


Oxford University Press

offers a practical solution
to help authors to publish
their research.



Customer:

Oxford University Press

Industry:

Academic Publishing, STEM, Humanities
and Social Sciences, Law, Economics

Challenge:

Manage an increasing volume of journal submissions from non-native speaking authors and increase the language quality of content entering peer review.

Customer Use Case:

Oxford University Press (OUP) is no different from any STEM publisher with high-impact, internationally renowned research journals. They attract thousands of submissions every year from authors all over the world, looking to further their academic/research career by publishing their research in one of OUP's many prestigious journals. In the past, OUP has offered its own academic writing support service but in 2021 decided to partner with Enago to provide English language editing services for any OUP journal that it felt would benefit from these services. Journals could easily opt in to the service and promote language services as an option for their authors. In less than **2 years**, the service has been used by authors preparing submissions for more than **200 different journals**. Moreover, as a global publisher with English-language publications produced in countries such as Japan where demand for high-quality language services is well-established, the service adds another important option to offer to local publishing partners and authors.

Benefits:

- › Flexibility for journals to decide whether to offer editing services to authors.
- › Improved language quality for any submission using the service.
- › Improved peer-review process.
- › Discounts for authors.

Challenge:

Improve the language quality of submissions going into peer review, particularly from authors for whom English is not their first language. Provide a high-quality language support service for OUP's global authors. Ensure that any service does not take up time for OUP publishers and editorial staff and that the service is not forced on every journal so that OUP Publishers and Societies could opt in at will.

Solution:

A simple co-branded website in four languages (Chinese, Japanese, Korean and English), which could be promoted to authors and included selectively in the journal's instructions for authors.



“ We want our authors to be able to focus on the research that is presented in their research papers. The collaboration with Enago helps authors, particularly those for whom English is not their first language, to prepare the best possible version of their submissions so that our reviewers can focus more easily on the quality and novelty of the research. Although OUP has offered similar services directly in the past, we have found working with Enago to provide language optimisation services to be expedient and this also serves our authors in the ways we need. With Enago, we have total transparency in how the services are used, who they are used by and which journals are benefitting from the service. ”

Peter Jones, head of content delivery, Oxford University Press

The partnership has expanded to include: language services (editing, translation), research impact services (graphical abstracts, video content, scientific illustrations, plain language summaries) and content development services (abstract writing, rejected paper editing). Submissions have been prepared for more than one-third of all OUP's 450+ journals, with new journals being added every month.

Conclusion:

Since launch in late 2021, the service has helped hundreds of authors to prepare their manuscripts for peer review. Evidence has been gathered to demonstrate the value of using the service, for authors and for OUP journals. Not every submission received ends up getting published in an OUP journal and one would not expect that. However, Enago is able to track the direction for every paper received and ultimately where it finds its home.

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