

24-25 JUNE 2012 • ISTANBUL, TURKEY



# THE ART OF SCIENTIFIC PUBLISHING: BACKGROUNDS - CONCEPTS - STRATEGIES

INSTRUCTOR:

PROF. DR.-ING. ANDREAS ÖCHSNER, D.SC.

UNIVERSITY OF TECHNOLOGY MALAYSIA - UTM,  
MALAYSIA

# COURSE CONTENTS

## COURSE OUTLINE:

- **Technical and Cognitive Skills in the Context of Scientific Publishing**
- **Types of Scientific Publications**
- **Publishing companies, publishing fees, open access journals**
- **Publication Pyramid**
- **Scientific Data Bases (ISI Web of Science, SCOPUS, other sources)**
- **Statistical Evaluation of Bibliographical Data – Evaluation of Journals, Scientists and Institutions (Citations, Impact Factor, *h*-index, international trends, ...)**
- **How to Assess Quality / Is the Quality Assessed?**
- **What can be published in international journals (“new”)?**
- **The structure of a journal paper:**
  - ✓ Title
  - ✓ Authors (corresponding author, order of authors)
  - ✓ Abstract
  - ✓ Keywords
  - ✓ Main Structure (Introduction, Methodology, Results, Discussion, Summary and Outlook)
  - ✓ Acknowledgments (what can/should be mentioned)
  - ✓ References
- **Further topics:**
  - ✓ Literature review / state-of-the-art
  - ✓ Justification of *new* approach, strategy, findings
  - ✓ Use of variables and units
  - ✓ Figures and tables (style, labels, format, how to include)
  - ✓ Different formats for reference section
  - ✓ Digital Object Identifier (DOI)
  - ✓ Final layout, layout for submission
  - ✓ Proofs

# COURSE CONTENTS

## ▪ Plagiarism:

- ✓ Correct citation (how?, what must/should be cited)
- ✓ Authorship
- ✓ Ideas
- ✓ Parallel manuscript submission
- ✓ Consequences
- ✓ Copyright agreement (what do I sign?)

## ▪ Strategies to publish:

- ✓ Where to submit? How to select an appropriate journal
- ✓ “False Friends” – some strange online journals
- ✓ Review process (how it works, how to suggest possible reviewers)
- ✓ Consideration of entire time frame (from the idea to the published work)
- ✓ Cover letter (information included)
- ✓ Revising a manuscript (reply to referees, how to highlight changes in a revised manuscript)
- ✓ How to submit: regular submission or other ways
- ✓ Which software to use for text processing and image generations
- ✓ English language and style

- **After a manuscript is published – how can I use the content/manuscript (copyright issues)?**
- **PLENTY OF SPACE FOR QUESTIONS AND DISCUSSIONS**

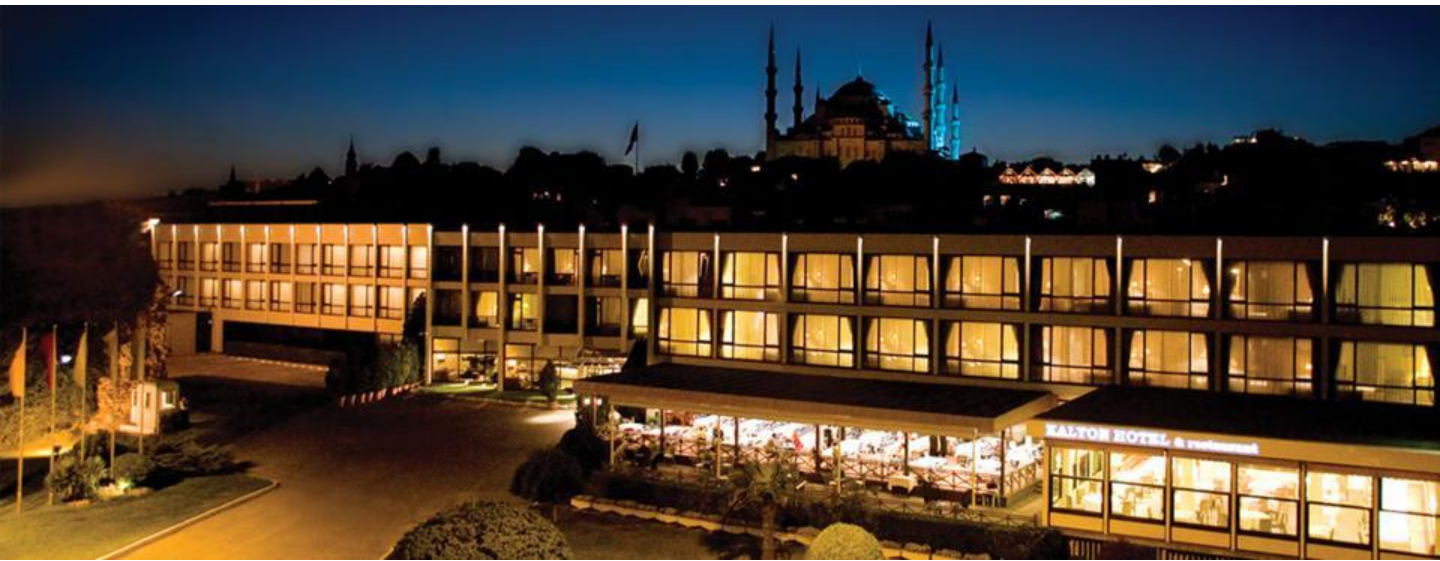
### **BENEFITS OF ATTENDING THE COURSE:**

