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An Analysis of Integrated Development Approaches for Regular University Journals: A Case Study of Two Journals at Anhui University of Science and Technology (Postprint)

Authors: Fan Jun

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Abstract

Based on a study of the personalized initiatives in the integrated innovation and development of editing and publishing among university journals of various institutions, this paper proposes measures and response plans for this publishing center grounded in the development status, problems, and objectives of ordinary universities, with the aim of guiding editorial and publishing practice and engaging in scholarly exchange and discussion with academic colleagues.

Full Text

Preamble

Analysis on the Integrated Development Approach of University Journals: A Case Study of Two Journals from Anhui University of Science and Technology

Academic Publishing Center, Anhui University of Science and Technology, Huainan, Anhui 232001

Abstract: Based on studying the personalized initiatives of university journals in integrated innovation development of editing and publishing, this paper proposes measures and solutions for our publishing center based on the development status, problems, and goals of ordinary universities, aiming to guide editorial practice and facilitate discussion with academic colleagues.

Keywords: system construction; journal characteristics; academic circles; personnel development; academic journals

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1. Fully Leveraging the Editorial Department' s Principal Role in Journal Operation

The Academic Publishing Center oversees three editorial departments: the Editorial Department of *Journal (Natural Science Edition)*, the Editorial Department of *Journal (Social Science Edition)*, and the Editorial Department of *Mining Science and Technology*. As *Mining Science and Technology* is an internal publication, this discussion focuses specifically on the operational models and editorial practices of the two official journals. Both journals emphasize the principal role of editorial departments throughout the publication process, rigorously managing manuscript review, finalization, editing, and proofreading to ensure timely, high-quality publication and successfully fulfill editorial responsibilities.

2. Strengthening System Construction and Upholding Rigorous Review Practices

2.1 Establishing Bottom-Line Thinking to Effectively Guard Against Ideological Risks

By conscientiously studying General Secretary Xi Jinping' s important speech at the seminar for leading cadres at the provincial and ministerial levels, we deeply comprehend and accurately grasp the profound changes in the external environment and the new situations, problems, and challenges facing China' s reform and development. We adhere to bottom-line thinking, enhance our sense of crisis, improve our ability to prevent and control risks, and maintain overall stability. Adopting a prevention-first and strictness-priority approach, we understand the various manifestations of political and ideological security risks, improve our ability to identify them, effectively guard against risks, and place the prevention of major political and ideological risks at the top of the editorial department' s agenda.

2.2 Complying with Publishing Regulations and Strictly Implementing the "Three-Review-Three-Proofreading" System

Annual Inspection: In accordance with requirements from the Anhui Provincial Committee Propaganda Department, the journals undergo annual inspections. We conduct self-examinations covering the journals' mission, implemen-

tation of relevant regulations, and publication cycles, submitting all required materials on schedule and successfully passing inspections.

Social Benefit Evaluation: We completed the annual social benefit evaluation for our journals, earning full recognition from superior leadership. To further standardize review work, we revised and improved the Journal Management Center’s review system. To attract higher-quality manuscripts and increase citation rates, we updated the reward and punishment system. To address prevalent academic misconduct, we formulated *Measures to Prevent Plagiarism and Other Academic Misconduct*. These robust systems and their strict implementation provide essential safeguards for healthy journal development.

“Three-Review-Three-Proofreading” Special Inspection: Following the *Notice on Conducting Special Inspections of the “Three-Review-Three-Proofreading” System Implementation by Publishing Units* from the National Press and Publication Administration and the unified deployment of the Anhui Provincial Committee Propaganda Department, our journals conducted special self-inspections to promote system construction and standardize publishing practices. In the first half of 2020, the editorial department successively carried out self-inspections on “Three-Review-Three-Proofreading” implementation, social benefit assessments, and benchmarking against the *Regulations on Newspaper and Periodical Quality Management*. We consistently maintain correct orientation and direction, strictly comply with Party and state publishing policies and regulations, and organize study of the *Measures for Filing Major Topics in Books, Periodicals, Audio-Visual Products, and Electronic Publications*.

