

# **Особенности подготовки научных статей в зарубежные журналы, индексируемые в глобальных базах данных цитирования Scopus и Web of Science**

**Кириллова О.В.**

# **Публикация – промежуточный или конечный результат научной работы**

## **☀ Публикация в журнале:**

- оперативный способ публикации и быстрое распространение информации о результатах исследования авторов;**
- основной источник библиометрических исследований науки, ее развития, достижений участников научного процесса – авторов, организаций, журналов, страны**

# КОГДА НАДО и КОГДА НЕ НАДО ПУБЛИКОВАТЬСЯ

## **НАДО, ЕСЛИ ЦЕЛЬ ПУБЛИКАЦИИ:**

**Представление новых или оригинальных результатов или методов**

**Рационализация (уточнение или иная интерпретация) опубликованных результатов**

**Обзор области исследования или подведения итогов по определенной теме исследования**

**Для расширения, но не повторения!, знания и понимания в определенной, специфической области**

## **Не надо публиковаться, если ваша работа:**

- отчет, не имеющий научного интереса
- устаревшая информация
- дублирование ранее опубликованных работ
- с ошибочным/не применимым заключением

# Зачем нужно публиковаться в зарубежных журналах?

- ☀️ **повышение научной квалификации как ученого;**
- ☀️ **повышение научного статуса в научном сообществе, сначала – в своей стране, затем (в случае успеха) – за рубежом; как результат - карьерный рост;**
- ☀️ **улучшение «видимости» (visibility) и «доступности» (availability) ваших научных разработок путем попадания публикаций в международные индексы (БД) цитирования – Web of Science и/или Scopus;**
- ☀️ **расширение поля научной деятельности благодаря знакомству с зарубежными коллегами, заинтересовавшимися вашими работами, установление неформального взаимодействия, как результат – международные проекты, гранты, совместные публикации и т.д.**
- ☀️ **более прагматично (решение поставленных руководством организации и страны задач):**
  - **повышение оценок результативности научной деятельности для себя по показателям публикационной активности – количества публикаций и их цитируемости, как результат – материальное поощрение от организации и карьерный рост;**
  - **повышение рейтинга организации – университета, НИИ, компании по этим показателям;**
  - **расширение присутствия страны в международном научном сообществе, укрепление позиций страны**

# НЕОБХОДИМО ПОНИМАТЬ

- ☛ **Научная работа не имеет ценности, если ее никто не прочитал, не использовал и не процитировал**
- ☛ **Сильная статья:**
  - это понятная, полезная и вызывающая интерес работа;
  - представлена и выстроена логически;
  - редакторы и рецензенты могут легко понять и оценить научный смысл работы

# **ЕСЛИ АВТОР ХОЧЕТ ПУБЛИКОВАТЬСЯ В ХОРОШЕМ ЖУРНАЛЕ, ОН ДОЛЖЕН**

- 1. ПОДГОТОВИТЬ КАЧЕСТВЕННУЮ НАУЧНУЮ ПУБЛИКАЦИЮ С ХОРОШЕЙ АННОТАЦИЕЙ И КЛЮЧЕВЫМИ СЛОВАМИ НА АНГЛИЙСКОМ ЯЗЫКЕ**
- 2. ПРОЙТИ РЕЦЕНЗИРОВАНИЕ (ОБЯЗАТЕЛЬНОЕ ДЛЯ НАУЧНОГО ЖУРНАЛА)**
- 3. ВЫПОЛНИТЬ ТРЕБОВАНИЯ ЭТИЧЕСКИХ НОРМ**
- 4. ОФОРМИТЬ ЕЕ В СООТВЕТСТВИИ С ТРЕБОВАНИЯМИ ЖУРНАЛА**

# ПУТИ К ЦИТИРОВАНИЮ ДЛЯ АВТОРОВ

- ✦ **ВЫПОЛНЯТЬ ТРЕБОВАНИЯ ЖУРНАЛОВ, ГОТОВЯЩИХСЯ В ЗАРУБЕЖНЫЕ ИНДЕКСЫ ЦИТИРОВАНИЯ ИЛИ УЖЕ ВКЛЮЧЕННЫХ В НИХ**
- ✦ **ПУБЛИКОВАТЬСЯ В ЗАРУБЕЖНЫХ ВЕДУЩИХ ЖУРНАЛАХ, ВКЛЮЧЕННЫХ В ИНДЕКСЫ ЦИТИРОВАНИЯ**
- ✦ **ИМЕТЬ СОВМЕСТНЫЕ ПРОЕКТЫ С ЗАРУБЕЖНЫМИ КОЛЛЕГАМИ И ПУБЛИКОВАТЬСЯ ВМЕСТЕ С НИМИ**

