



A Primer on Academic Publishing

Nicanor L. Guinto, Ph.D.

A publication of the SLSU –
Office of Research Services

A Primer on Academic Publishing

by Nicanor L. Guinto, Ph.D.

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ISBN: 978-971-0187-54-6 (Softbound/Paperback)

978-971-0187-55-3 (PDF—read only)

978-971-0187-56-0 (PDF—downloadable)

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Published by:

Southern Luzon State University, Lucban, Quezon, Philippines

Design and Layout by: April Arianne A. de Leon

Cover photo by: April Arianne de Leon

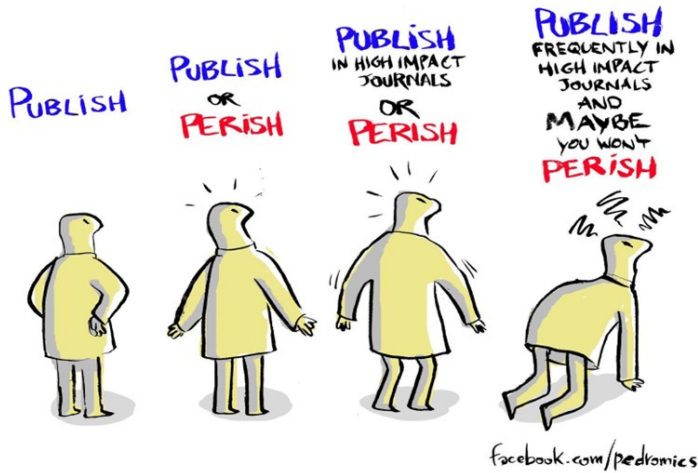
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Recommended citation in the Chicago (Author-Date) Format:

Guinto, Nicanor. 2023. *A Primer on Academic Publishing*.

Lucban, Philippines: Southern Luzon State University.

DOI: 10.5281/zenodo.8031107



A Primer on Academic Publishing

Nicanor L. Guinto, Ph.D.

FOREWORD

My academic career has always been oriented toward pursuing relevant research which would bring progress and improvement to the social condition of citizens of our country. Undertaking productive basic and applied research is a vital component of an excellent university that aims to bring development among the people and communities that it serves. At this juncture in my career, my heart is full of joy that Southern Luzon State University has become very active and participative in undertaking research and sharing knowledge production outputs to research and sharing knowledge production outputs to research conferences and academic conventions, locally and internationally.

The COVID-19 pandemic has greatly challenged us for more than two years now, but it has not stopped us from pursuing Southern Luzon State University's goal to be a premier research hub. Most of our faculty members and University officials are engaged in research projects. They are leading participants in generating knowledge through the completion of their basic and applied research activities which are intertwined with community extension programs. This has been made possible through the leadership of the Vice President for Research, Extension, Production, Development, and Innovation, Dr. Marissa C. Esperal, Director of Research Services, Dr. Nicanor L. Guinto, Extension Director, Dr. Leomar C. Miano, Production Director, For. Eraldwin A. Dimailig, and the Director of the Innovation and Technology Support Services Office (ITSSO), Dr. Nona D. Nagares, together with the research and extension coordinators of every college and campus that comprise SLSU. The most encouraging development of course is the big increase in the number of faculty members who are now engaged in knowledge production by undertaking research.

This primer is a very useful tool for all aspiring and seasoned researchers of the University. It will help them develop a well-informed awareness of the ethics and protocols of undertaking research. It will also remind them not to succumb to predatory conference organizers and publishers.

Robert McKee once said, and I quote "Do research. Feed your talent. Research not only wins the war on cliché, it's the key to victory over fear and its cousin, depression." Let us continue meeting the challenges of knowledge production by undertaking relevant and necessary academic and applied research initiatives.

DORACIE B. ZOLETA-NANTES, PhD
University President

FOREWORD

Doing research is a challenging academic endeavor that we can hardly do away with as academicians. Indeed, it is a part of the university's mandate to conduct research to generate new knowledge for the benefit of the surrounding communities. Even more difficult than doing research is the process of having it published in a reputable journal. Through the years, it has been a great struggle for our University to increase not just the number of faculty researchers but also the number of research publications in refereed journals. Many faculty researchers got stuck with simply submitting their research project terminal reports to the Office of Research Services after compliance with the Agency In-House Review process. Definitely, it is not due to the lack of motivation to pursue their outputs, but it may be due to inadequate knowledge and competencies (perhaps) in publishing their work.

