THE GLOBALIZATION OF SCHOLARLY PUBLISHING

Meeting the Needs of International (EFL) Authors

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Business Development
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GLOBAL TRENDS

• Increasing global research investments
• Increasing submissions from international authors who speak English as a Foreign Language (EFL)
What are challenges that international authors face?

How can journals and reviewers help?
WHAT IS OUR EXPERIENCE?
AJE: MANUSCRIPT PREPARATION

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There is a faster way to publish trusted research.

Find out how Independent Peer Review can help you publish faster
Get expert feedback on how to improve your paper, and how to choose the best journal for your work.
JOURNAL GUIDE: INFORMING DECISIONS
WHAT IS OUR EXPERIENCE?

• 10 years
• 1,500 manuscripts / week
• Asia - China
• Latin America - Brazil

I have successfully publishend my first international paper in an excellent magazine. My English has been improved greatly because of your creative work. China
What are your top 3 challenges when submitting to an English-language journal?
SURVEY RESPONSES

• Publication stages from authors’ perspective
• Recommendations for journals, reviewers
AUTHOR SURVEY

• AJE / Rubriq customers
• 2,510 authors - 88 countries
• Closed + open-ended questions

![Bar Chart]

- Translating my manuscript into English: 30.7%
- Understanding the author guidelines/instructions: 15.3%
- Writing a cover letter that accurately describes my manuscript: 20.9%
- Figuring out whether the topic of my manuscript fits the journal's scope: 24.5%
- Correcting the English text of my manuscript: 62.2%
- Formatting my manuscript: 31.3%
- Navigating the journal's website: 59.8%
- Responding to reviewers' comments: 6.7%
- Understanding correspondence from editors and reviewers: 13.9%
- Other: 3%
2,510
EFL Author Experience:

**PREPARING THE MANUSCRIPT**
Q: What are the top three challenges you face when submitting to an English-language journal?

<table>
<thead>
<tr>
<th>Response</th>
<th>#</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correcting the English text of my manuscript</td>
<td>1,537</td>
<td>62</td>
</tr>
<tr>
<td>Translating my manuscript into English</td>
<td>758</td>
<td>31</td>
</tr>
</tbody>
</table>
Q: How comfortable are you writing manuscripts in English?

- Somewhat: 64%
- Very: 19%
- Not at all: 17%
CHALLENGE: WRITING IN ENGLISH

Writing the text in more or less acceptable English
Czech Republic

[Achieving] the same ability for argumentation and readability that I hold in my native tongue.
Colombia
Q: **What are the top three challenges you face when submitting to an English-language journal?**

<table>
<thead>
<tr>
<th>Response</th>
<th>#</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Figuring out if the topic of my manuscript fits the journal’s scope</td>
<td>605</td>
<td>25</td>
</tr>
</tbody>
</table>
I hope to get your help, you, as a rich experience of senior experts give me some personal advice, recommendation 2-3 journals. China
Q: What are the top three challenges you face when submitting to an English-language journal?

<table>
<thead>
<tr>
<th>Response</th>
<th>#</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Formatting my manuscript</td>
<td>772</td>
<td>31</td>
</tr>
<tr>
<td>Understanding the author guidelines / instructions</td>
<td>379</td>
<td>15</td>
</tr>
</tbody>
</table>
CHALLENGE: FORMATTING FOR JOURNAL

Reference formatting according the Instruction to author [is challenging].

I've faced contradictory template and instructions and no interest to help me.
Q: **What are the top three challenges you face when submitting to an English-language journal?**

<table>
<thead>
<tr>
<th>Response</th>
<th>#</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Navigating the website</td>
<td>166</td>
<td>7</td>
</tr>
</tbody>
</table>
Unfriendly websites, without important clarifications forcing us to spend long hours to register the manuscript and if something goes wrong return to the original point.

Brazil
EFL Author Experience:

REVIEWS AND CORRESPONDENCE
Q: What are the top three challenges you face when submitting to an English-language journal?

<table>
<thead>
<tr>
<th>Response</th>
<th>#</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Responding to reviewers’ comments</td>
<td>1,476</td>
<td>60</td>
</tr>
<tr>
<td>Understanding correspondence from editors and reviewers</td>
<td>344</td>
<td>14</td>
</tr>
</tbody>
</table>
This article has been rejected for two times, and I really don't know why. I can not really understand the meanings from the review.

Taiwan
CHALLENGE: CONFUSING COMMENTS

Most importantly the manuscript need to be edited from 'third person passive', to 'first person active'

Denmark

The Editor's Comments were: Please correct all split-infinitives

Brazil
CHALLENGE: PERCEPTIONS OF BIAS

The major challenge is to overpass the unspoken barriers to publish posed to those submitting papers from outside US and Europe Brazil.

Receiving prejudist coments on the writing even after revision. Unfortunately, the surname and place of birth count on this judgment Brazil.
Can you help me to revise the writing problems of my responses to the reviewer? I am very nervous about this last chance.

China
RECOMMENDATIONS FOR JOURNALS, REVIEWERS
RECOMMENDATION: WRITING SUPPORT

• Point authors to English editing services
RECOMMENDATION: FORMATTING SUPPORT

• Provide template or sample manuscript
• Simplify formatting requirements
• Make consistent across journals
• Suggest formatting services

Create a standard format followed by a larger number of journals. The researcher spends more time reformatting manuscripts than doing researches.

Brazil
RECOMMENDATION: SCOPE / GUIDELINES

Short sentences

• < 16 words

Clear language

• Avoid idioms
• not uncommon common
• it is recommended that we recommend
RECOMMENDATIONS: REVIEWS

- Be clear & concise
- Less emphasis on language

Reviewers too focused on language skills

Be gentle on the non-native writers with respect to their language

Denmark

Netherlands
Serving EFL Authors

CONCLUSIONS
LESS, NOT MORE

Focus on essential issues

• Science, novelty, impact
• Basic standard of English for review
• Basic acceptable format for review
LESS, NOT MORE

Focus on essential issues

• Science, novelty, impact
• Basic standard of English for review
• Basic acceptable format for review

Overlook peripherals

• Flawless English
• Formatting preferences
ACKNOWLEDGMENTS

• Keith Collier, Ben Mudrak
• AJE / Rubriq survey respondents