Journal Quality and Journal Development:

Competing on the international stage

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Agenda

- About OUP
- Publishing Profile of Russian Research
- Journal Development
  - What makes a good journal?
  - Defining goals and why they matter
  - Achieving goals
  - Case studies

Oxford University Press

Oxford University Press (OUP)
Our mission

Oxford University Press is a department of the University of Oxford. It furthers the University's objective of excellence in research, scholarship, and education by publishing worldwide.

A very short introduction…

- A department of the University that dates back to 1478

- Largest university press in the world

- 6,000 employees worldwide

- >7000 new titles each year

- >300 journals

- >$1.2bn turnover

Our publishing areas…

OXFORD
UNIVERSITY PRESS

Our mission: *"excellence in research, scholarship, and education by publishing worldwide"*

Global Academic

ELT

International Schools

The international publishing profile of Russian research

# Volume of Russian in international journals

Article or Reviews in Web of Science with at least one author from Russia

1.54%
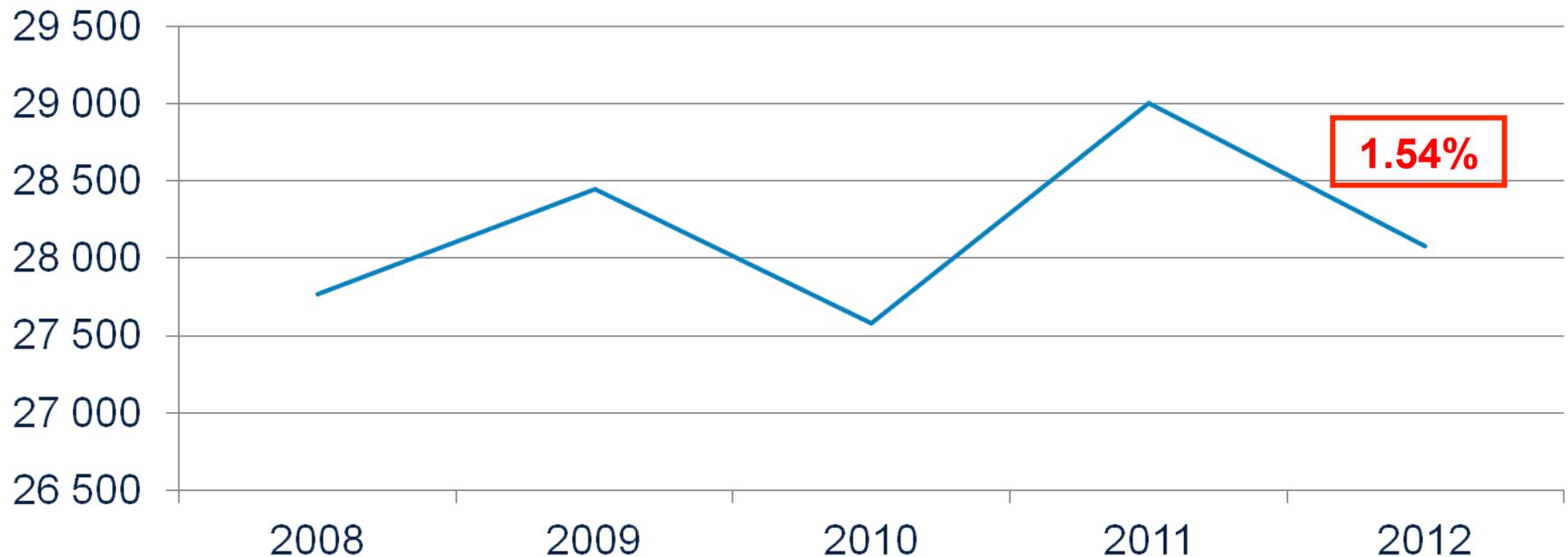
Russian output in international context

