



Establishing high quality journals

Jeffrey Robens, PhD

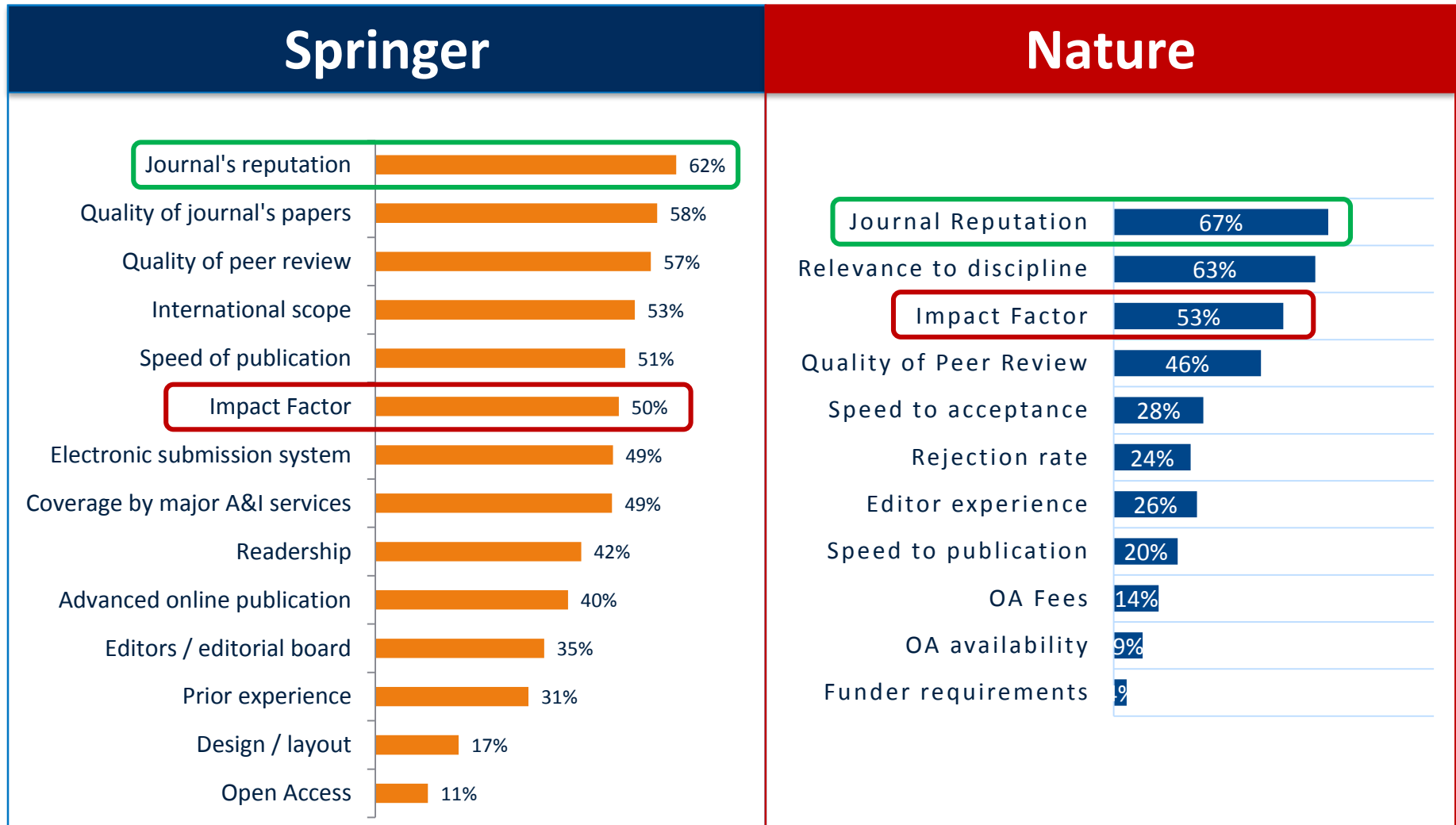
Editorial Development Manager

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Importance of reputation for your journal

Author survey: How important are each of the following factors when choosing a journal?



Have a strong editorial vision

What is the goal of your journal?

