Training Workshop on Publishing with Global English Language Scientific Publishers, Wednesday, 26.10.16

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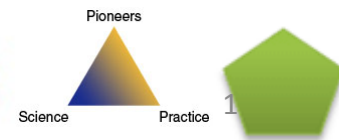Editor, The Anthropocene: Politik, Economics, Society, Science (APESS)
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Editor, Pioneers in Arts, Humanities, Science, Engineering, practice (PAHSEP)

SPRINGER NATURE

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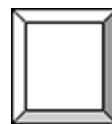
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Part I: Context, Global Market, Publisher, My Role & Mission

1. **Context: Research and University Ranking**
2. **The Global Book Market**
3. **My Role as a Retired Scholar and Editor of five Scientific Book Series with Springer International Publishing within Springer Nature**
4. **My Publisher: Springer Nature**
5. **My Personal Mission**

1. Context: Research & University Ranking

- **Multiple Context: University, Scholars & Graduates**
  - UNESCOS's Science Report (2013): Dominance of English literature
  - IPCC's citation requirement: <u>peer-reviwed</u> vs. grey literature
  - <u>University Ranking</u>: peer-reviewed, indexed publications matter
  - <u>For Scientific career </u>(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 journal**
  - Most journals are not in English, not peer-reviewed, not indexed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 (50-70%)
- **in peer-reviewed books with major social science publishers**

1.1. Multiple Context: UNESCO's Science Report (2013), IPCC & University Ranking

Transformative Cornerstones of Social Science Research for Global Change

ISSC

March 2012

Heide Hackmann (hh.issc@gmail.com)
Executive Director, International Social Science Council (ISSC)

and

Asunción Lera St. Clair (asun@cicero.uio.no)
Research Director, Centre for International Climate and Environmental Research-Oslo (CICERO), Norway

- **ISSC:** Tranformative Corner-stones of Social Science Re-search on Global Change (**2012**)
- UNESCO's: World Social Science Report (2013)
- Bibliometrics: What is included?
- **IPCC: Citable Literature: only peer reviewed**
- **Thomson & Reuters: Scientific Indexing and University Ranking: Global, Asia & Emerging Countries**

1.2 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)

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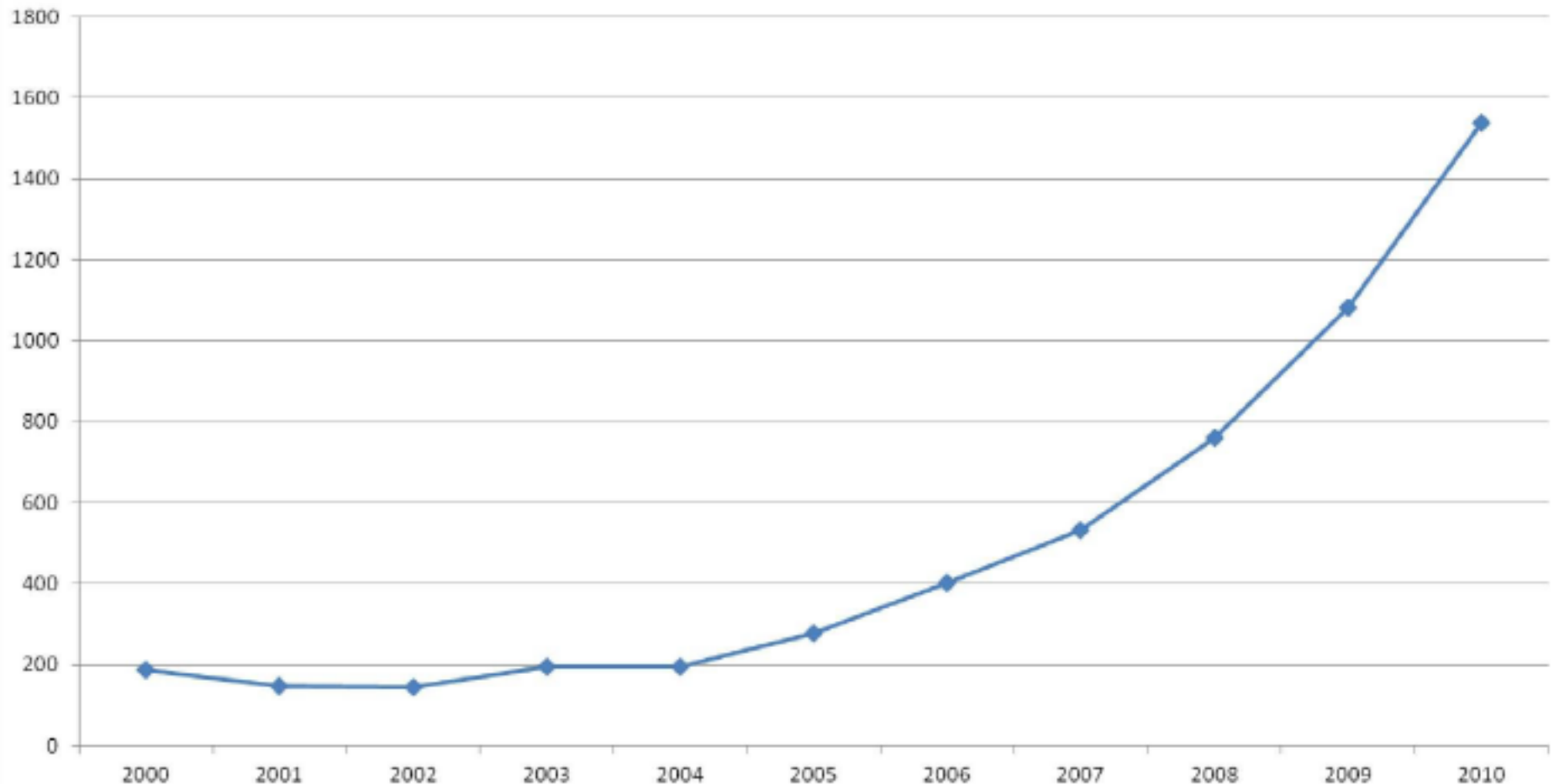Johan Rockström
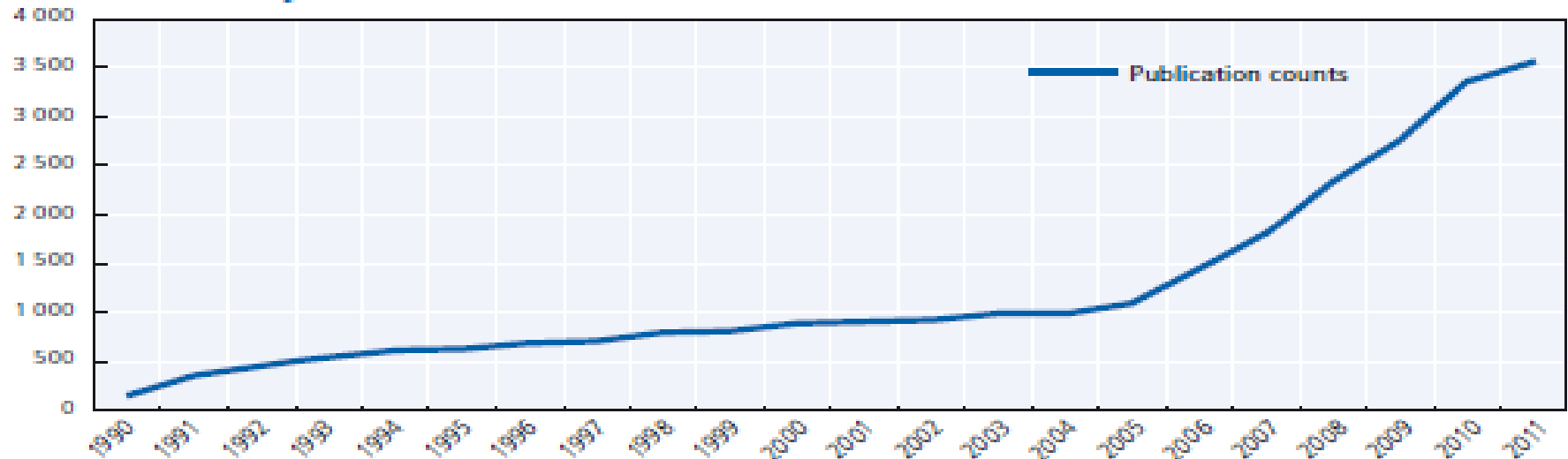Ismail Serageldin
John Urry
Oleg Yanitsky

1.3 ISSC (2012)

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

1.4. 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 Caillods (Figure 13.1) and Waltman, 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.

1.5. ISSC (2012)

Transformative Cornerstones of Social Science Research for Global Change
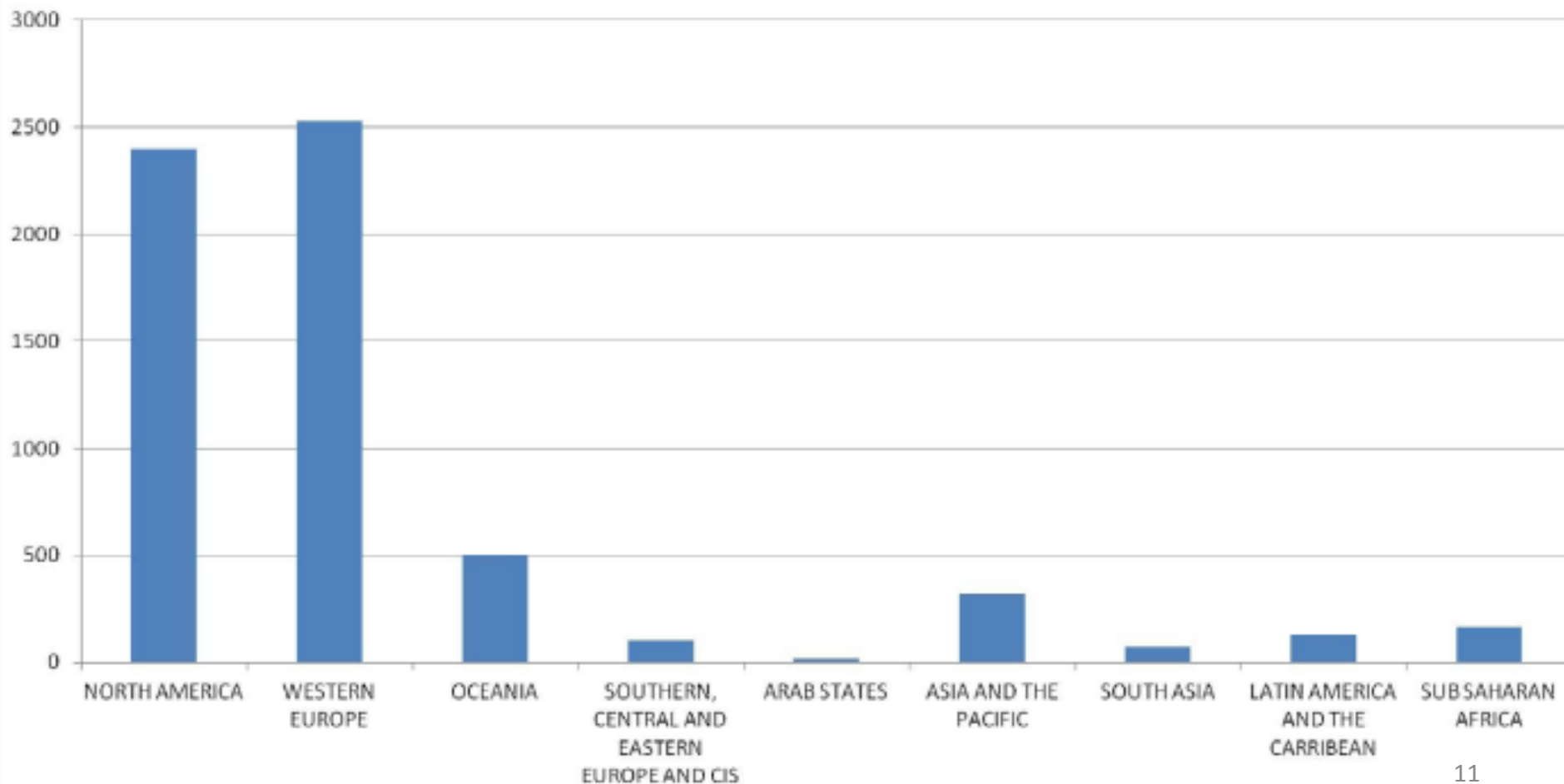

