

## “Publish or Perish: The Editor's View”



**Date:** 19 December 2014 (Friday)  
**Time:** 11:00am – 12:00pm  
**Venue:** CSE conference room (B6605), Blue Zone, 6/F, Academic 1,  
City University of Hong Kong, Kowloon Tong

### Speaker:

Dr. Lajos Balogh

Editor-in-Chief of the Journal *Nanomedicine: Nanotechnology, Biology, and Medicine* (Elsevier)

### Abstract

Getting published is crucial for academicians and researchers especially nowadays, when we are generating knowledge faster than ever before. Due to technological and social advances, scientific publishing is undergoing dynamic changes, even though the essential general question remains the same: how can value of research be determined before and/or after making it public, and how to monetize this value. The discussion about science publications has now expanded to the whole society and a number of articles have recently appeared in well-known journals (Science, Nature, The Economist, etc.) questioning the value and methods of scientific research.

In the first part of this talk, the speaker will summarize major changes in publishing business models, describe the use and abuse of Impact Factor, and introduce the latest scientific methods to objectively measure the prestige of journals. He will talk about publicly available scientific tools and web sites that should be used to evaluate publication activities of journals, individuals, institutions, and countries in different fields.

In the second part, Dr. Balogh will portray nanomedicine journals and compare their output and impact to *Nanomedicine: Nanotechnology, Biology, and Medicine*. Finally he will describe the principles how to write successful scientific publications and will provide guidance how to get published in *Nanomedicine NBM*. A question-and-answer opportunity will also be provided.

### About the Speaker

Dr. Lajos (Lou) Balogh is Editor-in-Chief of the journal *Nanomedicine: Nanotechnology, Biology and Medicine* (Elsevier) [www.nanomedjournal.com](http://www.nanomedjournal.com), (2013 Impact Factor=5.98, 5-year IF=7.01). He is Owner and Chief Scientific Advisor ([balogh1@prodigy.net](mailto:balogh1@prodigy.net)) at the business AA Nanomedicine & Nanotechnology Consultants, North Andover, MA AA Nanomedicine & Nanotechnology Consultants provide scientific evaluation, feasibility and concept assessments for nanomedicine related research applications, R&D projects, business plans and investments, as well as expert evaluation and technology due diligence for private companies, government agencies (NIH, USNSF, DoD, USEPA, Chinese Academy of Sciences), and private investors in nanomedicine, nanobiotechnology, and nanotechnology since 2000. Dr. Balogh has also been appointed as Adjunct Professor of Pharmaceutical Sciences at Northeastern University, Boston, MA, and as Professor of the Chinese Academy of Sciences for Distinguished International Scientists. He authored or coauthored over 150 scientific publications (with over 5000 citations), six book chapters, delivered more than 200 invited presentations been and awarded 12 patents in various disciplines including chemistry, chemical technology, nanotechnology and nanomedicine. Dr. Balogh received his Ph.D. from the Kossuth L. University in Hungary in Chemical Technology and later was invited to the University of Massachusetts Lowell as a Visiting Professor in 1991. He then worked at the Michigan Molecular Institute, Midland, MI as a senior scientist, and had faculty appointments (Department of Internal Medicine, Department of Biomedical Engineering and Macromolecular Science and Engineering) at the University of Michigan, Ann Arbor, MI. Before starting his own consulting business, he was the Co- Director of the NanoBiotechnology Center and Director of Nanotechnology Research in the Department of Radiation Medicine at the Roswell Park Cancer Institute, Buffalo, NY, and at the University at Buffalo, SUNY. Lou is member of the Nanobusiness Alliance, USA, and he serves on numerous USA, European, and International expert committees including the Steering Committee of the American National Standard Institute Nanotechnology Panel and the US Technical Advisory Committee to the International Standard Organization on Nanotechnology (TC-229). Lou is one of the five Founders of the American Society for Nanomedicine (<http://www.amsocnanomed.org>).

### Contact

Miss Michelle Ye (Tel: 3442-4438/ Email: [micheye@cityu.edu.hk](mailto:micheye@cityu.edu.hk))

All are welcome