

Case study | The American Society for Microbiology

# Building more effective, long-lasting relationships with peer reviewers



**Customer:** The American Society for Microbiology (ASM)



**Solution:** Web of Science Reviewer Recognition Service™\*



**Challenge:** Due to rapid growth of submissions to scholarly journals, ASM anticipated it would become increasingly difficult to recruit expert peer reviewers, which could threaten the society's ability to efficiently deliver trusted research to the world.



**Outcome:** ASM now offers reviewers a way to effortlessly track and verify all of their peer review contributions for participating journals. Reviewers have reported a greater willingness to review for, and submit manuscripts to, ASM's journals.

\*Case study first published in 2017. Solution name updated in June 2022 to reflect current name.

The mission of the ASM Journals program is to advance microbiological sciences through the pursuit of scientific knowledge and dissemination of the results of fundamental and applied research. Edited by working scientists who are drawn from eminent institutions around the world, ASM Journals have delivered excellence and value for nearly 100 years. Known for their quality, rigor, and fairness, ASM Journals continue to provide current, influential coverage of basic and clinical microbial research. [View all of ASM's journals.](#)

Like all reputable scholarly publishers, ASM relies on a community of expert peer reviewers and editors to ensure the quality and integrity of articles published in its journals. With submissions to scholarly journals growing rapidly, ASM became acutely aware of the many competing demands on reviewers' time and work. It became apparent that, without taking action, it would become more and more difficult to recruit expert peer reviewers and that this could ultimately threaten ASM's ability to deliver impactful and trusted research to the world quickly and efficiently.

**"We're grateful for the extraordinary volunteer efforts made by the microbiology research community in reviewing manuscripts submitted to ASM Journals. Web of Science Reviewer Recognition Service offered additional opportunities to give our reviewers the credit they deserve, in a forum that showcased ASM as a market leader in reviewer recognition, making the decision to try the service easy."**

**Barbara Goldman, Ph.D.,  
Director, Journals, American Society for Microbiology**

# How Web of Science Reviewer Recognition Service enabled ASM to build stronger relationships with their reviewers

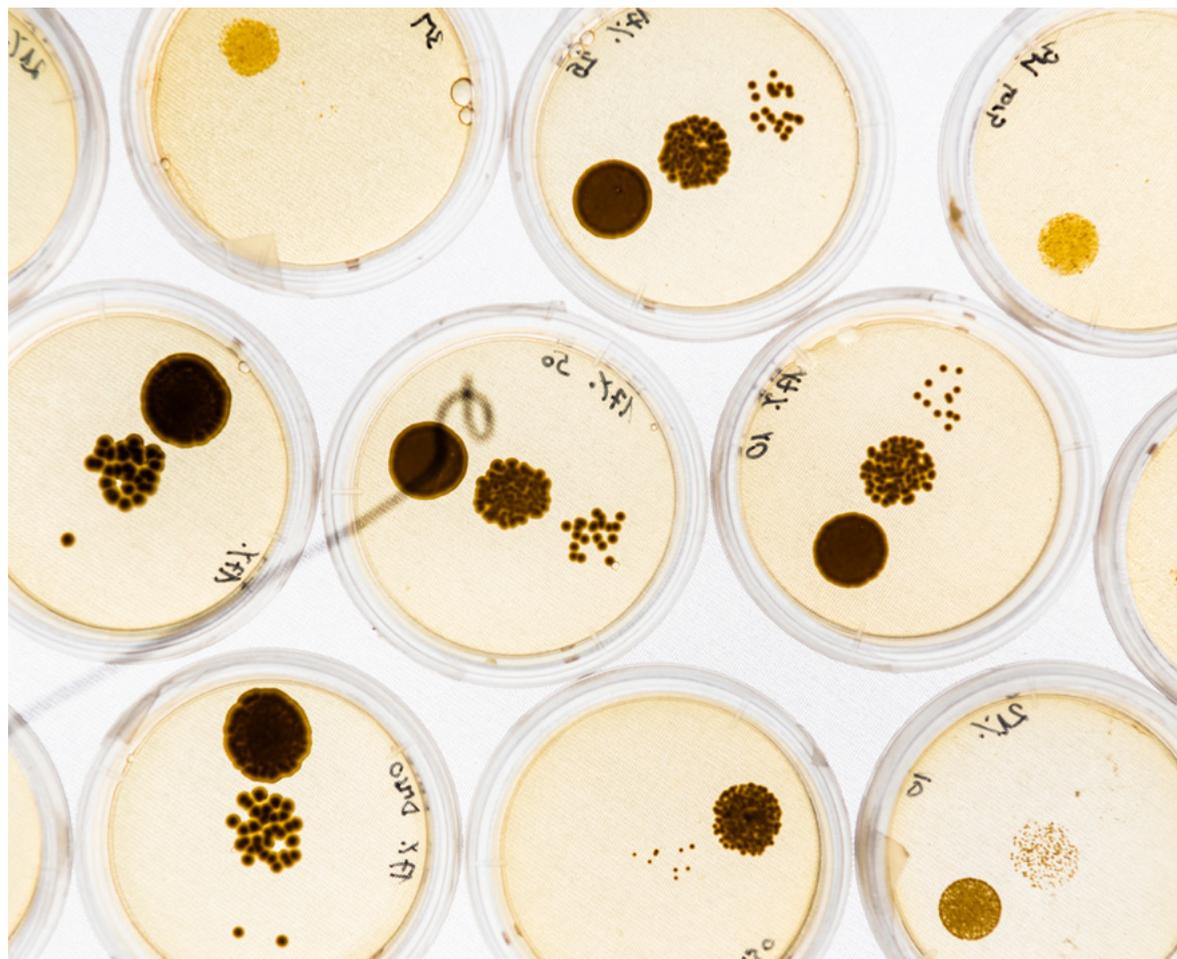
**The ASM team took a proactive approach to finding ways to improve the reviewer experience, engage potential authors, and build more long-term, effective relationships with the community. They started running a pilot with Web of Science Reviewer Recognition Service to offer ASM reviewers a way to effortlessly track and verify all of their peer review contributions for participating journals.**

