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## Successful Development and Promotion of a (Medical) Academic Journal through SCOPUS

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1,289  
Citations by 1,119 documents

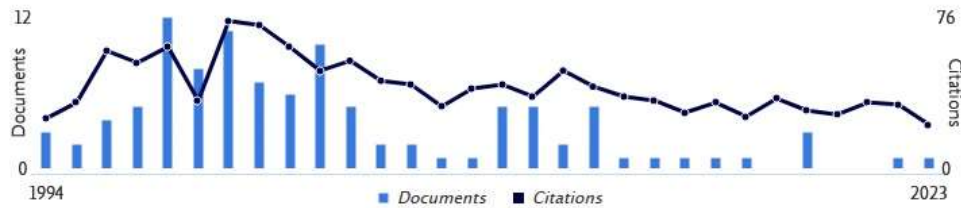
124  
Documents

18  
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## Document & citation trends



[Analyze author output](#) [Citation overview](#)

## Most contributed Topics 2018–2022

**Visual Analytics; Electronic Medical Record; V**  
2 documents

**Adrenalectomy; Adrenal Gland Neoplasms; C**  
1 document

**Picture Archiving and Communication System**  
1 document

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124 Documents

Author Metrics New

Cited by 1,119 documents

0 Preprints

638 Co-Authors

3 Topics

0 Awarded Grants Beta

Scopus Author metrics provide insight into scholarly impact, helping researchers gauge their influence. Using comprehensive citation data from the last 10 years, Scopus allows authors to track and showcase the reach and significance of their research among the global scientific community.

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## Your Strategic Vision:

### Why publish an academic journal? What do you want to achieve?

- To meet the needs of authors, readers and a professional community (the target audience)
- To advance the reputation of the Editors, Publishers & of the sponsoring institution / society / organisation / Government:
- To have academic impact Locally, Nationally, Regionally and/or Internationally
- To communicate trustworthy information & knowledge to the target audience
- To create an enduring record of that knowledge

## The Challenges for the Editor and Publisher of Any Journal



- To have a **Clear and Realistic** understanding of the Aims and Purpose of your Journal and its place in the global academic framework
- To understand all of the principles, processes, costs and demands of successful and sustainable journal publication
- To understand the challenges of quality, originality, excellence in the clarity and conciseness of writing, illustration and presentation in your own language
- To provide leadership in your community of authors, editorial board colleagues, reviewers and readers
- To understand and implement the principles and practice of **ethical** research and publication, and the recognition of **malpractice**.

## What can a Journal Listing in SCOPUS do for you?



- Act as a portal into a quality assured global citation system
- Provide you with a benchmark of quality relative to your peers and competitors
- Provide your authors with a trusted global branding
- Provide you with access to the honest and rigorous evaluation of your quality and potential for further development
- Provide experienced advice from independent reviewers on how to improve and develop your journal

