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## **A REVIEW OF MODERN JOURNAL PUBLICATION INITIATIVES AND HOW IT HAS AFFECTED ACADEMIA**

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Dr. Rivero has published in a variety of scholarly journals, including Journal of Business & Economics Research, International Journal of Management & Information System and International Business & Economics Research Journal. Dr. Rivero has made presentations at several international conferences as well as national association meetings and events, television and radio talk shows.

Prior to embarking into academia, Dr. Rivero also served in various leadership roles for 20 years with the local government. His experience within Miami-Dade County includes work within the following roles and departments: Administrator of Operations, Miami-Dade Police Department - Animal Services Unit, Budget Analyst, Miami Dade Corrections & Rehabilitation Department, and Affirmative Action Administrator, Department of Business Development. During his tenure with Miami-Dade County, he was also the recipient of the 2004 National Association of Counties (NACO) Achievement Award for the implementation of several community-driven programs in Miami-Dade County, Florida.

He earned his Doctoral degree in Business from Argosy University and completed his Master of Public Administration degree at Nova Southeastern University. Dr. Rivero's primary research focus is on public Administration, leadership, management, and effective communication.

## Abstract

The purpose of the article is to review recent trends as it relates to modern journal publications. With that being said, open access journals have had an impact on the journal publication industry. Subsequently, open access journals have led to a decrease in book publications but an increase of journal publications in America among faculty members. The highly regarded Impact Factor (IF), measuring the average number of citations to recent articles published in journals, will also be discussed. Moreover, studies have suggested that the number of published articles will determine faculty salary increments, which will also be reviewed. In so doing, recommendations will be provided in order to have a better understanding of modern journal publication trends.

**Keywords:** Publish or Perish; Evaluating Scholarly Output

## Introduction

The spectrum of journal publication initiatives has evolved over a period of time. With the increase of the digital age, open access journals have contributed to the increase of journal publications globally. Additionally, journal publications have exceeded book publication initiatives among faculty members and researchers throughout America. Moreover, a review of the relationship between the number of published journal articles and the increase in faculty salaries will be evaluated. Most importantly, the highly acclaimed Impact Factor (IF) will also be discussed followed with recommendations for future publication initiatives.

### Assistant\Associate\Full Professorship Designations

It is common knowledge that peer reviewed publications will lead to possible tenured teaching positions in most traditional United States university settings. At most traditional United States universities, it is understood that an assistant professor teaching position can be held no more than seven years. In most cases, after six years, an assistant professor will seek a tenured professor position after meeting certain university publication requirements. Typically, an assistant professor who has been promoted to an associate professor is considered a tenured faculty member in most United States traditional university settings. In most cases, a tenured faculty member will not be subjected to a year-to-year contract restrictions. However, in some United States universities, most faculty members are not fully tenured until reaching full professorship. In so doing, most faculty members who have reached full professorship are not required to publish articles in most university settings (Katz, 2012). Katz (2012) further states expectations may differ from department to department. However, an assistant professor who is applying for a tenured position should have at least an academic press published textbook and six peer reviewed articles or 12 peer reviewed articles within a six year period.

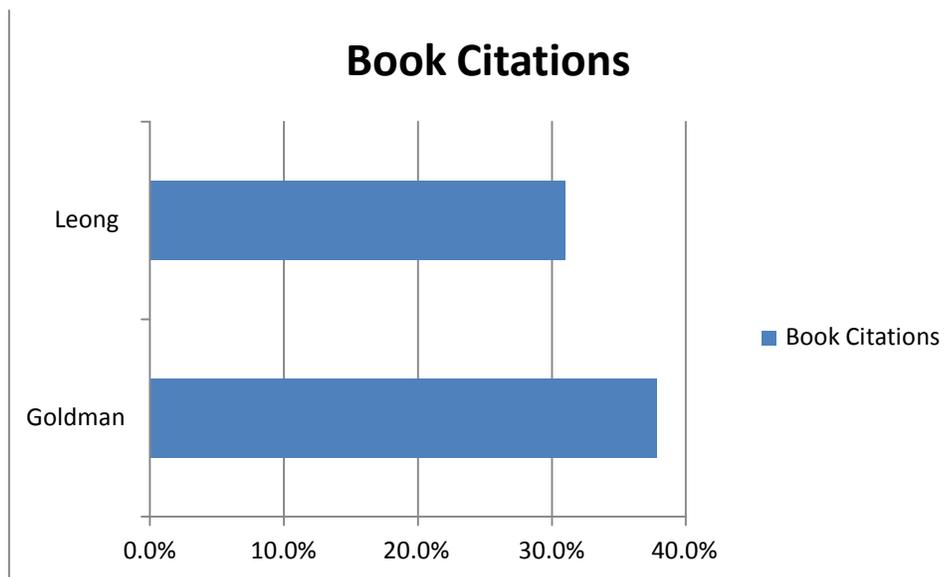
### Traditional\Modern Publications

Open access journals have had a major impact in the realm of journal publication. The surge of journal publication has continued to have its growth due to the availability of open access online journals (Giles, 2007). Most importantly, journal publication has just about replaced traditional book publication, which has led to the development of short and concise journal publication series (Lyytinen, K., Baskerville, R., Iivari, J., & Te'eni, D., 2007). Moreover, with the modern digital age, short and concise journal publications are being embraced globally. Min, Abdullah, and Momamed (2013) state that “in this modern digital era, the announcing of new knowledge needs to be ‘quick’ enough to compete with the fast-pace elimination of old knowledge” (p. 143).

