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# **Author Workshop: Publishing Open Access in Wiley and Hindawi journals**

**Kym Saw**  
**Customer Training Manager**

**Autumn Tay**  
**Customer Success Manager**

# Agenda

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- What is Open Access and what are the benefits?
- Wiley and Hong Kong University of Science and Technology's Transformational Agreement via JULAC
- Author workflow: How to submit a manuscript to a Wiley hybrid or Wiley/Hindawi fully open access journal and get the APC covered through Hong Kong University of Science and Technology's existing agreement
- Publication tips for authors:
  - Why publish?
  - Submission and review: What to expect?
  - Writing tips
  - Resources for authors: Wiley Author Services and Editing Services
  - Publication ethics



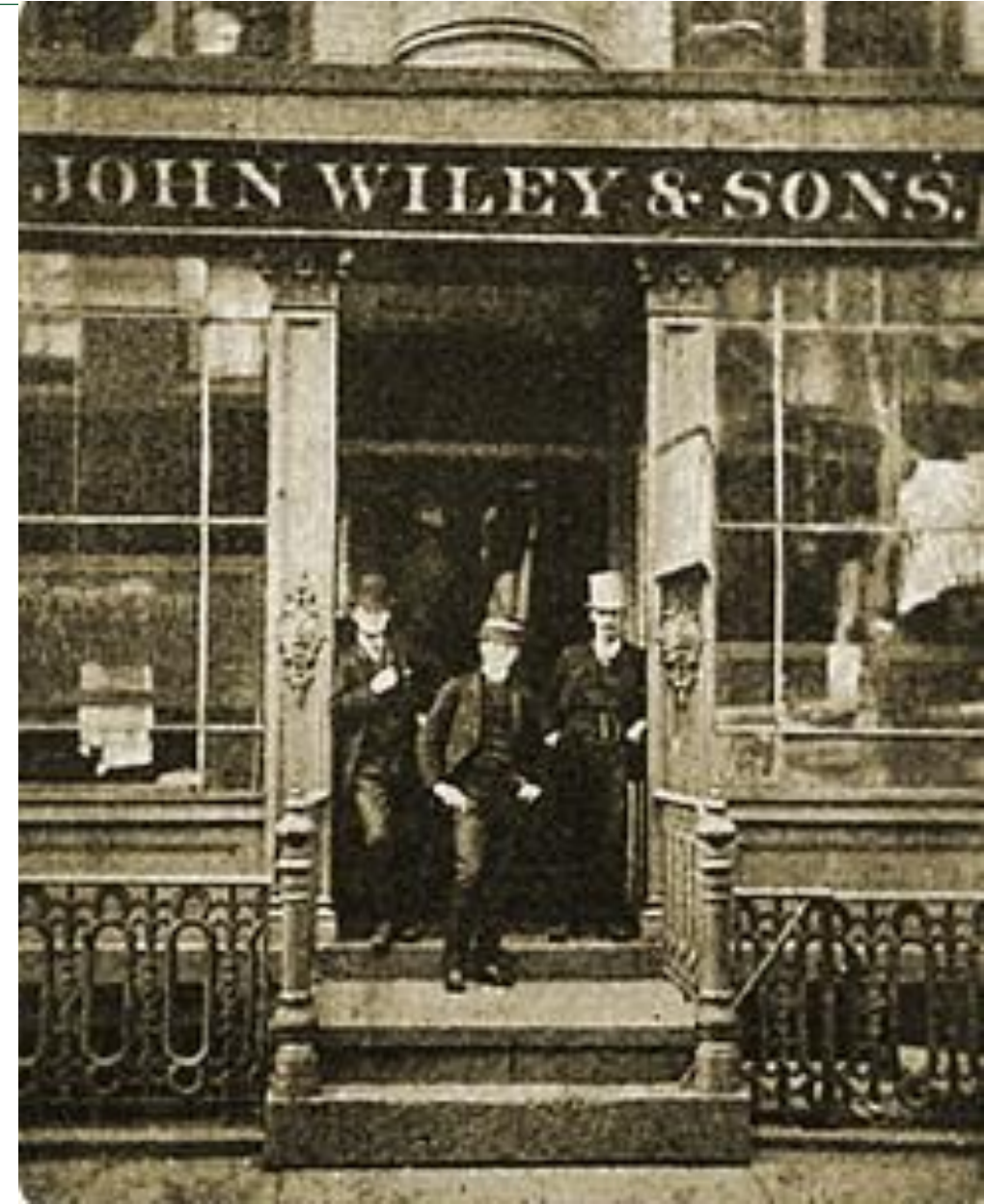
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## Open access

What is open access and  
what are the benefits?



# Types of journals

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- Free to publish but need to be subscriber to read

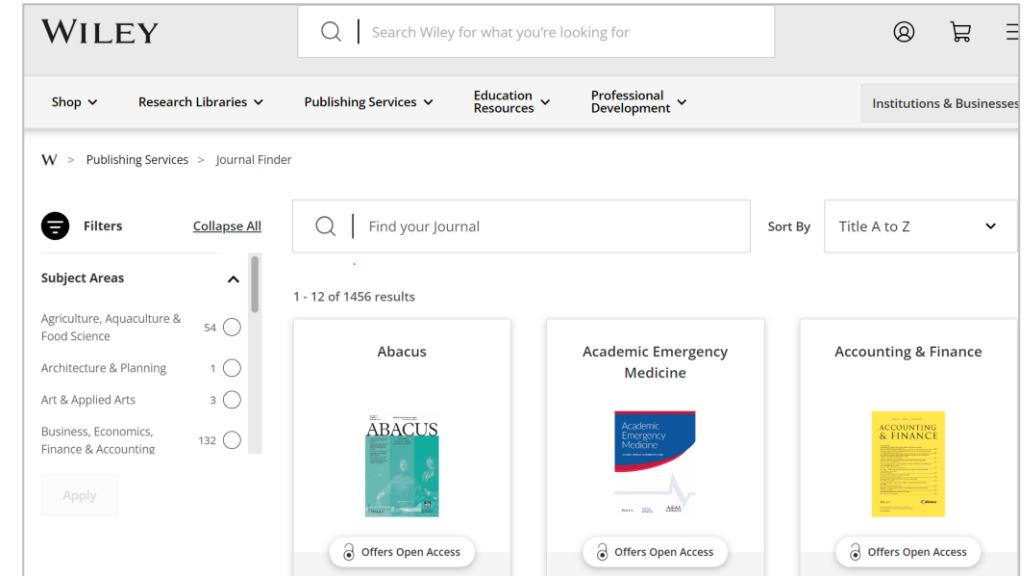
## Open access journals:

- Articles are freely accessible online
- Authors pay an Article Publication Charge (APC)
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- Subscription journal that allows open access publications
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Acceptance rate7%	Acceptance rate20%	Acceptance rate26%
Acceptance to online publication20 days	Acceptance to online publication28 days	Acceptance to online publication21 days
Journal Impact Factor™2.1	Journal Impact Factor™4.4	Journal Impact Factor™2.6
Full text views127,666	Full text views1,294,136	Full text views340,789
Article publication charge\$3,240	Article publication charge\$3,710	Article publication charge\$3,300
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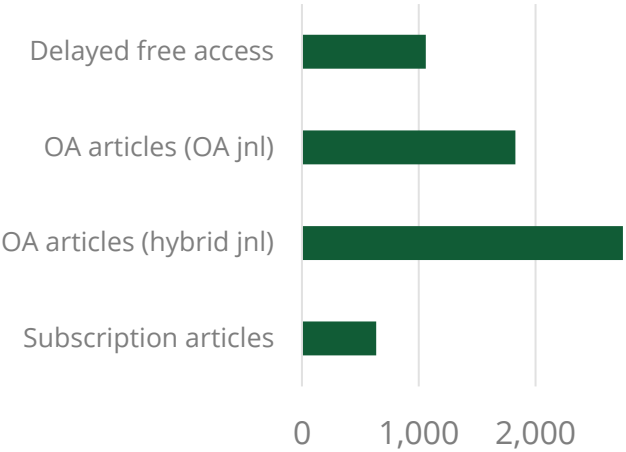
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On average, open access articles were viewed nearly four times more than subscription articles

