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## Improving the Editorial Office

By Meghan McDevitt

Editor

*Editorial Office News*

Many of us work in small offices and often remotely from our co-workers, which makes an organization like ISMTE that much more valuable for sharing information and experiences and learning about industry trends. ISMTE Local Groups are expanding, with active groups now in Boston, Philadelphia, and Washington, D.C., in addition to the already established groups in Chicagoland and the Research Triangle Park area. *EON* and the ISMTE website serve as valuable resources for the day-to-day running of your Editorial Office and we are working to expand our offerings to include more education and training opportunities. I'm happy and proud to be a member of ISMTE and I hope you are, too!

Based on a poll of ~80 Production Editors at Dartmouth Journal Services, Nancy Devaux discovered five consistent categories of issues that repeatedly waste time

and cause confusion between the Editorial Office and Production. Find out what you can do to help make the production process run smoother.

The ISMTE website is chock-full of resources for the Editorial Office, but there is always room to expand these offerings to help promote your career through education and training. ISMTE Board Member, Meg Weist, discusses the current professional development opportunities and encourages feedback from membership.

Read a first-hand account of how one Editorial Office is integrating ORCID into their editorial workflow—and even expanding ORCID into their society's membership database. Mary Warner and Victoria Forlini from the American Geophysical Union share their experience with implementing ORCID in their journals.

The information overload brought on by our brave new digital

world presents a challenge for researchers and authors. What's the best way for an author to get his/her work disseminated and read? How can researchers sift through all the content out there to find what they really need? These questions led co-founders, Melinda Kenneway, Charlie Rapple, and David Sommer, to develop Kudos. Learn all about it in Melinda's article, "Kudos: Increasing Research Impact."

Jeffrey Beall delves deeper into the subject of predatory publishers, focusing this time on bogus scholarly metrics and journal hijackings. Read how researchers can be misled by predatory journals with false Impact Factors supplied "on demand" and learn about journal hijackings to create counterfeit journals that spam scholarly authors for a quick profit.

Enjoy this last issue of *EON* for 2014! See you next year.





## Working With Your Production Vendor

By Nancy Devaux  
Process Improvement Manager  
Dartmouth Journal Services, Sheridan

Everyone involved in the journal production process is busy. We are all constantly striving for more streamlined workflows while maintaining the highest quality. Yet often, time is wasted on redundant tasks, or because of confusion regarding who's responsible for what, or most commonly, because there's insufficient understanding of the most efficient practices for a given situation. Imagine how the production process might be improved if you really collaborated with your production vendor.

To answer the question "How can I work better with my production vendor?" I polled ~80 Production Editors at Dartmouth Journal Services and asked them to complete the following:

- The workflow is best when my Managing Editor...
- It's frustrating when my Managing Editor...

The responses were thorough and consistent, and fell into five main categories.

### 1. *Incomplete or Substandard Submissions Create Delays*

The production vendor will not properly and efficiently be able to process files that have pieces missing. Performing the initial stages of production on an incomplete submission, just to then place the article on hold, has little benefit and will likely result in more of a delay and extra handling. Tracking which articles have gaps and matching up subsequent, piecemeal elements, which are typically provided outside the standard submission system, are time-consuming and prone to error. Waiting an extra few days to ensure you have a complete package of source material, including full and accurate metadata, is well worth the time up front prior to handing off to production.

### 2. *Production Is Staged and Scheduled*

Production processes include multiple article and issue stages, most of which are linear but with many dependencies. The production schedule establishes all of these stages in a granular manner, with defined intervals that allow adequate time for every stage. (If you are not certain what is done at a particular stage, ask your production contact for clarification.) When the production vendor receives materials very late or even past the due date, and then needs to accelerate a stage, errors might result. Special requests and deviations to the schedule usually have a ripple effect that impacts other production stages and critical dates. It's also more difficult to make up for delays when they occur at a late stage of production. Try to provide time-sensitive materials and updates on or before they are due. Delays and tweaks to the schedule are a fact of life in production. When necessary, give as much notice as possible so that they can be planned for and adjustments can be made so as not to be detrimental to the most critical goals.

### 3. *New Initiatives, Special Requests, and Workflow Changes Take Time*

- Every project or new initiative takes time to communicate and clarify the request and intent;
- develop a project scope and schedule;
- build and test solutions;
- revise the workflow, tool, or system;
- write system, maintenance, and/or user documentation;
- (re)train staff; and
- implement.

