

Case study | AVES

AVES harnesses the power of the Web of Science

How investing in peer review helped an independent publisher's journals succeed

AVES is an Istanbul-based publisher of academic journals mainly in the field of medicine and social sciences, in accordance with international guidelines. Through its experienced team of experts and partnerships with numerous universities, learned societies, and other non-profit organizations, AVES publishes more than 30 open access journals as of 2020.

The organization's primary goal is to help their clients improve their journals to become high-impact publications, that are well accepted by the international academic community in their respective field.

Structuring their clients' editorial workflow and advising on their journal's peer review processes is an integral part of AVES' services. For this, they have been relying on Clarivate™ solutions for the past 10 years.

"We are a team of 15 people and our goal is to make sure that the journals we publish are author-friendly, reviewer-friendly and that they have a considerable impact in their field."

Ali Sahin, Publications Director, AVES



The challenge

AVES needed an easier way to find and incentivise reviewers to work with them.

It was becoming increasingly difficult for AVES to find motivated, reliable and available peer reviewers.

Journal editors would look for reviewers via search engines such as PubMed. This was a time-consuming process as editors had to scan through each paper in order to find the author's contact information. This took away the editor's focus from other tasks related to the management of the journals.

With the rapid growth in submissions to scholarly journals, AVES became aware of the increasing demand for a peer reviewer's time and effort and realised that not taking action would threaten their client's ability to deliver impactful and trusted research quickly and efficiently.

How to recognise a reviewer for their hard work, dedication and expertise remained an issue that AVES needed a solution for.

AVES wanted to ensure timely publication of their journals – a way to speed up the preview process to help researchers meet their maximum potential.

AVES needed to protect their strong community of journals and authors.

"If you speed up the peer-review process, you make authors happy, and if authors are happy, they will bring in more quality papers" says Ali.

"In the past, our clients tried a number of ways to motivate peer reviewers. None of which worked."

Ali Sahin, Publications Director, AVES





The solution

AVES partnered with Clarivate in 2018 to help improve the quality and efficiency of their peer review processes for 17 of their journals. By subscribing to Web of Science Reviewer Locator and Web of Science Reviewer Recognition Service, they were able to take a more proactive approach to finding reviewers, improving the reviewer experience and building more effective relationships with the community.

Reviewer Locator enables AVES to:

- **Perform powerful searches:**

The algorithm trawls the Web of Science™ extensive publication and citation index and its exclusive review database to return up to 30 precise recommendations from over 10 million authors. Editors are now able to search using parameters such as title, abstract, journal name, authors and exclude researchers.

- **Get a 360° view of suggested reviewers:**

The tool enables editors to choose the right review candidates based on publications matched to search, research fields, biography and institutional affiliations, current availability to review and more.

- **Reliably contact prospective reviewers:**

Journals now have access to a researcher's latest contact email address from the Web of Science, as well as one-click access to trusted sources for contact information.

Reviewer Recognition Service offers reviewers a way to effortlessly track and verify all their peer review contributions for participating journals. Reviewers now receive a "Thank you for reviewing" email from the editorial office that includes an offer to get recognition on the Web of Science for their valuable work.

For reviewers who opt-in to the service, their Web of Science researcher profile is automatically updated with a verified record of the review performed, in full compliance with the journal's editorial policies and without revealing any sensitive information.

To extend touch points with reviewers and increase engagement, the Web of Science notifies reviewers when and where the paper they reviewed is published, pointing them to the article on the journal's platform.

The tool also makes it possible to recognise past reviews and engage with past peer reviewers.

AVES actively uses the partner dashboard to monitor the performance of their partnership with Clarivate, track reviewer uptake and satisfaction with the service and leverage unique insights and analytics about their reviewers' preferences, demographics, and behaviour.

"We started to use Reviewer Locator and Reviewer Recognition to help us with our main challenges of a) finding the right reviewer and b) incentivising them."

Ali Sahin, Publications Director, AVES



The value

Easier and quicker to find relevant and available reviewers.

Reviewer Recognition Service reduces the amount of time spent looking for reviewers. The tool became so popular amongst the community that reviewers started to pick publishers that had partnered with such modern solutions, making it easier for AVEs to connect with reviewers and improve the overall peer review process.

Created process efficiencies for editors.

Reviewer Locator greatly reduces the editor's administrative workload of recruiting reviewers. Editors of journals with AVEs now have more time and capacity to focus on other tasks such as finding better papers and improving the quality of the journal in other ways. The reduced time commitment also makes it easier to recruit new editors.

The tool makes it easier for smaller teams to manage larger (>1000 submissions) journals while also enabling smaller (<100 submissions) journals to reach out to international researchers.

"We recommend all journals sign up to Reviewer Recognition Service to manage their peer review process. It is a must-have for journals if they want to provide good quality peer review."

Ali Sahin, Publications Director, AVEs

Helped improve the quality of papers.

Authors of journals started receiving better quality feedback faster, which resulted in researchers producing better quality content. Through Reviewer Recognition Service, AVEs are able to speed up overall peer review times and get publications out faster, improving the experience for submitting authors. Reviewers not only significantly appreciated the extra recognition for their work but also showed a greater willingness to review and submit manuscripts to journals managed by AVEs.

Retained clients by reducing "editor burnout".

By investing in a modern peer review solution such as Web of Science Reviewer Recognition Service to support their clients, AVEs saw editors staying longer in their jobs. "Through our company, journals now have access to a reviewer recognition service. It makes our clients happy and we are able to retain them thanks to Clarivate" says Ali.

15K

reviewers, 35K reviews
(90% increase since
partnership with Clarivate)

41%

uptake rate in 2020
(+20% year on year)

8.7

rating out of 10 for reviewer
satisfaction in 2020

Learn more about partnering with Clarivate

Clarivate has a range of peer review solutions designed to help publishers bring greater transparency, recognition, quality, and efficiency to their peer review processes.

Clarivate is partnered with thousands of the world's scholarly journals. Learn more about our services for publishers [here](#).

Contact our experts today:

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clarivate.com/webofsciencegroup