Maximizing the impact for your published work

Mia Ricci – Executive Editor, Global Research

Early Career Publishing Workshop

67th Canadian Chemical Engineering Conference

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So your article's been published…

Now what?

Get your article the attention it deservers

Get Read

Get Shared

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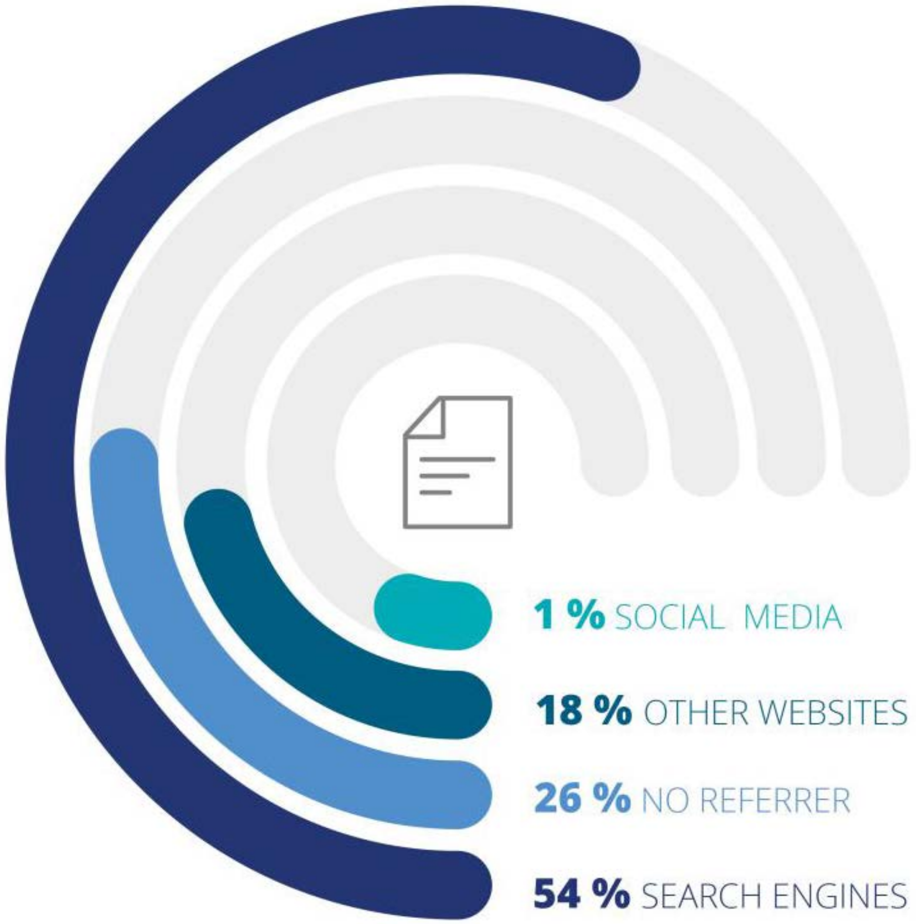
The importance of SEO

Visits to Wiley Online Library

June 2016 - July 2017



SEO in 4 easy steps

1. **Use keywords** - Choose relevant keywords and key phrases and use throughout article
2. **Choose a smart title** - Must be descriptive and incorporate key phrases related to your topic
3. **Write a good abstract** - Express key points and findings from your article in simple terms
4. **Build links** - Create a network of inbound links and citations to your article

Keyword best practices

- ✓ Choose **15-20 keywords/phrases**
- ✓ **Test keywords** using free tools (Google Trends, Google Adwords)
- ✓ Use keywords in:
  - ✓ **Title** (2-4)
  - ✓ **Abstract** (3-4)
  - ✓ **Sub-headings**
  - ✓ **Keyword fields** (5-7)
- ✓ Let keywords flow naturally
- ✓ Avoid overuse

