Development of a Quinquennial Journal Roadmap and Presentation of Sexennial Research Publication Metrics of an Asian Journal

Caren C. Orlanda-Ventayen
Pangasinan State University
Lingayen, Pangasinan, Philippines

Abstract – *As the incoming Editor-in-Chief (EIC) of the Asian Journal of Multidisciplinary Studies, it is essential to conduct a study focused on improving current journal. This study aims to analyze the journal's publication metrics from 2018 to 2023 (quinquennial), providing a review of key indicators such as the number of articles published, view rates, and other relevant data from external sources such as Google Scholar. By evaluating these metrics, the study offers insights into the journal's performance and growth trends over the past six years. These findings will serve as the foundation for developing a strategic roadmap for the journal from 2025 to 2029 (quinquennial). The roadmap will focus on improving publication standards, expanding the journal's reach, and enhancing its scholarly impact. The study will contribute to the evolving academic landscape and the journal's long-term goals. This forward-looking approach will guide the journal's development, aiming to position it as a leading platform for multidisciplinary research in Asia and beyond.*

Keywords – *AJMS, journal publication metrics*

INTRODUCTION

In an increasingly interconnected world, academic journals play a role in disseminating knowledge and driving research in various fields [1], [2]. They serve as vital platforms for researchers, educators, and practitioners to share their findings, engage in critical discussions, and advance their respective disciplines [3]. The Asian Journal of Multidisciplinary Studies (AJMS) is no exception. As a journal that spans a wide array of disciplines, AJMS has contributed to the body of knowledge across various academic fields in Asia and beyond. However, as with any academic publication, there comes a time when reflection on past performance and strategic planning for the future becomes imperative.

One of the key challenges faced by academic journals is the need to remain relevant, impactful, and aligned with the evolving needs of their academic communities[1], [3]. In recent years, the rise of multidisciplinary research has gained momentum, driven by complex global challenges that require holistic approaches. AJMS, as a multidisciplinary journal, is well-positioned to cater to this trend. However, ensuring that it continues to meet these demands while also enhancing its reputation and scholarly influence requires a careful evaluation of its past performance and a clear vision for the future.

This study is particularly relevant as it coincides with the transition in leadership at AJMS, with a new Editor-in-Chief (EIC) taking the lead. This transition presents an opportune moment to assess the journal's publication metrics over the past six years (2018–2023) and use these insights to inform a strategic roadmap for the period of 2025 to 2029. The development of this roadmap is crucial for setting goals related to improving publication standards, expanding the journal's reach, and enhancing its scholarly impact. The findings of this study will contribute to the development of the journal's vision and mission, ensuring that they remain aligned with the demands of the modern academic landscape.

Publication Metrics in Journal Management

Publication metrics have become indispensable tools for assessing the

performance of academic journals. These metrics provide quantitative data that reflect various aspects of a journal's influence, reach, and academic standing. Common metrics include the number of articles published, view and download rates, citation counts, impact factors, and author demographics. These indicators allow journal editors, reviewers, and stakeholders to evaluate how well the journal is serving its academic community, as well as identify areas for improvement [3], [4], [5], [6].

For AJMS, analyzing these metrics from 2018 to 2023 will help in understanding its growth trajectory over this period. It will also highlight key strengths and areas where further development is needed. For instance, an increase in the number of submissions may indicate that the journal is attracting more attention from researchers, while a decline in citation rates may suggest the need to improve the visibility or quality of the articles published.

Objective of the Study

The present study will focus on several key publication metrics to provide a overview of AJMS's performance over the last six years. While publication metrics provide a snapshot of the journal's past and current performance, they also serve as the foundation for strategic planning. A proposed strategic roadmap outlines the goals and priorities of the journal over a specified period, guiding its development and ensuring that it remains relevant, impactful, and aligned with the needs of its academic community.

METHODOLOGY

The methodology for this study is simple and concise to analyzing the publication metrics of the Asian Journal of Multidisciplinary Studies (AJMS) from 2018 to 2023 and developing a strategic roadmap for the journal's future from 2025 to 2029.

The data for this study will be extracted from the Open Journal Systems (OJS), the platform used by AJMS to manage its editorial and publication processes. The OJS holds records of various journal-related metrics, including submissions, publications, views, downloads, and author demographics.

