



# *Wilton Clarke Academic Publishing*

Scholarly publishing in medical, biomedical and health sciences

## STANDARDS OF CONDUCT FOR AUTHORS

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# Standards of Conduct for Authors

For clarity and ease of reference, the standards are presented in a structured, point-wise format to support consistent understanding and application by all contributors.

## 1. Purpose and Principles

Wilton Clarke Academic Publishing is committed to advancing reliable, ethical, and impactful scholarship. Authors publishing with Wilton Clarke Academic Publishing are expected to uphold the highest standards of integrity, transparency, and accountability in all aspects of their work. This document sets forth the ethical principles and standards of author conduct applicable to all contributors, ensuring that all published content reflects academic rigor, professional responsibility, and respect for the broader scholarly community.

## 2. Integrity of Scholarly Work

Authors must ensure that all submitted work:

- Is accurate, honest, and free from fabrication, falsification, or inappropriate data manipulation
- Presents findings clearly and without misleading interpretation
- Adheres to discipline-specific standards for data collection, analysis, and reporting

## 3. Authorship and Contribution

Authorship should be limited to individuals who have made substantial intellectual contributions. All authors must:

- Approve the final manuscript
- Agree to submission and publication
- Share responsibility for the content

The corresponding author is responsible for:

- Ensuring correct authorship listing and order
- Managing communication with Wilton Clarke Academic Publishing

Honorary or guest authorship is not permitted. Contributors who do not meet authorship criteria should be acknowledged appropriately.

## 4. Originality and Plagiarism

Submissions must be original works. Any use of others' work must be:

- Properly cited
- Clearly distinguished from the author's own contributions
- Plagiarism, including self-plagiarism\*, is unacceptable

\*Self-plagiarism refers to the reuse of one's own previously published work without appropriate disclosure. Authors who wish to incorporate material from their prior publications must declare this at submission, obtain any necessary permissions, and ensure the reuse is clearly acknowledged in the manuscript.

Authors are requested to submit plagiarism screening report along with the manuscript. Authors who do not have access to screening tools may contact Wilton Clarke Academic Publishing for assistance. Where appropriate, Wilton Clarke Academic Publishing performs its own screening using licensed plagiarism detection tools during evaluation.

### **5. Redundant and Concurrent Publication**

Taking text and other material from one's own previously published work is called redundant publication. Authors must not submit substantially overlapping work that is:

- Already published
- Under consideration elsewhere

Any related or overlapping work must be fully disclosed at submission.

Secondary publications (e.g., translations, adapted works) must:

- Be transparently declared
- Have appropriate permissions

### **6. Acknowledgement of Sources**

All relevant prior work must be appropriately cited.

Authors must ensure proper attribution for ideas, data, and text.

Use of third-party material must comply with licensing and citation norms.

### **7. Permissions and Copyright Compliance**

Authors are responsible for:

- Obtaining permission to reuse any third-party material (text, images, tables, etc.)
- Ensuring compliance with copyright laws and licensing terms
- Verifying the reuse rights of content sourced from the internet

### **8. Ethical Approval and Human/Animal Research**

Scholarly submissions (including journal articles) must comply with applicable ethical standards. Where submissions include data derived from research involving human participants or animals:

- Appropriate ethical approval must be obtained and stated
- Informed consent must be documented where applicable
- Research must comply with recognized ethical standards (e.g., Declaration of Helsinki or equivalent)

### **9. Conflicts of Interest**

Transparency enables readers to make informed judgments. Authors must disclose any financial or non-financial interests that could influence their work, including:

- Funding sources
- Employment or affiliations
- Consultancies, patents, or financial holdings
- Personal or professional relationships

## **10. Respect, Defamation, and Responsible Expression**

Authors must avoid defamatory, false, or misleading statements.

Criticism of prior work must be evidence-based and respectful.

Content must not infringe upon the rights or dignity of individuals or groups.

## **11. Use of Images and Sensitive Content**

Authors must ensure:

- Proper permissions for all images
- Respect for privacy and dignity, especially in clinical contexts
- Identifiable patient information must not be published without explicit consent

## **12. Dual-Use and Societal Responsibility**

Authors should consider whether their work could be misused to harm public health, safety, or security, or requires contextual explanation or safeguards. Any such concerns should be discussed with Wilton Clarke Academic Publishing prior to submission.

## **13. Correction of Errors**

Authors have a duty to promptly notify Wilton Clarke Academic Publishing if significant errors are identified. Corrections may include:

- Errata or corrigenda
- Retraction in severe cases

## **14. Confidentiality**

Authors must treat all editorial communications as confidential.

Peer review materials and correspondence must not be shared without permission.

## **15. Misconduct and Ethical Breaches**

Wilton Clarke Academic Publishing will investigate suspected ethical violations. In all cases, the author will be given an opportunity to respond before any action is taken.

Depending on severity, actions may include:

- Rejection of manuscript
- Publication of corrections or retractions
- Restriction on future submissions
- Notification to institutions where a serious misconduct has been confirmed

## **16. Commitment to Ethical Publishing**

By submitting work to Wilton Clarke Academic Publishing, authors affirm that they:

- Have read and agreed to this Code
- Commit to maintaining the highest standards of scholarly integrity