

Emergent Areas to visualize by the Journal Strategy Holders

The translocation of scientific work from the research bench to the publisher table is considered for a publication. A journal is a marker for scientific progression in any respected academic and/or professional organization.¹ A journal can be considered as a predicting tool for the status, rate of the scientific growth and progression in the academic and/or professional organization. Thus, a journal activity can safely correlate the actual research demand with that of the public needs of the local and global population. The level of scientific literature demand has been constantly changing from just any of information required/submitted to the growth of specific information in a many different journals. A stage of 'forest of the journals' has been reached, in which the scientific literature is published. The time to produce and maintain the quality and standards of the journal is now. The strategic concepts of the journal's focus are determined by five groups: editor, editorial board, reviewers, authors and target audience. The aim of this editorial manuscript is to shed light on the emergent areas that the five strategic holders need to focus.

The authors are the key strategic holders who maintain the standards and quality of the journal. Publishing scientific material has become an essential requirement for academic position upgradation and this lead to a scenario of an increasing number of multiauthored articles. These multiauthored article(s) raise two important challenges: (1) the authors' contribution and (2) the authors' sequence. Conventionally, the first author receives the maximum credit and followed by the co-authors. The challenge lies in assessing and evaluating the contributions from each author. The journal should identify each author's contribution in percentage in the research work and their academic contribution. A suggestion is to identify and calculate four percentile values first, the actual scientific and public need; secondly, the truthfulness of the genuine work by the author(s) thirdly, the contribution to the academia and, fourthly, the self evaluation and/or plagiarism evaluation. These factors mentioned can be considered as four essential qualities for authors as well as the journal editorial team.

The editor(s) and editorial team are the mirroring element of the journal standards and its quality assurance. The editor(s) are under stress with their duty load, the challenges with peer review and the plagiarism process, meeting the dead line of the journal release, finding funding sources for the release of the journal, following policies on indexing, impact factor, citation and h-index.² One of the recent topical issues in scientific journals (especially open access journals), focuses on two components: peer-review process and plagiarism.³ The failure to properly process these two aspects may lead to the condition known as 'scientific literature trafficking'. Scientific literature trafficking is the most common bias that disturbs the normal architecture of modern scientific literature. A suggestion for the editor and editorial team is to conduct a periodical meeting on the management of the peer-review system, plagiarism tools, manuscript concepts, the quantitative and qualitative evaluation of published manuscripts in the journal's database. Maybe the discussions among the editorial team will identify the correct research areas that are required in the profession and this can pave the way for theme-based approaches and call for papers.

Traditionally, a triple blind review is considered in the review process. The decision of the third reviewer helps to support and identify the decision of the fellow reviewers. The editor(s) and editorial team should also identify the burden on the reviewer and the review period that is given to them for the review process. Summaries and critiques are the two areas of expectation from reviewer. The reviewer must identify the validity of the scientific method employed, statistical concepts of the study and discussion related by the author. Reviewers are expected to focus on unexpected and unanswered issues in the research paper; the latter two add knowledge to the existing literature. It can be conveniently quoted that quality control and assurance of the manuscript reflects directly upon the reviewers. Thus, the decision of the reviewer helps to maintain the standards and quality of the journal.

The majority of the journal stores the information of the published manuscript through online access. The editor may introduce a survey system about the published manuscript among their targeted audience. A suggestion is to identify a software system to answer the questions about the manuscripts that have been downloaded by the audience. The target audience may be prompted to participate in the questionnaire survey about the quality of the academic material, the ease of understanding the scientific methodology employed in conducting the research, statistical area and references included in the manuscript.

To conclude, all five groups are on the cutting edge of the journal's quality and standards. A critical self assessment by the authors and timely assessment of the peer view, editorial process, qualitative and quantitative evaluation of the published manuscripts in the journal by the editor(s) and editorial team are highly recommended. This may help to assess the level of growth of the scientific literature from the respected professional organization on the local and global population. It can be strongly quoted that a 'journal is not about the publishing manuscripts, but engaging fellow professionals on the direction and reserve their space in various research areas.' The interest in the publication is not just a contribution, but great investment in scientific literature for the future.

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