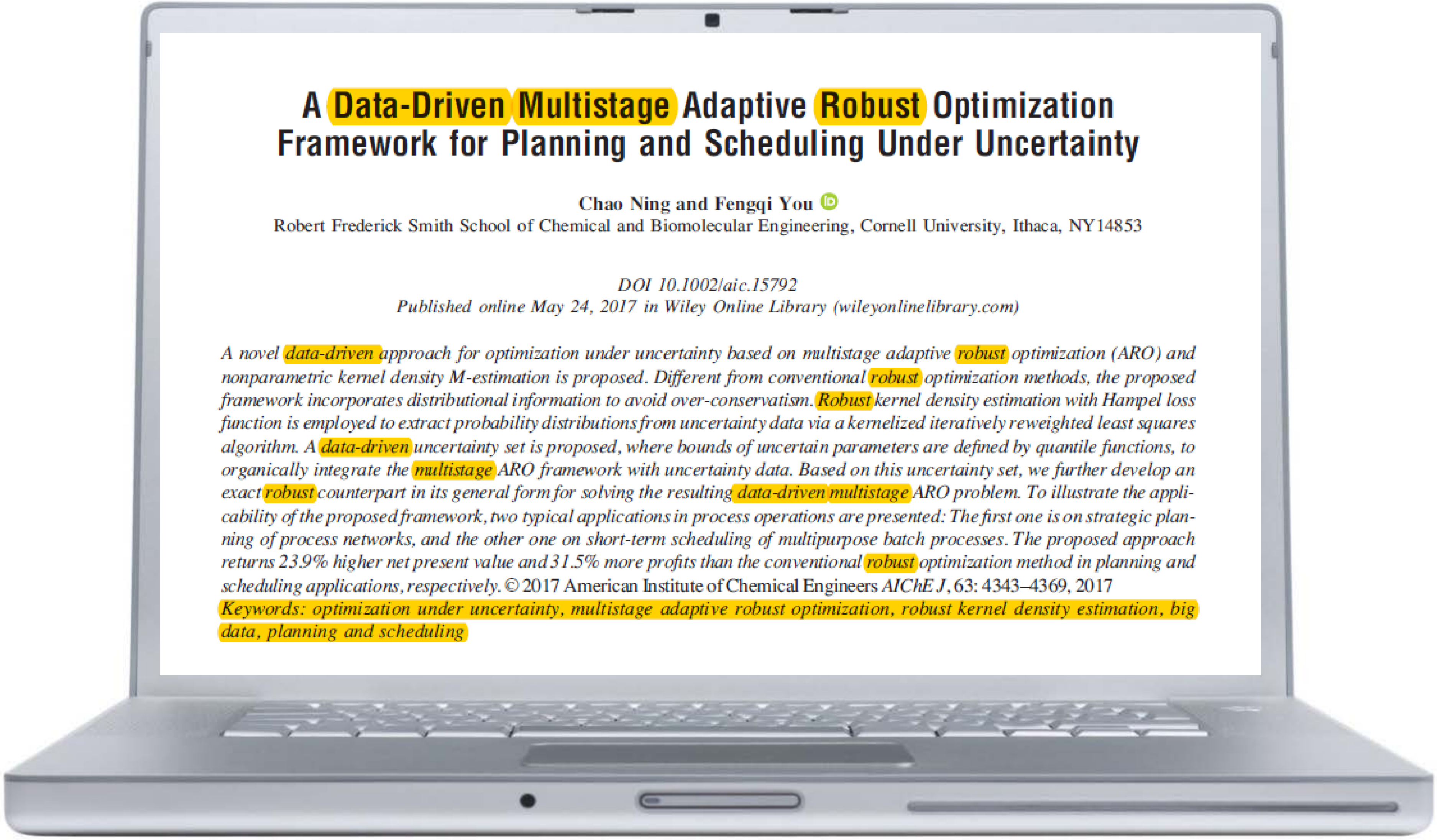
Title best practices

- ✓ Keep it to **15 words** or less
- ✓ Use **keywords** and **phrases**
- ✓ Place the **main concept at the beginning**
- ✓ Do **not use abbreviations or acronyms**
- ✓ **Avoid using phrases such as "effect of," "involvement of," "evidence of"**

Abstract best practices

- ➢Capture **key points in simple language**
- ➢Use **keywords**
- ➢Place **essential findings first**
- ➢7-10 sentences:
  - ✓ Why did you do research/what is key conclusion?
  - ✓ What were your research aims and methods for gathering data?
  - ✓ How are findings valuable for your field?