# Если читаешь журнал:

- ✦ Знаешь его тематику;
- ✦ Знаешь его авторов и организации, в которых они работают;
- ✦ Знаешь его правила;
- ✦ Видишь, как оформляются статьи и списки литературы другими авторами;
- ✦ Находишь статьи, близкие по теме, которые можешь затем цитировать в своей статье



# СЛЕДУЙТЕ ИНСТРУКЦИИ ДЛЯ АВТОРОВ ВЫБРАННОГО ЖУРНАЛА

- ✦ Делайте все, как сказано в инструкции до последней детали;
- ✦ Соблюдайте требуемый журналом объем статьи, не увеличивайте его;
- ✦ Статья должна обязательно соответствовать целям и задачам журнала;
- ✦ Посылайте тому редактору, на которого указывает журнал (если редактору по региону, то ему, а не гл. ред.);
- ✦ Направляйте в той форме и тем способом, как указывает журнал (в инструкции для авторов)

# Главное – качество работы

- ✿ Оригинальность – новое в предметной области, методах или результатах
- ✿ Соответствие существующему знанию и его расширение
- ✿ Научная методология – достоверность и объективность выводов
- ✿ Ясность изложения, структурированность материала и качество написания
- ✿ Основательная, логически изложенная аргументация
- ✿ Теоретическое и практическое значение
- ✿ Новизна и уместность ссылок
- ✿ Международный/Глобальный подход
- ✿ Строгое соблюдение редакционных рамок и задач журнала!
- ✿ Хорошее заглавие, ключевые слова и хорошо написанный реферат

(Мартин Дембовский. Руководство для авторов...)

# Типы статей

(из требований издательства Эльзевир)

- 🚀 **Full article – Полная статья** - стандартный формат для завершённых научных исследований – 8-10 стр., 5-8 рисунков, 25-40 ссылок
- 🚀 **Short Communications Article** – Короткое сообщение - не более 2500 слов, может содержать 2 рисунка или таблицы и как минимум 8 ссылок
- 🚀 **Review paper/perspectives** – Обзорные статьи: Критическое обобщение какой-то исследовательской темы; обычно от 10+ стр., от 5+ рис., 80 ссылок. Хороший способ укрепления научной карьеры

# Структура научной статьи – IMRAD

- ☀ **Заглавие (Title)**
- ☀ **Аннотация, авторское резюме (Abstract)**
- ☀ **Введение (Introduction)**
- ☀ **Методы (Methods)**
- ☀ **Результаты (Results)**
- ☀ **Обсуждение (Discussion)**
- ☀ **Заключение (Conclusion)**
- ☀ **Благодарности (Acknowledgements)**
- ☀ **Список литературы (References)**

# Заглавие статьи, авторское резюме (аннотация), ключевые слова и список литературы – важнейшие части статьи

- ✦ Используйте **лаконичное описательное заглавие**, содержащее основные ключевые слова темы публикации (**лучше всего читаются и цитируются статьи с заглавием из 6-10 слов, очень длинные – хуже всего**);
- ✦ Составьте **ясную и полную аннотацию**, содержащую основные ключевые слова и соответствующую требованиям журнала к содержанию и объему работы;
- ✦ Используйте релевантные и известные для зарубежных коллег ключевые слова;
- ✦ Сделайте свои ссылки **полными и правильными** – это жизненно важно при их индексировании в БД цитирования; **качественные ссылки – показатель уровня статьи!**
- ✦ Все это сделает вашу статью более заметной, что приведёт к её **более широкому распространению и цитированию**

# АВТОРСКИЕ РЕЗЮМЕ (АННОТАЦИИ, РЕФЕРАТЫ) НА АНГЛИЙСКОМ ЯЗЫКЕ

**очень важная самостоятельная часть статьи**

**Аннотации должны быть (с учетом требований журналов):**

- информативными (не содержать общих слов);**
- оригинальными (не калька русскоязычной аннотации);**
- содержательными (отражать основное содержание статьи и результаты исследований);**
- структурированными (следовать логике описания результатов в статье);**
- «англоязычными» (написаны качественным английским языком);**
- компактными, но не короткими (в пределах от 100 до 250 слов)**

# Структурированные аннотации – требование многих зарубежных журналов (по структуре IMRAD)

Пример издательства Emerald:

**Структурированная аннотация** – объёмом в 250 слов или менее  
(не более 100 слов в каждом разделе)

- ✦ **Задача (Введение)** – Причины/цели написания исследовательской работы
- ✦ **Модель (Материалы и методы)** – Методология / как это было выполнено/область исследования
- ✦ **Выводы** – Обсуждение/результаты
- ✦ **Рамки исследования/возможность последующего использования результатов научной работы (если применимо)** – Исключения/следующие шаги
- ✦ **Практическое значение (если применимо)** – Применение на практике/Что дальше?
- ✦ **[NEW] Социальные последствия (если применимо)** – Влияние на общество/политику
- ✦ **Оригинальность/ценность** – Кто сможет извлечь пользу из этой работы и что в ней нового?

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### Market reactions to qualified audit reports: research approaches

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#### Abstract:

*Purpose* – The purpose of this paper is to review the archival literature on market reactions to qualified audit reports and to seek to identify the different approaches used in those studies. In addition, the paper discusses the strengths and weaknesses of different approaches, summarizes key findings, and provides suggestions for future research.

*Design/methodology/approach* – The paper reviews articles examining the relevance of qualified audit reports published between 1972 and 2010.

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The author gratefully acknowledges the helpful suggestions of Natalie Gallery (the Editor), two anonymous referees, Aasmund Eilifsen, Stefan Sundgren, and Sami Vähämaa.

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*Design/methodology/approach* – The paper reviews articles examining the relevance of qualified audit reports published between 1972 and 2010.

*Findings* – First, the review suggests that there are three main approaches used in the literature: the short-window approach, the long-window approach, and the indirect approach. Each approach has both strengths and significant weaknesses that should be acknowledged. Second, as a whole the empirical findings in this area are mixed. A more detailed analysis reveals that only the indirect approach has consistently found support for the relevance of qualified audit reports.

*Research limitations/implications* – This paper shows that in future, researchers in this area should strive to identify the correct information release date, because it is the most critical step in conducting event studies. In addition to the event date identification, the effect of simultaneous information releases during the event period must be considered. Last, it is suggested that researchers include other stock market measures besides abnormal returns in their analysis, because measures like change in volatility, volume, bid-ask spread, and systematic risk could provide information that abnormal returns do not offer.

*Originality/value* – This paper provides a review of the current state of knowledge on whether audit reports convey new information to the stock



# РАБОТАЯ СО СПИСКАМИ ЛИТЕРАТУРЫ, НЕОБХОДИМО:

- ☀ Не забывать **делать ссылки на источники использованных в статье материалов;**
- ☀ Предварительно **проверять все ссылки на корректность и полноту библиографических (выходных) данных;**
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- ☀ **Цитировать иностранные источники** – статьи из ведущих журналов, конференций, книг, включенных в Scopus и Web of Science;
- ☀ Если есть **релевантные статьи из журнала, в который подаете статьи, сделать на них ссылки, без излишеств, только то, что соответствует содержанию и использовано в статье;**
- ☀ **Включать актуальные источники,** показывающие, что исследования на эту тему продолжаются и в настоящее время (бывают исключения);
- ☀ **Активно использовать DOI в списках литературы,** включая их в описания статей из журналов, имеющих этот идентификатор;
- ☀ Крайне желательно, при наличии ссылок на статьи из журналов, которые переводятся на английский язык, **делать ссылки на переводные, а не на русскоязычные версии** (журналы МАИК НАУКА/ИНТЕРПЕРИОДИКА)

## Качественный английский язык – важнейший показатель качества статьи

- ✦ От того, каким языком написана статья, во многом зависит, захочет ли редактор брать ее к публикации;
- ✦ Статья должна быть читаемой (clarity);
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- ✦ Желательно дать почитать носителю языка;
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выбирайте журнал, **точно соответствующий тематике вашего исследования** (для редактора важно, чтобы публикации «соответствовали объявленным целям» журнала);

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**в списки литературы обязательно включайте иностранные источники** (не менее 50-70%, исключение – публикации по региональной тематике);

**число цитируемой литературы должно быть достаточным с т.зр. журнала** (зависит от типа публикации и тематики; читайте рекомендации журнала);

**списки литературы (References) вашей статьи для редактора и рецензента – демонстрация вашей информированности о текущих исследованиях в данной области**, поэтому цитируемые публикации должны быть как можно более новые (но их цитирование должно быть оправдано и соответствовать содержанию статьи);

