Reengineering and Practice Exploration of Academic Journal Editing and Publishing Workflow: Postprint

Authors: Pan Jie

Date: 2023-10-08T00:00:00+00:00

Abstract

Editorial process reengineering is an emerging discipline in recent years, which involves the redesign and rethinking of operational workflows within academic journal organizations. In the integrated media environment, the scope of academic journal editing and publishing has become increasingly diversified, necessitating the editorial processing of nationally standardized units and measurements, textual language, punctuation, audio-visual materials, charts, experimental methodologies, among other elements, to facilitate journal sharing among experts and readers and to serve as an effective source of data. This paper investigates the reengineering and practical implementation of academic journal editing and publishing workflows within the integrated media context, with the aspiration that academic journal publishing may forge a path conducive to its own development.

Full Text

Preamble

Workflow Reengineering and Practice Analysis for Academic Journal Editing and Publishing

(Nanchang Institute of Medical Sciences, Jiangxi Nanchang 330001)

Abstract: Workflow reengineering for academic journal editing and publishing is an emerging discipline in recent years that involves the redesign and rethinking of operational processes within academic journal organizations. In the converged media environment, the scope of academic journal editing and publishing has diversified considerably, requiring editors to process standardized units and measurements, language, punctuation, audio-visual materials, charts, experimental methods, and more to facilitate journal sharing among experts and

readers and serve as an effective data source. This paper analyzes the workflow reengineering and practice of academic journal editing and publishing under the converged media context, aiming to identify a development path suitable for academic journal publishing.

Keywords: academic journals; journal editing; workflow reengineering; converged media; review and error correction

Classification Code: G232
Document Code: A
Article ID: 1671-0134(2021)02-069-03
DOI: 10.19483/j.cnki.11-4653/n.2021.02.019

Citation Format: Pan Jie. Analysis of Workflow Reengineering and Practice for Academic Journal Editing and Publishing [J]. China Media Technology, 2021(02): 69-71.

1. Overview of Academic Journal Editing

1.1 Academic Journal Editing Planning

Academic journal editing planning involves precisely grasping reader orientation during the editing process and effectively utilizing author resources according to the journal's purpose and legal authorization to achieve specific publication goals. Simultaneously, detailed implementation plans must be formulated for relevant strategies to ensure proper foundational planning in the preliminary stages of academic journal publishing activities. Academic journals possess distinctive brand characteristics, creating competition among journals. Consequently, academic journal editing planning must ensure the uniqueness of individual publications and continuous innovation to maintain long-term development.

1.2 Academic Journal Editing and Reviewing

Academic journal editing and reviewing must first uphold rigorous standards. The current environment of "letting a hundred schools of thought contend" has made academic journal development more comprehensive, requiring reviewers to seek truth from facts to promote China' s scientific and cultural undertakings and drive continuous academic progress. Second, according to the requirements of different academic journals, each publication must implement a "three-review system"in its editing and reviewing work. Through fair, impartial, and objective evaluation of papers' academic applicability, innovation, and the credibility of final conclusions, journals can effectively assess manuscript quality and ensure the publication of high-quality academic papers [**?**]. Finally, academic evaluation must possess academic representativeness, and during review and editing, the application of a representative system must be ensured to avoid the inability of research outcomes to demonstrate their own value due to evaluation utilitarianism. Moreover, the final evaluation of research outcomes must be tested

by social practice for their truthfulness. Additionally, when applying relevant policies for promotion, scientific behavior must maintain research integrity and fulfill ethical principles to ensure the normative nature of the academic platform' s publications.

1.3 Academic Editing Norms

Academic editing norms: The legalization of policies serves as an effective means to maintain social rules. In academic journal editing, the effective application of binding, normative, and recommendatory elements must be ensured. Through effective legal constraints, academic communities can maintain normative development during free competition. However, due to their distinct hierarchical and positioning characteristics, the application of mandatory norms must preserve differences while seeking common ground. Conceptually, competition freedom ranges established by convention should be used to ensure content quality. Academic journal editing work must be safeguarded from three aspects: scientific and technical standards, ethical norms, and standard specifications. First, regarding scientific and technical standards, publications must reference relevant standards and guidelines to meet application requirements, including both recommendatory and mandatory standards. Both must be considered within the legal frameworks issued by relevant state departments to ensure correct usage of numbers, language, academic terminology, punctuation, and references. Second, regarding ethical norms, academic journal ethical norms include both author professional ethics and editor professional ethics, requiring effective supervision through relevant laws and regulations. Simultaneously, author self-discipline must be ensured to guarantee content normativeness and rigor through the application of citation rules. In academic journal editing activities, academic review and evaluation mechanisms must reflect guidance, fundamentality, stability, holism, and long-term perspectives. Academic evaluation and review must also ensure that relevant editorial staff fulfill their obligations to effectively review content, thereby reducing human uncertainty factors and adding rule-based application principles to demonstrate humanistic care.

