

Group 2 – Searching for journal & formatting

Results

Reduced costs:

- Less rejections
- Less editing effort

Improved performance:

- Fast feedback on needed adjustments
- Time savings because of more suitable applications
- Reduce workload for authors and editors

Better decision-making:

- Rule-based system, which helps to choose a fitting research paper

Higher customer satisfaction:

Better customer segmentation:

Improved customer experience:

- Authors are rejected less/not at all, publishers get most fitting articles

Better products & services:

Better quality/content of papers

Business innovation:

- Matchmaking between publishers and authors