**не увлекайтесь ссылками на свои работы**, однако, и **не исключайте их совсем**, если публикация является продолжением предыдущих публикаций, даже если они на русском языке

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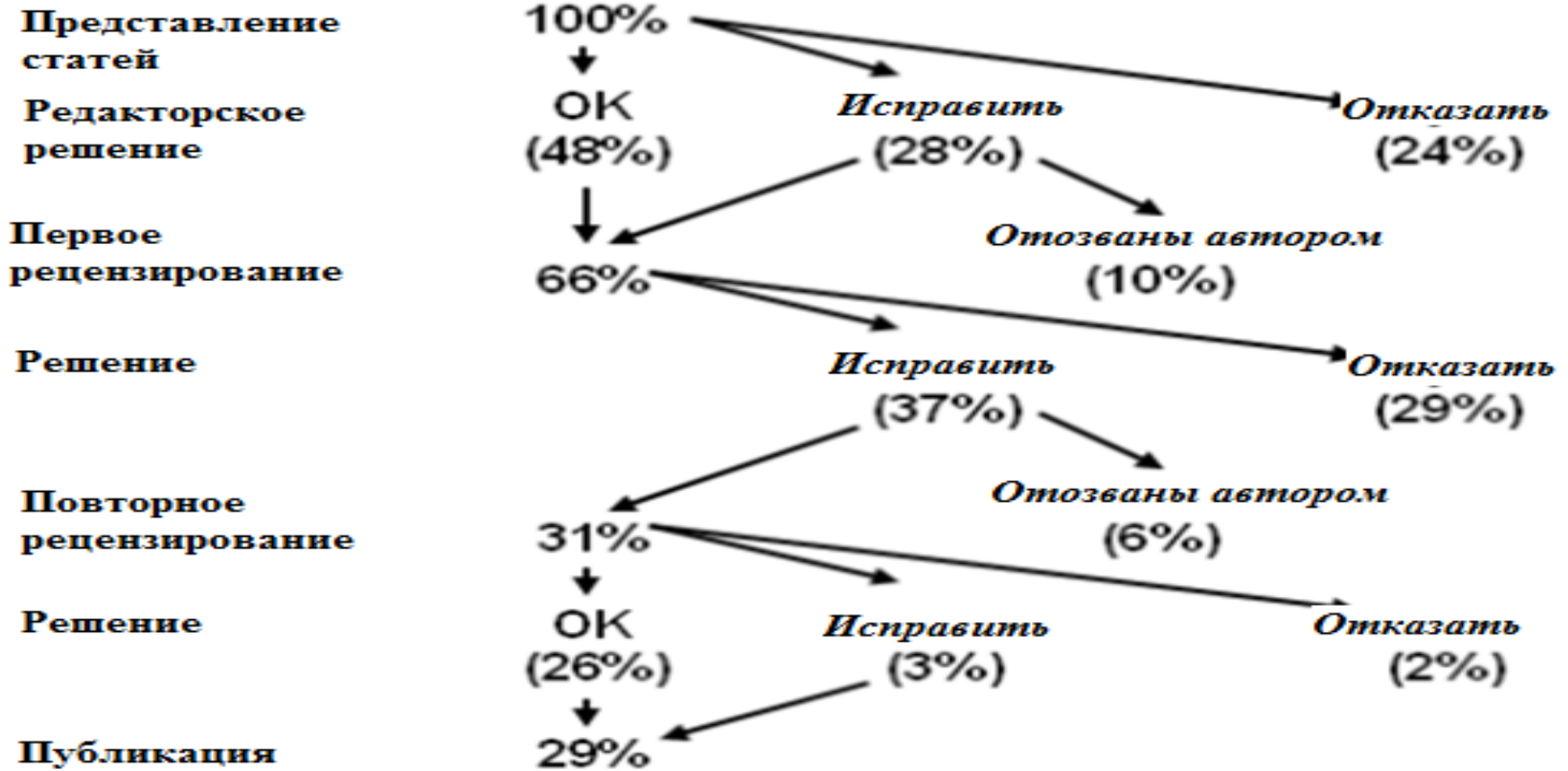
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- ☀ Главное - не сдаваться, не обижаться, не думать, что к вам придираются, потому что не хотят опубликовать. Если бы не хотели, не давали бы на рецензию, а сразу бы отклонили. Редакторам не хочется делать лишнюю работу бесплатно (за рецензирование за рубежом не платят)