Figure 2 Number of articles in the SSCI in the period 2000-2010 per social science disciplinary subfield
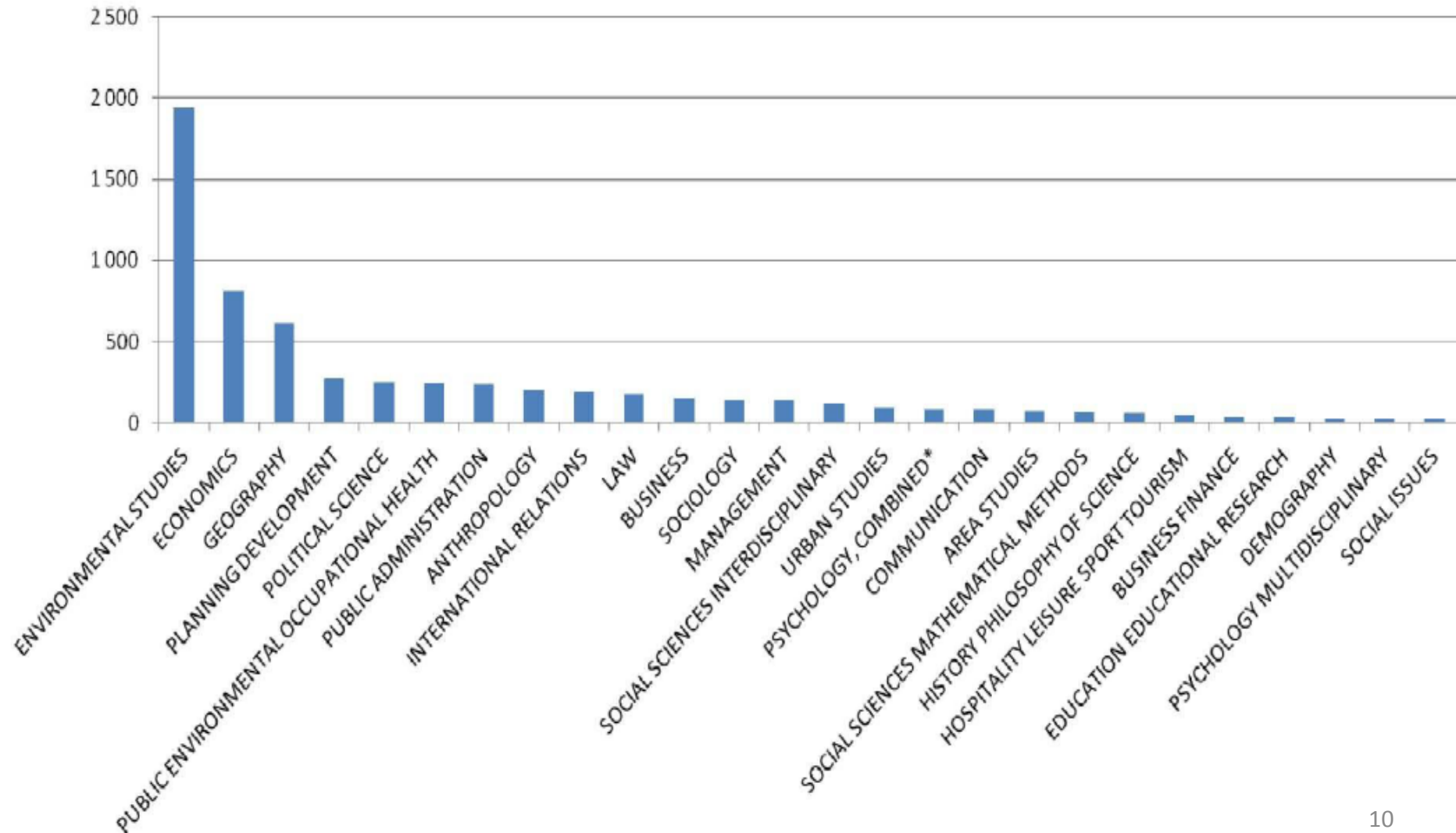
1.6. ISSC (2012)

Transformative Cornerstones of Social Science Research for Global Change
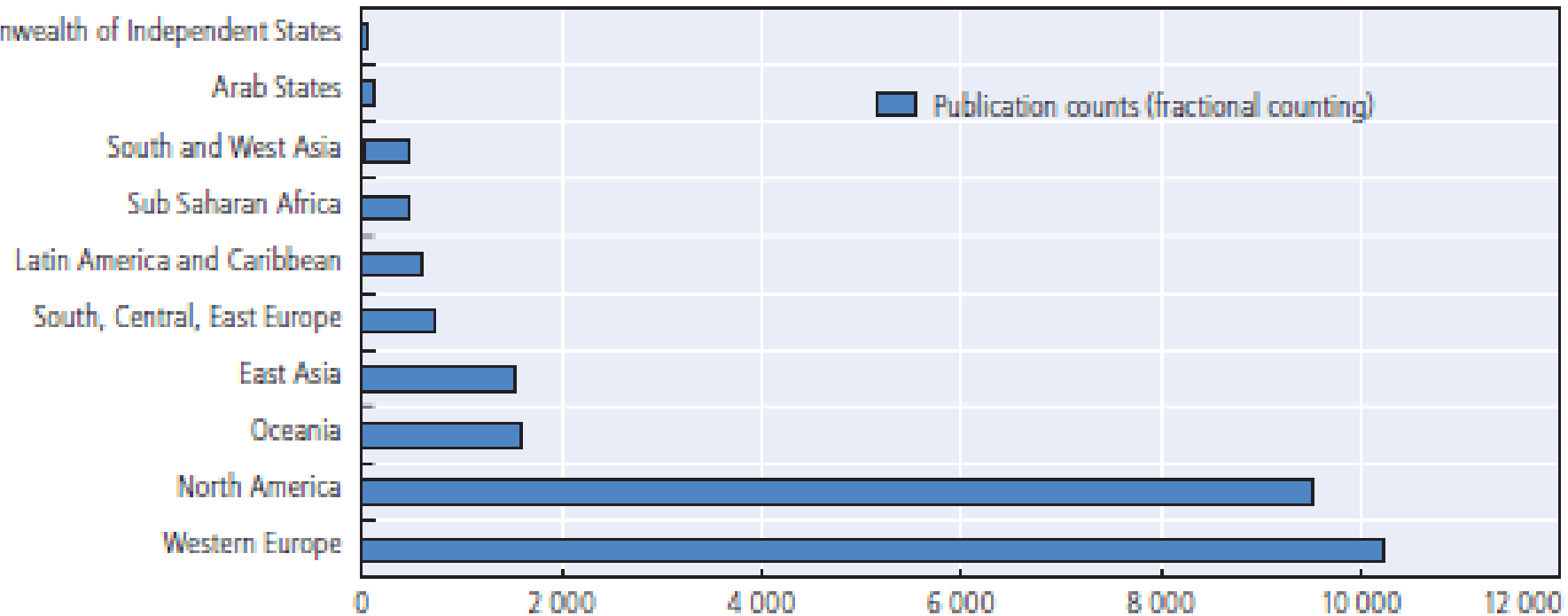

Figure 3 Number of articles in SSCI database in the period 2000-2010 with keywords: "environmental change" or "climate change"

1.7. Social Science Publications by Region

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

Commonwealth of Independent States
Arab States
South and West Asia
Sub Saharan Africa
Latin America and Caribbean
South, Central, East Europe
East Asia
Oceania
North America
Western Europe

Publication counts (fractional counting)

0   2 000   4 000   6 000   8 000   10 000   12 000

Source: Web of Science. See Caillods (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 – p	roduces 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.

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1.8.

Transformative Cornerstones of Social Science Research for Global Change

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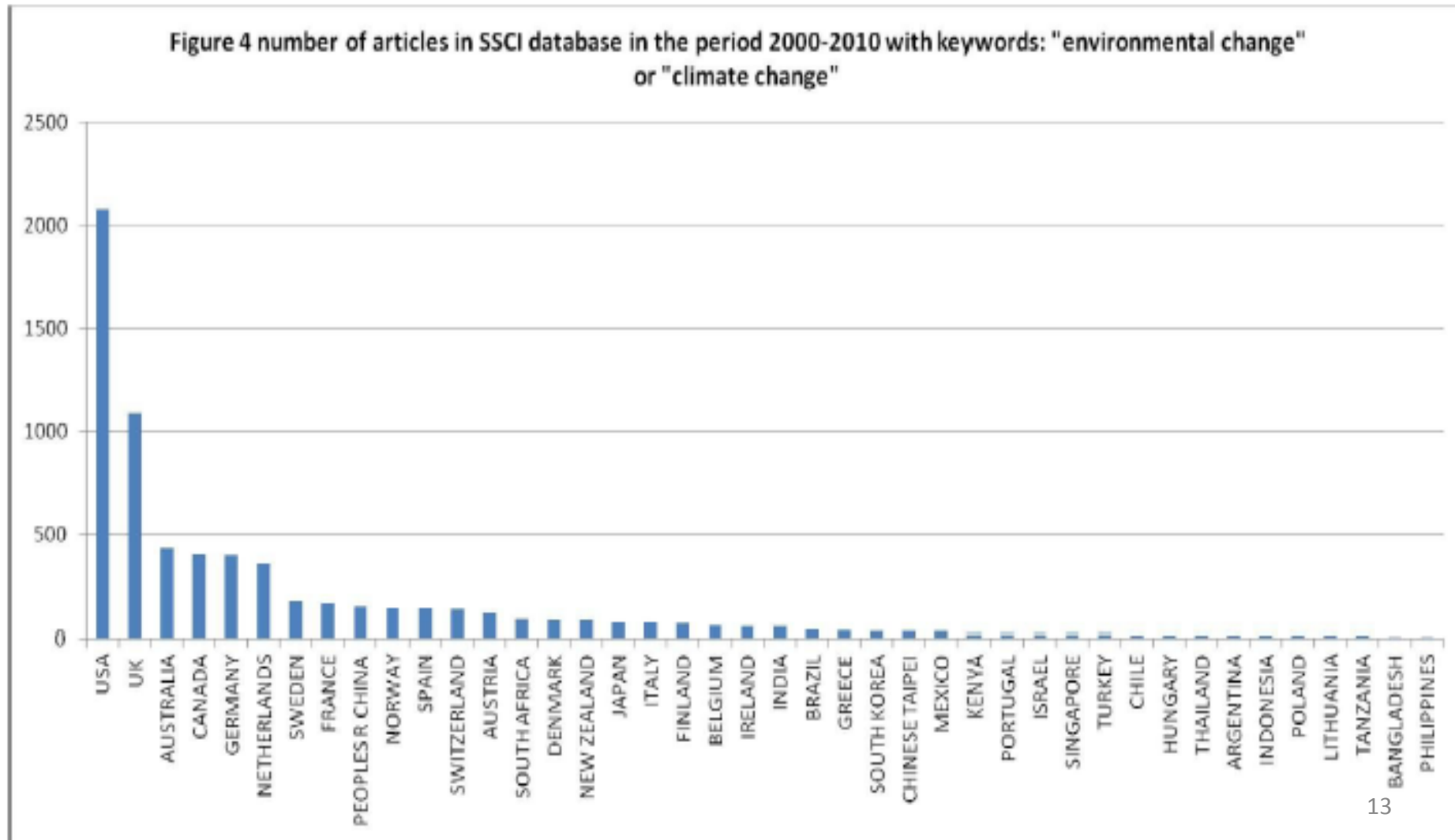
1.9. Explaining Regional Differences

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.

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 durable 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:
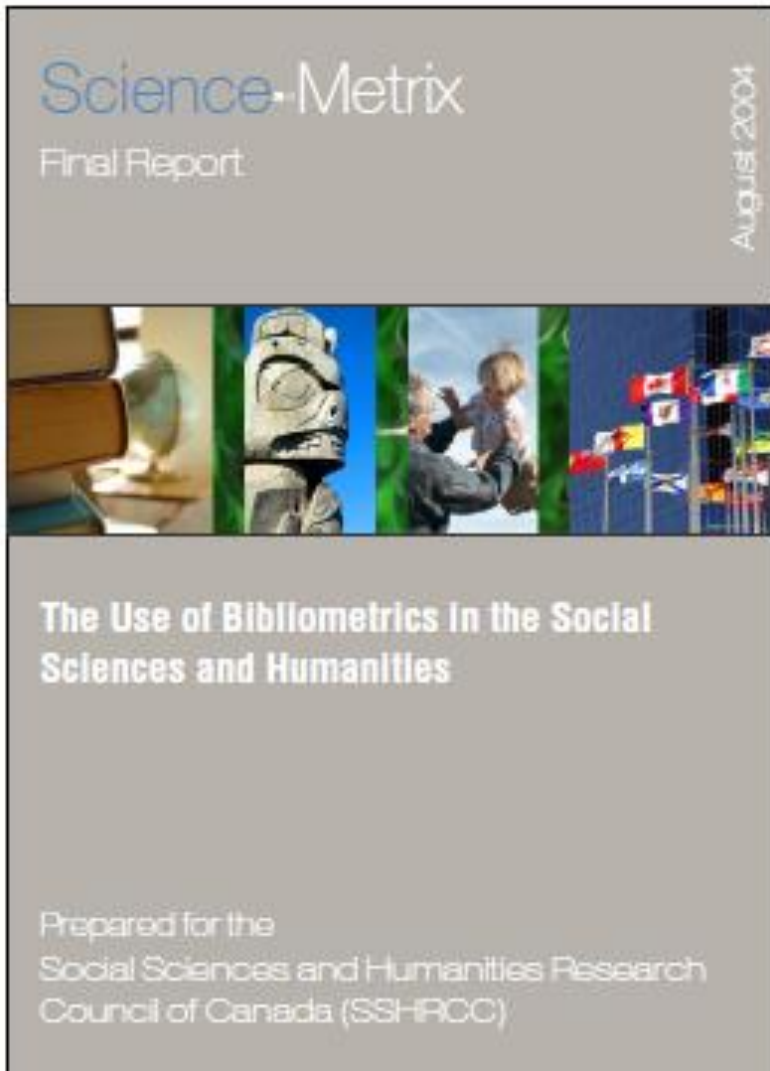
- **bolder** in reframing and reinterpreting global environmental change as a social problem;

- **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 vexing 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.

2013

World Social Science Report

1.10 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 Council of Canada (SSHRCC)

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 (SSHRCC)

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 analyses, 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
  - Ranking of universities

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.

1.13 What is noted and cited?

- ISSC & UNESCO: review of peer-reviewed literature that is included in the **Social Science Citation Index**

- IPCC: usually **only peer-reviewed literature is citabl**e (articles/books) although some accepted initially only articles listed in SCOPUS (Elsevier)

- **Dominance of English language literature**

- **Requirements:**
  - **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**

1.14 University & Career Requirements

- In **scientific CV**s, US, Canadian universities require to distinguish between **peer-reviewed** and other **non peer-reviewed scientific literature** (proceedings)

- **Universities encourage and honour publication in peer-reviewed scientific journals and books**

- **UKM (Malaysia):** requires that all PhD candidates publish one article in a **peer-reviewed journal** as part of their requirement for admission

- **First choice**: Which language to publish:national or English?