Av full text downloads per article

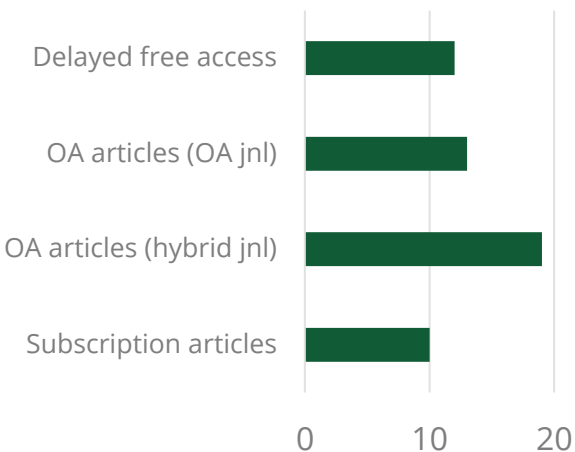


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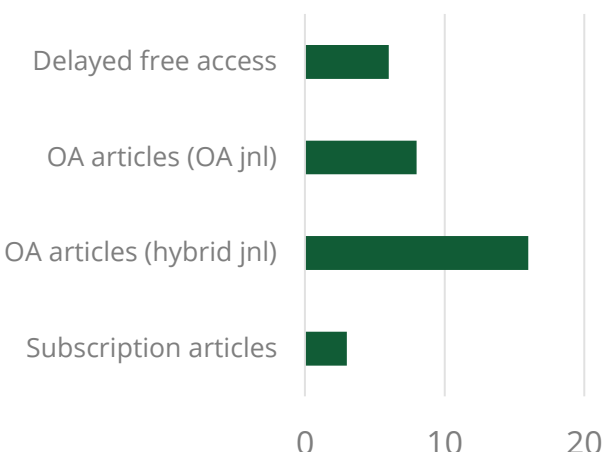


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Av altmetric score per article





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## **Wiley-Hong Kong University of Science and Technology's Transformational Agreement 2024-2025**

Agreement details and  
eligibility criteria



# Wiley-Hong Kong University of Science and Technology's Transformational Agreement, 2024-2025

## Agreement Specifications

- Includes more than [1,300 hybrid journals](#) and over [500 Wiley and Hindawi fully open access journals](#) for open access publishing
- Eligible [article types](#)
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  - Case studies
  - Reviews
  - Short communications
- **Acceptance date** from [1 January 2024](#) for submissions to [hybrid journals](#) and **submission date** from the **same** for [fully open access journals](#).
- Authors will be identified as eligible for APC coverage under this agreement by their [institutional affiliation](#)

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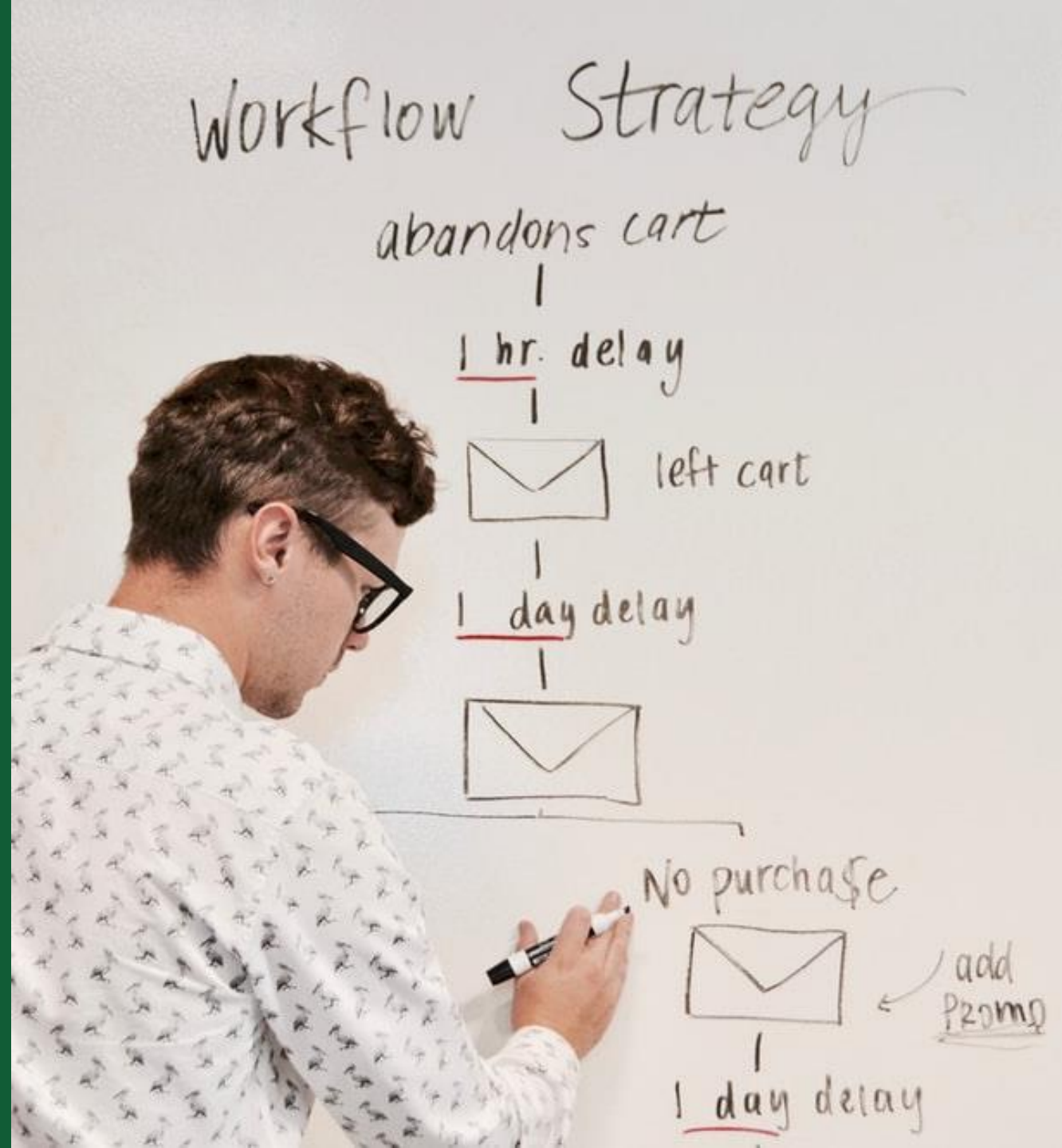
Article Classification	Eligibility for coverage under TAs	Article Classification	Eligibility for coverage under TAs
Abstract	No	Media Review	No
Announcement	No	Meeting Report	No
Career and Management	No	Method and Protocol	Yes
Case Study	Yes	News	No
Classification	No	Obituary	No
Commentary	Yes	Opinion	No
Correction	No	Perspective	Yes
Correspondence	No	Practice and Policy	Yes
Data Article	Yes	Profile	No
Editorial	No	Rapid Publication	Yes
Education	Yes	Research Article	Yes
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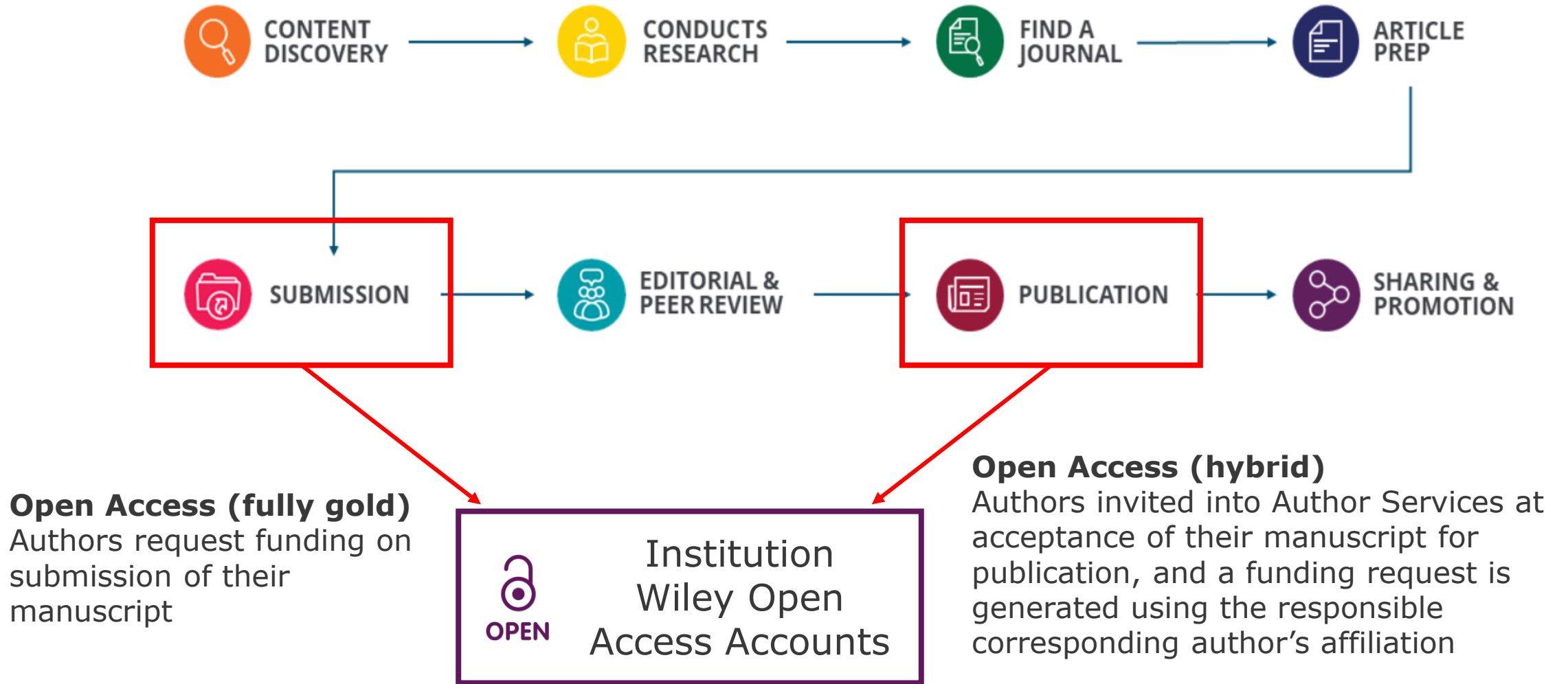
## Author workflow