The setup is simple: with a few lines of code, reviewers for any of ASM's participating journals 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 ASM's editorial policies and without revealing any sensitive information.

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

ASM also began to actively use the partner dashboard to monitor the performance of their trial and leverage unique insights and analytics about their reviewers' preferences, demographics, and behaviour.



# Results

**With promising uptake from ASM reviewers over the first 18 months, ASM decided to extend the pilot to more journals, leading to over 2,000 different reviewers using the service to record over 14,800 ASM reviews on the Web of Science - giving these reviewers the means to highlight each valuable contribution to ASM's prestigious journals on their CVs—with verification.**

The number of ASM reviews recognized in the Web of Science further increased when ASM took advantage of exclusive tools on their Partner Dashboard to recognize their reviewers' contributions from years past.

The numbers suggested that the enhanced recognition for their reviewing work was well received by the ASM community. But both Clarivate and ASM wanted to dig deeper and get direct feedback from reviewers about their views on the partnership and whether it was strengthening the ASM brand.

Clarivate conducted a survey of 200 ASM reviewers who used Web of Science Reviewer Recognition service. The survey results showed that ASM reviewers not only significantly appreciated the extra recognition for their work but also reported a greater willingness to review for and submit manuscripts to ASM's journals.

*"The scientific review process is essential for the propagation of good science. With the partnership of trusted societies such as ASM with Clarivate there is now an easy to use system to track reviews and select reviewers based on their expertise. This system is advantageous for reviewers who now have the opportunity to electronically track their reviews. I am impressed with my experience on the Web of Science and plan to continue working with this great partnership." ASM Reviewer*

# 48%

of reviewers surveyed are more likely to review with Clarivate recognition

## About Clarivate

Clarivate™ is a global leader in providing solutions to accelerate the pace of innovation. Our bold mission is to help customers solve some of the world's most complex problems by providing actionable information and insights that reduce the time from new ideas to life-changing inventions in the areas of Academia & Government, Life Sciences & Healthcare, Professional Services and Consumer Goods, Manufacturing & Technology. We help customers discover, protect and commercialize their inventions using our trusted subscription and technology-based solutions coupled with deep domain expertise. For more information, please visit [clarivate.com](https://clarivate.com).

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