This initiative of the Office of Research Services—the making of a *Primer on Academic Publishing* is another big leap of our University in upholding the Research and Development activities of our dear faculty and non-faculty researchers.

My wish is that this Primer may serve as our guide and inspiration in pursuing our journey to more and more publications.

MARISSA C. ESPERAL, PhD

Vice President for Research, Extension, Production,
Development, and Innovation

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INTRODUCTION

Universities have been under pressure to increase their research capacity due to global metrics that place heavy importance on research publications (Hazelkorn 2009). As a result, academics are strongly encouraged not only to publish their research but to do so **as frequently as possible in high-impact journals** and other **highly reputable academic publications**. This trend has not been without criticisms, which include, but are not limited to: 1) *inequality* in publication opportunities as the high-impact academic publications tend to be dominated by researchers from high-income economies and well-funded institutions; (2) *bias* in what constitutes to be high quality (Fanelli 2012), potentially high-impact research resulting in the exclusion of others (Campbell 2008); (3) *narrowing focus* that can discourage interdisciplinary dialogue; and, (4) tendency of some researchers to *engage in unethical* behavior (like manipulating data) due to pressure to publish (Creus 2022; Giles 2007).

Nevertheless, in recent years, the Philippine government through the Department of Science and Technology (DOST), Commission on Higher Education (CHED), and Department of Education (DepEd) among other government agencies, has been aggressively promoting and encouraging researchers, scientists, faculty members, and graduate students to publish more in the hopes of improving the country's poor standing in global research productivity and competitiveness indices (see e.g., United Nations

Development Programme and Mohammed Bin Rashid Al Maktoum Knowledge Foundation 2022). Partly owing to this pressure, more and more researchers have been found to unknowingly engage with predatory publishers. The level of sophistication that such publishers have come to develop through the years makes their operations look legitimate to unsuspecting authors.

This primer aims to provide **essential information on academic publishing** in the hopes that researchers like you can make informed decisions about where to better publish your work. As you shall see in the subsequent pages, while at least four types of academic publications are discussed in the earlier section below (see “Choosing where to publish”), this primer zeroes in on publishing in academic journals in the later sections. This is not to say that other forms of academic publications are not as important, but priority in journal publication is deliberate due to at least three (3) reasons:

- ❑ The research capability of a University (at least in the country) is primarily measured by the number of journal publications and citations per faculty (see CHED & DBM 2016).
- ❑ Recent hiring and promotion instruments in universities in the country allot significant weight to publications in journals.
- ❑ The significant increase in predatory journal publishing in recent years poses risks to novice researchers.

Why Publish?

- ☐ **Career advancement for academics.** Academic publications are significantly considered by the hiring and promotions committees of academic institutions.
- ☐ **For your ideas to be known.** Academic publications make your work and yourself be known to others towards being considered an expert in your research field.
- ☐ **Contribute to ongoing conversations in your field.** Academic publications are strong evidence of your ability to produce new knowledge or build from existing ones in your discipline.
- ☐ **For easier referencing by other or future researchers.** Academic publications make your work easily accessible and citable by other researchers. Researchers are often institutionally discouraged to cite unpublished reference materials.

Choosing where to publish

Should you publish your work in a journal, as a monograph, in an edited collection, or as a conference proceeding?

Academic journals are considered the ‘gold standard’ in academic publishing, which is why many researchers prioritize publishing their work in the form of a journal article. There is wide

Academic publication	What it is
1. Academic journals	<ul style="list-style-type: none"> • Highly specialized publication reporting the most cutting-edge research on a very specific topic • Usually published by academic publishers (Taylor & Francis, Wiley, Sage, Springer, Elsevier, Routledge, John Benjamins), University presses, or learned societies • Rigorously peer-reviewed • Given greater weight for promotions in academic institutions

consensus in academia that papers accepted and published in a journal are cutting-edge knowledge in the field – something new, groundbreaking, or something that adds to ongoing conversations in the discipline. In terms of hiring and promotion, recruitment units of academic institutions typically give greater weight to publications in academic journals. Organizations that rank universities worldwide consider research publication as an important measure of academic reputation (see, for example, O 2022 for the QS World University Ranking Methodology). The value given to journal publications can be seen to be exploited by predatory journals and publishers that utmost discretion should be exercised when choosing a journal to publish your work. More information on where and how to publish, as well as general tips to spot and avoid predatory publishers, are highlighted in the succeeding sections of this primer.