Projects such as composition redesigns, establishing new article types, editorial style changes, third-party or platform changes, and launching

new products or workflows can require significant work for your production partner. When planning for a new initiative or workflow change, incorporate plenty of time into the process so that it can launch successfully. Also, involve your production vendor in the planning; although it's a first for you, your vendor has likely done it before and can provide good advice about the best ways to succeed (and the pitfalls to avoid).

Additionally, requests that might seem simple to you (*i.e.*, status updates, resolving queries with an author, retrieving a legacy article) can take considerable time to fulfill. When they are random, out-of-the-norm requests, your Production Editor will be pulled away from important production duties to research, perform the action, and respond.

#### 4. *Unclear Expectations and Unanswered Questions Cause Confusion and Rework*

If your Production Editor asks you a question, s/he likely has exhausted all other avenues for an answer. S/he would not ask if it wasn't truly necessary to have a clear and direct answer from you. Delays in answering will result in production delays or in actions that might not be proper. If you have a request, be clear with your expectations and required time frame so that your Production Editor can reprioritize tasks and take care of the most important and urgent things first. A clear and comprehensive initial correspondence will save everyone from confusion and excessive email time downstream. Finally, if you have a question regarding a process or tool, or the best way to handle something that impacts production, *ask!* Foreign ground for you may be a well-trodden arena for your production vendor.

#### 5. *Communicate, Communicate, Communicate!*

At the core of all good relationships is good communication. Keeping your Production Editor informed about anything unique, with sufficient details and background information, allows her/him to properly prepare to meet your needs and

successfully address the situation. For instance, consider the following:

- New article type
- New page element
- Journal redesign
- Editorial style change
- High-profile editorial or lead article (usually submitted late!)
- New Editor-in-Chief
- High-maintenance author
- Special issue
- New initiative or workflow change
- Must-meet conference or special meeting
- Vacations and holidays
- Staffing change
- Late, but must-include article
- Known schedule delay
- Change with online display
- Change with other vendors (peer-review provider, online host, etc.)
- New product (spin-off journal, mobile app, etc.)
- Special collections

Are you in the midst of any of these right now? Are any (perhaps, *many!*) of these being considered within your Editorial Office? Your advance notice of an upcoming situation is not only welcome and appreciated, it's critical. From a one-off isolated event, to something that requires special handling, to a significant and permanent change, your production vendor can help with your planning, can provide insight based on known successes (and failures), and most certainly will be a key to your success.

As well, your candid feedback regarding any kind of error or challenging situation is necessary for problems to be analyzed and improvements realized. Your production vendor should welcome your feedback, striving to perfect what's not working well and mimic what is working well.

Thinking of your production vendor as a partner, as an extension of your Editorial Office, will make for a smoother, less stressful journal production environment for you.



## Professional Development Activities of the ISMTE

By Meg Weist

Managing Editor

*American Journal of Medical Genetics and AJMG Seminars in Medical Genetics*

As the ISMTE Board Member involved with professional development, I would like to share some of the things that we are working on.

Professional development is a broad concept that involves promoting your career through a combination of education, training, and experience. We recognize that you and your fellow ISMTE members have diverse needs to enhance your careers, that you are at different points in your careers, and that you work in different environments. Some work individually, often offsite; others are functioning in more typical offices with a much larger staff. We try to touch on topics that we feel could be beneficial to those involved in the editorial processes. At the ISMTE website, you will find resources that are already available to members. They include a helpful publishing terms glossary for those new to the editorial world; links to useful topics and organizations; and online training opportunities on figure

handling, social media development, and ethical issues.

A new project that we want to expand upon is the creation of the “Five things that every Editorial Office needs to know about...” series. We are soliciting ideas from the membership, the Industrial Advisory Board, and Publishers to refine the key ideas that anyone who runs an Editorial Office would find informative and helpful.

Our focus on education is not only about teaching ISMTE members new concepts and processes but also enlightening those around us as to roles, responsibilities, and value that members bring to their offices. Consequently we are exploring development of a professional certification program for the ISMTE membership.

We are continually working to provide possibilities to assist you in your career growth and would welcome any feedback from you relating to topics of interest or training needs.

