

Staying 'local', going 'global': Challenges in research article writing and publishing amongst the Asian scholars

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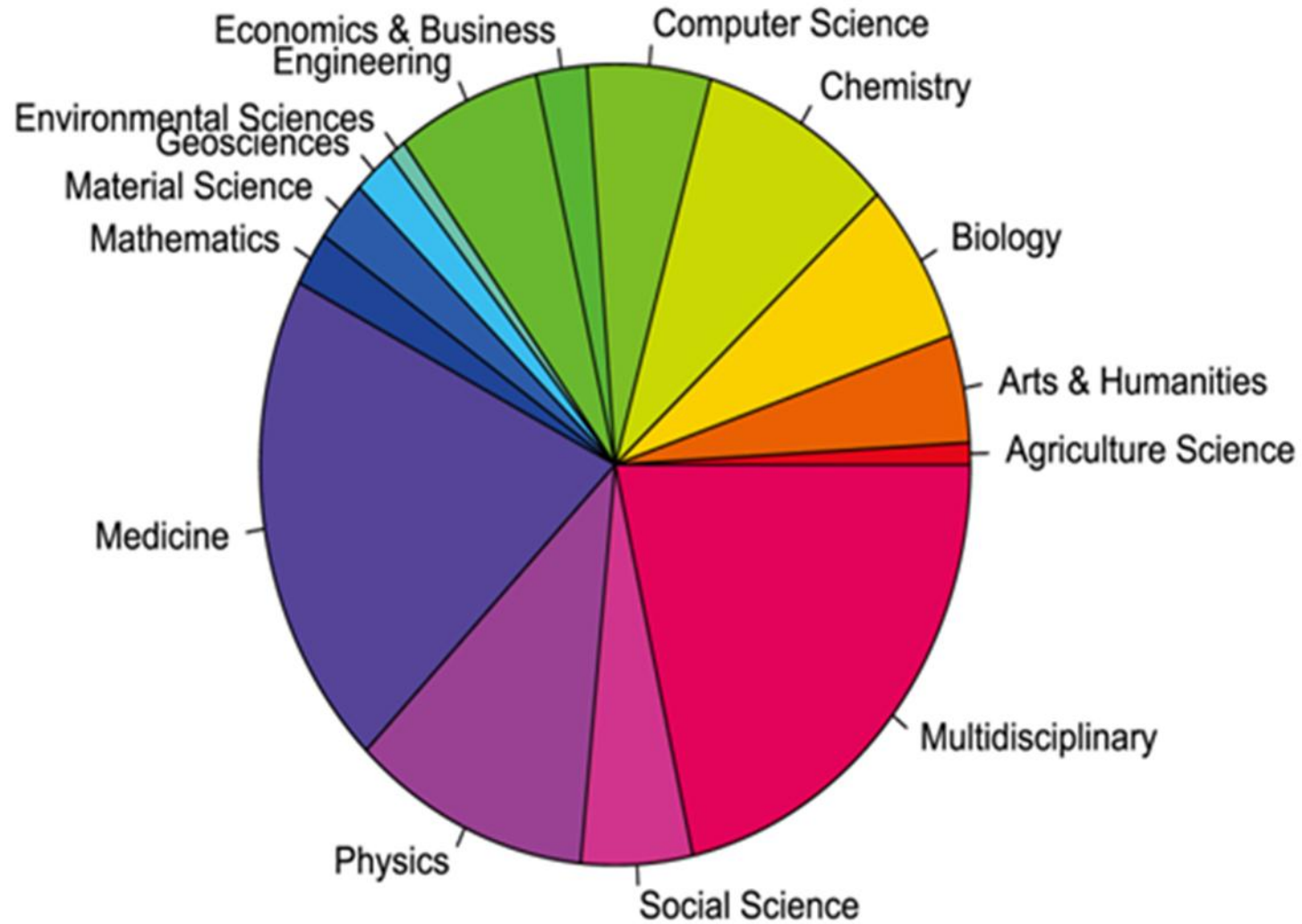
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Scholarly publishing today

- ▶ 1.6 million articles published annually in around 27,000 peer-reviewed journals
- ▶ 125,000 editors, 350,000 board members, 2.5 million reviewers, and about 12 million authors
- ▶ The number of articles grows by 3.3% per annum



Khabsa, M., and Gilles, C. L. (2014) The number of scholarly documents on the public web. PLOS one 9: e93949



- ▶ Journal article: an indicator of scholarly performance
 - ▶ English-medium, ISI-indexed journals
- ▶ Multilingual scholars: a main pillar of global scholarship
 - ▶ Local contexts: uniqueness and closeness of perspective
 - ▶ Reform, expand, and enrich the knowledge base

Writing your article

- ▶ You are joining a research conversation so make sure you have something “unique” to say
 - ▶ What are the components of the argument?
 - ▶ What can you add to the debate?
 - ▶ What constitutes new knowledge in a research field at this time?
 - ▶ How can you construct scholarly contributions from your work?