Academic publication	What it is
2a. Academic books: Monographs	<ul style="list-style-type: none"> • Book-length publication on a highly specialized topic • Derived from extensive research on a specialized topic • Published by academic publishers (Sage, Routledge, Springer, John Benjamins, etc.), University Presses, or learned societies • Peer-reviewed
2b. Academic Books: Edited Collections	<ul style="list-style-type: none"> • Book-length collection of contributions on related topics • Can be derived from extensive research on a specialized topic • Published by academic publishers (Sage, Routledge, Springer, John Benjamins, etc.) or University Presses • Peer-reviewed

Scholarly monographs are book-length publications on an original, highly specialized topic, resulting from in-depth and often extensive research (Johnson 2021). **Book chapters or edited collections** are article-length publications often solicited by editors from potential contributors. Unlike trade books or textbooks, these academic books are not usually found in regular bookstores but

they can be ordered directly from the publishers or bought in kiosks during academic conferences (Johnson 2021).

Both monographs and edited collections are first proposed to a publisher. Once accepted, contributions normally go through a review process guided by editors, although in most cases less strict and with more room for flexibility if compared with the process done in journal publications (Webster 2020). In some cases, edited volumes or chapters appearing in a monograph are revised or updated versions of papers earlier published in a journal.

Conference proceedings are a collection of full papers presented in a highly specialized research conference or forum. Generally shorter than a journal article, papers in conference proceedings are typically early versions of what may subsequently be adapted as a journal publication. However, it is important to note that there are journals or other reputable publishers that no longer accept papers earlier published in a conference proceeding since proceedings are typically widely circulated and can already be freely accessible. Researchers are thus strongly encouraged to make an informed decision when publishing their work in a conference proceeding. As a general recommendation, researchers planning to publish their early work in a conference proceeding may wish to **ensure that the proceeding is peer-reviewed and indexed** because not all conference proceedings are peer-reviewed, listed in dedicated indexing services, or publish the full paper (some are only abstracts).

Papers published in conference proceedings typically do not have a bearing on academic hiring or promotions in many parts of the world because it is understood that they are working on

Academic publication	What it is
3. Conference Proceedings	<ul style="list-style-type: none"> • An early version of a paper presented at a highly specialized research conference • Generally shorter than journal articles • Quicker, easier publication, and often did not go through rigorous peer review as done in journal articles • Often adapted for subsequent journal publication • Some are indexed in Scopus and Web of Science (most notably in Physics, Engineering, and Computer Science)

early versions, except in Engineering and Computer Science disciplines (see Patterson, Snyder, and Ullman 1999). The rapid pace of scientific discovery in Engineering and Technology makes it imperative for researchers in those fields to lay claim to their innovations by disseminating them first in the form of conference presentation and publication in the conference's accompanying proceedings². Purnell (2021) notes a significant increase in publications in indexed conference proceedings in fields such as engineering, computer science, and physics in recent years as University administrations in some parts of the world start to recognize the positive impact of proceedings listed in prominent

indexing services, on the standing of their respective Universities in global rankings.

In the succeeding section, the discussion will focus on journal article publication.

In which journals should I publish?

Several options are now available to researchers across various fields should they wish for their work to be published. Choosing where or in which journals to publish is also a strategic decision. As a general recommendation, researchers should **prioritize publishing important and potentially groundbreaking work in journals**. Academic journals are widely considered to be the most authoritative sources of cutting-edge research in specialized areas. It remains to be one of the primary considerations in the hiring and promotion of academics worldwide.