Institutional journal

- Platform for students and faculty at the institute to publish
- Platform for readers to stay up-to-date on the institution's research

International journal

- Platform for researchers in the field to publish
- Platform for readers to stay up-to-date on topics in the field worldwide/regionally

Have a strong editorial vision

What is the goal of your journal?

International journal

- Platform for researchers in the field to publish
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Have a strong editorial vision

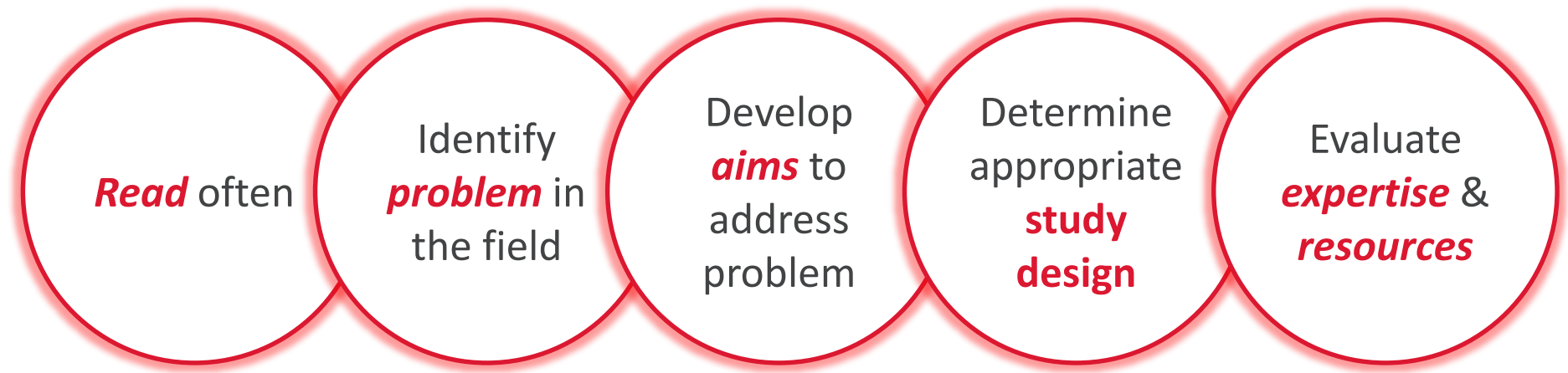
Avoiding institutional journals

Do not include institution's name in the journal title

Journal's scope independent of institution's research

Diverse editors and editorial board

Developing a valuable research project



Developing a valuable journal for your field is no different

Developing a valuable journal



Read often

Stay up-to-date on **trends** in the field

Which journals are being published in the field

Publishing trends, ethical issues, advances

Construct journal comparison chart

	Focus	Indexing	Publication frequency	Online/print	Editorial board
Military Medical Research	Translational, in-the-field	PubMed, Scopus	Continuous	Online, APC waived	Very long, international, half Chinese
Military Medicine	Federal med, healthcare ed	PubMed, Scopus, Web of Science	Monthly	Online	Limited, mostly US military
J Royal Army Medical Corps	Broad, military medicine	PubMed, Web of Science	Bi-monthly	Online	Limited, all UK military
J Military & Veteran's Health	Veteran's health	PubMed, Scopus	Quarterly	Online	Few, mostly SEAO
J Archives Military Medicine	Military health system	None	Quarterly	Online	Almost all Iranian
Army Dept Medical J	Broad	PubMed	Quarterly	PDF only	N/A

Developing a valuable journal

Identify
problem in
the field

Which topics are *not* well represented?

Is this an important issue *now* for the field?

Publication trends

Are these topics highly *downloaded/cited*?

Bibliometric analysis of journal's keywords

Look for increasing trend of publications over time

Year	Non-OA	OA	Total	% OA
2011	11,555	2,508	14,063	18%
2012	12,794	3,123	15,917	20%
2013	13,646	4,151	17,797	23%
2014	13,717	4,790	18,507	26%
2015	14,791	5,198	19,989	26%
	66,503	19,770	86,273	23%
Growth 2011–2015	28%	107%	42%	
CAGR	5%	16%	7%	

Developing a valuable journal

Develop
aims to
address
problem

Develop *aims & scope* to address topic

Which *authors* do you want to attract?