Example of a well-optimised abstract



A Data-Driven Multistage Adaptive Robust Optimization Framework for Planning and Scheduling Under Uncertainty

Chao Ning and Fengqi You
Robert Frederick Smith School of Chemical and Biomolecular Engineering, Cornell University, Ithaca, NY14853

DOI 10.1002/aic.15792
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A novel data-driven approach for optimization under uncertainty based on multistage adaptive robust optimization (ARO) and nonparametric kernel density M-estimation is proposed. Different from conventional robust optimization methods, the proposed framework incorporates distributional information to avoid over-conservatism. Robust kernel density estimation with Hampel loss function is employed to extract probability distributions from uncertainty data via a kernelized iteratively reweighted least squares algorithm. A data-driven uncertainty set is proposed, where bounds of uncertain parameters are defined by quantile functions, to organically integrate the multistage ARO framework with uncertainty data. Based on this uncertainty set, we further develop an exact robust counterpart in its general form for solving the resulting data-driven multistage ARO problem. To illustrate the applicability of the proposed framework, two typical applications in process operations are presented: The first one is on strategic planning of process networks, and the other one on short-term scheduling of multipurpose batch processes. The proposed approach returns 23.9% higher net present value and 31.5% more profits than the conventional robust optimization method in planning and scheduling applications, respectively. © 2017 American Institute of Chemical Engineers *AIChE J*, 63: 4343–4369, 2017

Keywords: optimization under uncertainty, multistage adaptive robust optimization, robust kernel density estimation, big data, planning and scheduling

Tips for building links

1

Link your article across your social media, networking and institutional sites

2

Encourage colleagues to link to your article

3

List your article as a reference in Wikipedia

4

Cite your previous work when appropriate

64% of authors have promoted their own published work in the past 12 months

2015 Wiley author survey

Self-promotional author toolkit

Altmetric

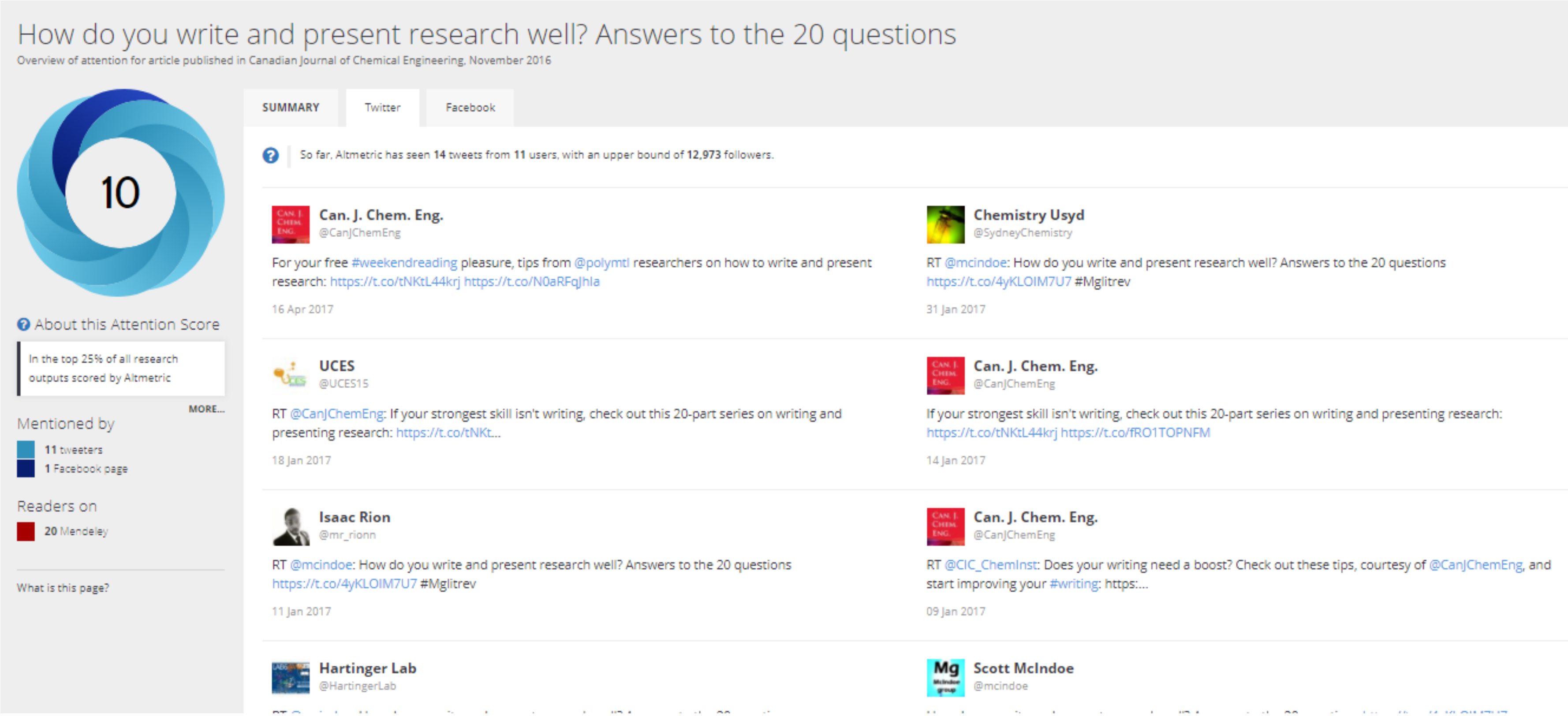
Measuring the broader impact of scholarly articles