- **Where to publish:** nationally or globally in English or both: copublishing: global recognition & **affordable** local prices

1.15 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
  - [Academic Ranking of World Univers](#)., [Jiaotong-Un. Shanghai](#).
- **Importance of Research and indexed publications?**
  - **Research and publications: one of 4-5 key criteria**

1.16 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/>

1.17 Globalization: Global Competition for Students and Scholars

- ## Criteria: Manifold

  - ### Teaching, <u>Research</u>, Income (from Industry)
  - ### <u>Publication Record</u>: Listed in citation indexes

- ## University Ranking; Shanghai 2015

Region	Top 20	Top 100	Top 200	Top 300	Top 400	Top 500
America	16	55	86	121	150	176
Europe	4	35	80	122	158	205
Asia/Pac.	**—**	**10**	**34**	**55**	**90**	**114**
Malaysia		**--**	**--**	**--**	**1**	**2**
Africa	—	—	—	2	2	5
total	20	100	200	300	400	500

1.18 University Ranking in Malaysia by 2016 University Web Ranking

		Global	Shanghai ARWU	THE 2016/7	QS 2015/6	National
Universiti Malaya	Kuala Lumpur	595				1
Universiti Teknologi Malaysia	Johor Bahru	958			303	4
Universiti Kebangsaan Malaysia	Bangi	1039			312	6
Multimedia University	Cyberjaya	2687				15
Universiti Sains Islam Malaysia	Nilai	3197				16
Universiti Malaysia Sabah	Kota Kinabalu					20
Universiti Teknikal Malaysia Melaka	Ayer Keroh					26
Malaysia (Top 500)			3			23

1.19 Technological Innovation in Publishing

Writing				
Mesopotamia Egypt	Stone carving hyroclyves			
Woodblock print	EastAsia (China)			
Printing (1439) The Bible (letters)	**Johannes Gutenberg**	German blacksmith, goldsmith, printer, and publisher who introduced printing to Europe		
Offset printing	1875, England	Mass production, set printrun		
Digital printing	Xerox technology Copy machines	**Printing on demand (anywhere), limited stocks (warehouses), reduction in shipping**		
E Journals **Ebooks**	1993: BiblioBytes launched a website to sell ebooks over the internet **1999: Simon & Schuster: first publisher to publish titles in ebook & print**			
Open AccessEbook	September 8, 2016, there are 162 publishers on this list.			
Springer Open Access books	Springer offers a fully **open access option** for books. Any electronic version of a SpringerOpen book is fully and immediately OA, and freely accessible on SpringerLink. Springer's OA is licensed though their Full SpringerOpen Access license agreement, which is identical to the **Creative Commons Attribution License.** Springer started incorporating OA lines in August 2012, and is a sponsor of the Directory of Open Access Books (DOAB).			

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1.20 Role of Emerging Economies and Middle Income Countries

- **English has become the key language for scientific publishing (to get perceived and cited)**

- **University Ranking** is dominated by Anglo Saxon universities (USA, UK, Canada, Australia etc.)

- **Research recognition in peer reviewed scientific journals & books key component for quality ranking by different indexes.**

- **Difficulty in marketing/sales for national/university presses to get into the libraries of Anglo-Saxon universities (buy/cite own scholars)**

- **Many Boards of Journals (and invited reviewers) are dominated by scholars from Anglo-Saxon universities who set standards & control**

- Chinese scholars publish increasingly in English (in open access journals, boards sometimes from Chinese diaspora, e.g. Springer)

- German debate (publication in German or in English)

2. Global Book Market: Financial Concentration & Mergers in Publishing Market

Concentration of the Scientific book & Journal Market

- **Science, 10 June 2015:** An analysis of the 45 million documents indexed in the Web of Science, **Reed-Elsevier, Springer, Wiley-Blackwell, Taylor & Francis and Sage published more than half of all academic papers in the peer-reviewed literature in 2013, in the Social Sciences even 66%**

- 2,000 publishers, as of 2013, five for-profit companies (Reed Elsevier, Springer Science+Business Media, Wiley-Blackwell, Taylor & Francis, and Sage) accounted for 50% of articles published

- Since 2015, Springer Science+Business Media has undergone a merger to form an even bigger company named Springer Nature.)

Serial Crisis, Budget Cuts of Libraries, declining book budgets

- A crisis in academic publishing is "widely perceived"; the apparent crisis has to do with the combined pressure of **budget cuts at universities** and **increased costs for journals**. The university budget cuts have reduced library budgets and reduced subsidies to university-affiliated publishers. The humanities have been particularly affected by the pressure on university publishers, which are less able to publish monographs when libraries can't afford to purchase them.

- For example, the ARL found that in "**1986, libraries spent 44% of their budgets on books compared with 56% on journals; twelve years later, the ratio had skewed to 28% and 72%.**" Meanwhile, monographs are increasingly expected for tenure in the humanities.

- In 2009 and 2010, surveys and reports found that libraries faced continuing budget cuts, with one survey in 2009 finding that one-third of libraries had their budgets cut by 5% or more.

- Publishing in social sciences is different in dif. fields. In **economics**, may have very "hard" or highly quantitative standards for publication. Others, like **anthropology or sociology**, emphasize field work and reporting on first-hand observation as well as quantitative work.

2.1 Concentration of Scientific Publishing

- 1973 and 2013: Of scientific articles published in the Web of Science **five companies have published more than half of them since 2006**: Reed-Elsevier, Taylor & Francis, Wiley-Blackwell**, Springer** and Sage.

- **1973**. the same publishing houses controlled **20 % journals, 30 % in 1996.**

- In areas **of biomedical research, physics, the arts and humanities**. The team found that almost **70 % of journal articles** published in chemistry, psychology & **social sciences are owned by big players.**

- The **Cost of Knowledge** campaign, which calls for a boycott of Elsevier's journals, has been signed by more than 15,000 researchers.

- Young academics must publish in high impact journals to get hired, scientists will have to submit their articles to these companies. And as long as the most important research in each field is stuck behind a paywall, universities will pay for their researchers to access it, creating a cycle that keeps the big publishers in business.

3. My Publisher   SPRINGER NATURE

- **1842:** 10 May 1842 **Julius Springer** founded in Berlin: **Springer-Verlag**
- **A. E. Kluwer**, Netherlands founded his publishing house in 19th Century
- **1999: Bertelsmann** acquired a majority share in **Springer-Verlag.**
- **2003:** British financial investors **Cinven & Candover** acquired **Kluwer Academic Publishers** (KAP), Netherlands and **BertelsmannSpringer**.
- **2004: BertelsmannSpringer & Kluwer Academic Publishers** merged to form the **Springer Science+Business Media**: British money, German name, Dutch management (Dordrecht)
- **Global Expansion**: Springer offices in Vienna (1924), New York (1964), followed by counterparts in Tokyo, London, Paris and Hong Kong. Springer became one of world's leading scientific publishers.
- **In Oct. 2008,** Springer bought **BioMed Central**, a pioneer in open access publ., **making Springer, in effect, the world's largest open access publisher.**
- **2013:** sale of **Springer to BC Partners**, pan-European investor & technological advanc. (i.e. e**Publishing**, new platforms, mobile, **open access journals/books**)
- **May 2015: Springer merged with Macmillan Palgrave & Macmillan Nature and became Springer Nature, key role: von Holtzbrink (major German publisher)**
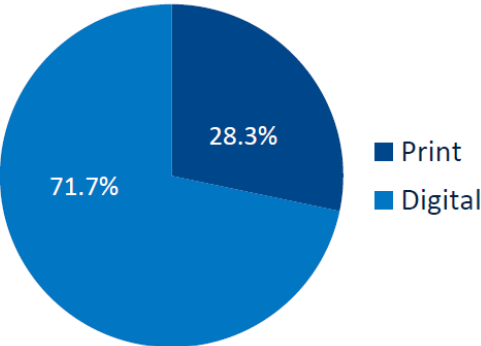
3.1 Report, April 2015 (before merger)
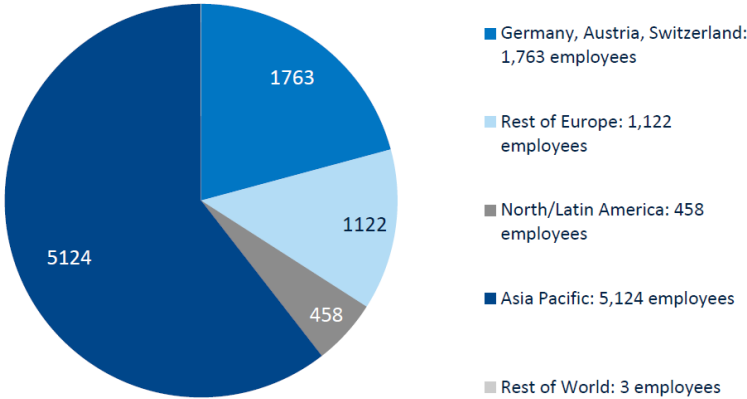
Key facts

- A **leading global scientific, technical and medical publisher**, providing researchers in academia, scientific institutions and corporate R&D departments with **quality content** via innovative information products and services

- Trusted **local-language publisher** in Europe – especially in Germany and the Netherlands – primarily for **physicians and professionals** working in healthcare and road safety education

- Turnover of Springer Science+Business Media in **2014**: approximately EUR 959 million; in 2013: approximately EUR 943 million; in 2012: approximately EUR 981 million

- Some **2,400 English-language journals** and more than **9,000 new book titles** published in 2014, in 5 main publishing fields: science, technology, medicine, business, and transport

- Springer **eBook Collection** with more than **170,000 titles available** on link.springer.com

- **Largest open access portfolio worldwide**, with over 500 open access journals

- Some **8,500** employees worldwide
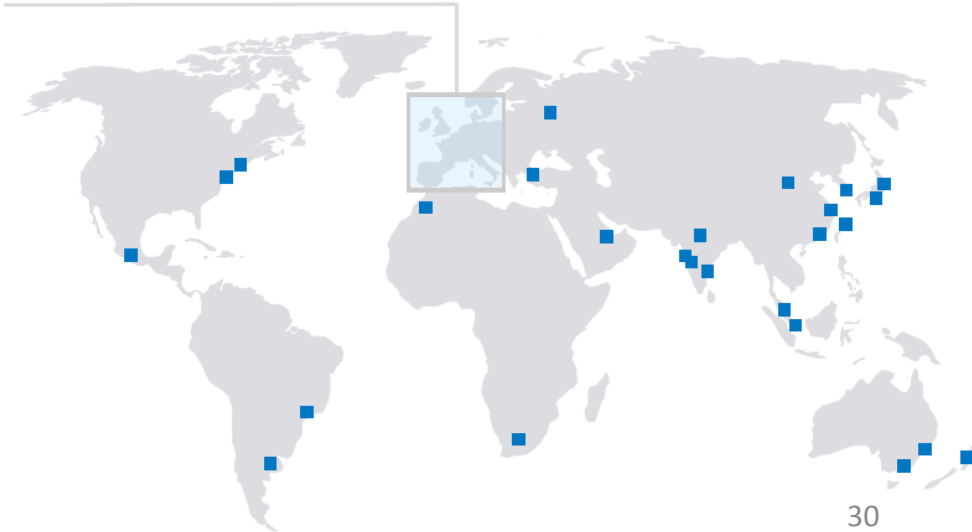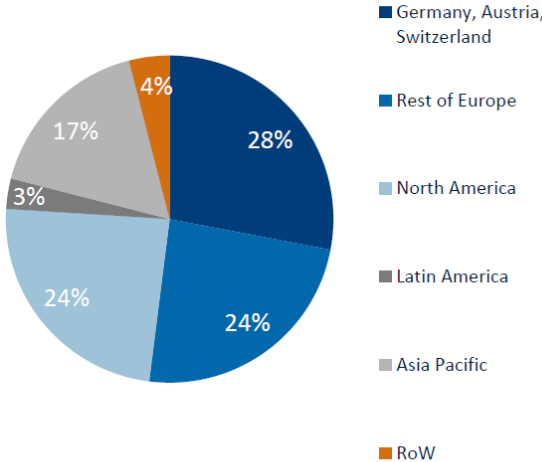
3.2 Revenue & Employees (2014)

Revenue from STM content (2014)

- Print — 28.3%
- Digital — 71.7%

Total revenue by region (2014)

- Germany, Austria, Switzerland — 28%
- Rest of Europe — 24%
- North America — 24%
- Latin America — 3%
- Asia Pacific — 17%
- RoW — 4%

Employees by region (2014)

- Germany, Austria, Switzerland: 1,763 employees — 1763
- Rest of Europe: 1,122 employees — 1122
- North/Latin America: 458 employees — 458
- Asia Pacific: 5,124 employees — 5124
- Rest of World: 3 employees

3.3 Springer's publishing companies Springer International Publishing (Cham)

Our publishing brands (selection)

Springer

Springer Spektrum

Papers

BioMed Central
The Open Access Publisher

Springer Gabler

Springer Vieweg

Springer VS

BEST AD MEDIA

BESTCOM MEDIA

Springer Medizin

Humana Press

Adis

Apress®

Verlag FUCHSBRIEFE.

Springer Healthcare

Springer VDI Verlag

VOGEL
VERLAG HEINRICH VOGEL

wendel-verlag

Springer Media

Springer Automotive Media

HE

etrasa

CODES ROUSSEAU
Le meilleur de la pédagogie

Ärzte Woche

Bohn Stafleu van Loghum
Springer Media

PLANÈTE PERMIS

Springer Open

Birkhäuser

Rendement

Crest
Premedia Solutions (P) Ltd

Editions La Baule

InfoChem

Chemistry Central

3.4. Springer Asia Limited

- **Springer Asia Limited** was founded in 1986 and was turned into a sales office in 1987.
- Over the years, it has been developed into a **Springer regional head office for Sales and Sales Operations**, Marketing, as well as Finance and Administration for Northern and Southeast Asia.
- As of 2012, branch offices or legal entities have been set up under the regional management of the Hong Kong office in Taipei, **Beijing, Puchong (Kuala Lumpur), Seoul, Singapore and Shanghai** with a total headcount of 108 colleagues working for different business functions.
- Since 2010, its organization and structure have been increasingly globalized as an important part of the company's strategic development. A global structure has been established for all frontline functions including Publishing, Marketing and Sales, and for back office functions like HR and Finance
- In 2009, BioMedCentral also started its own team for Open Access business development in the region, set up in the same premises.
- **24 full-time employees are working at Hong Kong office. Most of them carry out responsibilities covering Northern & Southeast Asian regions. Main functions: Sales, Marketing & Asian Regional Administration**

Springer in Kuala Lumpur

- Springer Asia in Puchong, close to Kuala Lumpur was opened in 2005 and is a **sales representative office of Springer Asia for Southeast Asian countries**, incl. Malaysia, Singapore, Thailand, Indonesia, Philippines, Thailand, Vietnam, Laos, Myanmar, Cambodia

- Springer Asia Limited
  Malaysia Representative Office
  5F-1A | 5th Floor, Tower 2
  Puchong Financial Corporate Centre (PFCC)
  Jalan Puteri 1 /2 , Bandar Puteri
  47100 Puchong, Selangor D.E. Malaysia
  Tel : + 603 8060 1030
  Fax : + 603 8060 1945
  mailto:infosea@springer.com

3.5 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**.

