these themes during the period 1990-2011, while other social sciences such as political science, sociology and psychology have lagged behind.

Transformative Cornerstones of Social Science Research for Global Change

2.5 ISSC (2012)

Explaining the disparities in social science capacity between regions and countries

- **A lack of funding** for social science research in general and social science research on global environmental change in particular, especially in Southern countries;
- **A lack of institutional support** for social science research on global environmental change. In most
- **A lack of incentives to do research** encourages African, Indian or Latin American scholars to seek better opportunities elsewhere. This problem is not specific to global environmental change;
- **A lack of interest among social scientists themselves** in global environmental change, a subject which is often considered a biophysical science issue. Many social scientists prefer to study topics such as economic growth and development, poverty alleviation and the reduction of inequality, which are considered more central to the core of the traditional social sciences.

Figure 3 Number of articles in SSCI database in the period 2000-2010 with keywords: "environmental change" or "climate change"

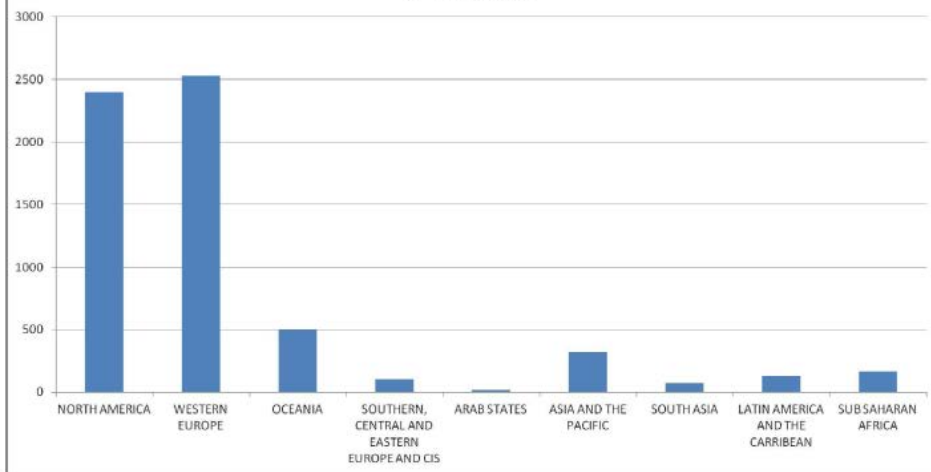
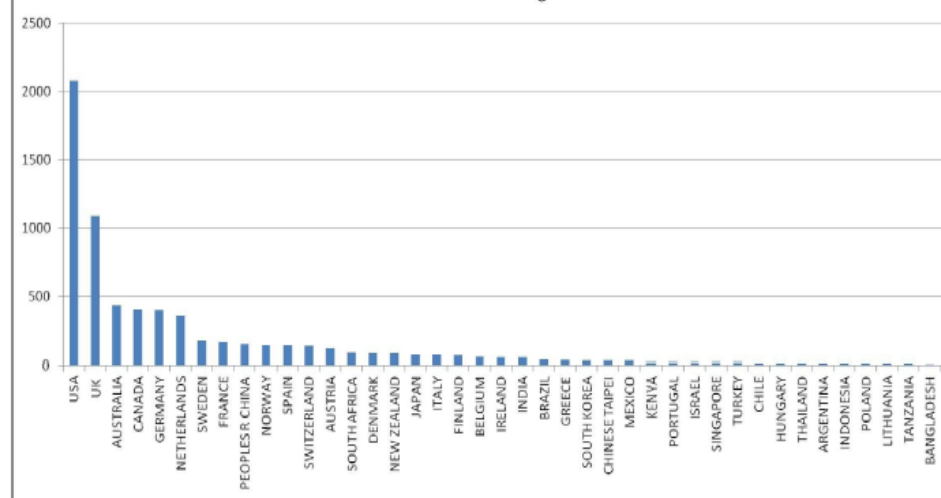


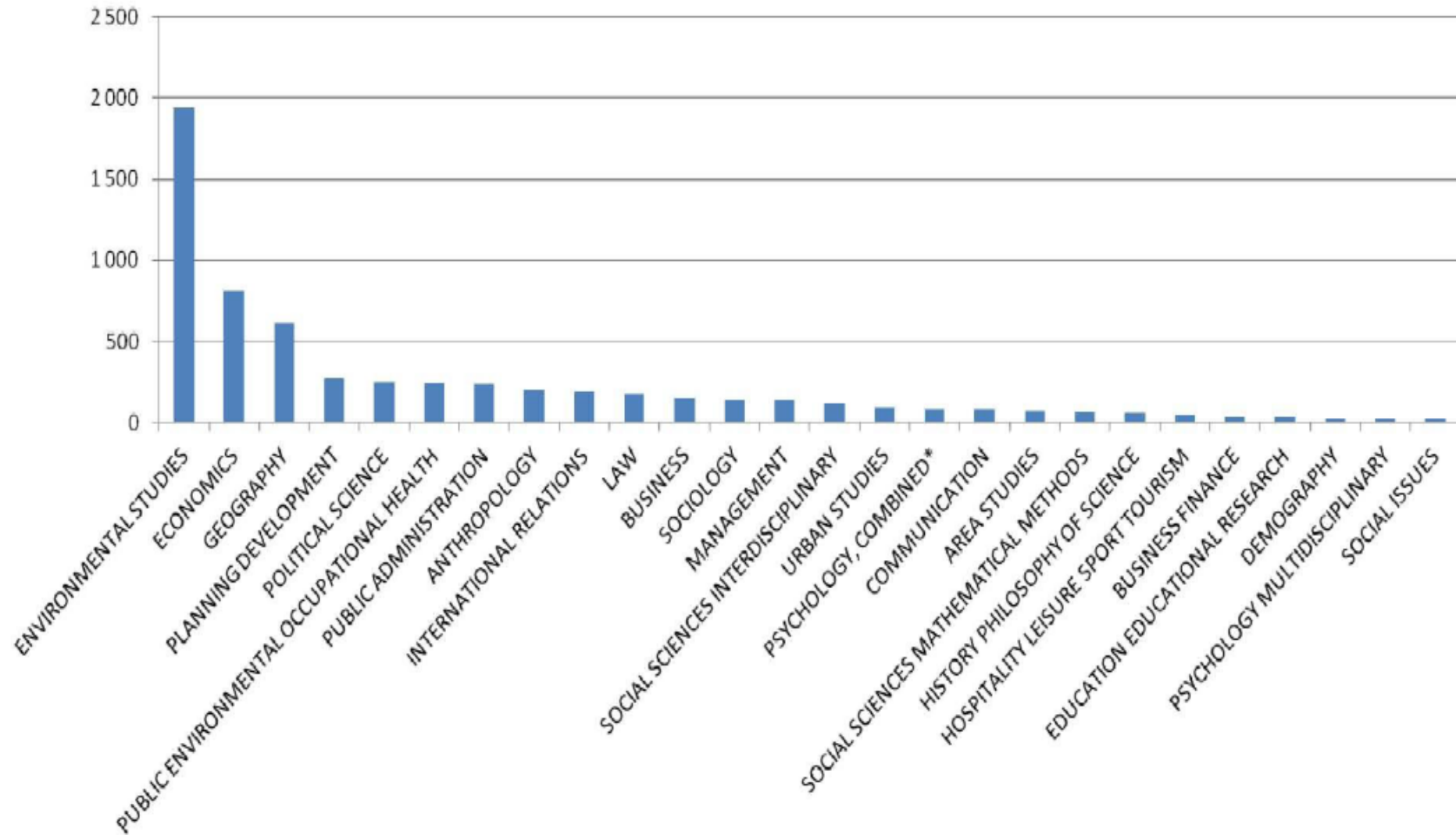
Figure 4 number of articles in SSCI database in the period 2000-2010 with keywords: "environmental change" or "climate change"



2.6. ISSC (2012)

Transformative Cornerstones of Social Science Research for Global Change

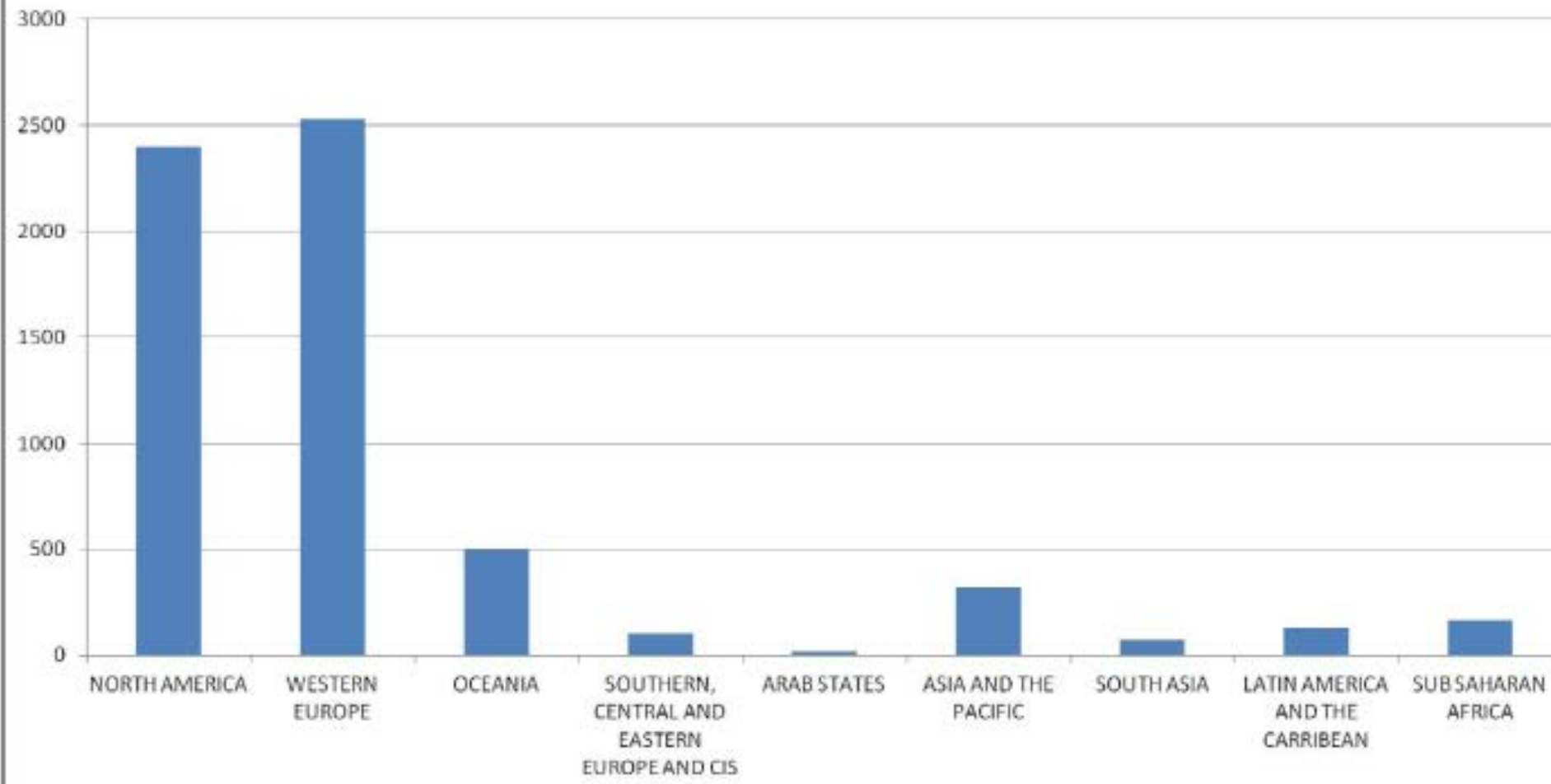
Figure 2 Number of articles in the SSCI in the period 2000-2010 per social science disciplinary subfield