# Если статья отклонена

- 🔦 **Узнайте почему**, и читайте отказ внимательно!  
Большинство редакторов выскажут вам подробные замечания по отклоненной публикации
- 🔦 **Попробуйте еще раз!**  
Постарайтесь улучшить материал вашей статьи, попробуйте послать ее в другое издание
- 🔦 **Не сдавайтесь!**  
По меньшей мере 50% статей по бизнесу и менеджменту не публикуются. Хотя бы один раз –отказывают каждому
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(из рекомендаций издательства Emerald)

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Из презентации М. Дембовского



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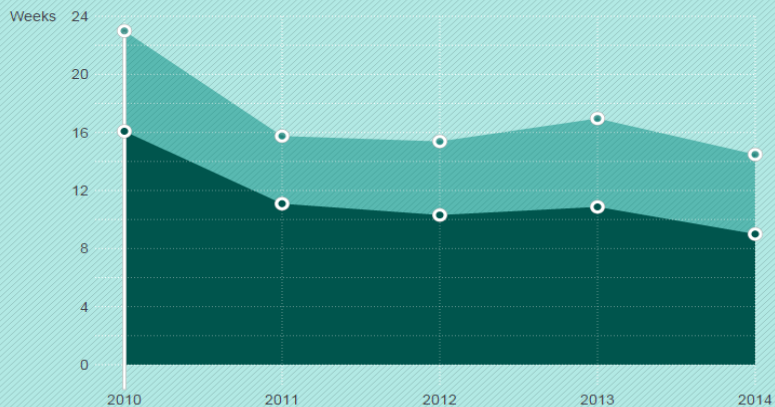
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# Review Speed

Indication of review speed at the journal level.



## Definition

**Review Speed**  
The average number of weeks it takes for an article to go through the review process for this journal. There are two key periods:

1. From manuscript submission to the initial decision

## Data

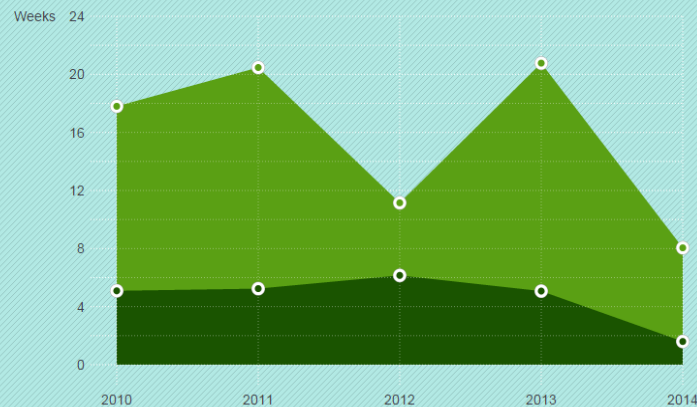
	Submission to first decision	Submission to final decision
2014	9.0	14.5
2013	10.9	17.0

## Legend

- Colour
- Submission to first decision
  - Submission to final decision

# Online Article Publication Time

Indicates speed of publication at the journal level.



## Definition

**Online Article Publication Time**  
The average number of weeks an article takes to reach key points in the online publication process. There are two key periods:

1. From manuscript acceptance to the final decision

## Data

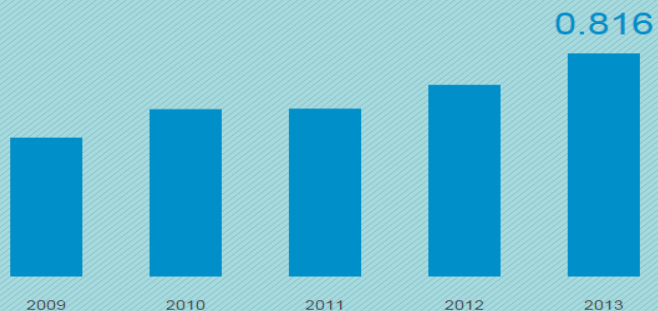
	First	Final
2014	1.6	8.1
2013	5.1	20.8

## Legend

- Colour
- Final paginated version of article online
  - Manuscript

# Impact Factor & Ranking

Measure of the number of times an average paper in this journal is cited. Copyright Thomson Reuters.



## Definition

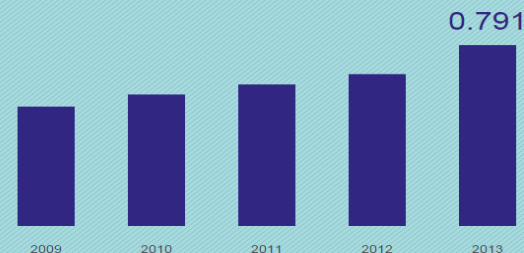
**Impact Factor**  
The Journal Impact Factor is published each year by Thomson Reuters. It is a measure of the number of times an average paper in a particular journal is cited during the preceding two years.