4. My Role: Retired Scholar and Editor of 5 Scientific Book Series with Springer

- **Not an employee of Springer**, nor sales representative, but a **scholar**
- Studied **Political Science, History & International Law** at Heidelberg University (Germany) and Univ. College in London (UK)
- **2PhDs** from **Heidelberg** (1976) & **FU Berlin** (1998, habilitation, PD)
- Published widely in German & English with translations in more than 10 languages including Russian, Chinese, Turkish, Spanish

Publishing Experience with many national & international publishers:

- **Ballinger books (1983), disappeared**
- **Macmillan (Palgrave Macmillan now prt of Sprigner Nature): 1987, 1989, 2000**
- **Crane Russak (today Taylor & Francis): 1990, 1991, 1992**

My Cooperation with Springer as an author & Editor (20 years)

- **1996/97:** Springer author of two German books in **Climate Policy & Energy Policy** (Multidisciplinary Study books)
- **2003:** launched the English language **Hexagon book Series**: 10 volumes (2012-2016): more than 800.000 chapter downloads
- **2012:** launched 2 Springer Briefs: **ESDP & PSP: ca. 30 titles each**
- **2016: launched 2 new series: APESS & PAHSEP**

4.1 Goal: Enhance Global Visibility of High Quality Scholarship in the Global South

- Enhance Global Visibility of Malaysian Scholarship
  - of Malaysian scholars working in Malaysia and elsewhere

- Enhance the Global Visibility of Political Science
  - Many Malaysian scholars study & graduate abroad (BA, MA, PhD)
  - as authors of books and journal articles
  - as reviewers of books and journal articles on Malaysia and
  - as reviewers of books/journal articles by scholars from SE Asia
  - as members of the editorial boards of journals

- Authors & books from South East Asia:
  - Singapore: ESDP 1,2, 10, 30, 31, APESS 14 (6 books since 2013)
  - Thailand: S. Chantavanich, Chulalongkorn (5 books,ESDP), 1 AIT
  - Malaysia: M. Ebrahimi (UTM), C. Ng (Penang), A. Abubakar (USM)
  - Vietnam/Netherlands: ThanhDam Truong (3):2 HESP & 1 APESS

4.2 My Five Book Series

## Three Peer Reviewed Book Series

- **Hexagon Book Series on Human and Environmental Security and Peace (HESP):** <http://www.afes-press-books.de/html/hexagon.htm> & <http://www.springer.com/series/8090>.

- **SpringerBriefs in Environment, Security, Development and Peace (ESDP):** <http://www.afes-press-books.de/html/SpringerBriefs_ESDP.htm> & <http://www.springer.com/series/10357>.

- **The Anthropocene: Politik – Economics – Society – Science (APESS):** <http://www.afes-press-books.de/html/APESS.htm> & <http://www.springer.com/series/15232>.

Two Anthology Series on Senior Scholars and Policymakers

- **Springer Briefs on Pioneers in Science and Practice (PSP):** <http://www.afes-press-books.de/html/SpringerBriefs_PSP.htm> & <http://www.springer.com/series/10970>.

- **Pioneers in Arts, Humanities, Science, Engineering, Practice (PASEP):** <http://www.afes-press-books.de/html/PAHSEP.htm> & <http://www.springer.com/series/15230>.

4.3 Hexagon Series: Volumes I-XIII
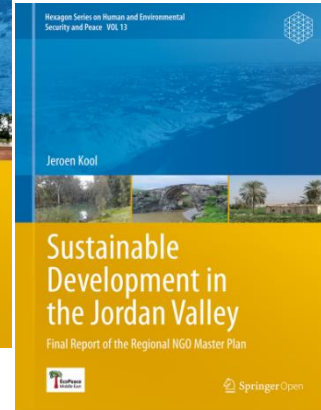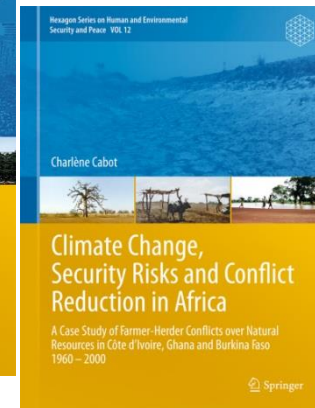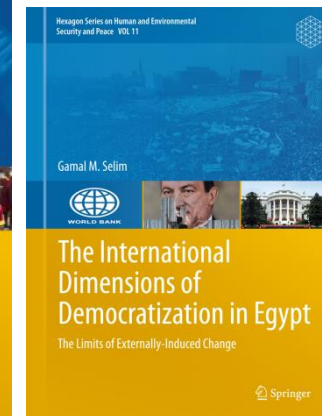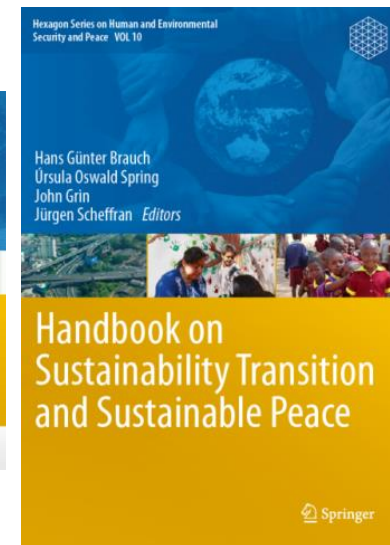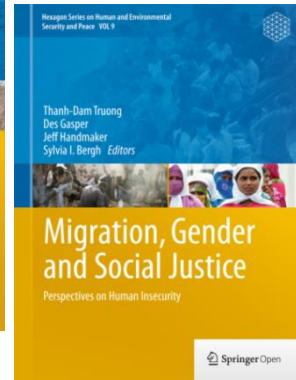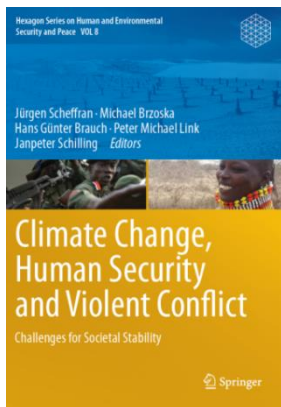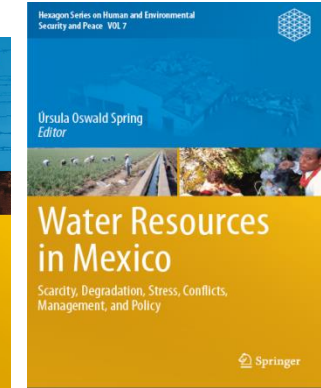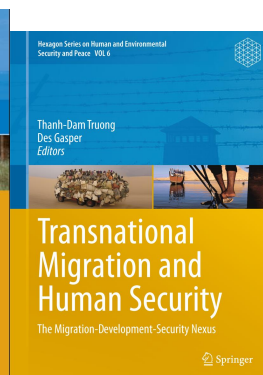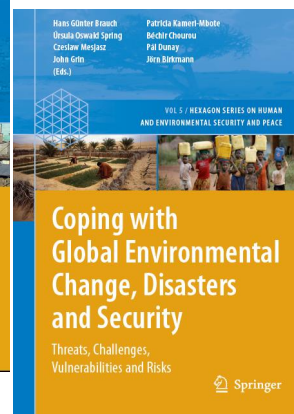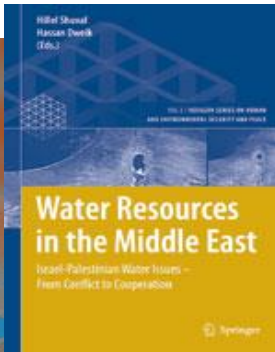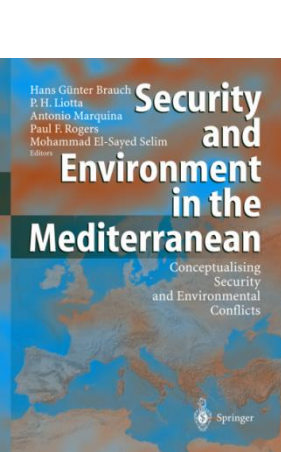
4.4. Global Environmental and Human Security Handbook for the Anthropocene

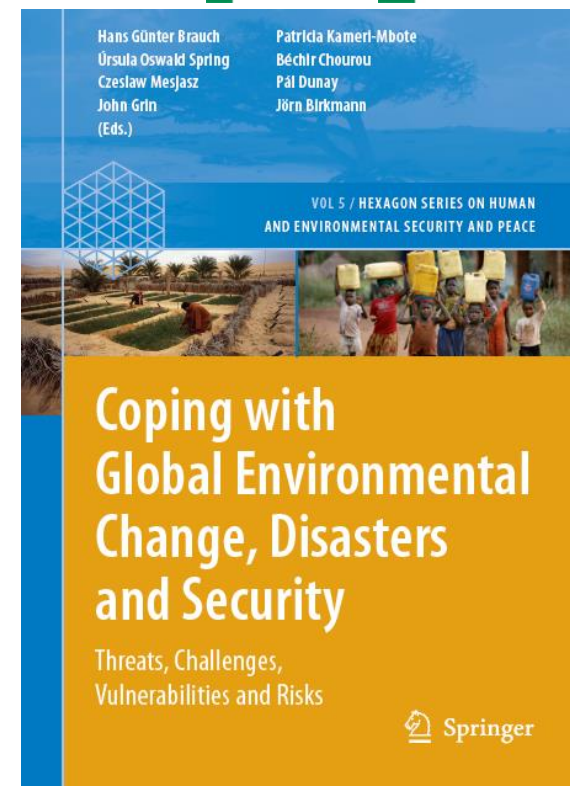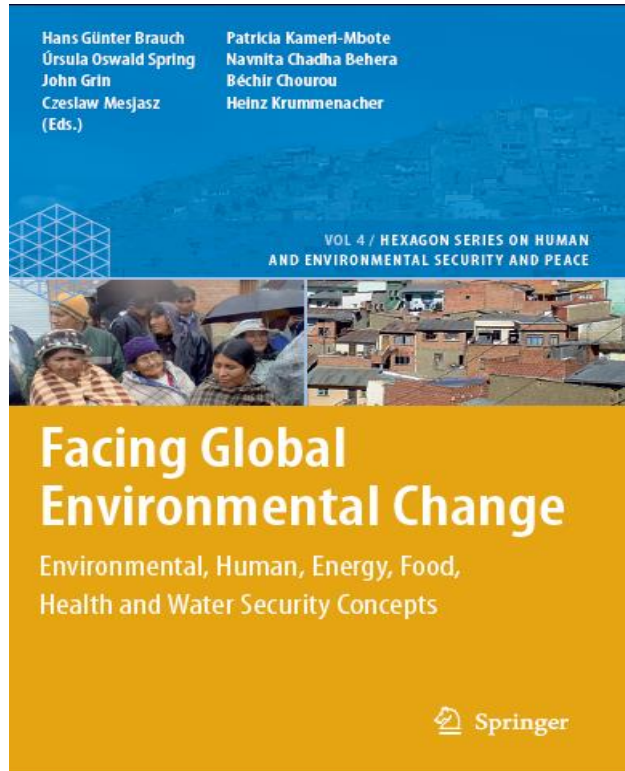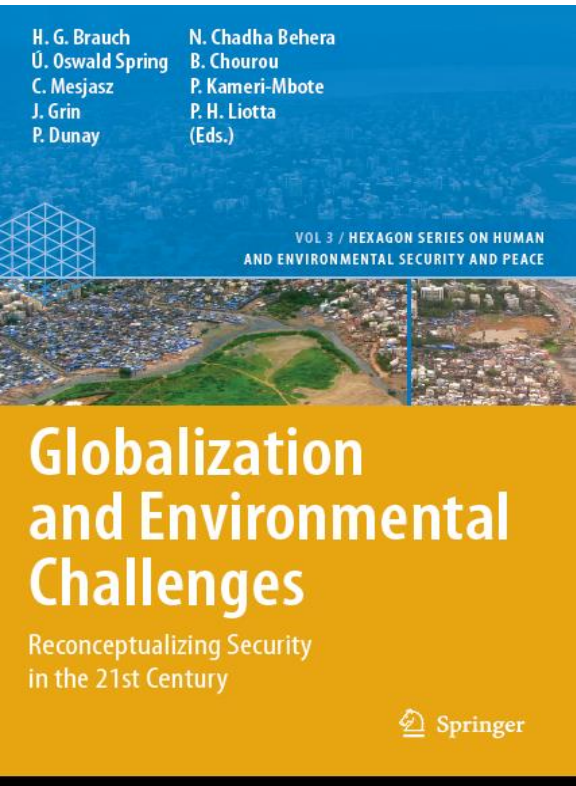http://www.afes-press-books.de/html/hexagon.htm
Vol. 3 (1): Globalization and Environmental Challenges: 92 authors, 36 countries, 16 disciplines, (2008)
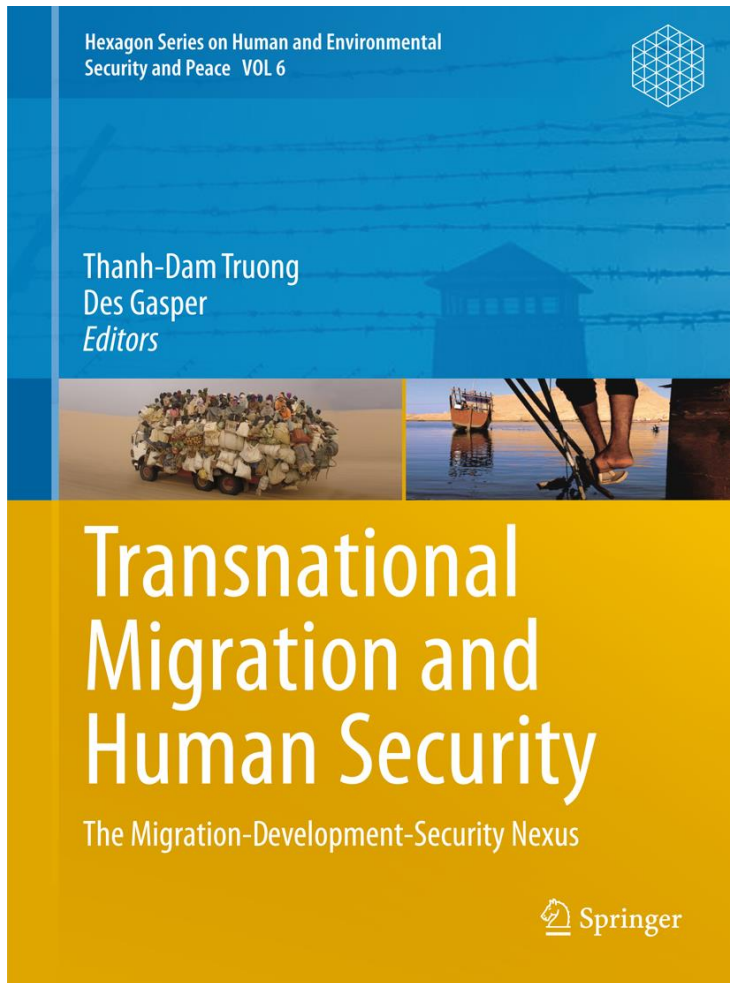**Vol. 4 (2): Facing Global Environmental Change: 132 authors, 49 countries** on global debate and problems of environmental, human, energy, food, health, water security (2009)
➔**Vol. 5 (3): Coping with Global Environmental Change: *Disasters and Security – Threats,Challenges, Vulnerabilities and Risks* 164 authors, 48 countries (2011).**
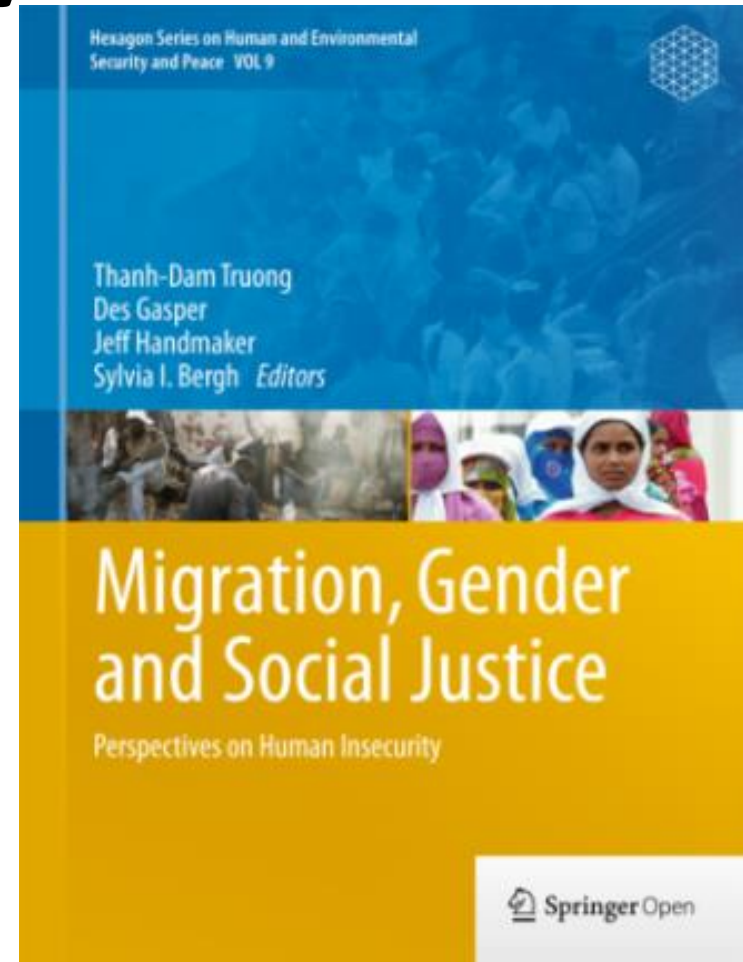**4 years: 2012-2016: more than 540.000 chapter downloads**