Transformative Cornerstones of Social Science Research for Global Change

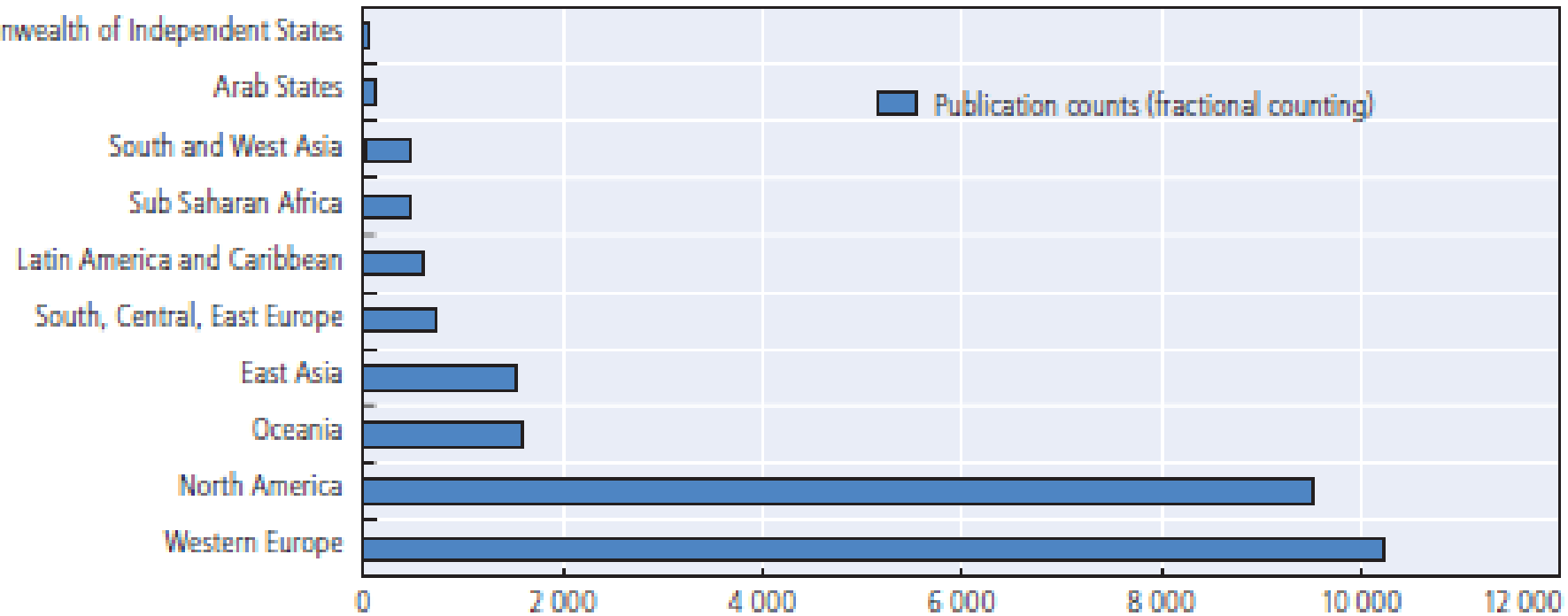
2.7. ISSC (2012)

Figure 3 Number of articles in SSCI database in the period 2000-2010 with keywords: "environmental change" or "climate change"



2.8. Social Science Publications by Region

Figure 4 • Number of social science publications on global environmental change per region 1990-2011



Source: Web of Science. See Callouds (Figure 13.2) and Waltman, for information on methodology used and definitions in World Social Science Report 2013.

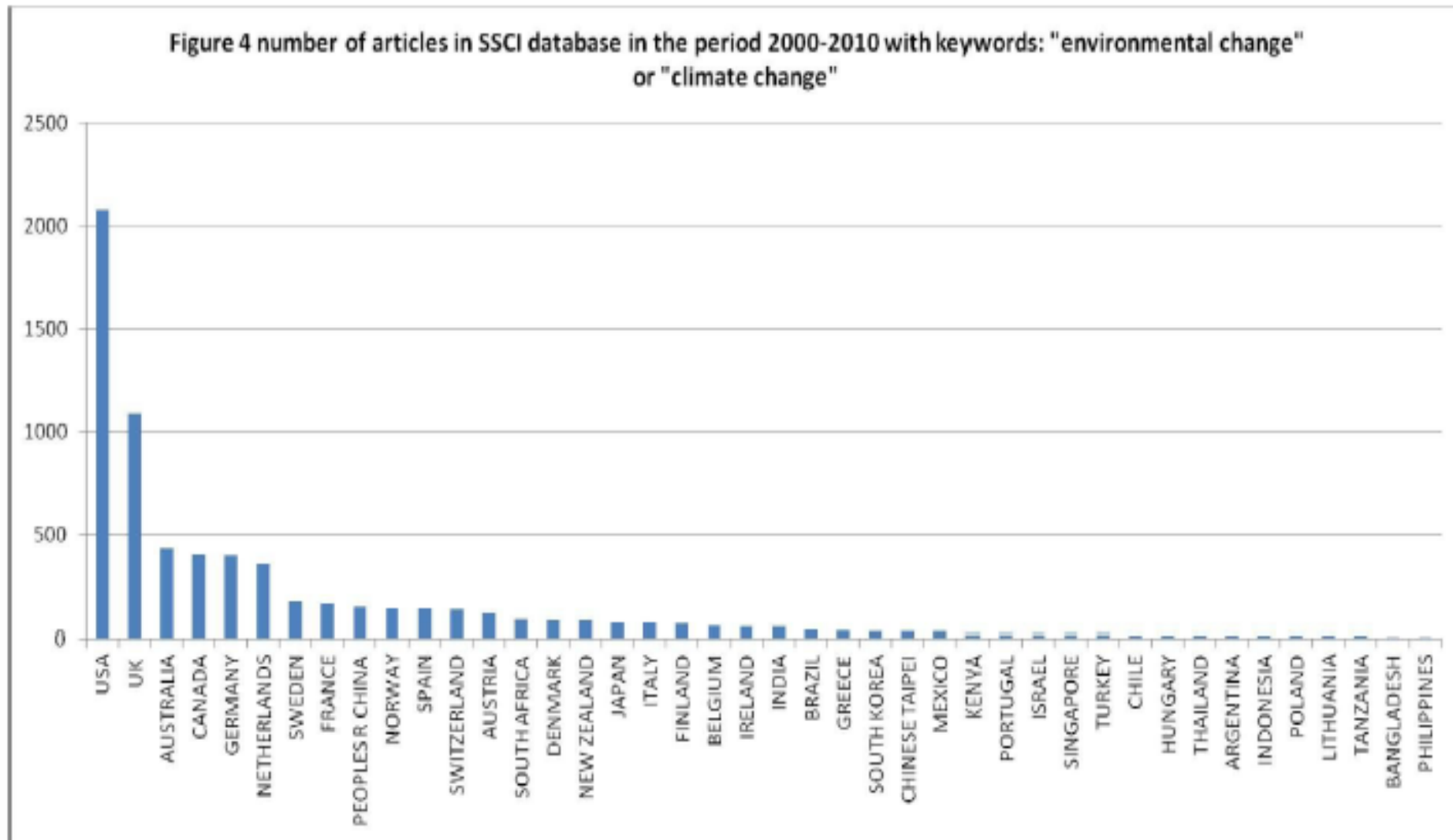
Regional disparities in the volume and visibility of social science research, as highlighted by the number of publications registered in the WoS, are formidable. Europe – particularly Western Europe – produces the most publications, followed closely by North America (Figure 4). Far behind, yet with a significant production, come Oceania and East Asia. Further behind still are Latin America, sub-Saharan Africa, and South and West Asia. The figures for

Even within regions, considerable differences exist between countries. The countries producing the largest number of publications on global environmental change are the United States (by far) and then the United Kingdom. Next – but far behind – are Australia, Canada, Germany and the Netherlands.

Transformative Cornerstones of Social Science Research for Global Change

2.9. ISSC

Figure 4 number of articles in SSCI database in the period 2000-2010 with keywords: "environmental change" or "climate change"



2.10. Explaining Regional Differences

Explaining the disparities in social science capacity between regions and countries

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Changing Global Environments

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World Social Science Report 2013: Changing Global Environments was prepared by the International Social Science Council and co-published with the Organisation for Economic Co-operation and Development (OECD) and UNESCO.