How to submit a manuscript to an open access journal and getting the APC covered through an existing agreement with your institution





# The Author Journey and Institutional Wiley Open Access Accounts

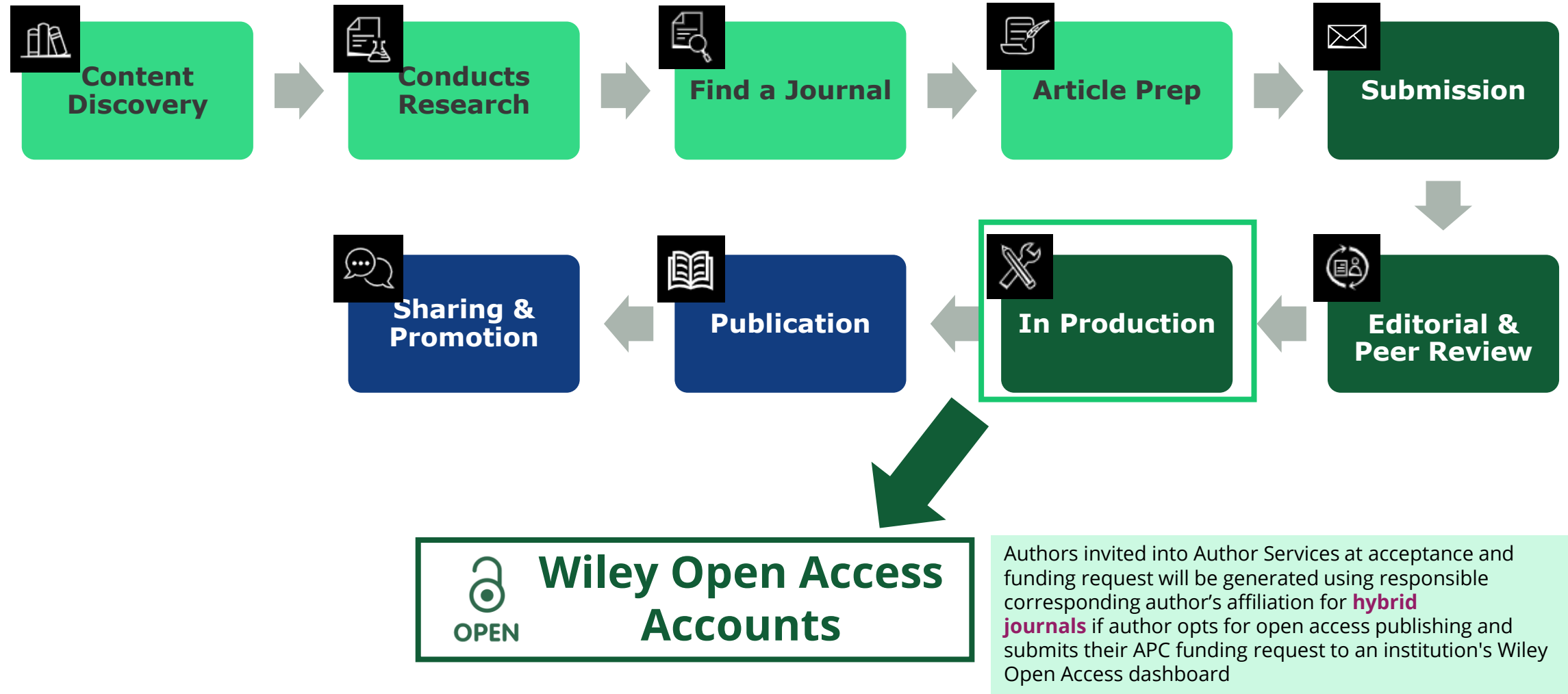


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## Authors' Workflow for Wiley Hybrid Journals



# Author Journey for Wiley Hybrid Journals



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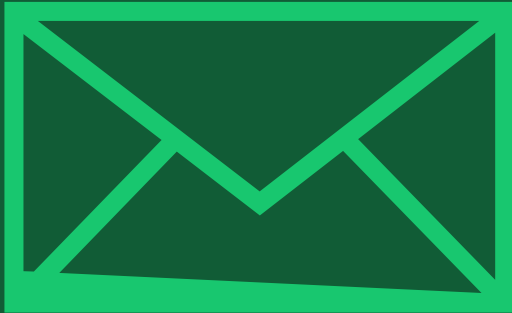


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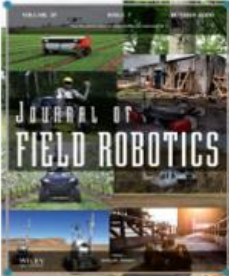
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Re: Manuscript entitled Selenium-OO-Test-2020-04-16WAT9a8kR5Y (the "Contribution")

for publication in Journal of Adolescent & Adult Literacy (the "Journal")

published by Wiley Periodicals, Inc. ("Wiley")

Dear Contributor(s):

Thank you for submitting your Contribution for publication. In order to expedite the editing and publishing process and enable Wiley to disseminate your Contribution

☐ I agree to the OPEN ACCESS AGREEMENT as shown above and have obtained written permission from all other contributors to execute this Agreement on their behalf.

