

# Chapter 18

## Publishing: Selecting Journals, Writing Abstracts, and Addressing Issues Raised by Reviewers

**Michael J. Merten**

*University of Nebraska, Lincoln, USA*

**Amanda Terrell**

*University of Arkansas, Fayetteville, USA*

### **ABSTRACT**

*This chapter will provide valuable information to readers about several important issues in the publishing process. This chapter will concentrate on issues specific to: (1) selecting the appropriate journal for a manuscript; (2) writing effective abstracts that convey the main points of a manuscript; and (3) effectively addressing issues and comments raised during the peer review process. This chapter will discuss the importance of identifying a potential journal early in the writing process and reassessing goodness of fit once the manuscript is complete. Additionally, this chapter suggests ways to construct effective abstracts that provide an accurate picture of what the paper is about, which allows readers to determine whether or not they are interested in reading the article further. Lastly, this chapter will provide step-by-step instruction for researchers to effectively address comments that journal reviewers have provided, including the importance of addressing all comments thoroughly and the organization and presentation of the authors' comments in response to the reviewers.*

DOI: 10.4018/978-1-6684-6859-3.ch018

## SELECTING JOURNALS

The process of selecting a journal to review and publish your manuscript involves a series of considerations and decisions. The primary concern is whether a journal's subject area encompasses a potential publication's topic and scientific approach. This is not always readily apparent and may require a decision-making process. An example decision tree is provided in Figure 1, with steps outlined in greater detail below:

### **Does This Journal Publish the Topic or Method of Research You Aim to Publish?**

One approach to finding a potential publication outlet for your manuscript is an in-depth examination of specific journals that appear to publish on your topic. Although the title of a journal may indicate that it is in your field, that does not necessarily mean that they regularly (or ever) publish research on specific topics. Even if the topic of your manuscript aligns with previous topics published in the journal, it might not be a good methodological fit. For example, some journals might prioritize longitudinal research and rarely or never publish cross-sectional studies. Similarly, some journals might solely publish qualitative research, so that would not be an appropriate place to submit a quantitative study. Authors can get direction on the type of publications and topics journals prioritize by reading the description and aims and scope on the journal's website. In addition, it is recommended for authors to review the most recent editions of the journal and see what topics and methods have been published lately. If the journal has not published on a topic in many years, authors need to review more recent publications to determine if the topic is no longer of interest to the journal or if it is an opportunity to publish an update on the subject. The journal's publication history can give authors a sense of whether their manuscript would be of interest and a priority to the journal.

If you are not readily familiar with specific journals on a topic, another approach is searching for articles focused on a similar topic (and using a similar methodology) as your paper. Some journals routinely publish studies on topics that might not have an obvious link to the journal title. For example, the *American Journal of Orthopsychiatry (AJO)* "articles that clarify, challenge, or reshape the prevailing understanding of factors in the prevention and correction of injustice and in the sustainable development of a humane and just society" (AJO Journal Scope Statement, 2022, para. 1). AJO's scope statement specifically states they publish:

*Contemporary topics in AJO's topical scope include, but are not limited to, public behavioral health and prevention; institutional reform; causes and solutions to*

8 more pages are available in the full version of this document, which may be purchased using the "Add to Cart" button on the publisher's webpage: [www.igi-global.com/chapter/publishing/320242](http://www.igi-global.com/chapter/publishing/320242)

## Related Content

---

### Triangulation in Organizational Research: Validating Knowledge in Human Competence at Work

Ben Tran (2015). *Market Research Methodologies: Multi-Method and Qualitative Approaches* (pp. 93-117).

[www.irma-international.org/chapter/triangulation-in-organizational-research/117411](http://www.irma-international.org/chapter/triangulation-in-organizational-research/117411)

### Disaster Management in High Risk Regions: A Case Study of the Indian Himalayas Region

Bright Chinemerem Amajuoyi, Oguguo C. Njoku, Joachim Kodjo Arthurang Dilshad Sarwar (2020). *International Journal of Strategic Engineering* (pp. 59-71).

[www.irma-international.org/article/disaster-management-in-high-risk-regions/243669](http://www.irma-international.org/article/disaster-management-in-high-risk-regions/243669)

### Effectively Applying System Analysis and System Thinking in Six Sigma Environments

Brian J. Galli (2019). *International Journal of Strategic Engineering* (pp. 9-21).

[www.irma-international.org/article/effectively-applying-system-analysis-and-system-thinking-in-six-sigma-environments/230934](http://www.irma-international.org/article/effectively-applying-system-analysis-and-system-thinking-in-six-sigma-environments/230934)

### Demystifying the Delphi Method

Kaye Shelton and Kathleen Adair Creggan (2015). *Handbook of Research on Scholarly Publishing and Research Methods* (pp. 375-395).

[www.irma-international.org/chapter/demystifying-the-delphi-method/120347](http://www.irma-international.org/chapter/demystifying-the-delphi-method/120347)

### Comparing the Behaviour of Two Topic-Modelling Algorithms in COVID-19 Vaccination Tweets: LDA vs. LSA

Jordan Thomas Bignell, Georgios Chantziplakis and Alireza Daneshkhah (2022). *International Journal of Strategic Engineering* (pp. 1-20).

[www.irma-international.org/article/comparing-the-behaviour-of-two-topic-modelling-algorithms-in-covid-19-vaccination-tweets/292445](http://www.irma-international.org/article/comparing-the-behaviour-of-two-topic-modelling-algorithms-in-covid-19-vaccination-tweets/292445)