2013



2.11 What is the basis of this bibliometrics?

Science-Metrix

Final Report

August 2004



The Use of Bibliometrics in the Social Sciences and Humanities

Prepared for the
Social Sciences and Humanities Research
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Science-Metrix

Final Report

The Use of Bibliometrics in the Social Sciences and Humanities

Éric Archambault and
Étienne Vignola Gagné

August 2004

Prepared for the
Social Sciences and Humanities Research
Council of Canada (SSHRC)

Science-Metrix specializes in the measurement and evaluation of science, technology and innovation. Our data collection and assessment methods include bibliometrics, scientometrics, technometrics, surveys and interviews, environmental scans, monitoring and intelligence gathering. We perform program and policy evaluations, benchmarking and sector analysis, market studies and strategic planning. Science-Metrix has a robust knowledge of life and environmental sciences.

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- Literature included in Social Science Citation Index (SSCI)
- Overrepresents research published in English
- Open access (webometrics)
- Thomson ISI
 - Counting
 - Citation, impact factor
 - cocitation

Table III Journal coverage rates by country of editor

Country	NSE			SSH		
	Thomson ISI	Ulrich	Difference	Thomson ISI	Ulrich	Difference
United Kingdom	23%	17%	36%	27%	18%	55%
Russian Federation	1.6%	1.4%	12%	0.3%	0.3%	36%
United States	36%	31%	19%	50%	37%	35%
Switzerland	2.7%	2.1%	26%	0.6%	0.5%	8%
Netherlands	9.4%	8.3%	14%	7.7%	7.4%	5%
Canada	1.3%	1.3%	1%	2.5%	3.2%	-21%
France	2.4%	2.6%	-6%	1.0%	1.4%	-24%
Germany	7.7%	6.2%	25%	3.9%	5.9%	-34%
Japan	2.3%	3.7%	-39%	0.5%	1.0%	-55%
Australia	1.2%	2.1%	-42%	1.1%	3.6%	-71%
Spain	0.4%	1.3%	-72%	0.3%	1.0%	-75%
Belgium	0.2%	0.4%	-52%	0.5%	2.1%	-75%
India	0.9%	2.2%	-61%	0.2%	1.6%	-86%
Poland	0.7%	1.6%	-58%	0.2%	1.3%	-87%
Italy	1.1%	1.7%	-38%	0.1%	1.2%	-89%
China	0.9%	2.9%	-69%	0.1%	0.9%	-91%
Brazil	0.3%	1.1%	-72%	0.04%	1.0%	-96%
Other	7.5%	14%	-45%	3.5%	13%	-73%

Source: Compiled by Science-Metrix from Thomson ISI's and Ulrich's data.

Table IV Journal coverage rates by language spoken in editor's country

Language	NSE			SSH		
	Thomson ISI	Ulrich	Difference	Thomson ISI	Ulrich	Difference
Russian	1.6%	1.4%	12%	0.3%	0.3%	36%
English	64%	55%	17%	82%	65%	26%
Dutch	10%	8.6%	11%	8.2%	9.4%	-13%
Czech	0.3%	0.7%	-55%	0.3%	0.4%	-15%
French	2.4%	2.6%	-6%	1.0%	1.4%	-27%
German	11%	9.0%	19%	4.6%	7.0%	-34%
Japanese	2.3%	3.7%	-39%	0.5%	1.0%	-55%
Danish	1.2%	0.9%	40%	0.3%	0.7%	-61%
Afrikaans	0.3%	0.6%	-57%	0.4%	1.1%	-66%
Swedish	0.3%	0.4%	-10%	0.2%	0.7%	-67%
Chinese	1.7%	3.9%	-56%	0.4%	1.7%	-76%
Spanish	1.0%	3.2%	-69%	0.6%	3.0%	-82%
Polish	0.7%	1.6%	-58%	0.2%	1.3%	-87%
Italian	1.1%	1.7%	-38%	0.1%	1.2%	-89%
Portuguese	0.3%	1.1%	-74%	0.1%	1.1%	-92%
Arabic	0.1%	0.6%	-90%	0.0%	0.5%	-100%
Other	2.3%	5%	-57%	1.1%	4%	-76%

Source: Compiled by Science-Metrix from Thomson ISI's and Ulrich's data.

3. University Rankings

- **University Rankings have become a tool for**
 - The choice of brilliant students where to study
 - Increasingly for government science & education ministries for the funding of universities from national budgets.
- **Which University Rankings exist?**
 - [World's Best Universities](#) (World's Top Universities: QS),
 - [The Times Higher Education Supplement](#) World Ranking (Thomson & Reuters)
 - [Academic Ranking of World Univers.](#), [Jiaotong-Un. Shanghai.](#)
- **Importance of Research and indexed publications?**
 - Research and publications: one or 4-5 key criteria

3.1. International Research Recognition: Peer-Reviewed English Publications Matter

Research as Criteria for University Ranking:

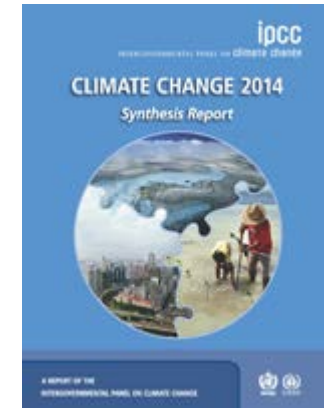
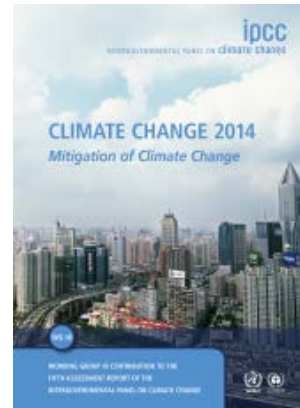
- Research quality is key criteria in university ranking/rating systems.
- QS World University Rankings, research quality criteria most weight.
- **To measure how a university's research quality is, based on 4 areas**
 - Academic peer endorsements
 - **Citations per paper: maximum points six citations per paper.**
 - **Research papers per faculty: 7 papers for every faculty member**
 - **Prolific academic experts:** international awards for recognition for outstanding work, e.g. various Nobel Prizes.
- **Peer-reviewed Publications: Journals and Books in English matter**
- **Social Research Citation Index: only English language articles**
 - Journals to be accepted need: 25 English articles each year for three years
 - <http://thomsonreuters.com/social-sciences-citation-index/>
 - **3,000 of world's leading social sciences journals across 50 disciplines.**
- **Book Citation Index: Thomson & Reuters, Web of Knowledge, at:**
<<http://thomsonreuters.com/book-citation-index/>> and at:
<http://wokinfo.com/products_tools/multidisciplinary/bookcitationindex/>

3.2 Ranking of Bilkent University

- **Shanghai (AWRU):** 2014, Turkey: Istanbul Univ. (400-500)
- **THE (Thomson & Reuters): World Ranking 2014/2015:** Bilkent 200-225
- **QS: World Univ. Ranking 2014-2015: 399** [Bilkent University is recognized and ranked internationally as the premier institution of higher education in Turkey.]
 - **Politics & International Relations: 100-150 top universities**
- **QS by faculty: Social Sciences & Management**
 - **Middle East Technical University: 268 of world**
 - **Bilkent University: 326**
 - **Bogacizi Univ.: 346**
 - **Koc University: 387**
- **Center for World University Ranking (CWUR):** Bilkent, 859 global, Turkey 7 (better in publications: 788, citations: 609)

4. IPCC Requirements:

Peer-Reviewed Literature: Chapter on Asia



AR5 (2013/2014) Authors from Turkey

- BIROL, Fatih, International Energy Agency, AR-4, CA, WG 3, mitigation, long-term impacts
- **KARAPINAR, Barış, Boğaziçi University, Switzerland, AR-5, LA, WG II, Rural areas**
- SEN, Zekai, Istanbul Technical University, AR-4, LA, WG II on water issues

4.1. IPCC Citable Literature

ANNEX 2 PROCEDURE ON THE USE OF LITERATURE IN IPCC REPORTS

- This annex is provided to ensure that the IPCC process for the use of literature is open and transparent. In the assessment process, emphasis is to be placed on the assurance of the quality of all cited literature. **Priority should be given to peer-reviewed scientific, technical and socio-economic literature if available.**
- It is recognized that **other sources** provide crucial information for IPCC Reports. These sources may include **reports from governments, industry, and research institutions, international and other organizations, or conference proceedings.** Use of this literature brings with it an extra responsibility for the author teams to ensure the quality and validity of cited sources and information.
- **In general, newspapers and magazines are not valid sources of scientific information. Blogs, social networking sites, and broadcast media are not acceptable sources of information for IPCC Reports.** Personal communications of scientific results are also not acceptable sources.

4.2. What is noted and cited?

- **ISSC & UNESCO:** review of peer-reviewed literature that is included in the **Social Science Citation Index**
- **Dominance of English** language literature
- **IPCC:** usually **only peer-reviewed literature is citable** (articles/books) although some accepted initially only articles listed in SCOPUS (Elsevier)
- **UNEP: GEO 6 Reports: only peer-reviewed literat. citable**
- **Change 2015 ff.:** Also literature in other languages (?)
- **More scholars from developing countries to be involved**
- **Formal Requirements to get globally noted**
 - **Publish in English in books/journals with an ISBN/SSBN, with a publisher, city and date & listing in Library of Congress**
 - **Publish in peer-reviewed publications which are indexed, usually in the SSCI and which have a high impact factor**

5. Requirements of Social Citation Index and Book Citation Index

- Most **Citation Indexes** are compiled by **Thomson & Reuters** (British/Canadian private company) that also compiles a ranking of universities: **Web of Science**
- **Social Science Citation Index (SSCI)**: High requirements and hurdles
 - English language,
 - Peer reviewed,
 - 3 years 25 articles per year
- **Book Citation Index by Thomson & Reuters**

5.1 Thomson & Reuters: Indexing & Ranking

THE DEFINITIVE RESOURCE FOR GLOBAL RESEARCH

THOMSON REUTERS
WEB OF KNOWLEDGE™

WEB OF SCIENCE

ACCESS POWERFUL CITED REFERENCE SEARCHING AND MULTIDISCIPLINARY CONTENT

WHAT IT DELIVERS

- Coverage of over 12,000 journals
- More than 148,000 proceedings from the most significant conferences, symposia, seminars, colloquia, workshops, and conventions worldwide
- Coverage as far back as 1900
- Coverage of over 30,000 editorially selected books
- Cover-to-cover indexing
- Cited reference and chemical structure searches
- Author identification tools
- Analysis capabilities and visualization tools
- Direct links to full text and library holdings information

