

# How To Get Your Article Published

*From title to references*

*From submission to revision*



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# What will we cover?

- Who are publishers and what do we do?
- Practical tips before you write
- What makes a good manuscript?
- The article structure
- The review and editorial process
- Author ethics





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# SCIENTIFIC JOURNALS

- ☐ Marketing and Management of Innovations
- ☐ Virtual Economics
- ☐ Forum Scientiae Oeconomia

<https://mmi.sumdu.edu.ua>

<https://www.virtual-economics.eu/index.php/VE>

<https://ojs.wsb.edu.pl/index.php/fso/index>



# SCIENTIFIC JOURNALS



**Scientific journal “Marketing and management of innovations”  
contains the following sections:**

- ☐ Innovations in Marketing
- ☐ Innovations in Management
- ☐ Management and Regulation of Innovation Development
- ☐ The Law Aspects of marketing, management and innovations
- ☐ Marketing and Financial Innovation Management
- ☐ Marketing and Management of Environmental Innovations
- ☐ Marketing and Business Innovation Management
- ☐ Marketing and Management of Innovations in Public Governance
- ☐ Marketing and Management of Innovations in Education
- ☐ Marketing and Management of Innovations in Social Sector.





## Questions to answer before you write

Think about **WHY** you want to publish your work.

- Is it **new and interesting**?
- Is it a current **hot topic**?
- Have you **provided solutions** to some difficult problems?
- Are you **ready** to publish at this point?

If all answers are “yes”, then start preparations for your manuscript

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## Select the best journal for submission

- Look at **your references** – these will help you narrow your choices.
- **Review** recent publications in **each candidate journal**. Find out the hot topics, the accepted types of articles, etc.
- Ask yourself the following questions:
  - Is the journal **peer-reviewed**?
  - Who is this journal's **audience**?
  - What is the **average time to print**?
  - What is the journal's **Impact Factor**?
- Decide on **one** journal. DO NOT submit to multiple journals.



An international editor says...



*“The following problems appear **much too frequently**”*

- *Submission of papers which are clearly out of scope*
  - *Failure to format the paper according to the Guide for Authors*
  - *Inappropriate (or no) suggested reviewers*
  - *Inadequate response to reviewers*
  - *Inadequate standard of English*
  - *Resubmission of rejected manuscripts without revision*
-



## What makes a good manuscript?

- Contains a clear, useful, and exciting scientific message.
- Flows in a logical manner that the reader can follow.
- Is formatted to best showcase the material.
- Is written in a style that transmits the message clearly.



## What makes a good manuscript?

It is all about the reader. (Remember editors and reviewers are in this group!)

- Writing a good manuscript is NOT easy. Be prepared to work hard on it.
  - **Cherish your work** – if you do not take care, why should the journal?
  - There is **no secret recipe for success** – just some simple rules, dedication, and hard work.
  - **Editors and reviewers** are all busy scientists, just like you – make things easy to **save their time!**



# The general structure of a full article

- Title
- Authors
- Abstract
- Keywords
- Main text (IMRAD)

- Introduction
- Methods
- Results
- And
- Discussion (Conclusions)

- Acknowledgements
- References
- Supplementary material



# Developing Your Title

- This is your opportunity to attract the reader's attention.
  - Remember: readers are the potential authors who will cite your article
- Keep it informative and concise.
  - Reviewers will check whether the title is specific and whether it reflects the content of the manuscript.
  - Editors hate titles that make no sense or fail to represent the subject matter adequately.
- Avoid technical jargon and abbreviations.
  - You wish to have a readership as large as possible, right?
- Discuss with your co-authors.



# The Abstract

- Should stand alone!
- Consider it the advertisement of your article.  
Should tell the prospective reader what you did and highlight the key findings.
  - Avoid using jargon and uncommon abbreviations.
- You must be accurate and specific!
  - Use words which reflect the precise meaning
- A clear abstract will strongly influence whether or not your work is further considered.
- Follow word limitations (according the template)!!!





# Keywords

- These are the labels of your manuscript and critical to correct indexing and searching.
  - Shouldn't be too broad or too narrow (think Google ...)
- Use only those abbreviations that are firmly established in the field.
  - e.g. GDP, CO<sub>2</sub>
- Check the Guide for Authors!
  - Number, label, definition, thesaurus, range, and other special requests
- There is no need to replicate words from the title of the manuscript



# The Introduction and Literature review

- Your chance to convince readers of the importance of your work.
- Describe the problem. Are there any existing solutions? What are their main limitations? And what do you hope to achieve?
- Provide a perspective consistent with the nature of the journal.
- Introduce the main scientific publications on which your work is based.
  - Cite a couple of original and important works, including recent review articles
- Editors hate references irrelevant to the work, or inappropriate judgments on your own achievements.
  - They will think that you have no sense of purpose at all!