### Upcoming ISMTE Local Group Meetings!

Chicagoland Local Group  
November 19, 2014 at 5 pm  
Artopolis  
306 S. Halsted St.  
Chicago, Illinois  
RSVP online

RTP Local Group  
December 5, 2014 at 12 pm  
Research Square  
601 W. Main St. Suite 102  
Durham, North Carolina  
RSVP online

Participation is not limited to ISMTE members, and the only cost associated with participation will be your meal, if the group meets at a restaurant.



## Integrating ORCID Identifiers into the Editorial Workflow

By Mary Warner (<http://orcid.org/0000-0001-8861-7117>) and Victoria Forlini (<http://orcid.org/0000-0003-1811-2556>)  
American Geophysical Union

Author identifiers, unfortunately, have come and gone in scientific publishing (Researcher ID, Scopus Author ID), but the ORCID identifier (ORCID) has been gaining traction and scientists have the ability to integrate older IDs into ORCID. As such, universities and funding organizations, scientific societies, publishers, and peer-review specialists need to consider whether to integrate ORCIDs into their internal database systems, particularly their peer-review system.

At the American Geophysical Union (AGU), we have already integrated ORCIDs into our peer-review system (run by eJournalPress) and have plans to implement ORCIDs across all AGU platforms, including in our membership management system.

So what is an ORCID? It's a unique identifier that distinguishes a particular researcher from all others. Researchers can attach not just scholarly journal articles but also data sets, book chapters, and other works to the identifier because ORCID links to the CrossRef Metadata Search, DataCite, Europe PubMed Central, and Researcher ID, among others, to collect an individual's works. Large publishers (PLOS, Elsevier, American Chemical Society) have begun to integrate ORCIDs, and large funders such as the Wellcome Trust and NIH are requesting the identifier from grantees. Even more revealing is that multiple universities are now requiring students to register for ORCIDs, and as those scientists move into publishing, the use of the identifier should rise.

AGU implemented ORCIDs at the beginning of 2014. An author can add an ORCID to his/her profile and it will automatically flow into the author information for a submitted manuscript. Anytime authors update their profiles, whether during submission or another action, they also have

the chance to create an ORCID—our peer-review system will send the user to ORCID to register an identifier, which can be shared back to AGU. Following manuscript submission, the peer-review system also sends an e-mail to authors with a link to add (or obtain) an ORCID. Our uptake of ORCID has been low so far—about 900 authors—and we publish more than 5,000 papers a year.

Although the total number of identifiers in our system is small, we know that it will continue to grow, especially considering the rapid growth of the identifier overall. More than 870,000 identifiers were registered as of early September 2014, indicative of an increasingly rapid growth rate, as there were just over 500,000 ORCIDs in January 2014 according to ORCID data.

The opportunity we see now is motivating all authors (not just corresponding authors) to input ORCIDs in the submission system. To encourage ORCID uptake, AGU:

- places information about ORCID on the login page when authors are submitting to our journals
- sends ORCID information in our author confirmation e-mails (sent to all noncorresponding authors) and in our messages to potential reviewers
- has begun posting ORCIDs of our Editors on our Web pages

These steps have had an effect. We began this work in May when we only had 250 ORCID listings. We are also working with our partners at John Wiley to encourage ORCIDs with published articles.

AGU is committed to integrating ORCIDs beyond our peer-review system, including putting them into our membership database. We use a netFORUM Enterprise system as our membership

database and we are working actively to integrate this system with both our peer-review system and with ORCID such that information added to either system flows into the membership system. The benefits we see for this future integration include:

- resolving duplicate member records in the membership database
- eliminating duplicate author/reviewer records in our submission system
- reconciling author/reviewer records passed from our editorial management system with our member records

Overall, we see the ORCID identifier as an essential tool for identifying authors, reviewers, and members in our internal database systems as well as for authors to accurately identify and associate their work with their identifier and distinguish themselves from other researchers. Integration of these systems is becoming easier as APIs become available and providers of peer-review and association membership systems become more familiar with the benefits of ORCID.