87%

of survey respondents said they would use altmetrics to gauge the popularity of an article

-

Wiley author survey



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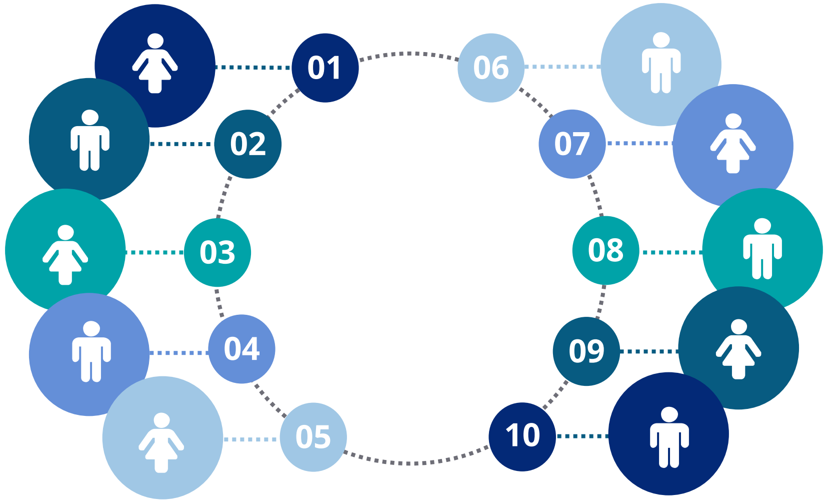