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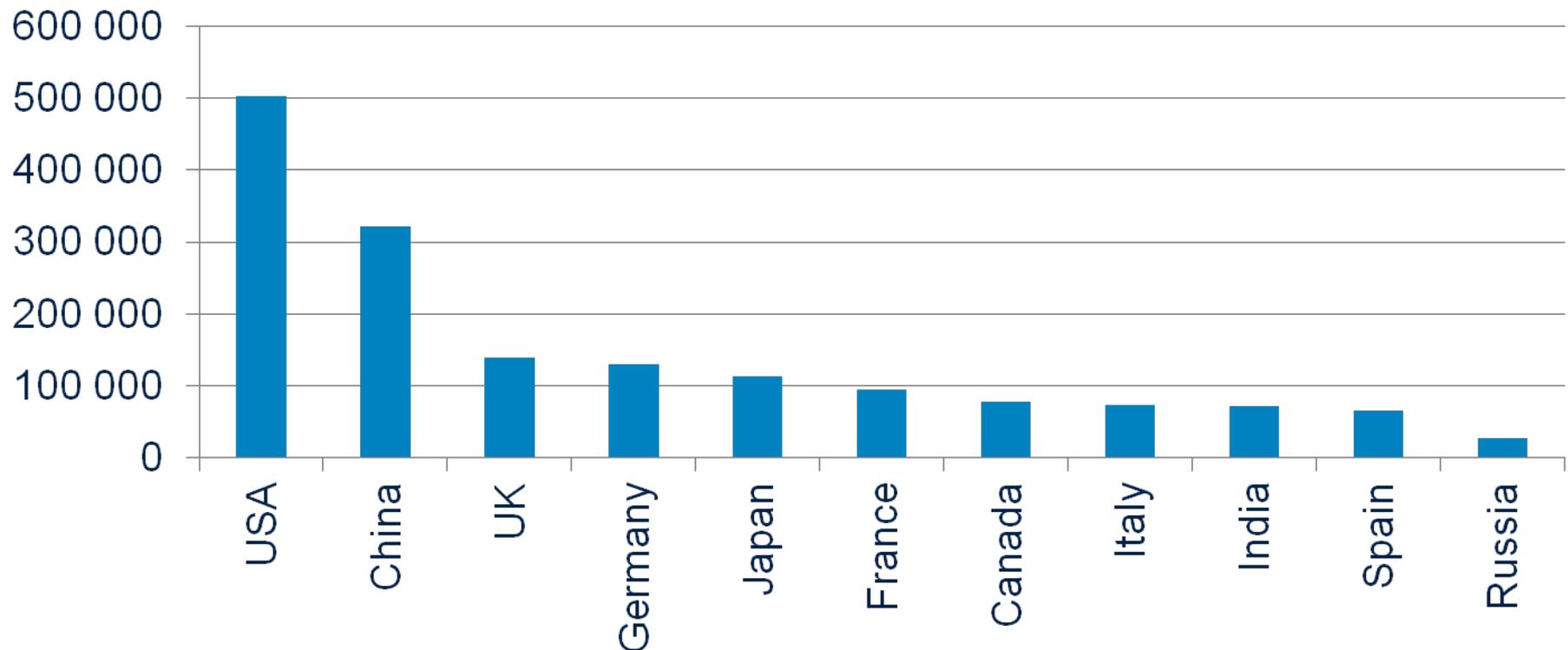
Data from Web of Science