WHAT YOU CAN DO

- Access the highest quality, curated, multidisciplinary content
- Pinpoint subject-specific and regional research
- Search grant activity and funding acknowledgements
- Discover the most relevant research to inform your work
- Find high-impact articles and proceedings
- Discover research ideas as they are first presented, before they are included in journals
- Detect emerging trends that help you pursue successful research and grant acquisition
- See where top researchers are publishing and presenting findings
- Identify potential collaborators with significant citation records

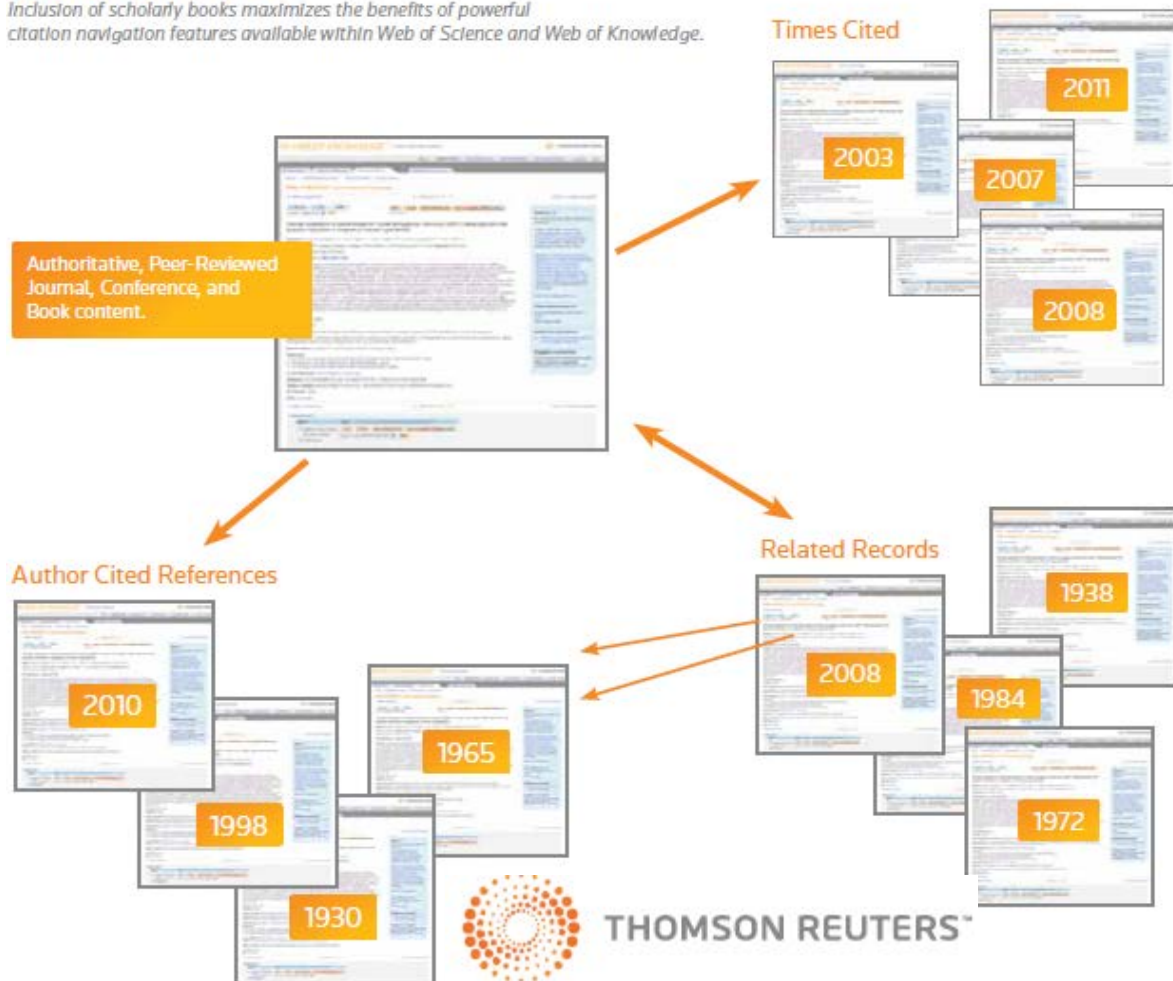
5.2 Book & (Journal) Social Citation Index

COMPLETING THE RESEARCH PICTURE BOOK CITATION INDEX IN WEB OF SCIENCE™



Web of Science and the Web of Knowledge Platform Discovery Starts Here

Inclusion of scholarly books maximizes the benefits of powerful citation navigation features available within Web of Science and Web of Knowledge.



- » **Conference Proceedings Citation Index™**
– 1990 to present
Fully indexes over 148,000 conference titles in the Sciences and Social Sciences with 12,000 conferences added annually
- » **Science Citation Index Expanded™**
– 1900 to present
Fully indexes over 8,500 major journals across 150 disciplines
- » **Social Sciences Citation Index™**
– 1900 to present
Fully indexes over 3,000 social sciences journals, covering the most significant social sciences discoveries from all of the 20th century.
- » **Arts & Humanities Citation Index®**
– to 1975 to present
Fully indexes over 1,700 arts and humanities journals, as well as selected items from over 250 scientific and social sciences journals
- » **Index Chemicus®** – 1993 to present
Contains over 2.6 million compounds
- » **Current Chemical Reactions®** – 1986 to present; plus INPI archives from 1840 to 1985
Contains over one million reactions
- » **Book Citation Index** – 2005 to present
Indexes over 50,000 editorially selected books with 10,000 new books added each year

5.3 Social Citation Index

<http://ip-science.thomsonreuters.com/cgi-bin/jrnlst/jloptions.cgi?PC=SS>

SOCIAL SCIENCES CITATION INDEX

- Find a specific journal by title, title words, or ISSN
- View a list of all journals
- **View a list of all journals covered in a specific category**
- View a list of all journal coverage changes (added or dropped)

Here you should start with the search of journals for your research

- **Area Studies (66): Turkish Studies (Routledge, Taylor & Francis)**
- **Environmental Studies (99)**
- **Planning & Development (55)**
- **Political Science (161)**
- **International Relations (84)**
- **Women's studies (40)**

5.4. Turkish Journals in Social Sciences Citation Index (SSCI), January 2015

- URK PSIKIYATRI DERGISI, TURKIYE SINIR VE RUH SAGLIGI, DERNEGI, 1300-2163 , TURKEY, TURKISH
- TURK PSIKOLOJI DERGISI, TURKISH PSYCHOLOGISTS ASSOC, 1300-4433, TURKEY, MULTI-LANGUAGE
- TURKISH JOURNAL OF GERIATRICS-TURK GERIATRI DERGISI, GUNES KITABEVI LTD STI,1304-2947, 1307-9948,TURKEY, TURKISH
- TURKISH STUDIES, ROUTLEDGE JOURNALS, TAYLOR & FRANCIS LTD, 1468-3849,1743-9663, ENGL., ENGLISH
- ULUSLARARASI ILISKILER-INTERNATIONAL RELATIONS, ULUSLARARASI ILISKILER KONSEYI, DERNEGI, 1304-7310, TURKEY, TURKISH

6. Peer Review

- **Peer review** is the evaluation of work by one or more people of similar competence to the producers of the work ([peers](#)). It constitutes a form of self-regulation by qualified members of a profession within the relevant [field](#).
- Peer review methods are employed to maintain standards of quality, improve performance, and provide credibility. In [academia](#) peer review is often used to determine an [academic paper](#)'s [suitability for publication](#).
- Scholarly peer review is the process of subjecting an author's [scholarly](#) work, research, or [ideas](#) to the scrutiny of others who are [experts](#) in the same field, before a paper describing this work is published in a journal. Peer review in its current form is relatively recent; the journal *Nature* instituted formal peer review only in 1967. The work may be accepted, considered acceptable with revisions, or rejected.
- **Peer review requires a community of experts in a given (and often narrowly defined) field, who are qualified and able to perform reasonably impartial review.**
- Although generally considered essential to academic quality, and used in most important scientific publications, peer review has been [criticized](#) as ineffective, slow, and is often misunderstood ([anonymous peer review](#) and [open peer review](#)).
- **Publications that have not undergone peer review are likely to be regarded with suspicion by scholars and professionals (lower rank, or gray area literature).**

6.1 Peer Review Procedure & Process

Usually, there are two or three referees for a given article.

- These referees each return an evaluation of the work to the editor, noting weaknesses or problems along with suggestions for improvement.
- Typically, most of the referees' comments are eventually seen by the author; [scientific journals](#) observe this convention universally. The editor, usually familiar with the field of the manuscript evaluates the referees' comments, her or his own opinion of the manuscript, and the context of the scope of the journal or level of the book and readership, before passing a decision back to the author(s), usually with the referees' comments.
- **Referees' evaluations usually include an explicit recommendation of what to do with the manuscript or proposal, often chosen from options provided by the journal or funding agency. Most recommendations are along the lines of the following:**
 - to unconditionally accept the manuscript or proposal,
 - to accept it in the event that its authors improve it in certain ways,
 - to reject it, but encourage revision and invite resubmission,
 - to reject it outright.

6.2 Styles of the Review

- In "**double-blind**" review, which is more common in the humanities than in the hard sciences, the identity of the authors is concealed from the reviewers, and vice versa, lest the knowledge of authorship or concern about disapprobation from the author bias their review.
- **Single-blind review** is strongly dependent upon the goodwill of the participants, but no more so than double-blind review with easily identified authors.
- A **conflict of interest** arises when a reviewer and author have a disproportionate amount of respect or disrespect for each other
- When conflicts are reported, the conflicting reviewer can be prohibited from reviewing and discussing the manuscript, or her review can instead be interpreted with the reported conflict in mind; the latter option is more often adopted when the conflict of interest is mild (ancient professional connection, family relation).