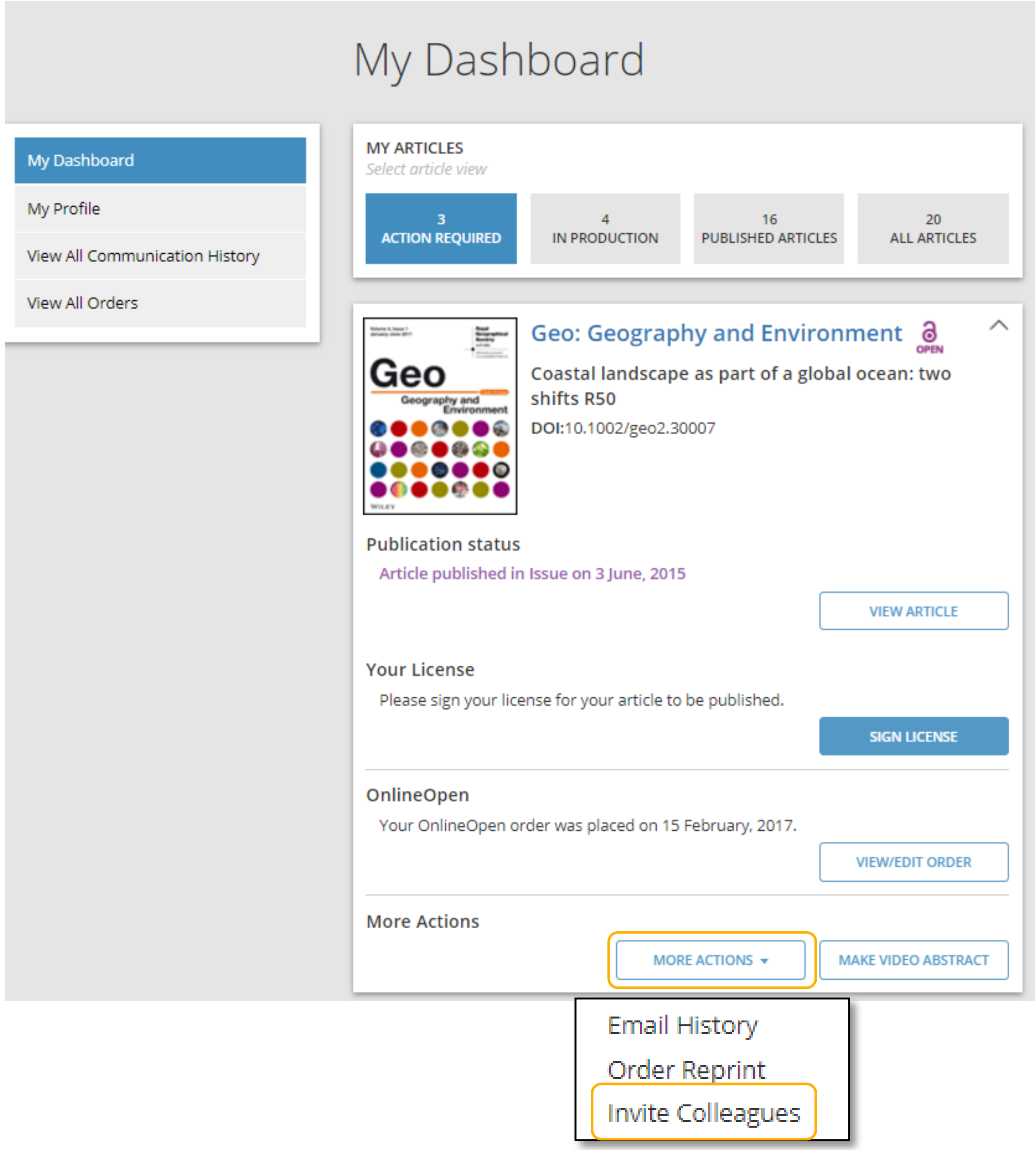

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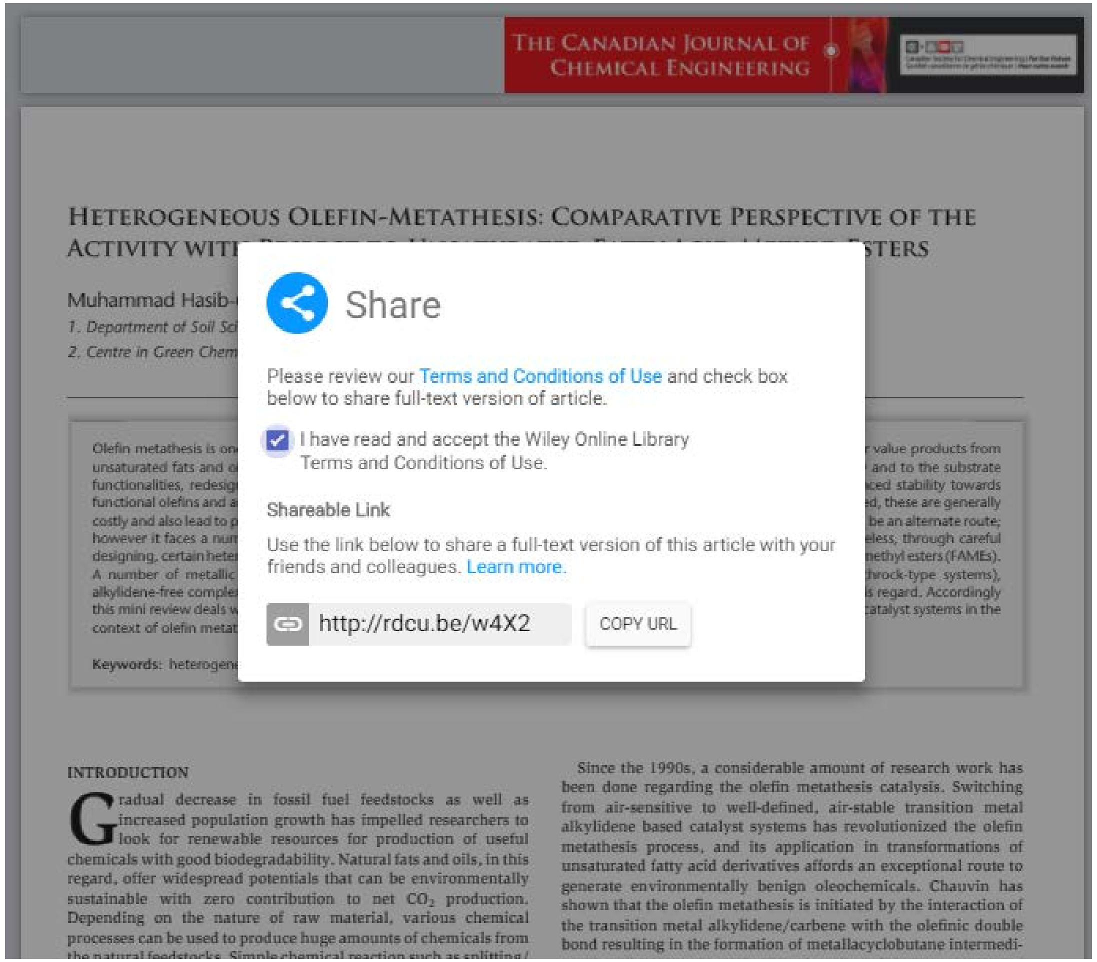