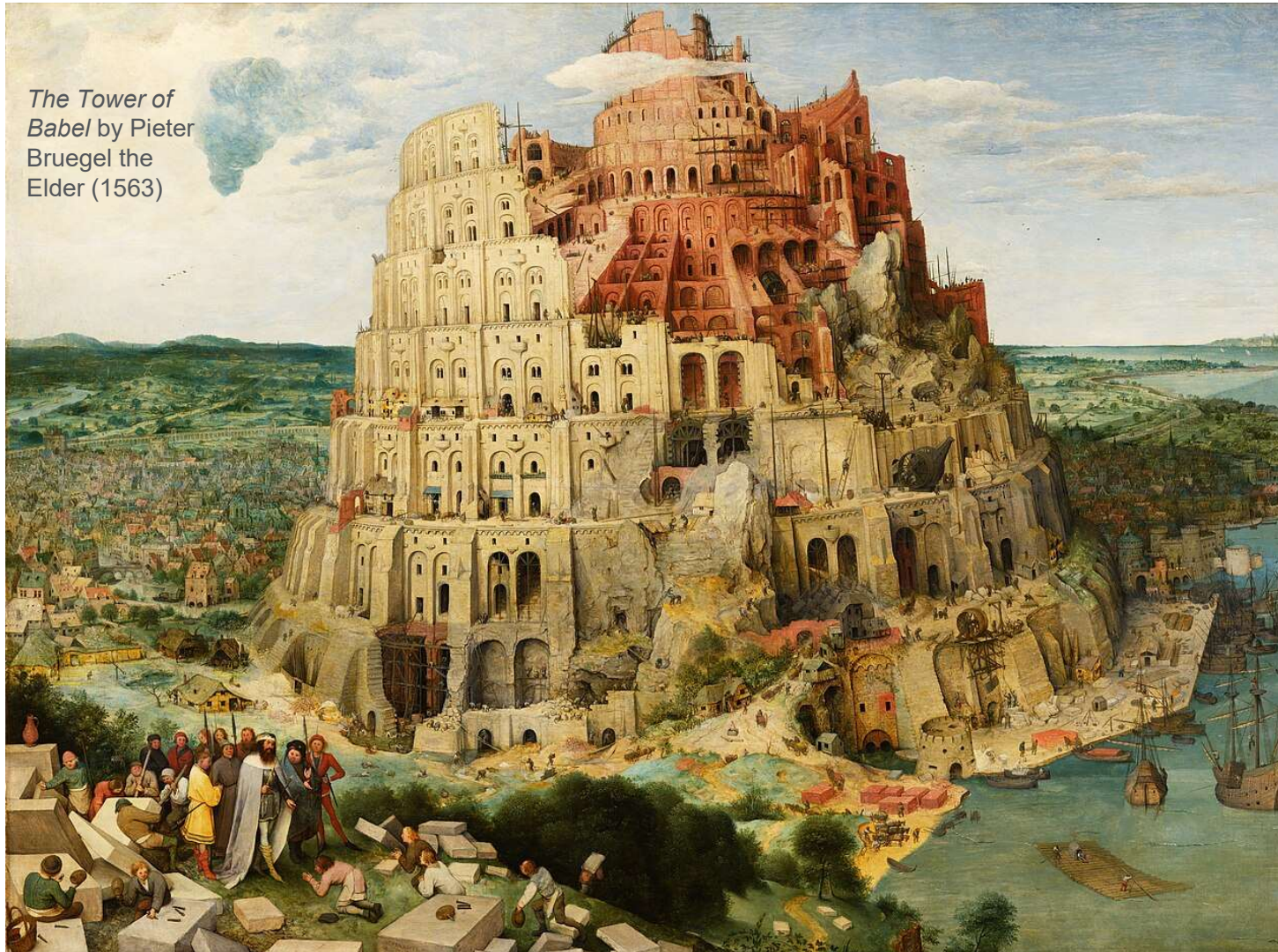
## What makes a good (Croatian) academic journal?



- A clear and realistic editorial strategy and vision for a trusted title
- An informative title with the origins and purpose (The Croatian Journal of XYZ)
- Interesting, original and informative content with excellent presentation
- A focus on local and regional content as the Unique Selling Point (USP)
- A sustainable long term plan and financial stability
- A supportive, trustworthy and well resourced publisher
- A strong web profile with global listings in systems such as SCOPUS



*The Tower of  
Babel* by Pieter  
Bruegel the  
Elder (1563)



## Some thoughts on the language(s) of publication of STEM Journals



- It is correct and necessary to publish in your local language for your local audience

### However:

- If you wish to reach an international audience, then co-publication in English will help you to reach the widest audience
- English has evolved as the global common language of communication in many applications, including scientific writing
- SCOPUS requires as a minimum the translation of the Title and the Abstract of each article in English
- It probably helps if the (sub)title of your journal makes sense in English
- Professional translation is expensive and resource intensive
- Machine translation is imperfect but evolving rapidly (CAUTION NEEDED!)
- This will simplify communication across many languages and reduce costs