As a standard ethical practice, once a research report is published, it could no longer be published again anywhere else, except in cases when an agreement for republication is reached between the author and publishers. When looking for journals to publish your work, the following points for consideration might be helpful:

- ❑ **Which journal is most suitable for your topic?** One of the top reasons for rejection is that the journal you are eyeing does not cover the topic of your paper stipulated in its scope and aim. There are publishers that help researchers locate the right journal such as:

- Elsevier's Journal Finder (<https://journalfinder.elsevier.com>)
- Taylor & Francis' Journal Suggester (<https://authorservices.taylorandfrancis.com/publishing-your-research/choosing-a-journal/journal-suggester/>)
- Wiley Journal Finder (<https://journalfinder.wiley.com/search?type=match>)
- Springer Journal Suggester (<https://journalsuggester.springer.com/>)

☐ **What are the journals you read and cite in your paper?** The journals which publish the authors and articles you read and cite would be some of the best venues for your work. As mentioned earlier, writing for publication is participating in academic conversations. Your work likely responds to the issues currently or previously tackled in articles published in the journal, which is why you cited some published articles there in the first place. Also, some journals already expect or require authors to cite in the paper at least one or two papers from their earlier issues.

☐ **Who do you wish to read your journal article (and where are they located)?** Journals nowadays attract international readership due to technologies that make it easier for publications to be accessible worldwide. However, there are journals based in countries that traditionally have a local readership base. For example, some University-based journals in the Philippines may be accessible worldwide through the

Internet but have a local outlook and intended readership. Aside from this, and especially for papers that address an interdisciplinary topic, you might wish to submit your article to a journal where the topic would be deemed a fresh take on existing knowledge on issues tackled in the journal or the wider field the journal is focused on.

Where should I NOT publish?

Researchers should primarily avoid **predatory journals and publishers** defined by Grudniewicz et al. (2019, 211) as follows:

“Predatory journals and publishers are entities that prioritize self-interest at the expense of scholarship and are characterized by false or misleading information, deviation from best editorial and publication practices, a lack of transparency, and/or the use of aggressive and indiscriminate solicitation practices.”

Deceiving practices of ‘parasite publishers’ masquerading as legitimate ones (Soler and Cooper 2017) make unsuspecting authors fall prey to predatory publications. For academics, **publishing with predatory publishers** can have **adverse consequences** on their **career prospects**. With predatory publishers increasingly becoming more and more sophisticated in their operations in recent years to the point where they can hardly be differentiated from legitimate ones, researchers need to be even **more discerning about where they will publish their research**.

Ideally, academics should be aware of the legitimate journals and publishers in their respective fields since reading from (and in some cases, writing for) these publications are most likely part of their advanced training and graduate studies. However, novice researchers often fall victim to predatory publishing (Soler and Cooper 2017) due in part to the following reasons: **(1)** they are pressured to publish quickly for better career prospects; **(2)** they may not be fully aware yet of other legitimate publications in their field perhaps because **(3)** they may not have the network yet through which to seek guidance from. In some cases, even senior researchers and/or academics fall victim to predatory publishing because predatory publishers have become more sophisticated in their operations that they can hardly be differentiated from legitimate ones. One example is **cloned journals**² which copy the websites, and slightly modify the URLs of high-impact journals to make them look like legitimate ones (Khedkar et al. 2022). Such cloned journals also find ways to make their website placed at the top of the search list in search engines like Google, making it seem like they are the genuine ones.

Here are some points that are widely considered to be **red flags** that point to the journal or publisher being **potentially predatory**.

- **If they ask you for money.** The most respected journals in many scientific disciplines do not charge authors anything for publishing an article. There are, of course, a few **notable exceptions** when minimal charges are reasonable:

- for pages in excess of the allowable number of pages

- for the printing of colored pages
- for the printing of copies in excess of the author's complimentary copy
- postage of the author's complimentary copy
- if the author avails proofreading or other author services offered by the publisher
- to make the article open access in a prestigious journal

❑ **If they promise expedited publication in exchange for money.** As it will become clear in the next section of this primer, academic publications are not done in haste. They go through a stringent, internationally recognized standard of vetting and review, prior to being finally accepted for publication. This rigorous process ensures the integrity of the research report.