Which *readers* do you want to attract?

Authors' goals

*Authors only have **one chance** to
publish their research*

Want to choose the best platform to reach their
target audience and influence the field

Your **aims and scope** should help authors
make this important choice

Finding the right readers

Authors



Readers

Your journal acts as a bridge to connect authors with the appropriate readers

Your aims and scope tells your audience that your journal is the *right* bridge

Journal's scope – Don't be too broad!

Specialized aims and scope

Defines distinct
authorship

Defines distinct
readership

Establishes
editorial *focus*

Defines *subject*
areas of focus

Aims and scope – Is this a good example?

International Journal of Wastewater Management

The *International Journal of Wastewater Management* is a peer-reviewed journal that publishes original reports and timely reviews related to the management of wastewater. The journal aims to provide a platform for the dissemination of research worldwide.

No!

Bad example of aims and scope

International Journal of Wastewater Management

The *International Journal of Wastewater Management* is a peer-reviewed journal that publishes original reports and timely reviews related to the **management of wastewater**. The journal aims to provide a platform for the dissemination of research **worldwide**.

Redundant information

What type of research does this journal publish?

Chemistry? Microbiology? Policy?

Better example of aims and scope

International Journal of Wastewater Management

The *International Journal of Wastewater Management* is a peer-reviewed journal that publishes original reports and timely reviews related to **wastewater treatment**. The journal aims to provide an **interdisciplinary** platform for the dissemination of research **in chemistry, materials science, and microbiology** related to the purification of wastewater. Topics of particular interest include:

- Chemical separation processes
- Novel membrane technologies
- Nanotechnological advances

Ensure you have
associate editors with
this subject expertise

Clear aims and scope – Broad-focused journal



nature
neuroscience

Nature Neuroscience is a multidisciplinary journal that publishes papers of the highest quality and significance in all areas of neuroscience. The editors welcome specific topics in molecular, cellular, systems and cognitive neuroscience, as well as psychophysics, computational modeling and diseases of the nervous system. No area is excluded from consideration, although priority is given to studies that provide fundamental insights into the functioning of the nervous system.

General area

Specific topics

Additional information

Clear aims and scope – Specialized journal

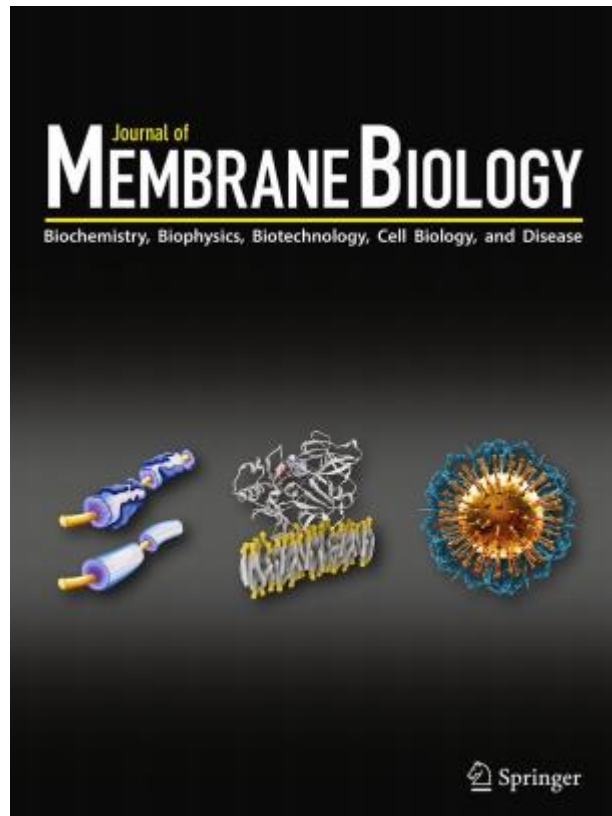


Breast Cancer Research is an international, peer-reviewed online journal, publishing original research, reviews, editorials and **General area** access research articles of exceptional interest are published in all areas of biology and medicine relevant to breast

Specific topics including normal mammary gland biology, with special emphasis on the genetic, biochemical, and cellular basis of breast cancer. In addition to basic research, the journal publishes preclinical, translational and clinical studies with a biological basis, including Phase I and Phase II trials.