6.3 Peer Review Requirements & Criteria

- **Requirements:**
 - Abstract., Keywords
 - Text, Bibliography, Biography, Abbreviations
- **There are many Peer Review Criteria: (see: internet!)**
 - Problem Statement, Conceptual Framework & Research Question
 - Reference to the Literature and Documentation
 - Relevance
 - Research Design
 - Instrumentation, Data Collection and Quality Control
 - Population and Sample
 - Data Analysis and Statistics
 - Reporting of statistical analyses
 - Presentation of results
 - Discussion and Conclusions: Interpretation
 - Title, Authors, and Abstract
 - Presentation and Documentation
 - Scientific Conduct

6.4 My own peer review criteria for my two peer-reviewed book series

Criteria of peer review:

- sophistication
- conceptual clarity
- readability
- conceptual
- theoretical
- empirical
- innovative

Recommendations:

- unconditional acceptance: directly to language editor
- minor modifications and improvements
- major modifications and improvements
- rejection

Comments:

7. Publication in Peer Reviewed Journals & in Peer Reviewed Books

Publication in Peer Reviewed Journals

- Blind: reviewer knows the author but authors does not know the reviewers
- Double blind: reviewers do not know the names of the authors
- Overcome dominance of Northern reviewers:
- **Involvement of African scholars in the review process**
- Publication in peer-reviewed journals. Overcoming hurdles
- **Economic constraints: Access to peer reviewed scholarship: High prices of publication and of access fees**
- **Open access journals: high entry fees**
- Free open access journals that are sponsored by countries and scientific societies
- Overcoming the hurdles for African scholars

Publication in Peer Reviewed Books

- **Thomson & Reuters Book Citation Index**
- **Availability in World Cat (in Libraries)**

8. My Role, Function & My Vision:

Give more Global Visibility to High Quality Scholars and Scholarship from the Global South

• My Role and Function

- Editor of three English language book series published by Springer
 - Human, Environmental Security and Peace (HESP) peer-reviewed: <<http://www.afes-press-books.de/html/hexagon.htm>>.
 - Springer Briefs on Environment, Security, Development and Peace (ESDP). Peer-reviewed: <http://www.afes-press-books.de/html/SpringerBriefs_ESDP.htm>.
 - Springer Briefs on Pioneers in Science and Practices (PSP), no peer-reviewed: <http://www.afes-press-books.de/html/SpringerBriefs_PSP.htm>.
- Publication as four versions
 - As books (HESP: hardcover, ESDP, PSP: soft cover)
 - As electronic books (Springer Ebooks, Amazon kindle version)
 - As electronic chapters (SpringerLink)
 - As my copies to readers of libraries that subscribe

• My Vision: Give more Global Visibility to High Quality Scholars and Scholarship from the Threshold Countries and Global South

- Springer: the largest of one of the three largest global scientific publishers
- Conditions: No publication fee; global recognition; authors' copies; low honorarium
- Preferred Series: ESDP
 - Peer-review, Small books: 30.000-70.000 words
 - Fast publishing with coloured illustration at no additional cost

8.1 Scientific Publishing: 3 Springer Book Series

Publishing Experience with many national & international publishers:

- **Ballinger books (1983), disappeared**
- **Macmillan (today Palgrave Macmillan): 1987, 1989, 2000**
- **Crane Russak (today Taylor & Francis): 1990, 1991, 1992**
- **IPRA Series of SDC: published by AFES-PRESS (low/no demand)**

Since 1996, 1997 with Springer-Verlag (Heidelberg):

1. **Hexagon Series on Human, Environmental Security and Peace (HESP), since 2003 (peer reviewed)**
2. **[SpringerBriefs in Environment, Security, Development and Peace](#) (ESDP) Series, since 2012 (peer reviewed)**
3. **[SpringerBriefs on Pioneers in Science and Practice](#) (PSP) Series, since 2012 (to honour the lifelong achievement of leading scholars of any discipline, Nobel laureates & policymakers of any country)**

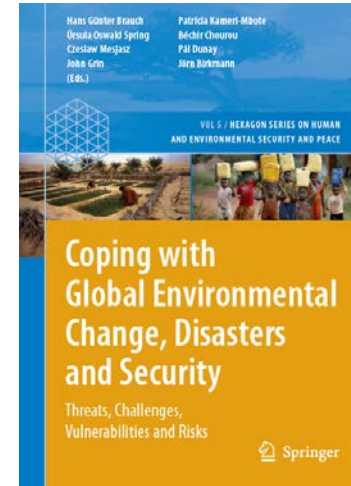
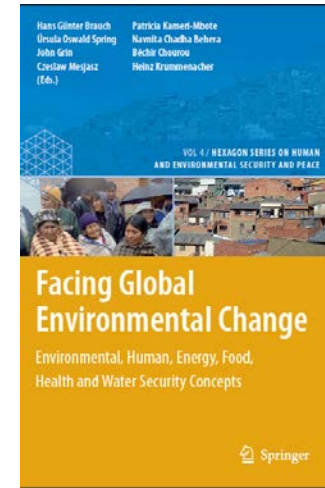
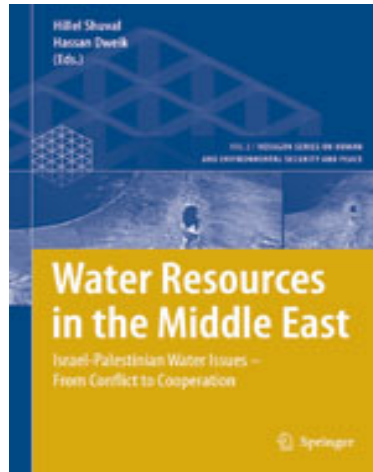
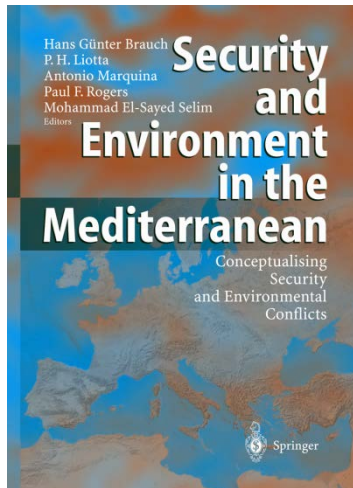
8.2 Commonalities of all 3 Book Series

- **Earth Sciences** at Heidelberg Publishing office
- **Versions of the publications:**
 - **Printed book** (hardcover: Hexagon; softcover: ESDP, PSP)
 - **Electronic book** (ESDP, PSP: with coloured illustrations)
 - **All chapters are individually available at SpringerLink**
- **4500 subscribers globally of Earth Sciences package**
 - **Free download for all readers of subscribing institutions**
 - **MyCopy: one copy at 25\$/€ for readers of subscribers up to 12.000 pages**
- **Open Access books:** free global download (require a fee that depends on series and pages): HEX 9

8.3 Hexagon Series on Human, Environmental Security and Peace (HESP)

- All texts are **anonymously peer-reviewed**.
- So far **nine edited handbooks**: 450-1872 pages
- These volumes have high chapter download rates:
- **Vol. 3, 4 & 5 of the Hexagon Book Series** had since their online publication until 31 December 2013 a total of **157132 chapter** download requests. During 2013 alone a total of **109324 chapter** downloads.
- **Translations: Chinese** (3 books), **Greek** (J), **Spanish** (bk) & **Turkish** (J, bk)
- **Open Access**: Vol. IX: Truong, Thanh-Dam; Gasper, Des; Handmaker, J., Bergh, S.I. (Eds.): **Migration, Gender and Social Justice - Perspectives on Human Insecurity**. Hexagon Series on Human and Environmental Security and Peace, vol. 9 (Heidelberg – New York — London: Springer, 2013).
- **Themes**: environment & security (1,3-5), water (2,7), migration (6,9), climate change & security (8), sustainability transition & sustainable peace (10)
 - [Springer: <http://www.springer.com/series/8090>](http://www.springer.com/series/8090)
 - [Editor: <http://afes-press-books.de/html/hexagon.htm>](http://afes-press-books.de/html/hexagon.htm)

8.4 Hexagon Series: Volumes I-X



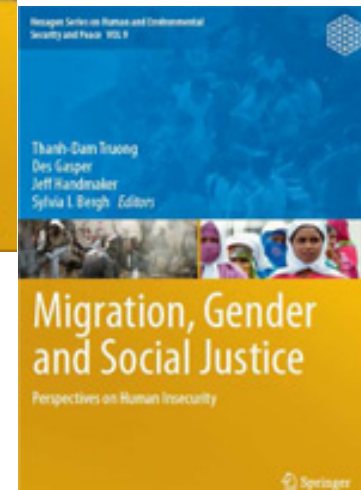
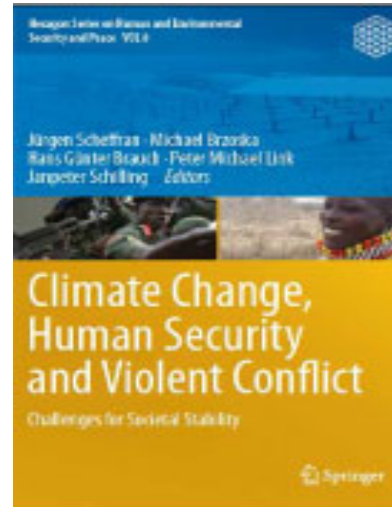
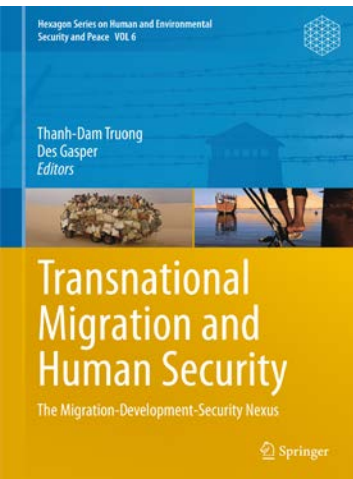
Forthcoming Volumes:

Vol. 10: Brauch, Oswald Spring, Grin, Scheffran (Eds.): *Sustainability Transition & Sustainable Peace Handbook.*

Vol. 11: G. Selim: *Egypt (PhD) (2015)*

Vol. 12: C. Cabot: *Climate Change & Security in West Africa (2015)*

Vol. 13: C. Mesjasz: *Stability, Turbulence or Chaos? Systems Thinking and Theory and Policy of Security. (2016).*



8.5 Hexagon Series in Internet



Website of publisher:

- <http://www.springer.com/series/8090>
- <http://www.springer.com/series/8090?detailsPage=titles>
- <http://www.springer.com/earth+sciences+and+geography/geography/book/978-3-642-28625-4#>

Springer Link:

- <http://www.springerlink.com/content/978-3-642-28626-1>

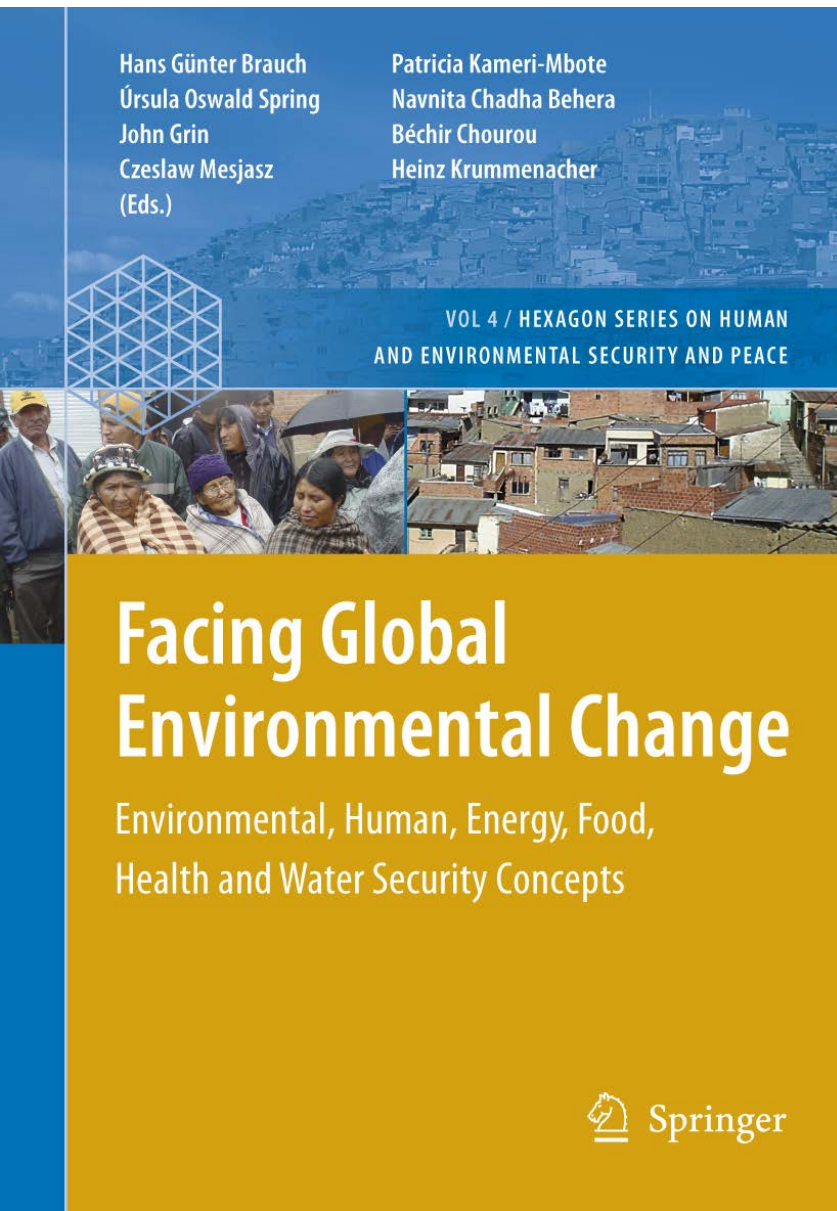
Website of the editor:

- <http://www.afes-press-books.de/html/hexagon.htm>
- Volume 3, 4 and 5 of the Hexagon Book Series represent the Global Environmental and Human Security Handbook for the Anthropocene (GEHSHA), 2008-2011. These three volumes had until 31 December 2012 a total of 47.612 chapter download requests.

Website of each book

http://www.afes-press-books.de/html/hexagon_05.htm

8.6 Hexagon Volume IV: Facing GEC



- Published: 15 May 2009
- Peer-reviewed reader with 100 chapters
- Chapter Downloads: 222,726
- April 2015: 51,788
- World Cat. (USA): Ebook: 203
- Printed Book: 203
- Citations: 44 (in journals)

8.7 SpringerBriefs in Environment, Security, Development and Peace (ESDP) Series

- All texts are **anonymously peer-reviewed**; word limit: 70.000 words
- Goal: **more voice & visibility** for quality research from **global South**.
- So far 20 volumes: June 2012- August 2014: 18 published.
- Authors from Singapore (vol. 1-2, 10), Germany (3,12), Egypt (4), France (5), Mexico (6, 12, 13, 14), Turkey (7,8), Malaysia (vol. 9), Switzerland (11), Thailand (15-18), UK (vol. 19) and USA (vol. 20, 12) [**14 vol. from global South**]
- **Springer:** <<http://www.springer.com/series/10357>>
- **Editor:** <http://afes-press-books.de/html/SpringerBriefs_ESDP.htm>
- **Five Subseries:**
 - [ASEAN Studies \(ESDP-AS\)](#): 4
 - [Mediterranean Studies \(ESDP-MeS\)](#): 3
 - [Migration Studies \(ESDP-MiS\)](#): 5
 - [Peace and Security Studies \(ESDP-PSS\)](#): 2
 - [Sustainable Development and Sustainability Transition Studies \(ESDP-SDST\)](#): 0
- **Springer:** <http://www.springer.com/series/10357>
- **AFES-PRESS:** http://afes-press-books.de/html/SpringerBriefs_ESDP.htm

8.8. Example: Condensed Ph.D. thesis



- Key messages of a PhD thesis at Columbia University (2007)
- Anonymous peer review process
- Ebook: 175 libraries in US
- Published as a book in 2013 (Ebook, printed book)
- Chapter Download: until April 2015: 1917 times
- 5 chapt.: each 360 – 462 each

8.9. Results of an International Workshop



- Publication of the Soil Science Society of Turkey (SSST)(2013)
- Anonymous peer review process conducted by editors
- Ebook: 161 libraries in US
- Published as a book in 2013 (Ebook, printed book)
- Chapter Download: until April 2015: 2339 times
- 7 chapt.: each 310 – 372 each


8.10: ESDP-8: Kapur: Soil Security

Selim Kapur · Sabit Erşahin
Editors

Soil Security for Ecosystem Management

Mediterranean Soil Ecosystems 1



 Springer



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Erhan Akça Technical Programmes, Adiyaman University, 02040 Adiyaman, Turkey

Riccardo Biancalani Food and Agriculture Organization of the United Nations, Rome, Italy

Winfried E. H. Blum Department of Forest and Soil Sciences, University of Natural Resources and Applied Life Sciences (BOKU), Vienna, Austria, e-mail: winfried.blum@boku.ac.at

Pierluigi Buccelli Research for Agrobiolgy and Pedology, Florence, Italy

Edoardo Costantini Research for Agrobiolgy and Pedology, Florence, Italy

Selim Kapur Department of Soil Science and Archaeometry, University of Çukurova, Adana, Turkey

Ahmet R. Mermut Harran University, Şanlıurfa, Turkey; University of Saskatchewan, Saskatoon, SK, Canada

Luca Montanarella DG JRC, European Commission, Ispra, Italy

Freddy Nachtergaele Food and Agriculture Organization of the United Nations, Rome, Italy

Franco Previtali Department of Environmental and Earth Sciences, Geopedology, University of Milano-Bicocca, Piazza della Scienza 1, 20126 Milano, Italy, e-mail: franco.previtali@unimib.it

Lal Rattan School of Environment and Natural Resources, Ohio State University, 422B Kottman Hall, 2021 Coffey Rd, Columbus, OH 43210, USA, e-mail: lal.1@osu.edu

Alexander Tsatskin Zinman Institute of Archaeology, University of Haifa, 31905 Haifa, Israel, e-mail: tsatskin@research.haifa.ac.il

Pandi Zdruli International Centre for Advanced Mediterranean Agronomic Studies, Mediterranean Agronomic Institute of Bari (CIHEAM IAMB), Bari, Italy

Claudio Zucca Department of Territorial Engineering and Desertification Research Group, University of Sassari, Viale Italia 39, 07100 Sassari, Italy, e-mail: clzucca@uniss.it

About the Editors



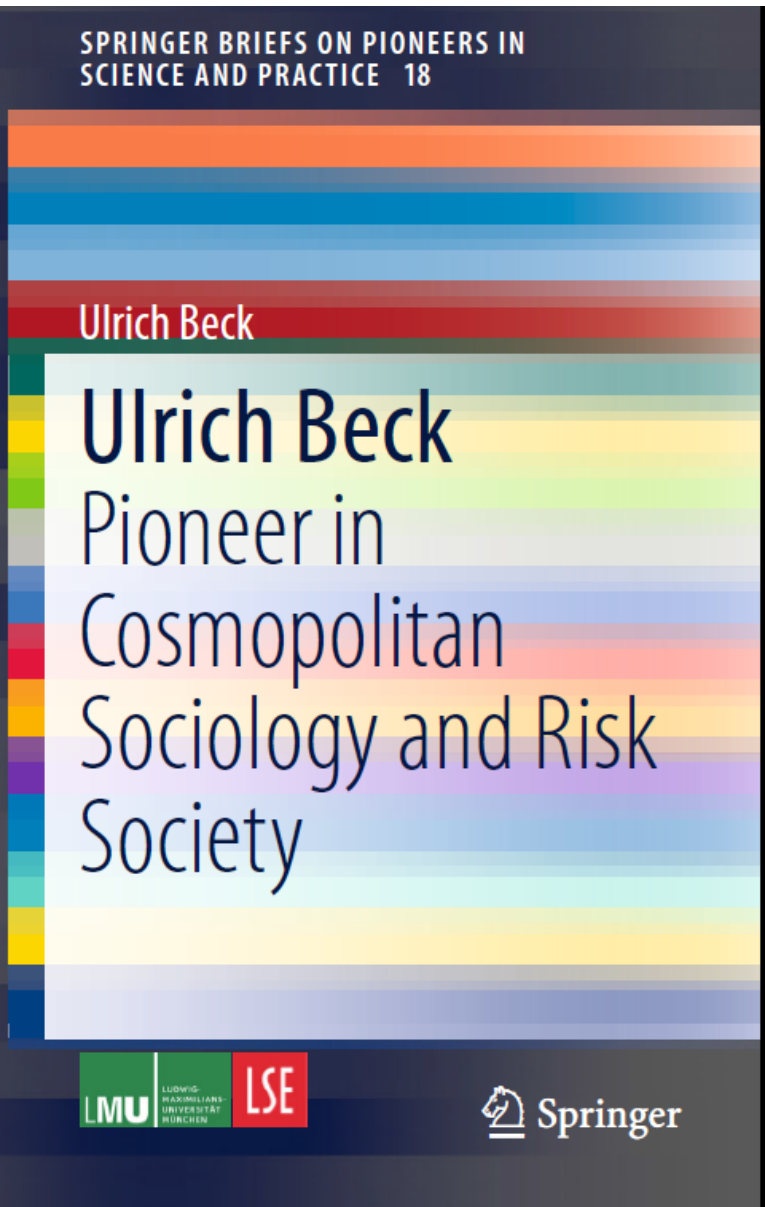
Selim Kapur, born in 1946 in Ankara, Turkey. Professor of Soil Science at the Faculty of Agriculture and Chairman of the Dept. of Archaeometry at the University of Çukurova, Adana, Turkey. He is the Scientific Comm. Member of the European Soil Bureau Network of the EU-JRC-IES in Ispra, Milan, Italy. He is the earlier Secretary of the International Working Group of Land Degradation and Desertification. Has acted as the Science and Technology Correspondant of Turkey for the UNCCD. He organized the First International Meeting on Land Degradation and

Desertification in 1996 in Adana, Turkey.