Participants will be in a better position to increase their publications output. Knowing the background of many involved questions and plenty of issues which must be considered during the entire publications process will allow to increase the success.

## ABOUT THE COURSE INSTRUCTOR: PROFESSOR ÖCHSNER



Professor Öchsner is highly experienced in scientific publications. His list of publications comprises more than 270 scientific publications. More than 90 publications are cited on ISI Web of Science. He is the editor-in-chief of the international journal *Continuum Mechanics and Thermodynamics - CMT* (Springer, Germany) and editor-in-chief of the international book series on *Advanced Structured Materials – AMS* (Springer, Germany). He received several awards related to scientific publications such as the publication award from his University (“Main Contributor” 2008, “Impact Factor Journals” 2010) or the Top Reviewer Award of the international journal *Materials Letters* (Elsevier, 2009). Professor Öchsner is actually working as Full Professor at the University of Technology Malaysia – UTM and he is conjoint Professor at the University of Newcastle, Australia.



## THE ADVANCED COURSE WILL BE HELD AT **KALYON HOTEL**

Sahilyolu, Sultanahmet  
Istanbul – Turkey

Kalyon Hotel is walking distance from all of the main attractions such as the Blue Mosque, Hagia Sofia and the Topkapi Palace, and has a marvelous view on the Sea of Marmara.

All the rooms have been refurbished between 2009 and 2010. Half of the hotel rooms overlook the sea of Marmara and the Asian Side, other rooms have a view over the old city of Istanbul, Sultanahmet.

<http://www.kalyon.com>

The KALYON HOTEL is ideally located in the center of the historic Peninsula of Istanbul, Sultanahmet, by the Sea of Marmara and right at the shore lane, it provides fast transportation to the airport (12km from Istanbul's Atatürk Airport). Information about 'how to reach the conference Venue' will be available soon!

- Free WiFi internet access.

It is walking distance from all of the main attractions such as the Blue Mosque, the Hagia Sofia and the Topkapi Palace, and has a marvellous view on the Sea of Marmara the Princes' Islands and Asia.

# ACCOMMODATION



## Classic Rooms :

These rooms are facing the old city Sultanahmet and are ideal for individual use. The rooms are modern designed and have all been refurbished in 2010. They have an individual bathroom with shower , free WiFi internet access , a desk , safety box , minibar , airco and a LCD flat screen Tv.

- Free WiFi internet access
- HD LCD TV with satellite
- Private bathroom
- Hair-dryer
- Minibar
- Safety box
- International direct dial telephone
- Multi-channel music system
- Air conditioning
- Business desk
- Shoe appliances

## Classic Rooms:

**SINGLE ROOM : 110,- EURO +8%VAT**  
**DOUBLE ROOM : 130,- EURO +8%VAT**  
**Open Buffet Breakfast is included.**

**RESERVATION CAN BE DONE  
UNTIL 15/04/2012**

E-mail: [reservation@kalyon.com](mailto:reservation@kalyon.com)  
Fax No: 0212 638 11 11 Tel: 0212  
517 44 00

Contact: Mrs. Sarah Schockaert /  
Kalyon Hotel  
[sarah@kalyon.com](mailto:sarah@kalyon.com)

**RESERVATION FORM will be  
available at conference webpage**

## HOTELS NEAR THE COURSE VENUE (Walking distance)

**Erten Konak (16 Rooms)**

<http://www.ertenkonak.com/index.php>

**Armada Istanbul Old City Hotel (108 Rooms)**

[http://www.armadahotel.com.tr/pg\\_en/](http://www.armadahotel.com.tr/pg_en/)