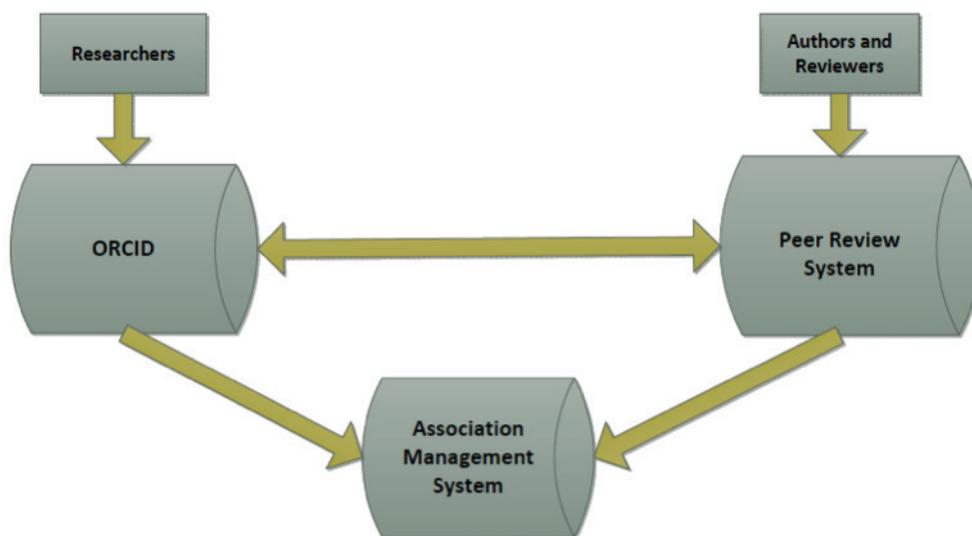


Figure: 1 Dataflow for AGU ORCID integration.



## Kudos: Increasing Research Impact

Melinda Kenneway  
Kudos  
Director and Co-Founder

### Information Overload

The volume of research publications continues to grow. There are currently some 50 million published articles available online<sup>1</sup> and every year some 1.5 million more are added to this growing mountain of material. And that doesn't include books, data sets, blogs, videos, and the many other related research outputs that are available to drive forward our knowledge—if they can be found, understood, and applied.

Although the online environment is transformative in terms of our ability to make content available, our ability to consume that information remains limited by human factors; there is only so much we can read and digest.

It is perhaps on account of this information overload that academics often still rely on personal recommendations from colleagues to guide them in finding critical new research studies. In Ithaka's US Faculty Survey 2012,<sup>2</sup> two of the highest scoring tactics employed to keep up with current research were attending conferences/workshops and reading materials suggested by other scholars. These recommendations are supplemented with discovery services and search engines. But these long lists of search results can still be relatively impenetrable. Research publications are generally highly technical. That works for explaining a complex theorem, but not necessarily for quickly browsing and identifying relevant content.

The idea for Kudos emerged from these challenges. A service was envisaged through which authors could be empowered to explain and enrich their work—creating a new, more accessible discoverability layer to help guide readers toward their publications. We also wanted to help authors leverage their networks by giving them tools to easily share links to their work with colleagues and track the subsequent impact of that against a wide range of metrics relating to their publications. After all, when colleagues send you an email or post a link on Twitter to an article or book that they have published, you are more likely to read it than if it is buried in a long list of search results.

### Kudos Pilot

In 2013, the cofounders of Kudos—Melinda Kenneway, Charlie Rapple, and David Sommer (three consultants with combined experience of over 60 years in scholarly communications)—discussed these early ideas with several publishers to assess interest in the concept. After all, publishers stood to gain from their authors taking a more proactive role in sharing and promoting their publications. Three of those publishers agreed to jointly fund a pilot for Kudos—AIP Publishing, the Royal Society of Chemistry, and Taylor & Francis.

The pilot included a survey to assess interest amongst the international author community, across a wide range of subject areas. Over 3,600 researchers responded to the survey. Highlights from the findings included:

- 84% felt the postpublication visibility of their work could be improved;
- 75% replied that they would be likely to personally use tools to help them improve the visibility and impact of their publications; and
- researchers ranked themselves higher than any other group for having responsibility

1 Jinha, A. E. (2010). "Article 50 million: an estimate of the number of scholarly articles in existence." *Learned Publishing* 23 (3): 258-263. doi: 10.1087/20100308.

2 Housewright R., Schonfield R. C., Wulfson K. (2012). "Ithaka S&R US Faculty Survey 2012." [www.sr.ithaka.org/research-publications/us-faculty-survey-2012](http://www.sr.ithaka.org/research-publications/us-faculty-survey-2012)

for ensuring their work gets found and read (higher than their publisher, coauthors, institution, library, or funder).

