



Publishing with Wiley: An *Advanced* Perspective



Dr. ZHANG Xiaoyu
Deputy Editor of *Advanced Science*
and
Manager for Publishing Development of Wiley

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Abstract

A highly competitive research environment with increasingly limited research funding has created a "Publish or Perish" attitude among scientists who are judged on both the quantity and the quality of their research articles. This presentation provides a brief overview of recent development of scientific publishing, Wiley material and life science journal profile, and how manuscripts are handled by in-house editorial staff (including prescreening, finding referees and making decision on referees' reports). Tips will be presented on how to select an appropriate journal for your paper, what aspects of preparation and presentation to focus on from an editor's and referee's perspective, and how to increase the visibility of your paper after publication during the manuscript writing and preparation.

Biography

Dr. Xiaoyu Zhang is the Deputy Editor of *Advanced Science* (IF: 14.4, Wiley's Influence series) and the Manager for Publishing Development of Wiley. He obtained his Ph.D. in Biochemistry and Molecular Biology from East China Normal University and conducted the postdoctoral training at the University of Pittsburgh School of Medicine in the United States. He joined Wiley in 2020 and has since served as a full-time Scientific Editor for several life science and interdisciplinary journals, he has been involved in the launch and management of Wiley's materials and interdisciplinary partner journals in China. Since 2023, He has taken on the role of Deputy Editor at *Advanced Science* and serves as the Cluster Editor for the biomaterials/healthcare journals, overseeing manuscript solicitation and peer review processes.

*** ALL ARE WELCOME ***

For enquiries, please contact Ms. Joyce Chan, Department of Biomedical Engineering at 3943 8278