# Pitfalls of The Introduction

- Too wordy
  - Never use more words than necessary.
  - Do not turn this section into a history lesson. Readers lose interest.
- A mixed bag of introduction with results, discussion, and conclusion thrown in for good measure.
  - Always keep sections separate to ensure the manuscript flows logically from one section to the next.
- Excessive use of expressions such as “novel”, “first time”, “first ever”, “paradigm-changing” (use these sparingly!)



## The Methods Section

- Details, details, details - a knowledgeable reader should be able to reproduce the experiment.
- However, use references and [Supplementary Materials](#) for previously published procedures.
  - Do not repeat the details of established methods.
  - A general summary with reference is sufficient.
- Reviewers will criticize incomplete or incorrect descriptions.
  - and may even recommend rejection



# Results

- Only representative results, essential for the Discussion, should be presented.
  - Show data of secondary importance in Supplementary Materials.
- Do not “hide” data in the hope of saving it for a later paper.
  - You may lose evidence to support your conclusion.
- Use sub-headings to keep results of the same type together
  - Easier to review and read.
- Tell a clear and easy-to-understand story.



## Discussion – What the results mean

- It is the most important section of your article. Here you get the chance to SELL your data!
  - Many manuscripts are rejected because the Discussion is weak
- Make the Discussion corresponding to the Results.
  - But do not reiterate the results
- You need to compare the published results with yours.
  - Do NOT ignore work in disagreement with yours – confront it and convince the reader that you are correct or better





## More Pitfalls to be Aware of:

- Statements that go beyond what the results can support
- Unspecific expressions such as “higher temperature”, “at a lower rate”.
  - **Quantitative descriptions are always preferred.**
- Sudden introduction of new terms or ideas
- Speculations on possible interpretations are allowed. But these should be rooted in fact rather than imagination.
- Check the organization, number and quality of illustrations, the logic and the justifications.

Revision of Results and Discussion is not just paper work. You may need to do further experiments, derivations, or simulations.

Sometimes you cannot clarify your idea in words because some critical items have not been studied substantially.



# Conclusions

- Tells how your work advances the field from the present state of knowledge!
- Without clear Conclusions, reviewers and readers will find it difficult to judge the work, and whether or not it merits publication in the journal.
- Do NOT repeat the Abstract, or just list experimental results.
  - Trivial statements of your results are unacceptable in this section.
- Provide a clear scientific justification for your work, and indicate possible applications and extensions.
  - You should also suggest future experiments and/or point out those that are underway.



# Acknowledgements

Recognize those who helped in the research (you want them to help again, don't you?)

Include individuals who have assisted you in your study:

- Advisors

- Financial supporters

- Proofreaders

- Typists

- Suppliers who may have given materials

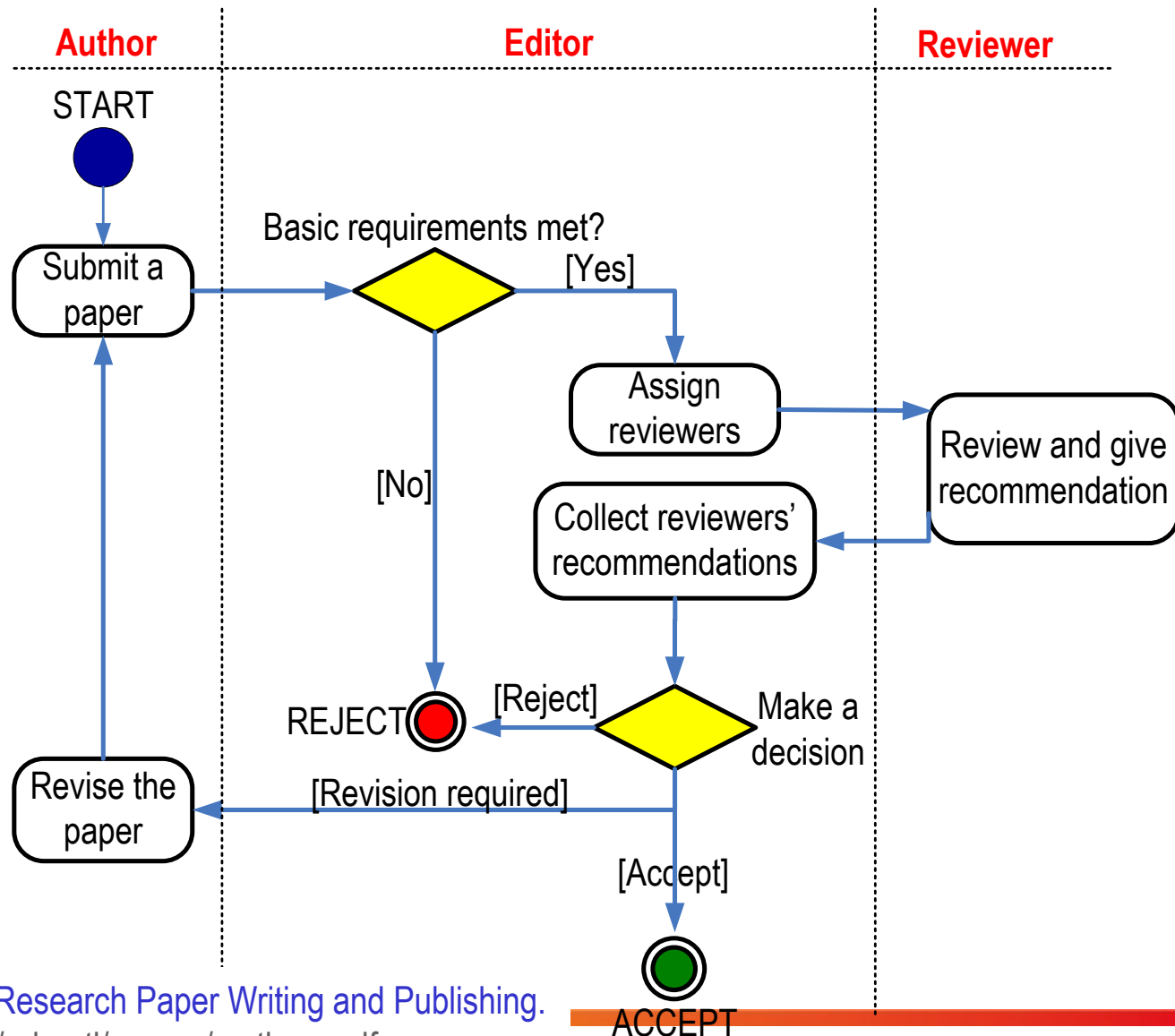




# References

- More mistakes are found in the references than any other part of the manuscript.
- It is one of the most annoying problems, and causes great headaches among editors...
  - Cite the main scientific publications on which your work is based
  - Do not inflate the manuscript with too many references – it doesn't make it a better manuscript!
  - Avoid excessive self-citations
  - Avoid excessive citations of publications from the same region

# Submission is not a “black hole”



Revision after submission



**Carefully study the comments and prepare a detailed letter of response.**







- A second review of the revised manuscript is common. Cherish the chance of discussing your work directly with other scientists in your community. Please prepare a detailed letter of response.
- Cut and paste **each** comment by the reviewer. Answer it directly below. Do not miss any point.
- State **specifically** what changes (if any) you have made to the manuscript. Give page and line number.
  - *A typical problem – Discussion is provided but it is not clear what changes have been made.*
- Provide a **scientific response** to the comment you accept; or a **convincing, solid and polite rebuttal** to the point you think the reviewer is wrong.
- Write in a way that your responses can be given to the reviewer.



- Never treat publication as a lottery by resubmitting a rejected manuscript directly to another journal without any significant revision!!! It will not save any of your time and energy...
- The original reviewers (even editors) may eventually find it, which can lead to animosity towards the author.
- A possible strategy
  - In your **cover letter**, declare that the paper was rejected and name the journal.
  - **Include** the referees' reports and **a detailed letter of response**, showing how each comment has been addressed.
  - **Explain why** you are resubmitting the paper to this journal, e.g., this journal is a more appropriate journal; the manuscript has been improved as a result of its previous review; etc.



# Important to remember

- Preparation is important but do not spend too much time on your preparations
- Submit to the right journal (scope and prestige)
- Submit to one journal only
- Check the English
- Pay attention to structure
- Pay attention to journal requirements
- Be honest



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**THANK YOU FOR  
ATTENTION!**