H. G. Brauch N. Chadha Behera
Ú. Oswald Spring B. Chourou
C. Mesjasz P. Kameri-Mbote
J. Grin P. H. Liotta
P. Dunay (Eds.)

VOL 3 / HEXAGON SERIES ON HUMAN AND ENVIRONMENTAL SECURITY AND PEACE

Globalization and Environmental Challenges

Reconceptualizing Security in the 21st Century

⚛ Springer

Hans Günter Brauch Patricia Kameri-Mbote
Úrsula Oswald Spring Navnita Chadha Behera
John Grin Béchir Chourou
Czeslaw Mesjasz Heinz Krummenacher
(Eds.)

VOL 4 / HEXAGON SERIES ON HUMAN AND ENVIRONMENTAL SECURITY AND PEACE

Facing Global Environmental Change

Environmental, Human, Energy, Food, Health and Water Security Concepts

⚛ Springer

Hans Günter Brauch Patricia Kameri-Mbote
Úrsula Oswald Spring Béchir Chourou
Czeslaw Mesjasz Pál Dunay
John Grin Jörn Birkmann
(Eds.)

VOL 5 / HEXAGON SERIES ON HUMAN AND ENVIRONMENTAL SECURITY AND PEACE

Coping with Global Environmental Change, Disasters and Security

Threats, Challenges, Vulnerabilities and Risks

⚛ Springer

4.5. Two Books by Asian Scholars

Hexagon Series on Human and Environmental Security and Peace VOL 6

Thanh-Dam Truong
Des Gasper
Editors

Transnational Migration and Human Security
The Migration-Development-Security Nexus

Springer

Hexagon Series on Human and Environmental Security and Peace VOL 9

Thanh-Dam Truong
Des Gasper
Jeff Handmaker
Sylvia I. Bergh *Editors*

Migration, Gender and Social Justice
Perspectives on Human Insecurity
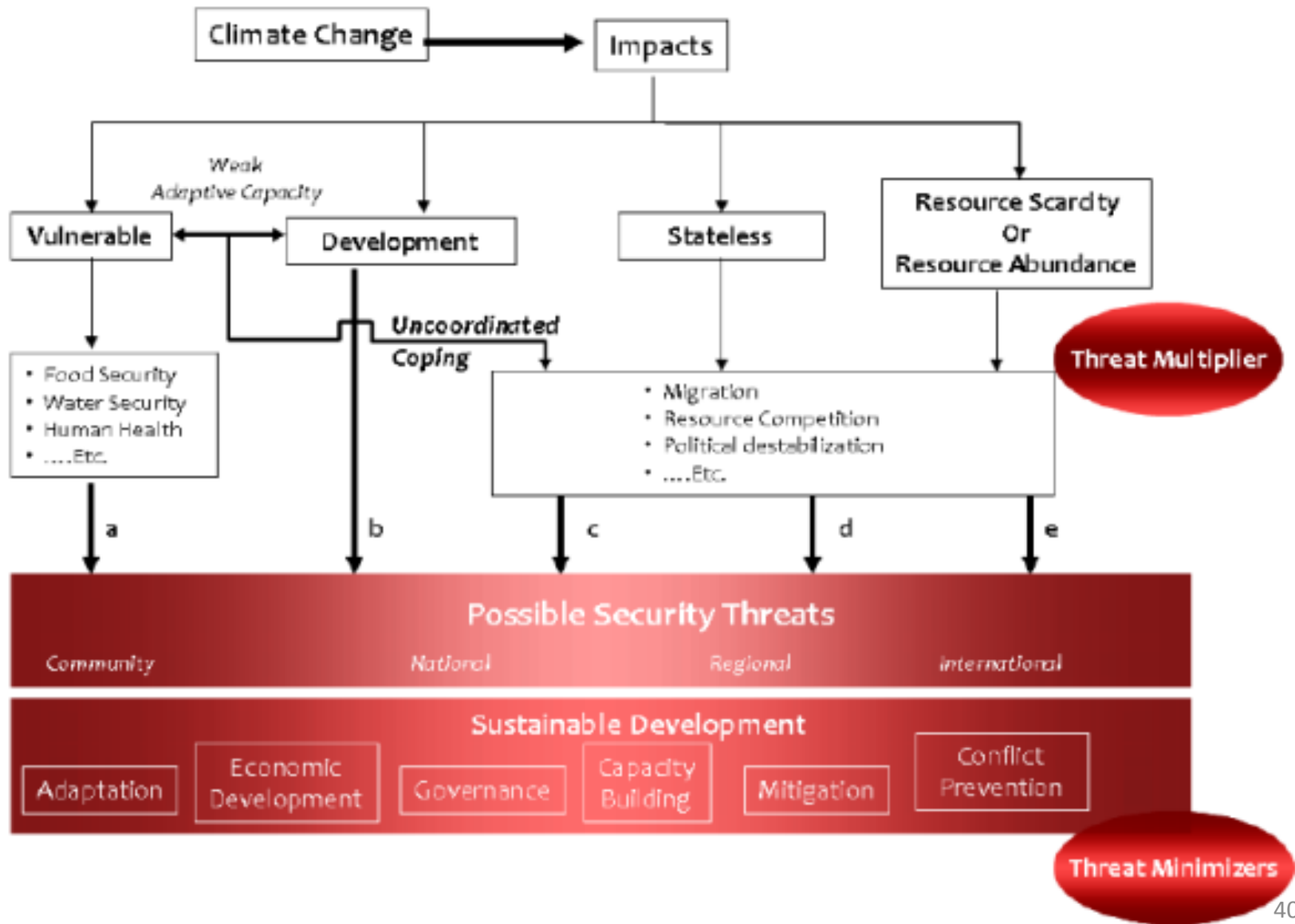
Springer Open

Oct. 2012 –Sep. 2016: Combined chapter downloads for this book are **20,258**. Printed book: **219 € + tax**

Open Access Book: Sep. 2013-Sp. 2016: The combined chapter downloads for this book are **86,684**. Printed Book: ca. **50 € + tax** 39

4.6 Dual focus: Climate Change & Security from threat multiplier to threat minimizer

4.7 Two Handbooks (2012, 2016)

Hexagon Series on Human and Environmental Security and Peace VOL 8

Jürgen Scheffran · Michael Brzoska
Hans Günter Brauch · Peter Michael Link
Janpeter Schilling *Editors*

Climate Change, Human Security and Violent Conflict

Challenges for Societal Stability

Springer

Hexagon Series on Human and Environmental Security and Peace VOL 10

Hans Günter Brauch
Úrsula Oswald Spring
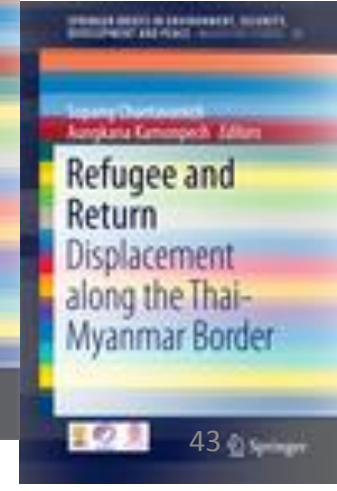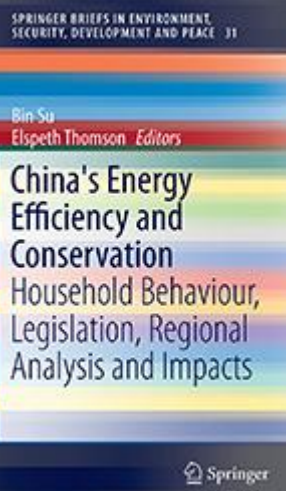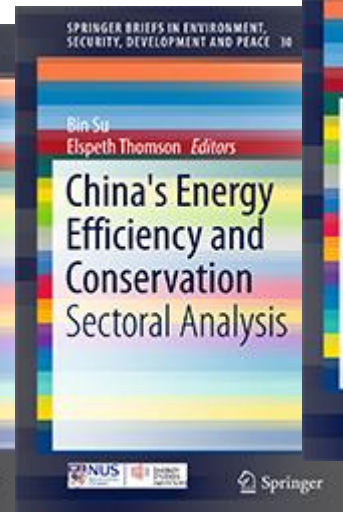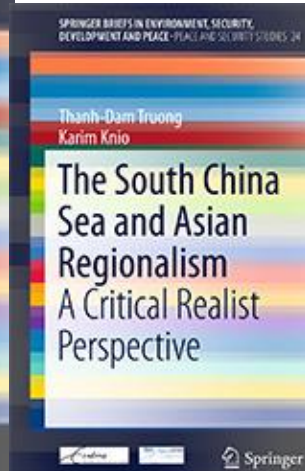John Grin
Jürgen Scheffran *Editors*