Based on these encouraging results, a pilot site was built and promoted to a group of some 40,000 authors over a 14-week period toward the end of 2013. Key elements of the pilot site include: a) the ability for authors to write a short title, lay summary, and impact statement and link these to their publication; b) the ability to link related materials to their publication (data sets, videos, images, blogs, etc.); c) the ability to share a link to their publication by email or social media; and d) the ability to track the impact of these activities on a variety of metrics, such as views, downloads, and altmetrics. Over the pilot period some 12% of invited authors registered to use the tools and the impact of this (compared to a control group) was an increase in downloads of 19%.

#### **Kudos Full-Service Launch**

In May 2014, Kudos went live with a full-service site in partnership with over 25 publishers ranging from Elsevier and Wiley through to small, specialist society publishers and university presses. Participating publishers facilitate the usage of the Kudos tools for their authors, benefit from enhanced branding within the service, and have access to a dashboard through which they can track their au-

thors' usage of the Kudos tools and amplify the positive effect of their sharing activities.

"We see Kudos as a service that supplements the discoverability work that publishers already do," says Charlie Rapple. "For us, authors are the missing link in helping market their work effectively. Although some researchers are hugely successful at doing this, we suspect that many are unsure how to share the results of their research in a way that isn't seen as just self-promotion. The driving force behind Kudos is to help researchers explain the context of their work and make sure it gets into the hands of those who can best apply it. This will naturally result in more people reading, talking about, and citing their articles—all measures of impact that their institutions and funders are taking an increased interest in."

Just six months after launch, Kudos already has over 20,000 registered users, and this is growing by some 1,000 registrations every week.

Publishers currently fund the service, which is free for individual authors to use. But Kudos is now developing tools and services for large research groups, institutions, and funders. Embedding Kudos into the scholarly communications landscape is a clear goal for the founders, who have recently announced several industry partnerships, including integrating the ORCID identifier into Kudos. For more information about Kudos, visit [www.growkudos.com](http://www.growkudos.com).



## Corrupt and Questionable Practices in the Scholarly Publishing Industry

By Jeffrey Beall, MS, MSLS  
Associate Professor, Scholarly Communications Librarian  
Auraria Library, University of Colorado Denver

In an article in the February issue of *EON*, I described predatory publishers, those exploiting the Gold Open Access (OA) model of scholarly publishing by charging for inadequate or nonexistent publishing services. Regrettably, there are additional, related scams and questionable practices to report. These include contrived or bogus scholarly metrics and journal hijackings. Another questionable practice involves luring scholarly authors into purchasing publicity services that advertise research.

With the implementation of the Gold OA model, in which authors are charged fees (article processing charges) upon acceptance of manuscripts, scholarly authors are increasingly taking on the role of customer. Payments from scholarly authors are becoming commonplace and are leading to the creation of new services benefitting authors. However, given the intense pressure for academics to publish, the role of merit may be decreasing in scholarly publishing, and the role of money may be increasing. As monetary transactions between scholarly authors and author services companies increase, authors with funds to buy these services will often be the ones achieving the most success in their publishing.

### Misleading Metrics

#### *The Allure of an Impact Factor*

Predatory publishers understand that scholarly authors prefer to submit their work to respected journals that have earned favorable metrics, including the Journal Impact Factor (IF), a product of Thomson Reuters that appears in their proprietary Journal Citation Reports. Many universities require or prefer that their faculty publish articles in scholarly journals with IFs to earn promotion and tenure. In some universities, the awarding of a PhD is contingent upon the candidate having published one or more articles in a journal with a legitimate IF. The same is true in some countries

for promotion to associate or full professor. One example is Kazakhstan, where to become an associate professor, one must, among meeting other requirements, publish the following according to the Ministry of Education and Sciences<sup>1</sup>:

- not less than fourteen (14) scientific papers on the requested specialty published after defending a thesis, including:
- not less than ten (10) in the publications recommended by the Committee,
- not less than two (2) in international scientific journals, having according to the knowledge base of Thomson Reuters (ISI Web of Knowledge, Thomson Reuters) nonzero impact factor;
- not less than two (2) reports of foreign materials in the international conferences.

So, to attract more authors and therefore more revenue, Gold OA publishers aspire to publish journals with IFs. However, it can take many years for a journal to earn an IF, and eligibility requires that publishers follow ethical and scholarly publishing industry standards. Accordingly, few predatory journals ever earn a bona fide IF from Thomson Reuters.