In accordance with the *Notice on Conducting Special Inspections to Improve Review Systems at Newspaper and Periodical Publishing Units* from the Anhui Provincial Press and Publication Bureau, we further standardized review work and submitted summary reports. Over three years, the *Journal* has consistently conducted collective reviews of all six annual issues and the editorial quality of major papers. Additionally, the two journals conduct mutual reviews beyond internal editorial reviews, enabling timely identification and resolution of editorial issues.

2.3 Upholding Political and Professional Study

Academic journals demand high political standards. Our editorial department prioritizes political study to enhance editors’ political and policy competence. We organize study sessions on Xi Jinping Thought on Socialism with Chinese Characteristics for a New Era and the spirit of the 19th Party Congress and its second, third, and fourth plenary sessions, firmly establishing the “Four Consciousnesses,” strengthening the “Four Confidences,” and achieving the “Two Upholds.”

The *Journal (Natural Science Edition)* has strengthened connections with relevant university schools, focusing on capturing academic achievements from

advantageous disciplines, particularly those from doctoral degree authorization programs. We have intensified outreach to principal investigators of national natural science fund projects both within and outside the university, actively soliciting contributions from major fund project members, establishing special columns for advantageous disciplines, and publishing special issues to rapidly enhance journal influence.

3. Strengthening External Relations and Expanding Journal Impact

We regularly send staff to Beijing to stay informed about the latest developments in journal publishing and dispatch editors to academic symposiums in Guangzhou, Wuhan, Changsha, Nanjing, and other cities. We maintain connections with abstracting journals such as *Academic Abstracts of University Liberal Arts* and *Reprints of Materials from People's University*, and actively participate in annual meetings and academic exchange activities organized by the Anhui Provincial University Journal Research Association. Both journals also attended the “First China Journal Expo” in Wuhan. Through these outreach activities, we have strengthened domestic and provincial influence and maintained connections with the four major abstracting services, significantly boosting academic impact.

We actively participate in training programs organized by the National Association of Social Science Journals of Higher Education Institutions, the China Association for Science and Technology Journals of Universities, and provincial journal associations (editing societies), learning management experience from other university editorial departments and exchanging publishing insights with journal editors. We also attended the “Copyright Judicial Protection in Network Environment” training program hosted by the China Written Works Copyright Society to understand the third revision of China's *Copyright Law* and its implications for our work, applying three key recommendations to our journals' operations.

3.1 Emphasizing Thematic Promotion to Highlight Social Benefits

We optimize column settings based on problem-oriented principles, actively planning influential topics and leveraging editorial board members and renowned scholars to solicit contributions from domestic experts, creating clustering effects that enhance our journals' influence.

The *Journal (Social Science Edition)* deepens collaborative consultation with the university's Marxism School's “Chu Huai Culture” research institute, Huainan Normal University, and relevant Huainan municipal cultural institutions to attract more high-quality manuscripts for the “Chu Huai Culture” special column. We continue strengthening high-quality manuscript solicitation for “Ideological

and Political Education” and “Energy Economy” columns to develop distinctive features, while keeping pace with academic frontiers through increased solicitation efforts and cutting-edge academic column establishment.

Leveraging mature promotion platforms, we pilot precise article push for the “Chu Huai Culture” academic topic to improve dissemination effectiveness. We also strengthen the editorial department’s website and WeChat platform construction to proactively promote published academic achievements to target audiences, enhance journal visibility, and continuously explore new columns that highlight special features, striving to further improve journal quality and influence.

3.2 Highlighting Special Columns and Strengthening Distinctive Features

We fully utilize editorial board members’ professional expertise and academic influence for manuscript organization and solicitation, particularly leveraging external board members to optimize author structure and increase external submissions. Board members also actively recommend and publicize the journals to expand influence and raise visibility.