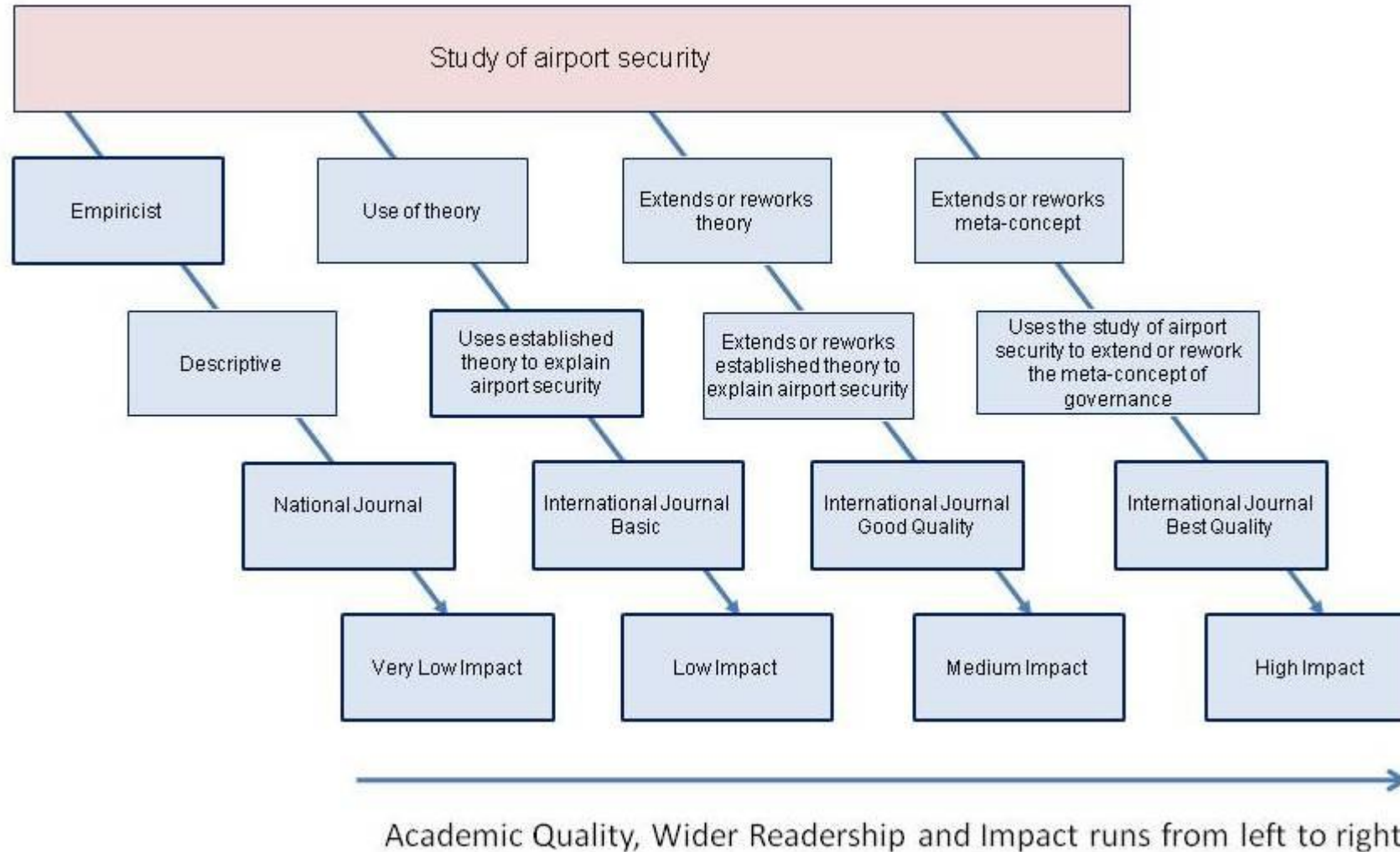
Staying 'local': home for scholars' intellectual creativity

- ▶ Identify and acknowledge the significance and uniqueness attached to specific localities
 - ▶ Situate research within local contexts
 - ▶ Generate locally relevant knowledge
 - ▶ Offer practical implications to local practitioners

Going 'global': an international perspective

- ▶ Connect locality with the global knowledge evaluation systems
- ▶ Communicate research findings with the global community of scientists
 - ▶ Awareness of current development in the field
 - ▶ Find a way to join the research conversation

What makes a high impact article?



Publishing your article

- ▶ Publish or perish
- ▶ Nowadays it's -
 - ▶ Be discoverable or die
 - ▶ Be visible or vanish
 - ▶ Be cited or suffer

► Select an appropriate publication outlet

► Elsevier: <http://journalfinder.elsevier.com/>

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Paper title

Paper abstract

► Knight, L.V., & Steinbach, T.A. (2008) Selecting an appropriate publication outlet: a comprehensive model of journal selection criteria for researchers in a broad range of academic disciplines



▶ Be discoverable


- ▶ Short-titled articles have higher viewing and citation rates
- ▶ Keep your abstract brief to help search engine optimisation
- ▶ Video abstracts
- ▶ Identify appropriate keywords
- ▶ Author E-prints
- ▶ Email signature

► Comparing responses from scholars across Asia

Country	Announce the article on social media, such as Facebook and Twitter	Update your publication history on LinkedIn	Mention the article, or include the e-print link in your email signature
Hong Kong	25%	24%	8%
China	23%	34%	21%
Japan	19%	18%	9%
South Korea	24%	21%	16%
Malaysia	46%	36%	21%
Singapore	27%	33%	18%

Challenges

- ▶ Language barrier
 - ▶ Lack of basic academic writing skills
 - ▶ Understand and fulfill the expectations of reviewers and editors
- ▶ Divergence from the accepted norms of research reporting
 - ▶ Stylistic differences
- ▶ Parochialism
 - ▶ Too localized in research

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- ▶ Lack of connections with the global research network
 - ▶ Availability of tangible and intangible resources
 - ▶ Accessibility to publishing venues
 - ▶ Lack of the most up-to-date reference
 - ▶ Potential bias against peripheral scholars' submissions

A bright future

- ▶ Increasing number of scholars from non-Anglophone countries as members of editorial advisory boards
- ▶ Special issues on scholarship in non-Western contexts
- ▶ Joint-publishing between local professional associations and high-impact international journals
- ▶ More open access journals and increasing online availability

Thank you!

Questions and comments are welcome!