But because honest IFs are out of the reach of most predatory publishers' journals, a cottage

1 Kazakhstan Ministry of Education and Science. (2011). Правила присвоения ученых званий (ассоциированный профессор (доцент), профессор). [Terms of conferring academic ranks (associate professor (assistant professor), professor)]. Retrieved from: <http://control.edu.gov.kz/ru/node/3063>; translated using Google Translate.

industry of IF providers has arisen to meet this need, and many questionable publishers are taking advantage of the services. On my blog Scholarly Open Access, I've identified around 20 companies that supply IFs on demand for any publisher willing to pay for them.<sup>2</sup> A few of the companies claim that the IFs they assign are genuinely calculated using citation data, but I suspect that in most cases they are just made up. The assigned values typically increase over time, which is not always true for journals with authentic IFs.

The bogus IF companies use business names that sound legitimate, a tactic also employed by predatory publishers. Some of the company names they use abbreviate to ISI, which is also the name of the Institute for Scientific Information, the organization that originally began assigning IFs to scholarly journals 50 years ago.

### ***Born with Impact Factors***

The IF is determined by calculating the average number of citations to citable articles in a journal over a rolling, two-year time frame. New values are calculated and assigned yearly, using bibliometric data from the previous two years. So, theoretically, the earliest a journal could receive an IF is three years after it commenced publishing, though this occurs only rarely. In most cases, the time between launch of a journal and the assignment of its first IF is longer. However, most of the bogus IF companies assign so-called IFs to journals much earlier. The journals then use the metrics in their spam email and on their websites to attract manuscript submissions. In some cases, these publishers do not specify the source of the IF and simply state the term "impact factor" followed by the value, for example, "Impact Factor 0.825."

There are also a few journals that calculate their own IFs. To avoid criticism that they are assigning a bogus metric, they may invent a term such as "impact index" to name their self-calculated metric. Some calculate the metric by using Google Scholar to document the number of times their articles have been cited, but unlike the Thomson Reuters

databases, Google Scholar aims to be comprehensive and is filled with low-quality publications.

Misleading metrics are problematic because researchers may be duped into thinking they are legitimate IFs. The researchers will then report to their universities that they have published in an IF journal when in fact they have not. Also, these counterfeit metrics impair the value of the authentic IF, which scholars and others can use to assess the relative impact of journals within a given field. Finally, the use of these bogus metrics signals bad faith on the part of the publishers who advertise them on their websites and in their emails.

### **Hijacked Journals**

Journal hijackings occur when someone creates a website that purports to be the principal website for a particular scholarly journal but is in actuality a counterfeit website. Typically, the purpose of hijacked journals is to create fast and easy revenue for the hijacker. The journal hijackers will advertise the journal as one using the Gold OA model. The counterfeit journal then spams scholarly authors seeking submissions. Generally, most submitted manuscripts are "accepted" and the authors are levied an article processing charge. Acceptance is easy and fast, allowing the hijackers to make a quick and easy profit.

I publish a list of hijacked journals on my blog.<sup>3</sup> The list has two columns, one listing the original journal and the other listing the hijacked counterpart. To maximize submissions, the hijackers prefer to target publications bearing IFs, exploiting the need of scholars to publish in these journals. In a few cases, the hijackers have created the first-ever websites for the journals, as there are some scholarly journals that are published in print only and that do not have any online presence. Also, in a few cases the hijackers have targeted what librarians refer to as monographic series, books that are published in a named and numbered series. Occasionally such series are able to earn IFs just as other periodicals do.

In some cases, publishers of the victimized journals are aware of the hijackings and alert their

2 Beall, J. (n.d.). Misleading metrics. Retrieved from: <http://scholarlyoa.com/other-pages/misleading-metrics/>

3 Beall, J. (n.d.). Hijacked journals. Retrieved from: <http://scholarlyoa.com/other-pages/hijacked-journals/>

readers to them. One example is the South African journal *Bothalia*, which includes the following warning on its website<sup>4</sup>:

ALERT: A bogus/fake journal website operates on <http://www.bothalia.com>. Readers, authors and reviewers should be aware that we are not associated with this website. Do not submit your work to <http://www.bothalia.com> as it is a predatory publisher.