❑ **If they publish papers that are outside of their scope and aim.** Journals publish articles on highly specialized scientific issues and topics that are within their published scope and aim. Therefore, one cannot expect a paper on the historical records of dengue outbreaks in a specific locality published in a journal on Computer Science unless such a historical record is gathered using an innovative data aggregating approach or application that can advance knowledge in the Computer Science discipline.

❑ **If the number of published articles in one issue seems to be a lot.** Journals would typically publish 8 articles per issue, more or less. Many predatory journals would

publish 20 or more articles in one issue released in several volumes per year.

- **If you suddenly receive unexpected and multiple email invitations to contribute from editors you may not know.** As soon as you publish your first journal article or present a paper at a widely circulated conference where your email address and name are publicly accessible, expect to receive emails inviting you to contribute to a journal. These emails would contain flowery words such as “being an expert in your field...” and make you believe that they have read your work or the abstract of a paper you presented whose title is quoted in the email body. The email would also contain information such as (1) the editor whose identification could not be located even through a simple Google search; or (2) the address of their headquarters, claimed to be in high-income economies such as the United States, Canada, Australia, etc. The message of the email could also contain glaring grammatical mistakes. This is not to say, however, that all emails soliciting contributions from you are to be avoided. The discussion that follows offers some basic points and steps to take to verify the legitimacy of the journal or publisher you are eyeing.

Aside from the points mentioned above, there are databases that conveniently list journals and publishers that are potentially predatory assessed through standard and internationally recognized measures. These lists are constantly being updated,

either adding new journals and publishers or removing previously listed ones after a thorough investigation.

- **Beall's List of Potentially Predatory Journals and Publishers** ([Khedkar et al. 2022](#))
- **Cabell's Scholarly Analytics** (<http://www2.cabells.com>)

How do I publish?

There are at least three major stages involved in academic publishing: (1) Preparing the manuscript; (2) Submitting the manuscript; and (3) Promoting and improving the impact factor score of your work.

PREPARING THE MANUSCRIPT

As soon as your research is completed, the next logical step would be to have it published. While there are some researchers who, even prior to conducting their research, already have a journal or journals in mind, others would leave this step later or until after the research is completed. Either way, the first step in the process of publishing would be **identifying the right journal**. In addition to the points discussed earlier, when identifying the right journal, it is best to:

- ❑ **Check the *aim and scope* of the journal¹:** Does the concern of your paper fit the published aim and scope of the journal? If not, you might wish to look for

another one that could best accommodate your paper's topic.

- ☐ **Check the *editorial board*:** Are they some of the most respected in your field? Could their academic information be easily found and verified?

- ☐ **Check the *publisher*:** Are they legitimate academic publishers or University presses? Are they not tagged anywhere to be potentially predatory? If they do not seem to be one of the prominent academic publishers in your field, how long have they been publishing on the topic? It would be best to choose a journal from a publisher that has been in operation for a considerable number of years in academic publishing, preferably one that has a sterling reputation in your field of specialization.

- ☐ **Check *who publishes with them*:** Is there a good diversity of authors? Are there respected scholars in your field who published with them?

- ☐ **Check prominent *journal indices*** (e.g., Scopus, Web of Science, ASEAN Citation Index, Brother Andrew Gonzales Philippine Citation Index, etc.): Is the journal listed there, or at least recognized by the Commission on Higher Education? If they are not listed, are they at least published by reputable institutions like universities or learned societies? Google Scholar, Academia, and Research Gate, among others, do not count because being indexed,

abstracted, or appearing on these platforms does not require any standard evaluation measure for quality and publication integrity.

Note that some journals and publishers falsely claim to be listed in prominent indexing services. There are also journals that are discontinued to be indexed often because of reports of unethical publication practices. It would be best to choose a journal that has been listed in recognized indexing services for at least five years.

- ❑ **Check journal *impact factor*:** Is the journal ranked? (see e.g., Scimago Journal Rank) A journal's impact factor is calculated based on the number of citations received divided by the number of actual citable articles in particular years. The higher the number, the greater the impact. There are also websites that rank journals based on their impact factor. In Scimago Journal Rank (<https://www.scimagojr.com>), a journal with a Quartile 1 rank is considered the best one in the field. It is important to note, however, that the overreliance of academic and research funding institutions on impact factor scores is not without criticisms as such practice has been noted to have given rise to various forms of scientific misconduct (see van Wesel 2016; Brembs, Button, and Munafò 2013; Callaway 2016).