Russian articles in OUP journals

Number of articles
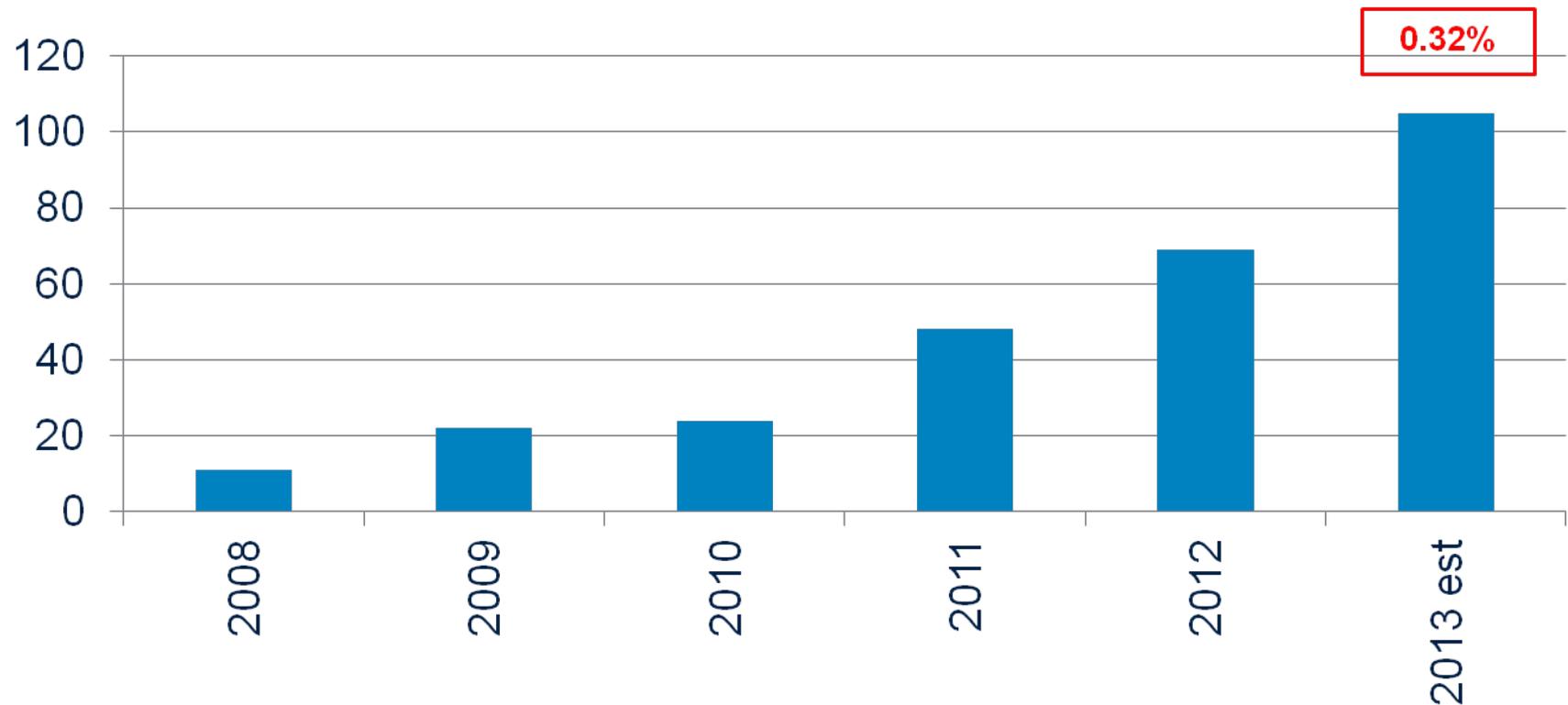
Summary: international profile of Russian research

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- Overall Russia accounts for under 2% of articles published in international journals
- 1% (216) of journals in the WoS are Russian based (compared to 227 from China)
- At OUP, Russian articles account for less than 0.5% of content
- This compares with 9% of our usage coming from Russia

Russia is a greater consumer than producer of (internationally recognised) research content at present

Ways to address this….

- Increase and improve submissions to international journals
- Increase and improve Russian-based international journals

Journal Development

What makes a good journal?

- Committed editors and editorial board
- Appropriate Aims and Scope – meeting community need
- Content
  - Range of subjects
  - Quality
  - Geographical distribution
  - Volume of content
- Robust, ethical peer review
- Readership/visibility
- Sustainable finances

The role of the editor(s)

Objective: ambassador for the Journal, working with the Publisher and wider editorial team to set the direction for the journal, establish its reputation, and encourage/process high-quality submissions that support the Journal's mission

- Setting journals Scope and Strategy
- Establishing and enforcing peer review process to select best manuscripts
- Commissioning manuscript submissions in areas identified in the Journal's editorial strategy
- Setting Journal policies e.g. authorship, conflict of interest, publishing ethics
- Strategic development (supported by others)
- Developing and maintaining an extensive network for promotional purposes

Journal finances - key issues

- Academic libraries have declining budgets
  - So no money to subscribe to new journals
- Launch journals take at least 5 years to break even
  - But getting even harder
- The 'big deal' is major sales stream for most journals
- Open Access – can your target authors afford to pay
- What is your cost base – do you need print?
- Online journals need continual development

SUMMARY: revenues are tough to grow; costs are increasing

When do journals need development?