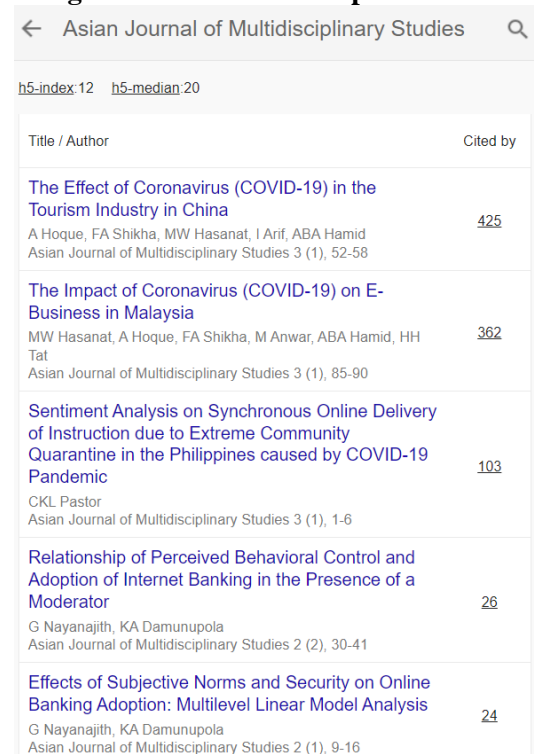To begin, reports will be generated from OJS, covering the period from 2018 to 2023.

These reports will provide data such as the number of articles published each year, view and download rates for individual articles, and others. The extraction and report generation will utilize OJS's built-in tools to ensure the accuracy and completeness of the data.

Following the data extraction and report generation, a analysis will be conducted to interpret the metrics and assess the journal's performance and growth trends over the past six years. This analysis will involve examining key indicators to identify strengths, weaknesses, and areas for improvement.

RESULTS

The findings from the study highlight several key aspects of AJMS's performance and suggest areas for strategic improvement. The steady increase in the number of articles published indicates that the journal is effectively growing its publication capacity and attracting a larger volume of research submissions. This growth is a positive sign of the journal's increasing reputation and reach within the academic community.

Google Scholar Metrics Report for 2023

Figure 1 Google Scholar Metrics Report

The Google Scholar journal metrics report for the Asian Journal of Multidisciplinary

Studies highlights the journal's influence through its h5-index and h5-median. The journal metrics started last 2021 and this is the 3rd year where metrics is available in Google Scholar. The h5-index of 12 indicates that 12 articles published in the journal over the past five years have received at least 12 citations each. This metric demonstrates the journal's ability to consistently publish research that garners attention within the academic community. The h5-median of 20 reveals that, among these top-cited articles, half have received 20 or more citations, suggesting that the journal has produced highly impactful articles.

The report also lists the most-cited articles from the journal. Among these, the article titled "The Effect of Coronavirus (COVID-19) in the Tourism Industry in China" by Hoque et al. is the most cited, with 425 citations. Similarly, "The Impact of Coronavirus

(COVID-19) on E-Business in Malaysia" by Hasanat et al. has garnered 362 citations, reflecting the significant academic interest in COVID-19's impact on various sectors. Other notable articles include "Sentiment Analysis on Synchronous Online Delivery of Instruction" by Pastor, cited 103 times, and studies related to internet banking adoption, which also show moderate citation counts.

Open Journal System (OJS) Report

One of its key features of OJS is the ability to generate detailed reports that provide insights into various aspects of journal operations. These reports are essential for assessing the performance of a journal, monitoring publication metrics, and making data-driven decisions for future development [6], [7].