# Integral machine translation of a journal web page 10/2023



The screenshot shows the website [www.pedagogie-medicaled.org](http://www.pedagogie-medicaled.org). The page features a green header with the journal title and navigation links. A Google Translate overlay is active, showing the source language as French and the target language as English. The page content includes a description of the journal and a list of actions for authors and subscribers.

www.pedagogie-medicaled.org

edp sciences Revues Books Congrès

Pédagogie Médicale Tous les numéros E-First Présentation

Dernier numéro Tous les numéros

### Pédagogie médicale

La revue *Pédagogie Médicale* est l'organe officiel d'expression de la Société Internationale Francophone d'Éducation Médicale (SIFEM). Elle est un forum de partage d'expériences et de résultats de recherche dans le champ de l'enseignement et de l'apprentissage des sciences de la santé.

Le supplément 1 du volume 22 « Congrès international francophone de pédagogie en sciences de la santé – Société internationale francophone d'éducation médicale (SIFEM) – Strasbourg, France, 26-28 mai 2021 » paru en mai 2021 n'est disponible qu'en version électronique.

- Soumettre un article
- Instructions aux auteurs
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Abonnements

# BRODOGRADNJA

An International Journal of Naval Architecture and Ocean Engineering for Research and Development



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## Journal Metrics

- CiteScore: 3.1
- Impact Factor: 1.8
- 5-Year Impact Factor: 1.5
- Source Normalized Impact per Paper (SNIP): 0.93
- SCImago Journal Rank (SJR): 0.467

Welcome to **Brodogradnja**

Editor-in-Chief: **Professor Nastia Degiuli**

## Editorial Board

BRODOGRADNJA is an international scientific peer reviewed open-access journal with focus on the theory and practice of naval architecture, marine engineering and ocean engineering serving the shipbuilding, shipping and offshore industry and related topics.

ISSN 0007-215X (Print)      ISSN 1845-5859 (Online)

## Aims and scope

The journal is devoted to multidisciplinary researches in the fields of theoretical and experimental naval architecture and oceanology as well as to challenging problems in shipping, shipbuilding, offshore and related industries worldwide. The aim of the journal is to integrate interests in shipbuilding, ocean engineering, sea and ocean shipping, inland navigation and intermodal transportation as well as environmental issues, overall safety, objects for wind, marine and hydrokinetic renewable energy production and sustainable transportation development at seas, oceans and inland waterways. The journal focuses on hydrodynamics, structures, reliability, materials, construction, design, optimization, production engineering, building and organization of building, project management, repair and maintenance planning, information systems in shipyards, quality assurance as well as outfitting, powering, autonomous marine vehicles, power plants and equipment onboard. Brodogradnja publishes original scientific papers, review papers, preliminary communications and important professional papers.

# Brodogradnja (Journal of Marine Engineering): University of Zagreb: Performance in SCOPUS



## Brodogradnja

Open Access ⓘ

Scopus coverage years: from 1985 to 1988, 1994, from 1996 to Present

Publisher: University of Zagreb Faculty of Mechanical Engineering and Naval Architecture

ISSN: 0007-215X E-ISSN: 1845-5859

Subject area: Engineering: Ocean Engineering Engineering: Mechanical Engineering

Source type: Journal

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CiteScore 2022

3.1 ⓘ

SJR 2022

0.467 ⓘ

SNIP 2022

0.930 ⓘ

[CiteScore](#) [CiteScore rank & trend](#) [Scopus content coverage](#)

