

# How to get published

What distinguishes a good manuscript from a bad one?

## A good manuscript...

### ...is in scope

Investigate all candidate journals and find out about the:

- Aims and scope
- Accepted types of articles
- Readership
- Current hot topics by going through the abstracts of recent publications

### ...adheres to publication ethics

- Avoid plagiarism of others' work
- Avoid multiple publication of the same work, never submit your manuscript to more than one journal at a time
- Cite and acknowledge others' work appropriately
- Only list co-authors who made major contributions

### ...follows the Guide for Authors

Stick to the [Guide for Authors](#) in your manuscript, editors do not like wasting time on poorly prepared manuscripts.

You can find the [Guide for Authors](#) on the journal's homepage on [elsevier.com](#).



## Illustrations

Illustrations are critical, because...

- **Figures and tables** are the most efficient way to present results
- **Results** are the driving force of the publication

“One picture is worth a thousand words.”  
Sue Hanauer (1968)

- **Captions and legends** must be detailed enough to make figures and tables self explanatory
- **No duplication of results** described in text or other illustrations

## Use proper manuscript language

Publishers do not correct language, this is the author's responsibility

- Ask a **native speaker** or use a **language editing service** to improve your paper before you submit it.
- Poor English makes it difficult for the editor and reviewers to understand your work and **might lead to rejection of your paper**.
- Be alert to common errors:
  - ✗ Sentence construction
  - ✗ Incorrect tenses
  - ✗ Inaccurate grammar
  - ✗ Mixing languages
- English language should be used throughout the manuscript, including figures, charts, graphs and photos.

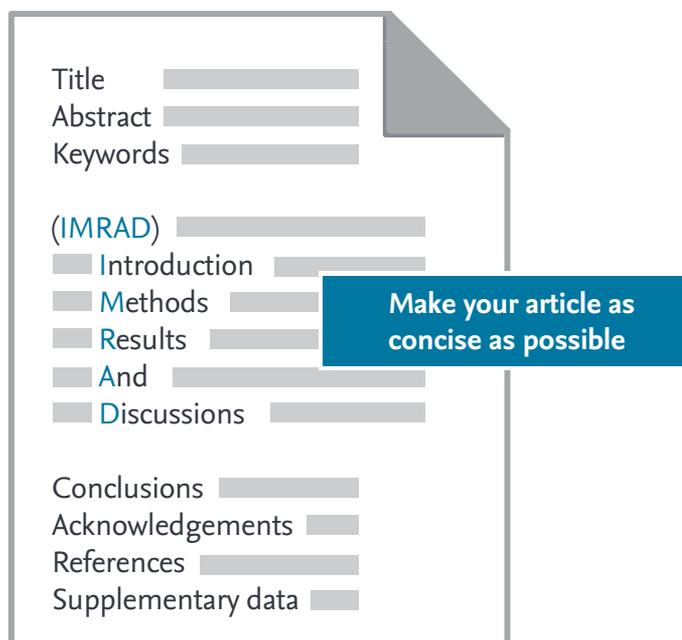
## Are you ready to submit?

Roughly **35%** of all submitted manuscripts are **rejected before peer review**. Make sure you revise before you submit.

- Do your findings **advance understanding** in a specific research field?
- Is your work **of interest** to the journal's audience?
- Is your manuscript **structured** properly?
- Are your conclusions **justified** by your results?
- Are your **references** international/accessible enough?
- Did you format your **figures and tables** properly?
- Did you **correct** all grammatical and spelling mistakes?



## Article structure



## Make sure you are equipped!