Contributor's Name

# License Signing

## Confirmation

Once the Responsible Corresponding Author has signed and submitted their license for this article, their funding request will be submitted.

Their funding request will then appear in their institution's Wiley Open Access Account (WOAA) dashboard immediately, for review and approval.

[Back to Manage this Article](#)

### Your order and license have been successfully submitted

1. A confirmation has been sent to your email.
2. You will be able to download the license from your dashboard.

Your institution, Hong Kong University of Science and Technology, may cover your eligible open access article publication charge (APC) through an agreement with Wiley at no extra cost to you. If approved, your article will be published open access in due course.

#### Customized Text for Hong Kong University of Science and Technology affiliated researchers

**Article details:**  
International Journal for Numerical Methods in Biomedical Engineering  
Test article  
DOI:10.1002/cnm.4413

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☐ Strongly disagree  
☐ Disagree  
☐ Neither agree nor disagree  
☐ Agree  
☐ Strongly agree

Please add any comments below to expand on your reply.

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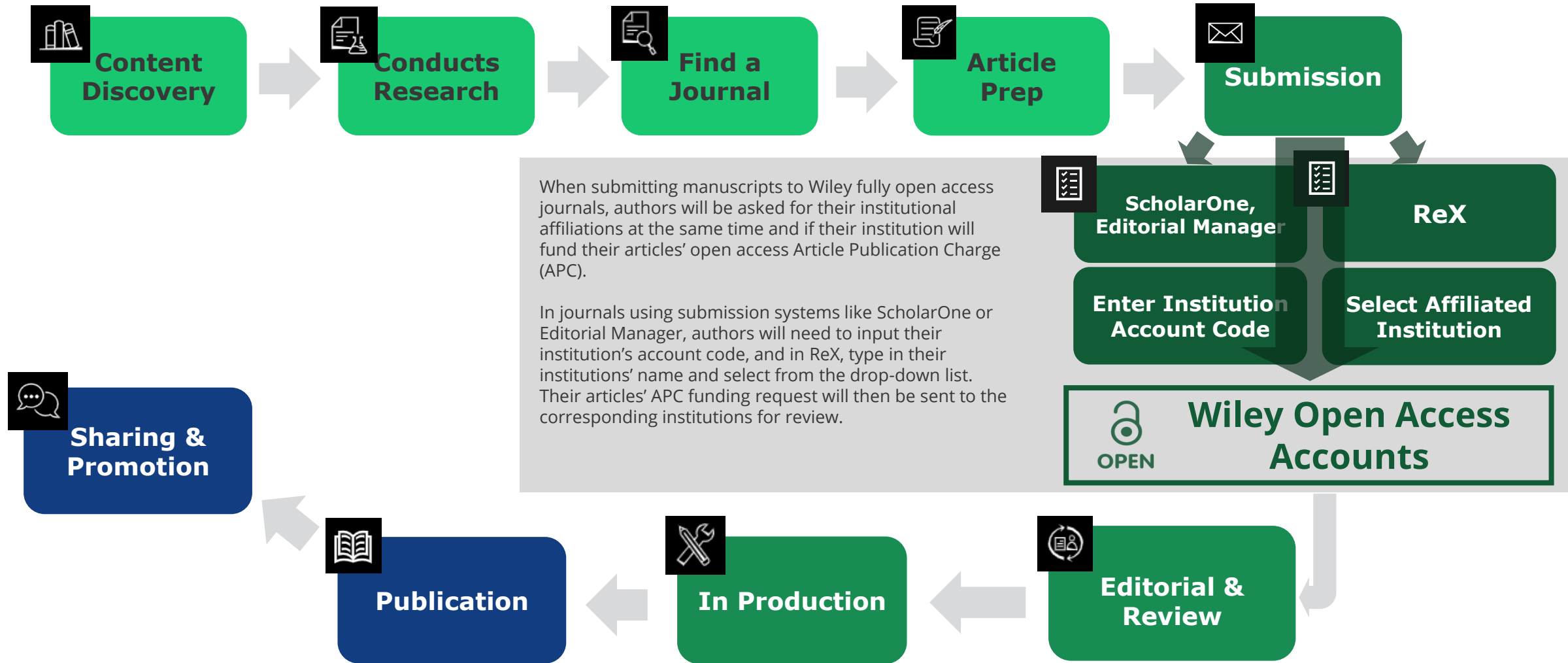
# WILEY

## **Authors' Workflow for Wiley Fully Open Access Journals**





# Author Journey for Wiley Fully Open Access Journals





## **Step 1:**

Author submits manuscript to Open Access Journal and indicates affiliation with Wiley Open Access Account in payment question

---

# Submission to Open Access Journals

(via ScholarOne, Editorial Manager, eJournalPress, etc)

## Submission to OA journal

Authors will be presented with a payment question during manuscript submission.

They will indicate their affiliation with a Wiley Open Access Account when they answer the payment question.

### Article Publication Charge

\*All articles published by ##JOURNAL\_NAME## are fully Open Access: Immediately available to read, download and share.

To cover the cost of publishing, ##JOURNAL\_NAME## charges an Article Publication Charge for accepted articles:

- Direct submissions: \$2,700/£1,755/€2,052.
- Data papers: \$1,620/£1,080/€1,296.
- Referred papers with peer-review reports from another Wiley journal (20% discount): \$2,160/£1,404/€1,642.
- Read for [more info](#) about Article Publication Charges and discounts.

### Instructions

You'll need to select from three payment options below.

To determine which is applicable to you, follow these steps:

1. Use our [Account Code Tool](#) to check if your institution or funder has an agreement with Wiley (a Wiley Open Access Account) to cover your Article Publication Charge. If your institution or funder is listed, enter the code below.
2. If you are a corresponding author from a country on the [Wiley Open Access Automatic Waiver List](#), select the Automatic Waiver option.
3. If neither of those options apply to you, select the option to pay or to arrange payment for the Article Publication Charge. Choose this option if your institution requires an invoice for payment. You can pay by credit card, invoice or proforma. If you choose this option, you may also be eligible for certain discounts from the '[Discounts That May Apply](#)' section.

### WHO WILL PAY (please choose your option)

- ☐ **My institution or funder has an agreement with Wiley and may pay the Article Publication Charge.**

Enter your code as found in the [Account Code Tool](#):

0 out of 4 characters

Enter your funder and Grant/Project number if your institution requires this information to pay the Article Publication Charge:

- ☐ **I am a corresponding author from a country on the [Automatic Waiver List](#) and request a waiver of the Article Publication Charge for this article.**
- ☐ **I will pay or will arrange payment for the Article Publication Charge.** (Select from the dropdown menus below for any applicable discounts.)

# Wiley Open Access Account Codes

## Wiley Open Access Account Codes

Authors will search for their institution and then copy and paste the code into the appropriate field in the manuscript submission system.

Find Journal	Prepare	Submission & Peer Review	Licensing	Open Access	Publication	Promotion
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### Wiley Open Access Account Codes

You've been directed to this page because you indicated that a third party may be paying for your article publication charge.

To check your eligibility, please use the dropdown menus below to find your affiliated institution or funder. If your institution or funder isn't listed, it does not currently have an active Wiley Open Access Account and you'll need to select a different payment option in the manuscript submission system.

**Select your country:**

Hungary ▼

**Select your account:**

- Budapest University of Technology and Economics (Pays 100% of APC for primary research and review articles)
- Central European University (Pays 100% of APC for primary research and review articles)
- Corvinus University of Budapest (Pays 100% of APC for primary research and review articles)
- Eotvos Lorand University (Pays 100% of APC for primary research and review articles)
- MTA Centre for Agricultural Research (Pays 100% of APC for primary research and review articles)
- MTA Research Centre for Natural Sciences (Pays 100% of APC for primary research and review articles)
- Pazmany Peter Catholic University (Pays 100% of APC for primary research and review articles)
- Semmelweis University (Pays 100% of APC for primary research and review articles)
- Szent Istvan University (Pays 100% of APC for primary research and review articles)
- University of Debrecen (Pays 100% of APC for primary research and review articles)
- University of Pecs (Pays 100% of APC for primary research and review articles)
- University of Szeged (Pays 100% of APC for primary research and review articles)
- University of Veterinary Medicine (Pays 100% of APC for primary research and review articles)

# Wiley Open Access Account Codes

## Wiley Open Access Account Codes

Authors will search for their institution and then copy and paste the code into the appropriate field in the manuscript submission system.

