Straive™

Journal Transfer Desk

With Straive's transfer desk suite (TDS), from a pilot of 70 journals, the project was later quickly scaled to 700 journals for the client, with 24% authors accepting to transfer

CASE STUDY

Straive, the top technology and solutions provider to journal publishers, deploys an independent and scalable solution for transferring rejected manuscripts to other suitable journals. While around 70% of submitted manuscripts are rejected, many are rejected due to lack of suitability to the journal rather than the quality of research.

An opportunity for better author service exists by routing these to appropriate journals.

The Journal Transfers Challenge

In the world of STM publishing, manuscripts submitted to a journal can get rejected owing to the scope of the journal even if the research itself is publication-worthy. Here exists an opportunity to increase author goodwill and provide better author service by routing such rejected submissions to appropriate journals within a publisher's portfolio. In spite of the opportunity, the process is not very well supported in the peer review systems of many publishers. The conventional approach is manual, prone to errors, and does not allow to scale-up.

Scaling Journal Matching Mechanism

The customer was exploring a mechanism to scale journal transfers within their portfolio. When authors had expressed alternate journals at the time of submission, this was considered but only a small percentage of authors provided choices. The use of multiple peer review management systems also created a challenge in building a system-independent workflow. While improving the journal matching at the time of submission is a solution, a better transfer solution post submission was also required.

Straive built a custom journal recommendation model based on AI that uses the content in the chapter to determine potential transfer journals.

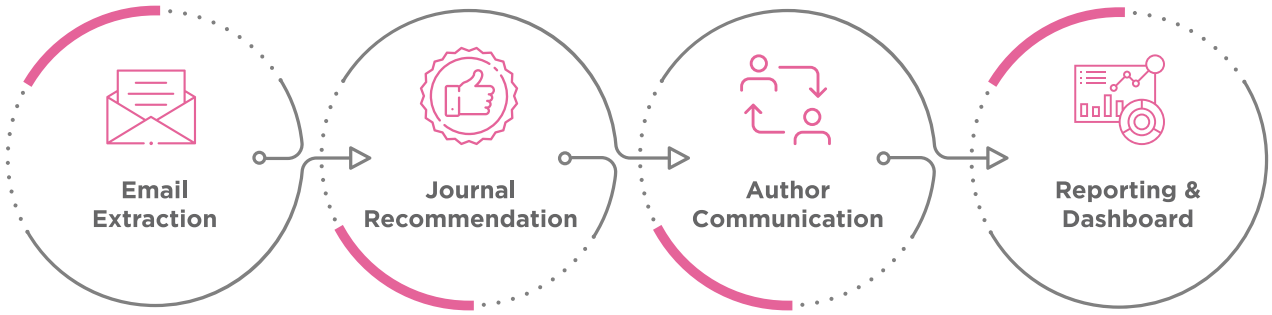
A simple UI with options for the author to choose from a pool of potential journals.

AI-powered TDS

Straive built the TDS with the aim to enable a seamless, scalable, and efficient transfer process. It features an AI-based journal recommendation engine, customizable modules that allow for a set of journals to participate in the program with defined roles (i.e., as feeder, receiver, or both). The TDS is independent of Peer Review System as the workflow is driven by customized emails from the system.

The TDS allows customization of email templates and language (based on country); and provides analytics that can help determine email messaging, reminder frequencies, etc.

An automated system for transfer of rejected journals to other suitable journals



- Emails are directly received by the system from the mailbox of the Peer Review System
- Metadata is extracted from the body of the email to create record for the journal in th DB
- Article PDF is extracted for the NLP module

- The word fingerprint of article is generated and compared with the journal word fingerprints to find suitable journals
- Journals which find a match are identified as potential transfer journals

- Author is sent an email by the system informing the option to transfer to potential journals
- Author makes the choice of journals through a link in the email
- Confirmation email to author and to the transfer desk team to enable the transfer

- Customizable system. Admin change email templates, reminders, dates etc
- Reporting on article status and % transfer rate
- Analytics around success rates per journal

Impact for Client

The MVP for the project was launched in 12 weeks and a pilot cohort of 70 journals was identified. It was later scaled to 700 journals, with a 25% transfer accept rate as an outcome. That translates to about a 6% increase in published article flow.

Straive is an industry-leading service provider of technology-driven content and data services. We offer technology and business process services differentiated by our decades of experience and expertise in learning design, content workflows, and data processes, and deep domain knowledge.

For more information, visit **www.straive.com.**