- Young journals:
  - To attract more submissions
  - To grow into new markets
  - To increase quality

ALWAYS

- Mature journals:
  - To respond to market/competitor changes
  - To grow into new markets
  - To increase quality

Journal development process

1. Define your mission
2. Assess competition/market
3. Review current position
4. Set clear goals
5. Agree action plans
6. Set milestones
7. Review progress towards milestones

Journal development process
Define your mission

1. Quality/Impact factor?

2. Global readership?

3. Financial, e.g. sustainability/revenue?

Journal development process
Assess your competition/market context

1. Author demographics
2. Impact factor
3. Subject coverage
4. Reputation/profile
5. Business models
6. Quality of papers

7. New conferences/conference topics
8. Author needs (e.g. data, OA, colour, language support)

Journal development process
Review your current position

1. Author demographics
2. Impact factor
3. Subject coverage
4. Reputation/profile
5. Business models
6. Quality of papers
7. Sales/Finances
8. Usage

or

Journal development process
Set clear objectives

1. Specific
2. Realistic
3. Consistent

Journal development process
## Action plans and milestones

- Who to do what, by when?
- How will you know you are on the right track?

Case Study:
Chinese journal with strong impact factor growth

- *Challenge*: a new Chinese based journal in a competitive market

- *Objective*: to develop a strong impact factor

- *Actions*:
    - Proactive editors
    - Use of PR and social media
    - Co-ordinated approach

- *Result*: impact factor 6.1; good submissions

Impact Factor
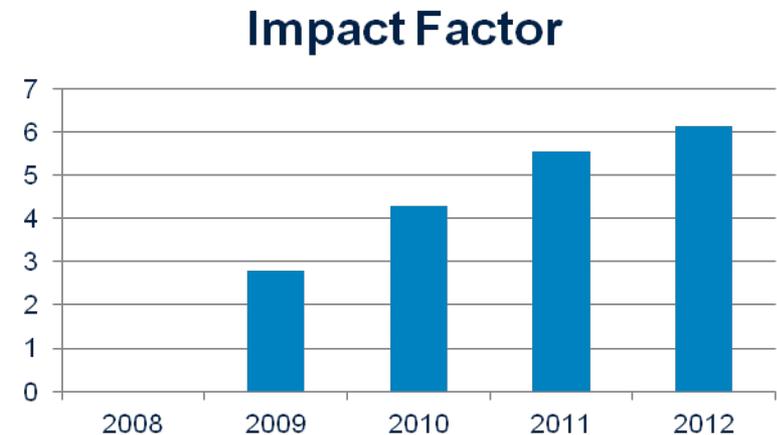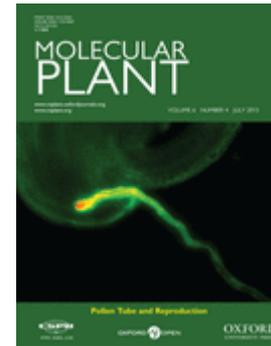
Case study: strong journal wanting to get stronger

- ***Challenge***: to attract more of the best authors
- ***Objective***: to improve times to be faster than competitors
- ***Actions***:
  - Review of process (cf other journals)
  - Change of process, new letters, changing some editorial members etc
- ***Result***: 38 days to 25 days (submission to 1st decision); 2012 IF ranking = 2nd
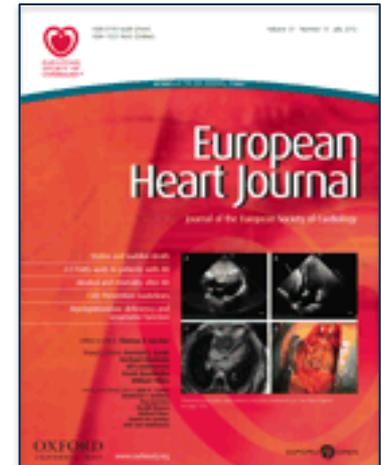
Examples: increasing global appeal

- ***Challenge***: the best papers are published in the US, but Jnl receives few US submissions
- ***Objective***: to increase the number of US submissions
- ***Actions***:
  - Added US Editorial Board members at key inst.
  - Used more US reviewers
  - Marketing activities focused on US authors
  - Considering US spelling in journal
- ***Result***: increase from ~10% to ~30%

Examples: increasing the scope

- ***Challenge***: need to broaden journal's scope
- ***Objective***: to increase the number antiviral submissions
- ***Actions***:
  - Added Editors
  - Commissioned specific articles
  - Changed internal design to highlight antiviral submissions
  - Marketing campaigns
- ***Result***: <5 pa (2000) to ~100 pa (2010)

Thank you!
Any questions?