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### Wiley Open Access Account Codes

You've been directed to this page because you indicated that a third party may be paying for your article publication charge.

To check your eligibility, please use the dropdown menus below to find your affiliated institution or funder. If your institution or funder isn't listed, it does not currently have an active Wiley Open Access Account and you'll need to select a different payment option in the manuscript submission system.

**Select your country:**

**Select your account:**

Based on your selections above, this is your institution's Wiley Open Access Account code.

Click on the button below to copy this code. When asked for your code in the manuscript submission system, please paste it into the specified field (CTRL+V or right-click and paste).



# WILEY



## **Step 2:**

Author receives notification that their request to use the Wiley Open Access Account has been approved

---

# Request Approval Provided

## Request Approval

Authors will receive an email confirmation that their request to use the Wiley Open Access Account had been approved.

Dear Author,

I am responding to your request for your institution or funder to pay the article publication charge for the following manuscript submitted to Test Journal:

Article Title:

Manuscript ID:

Article Publication Charge:

Institution/Funder Name:

Funder Grant Number Provided:

Your payment request has been accepted by the institution or funder.

If your manuscript is accepted for publication in Test Journal, you will not personally be asked to pay the article publication charge. If you have questions about the status of your manuscript, please contact the Editorial Office.

Thank you for submitting your manuscript to Test Journal.

Sincerely,  
Wiley Open Access



## **Step 3:**

When article is accepted, author signs license agreement. No payment steps are necessary.

---

# Author Services dashboard

## Author Services Dashboard

Post-acceptance of the article for publication, the author will be asked to sign a license agreement when they return to Author Services to manage the remaining administrative steps for the article.

WILEY Home My Dashboard Authors ▾ Reviewers ▾ Editors ▾ Help ▾

My Articles Communication History Order History My Author Profile

My Articles Articles missing?

Filter my articles 2 articles

Filter my articles by title, journal or DOI

**Action required**

**Cancer Medicine**

A correlation research of Ki67 index, CT features, and risk stratification in gastrointestinal stromal tumor

Open Access

DOI: <https://doi.org/10.1002/cam4.1737>

Status: Published

Manage Article

### **Required Actions**



#### Sign license

Please sign your license for your article to be published.

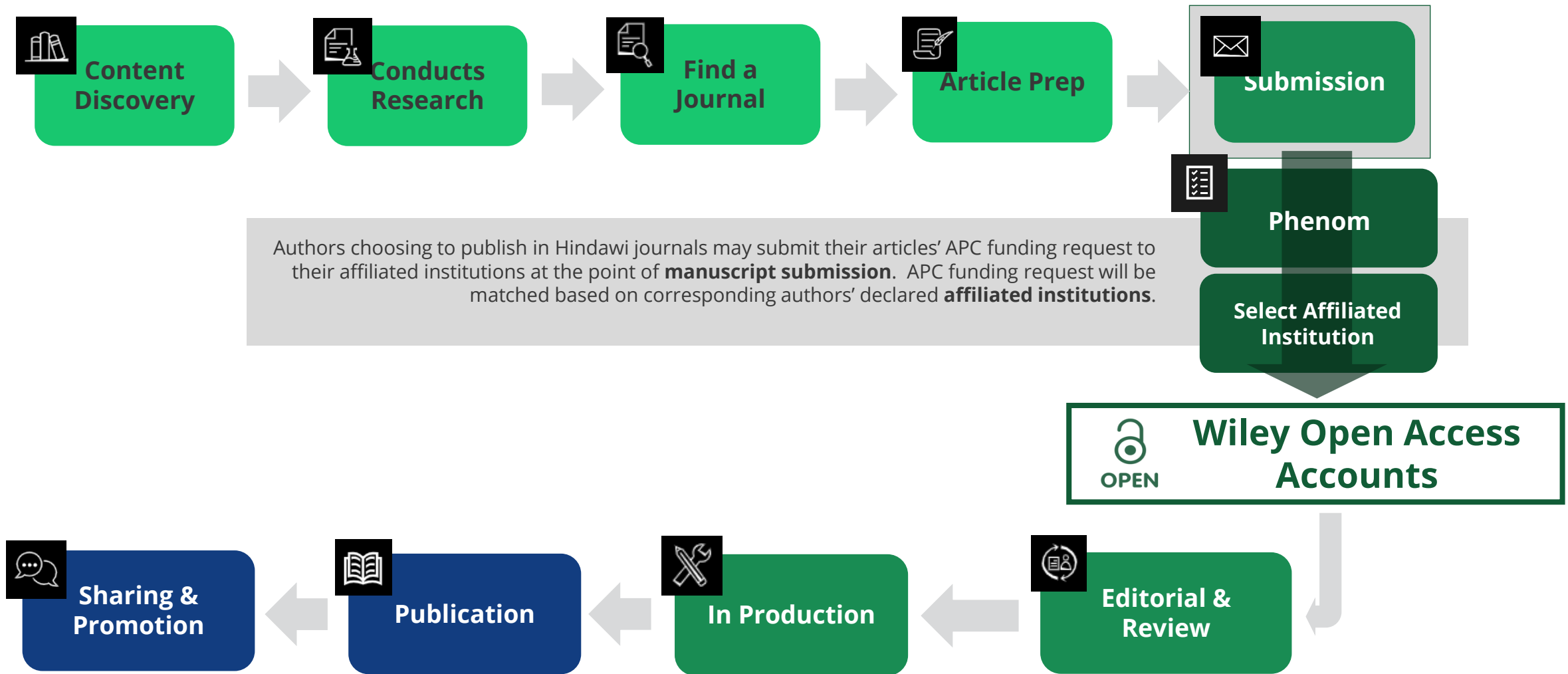
Continue Signing License →

WILEY

**Authors'  
Workflow for  
Hindawi Journals**



# Author Journey for Hindawi Journals





# Submission to Open Access Journals (Hindawi)

---

- Hindawi journals have a **slightly different workflow for authors**, managed through the system Phenom, as opposed to prior workflows taking place in Wiley's EEO/submission systems or Wiley Author Services.
- As part of their submission workflow, authors will be asked to input all authors on the paper. Please note it is this step that **triggers eligibility**.
- This system only allows for **one corresponding author (CA)** to be labelled here. Each author can only add **one affiliation**.
- Authors will get **emails** on:
  - Submission, acceptance, rejection, or withdrawal of manuscript
  - Approval or denial of request

# Submission workflow for Hindawi Journals

## Pre-submission checklist

The corresponding author submitting an article to Hindawi journals will be presented with the pre-submission checklist that includes an acknowledgement of an Article Publication Charge to the article should it be accepted for publication.

The screenshot displays the '2. Pre-Submission Checklist' step in a four-step workflow. The progress bar at the top shows the first step, '1. Select Journal', as completed with a green checkmark, while the current step, '2. Pre-submission Checklist', is indicated by a green dot. The subsequent steps, '3. Manuscript & Author Details' and '4. Files Upload', are shown with grey dots. The main content area of the checklist includes a heading, a reminder to review items, a bulleted list of seven requirements, a confirmation checkbox, and navigation buttons for 'BACK' and 'NEXT STEP'.