The journal hijackers generally do not target Western scholars in their spam email campaigns promoting the hijacked journals. Instead, they focus on regions where there are fewer publishing opportunities and where scholarly publishing is particularly competitive, such as the Middle East and Eastern Europe. Scholars need to be aware of journal hijackings. A good way to avoid being victimized by them is to ignore spam email solicitations from unfamiliar journals.

### Research Promotion Companies

As scholarly authors are increasingly finding themselves in the role of customer, more and more companies are seeking to provide services and generate revenue from them. New author-related services are appearing, services that may help authors excel in the increasingly competitive world of scholarly research and communication.

One type of new service is research promotion. Companies exist that provide fee-based services to promote the research of individual authors or teams of authors, such as a group of scientists from a particular lab. For a fee, these companies will create text and images highlighting the research of a particular scientist or lab, publishing the story on a website or in a glossy magazine.

It is important to separate out these companies from the ones described earlier in this article. The companies that publish counterfeit IFs and the publishers that use them, along with the journal hijackers, are all engaged in highly questionable

if not fraudulent activities. Those providing research promotion services, on the other hand, are not doing anything illegal. Here the question is not whether the services are fraudulent or not; it is whether it is wise for scholarly authors to pay others to advertise and otherwise promote their research.

While the work of research promotion is not fraudulent, the methods for advertising it may be. Several of the companies involved in this activity extensively use spam email to promote their services to authors. I've documented their practices on my blog.<sup>5</sup> In their spam emails, some of the companies act as if they are journalists wishing to report on a scientist's research. Only later in the process does the scientist learn that the promotional articles the company writes have a price, quite literally. One company charges \$3,000 for each publicity story it writes and publishes. It is possible that the use of these companies' services may backfire on the scientists who use them, for paying to advertise one's research may carry a stigma. Good research promotes itself, and glossy magazine articles are poor substitutes for traditional measures of successful research, namely citations in scholarly works.

### Conclusion

Scholarly authors are increasingly taking on the role of customer in the overall scholarly communication process. The Gold (author pays) OA model has perhaps inspired other companies to market their services directly to authors. Accordingly, we have seen the emergence of predatory publishers. In turn, bogus metrics companies have emerged that sell counterfeit metrics to these publishers, metrics that may help lure authors into submitting their manuscripts.

A fraudulent version of Gold OA publishing, hijacked journals, has also emerged. These counterfeit journals mimic the websites of authentic journals or create websites for print-only

4 AOSIS Open Journals. (2014). *Bothalia: African biodiversity & Conservation*. Retrieved from: [www.abcjournal.org/index.php/ABC](http://www.abcjournal.org/index.php/ABC)

5 Beall, J. (2013, March 12). Beware of spam email with offers to promote your research [Blog post]. Retrieved from: <http://scholarlyoa.com/2013/03/12/beware-of-spam-email-with-offers-to-promote-your-research/>

journals and then solicit submissions from unwary authors, accepting virtually all of them and pocketing the article processing charges. Finally, several companies provide fee-based research promotion services for researchers or research

teams. Scholarly authors should be aware of scams in the scholarly publishing industry and should use fee-based services only after having gained assurance that the companies they patronize and the services they offer are legitimate.

## Calendar of Events

### Chicagoland Local Group Meeting

November 19, 2014  
Chicago, Illinois  
[www.ismte.org](http://www.ismte.org)

### Webinar: Establishing an Ethics Policy for Your Journal

November 20, 2014  
<http://allenpress.com/events/webinar>

### Advanced Journal Development: Strategic Development for Journal Managers

December 3, 2014  
London, England  
[www.alpsp.org](http://www.alpsp.org)

### RTP Local Group Meeting

December 5, 2014  
Durham, North Carolina  
[www.ismte.org](http://www.ismte.org)

### Journal Development 1: Practical Plans for Improving Journal Success

February 10, 2015  
London, England  
[www.alpsp.org](http://www.alpsp.org)

### UKSG 38th Annual Conference

March 30-April 1, 2015  
Glasgow, UK  
<http://www.uksg.org/event/conference15>

### 2015 CSE Annual Meeting

May 15-18, 2015  
Philadelphia, PA  
<http://www.councilscienceeditors.org/>

### SSP 37th Annual Meeting

May 27-29, 2015  
Arlington, VA  
<http://www.sspnet.org/>

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