8.11 SpringerBriefs on Pioneers in Science and Practice (PSP) Series

- **Goal:** Honour life-long achievement of scholars and practitioners (policymakers).
- Sept. 2012-August 2014: so far **28 vol. & 24 vol. are published.**
- Pioneers so far: **Arthur H. Westing (1,14), Johan Galtung/Dietrich Fischer (5), Dieter Senghaas (6), Chad Alger (7, 8,9), Carl Friedrich von Weizsäcker (21-25), Betty A. Reardon (26-27), NP Gleditsch (29) Morton Deutsch (30,31), Kelman (32), Elise Boulding (46-49). Peace research: 22 of 49 volumes**
- **Authors are from:** USA: 1,14, 7-9, 19, 26-27, 30-34, 37-40, 49-49, Mexico (2-4, 10-12), Norway/Switzerland (5), Germany (6,14-15, 18-25, 28), Egypt (16-17), India (35), Brazil (43-45), Netherlands (50-52)
- **Springer:** <<http://www.springer.com/series/10970>>
- **Editor:** <http://afes-press-books.de/html/SpringerBriefs_PSP.htm>
- **Three Subseries:**
 - [Nobel Laureates \(PSP-NL\)](#): Paul J. Crutzen
 - [Texts and Protocols \(PSP-TP\)](#)
 - [Policymakers \(PSP-PM\)](#): Helmut Schmidt

8.12 Ulrich Beck (70th birthd., May 2014)



- Published in May 2014(Ebook, printed book)
- Ebook: libraries in US
- Chapter Download: until April 2015: 8109 times (1 year)
- 15 chapt.: each 308 – 628 each
- January 2015: 977 downloads)

8.12 Ulrich Beck: Book Website

http://www.afes-press-books.de/html/SpringerBriefs_PSP_Beck.htm

- Ulrich Beck has passed away on 1 January 2015 at the age of 70 due to a heart attack.
- Obituaries by colleagues and in the global press may be accessed [here](#) and from [the editors of this series](#).
- In July 2014 Ulrich Beck was awarded one of the first lifetime achievement awards given by the [International Sociological Association](#) for most distinguished contributions to futures research in Yokohama in Japan. Details of the Award ceremony and his acceptance speech are here.

Selected Videos and Audio Recordings with Ulrich Beck

[\(Videos and audio recordings in several languages are here\)](#)

- [Europe at Risk: The Cosmopolitan Turn – European University Institute – 06.11.2012](#)
- [Living in and Coping with World Risk Society St. Gallen Symposium - 05.05.2012](#)
- [Global Inequalities and the Human Rights Regime – 03.04.2011](#)
- [The Global Chaos of Love – 25.02.2011](#)

Selected Essays and Interviews with Ulrich Beck

[\(All major essays and interviews in several languages are here\)](#)

[Nationalism has now become the enemy of Europe's nations – 04.10.2005](#)

[The fight for a cosmopolitan future – 05.11.2001](#)

[Distant Love – 28.11.2013](#)

8.13 On 5 May 2016:

Merger of Springer with Macmillan

- Springer
- Springer merged with Kluwer (2003)
- Springer merged with Macmillan Nature & Macmillan Palgrave as



Springer Nature is a major new force in scientific, scholarly, professional and educational publishing. By using its combined expertise, scale and the reach of our brands, the company aims to grow and innovate in order to better serve academic researchers, students, teachers, institutions, professionals and the wider public, by helping them discover more. **Springer Nature was created through the combination of Nature Publishing Group, Palgrave Macmillan, Macmillan Education and Springer Science+Business Media in May 2015.** This strategic merger brought together these dynamic publishing houses with more than 150 years of history behind them, as well as complementary geographic footprints and brand portfolios, a track record of creativity and innovation, and a shared vision to advance knowledge and learning around the world. **The company numbers almost 13,000 staff in over 50 countries and has a turnover of EURO 1.5 billion.**

SPRINGER NATURE

9. My Suggestion Given Existing Constraints and Hurdles

- Overcoming financial hurdles:
 - Lack of resources of most African universities to get access to major peer reviewed books and journals
 - Low income of scholars at these universities: Northern book prices and access to electronic sources are unaffordable to most scholars
- Publish in peer-reviewed, globally recognized journals and books at no cost:
 - Open access journals and books without fees (pressure of UK, EU) [to reach an audiences of other African scholars and without costs to the author
 - Journals or book without a publishing subsidy [to publish globally without costs for the author]
- Aim at co-publishing
 - To support African publishers and university presses and low book prices for African universities and scholars (national, west or all African market only)
 - To publish globally (use global distribution network

9.1 Difficulties

- Regional & language concentration: USA, UK, Canada, Australia (English language countries, many indexed journals are there, dominate the boards of journals, and probably also the reviewers.
- Regional dominance: in journals, citations & reviewers (high university ranking)
- Deliberate Chinese strategy: to move towards open access english language journals (see rapid increase of open access journals from P.R. of China (Springer))
- But be careful there are **many faked journal offers by criminals** on the internet, check SSCI first)
- **Access is more difficult, especially for young scholars!**

9.2 Recommendations

- Many submissions may not be submitted to peer review due to language problems (poor English)
- There is a rejection rate by most journals that differs due to the focus and attractiveness
- Reviewers may not have time to fully understand the argument of an article or book.

Before you submit your text I suggest:

- Ask a native speaker to improve your language
- Make sure that all formal requirements are met
- Rejections are normal: You do not loose your face!
- If you receive many suggestions, resubmit it taking recommendations into account (sometimes same reviewer has sec. look)
- Reviewers have often different opinions and assessments.

9.3 Conclusions & Suggestions

Short-term

- **Select relevant indexed journals**, study submission requirements, past articles, authors etc. (if the publish only articles by scholars from NA/W. Europe you may not choose this journal (regional bias).
- **Follow closely their formal requirements (English, citation style, Chicago [US] vs. Oxford Style [British English] manual)**
- **Have your submission language edited by a native speaker at Chula**

Medium Term:

Prepare a peer-reviewed, indexed English language hosted open access journal of Turkish Political Science Administration

- **Global recognition: English & peer-reviewed**
- **SSCI (3 years, 25 English articles per year)**
- **Open access journal: electronic & free access (higher potential citation): expensive for authors (1000\$/€, article) /institution**
- **Hosted scientific journals: (about 1/10 of cost): My proposal**

9.4 Starting a Strategic Process

- **Goal: enhance global recognition of Turkish and Bilkent's political science research (Faculty)**
- **Thus: upgrade research component of university rankings: English publications/citations**
- **Encourage publications in indexed (SSCI) journals:**
 - **Assist in language editing**
 - **Assist in fees for open access journals**
 - **Financial stimulus & recognition within faculty**
- **Develop Turkish hosted Open Access journal**
 - **Chulalongkorn University as the producer**
 - **Springer publishers: hosted science journals**

10. Three Examples of Turkish-German Cooperation in Publishing in English & Turkish

- Prof. Mustafa Aydın: 4 chapters in Hexagon series
 - HEX 1: in: *Security and Environment in the Mediterranean*
 - HEX 3: in: *Globalization and Environmental Challenges: Reconcept. Security in 21st Cent*
 - HEX 4: in: *Facing Global Environmental Change*
 - HEX 5: in: *Coping with Global Environmental Change, Disasters and Security*
- Prof. Mustafa Aydın: co-publication of a Turkish journal and book



- Prof. Selim Kapur (soil scientist, Adana): ESDP 8
- Dr. Ebru Gencer (geoscientist, Columbia University, New York): ESDP 7

Part II: Training & Discussion

A. Basic Questions

- What is your goal?
- What do you want to achieve?
- Whom do you want to reach?
- What is your audience, nationally or internationally?
- Will peer-review help you to achieve your goal?

B. Where and with Whom to Publish?

- Locally, nationally, regionally in Africa or globally
- Online (blogs, national, regional websites) or in print?
- In scientific journals?
- In scientific books?

C. How to Write a Good Scientific Paper?

- **Abstract**
 - Analytical and concise
 - What is the scientific approach, thesis and result
- **Text**
 - Introduction
 - What is your research question?
 - What is your theoretical approach?
 - Which methods are you using?
 - What is the structure of your chapter?
 - Main Text
 - Must be clearly structured
 - Research question as guideline for argumentation
 - Theoretical approach, hypothesis
 - Conclusion
 - Summary of the argumentation
 - Contribution to the research questions
- **Review**
 - Acceptance without changes: very rare
 - Major modifications (no rejection)
 - Minor modifications (no rejection)
 - Rejection
- **Revision of the text**
 - Analyse and systematize the reviewer's comments
 - Draft a reply letter (if requested)
 - Try to reflect the comments in the text

D. How to Write and Sell a Good Scientific Book?

– How to Find a Major Global Scientific Publisher?

- Make your own research of the most cited publishers in your area
- Select the three to five major publishers
- Send them a well-formulated letter with convincing attachments
 - Your CV or brief biography
 - Your major English international publications
 - A concise outline of your project with a list of contents
 - References who are internationally known

– How to Obtain a Publication Agreement?