Handbook on Sustainability Transition and Sustainable Peace

Springer

4.8 Goal of the Handbook

- **Oswald Spring and Brauch (2011)** argued that in the Anthropocene humankind faces two alternative visions and policy strategies:
    - *Business-as-usual* **(BAU) in a Hobbesian world**. Here economic and strategic interests and actions dominate and may lead to a major crisis for humankind, inter-state relations and nature.
    - The need for a *transformation* in **cultural, environmental, economic and political relations**
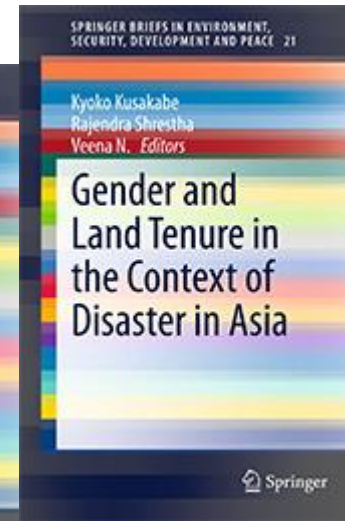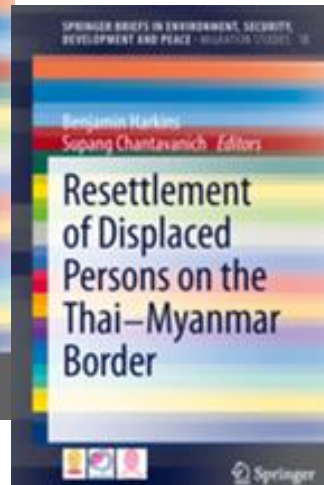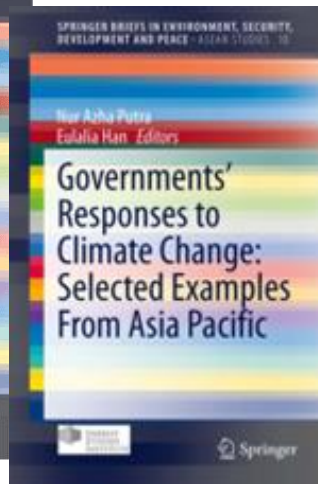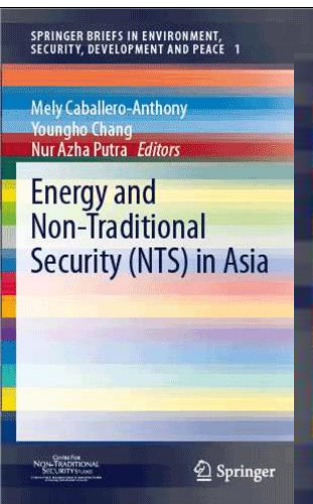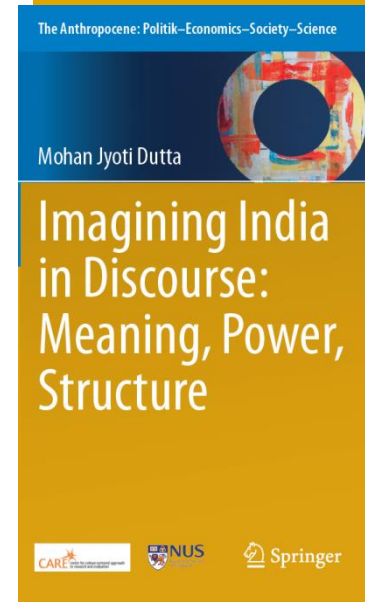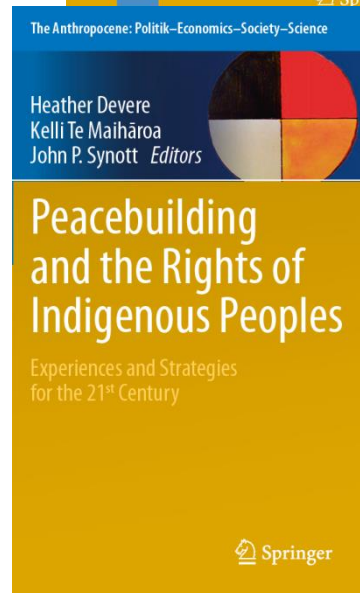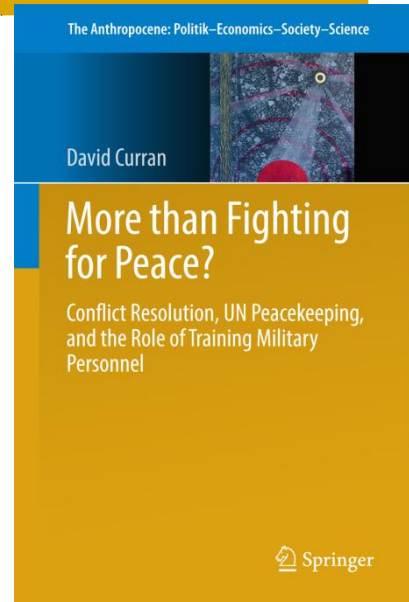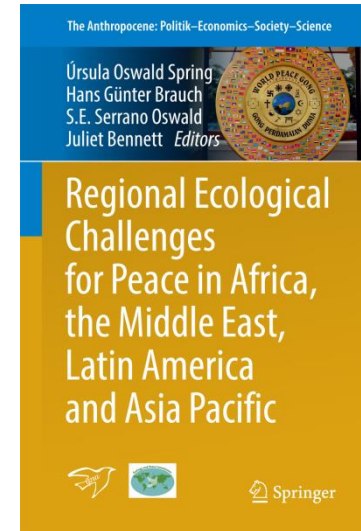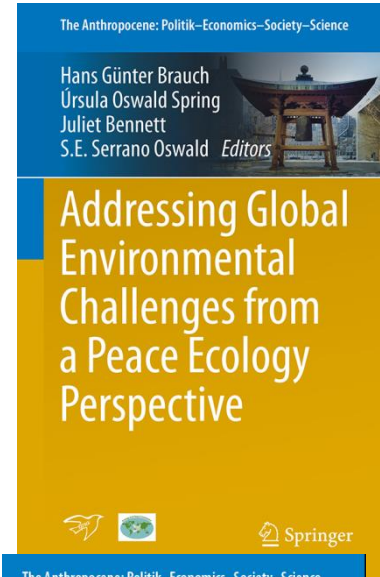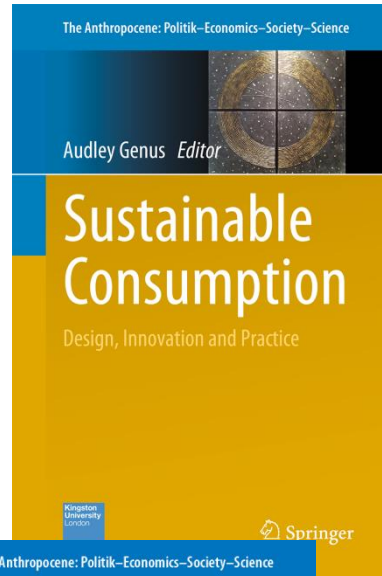- **Scheffran, Brzoska, Brauch et al. (2012) examined possible consequences of the *first* alternative and showed, by addressing climate change as a 'threat multiplier**', that in the case of **no action it might lead to "dangerous climate change"** (UNFCCC 1992).
- This volume deals **'sustainability transition' that may serve as a sustainable alternative and avoid the negative consequences of climate change for human, national and international security.**
- Both visions address different coping strategies for this century for *global environmental change* (GEC) and climate change:
    - In **first vision, *cornucopian perspectives* or *business-as-usua*l** suggest technical fixes and defence of economic, strategic & national interests, with the adaptation and mitigation strategies that are affordable for industrialized countries.
    - In the **alternative vision of a comprehensive transformation of the global economy,** *Politik*, society and culture, a *sustainable perspective* requires effective new strategies and policies.
    - **Their goal should be decarbonization, dematerialization, reduction of the water and environmental footprint, and global cooperation and solidarity. These would contribute to a sustainable peace with more global equity and social justice.**
- **The consequences of both scientific visions and policy perspectives are:**
    - The **first vision**—with minimal reactive adaptation and mitigation strategies—would increase the probability of dangerous global changes in the environment, water, food and climate, and there would be linear and chaotic changes in the earth system.
    - The **sustainability perspective requires** a change in *culture* (thinking on the human–nature interface), *world views* (thinking on systems of rule, e.g. democracy vs autocracy, on domestic priorities and policies, and on inter-state relations in the world), *mindsets* (the strategic perspectives of policymakers), and new forms of national and global sustainable *governance*.
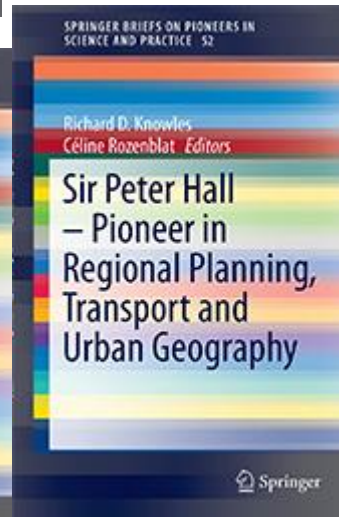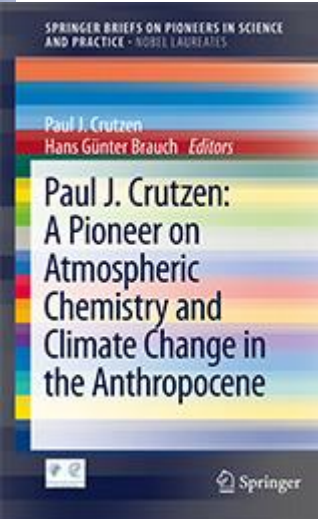
4.9 SpringerBriefs in Environment, Security, Development and Peace (ESDP): 28 titles

SPRINGER BRIEFS IN ENVIRONMENT, SECURITY, DEVELOPMENT AND PEACE 1

Mely Caballero-Anthony
Youngho Chang
Nur Azha Putra *Editors*

Energy and Non-Traditional Security (NTS) in Asia

CENTRE FOR NON-TRADITIONAL SECURITY (NTS)

Springer

SPRINGER BRIEFS IN ENVIRONMENT, SECURITY, DEVELOPMENT AND PEACE - ASIAN STUDIES 10

Nur Azha Putra
Eulalia Han *Editors*

Governments' Responses to Climate Change: Selected Examples From Asia Pacific

Springer

SPRINGER BRIEFS IN ENVIRONMENT, SECURITY, DEVELOPMENT AND PEACE - MIGRATION STUDIES 10

Benjamin Harkins
Supang Chantavanich *Editors*

Resettlement of Displaced Persons on the Thai–Myanmar Border

Springer

SPRINGER BRIEFS IN ENVIRONMENT, SECURITY, DEVELOPMENT AND PEACE 20

John W. Tai

Building Civil Society in Authoritarian China
Importance of Leadership Connections for Establishing Effective Nongovernmental Organizations in a Non-Democracy

Springer

SPRINGER BRIEFS IN ENVIRONMENT, SECURITY, DEVELOPMENT AND PEACE 21

Kyoko Kusakabe
Rajendra Shrestha
Veena N. *Editors*

Gender and Land Tenure in the Context of Disaster in Asia

Springer

SPRINGER BRIEFS IN ENVIRONMENT, SECURITY, DEVELOPMENT AND PEACE 22

Cecilia Ng *Editor*

Gender Responsive and Participatory Budgeting
Imperatives for Equitable Public Expenditure

Springer

SPRINGER BRIEFS IN ENVIRONMENT, SECURITY, DEVELOPMENT AND PEACE 3

Mansoureh Ebrahimi

The British Role in Iranian Domestic Politics (1951–1953)

UTM

Springer

SPRINGER BRIEFS IN ENVIRONMENT, SECURITY, DEVELOPMENT AND PEACE - PEACE AND SECURITY STUDIES 12

Úrsula Oswald Spring
Hans Günter Brauch
Keith G. Tidball
Editors

Expanding Peace Ecology: Peace, Security, Sustainability, Equity and Gender
Perspectives of IPRA's Ecology and Peace Commission

IPRA

Springer

SPRINGER BRIEFS IN ENVIRONMENT, SECURITY, DEVELOPMENT AND PEACE - PEACE AND SECURITY STUDIES 24

Thanh-Dam Truong
Karim Knio

The South China Sea and Asian Regionalism
A Critical Realist Perspective

Springer

SPRINGER BRIEFS IN ENVIRONMENT, SECURITY, DEVELOPMENT AND PEACE 30

Bin Su
Elspeth Thomson *Editors*

China's Energy Efficiency and Conservation
Sectoral Analysis

NUS

Springer

SPRINGER BRIEFS IN ENVIRONMENT, SECURITY, DEVELOPMENT AND PEACE 31

Bin Su
Elspeth Thomson *Editors*

China's Energy Efficiency and Conservation
Household Behaviour, Legislation, Regional Analysis and Impacts

Springer

SPRINGER BRIEFS IN ENVIRONMENT, SECURITY, DEVELOPMENT AND PEACE

Supang Chantavanich
Aungkana Kamonpech *Editors*

Refugee and Return
Displacement along the Thai-Myanmar Border

Springer

4.10 The Anthropocene: Politik – Economics – Society – Science (APESS): 15 titles (2016)

The Anthropocene: Politik–Economics–Society–Science

Maja Göpel

The Great Mindshift

How a New Economic Paradigm and Sustainability Transformations go Hand in Hand

With Forewords by Simon Dalby and Uwe Schneidewind

Wuppertal Institut

Springer Open

The Anthropocene: Politik–Economics–Society–Science

Audley Genus *Editor*

Sustainable Consumption

Design, Innovation and Practice

Kingston University London

Springer

The Anthropocene: Politik–Economics–Society–Science

Hans Günter Brauch
Úrsula Oswald Spring
Juliet Bennett
S.E. Serrano Oswald *Editors*

Addressing Global Environmental Challenges from a Peace Ecology Perspective

Springer

The Anthropocene: Politik–Economics–Society–Science
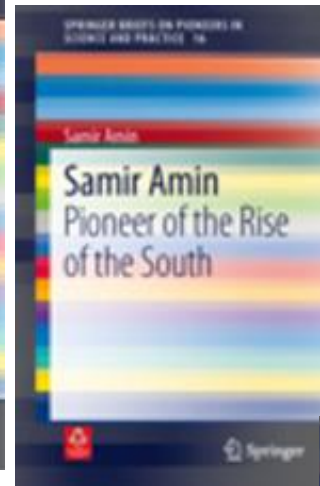
Úrsula Oswald Spring
Hans Günter Brauch
S.E. Serrano Oswald
Juliet Bennett *Editors*

Regional Ecological Challenges for Peace in Africa, the Middle East, Latin America and Asia Pacific

Springer

The Anthropocene: Politik–Economics–Society–Science

David Curran

More than Fighting for Peace?