Figure 2 View Trends for Abstract

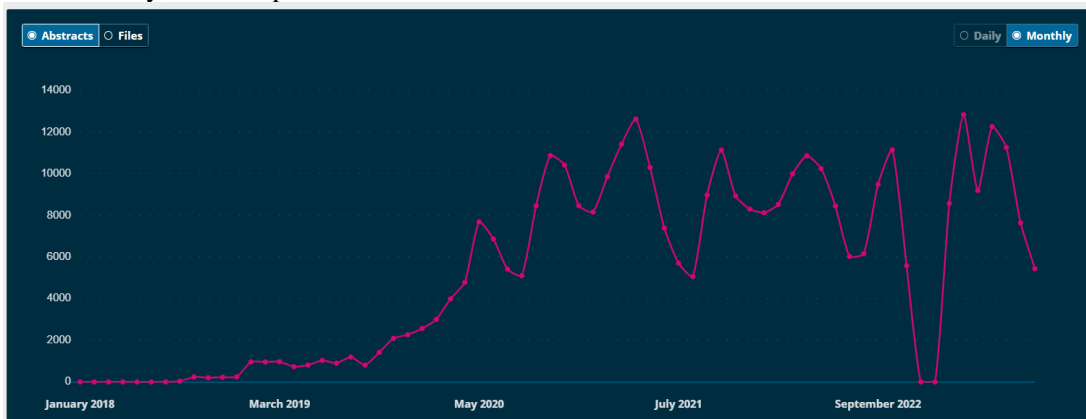The correlation analysis shows strong relationships between Abstract Views vs. Total Galley Views which indicate a high positive correlation of 0.93, indicating that articles with more abstract views also tend to have more full content (galley) views. This suggests that high engagement with an article's abstract leads to increased engagement with the full content.
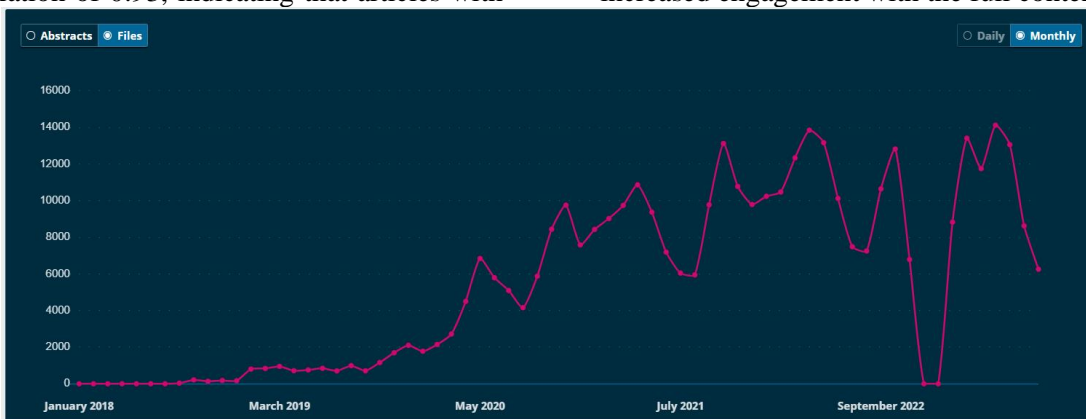

Figure 3 View Trends for Galley

The 0.93 correlation is indicating that articles which attract more attention at the abstract level are also more likely to be fully engaged with by readers. The high correlation implies that abstracts are a significant entry point for deeper engagement with academic articles. When readers are attracted to the abstract, they are much more likely to explore the full article, either in galley or PDF format. This behavior highlights a well-crafted abstracts in the journal.

Article Details

Title	Abstract Views	File Views	PDF
Hasanat et al. The Impact of Coronavirus (COVID-19) on E-Business in Malaysia	57263	48595	48595
Hoque et al. The Effect of Coronavirus (COVID-19) in the Tourism Industry in China	36604	26853	26853
Pastor Sentiment Analysis on Synchronous Online Delivery of Instruction due to Extreme Community Quarantine in the Philippines caused by COVID-19 Pandemic	39526	22837	22837
Pazon et al. Materials, Functions and Weaving Patterns of Philippine Indigenous Baskets	21402	36768	36768
Pazon Socioscientific Perspectives on 'Fake News' in the Era of Social Media among Generation Z Filipinos	7198	12933	12933
Gonzales et al. Yapayao-Isneg Tribe- Ethnozoological Beliefs, Traditions and Practices in the Current Century	9121	5569	5569
Camara Correlates of Self-efficacy, Learning Style and Aptitude Across Strand of Senior High School students in San Jacinto National High School	8735	5141	5141
Lu et al. Implementation of School-Based Feeding Program and Its Effect on the Physical Growth and Academic Performance	2661	11002	11002
Madrid et al. Acquisition of Knowledge and Practice of Sangguniang Kabataan Officials on Department of Interior and Local Government Mandatory Training	4988	7700	7700
Orlanda-Ventayen Academic Predictors of the Licensure Examination for Teachers: A Thematic Review of Studies Investigating Students Performance	2906	7218	7218

Figure 4 Top 10 Articles based on Abstrct Views and File Views

The provided data offers insights into the performance of various articles, reflecting their reach and impact across different formats. For instance, Hasanat et al.'s article on the impact of COVID-19 on e-business in Malaysia stands out with an impressive total of 106,342 views, indicating a strong interest in the subject matter. This high number of views across both abstract and file formats underscores the relevance of the topic during the pandemic. Similarly, Hoque et al.'s research on the effects of COVID-19 in China's tourism industry also garnered substantial attention, with a total of 64,256 views. This suggests that the pandemic's impact on global industries, including tourism, has been a focal point of interest .