Additional information

Very specific aims and scope



The *Journal of Membrane Biology* is dedicated to publishing high-quality scientific research in the **General area** of membrane biology, biochemistry and biophysics. Particularly, **Specific topics** welcome work that uses modern experimental or computational methods including but not limited to those with microscopy, diffraction, NMR, computer simulations, or biochemistry aimed at membrane associated or membrane embedded proteins or model membrane systems.

Very specific aims and scope

Additional information

While we welcome connections to clinical studies, submissions that are primarily clinical in nature or that fail to make connections to the basic science issues of membrane structure, chemistry and function, are not appropriate for the journal. In a similar way, studies that are primarily descriptive and narratives of assays in a clinical or population study are best published in other journals. If you are not certain, it is entirely appropriate to write to us to inquire if your study is a good fit for the journal.



Keep aims and scope up-to-date

Be forward thinking

Don't focus on what is popular **now**

Consider what will be popular **2 years** from now

How can you be forward thinking?

Keep aims and scope up-to-date

Be forward thinking

Attend conferences

Posters

- Often pre-published research
- Recommend to submit to your journal

Invited talks

- Often published research
- Invited because trending in the field

Keep aims and scope up-to-date

Be forward thinking

Discuss with editorial board

Chosen for their
breadth and expertise

Regional input on
trends

Diverse networks

Forward thinking in
preparing new research

Developing a valuable journal

Determine
appropriate
**study
design**

Which ***article types*** are appropriate?

Publication ***frequency*** and article ***number***?

Are ***special issues*** appropriate for the topic?

How many articles and issues per year?

Aim for > 25–30
articles per year

Quarterly journal with 7–8
articles per issue

Tip! Average rejection rate for many journals
worldwide is 60–70%

Need 80–90 submissions per year

Developing a valuable journal

Evaluate
expertise &
resources

What *subject expertise* is required?

Can you find *editors* and *board members* with the appropriate expertise?

Do they have *time* for the journal?

Ensure editors have subject expertise



Efficient editorial workflow



Efficient editorial workflow

Build a strong editorial board

Your editorial board is **not** an honorary position with no responsibilities!

They are your **collaborators** in developing your journal

Efficient editorial workflow

Build a strong editorial board

Dos

- ✓ Strong publication record
- ✓ Internationally diverse
- ✓ Enthusiastic/motivated
- ✓ Has time!

Don'ts

- ✗ Few English publications
- ✗ Not interested in journal promotion
- ✗ Big name, but no time

Expertise in subject areas of journal

Is this a strong editorial board?

International Journal of Wastewater Treatment

Editor-in-Chief

Dr. Wei Zhang, China

Associate Editors

Dr. Fang Yu, China

Dr. Min Wang, China

Dr. Jing Lu, China

Dr. Jun Qi, China

...

Editorial Board

Dr. Yan Chen, China

Dr. Jie Wang, China

Dr. Qiang Li, China

Dr. Ping Yang, China

Dr. Yong Zhou, China

...

Is this a strong editorial board?

International Journal of Wastewater Treatment

Editor-in-Chief

Dr. Wei Zhang, China

Associate Editors

Dr. Fang Yu, China

Dr. ...

**Should have international editors
and editorial board!**

Dr. Yan Chen, China

Dr. Jie Wang, China

Dr. Qiang Li, China

Dr. Ping Yang, China

Dr. Yong Zhou, China

...

More appropriate editorial board

Chinese Journal of Wastewater Treatment

Editor-in-Chief

Dr. Wei Zhang, China

Associate Editors

Dr. Fang Yu, China

Dr. Min Wang, China

Dr. Jing Lu, China

Dr. Jun Qi, China

...

Editorial Board

Dr. Yan Chen, China

Dr. Jie Wang, China

Dr. Qiang Li, China

Dr. Ping Yang, China

Dr. Yong Zhou, China

Recommend more international input

Strong editorial board

International Journal of Environmental Science and Technology

Editor-in-Chief

Dr. Majid Abbaspour, **Iran**

Associate Editors

Dr. CA Alo, **United States**

Dr. J Aravind, **India**

Dr. M Borghei, **Iran**

Dr. HW Chen, **Taiwan**

...