---

2. Common Editorial and Publishing Workflows for Academic Journals

With the arrival of the converged media era, academic journals that disseminate academic achievements face both unprecedented opportunities and challenges. The workflow reengineering of academic journal editing and publishing under the converged media background is an urgent issue requiring editorial reform. In recent years, regarding the consolidation of academic journal editing and publishing work, literature research indicates that the arrival of the information age and changes in traditional business journals caused by "Internet Plus" have transformed academic journal development. For instance, digital publications

now occupy most of the market space previously held by print media, making traditional journal methods unable to meet their own dissemination needs. Regarding workflow reengineering, relevant literature is scarce, making it difficult to reference most documents during specific optimization. Based on current CNKI platform searches, the total literature on academic journal editing and publishing is only slightly over 400 articles, and literature related to workflow reengineering analyzed with visualization tools accounts for less than 0.1% of the total. Nevertheless, this shows that both within the journal industry business domain and the academic domain, there is certain attention paid to workflow reengineering and related content.

Generally, academic journal workflows in cultural enterprises have three main defects. First, the academic journal publishing process has long been in a single mode, leading to self-enclosed work procedures during operation. As market development accelerates and the external communication environment changes, if internal work practices remain unchanged, unreasonable working methods will prevent effective workflow operation from sustaining enterprise development. Over time, this inevitably leads to inertia among editorial staff, unable to satisfy the diversity of cultural development and communication. Additionally, many employees, under such pressure, experience decreased responsibility and motivation, even lacking creativity. The process must achieve effective planning of content, but it also includes cost budgeting, advertising operations, and manuscript circulation, making it impossible to effectively guarantee the quality of all nodes during specific editing processes. This also means that in the journal editing process, all links must be content-centered to ensure that other operational nodes can rely on the process itself to improve operational efficiency. However, this results in editorial staff bearing massive workloads, preventing them from effectively guaranteeing quality in all aspects. Finally, influenced by the information age, traditional journal editing work cannot meet the demands of modern operations. This rigid process approach also leads to slow updates, causing traditional academic journal enterprises to make adjustments like position restructuring, technological updates, and personnel changes to cope with new-era development, all of which require the entire workflow to be effectively inclusive.

---

3. Principles of Workflow Reengineering

3.1 Content-Centered Approach

Academic journal editing and publishing workflow reengineering must be optimized according to relevant principles, aiming to improve the quality of each manuscript link and effectively reduce adverse reactions caused by concentrated pressure due to heavy editorial workloads. For example, in the initial review stage, the existing workflow lacks effective differentiation of editorial qualifications. The initial review could be assigned to new employees for simple

review according to relevant standards, paired with guidance from a senior editor. However, if an organization has excess senior editorial resources, this stage could be skipped for direct review. Another example is the proofreading stage, which generally requires participation from all editors, leading to human resource waste. Therefore, in compiling academic journal tables of contents, covers, and other content, direct cutting could be implemented to shift work focus toward manuscript optimization, thereby achieving work refinement and avoiding resource waste. Furthermore, in workflow reengineering, a content-centered approach can ensure the provision of quality resources for core users. Since academic journals primarily focus on academic content, regardless of how editing processes are optimized, they cannot meet the demand of improving article quality. However, adding feedback and interaction links in other stages can effectively optimize academic journal application effects [**?**]. Generally, academic journals primarily source content through topic planning and manuscript solicitation to meet promotional needs, typically outlining annual plans and organizing solicitations according to actual progress. However, this approach is relatively passive, consumes substantial human and material resources, and makes it difficult to ensure the quality and quantity of solicited manuscripts [**?**].

3.2 Process Structure

When optimizing structure, eliminating the hierarchical structure of academic journal organizations and flattening departmental functions can achieve reengineering goals. This ensures effective presentation of content from different academic fields, expanding cultural, social, and economic benefits. Simultaneously, in the rapidly changing economic information era, the value of academic journals lies in creating an effective platform for readers through academic exchange and promoting social development. Therefore, during development, effective development of new technologies must be achieved to ensure promotion of core values and effective connection of internal academic journal work. Through collaborative mechanisms, the reengineered workflow can still be measured by performance, effectively reducing workflow 衔接 issues caused by position hierarchies [**?**].