According to a study, the most common types of reference sources were as follows: 53% of article citations were retrieved from academic journals, 31% from books, and the remainder from other types of publications (Leong, 1989). Leong (1989) further suggested that there is a new trend toward the increase of academic journals referenced by academic researchers. In another empirical study analyzing 27,543 citations, it was revealed that 53.7% of the citations were from a journal publication, 34.8% were retrieved from books, and 11.5% were from proceedings (Goldman, 1979).

In reviewing both Goldman’s (1979) and Leong’s (1989) findings, although both studies are ten years apart, the trend of utilizing citations retrieved in books has decreased from 37.8% in 1979 to 31% in 1989 as indicated in Figure 1 below, which shows a decrease in the number of book citations.

**Figure 1**



(Source: Goldman, 1979 & Leong, 1989)

The number of academic journal refereed academic/scholarly publications has seen a growth of an average of 3.26 % per year, meaning that the number of researchers has increased over the years (Mabe & Amin, 2001). The surge of academic published journals continues to rise accordingly. In so doing, a study was conducted involving 130 respondents, of which all were business faculty members. The sample size was made up of the following: 81% of the

respondents had an earned Ph.D. or DBA degree of which 41% held tenured positions and 16% held tenured teaching positions (Tribunella & Yeh, 2005 & Hasselback, 2004). Additionally, salary increases were proportioned to the number of faculty publications. As indicated in Table 1, faculty members with more than four publications have seen an increase in annual salary (Tribunella & Yeh, 2005).

**Table 1**

**Salary and Rank Cross-Tabulation with Publications**

	<b>3 or Less Publications</b>	<b>4 or Less Publications</b>	<b>Total</b>
<b>Salary in Dollars:</b>			
0 to 35,000	15	2	17
35,001 to 50,000	5	1	6
50,001 to 65,000	7	3	10
65,001 to 80,000	10	12	22
80,001 to 95,000	17	23	40
95,001 to 110,000	8	14	22
110,001 to 125,000	0	5	5
Greater than 125,000	0	8	8
<b>Total</b>	<b>62</b>	<b>68</b>	<b>130</b>
<b>Rank:</b>			
No Response	4	5	9
Adjunct	3	0	3
Lecturer or Instructor	9	0	9
Assistant	32	20	52
Associate	10	21	31
Professor	3	18	21
Distinguished	0	4	4
Emeritus	1	0	1
<b>Total</b>	<b>62</b>	<b>68</b>	<b>130</b>

(Source: Tribunella & Yeh, 2005 & Hasselback, 2004)

## Impact Factor – Causes and Effects

The utilization of the Impact Factor (IF) solely relies on the notion that the quality of the journal is determined by the frequency of citations, which measures how popular the journal is among its readers of similar\same interest Saha, S., Saint, S., & Christakis, D. A. (2003). According to Saha, Saint, and Christakis (2003), “by citing articles from a given journal in their own manuscripts, researchers are in essence casting votes for that journal. Impact factor serves as a tally of those votes” (p. 43). Garfield (1998) further suggests that the impact factor should not be the sole instrument of measurement used to determine the quality of the journal. Although, a faculty member\researcher should certainly aim to publish in a journal with a high impact factor, it does not denote the quality of the published paper. In fact, most scientific journals tend to have a lower IF as compared to business journals due to the popularity factor (Impact factors, 2013).

Moreover, Garfield (1998) further states that the impact factor should not be heavily relied upon when determining the quality of the journal. According to Vincent & Ross (2000), “in order to be successful in the publish or perish world, authors should naturally try to publish in the journals with highest impact in the field, but if that fails, authors should publish in good refereed journals that may not be on the listed” (p. 17).

This writer, O. Rivero (personal communication, May 15, 2013), conducted a survey among 25 School of Business Deans within the Northern part of the United States. The participants were asked about the criteria used when considering tenure track faculty, but not taking into consideration other factors such as teaching\professional experiences. Twenty percent agreed that impact factor was most important. Eighty percent agreed that a faculty applicant published in a journal listed in *Cabell's Directory of Publishing* would be given higher consideration than one who was relying heavily on the impact factor. The participants also suggested that a journal that has an overall acceptance rate of 21% to 30% was also considered to be a reliable source in determining the quality of the scholarly work of a potential faculty member.

## Conclusion

Quite obviously, scholarly publication initiatives continue to be a vital component in academia for achieving teaching tenured positions or promoting a researcher's scholarly work. Although the research suggests that the impact factor is not the sole indicator that determines the quality of a journal or ranking based on its merit, it is highly recommended that a researcher aim to be published in a journal with a high impact factor. Most notably, The Association to Advance Collegiate Schools of Business (AACSB) does not make any suggestion or endorse any ranking, or index methodology, or quality of the journals (Journal rankings, 2013). However, AACSB does provide a list of journal directories that includes the *Cabell's Directory of Publishing Opportunities*.

## Recommendations

This writer offers several recommendations for potential faculty members\researchers and suggests they consider the following prior to selecting a journal to publish manuscript findings. They are as follows:

1. Select a journal that has been in circulation for quite some time and is highly respected within the academia community.

2. A faculty\researcher should aim to have a completed manuscript published within a journal with a high impact factor.
3. If one is unable to publish within a journal that has a high impact factor, consider publishing in a journal that is listed in *Cabell's Directory of Publishing Opportunities* as a point of reference.
4. If one is unable to publish a manuscript in one of the listed journals with a high impact factor, consider publishing in a journal that has an overall acceptance rate of 21% to 30%.

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