1. Select Journal    2. Pre-submission Checklist    3. Manuscript & Author Details    4. Files Upload

### 2. Pre-Submission Checklist

Before continuing please make sure you have reviewed the items on the list below:

- I am aware that accepted manuscripts are subject to an [Article Processing Charge of \\$10](#).
- All co-authors have read and agreed on the current version of this manuscript.
- I have the email addresses of all co-authors of the manuscript.
- I confirm the main manuscript file is in Microsoft Word or Adobe PDF format with the tables and figures integrated in the manuscript body.
- I have all additional electronic files of supplementary materials (e.g. datasets, images, audio, video) ready.
- I am aware that an [ORCID](#) is required for the corresponding author before the article can be published (if accepted). The ORCID should be added via your user account.
- I have read the journal's [Author Submission Guidelines](#).

☒ I have reviewed and understood all of the above.

< BACK    NEXT STEP >

# Corresponding Author's Institutional Affiliation

## APC funding request submission

The corresponding author submitting an article to Hindawi journals need to type in and select their affiliated institution from a drop-down list at the submission stage.

If there is a match to an institution with an existing account with Wiley, their OA APC funding request will be routed accordingly. Authors will be notified once their request has been approved.

1. Select Journal

2. Pre-submission Checklist

3. Manuscript & Author Details

4. Files Upload

3. Manuscript & Author Details

Please provide the details of all the authors of this manuscript, in the order that they appear on the manuscript.  
Your details have been prefilled as the submitting author.

Manuscript Title \*

Test manuscript for author's guide

Abstract \*

Test abstract of my manuscript.

Manuscript Type \*

Please select

Review Article

Research Article

Authors + ADD AUTHOR

Journal Author Submission Guidelines

#1 Author

SUBMITTING

CORRESPONDING

Email

aurelia.apetrei+author@hind...

First name

John

Last name

Doe

Affiliation

University of Cambridge, Ca...

Country

United Kingdom of Great Bri...

< BACK

NEXT STEP >

# Email Notification – Manuscript Submission Confirmation

## Manuscript Submission Confirmation and Tracking

Once the submission is completed, the authors would be sent email notifications regarding the submission.

The progress of the manuscript can be tracked on the Hindawi author dashboard.

Manuscript Submitted (SubmittingAuthor)

ManuscriptSubmitted(Author)

From: [JOURNAL]

To: [SUBMITTING\_AUTHOR]

Subject: Manuscript submitted to [[JOURNAL\_NAME]]



Dear [[RECIPIENT\_TITLE]] [[RECIPIENT\_SURNAME]] ,

Congratulations, the manuscript titled "[[MANUSCRIPT\_TITLE]]" has been successfully submitted to [[JOURNAL\_NAME]] .

We will confirm this submission with all authors of the manuscript, but you will be the primary recipient of communications from the journal. As submitting author, you will be responsible for responding to editorial queries and making updates to the manuscript.

In order to view the status of the manuscript, please visit the manuscript details page.

Thank you for submitting your work to [[JOURNAL\_NAME]] .

[MANUSCRIPT DETAILS](#)

Kind regards,

[[EDITORIAL\_ASSISTANT\_GIVENNAME]]

[[EDITORIAL\_ASSISTANT\_SURNAME]]

on behalf of "[[JOURNAL\_NAME]]" .

This email was sent to [[RECIPIENT\_EMAIL]] . You have received this email in regards to the account creation, submission, or peer review process of a paper submitted to a journal published by Hindawi Limited.

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# Email Notification – APC Funding Request Approved

From: [JOURNAL]

To: [AUTHOR]

Subject: Funding request was approved



Dear [[AUTHOR\_GIVENNAME]] [[AUTHOR\_SURNAME]] ,

I am responding to your open access request to your institution for the following article.

Article Title: [[ARTICLE\_TITLE]]

Article ID: [[ARTICLE\_ID]]

Journal Code: [[JOURNAL\_ACRONYM]]

Journal Name: [[JOURNAL\_NAME]]

Institution/Funder Name: [[WOA\_FUNDER\_NAME]]

Your article will be published open access as per the agreement between [[WOA\_FUNDER\_NAME]] and Wiley.

Hindawi respects your right to privacy. Please see our [privacy policy](#) for information on how we store, process, and safeguard your data.

## APC Funding Request Approval Email Alert

Once an institution has reviewed and approved an APC funding request, the corresponding author of the article will receive an email notification on this approval.

The article will be published open access in due course, and the APC will be funded by the approving institution.

# WILEY

## Publication tips

Get advice from our experts





# Finding a Journal

## How to generate a list of potential journals:

- Where do you read papers related to your research?
- What journals have you cited or intend to cite in your own research?
- What do your peers suggest?
- Where does your supervisor want you to publish?

## Journal Finders

Publishers and subject sites (blogs, etc) provide guidance on the best places to publish (especially useful for specialist subjects). They might have journal lists or journal finder tools, such as the one on the right from Wiley.

### Find the journal that's right for your research Beta

Not sure where to submit your article? Our Journal Finder Beta can suggest Wiley journals that may be relevant for your research. Simply enter your title and abstract and we'll create a list of potential journals for you to consider. We also recommend reviewing the journal's Aims and Scope before deciding where to submit.

WILEY Journal Finder Beta

☒ FIND MATCHING JOURNALS

☐ FIND JOURNAL BY TITLE

Enter your manuscript information • Both fields are required

Manuscript title

Manuscript abstract

0 of 3000 characters

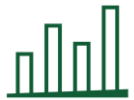
Please continue to enter more info for better results

FIND

# Other Considerations

- Aims & Scope
- Review and publication timescales
- Likelihood of acceptance
- Article Types

## And what else?



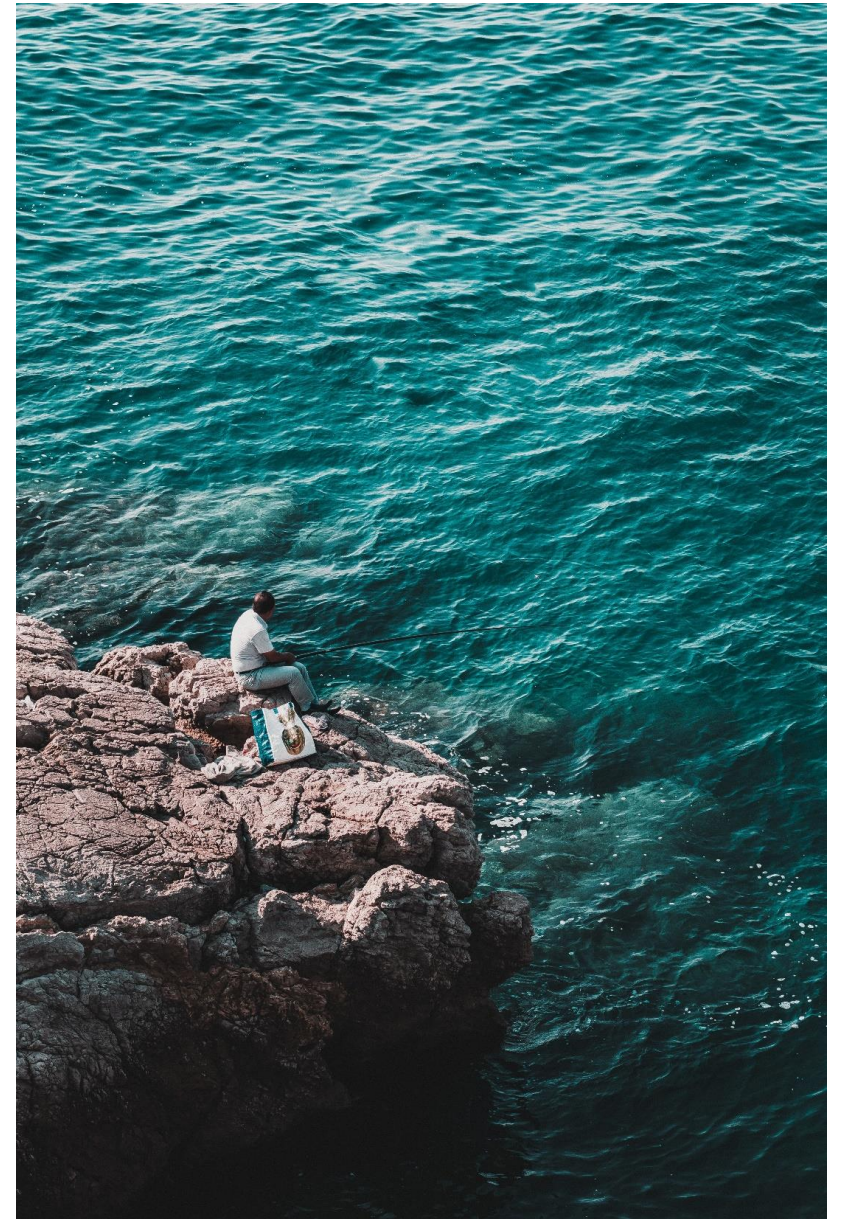
Impact – citations, metrics



Promotion - social media, sharing



Accessibility – readership, Open Access



# Poor cover letter: wasted opportunity

Explain to the editor:

- Why work is significant
- What is the major advance
- Why the journal is the right one
- Disclose conflicts of interest
- List related papers in press and prepare to provide copies!
- Provide reviewers suggestions

The cover letter should take shape from the paper's intro & conclusion

**Dear Editor of JOURNAL B,**  
**We would like to submit**  
**our manuscript \*\*\*\*\*.**  
**We hope you will find it**  
**suitable for JOURNAL A.**

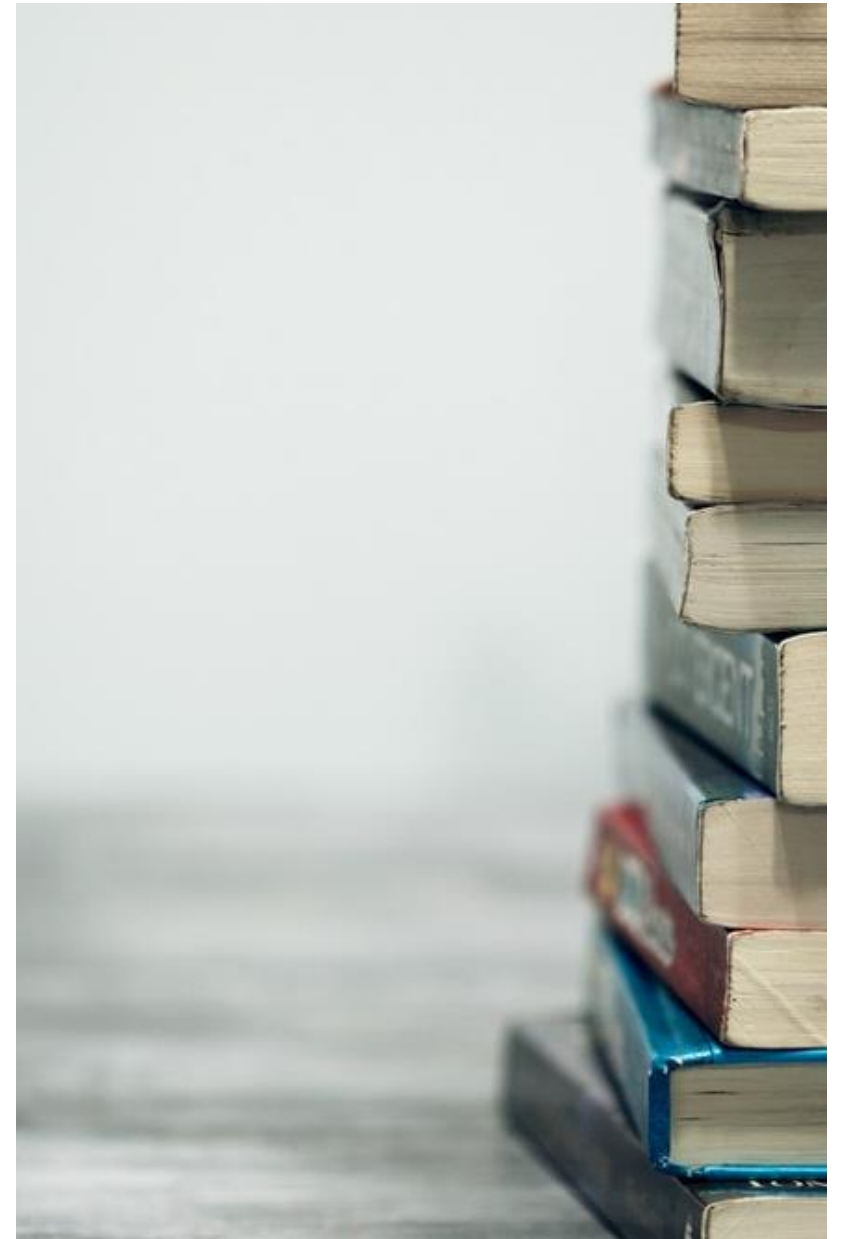
**Get the journal/editor's names right!**  
Especially if not 1<sup>st</sup> choice...

# How to get published when English is not your primary language?

- Read widely
- Keep the language as clear and simple as possible. Use the first-person, active voice
- Make a note of the preferred terminology used in your target journal
- Use repositories to find the right terminology
- Use a Translation Service
- Ask the journal if they'll publish in your preferred language – either the full article or the abstract



Consider using professional formatting and editing services so you can present your work in the best way possible. More information can be found at [wileyeditingservices.com](https://wileyeditingservices.com)



# Author Guidelines

**Always** read the author guidelines before you submit.

Look at:

- Format & style
- Length
- Figures/tables
- Title page or cover letter
- Open research requirements



Many journals now have free-format submission

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## Ecology and Evolution

Open Access

**Editors-in-Chief:** Allen Moore, University of Georgia, USA; Andrew Beckerman, University of Sheffield, UK; Jennifer Finn, Queensland University of Technology, Australia; Chris Foote, John Wiley & Sons, UK; Gareth Jenkins, John Wiley & Sons, UK  
Online ISSN: 2045-7758  
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Volume 9, Issue 17  
September 2019

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**Our Philosophy**  
The philosophy of our journal is to publish research that is novel, original and to look for reasons to publish rather than reject. More [here](#).

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- Supporter Journals
- Video Abstracts
- Download Journal App



# Peer Review

---

*“**Peer review** is the evaluation of work by one or more people of similar competence to the producers of the work (peers).”*

## What is assessed?

### Suitability for publication:

- True, credible?
- Important, relevant?
- Communicated effectively?
- Novel?
- Plagiarism?

## Why is it assessed?

### Verify and improve the research:

- Interpretation of results
- Reasoning
- Presentation
- Critical but constructive feedback
- New / additional ideas



## Tips to survive peer review

**Accept** feedback  
as a learning  
experience

Remember very  
few submissions  
are accepted  
**unconditionally**

Understand that  
editors and  
reviewers are  
trying to help  
**improve** your  
paper

Seek **help** with  
language and  
statistics if you  
need it

**Persistence** pays!  
Answer  
questions and  
address revisions  
quickly

**Celebrate** your  
accomplishment!  
You are one step  
closer to being  
published

# The role of generative artificial intelligence

Any use of AI-generated content (AIGC) tools in the manuscript, such as ChatGPT, needs to be cited in the manuscript and its use needs to be clearly described. Tools that are used to fix spelling, grammar, and editing are fine for use and do not need to be cited. All named authors in the manuscript are accountable for the research and the output.

Generative AI tools:



## Can:

- Be used by authors while they write their manuscript, but this must be transparently and carefully disclosed in the manuscript



## Should:

- Be cited, if used in any way, including the sections where those tools were used, and the content generated (citations should appear in the methodology or acknowledgements section, as appropriate)
- Always be checked for accuracy



## Cannot:

- Be listed as authors, as they cannot be held accountable
- Be trusted to deliver accurate and reliable content
- Replace human input and labor

# Wiley's Policy on the use of generative AI

Wiley's policy, listed below, does not prohibit the use of tools used to support the development of language and grammar. Ultimately, the listed authors are accountable and responsible for anything that is published in the paper. Tools like ChatGPT cannot be listed as an author of the manuscript; the human authors of the paper are fully accountable for the paper's contents.