3.3 People-Oriented Approach

Although the object of academic journal editing and publishing workflow reengineering is effective process optimization, the core remains human-led editorial work. Therefore, each academic journal publishing operation must ensure that personnel can both optimize the system and benefit from it. With current continuous technological penetration, academic journal operations must also hire multi-skilled talents to ensure optimal use of personnel, promoting workflow reengineering through the performance of their functions.

---

4. Implementation Pathways for Workflow Reengineering

4.1 Process Optimization

Under the converged media background, to ensure the organic transformation of academic journals, workflow reengineering should be conducted to achieve converged media communication goals. Since current traditional academic journal editing and publishing workflows have repetitive and similar problems, personnel waste, cost waste, and resource waste inevitably occur throughout the process, preventing effective implementation [**?**]. Therefore, considering the current overall development situation, workflow optimization must be achieved while demonstrating core values. This enables effective workflow upgrading and ensures that when selecting manuscript quality, immoral individuals can be prevented from using others' works for their own benefit, while also improving final manuscript quality. Furthermore, from a macro perspective, in the converged media era, to ensure effective dissemination of academic products, academic journals must solve multimedia and multi-medium issues, require integration of text and static/dynamic visual elements, ensure content innovation, evaluate dissemination channels, and build multi-platform dissemination systems for mobile clients, print media, and online media, enabling academic products to operate organically through same-content differentiated dissemination [**?**].

4.2 Revision and Error Correction Reengineering

Academia demands rigor, so as a dissemination carrier, academic journals must also implement effective standards in proofreading and error correction to ensure workflow implementation can improve manuscript quality and avoid academic rigor issues. Additionally, in academic journal editing and publishing workflow reengineering, all personnel must fulfill their responsibilities. Only on the basis of completing their own work can they increase proofreading and publication content, ensuring that established collaborative relationships can truly promote effective manuscript quality improvement.

4.3 Technology Optimization

In the Internet era, effective application of technical tools can promote comprehensive academic journal development. Therefore, during workflow reengineering, scientific and technological integration must be achieved. This not only improves editing and publishing efficiency but also optimizes business processes, enabling effective support from information technology. For example, data zones can be set up on academic journal PAD mobile versions, WeChat platforms, and web pages for user browsing and downloading. Relevant application testing tools or algorithm codes can also be obtained and promoted on these platforms to improve academic journal workflow reengineering quality [**?**]. The ultimate goal of academic journal construction is to ensure the dissemination of relevant policies, research outcomes, and other related content during publication. Therefore, in the workflow reengineering process, a content-centered

approach must be maintained, with other detailed work effectively optimized to continuously improve manuscript quality, thereby ensuring the publication of academic masterpieces.

References

[1] Meng Wei, Chen Zeqi. Workflow Reengineering and Practice for Academic Journal Editing and Publishing [J]. Communication and Copyright, 2020(06): 12-14.

[2] Zhang Jianye, Liu Yong. Workflow Reengineering and Practice for Academic Journal Editing and Publishing [J]. Acta Editologica, 2019, 31(06): 626-630.

[3] Xu Yishan. Qualities Required of Environmental Science Academic Journal Editors in the New Era [J]. Journal of News Research, 2019, 10(20): 164-165+178+234.

[4] Li Xingen. Analysis of Academic Paper Author Information Fraud and Countermeasures [J]. Acta Editologica, 2020, 32(04): 431-434.

[5] Jiang Guizhen. Discussion on Professional Development Strategies for Academic Journal Editors [J]. Editing Studies, 2020(03): 66-70.

[6]. Thank you to our academic editors and peer reviewers[J]. Water Science and Engineering, 2020, 13(1).

[7] Zhang Xiaoyuan. Value Reconstruction of Academic Journal Editors in the Converged Media Era [J]. Chinese Journal of Scientific and Technical Periodicals, 2020, 31(06): 651-657.

[8] He Jing, Zhang Li, Deng Jing, Tian Jiang. Business Process Reengineering of University Journals Under Digital Publishing [J]. Journal of News Research, 2018, 9(17): 26-27.

Author Introduction: Pan Jie (1970-), female, from Nanchang, Jiangxi, Associate Editor, Research Direction: Medical Academic Journal Editing and Publishing.

(Responsible Editor: Zhang Xiaojing)

Note: Figure translations are in progress. See original paper for figures.