3.3 Implementing High Remuneration and Priority Publication Policies to Build Stable Author Teams

Our author team composition has significantly improved. Using various connections, we regularly contact experts with whom we have established long-term relationships and solicit contributions from scholars at academic events, emphasizing theoretical principles and methodology manuscripts. During solicited manuscript review, we implement tracking systems for outstanding submissions, providing attention during second review and priority in third review to encourage all editors to solicit contributions. In the six 2020 issues, both paper quantity and quality in all columns substantially improved compared to previous years. For example, two 2021 papers were respectively reprinted by *Chinese Social Science Digest* and *Reprints of Materials from People’s University*.

4. Strengthening Journal Digitalization and Informatization to Promote Integrated Innovation

4.1 Priority Publishing

To accelerate dissemination of key papers and expand their citation scope and frequency, the *Journal* first signed a priority publishing agreement with CNKI, which has significantly helped improve the journal’s impact factor with preliminary results already visible.

4.2 Establishing WeChat Public Platforms

Both journals plan to establish dedicated digital publishing and network communication teams based on our university's WeChat platform, with specialized personnel operating the journals' WeChat public accounts and center website. This provides more effective and convenient communication channels between the journals, editors, readers, and authors, opening new publicity channels that greatly promote the journals' social influence.

4.3 Exploring OSID Program Functions and Upgrading the Center Website

Under new media convergence publishing, we further research and explore academic journal dissemination and publishing patterns in network environments, improving open access and priority publishing. Our current website design and content inadequately serve digital and networked information dissemination functions. We must strengthen learning to enhance editors' understanding of integrated publishing development trends, vigorously promote integration innovation, strengthen digital dissemination, adapt to the new media era publishing environment, and build better academic exchange platforms between editorial departments and readers/authors.

5. Serving Authors and Readers by Establishing Dynamic Tracking Mechanisms

We actively explore publishing patterns and continuously improve service levels and work efficiency. To address chaotic and non-standard reference citations in author manuscripts, the editorial department added a "Citation Format" guide in journal layout blank spaces, which not only standardizes reference formatting and improves work efficiency but also increases paper citation rates and promotes academic achievement dissemination and transformation. Additionally, we minimize publication delays to enhance author submission enthusiasm. In 2020, 72.6% of published articles were authored by PhD holders or associate professors and above.

We regularly check paper citation status online, establishing interactive mechanisms with highly-cited authors to enhance their connection with the editorial department and build author communities. We promptly analyze citation data to understand disciplinary distribution patterns and adjust column development plans accordingly. The editorial department adheres to correct publishing orientation, strictly manages manuscript selection, review, and publication, standardizes editorial procedures, enhances knowledge services, strengthens targeted push efforts, and is committed to serving the university's "Double First-Class" construction. Continuously improving journal quality and academic influence has earned broad recognition both inside and outside the university.

6. Strengthening Academic Circle Team Building for Both Journals to Promote High-Quality Development

First, we must strengthen editorial team building through skills training and professional study, encouraging editors to attend academic and professional conferences to enhance theoretical levels and professional competence. Second, we must strengthen author team building by connecting and cooperating with renowned domestic scholars and research institutions, planning key academic hotspot columns based on frontier development trends to generate academic impact. Third, we must strengthen expert team building for both journals, leveraging scholars' advantages in writing, reviewing, organizing, and soliciting manuscripts to optimize publishing workflows and ensure published papers maintain high academic quality. We actively assist editors in applying for various editing and publishing fund projects, writing professional theoretical articles, and participating in publishing industry professional title evaluations. We encourage editors to attend academic conferences to expand their academic horizons, enhance professional competence, and strive to become first-class editors.

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Author Biography: Fan Jun (1980-), female, from Jinzhong, Shanxi, Associate Editor. Research direction: Editing and Publishing Studies.

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