- If you are invited carefully fill in the publisher's Book Proposal form
- Attach the carefully prepared information requested
- If you pass the paper screening and persuade the editor that this is promising high quality project must publisher's will send either the outline (and for your first book) they will send the whole manuscript to an anonymous reviewer
- Be patient as reviewers are not paid for their work
- Read carefully the reviewers' comments and try to implement them
- Many publishers will request a careful language editing by a native speaker and an implementation of their respective book style in your final revised manuscript prior to submission.

E. How to Get Published?

- **What do you want to achieve and what is your goal?**
 - Global and/or local audience
- **Lack of African publishers with distribution network**
- **Free online open access publishing (Google?)**
- **With small international niche publishers**
 - Of PhD thesis (against a fee), little marketing, recognition
- **With major international publishers**
 - Of articles or book chapters
 - Of books?
- **How to get my paper accepted**
 - Pass a peer review process (quality control)
 - Different rejection rates (journals, books, invited books)

E.1. Publishers in the Social Sciences

- **US Libraries often list only US publishers:**
 - [An Assessment of Publisher Quality by Political Science Librarians](#)
 - crl.acrl.org/content/61/4/313.full.pdf
- **Political Science, Politics and International Relations Publishers**
 - <http://www.acqweb.org/pubr/politics.html>
- **Political Science Publishers:**
 - <http://www.publishersglobal.com/directory/subject/political-science-publishers/2/>
- **Springer: Publishes 53 political science journals**
 - Regular journals
 - Electronic journals
 - Regular (you can download against a fee)
 - Open access (the Authors or the institution pays)
 - Hosted open access journals (the institution produces the journal (Springer solely hosts it))

E.2. Book Series in the Web

- **Traditional:** Hardcover or Softcover Books
- **New: Electronic Books**
- **Electronic Book Chapters**
- **New: Open Access Journals & Books**

Springer's Earth Sciences Book Package: 4500 University (Globally, 1/3 in the Asia Pacific) Subscribers

- **Free access to the electronic books, journals (free download, high download rates)**
- **My Copy: set price up to 1200 pages 24.99 \$**

<http://www.springer.com/librarians/e-content/mycopy?SGWID=0-165802-0-0-0> >

E.3 Publication Venue & Terms

- My proposal: publish 1 or 2 volumes in the [SpringerBriefs in Environment, Security, Development and Peace \(ESDP\)](#)
- Common Terms:
 - Books: between 30.000 and up to 70.000 words
 - No publication fee by publisher for copyediting, layout and printing
 - One free copy per author/contributor & a small honorarium which may be exchanged for 10 additional free copies at 50% discount
 - Coloured illustrations and photos are possible
- Three different publications:
 - Soft cover
 - Electronic book
 - All chapters are available at Springer Link (for sale or free download)
 - Readers of Earth Science Package: 4500 universities globally: free download of Ebooks and book chapters of all my three book series.

E.4 How to apply

- Go to website:

http://afes-press-books.de/html/SpringerBriefs_ESDP.htm

[For Prospective Authors: Book Proposal Form](#)

- **Download book proposal form at:**

http://afes-press-books.de/html/PDFs/Book_Proposal_Form.pdf

- Carefully fill in book proposal form:
- Add CV, list of peer-reviewed & other publications, abstract, list of contents of book, book manuscript
- Send it to: Johanna Schwarz & Hans Günter Brauch
 - brauch@afes-press.de or: hg.brauch@onlinehome.de
 - Johanna.Schwarz@springer.com (Springer Publishers)

E.5 Book Proposal Form



BOOK PROPOSAL FORM

Responsible Editor: Schwarz, Johanna
Contact details: Johanna.Schwarz@springer.com

We thank you for your interest in publishing with Springer! In order for us to make an informed evaluation of your proposal, we ask you to complete this book proposal form and return it to your publishing editor (see details above). Please do not hesitate to contact us with any questions you may have.

Along with this Book Proposal Form, please provide the following material (if you have not already done so):

- Your CV, including a detailed list of your previous publications
- Tentative Table of Contents (electronic file, preferably in Word)
- One or more sample chapters and/or a chapter outline

5. ADDITIONAL INFORMATION requested by the Publishing Editor

Date form completed:

E.6 Decision making process (1)

- Dr. Schwarz and Dr. Brauch make decision whether offer is relevant & promising of ESDP or subseries
- **Preconditions:**
 - Original and previously unpublished in English
 - Must be in good English to allow a peer review process
- **Peer review process (double blind): authored/ed. books**
 - Authors may suggest up to 10 reviewers (other univ.)
 - Round 1: potential reviewers: abstract & list of contents
 - Round 2: 3-5 reviewers are given the text: 2-3 usually review after 1-3 months (unpaid work)
 - 4 alternative recommendations
 - Send all reviews anonymously to authors with recommendations (including language editing that must be arranged and paid by the authors, institute)

E.7 Decision making process (2)

- Minor or major revisions are proposed by reviewers
- Authors respond/implement revisions in 1-2 months.
- Based on revised manuscript: decision of acceptance a publication contract is issued and book is globally announced.
- If careful language editing of accepted book proposal is needed and must be organized & paid by author/institute
- Upon submission of final manuscript, copy-editing by myself & submission of the book for typesetting in Chennai
- Production time is usually 3 up to 5 months (depending on speed of corrections)
- Proofreading and approval by the author is needed!

E.8 Proposal: Who is the Audience: Copublication in English (local & global)

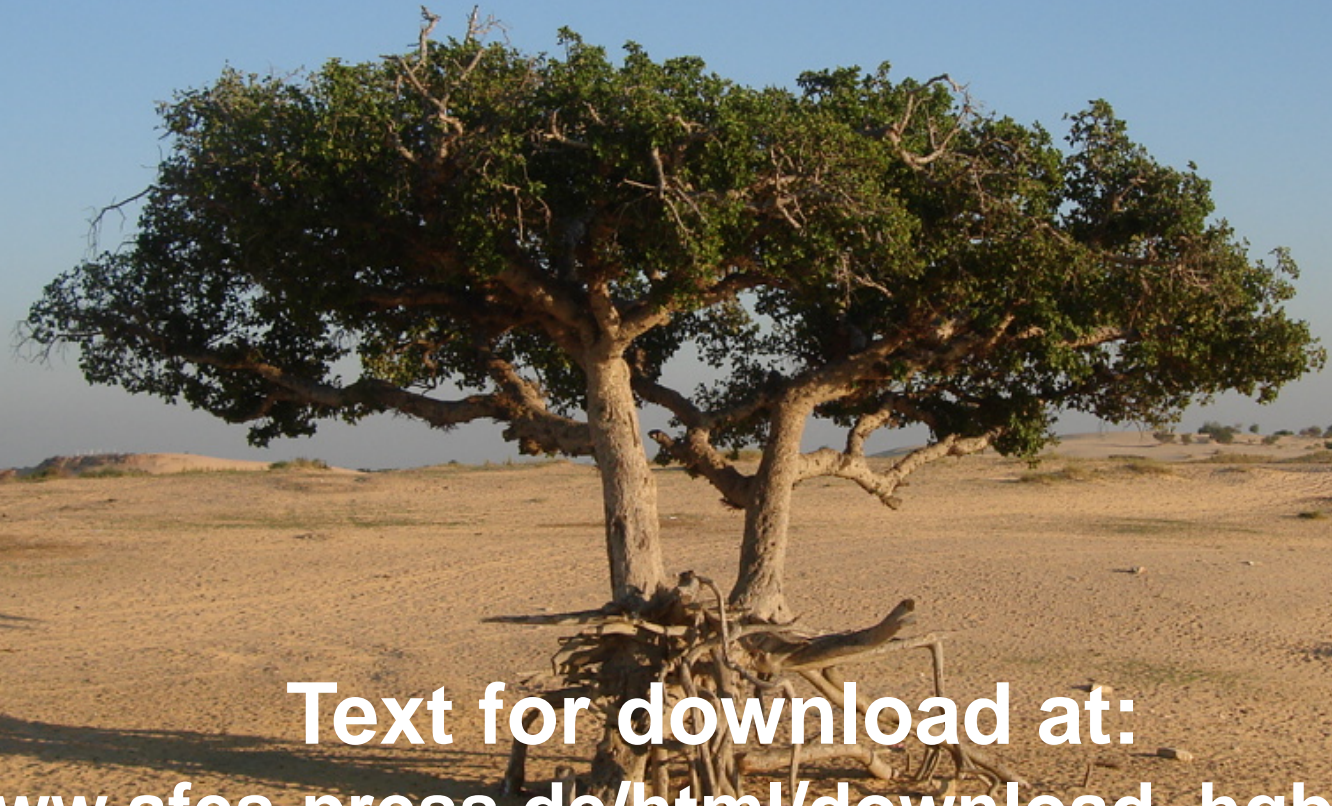
- **In African students, policy makers, societal groups**
 - By a local publisher
- **In English for global recognition & citation**
 - By any global Scientific Publisher
- **Locally and globally: Affordability and global recognition**
 - Publication & distribution at local prices (in local languages)
 - Publication as peer-reviewed book by Springer (in English):
 - Benefits:
 - Wide global recognition, free download for subscribers of Springer packages
 - Few subscribers in Africa for economic reasons
- **Cooperation between Local Press (low price) & Major International Publishers (high visibility)**
- **Create international, peer-reviewed journals that have a global distribution and recognition**
 - **Open access (high costs): Local production**
 - **Hosted Journal by Major Global Publishers**

F. How to Market your Book and Reach a Global Audience

- Many University Presses in Developing Countries lack Global Marketing and Distribution
- Publication alternatives
 - Printed books (hardcover, softcover, publishing on demand)
 - Electronic books (with major lists, e.g. SpringerLink)
 - Electronic publication by article
 - Open Access books: Free online publications
- Marketing
 - Websites (of the publisher, Amazon)
 - Catalogues
 - Book fairs
 - Major Scientific Conferences
 - Audience: Libraries and scholars
 - New social media
 - Networks
- Distribution
 - Professional distributors with local representatives who offer the books to libraries
 - Internet bookstores (e.g. Amazon, there is no branch in Africa and in the Arab world so far) where
 - Local university bookstores
 - Book fairs
- Reviews in scientific journals, on websites, blogs, social media etc.



**Thank you
for your attention
and patience.**



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Contact: <brauch@onlinehome.de>