Conflict Resolution, UN Peacekeeping, and the Role of Training Military Personnel

Springer

The Anthropocene: Politik–Economics–Society–Science

Heather Devere
Kelli Te Maihāroa
John P. Synott *Editors*

Peacebuilding and the Rights of Indigenous Peoples

Experiences and Strategies for the 21st Century

Springer

The Anthropocene: Politik–Economics–Society–Science

Mohan Jyoti Dutta

Imagining India in Discourse: Meaning, Power, Structure

CARE   NUS   Springer

The Anthropocene: Politik–Economics–Society–Science

Sabit Erşahin · Selim Kapur
Erhan Akça · Ayten Namlı
Hakkı Emrah Erdoğan *Editors*

Carbon Management, Technologies, and Trends in Mediterranean Ecosystems

Please provide vector data for Soil Science Society of Turkey logo !

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Springer

4.11 Springer Briefs on Pioneers in Science and Practice (PSP): since 2012: 34 titles

4.12 **Pioneers in Arts, Humanities, Science, Engineering, Practice (PASEP): 9 volumes**

Pioneers in Arts, Humanities, Science, Engineering, Practice 1

Louis Kriesberg

Louis Kriesberg – Pioneer in Peace and Constructive Conflict Resolution Studies

With a Foreword by George A. Lopez

Syracuse University
Maxwell School

Springer

Pioneers in Arts, Humanities, Science, Engineering, Practice 2

Richard Ned Lebow *Editor*

Richard Ned Lebow – A Pioneer in International Relations Theory, History, Political Philosophy and Psychology

With a Foreword by Simon Reich

King's College London
University of London

Springer

Pioneers in Arts, Humanities, Science, Engineering, Practice 3

Richard Ned Lebow *Editor*

Richard Ned Lebow: Major Texts on Methods and Philosophy of Science

King's College London
University of London

Springer

Pioneers in Arts, Humanities, Science, Engineering, Practice 4

Richard Ned Lebow *Editor*

Richard Ned Lebow: Key Texts in Political Psychology and International Relations Theory

King's College London
University of London

Springer

Pioneers in Arts, Humanities, Science, Engineering, Practice 5

Richard Ned Lebow *Editor*

Richard Ned Lebow: Essential Texts on Classics, History, Ethics, and International Relations

King's College London
University of London

Springer

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5. My Personal Mission: Co-Publishing

- **High Quality Books** & Publisher's Ethics
- **Fair Peer Review Process**: Reviewers from the region
- **Intensive Counselling** through the whole Proces
- **Copublishing**: Global Visibility & Affordable Price
- A personal Gift: **A Website on each Book**
- **My Co-Publishing started 2016 in Penang in Malaysia**

Part II: Getting Published Globally: From a Book Idea to a Contract

1. Book Idea: From PhD Thesis to first Scientific Book
2. Contacting a Publisher and Submitting a Book Proposal Form
3. Decisionmaking of Scientific Editor & Publisher
4. Double Blind Peer Review Process
5. Acceptance: Start to invest Time and Money
6. Permissions: International Copyright Law
7. Revised Manuscript: Publishing or Copublishing Agreement
8. The Audience: Global, Regional or National

II.1 Book Idea: From A PhD Thesis to the First Scientific Book

- **Most first books are PhD thesis, a few MA theses**
- **Different purpose: Academic qualification:** show what you have read, learned (review of literature)
- **Scientific Book:** new theory, thesis, empirical evid.
- **Readers of PhD thesis:** review by acad. committee
- **Book:** International academic peer review
- **What matters:** not vitamin but academic quality
- **Persuade the editor & publisher**: of your academic competence (CV), quality of the thesis (PhD com-mittee report), uniqueness & innovativeness, own publications, interest of publisher to sell results

II.2 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

II.3 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.

II.4 How to Get Published?

– **What do you want to achieve and what is your goal?**

- **Global and/or local audience**

– **Lack of Malaysian 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)

II.5 Publishers in the Social Sciences

- **US Libraries list primarily 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 (2013)**
  - **Regular journals: Sept. 2015: 2784 journals**
  - **Electronic journals**
    - **Subscription of university (packages). Fvree download for subscribers**
    - **Regular (you can download against a fee)**
    - **Open access (the auhtors or the institution pays)**

II.6 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 Asia Pacific) Subscribers (2012)

- **<u>Free access to electronic books</u>, journals (free download, high download rates)**

- **<u>My Copy</u>: set price up to 1200 pages <u>24.99 $</u>**

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

II.7 Contacting a Publisher

- **What is my goal: global recognition, local readers**
- **Analysis of the book market: Which publishers publish in my area, relevant books,**
- **What are the financial terms: subsidee requests, no costs, do I get a honorarium to pay for my costs of language ed.**
- **Be careful: Real publishers or internet crooks (analyse carefully if the pubisher exists, e.g. search Amazon)**
- **Talk to colleagues who published globally (satisfaction)**
- **Approach a publisher –** peer review only with a publisher, inform the publisher if you opted for another publisher
- **What matters**: Scientific **reputation** of publishers (university presses), **distribution** (big international publishers)

II.8 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)

II.9 Submitting a Book Proposal Form

Springer

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:

II.10 Proposal: Who is the Audience: Copublication in English (local & global)

- **In global South: students, policy makers, societal groups**
- **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
- **Cooperation between Local Press (low price) & Major International Publishers (high visibility)**

II.11 Decision making process (1)

- **Dr. Schwarz and Dr. Brauch** make decision whether offer is relevant & promising for HESP, APESS or ESDP or subseries

- **Preconditions:**
  - **Original and previously unpublished** in English (plagiarism)
  - 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 to be arranged & paid by the authors)

II.12 Decision making process (2)

- Minor or major revisions are proposed by reviewers
- Authors respond/implement revisions in 1-2 months.
- Based on revised mansucript: decision of acceptance a publication contractis issued and book is globally announced.
- If careful language editing of accepted book proposal is nee-ded 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!

II.13 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 is relatively recent; *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 vs. open peer review**).

- **Publications that have not undergone peer review are likely to be regarded with suspicion by scholars and professionals (lower rank, or grey area literature).**

II.14 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.**

II.15 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).

II.16 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

II.17 My own peer review criteria for my three peer-reviewed book series: HESP, APESS, ESDP

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:

II.18 Obtaining Permissions for Copyrighted Material: see Style Manuals

Material requiring permission

- quotations of over 300 words from a book
- quotations of over 50 words from a journal, newspaper, or magazine article
- reproduction of certain works of art
- photographs
- charts, tables, or graphs
- reproduction of web pages or screenshots
- any third-party software used in a CD, DVD, or website supporting an author's work
- use of other Wiley or Wiley-Blackwell material
- film stills and film grabs
- reproduction of advertisements
- certain trade mark usage
- certain photographs containing recognisable people

II.19 Review for Plagiarism

- **Publication Ethics**: Honesty in fully citing all sources used

II.20 Recommendations

- Many submissions may not be submitted to peer review due to language problems (poor English)
- There is a high 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 the same reviewer has a second look)
- Reviewers have often different opinions and assessments.

II.21 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**:
- Publication in peer-reviewed journals. Overcoming hurdles
- **Economic constraints: Access to peer reviewed scholarship: High prices of publication and access fees**
- **Open access journals: high entry fees**
- Free open access journals that are sponsored by countries and scientific societies

Publication in Peer Reviewed Books

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

II.22 Acceptance: Start to invest Time and Money

- **Reviewers' Report**: Acceptance by a majority
- **Decision by Editors**
  - Reject
  - Accept and Offer a Book Contract
- **Revision of the Manuscript: Taking the substantual and formal recommendations of the reviewers into account**
- **Ask a native speaker to language edit your revised manuscript** (at own budget: you may invest the honoratium)
- **Style Editing, often language editor:**
  - American English: Chicago Manual of Style, Citation Style
  - British English: New Oxford Style Manual, citation style
  - Springer: Style points
- **Formal editing: By series editor: getting the text ready for producer (typesetter)**

II.23 Springer Manuscript Guidelines

<http://resource-cms.springer.com/springer-cms/rest/v1/content/990/data/v7/Manuscript+guidelines+for+English+books>

Permissions, frontmatter, chapters

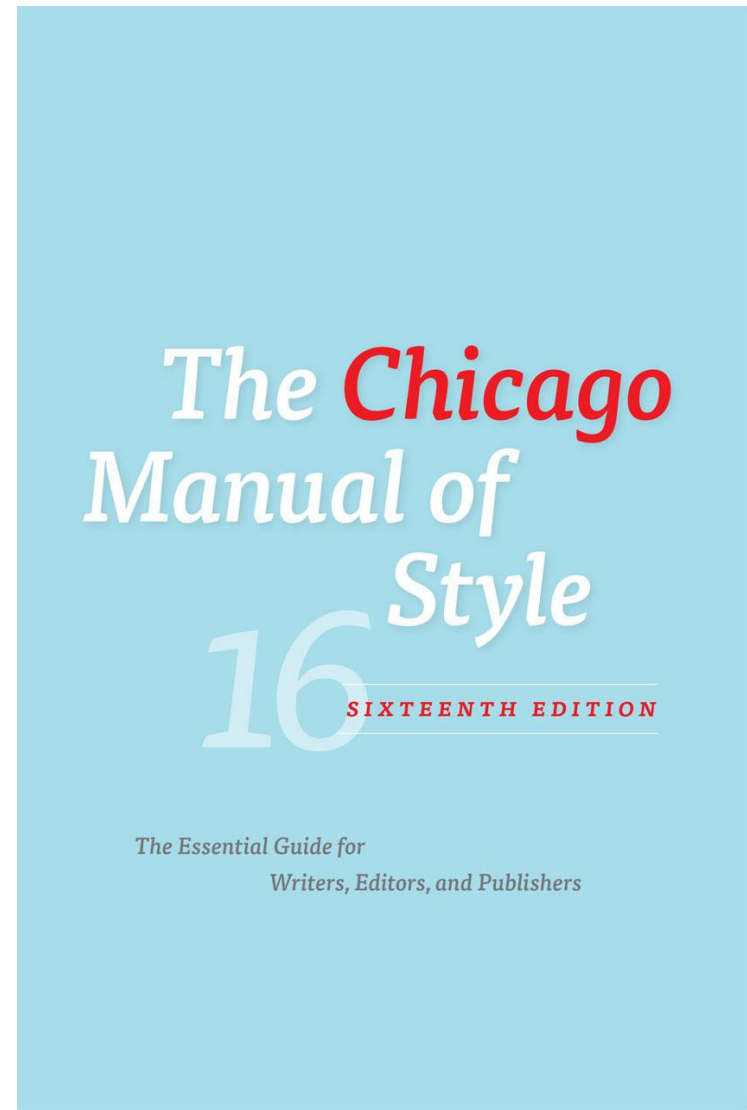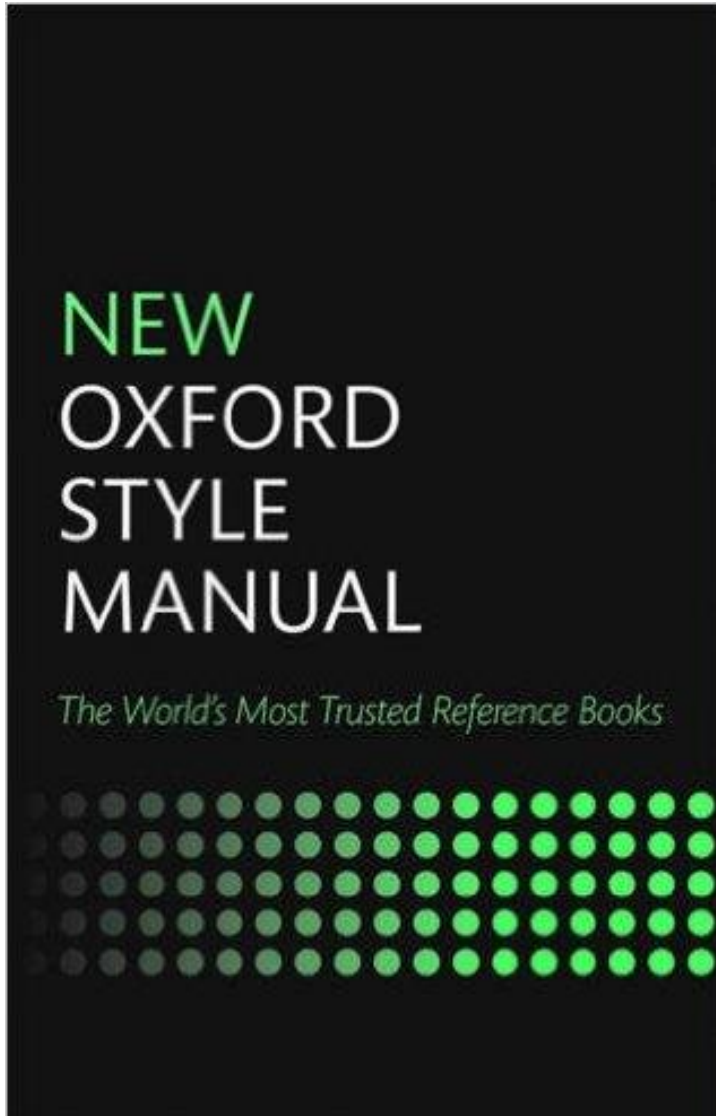## Tables, figures, references, backmatter

II.24 Springer; Key Style Points

<http://resource-cms.springer.com/springer-cms/rest/v1/content/3322/data/v5/Key+style+points>

Key Style Points

- **You have to choose one style from the Social Sciences:**
- **Springer Humanities Style (?)**
- **American English: Chicago Manual of Style (15th or 16th edition, 2010)**
- **British English: New Oxford Style Manual (2016)**
- **AFES-PRESS Style (based on old Macmillan style) for multi-disciplinary books, e.g. in the Hexagon Book Series**
- **Other Styles: SAGE etc.**

II.25 Which English & Style? British (Oxford)/ American (Chicago) Style Manual (2016)

NEW
OXFORD
STYLE
MANUAL

The World's Most Trusted Reference Books

The **Chicago**
Manual of
Style
16
SIXTEEN EDITION

The Essential Guide for
Writers, Editors, and Publishers

II.26 Revised Manuscript: Publishing or Copublishing Agreement

- In **review** of final revised manuscript: **decision** on

- **Acceptance** or **rejection** (if reviewers' report was ignored)

- **Submit updated Book Proposal form with information for Springer Wenbsite:**
  - Final blurb, major selling points,
  - list of contents, biography of the author(s) or editors(s)
  - Give a Realistic submission date

- **Decision on copublishing agreement**: Agreement between Springer & Copublisher (terms: division of the market)

- **Issuance** of a publication agreement & announcement of the book on Springer Website & globally (Amazon etc.)