Editorial Board

Dr. NT Abdel-Ghani, **Egypt**

Dr. GN Demirer, **Turkey**

Dr. C Diamantini, **Italy**

Dr. HS Park, **South Korea**

Dr. MET Sillanpaa, **Finland**

...

Editorial board responsibilities

Help Editor-in-Chief achieve journal's goals

Editorial review

- Refine/revise aims & scope
- Review submitted manuscripts
- Identify suitable reviewers

Journal promotion

- Activity promote journal
- Solicit articles and reviews
- Write articles and reviews

Board meetings

Attend and actively participate in yearly editorial board meetings

Editorial board meetings

When/where

- Once per year
- Popular conference (e.g., annual society conference)

Discussion topics

- Journal's KPIs
- Recent/emerging trends
- Action plan for next year


Tips!

- Send out journal evaluation report before the meeting
- Have defined agenda and encourage discussion
- Follow-up with members throughout the year

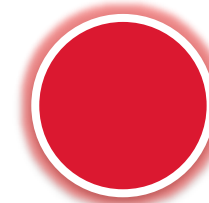
Actively promote your journal

Journal promotion

Establishing a high quality journal is not enough



Many reputable
and indexed
journals available



Your
journal

How to encourage authors to
consider your new journal?

Reduced visibility

Improving journal visibility

Special issues and editorials

Special issues

- Focus on current hot topic/meeting
- Well-respected guest editor
- Invited reviews and original articles

Editorials

- Highlight recent articles/trends
- Discuss new technologies
- Review policy changes & impact

Stay up-to-date on recent trends in your field!

Improving journal visibility

Valuable online content

nature.com > npj science of learning

a natureresearch journal

MENU ▾ npj Science of Learning

Search E-alert Submit Login

Review Article | 10 August 2016 | OPEN

Learning strategies: a synthesis and conceptual model

Review Article | 20 July 2016 | OPEN

Cognitive neuroepigenetics: the next evolution in our understanding of the molecular mechanisms underlying learning and memory?

Paul Marshall & Timothy W Bredy

Perspective | 06 July 2016 | OPEN

Optimising, generalising and integrating educational practice using neuroscience

Robert Colvin

Announcement

August 2016 research round-up

A new feature on our Community; a digest of the latest science of learning research from around the web.

<http://www.nature.com/partnerpublishing/benefits-to-partners/>

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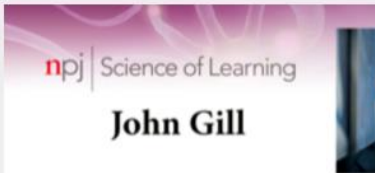
Improving journal visibility

Valuable online content

https://npjsciencecommunity.nature.com

MENU npj Science of Learning Search npj Science of Learning Community... REGISTER

HIGHLIGHTS



John Gill

Editor-in-Chief, Times Higher Education

OPINION

What Brexit and the Teaching Excellence Framework mean for education

By Donna Lu on Sep 27, 2016

An interview with John Gill, Editor-in-Chief, Times Higher Education.

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Latest Content

- LATEST FINDINGS

How are long lasting memories formed?

By Kobi Rosenblum on Sep 28, 2016
- Introducing: Annie Brookman


By Annie Brookman on Sep 27, 2016
- NEWS

All our Community content is free to access & share

By Warren Raye on Sep 27, 2016
- OPINION

What Brexit and the Teaching

Latest Video



Megan Smith's Introduction Video

By Megan A Smith on Sep 18, 2016

Latest Questions

I have a question. What's a good way for us to connect with students (outside of just the students we teach) to encourage them to use effective learning strategies?

