

Adapted from my 2013 publication  
in Development, Growth and Differentiation

# Getting Published Well

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日時：5月21日(月)午後4時～

場所：青葉山理学部生物棟一階中会議室

Publication in international scientific journals provides an unparalleled opportunity for authors to showcase their work. Where authors publish, that is, the particular journal, affects how the community values the work.

This value directly determines the impact of the work on the field—papers must be read and cited to advance the field, and because the scientific literature is vast, only a subset of the literature is widely read and cited. Moreover, the value placed on the work also affects the authors' scientific reputation and career advancement. Consequently, it is essential that manuscripts receive the recognition they deserve by being published in one of the “best” journals that the scientific findings allow. Several factors determine where a paper is published: how well the topic of the paper fits the scope of the journal, the quality of the study and the manuscript describing it, the advance the paper makes in its field, the importance of the advance, and the extent to which the paper impacts the broader community of science. As scientists, we assume that our papers will be assessed objectively using only well-defined scientific standards, but editors and reviewers also view papers subjectively, having biases of what defines a high-quality publication based, for better or for worse, mostly on Western values. Therefore, scientists trained in other parts of the world can be significantly disadvantaged in getting their papers published in the best journals. Here, I present concrete suggestions for improving the perception of a paper in the reader's minds, increasing the likelihood that it will get published well.