There is a number of checklists available online that can help you decide whether to publish in a journal, book, or chapter (Grudniewicz et al. 2019). One best example is *Think Check Submit*

(<https://thinkchecksubmit.org>), which is a collaborative effort of various academic publishing and indexing institutions. If still in doubt or unsure, the SLSU Office of Research Services would be more than willing to assist you in verifying the legitimacy of the publisher you are eyeing for your work.

Once you have identified the right journal, the next step is to **read the author's guidelines** and prepare the manuscript accordingly. Every journal has its own preferred style guide. It is important to strictly follow the format they prefer for submissions, otherwise, expect an outright desk rejection (more on this below). Some journals already have a template in which you just need to supply the necessary information. Aside from the actual manuscript, there may also be other documents needed from you such as a cover letter, author(s) information sheet, and data set.

SUBMITTING THE MANUSCRIPT

Reputable journals employ a stringent review process before an article is finally published. Taking a **minimum of about six (6) months to one (1) year** (sometimes even longer in other disciplines!), this process typically involves the following:

1. A **desk review** by journal editors is always the first step. Note again that one of the most common reasons why an article receives a desk rejection is because the journal is not the right one; that is, the article's topic is not covered by the journal's scope.
2. If found with merit, papers would be sent by editors for **peer review** to at least two reviewers. Peer reviewers

are scholars who have done research and extensively published in the area covered by the article. Many journals employ a *double-blind peer review process* whereby both the author and reviewers would not know each other during the review process.

3. Reviewers would send their **decision** (whether to accept or reject the paper) and written feedback to the editor. The editor will decide on the paper based on the decision and feedback of the reviewers. Editors may send the paper to a third (or so) reviewer if they find the need to do so.
4. If the paper is found with merit, the author will then be instructed to **revise the paper** based on the comments and suggestions of the reviewers and editors. Depending on the review policy of the journal, the editors may subject the revised paper to another round of review.
5. As soon as the paper is **accepted for publication**, the author will be contacted by the publisher for the layout, final proofreading, and copyright agreement before the paper is finally released.

Important Notes:

- ☐ **Submit in only one journal at a time!** When aiming to publish in a journal, it is understood that the paper has not been published elsewhere nor is currently sent, under review, or being considered for publication in another journal. It is unethical to submit a paper for

consideration to multiple journals at the same time. You may be banned from ever publishing in a journal if editors find out. Note, however, that this does not include preprints submitted to a server. Due to the faster pace of scientific discovery, there are disciplines and journals that welcome papers whose preprints have been submitted to a preprint server as a way to assert a first claim to the scientific discovery (see <https://authorservices.taylorandfrancis.com/publishing-your-research/making-your-submission/posting-to-preprint-server/>)¹.

- ❑ **Do not submit a thesis or dissertation as is.** A common practice by some novice researchers is to submit their thesis or dissertation as is to a journal. This would instantly result in a desk rejection. It is important to remember that a thesis or dissertation's nature, purpose, and format are completely different from that of an academic publication. Should you wish to submit a part of your thesis or dissertation for publication, it may be best to consult your adviser/supervisor or someone who already has a publishing track record.
- ❑ **Rejection in a journal does not always mean your work has no academic value.** Though painful especially among novice researchers, being rejected by a journal or journals is part of the process. Sometimes, your work might just need some further fine-tuning to make it publishable. Some editors or reviewers would be kind enough to suggest another journal that could potentially publish the paper. There are publishers that

have a platform that would make it easier for authors to transfer their paper to another more suitable journal (e.g., Springer Nature's Transfer Desk)¹. There are also instances where despite the rejection, editors and reviewers provide very detailed feedback. You can take these recommendations as a guide to rewrite and improve your work for submission to another journal. If there is finality on the rejection of the editors of the journal where the paper was first sent, you can send it to another; however, make sure that the paper is modified in accordance with the scope, aim, and style of the other journal.