**Acra Hotel (30 Rooms)**

<http://www.acrahotel.com/>

**Hotel Novano (18 Rooms)**

<http://www.acrahotel.com/>

**Aristocrat Hotel (17 Rooms)**

<http://aristocrathotel.com/>

**Biz Cevahir Hotel Sultanahmet (22 Rooms)**

<http://www.bizcevahirhotels.com/>

**Best Western Premier Acropolis Suites & Spa (26 Rooms)**

<http://www.acropolhotel.com/>

**The Byzantium Hotel & Suites (50 Rooms)**

<http://www.thebyzantiumhotel.com/>

**Best Western Premier Regency Suites & Spa (16 Rooms)**

<http://www.regencysuitesistanbul.com/>

**Eresin Crown Hotel (59 Rooms)**

<http://www.eresin.com.tr/eresincrown/>

**Sultanahmet Palace Hotel (36 Rooms)**

<http://www.sultanahmetpalace.com/>



## HAGIA SOPHIA

The Hagia Sophia is Istanbul's most famous monument for a reason. It's got a fascinating history: it began as a cathedral, then became a mosque, and is now a museum, and one you should definitely visit. Inside, you'll see the most breathtaking mosaics, and from outside you can see its famous dome.

Dedicated to the "Divine Wisdom" (Hagia Sophia), this great structure was built between 532-537 A.D. at the orders of the emperor Justinian. Its architects were Anthemius and Isidoros. A smaller church originally built here in 360 was destroyed in a fire in 404. Rebuilt eleven years later, the church was again destroyed by fire in 532 during a popular uprising.

The interior of Ayasofya was richly decorated with mosaics, many of which are still in place. Over the door leading into the inner narthex is a famous mosaic depicting Mary holding the infant Christ in her lap. To her right stands Constantine presenting a model of his new city while to her left is Justinian holding a model of his new church. The mosaic is in fact from the 10th century.



## TOPKAPI PALACE

Topkapi Sarayı ("Sarayı" means "Palace". The source of the English words "serai" and "seraglio" derive from this word.) is undoubtedly one of the most important of Istanbul's many historical structures. It was one of the first buildings constructed after the Turkish conquest of the city and it was the uninterrupted seat of the Ottoman Empire until the building of Dolmabahçe Palace in 1856.

Immediately after conquest of the city in 1453, Mehmed the Conqueror had a palace built for him in what is now the district called Fatih. This turned out to be too small however and so he began the construction of Topkapi, the first stage of which lasted from 1472 to 1478. The palace was built around four courtyards leading one into the next.



## COVERED (GRAND) BAZAAR

The Grand Bazaar (Turkish: Kapalıçarşı, meaning Covered Bazaar) in Istanbul is one of the largest and oldest covered markets in the world, with more than 58 covered streets and over 1,200 shops which attract between 250,000 and 400,000 visitors daily. Opened in 1461, it is well known for its jewelry, pottery, spice, and carpet shops. Many of the stalls in the bazaar are grouped by the type of goods, with special areas for leather coats, gold jewelry and the like. The bazaar contains two bedestens (domed masonry structures built for storage and safe keeping), the first of which was constructed between 1455 and 1461 by the order of Sultan Mehmed the Conqueror. The bazaar was vastly enlarged in the 16th century, during the reign of Sultan Suleiman the Magnificent, and in 1894 underwent a major restoration following an earthquake.



## SULTANAHMET MOSQUE / "BLUE MOSQUE"

This is probably the most beautiful mosque in Istanbul built after Sinan's (Suleymaniye Mosque architect) death. Its architect was Sedefkar Mehmet Agha, who was chief architect to Sultan Ahmed I, and it was built between 1609-1617. This masterpiece has six minarets that form an area measuring 64 by 72 meters. Four semi domes and measures 23.50 meters in diameter and 43 meters in height support the main dome of the mosque. It rests on four pillars measuring 5 meters in diameter. Owing to the effects of the light filtering through 2,609 stained-glass windows and enhanced by the dark blue tiles and paintwork, the mosque is known popularly as the "Blue Mosque".

The calligraphic decorations are by Kasim Gubera while the architect himself did the woodwork. The mosque is surrounded on three sides by a large inner courtyard. The complex includes the tomb of Sultan Ahmed I, a medresse, a soup kitchen, a hospital, a marketplace, and an arcade of shops.