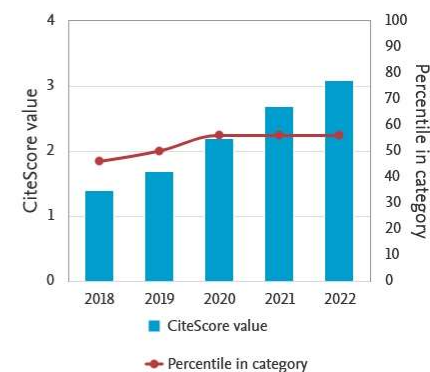
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CiteScore rank ⓘ 2022

In category: Ocean Engineering

Rank	Source title	CiteScore 2022	Percentile
#44 100	Brodogradnja	3.1	56th percentile
#1	Wiley Interdisciplinary Reviews: Water	14.6	99th percentile
#2	International Journal of Mechanical Sciences	11.3	98th percentile
#3	Mechanics Based Design of Structures and Machines	9.4	97th percentile
#4	Nonlinear Dynamics	9.0	96th percentile
#5	Coastal Engineering	8.9	95th percentile

### CiteScore trend



## How does Journal Evaluation work in practice?



- The title suggestion and submission process captures information about the title and the publisher, which meets all of the key requirements (eg Ethics, Archiving, Language)
- The information is processed and enriched with bibliometric data by the office team
- The journal is allocated in an electronic format to the relevant Subject Chair, with a combination of qualitative and quantitative information in a standard format
- The Subject Chair assesses the evidence and makes a recommendation of Acceptance, “Wait and See” (1,2 3, 5 years) or rejection (“Never again”)

# The SCOPUS Content Selection Advisory Board, Singapore, May 2023





## More about the Subject Chair decision making process

- The Subject Chair role is unique in global publishing with no simple script
- All are experienced academic journal editors. None are Elsevier employees
- Journal assessment requires a range of skills and experience to evaluate quality, integrity, trustworthiness of the journal and the publisher.
- The “Reviewer Comments” aim to be supportive and constructive, with useful feedback to improve the focus and quality of weaker journals.
- Journals are rarely totally rejected for SCOPUS, but some may require many improvements and much time to increase their chances of acceptance



## Key points to improve the chances of market impact: First impressions



- An informative, unique title and subtitle stating the origin and subject of the journal.
- Avoid terms such as “International”, “World” : overused by weak journals
- Check your title for meaning and uniqueness in translation
- Write clear, concise and realistic aims and scope
- Focus upon subject specialisation and original content
- Encourage content which is specific to your subject, purpose and locality

## How does SCOPUS work for you if you already have a listing?



- A SCOPUS listing is not the end of the process. It merely opens the door to future opportunities for your journal.
- SCOPUS is concerned to maintain standards and to identify and remove failing and failed journals from the system
- The SCOPUS Radar scans the entire system regularly for sudden changes and anomalous performance by a range of criteria
- The SCOPUS title re-evaluation programme investigates any reports and concerns about journals which may have “gone bad”.
- The focus is on the selection of individual journals, but the Board recognises that publishers and their behaviours have an important influence on any journal. They are also kept under review.



## Reflections on Medical Journal Editorship

- It can be a uniquely rewarding professional experience
- An opportunity to demonstrate leadership, and deliver a vision.
- Understand your audience, your sustainability and your “competition”
- A challenge in people management (publisher, editorial board, authors)
- Not everyone will remain your friend! (eg Rejected authors)
- Needs awareness of the scope & scale of publication fraud & malpractice
- A test of economy of effort to achieve maximum impact for your outputs.

## Journal Editorship in 2023: What has changed in 15 years?



- The internet has transformed academic publication, global projection and economics
- Publication strategies are centred on-line rather than print, but paper remains a powerful communication and storage medium
- Open Access & “Pay to Publish” has transformed academic publishing models
- The ease of publishing has created a tsunami of poor to average content
- Quality has a premium, but sorting the wheat from the chaff is difficult
- The academic journal landscape is increasingly crowded, competitive and complex

Thank You!



MV Amorena, Kornati National Park, April 2022



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# Discussion Points?