In contrast, articles with more specialized topics, such as Pazon et al.'s study on Philippine indigenous baskets and Gonzales et al.'s research on ethnozoological beliefs, have lower view counts, with totals of 58,984 and 14,832 respectively. These figures may reflect a more niche audience or lesser immediate impact compared to pandemic-related research. The variability in view counts across different articles highlights the diversity in research interests and the factors that drive reader engagement.

Table 1 Metrics for Acceptance and Rejection

Days to First Editorial Decision Description for Days to First Editorial Decision	71
Days to Accept	90
Days to Reject	126
Acceptance Rate Description for Acceptance Rate	42%
Rejection Rate Description for Rejection Rate	58%
Desk Reject Rate	33%
After Review Reject Rate	26%

The metrics provided offer a comprehensive view of the journal's manuscript review process, highlighting both the efficiency and selectivity of the process [4], [6], [7]. On average, it takes 71 days from submission to the first editorial decision, which indicates a relatively swift initial assessment. However, the time to a final acceptance decision extends to 90 days, while rejection decisions take an average of 126 days, suggesting that the process for

rejections is more prolonged. The journal's acceptance rate of 42% signifies that less than half of the submitted manuscripts are ultimately accepted for publication. The rejection rate of 58% further highlights the competitive nature of the journal, reflecting a precise selection process.

Notably, the desk reject rate of 33% reveals that a significant portion of manuscripts are rejected without peer review, based on preliminary evaluations. This high desk reject rate points to a stringent initial screening process. Conversely, the after-review reject rate of 26% indicates that a portion of manuscripts are rejected even after undergoing peer review, highlighting the care of the review process.

Initial Roadmap

The 5-year roadmap for the Asian Journal of Multidisciplinary Studies focuses on enhancing its editorial processes, increasing publication quality, expanding global reach, and ensuring long-term sustainability.

In the first two years, the journal will improve peer review and editorial management, followed by efforts to boost international submissions and partnerships by 2027. By 2028, the focus will shift to increasing discoverability through DOIs and indexing in major databases like Scopus. The final year will prioritize financial sustainability and mentoring future editors. This plan positions AJMS for growth and global impact over the next five years.

Table 2 Initial Roadmap

Year	Roadmap Goal	Actions to be Done
2025	1. Strengthening Editorial and Review Processes 2. Revisit and standardize submission and review timeliness 3. Application in DOAJ	-Revise editorial and peer review guidelines aligned with standards. - Expand and diversify the editorial board not only in the Philippines in preparation for DOAJ Listing -Train editors and reviewers. -Standardize submission and review timelines.
2026	4. Increasing Publication Standards and Content Quality 5. Attempt to Submit in Scopus and Web of Science	-Implement stricter submission criteria. -Increase publication of high-impact multidisciplinary research. -Launch special issues on emerging global trends. -Resubmit the Journal in ASEAN Citation Indexed (ACI)
2027	6. Expanding Global Reach and Internationalization 7. DOI Application	-Build partnerships with international institutions. -Encourage submissions from underrepresented regions. -Invite guest editors from abroad.
2028	8. Enhancing Discoverability and Accessibility 9. DOI Implementation	-Implement DOIs for all articles. -Optimize website and improve SEO. -Submit journal for inclusion in Scopus/Web of Science.
2029	10. Achieving Sustainability and Long-Term Impact	-Develop sustainable funding models. -Update vision and mission to align with academic trends. -Launch editorial mentorship programs. -Host interdisciplinary research symposia.

Incoming Editor's Recommendations

The author will present an observation about the status of the Journal. This observation is not against the outgoing editor in chief, but for the improvement of the journal in general.