## BOSPORUS

A narrow, winding waterway that separates Europe and Asia and unites the Black Sea with the Sea of Marmara, the Bosphorus has a history as rich as Istanbul itself. This twisting strait gets its name from an affair the Greek god Zeus had with the goddess Io. Legend has it that Zeus's wife, Hera, became jealous and sent a swarm of flying gnats to irritate her rival Io.

The Bosphorus also provided the setting for at least one other mythical story: When Jason and the Argonauts were seeking the Golden Fleece, in order to reach the land of the Colchis at the eastern end of the Black Sea, their treacherous journey included passage on the unpredictable Bosphorus. Shaped rather like an S, the Bosphorus today is one of the world's busiest waterways. Important strategically and politically since ancient times with its unique position that both links and separates the continents, depending upon how one looks at it, the Bosphorus teems with a myriad of water vessels.



## GOLDEN HORN

The Golden Horn is an intriguing body of water. It is considered one of the best natural harbors in the world, so great, in fact, that the Ottoman and Byzantine navies and commercial shipping interests were centered here. A horn-shaped estuary dividing European Istanbul, it once was lined with palace gardens and public parks, churches and mosques.

Whole streets of old wooden houses and churches dating from Byzantine times still exist midway up the Golden Horn, in the neighborhood of Fener. Much like a private lake, the Golden Horn was a favorite place for picnics and family gatherings. Then, with the neglect borne of a population explosion in the 1950's and ineffective zoning laws, the once pristine Golden Horn became a churning cesspool of grey city-sewage and industrial waste. Only in the 1980's did a much needed urban clean-up begin. Polluting factories were cleared and proper sewage needs met. Now, its shores green once again, lovely parks, promenades, and playgrounds greet visitors.

# REGISTRATION

## **REGISTRATION FEE:**

**REGULAR REGISTRATION: 680, EUR(\*)**

**DSL / ACEX PARTICIPANTS: 350, EUR(\*)**

**(\*) UNTIL 15 MARCH, 2012**

**AFTER: 980, EUR (REGULAR REGISTRATION)  
450, EUR (DSL/ACEX PARTICIPANTS)**

## **Registration includes:**

- ✓ 2 Full Days Course,
- ✓ Printed Course Materials, in Book Format
- ✓ Course Certificate,
- ✓ 2 Refreshments Daily,
- ✓ Lunch at Hotel Venue (Daily / 2 Days)

## CONTACT:

Dr. Meire Gomes

[meire.gomes@ironix-conferences.com](mailto:meire.gomes@ironix-conferences.com)

IRONIX-CONTINUING EDUCATION

[www.ironix-conferences.com](http://www.ironix-conferences.com)

[contact@ironix-conferences.com](mailto:contact@ironix-conferences.com)

NOTE: THIS COURSE IS LIMITED TO A  
SMALL NUMBER OF PARTICIPANTS,  
RESERVE YOUR PLACE SOON!

## IRONIX - CONTINUING EDUCATION:

THE ART OF SCIENTIFIC PUBLISHING:

BACKGROUNDS - CONCEPTS - STRATEGIES

24-25 June, 2012

Istanbul, Turkey

Please print or type all information on this form and send us  
back by Fax or e-mail: FAX: ++00 351 234 410 097

E-mail: [registration@ironix-conferences.com](mailto:registration@ironix-conferences.com)

## REGISTRATION FORM

Prof.  Dr.  Mr.  Ms.

Your Full Name

E-mail

Department

Institution / Company Name

Mailing Address

City

Zip / Postal Code

Country

Registration Fee:

PAYMENT CAN BE DONE BY BANK TRANSFER or  
BY CREDIT CARD:

### **Bank Transfer:**

*(Please attach a copy of the receipt of remittance to this form)*

**Bank Holder:** IRONIX-GLOBAL EVENTS CONSULTING Unip. Lda

**BANK:** BPN - Banco Portugues de Negocios

**Bank Address:** Murtosa, Aveiro - Portugal

**Swift Code / BIC:** BPNPPTPL

**IBAN:** PT50 0079 0000 2608 3772 1019 7

**NIB:** (Only for transfer inside of Portugal) 007900002608377210197

### **Credit Card:**

VISA  MASTER

Credit Card Number: \_\_\_\_\_

Expiration Date (Month/Year): \_\_\_\_\_

Signature / Date (AUTHORIZATION)

**(\*) Cancellation Policy:** Please note there will be NO refunds  
for registration withdrawals. However, you may send a substitute.