<https://authorservices.wiley.com/ethics-guidelines/index.html#5>.

## Artificial Intelligence Generated Content

Artificial Intelligence Generated Content (AIGC) tools—such as ChatGPT and others based on large language models (LLMs)—cannot be considered capable of initiating an original piece of research without direction by human authors. They also cannot be accountable for a published work or for research design, which is a generally held requirement of authorship (as discussed in the previous section), nor do they have legal standing or the ability to hold or assign copyright. Therefore—in accordance with [COPE's position statement on AI tools](#)—these tools cannot fulfill the role of, nor be listed as, an author of an article. If an author has used this kind of tool to develop any portion of a manuscript, its use must be described, transparently and in detail, in the Methods or Acknowledgements section. The author is fully responsible for the accuracy of any information provided by the tool and for correctly referencing any supporting work on which that information depends. Tools that are used to improve spelling, grammar, and general editing are not included in the scope of these guidelines. The final decision about whether use of an AIGC tool is appropriate or permissible in the circumstances of a submitted manuscript or a published article lies with the journal's editor or other party responsible for the publication's editorial policy.

# WILEY



# Thank you very much!

## Questions?

**Kym Saw**

**Customer Training Manager**

**[ksaw@wiley.com](mailto:ksaw@wiley.com)**

**Autumn Tay**

**Customer Success Manager**

**[atay@wiley.com](mailto:atay@wiley.com)**

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# WILEY



## **Tools for authors**

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# Wiley Author Services

[WileyAuthors.com](https://onlinelibrary.wiley.com/authorresources) features resources to assist authors, reviewers, and editors with all steps of the publishing process, including:



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[Open access information](#)



[Author Compliance Tool](#)



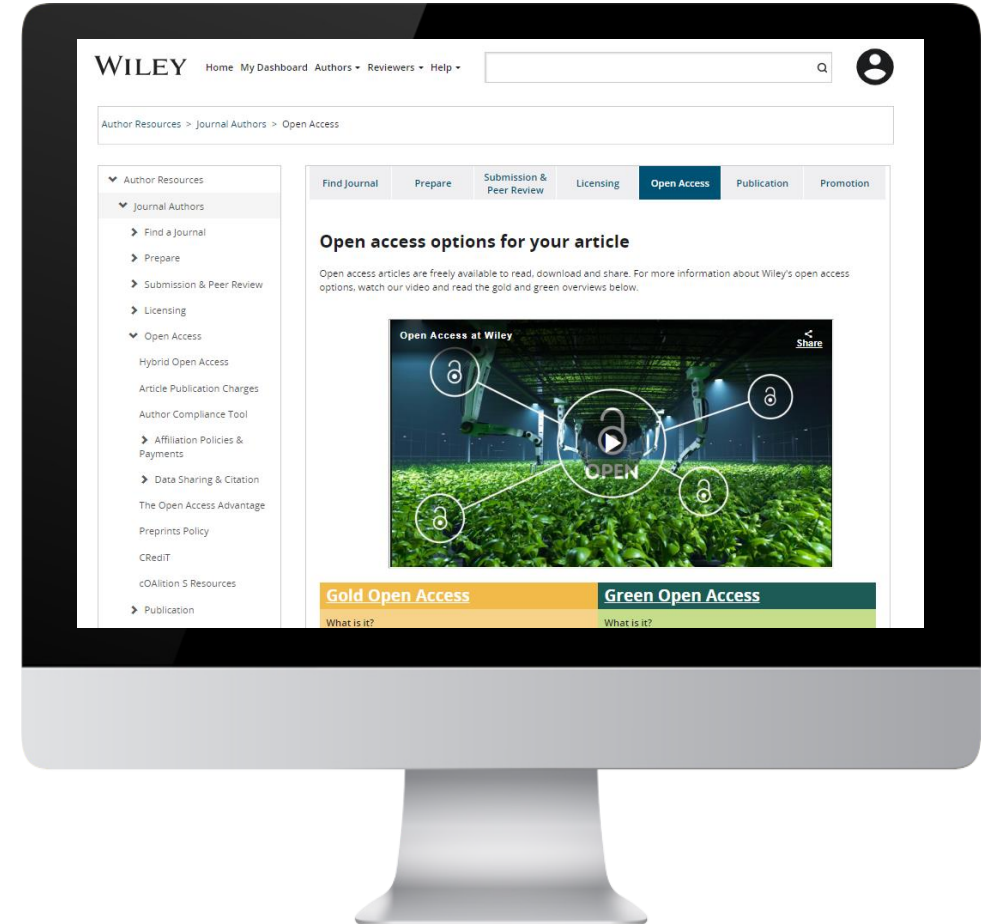
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Engaging and accessible video overviews



### Conference Poster Creation

High-impact, visually appealing posters



### Cover Image Design

Eye-catching images ready for cover placement



### Infographic Creation

Infographic summaries of research findings



### Lay Summaries

Plain-language summaries of research findings



### Research News Stories

Understandable news stories for a general audience

# Resources for researchers

- Visit our [training hub](#) for guides reviewing benefits of open access as well as author workflows.



Benefits of Open Access  
Support your OA Authors  
Learn more about OA

## Open Access Resources for Librarians and Researchers

As a librarian, you need to understand open access to support your researchers in their publishing journey. Explore our open access resources and trainings for librarians to find everything you need to know.

[Open Access Explained](#)

[Wiley Transformational Agreement and Account Support](#)

[Check Eligibility for Open Access Funding](#)

[Sign up for Open Access News](#)

# Other resources

We also work with platforms, organizations, and solutions that provide additional support to authors:



## Authorea

Helps authors collaborate on articles, write, cite, host data and publish



## Kudos

Helps authors increase the visibility and impact of their articles



## Manuscripts

Helps authors format, edit, and share their articles



## Publons

Helps researchers track and share their peer review contributions



## ORCID

Provides a unique identifier to help authors get credit for all of their research



## GetFTR

Helps researchers access the published articles they need

# Maximize the impact of your published research!

## 9 promotional tools

to help ensure your work gets seen, read and cited.



### SEO

- ✓ Are your article and abstract clear and searchable? Have you used the most relevant keywords?
- ✓ Have you looked at off-page SEO strategies, such as link building, to promote your article?



### Conferences

- ✓ Think about simple messages to promote your article at your next conference—whether networking with colleagues or presenting formally.



### Publicity

- ✓ Is your latest research newsworthy? Have you shared it with your local press office?
- ✓ If sending a press release, wait until the article is published online, refer to the journal in the first paragraph, and link to the final published article on Wiley Online Library.



### Networking

- ✓ If you run a blog, post about your article.
- ✓ Join academic social networking sites such as Mendeley and Academia.edu.



### The Wider Web

- ✓ Update your faculty or professional website with an entry about your article.
- ✓ Register for your unique ORCID iD and add your article details to your profile
- ✓ Find a Wikipedia page on a related topic to your article, and add a reference to your paper.



### Multimedia

- ✓ Talk directly to potential readers and create a short video or podcast which conveys the essence of your paper. Ask your Wiley contact for more details.



### Email

- ✓ Sign up for journal content alerts, so you know when your article is officially published online.
- ✓ Add a link to your email signature.
- ✓ Send a link to your article to fellow researchers, colleagues, and friends.



### Article sharing

- ✓ Use Wiley Content Sharing and receive a unique sharing link to a full-text, read-only version of your article that can be shared with unlimited people.
- ✓ Use Wiley Author Services to nominate up to 10 colleagues to receive free access to your article, or email a link to key colleagues.



### Social Media

- ✓ Share a link to your article on Twitter, LinkedIn, Facebook or other social media platforms.
- ✓ Engage with any existing Society / College social media accounts.

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**97%** of authors stated they are **likely** or **very likely** to use the toolkit