PROMOTING AND IMPROVING THE IMPACT FACTOR SCORE OF YOUR WORK

Publishing academic papers does not end upon their official release by the publisher. The next step is to work on **making an impact**. In academic discourse, the impact of your work can be measured in at least four (4) ways:

1. **Citation.** How many other authors used your work as a reference to theirs? The *h-index* (Hirsch Index) is one of the measures of an individual author's **impact** on the scientific community: the more publication you have been cited elsewhere, the higher your *h-index* (Hirsch index). The *h-index* is calculated based on the number of citations you get in each of your published works.
2. Is your published work **used as course material** in other academic institutions worldwide?

3. Is your published work **used for policy formulation** or reformulation?
4. Is your research **transferred to the community** or adopted by other entities for **commercialization**?

To improve impact, authors are now expected to do **self-promotion** of their published work in the interest of getting read and ultimately, being cited by others. With so many authors and journals competing for readership, authors can employ various strategies to promote their published research for it to reach as many people as possible. Azada-Palacios (2019) offers the following suggestions:



- **Post about it on social media or mailing lists.** Social media and mailing groups are currently the best platforms to spread information about your published work quickly and efficiently. But an important note: DO NOT post the published version of the paper if your copyright agreement with the publisher prohibits you from sharing it on 'academic' social media like Research Gate or Academia. You may, however, upload it privately and make it accessible only upon request. Copyright agreements usually allow limited distribution to others for personal and teaching purposes.



- **Post the pre-publication or uncorrected version on academic social media.** Many copyright agreements allow authors to publicly post the earlier or

pre-publication version of the paper on Academia or Research Gate. If you do this, provide a link to the published material for citation purposes.



- Best regards,

Nic



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Recent Publication:

Aguilon, C.J.T., Guinto, N.L. & Aberion, L.H. (2022). Discourse Analysis. In Wa-Mbaleka, S. & Rosario, A. (Eds.), *The SAGE Handbook on Qualitative Research in the Asian Context* (pp. 219-233). London: Sage.
Guinto, N. L., Villaverde, B. D., & Manzanilla, S. M. (2021). *(Un)thinking the "new" in the new normal: Reflections on ways forward from the Southern Luzon State University*. In F. d'IC Paragas (Ed.), *Higher Education Interventions During and Beyond the COVID-19 Pandemic* (pp. 57–64). Quezon City, Philippines: University of the Philippines Center for Integrative and Development Studies.



- **Update your information on your institutional or personal website.**



- **For books: ask people to write reviews of it.**



- **Write a 'pop' version of it** with a link to the actual paper. The pop version may also be in the form of a vlog post (on social media platforms).



- **Accept speaking invitations** (and share it there).



- **Include it in your class reading list.** You may also share it with colleagues for them to include as well in their



FINAL WORDS

This primer is primarily produced to inform novice and remind seasoned researchers on essential points about academic publishing. It discusses the reasons why academic publishing is important and the types of academic publications that are valued in academic institutions. Citing the significant increase in predatory journal publishing, this primer focused on journal publications detailing key points about where to, where not to, and how to publish.

While aimed to be applicable to as many authors as possible across disciplines, this primer should not be treated as a definitive guide that must be strictly followed. No two publishers or journals are the same, nor are the experience of authors submitting to specific publications across disciplines. When finding the right publication for your work, and if you are still in doubt, it is always best to consult respected scholars who are widely published in your field.

Acknowledgments

¹ I am grateful to Prof. Wilfredo Barrera, Jr., one of the reviewers, for this particular helpful information.

² I am grateful to Dr. Renato R. Maaliw, III, one of the reviewers, for this particular helpful information.

³ Aside from the earlier mentioned scholars who reviewed this work, I am indebted to Asst. Prof. Joan M. Dizon, Asst. Prof. Brian D. Villaverde, Asst. Prof. Khristalyn V. Fragonal, and Ms. April Arianne A. De Leon for thoroughly proofreading this primer, and for the latter in designing it into a readable and engaging booklet. I am also grateful to the SLSU Innovation and Technology Support Services for facilitating the copyright and ISBN registration of this booklet. All remaining mistakes are mine.

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