- **One round of typesetting** (done by Springer in Chennai) – made available (sold) to copublisher

- Proofreading task of author/editor anc checking of implementation

- Dual decision on publication: by author & series editor

Part III: Marketing the Book

1. Websites of the publisher: Springer.Com and Springer Link
2. Website of the editor with additional information
3. Websites of major Internet Book Stores
4. At Bookfares
5. In Catalogues and mass mailing by Email or Printmail
6. By Social Media: Facebook, twitter etc.
7. By ResearchGate, Academy.edu (copyright constraints)
8. Reviewers in scientific journals: announcing it to Journal editors

III.1 Websites of the Editor & Publisher: Springer.Com and Springer Link

- http://www.afes-press-books.de/
- Links directly to all Springer websites on this book
- On this book
- On the author/editor
- Link to the author's websites
- On the author's or editor's institution
- Book Launches
- Book Reviews

- **Books are listed by book series**
- **Hexagon: hardcover, big size**
  <http://www.springer.com/series/8090>
- **APESS: softcover, regular size**
  <http://www.springer.com/series/15232>
- **ESDP: softcover, regular size , up to 55.000 words (copyright with author)**
  <http://www.springer.com/series/10357 >
- **On your book (prices by country)**
  - Order Ebook/printed Book
  - Download: cover & flyer
  - **Downloads (book metric data are updated monthly on each chapter)**

III.2 Websites of Major Internet Book Stores, Bookfares, Catalogues & Mass EMailing

Key role of the internet

- Most **Amazon** national book-stores have Springer books (e.g. also Kindle editions)
- Most **major web-based bookstores** list Springer books

Springer is present at book-fares and scientific conferences

- Sells **Ebook packages** to insti-tutions, universities, countries
  - All readers free download
  - Ideal for course adoption
  - May purchase Mycopy (25$/€)

Publishing on demand:

- Book is never out of print

Digital Printing:

- Illustrations in colour without cost

Major Focus: Ebooks

- Strength rapid global distribution
- Bookmetric data, chapter specific data on downloads

Strong Presence in Social Media

- Youtube
- Facebook, Twitter et al.
- ResearchGate, Academy.edu
- Google.Scholar (authors)
- Google (search words)

Part IV: Recognition of the Book

1. **Karlsruhe Virtual Catalogue <http://services.bibliothek.kit.edu/kvk_en.html >**

2. **World Catalogue: ESDP 22 Cecilia Ng** < http://www.worldcat.org/title/gender-responsive-and-participatory-budgeting-imperatives-for-equitable-public-expenditure/oclc/929951918&referer=brief_results **>**

3. **Springer's Bookmetric data: on Download figures**

    HESP 4: Facing Global Environmental Change

    http://www.springer.com/de/book/9783540684879

    http://www.bookmetrix.com/detail/book/8cfd255b-0204-4776-8327-4fa369f3d476#downloads

4. **Book Citation Indexes: Thomson & Reuters <>**

    - http://thomsonreuters.com/en/products-services/scholarly-scientific-research/scholarly-search-and-discovery/social-sciences-citation-index.html

IV.1 Karlsruhe Virtual Catalogue
<http://services.bibliothek.kit.edu/kvk_en.html>

- Here you can search which participating public & university libraries have all (Springer) books: global distribution)

- Does not seem to include libraries in SouthEast Asia yet

IV.2 World Catalogue
<https://www.worldcat.org/>

- Here you can search which participating public & university libraries have all (Springer) books: global distribution)

- Here you can see which books and chapters in books have the highest chapter download rates

- Only a global publisher can afford this service.
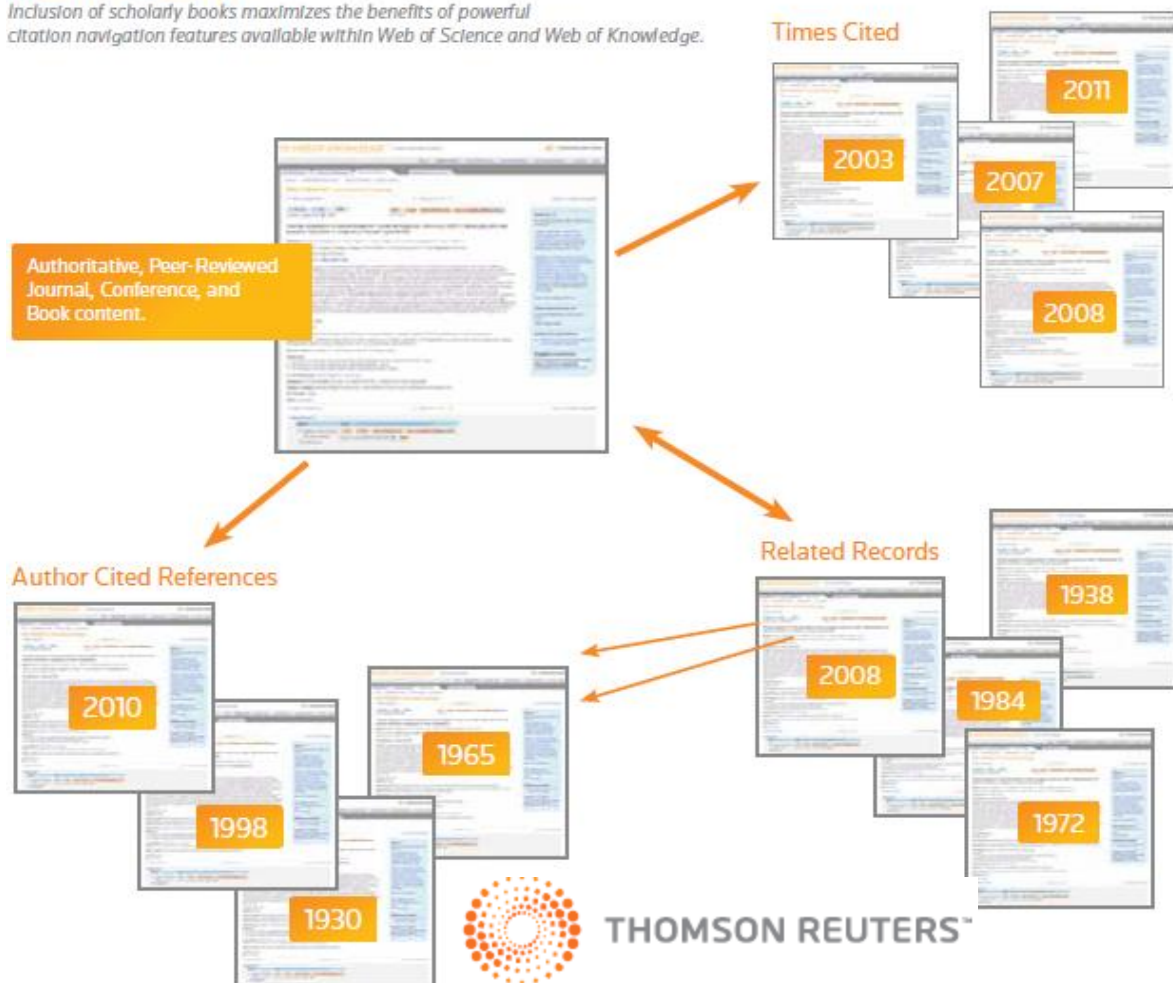
IV.4 Book & (Journal) Social Citation Index

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.

Authoritative, Peer-Reviewed
Journal, Conference, and
Book content.

Times Cited
2011
2003
2007
2008

Author Cited References
2010
1965
1998
1930

Related Records
1938
2008
1984
1972

THOMSON REUTERS™

» **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

IV.5 Thomson & Reuters: Indexing & Ranking

THE DEFINITIVE RESOURCE FOR GLOBAL RESEARCH

WEB OF SCIENCE

THOMSON REUTERS
WEB OF KNOWLEDGE℠

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

IV.6 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)**
- **Environmental Studies (99)**
- **Planning & Development (55)**
- **Political Science (161)**
- **International Relations (84)**
- **Women's studies (40)**

V. My Suggestion Given Existing Constraints and Hurdles

– Overcoming financial hurdles:
  - Lack of resources of many universities to get access to major peer reviewed books and journals
  - Northern book prices and access to electronic sources are often 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 Asian scholars and without costs to the author
  - Journals or book without a publishing subside [to publish globally without costs for the author]

– Aim at co-publishing
  - To support Malaysian publishers and university presses and low book prices for Malaysian universities and scholars (national or global market)
  - Publish globally (use global electronic distribution network

V.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 & revie-wers (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!**

V.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 recommen-dations into account (sometimes same reviewer has sec. look)
- Reviewers have often different opinions and assessments.

V.3 Conclusions & Suggestions

Short-term

- **Select relevant indexed journals**, study submission requirements, past articles, authors etc. (if the publish only artciles by schoalrs 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**

V.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 Opean Access journal**
  - **Chulalongkorn Unviersity as the producer**
  - **Springer publishers: hosted science journals**

Part VI: 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 promisiong 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.
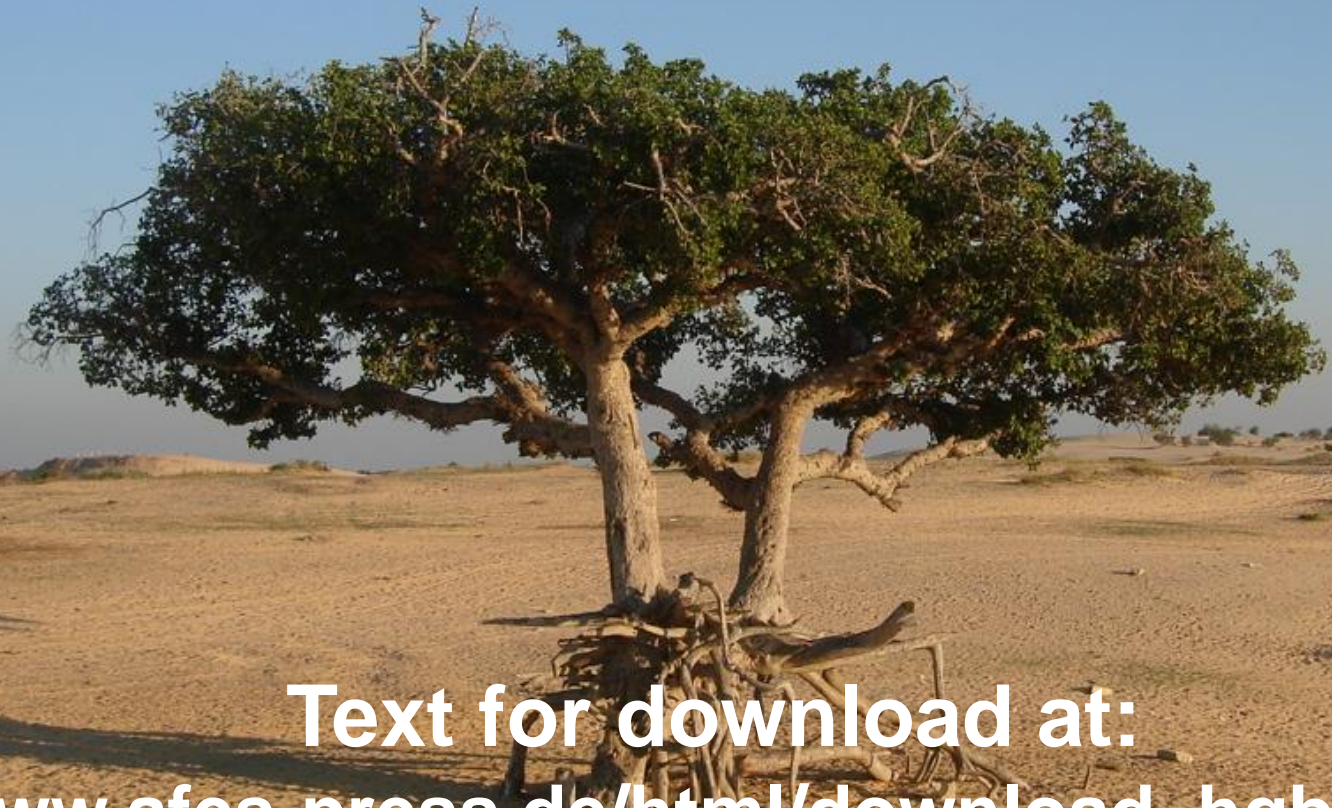
E. How to Get Published?

- **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)

Contact Details

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  - < http://www.springer.com/series/8090?detailsPage=titles >
- **APESS-Series: <http://www.afes-press-books.de/html/APESS.htm>**
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- **PSP: <http://www.afes-press-books.de/html/SpringerBriefs_PSP.htm>**
  - < http://www.springer.com/series/10970?detailsPage=titles >
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and patience.

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