Channels

- Latest Findings 8 >
- Opinion 8 >
- News 15 >
- For Researchers 5 >
- For Students 1 >
- For Teachers 9 >
- Events 5 >

Join the conversation on Twitter, tweet:

#npjscience

Improving journal visibility

Attending conferences

Trends

- Stay up-to-date in the field
- Adjust editorial direction

Networking

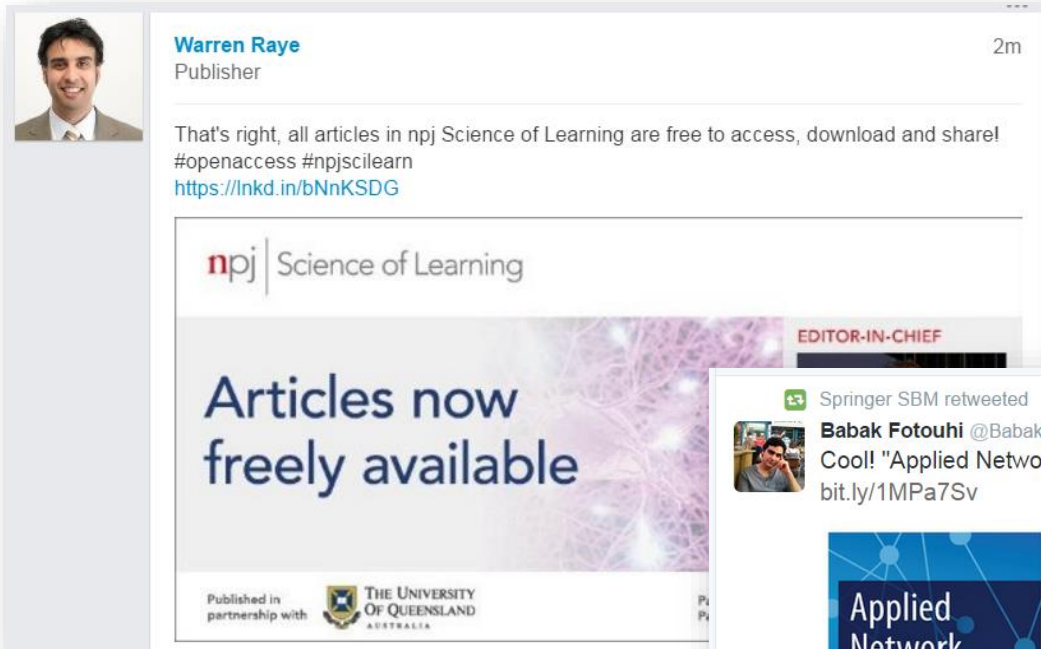
- Meet with researchers
- Solicit articles and reviews

Visibility

- Set up booth with sample issues
- Participate in events/workshops

Online promotion – Social networks

Attract widespread attention to your journal




Warren Raye
Publisher

That's right, all articles in npj Science of Learning are free to access, download and share!
#openaccess #npjscilearn
<https://lnkd.in/bNnKSDG>

npj | Science of Learning

Articles now freely available

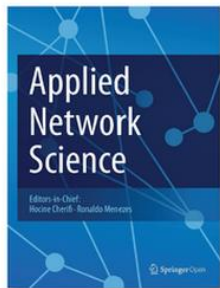
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Twitter

Springer SBM retweeted

Babak Fotouhi @BabakFotouhi · Aug 25

Cool! "Applied Network Science", a new Springer journal:
bit.ly/1MPa7Sv



Applied Network Science
Editor-in-Chief: H. Cherifi; R. Menezes

Focuses on novel applications of network sciences and on techniques that may be used in complex network methodologies. Contributions from all fields of science, technology, medicine and humanities will be considered, with an emphasis on articles that have direct applications to real world problems.

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LinkedIn

Useful tip for Twitter

Most conferences have an associated hashtag



Twitter hashtag for this meeting: **#KSepigen**

Useful tip for Twitter

Most conferences have an associated hashtag

Tweet published articles related to that conference and include their hashtag



In vivo HDAC imaging demonstrates efficacy of novel HDAC inhibitors in Journal of Molecular Therapeutics.
@JMolTher #Ksepigen [[link](#)]

Allows ***selective*** targeting of appropriate authors and readers to increase visibility

Your goal

Reputable source of high impact research

Strong editorial
vision

Improved
visibility

Result



Indexed in Web of Science
with a good impact factor

Спасибо!

Any questions?



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Editorial Development Manager



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