The Asian Journal of Multidisciplinary Studies shows significant potential for indexing listing, but several key areas need to be addressed to meet quality standards. While the journal's scope and purpose emphasize providing an international platform for high-quality research and fostering global collaboration, the current composition of the editorial board, author contributions, and journal content remain predominantly focused on the Philippines. This national concentration limits the journal's global reach, which is essential for fulfilling its international vision.

The journal's citation performance is promising; however, one notable issue is the absence of Digital Object Identifiers (DOIs) for published articles. DOIs are crucial for enhancing the discoverability and accessibility of academic content, as they facilitate easy tracking and citation. Addressing this gap would significantly improve the journal's visibility within the academic community. Additionally, inconsistencies in the dates received, revised, accepted, and published for articles raise questions about the transparency and rigor of the peer review process.

While the layout and presentation of the journal are generally strong, there is a noticeable variation in the scholarly quality of the articles. Some articles demonstrate solid grounding in literature, while others reflect weaker academic foundations. This unevenness indicates a need for strengthening the peer review process and editorial oversight to ensure consistency in the quality of published research. Another issue is the geographical diversity of authors and content is limited, with a strong national focus. Expanding the journal's reach to include more international contributors will better align with its stated global purpose. The editorial board composition is too nationally focused, limiting the journal's ability to attract a broader, more global audience.

If these manageable gaps are addressed—particularly by aligning the journal's operations with its impressive international scope—the Asian Journal of Multidisciplinary Studies could position itself for successful inclusion in major database in the near future. Implementing DOIs, strengthening peer review, and expanding the journal's global reach are key steps toward this goal.

CONCLUSION

The metrics of the Asian Journal of Multidisciplinary Studies (AJMS) from 2018 to 2023 has provided a understanding of the journal's performance, showcasing both its achievements and areas needing improvement. The steady increasing view and download rates, reflects the journal's success in broadening its reach and enhancing its visibility. However, there are specific areas where AJMS can make strategic enhancements. The variability in view and download rates suggests that improving content discoverability is necessary. Strategies such as optimizing articles for search engines, using social media platforms for promotion, and forming partnerships with academic networks and databases could significantly increase the visibility of published content.

The development of a strategic roadmap should focus on enhancing publication standards, expanding the journal's reach, and increasing its scholarly impact, aligning with the revised vision and mission statements. Implementing these strategies will help the journal enhance its impact, attract high-quality submissions, and maintain its relevance in academic landscape.

Conflict of Interest

The author is the incoming Editor-in-Chief of the Asian Journal of Multidisciplinary Studies for the 2024 Issue. The reviewers were unaware of the author's identity during the review process to maintain impartiality. However, the current Editor-in-Chief was informed of the submission.

REFERENCES

[1] P. A. Ali and R. Watson, "Peer review and the publication process," *Nurs Open*, vol. 3, no. 4, pp. 193–202, Oct. 2016, doi: 10.1002/NOP2.51.

[2] J. F. Stichler, "The ethics of research, writing, and publication," *Health Environments Research and Design Journal*, vol. 8, no. 1, pp. 15–19, Oct. 2014, doi: 10.1177/193758671400800103/ASSET/IMAGES/LARGE/10.1177_193758671400800103-FIG1.JPEG.

[3] G. Dangal, P. K. Hamal, and M. Giri, "Understanding Research and Scientific Publication," *J Nepal Health Res Counc*, vol. 15, no. 1, Aug. 2017, Accessed: Sep. 08, 2024. [Online]. Available:

https://nepjol.info/index.php/JNHRC/article/view/18005

[4] T. Brown, "Journal Quality Metrics: Options to Consider Other Than Impact Factors," *The American Journal of Occupational Therapy*, vol. 65, no. 3, pp. 346–350, May 2011, doi: 10.5014/AJOT.2011.001396.

[5] W. H. Walters, "Citation-Based Journal Rankings: Key Questions, Metrics, and Data Sources," *IEEE Access*, vol. 5, pp. 22036–22053, Oct. 2017, doi: 10.1109/ACCESS.2017.2761400.

[6] R. Van Noorden, "Metrics: A profusion of measures," *Nature*, vol. 465, no. 7300, p. 864, Jun. 2010, doi: 10.1038/465864A.

[7] G. Prathap, "Evaluating journal performance metrics," *Scientometrics*, vol. 92, no. 2, pp. 403–408, Apr. 2012, doi: 10.1007/S11192-012-0746-1.