## Data

	I.F.
2013	0.816
2012	0.791

# 5 Year Impact Factor & Ranking

Impact Factor based on 5 years of history. Copyright Thomson Reuters.



## Definition

**Impact Factor**  
A base of five years may be more appropriate for journals in certain fields because the body of citations may not be large enough to make reasonable comparisons, or it may take longer than two years to publish and distribute leading to a longer period before others cite the work.

Actual value is intentionally only displayed for the most recent year. Earlier values are available in the Journal Citation Reports from Thomson Reuters.

## Data

	I.F.
2013	0.791
2012	0.791
2011	0.791
2010	0.791
2009	0.791

## Legend

- Colour
- Impact Factor 5 year



# Authors

Indication of the location of corresponding authors.



## Definition

### Authors

Our authors submit research articles from all over the world. Authors collaborate frequently with peers at different institutions and in different countries. This graph indicates the number of primary corresponding authors at the country level in the last five years.

## Data

	Top Countries	Authors
1	United States	424
2	China	246
3	Italy	178
4	Russia	108
5	Germany	102

## Legend

### Colour

● Size of ball indicating number of corresponding authors over last 5 years



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Guide for Authors

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Author information pack

- Description
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- Submission declaration and verification
- Changes to authorship
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- Role of the funding source
- Funding body agreements and policies
- Open access
- Language (usage and editing services)
- Submission

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- Footnotes

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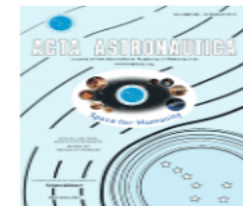
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metrics offers more insight in citation and usage alerting.

### Quick guide **Promote your work** Brochure

**1 Preparing your article**

- SEO:** Search Engine Optimization (SEO) helps your article to appear at the top of the list in search engine results.
  - Use keywords in title and abstract.
  - Use headings with keywords.
  - Use captions for images.
  - Link to your article.
- AudioSlides:** Add a video presentation to your article. Share this with editors, bloggers, and on social media. Add it to your LinkedIn profile.

**2 Promoting your article**

- Personal contact:**
  - Present your work face-to-face during conferences.
  - Use your email signature to tell people about your article.
- Social Media:** Every day scholarly articles receive status and are shared across social media, news and blogs. That's **1 mention in 1 second**.
  - Share links to your articles.
  - Post regularly.
  - Know the influential people in your field.
  - Engage with others in discussions.
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  - Make one of your institutions' communication channels such as press releases and newsletters.
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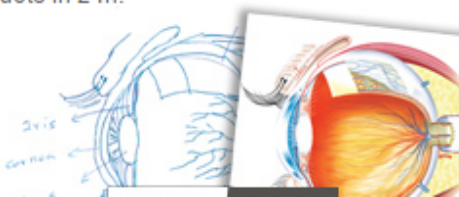
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- To help yourself and others **understand the nature of the universe**



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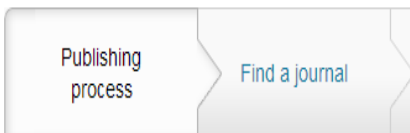
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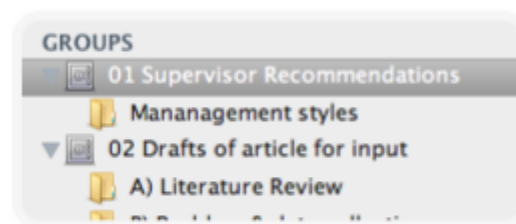
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I'm a senior researcher (positiontitle "[adjunktus](#)" in Hungarian) at the [University of Szeged, Department of Computer Algorithms and Artificial Intelligence](#). Previously, I spent two years at the [IMS Stuttgart](#) as a postdoc (I worked with Helmut Schmid and Hunrich Schuetze).

### Research Interests

- Machine Learning and Natural Language Processing,
- Real-world Information Extraction,
- Linguistic processing of morphologically rich languages,
- Discriminative feature-rich parsing and structured prediction problems,
- The syntactic parserelation extraction interface.

I lead [R&D projects](#) at the [Natural Language Processing Group](#) of the University of Szeged.

I'm funded by the [Hungarian National Excellence Program](#).

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