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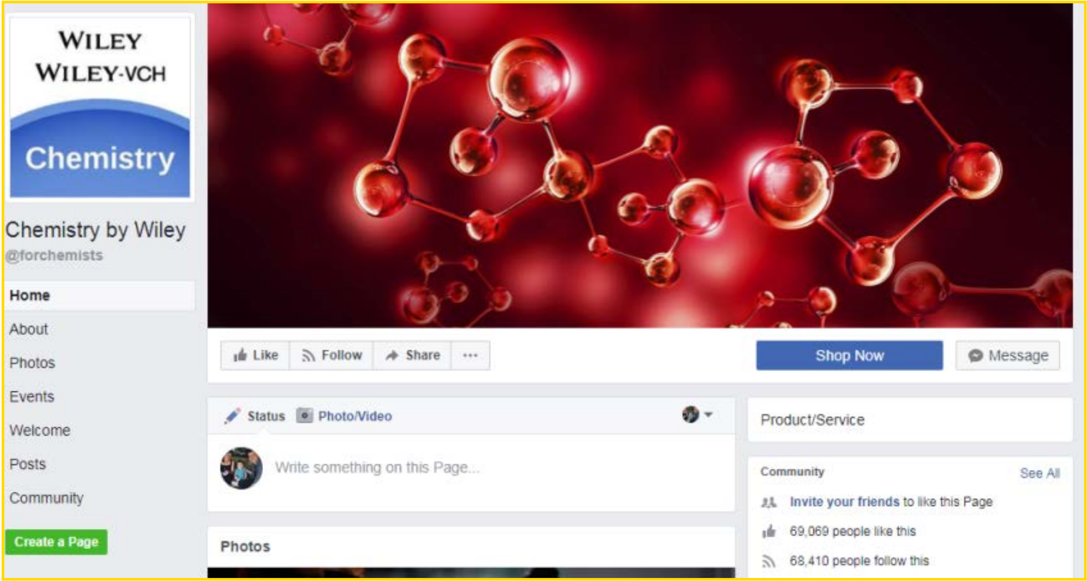

Award Eligibility

- Free conference registration
- Invitation to present a paper
- Bio published in an issue of the Journal

Award for Best Graduate Student Paper Published in The Canadian Journal of Chemical Engineering

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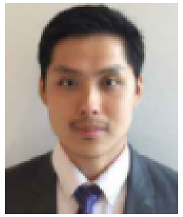

Chaimongkol Saengow
Queen's University

For his paper "Bubble Growth from First Principles", *Can. J. Chem. Eng.* 2016, 94(8), p. 1560 by C. Saengow, A.J. Giacomin, X. Wu, C. Kolitawong, C. Aumnate, A. W. Mix.

Born in June 6, 1988 in Nonthaburi, Chaimongkol Saengow completed pre-engineering school at King Mongkut's University of Technology North Bangkok (KMUTNB), where he then earned his Bachelor's degree in mechanical and aerospace engineering. Chai's grandparents migrated from southern China to Nonthaburi, where his parents founded a spice shop. Chai has two older brothers. The younger, Chaiwat, practices medicine in Bangkok, and the older, Sirichai, founded a water-bottling factory in Nonthaburi. Chai is the first engineer in his ancestry.

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