

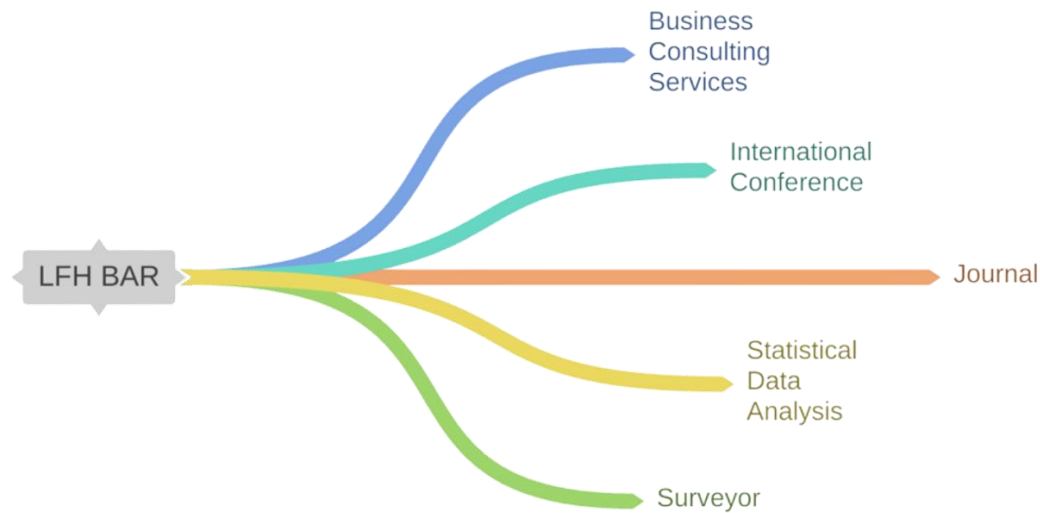
# Academic Research Journal Publishing

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PROPOSAL BUSINESS

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## EXECUTIVE SUMMARY



LFH BAR (Long Fu Hong Business Analysis and Research), located in Linkou, New Taipei, Taiwan, is a research institution poised for significant expansion. In the near future, LFH BAR aims to diversify its operations by establishing its own academic journal publishing platform, hosting scientific conferences, offering business consulting services, and providing statistical data analysis. This proposal specifically focuses on the establishment of two scholarly journals: "**Asian Journal of Emerging Technology**" and "**Asian Journal of Higher Education and Learning**". These journals will be published quarterly, with the goal of achieving Scopus indexing by year three. The proposal includes a detailed market analysis, marketing strategy, action plan, SWOT analysis, business model canvas, and financial projections, all designed to demonstrate the commercial viability and strategic path forward for these journals.

Given the growing demand for high-quality academic publications, particularly in **emerging technologies** and **higher education**, the creation of these journals will capitalize on this market trend. The market analysis section highlights the **increased number of manuscripts submitted annually**, reflecting a rising need for platforms that can provide high-quality research outputs. The journals will not only address this demand but will also position LFH BAR as a trusted player in the academic publishing sector. Furthermore, with a focus on fast, affordable, and open-access publishing, the proposed journals are set to compete with established players in the field, offering quicker publication times and more cost-effective solutions, while aiming for **Scopus indexing**, a mark of credibility that will appeal to global academics and researchers.

This proposal outlines a robust business plan for entering the highly competitive academic publishing market, demonstrating both the potential for growth and the long-term sustainability of LFH BAR as a leading publisher in the academic and research community.

## 1. Background

In recent years, the demand for **high-quality academic journals** has surged, driven by the increasing volume of global research. However, the rise of **low-quality journals** that lack proper peer review and editorial standards has created a critical gap in the market. A significant number of local journals remain **unindexed in prominent international databases**, limiting their visibility and reducing the impact of valuable research. This presents a unique opportunity to establish a reputable publishing platform that offers **open access** and **cost-effective solutions** for researchers, particularly those in underfunded institutions or developing countries, who often face high **Article Processing Charges (APC)**. By bridging these gaps, we can help ensure that quality research reaches a wider international audience and contributes to the growth of knowledge across borders. The **academic publishing market** is experiencing rapid growth, with **Scopus indexing 28,000 journals** and over **5 million articles** published annually. The demand for research in **management, technology, and education** is fueling this expansion, making it an ideal time for new publishers to enter the market. Established journals like the *Journal of Business Research* and *Technological Forecasting and Social Change* have the advantage of strong reputations but face challenges, including **high publication fees** and **long review processes**. These factors present an opportunity for new journals to capitalize on the growing demand for **faster, more accessible publishing** solutions, particularly in the **open-access model**. This trend highlights the potential for investors to tap into a **growing sector** that meets the needs of an expanding academic community, offering a compelling investment opportunity.

## 2. Vision and Mission

The vision behind the creation of **Asian Journal of Emerging Technology** and **Asian Journal of Higher Education and Learning** is to foster open, accessible, and sustainable dissemination of knowledge, particularly from Asia to the global academic community. Our mission is to improve scientific accessibility, promote research innovation, facilitate international collaboration, and ensure the quality and authenticity of the research we publish. **Asian Journal of Emerging Technology** focuses on the dynamic fields of management, entrepreneurship, business, e-commerce, digital business, and technology, offering a platform for emerging research in these areas. Meanwhile, **Asian Journal of Higher Education and Learning** addresses critical issues in university-level education, including innovative teaching methodologies and learning outcomes. Both journals, as open-access platforms, aim to provide valuable resources to students, academics, and researchers, ensuring that high-quality research is freely accessible to foster knowledge sharing and global academic advancement.

## 3. SWOT Analysis

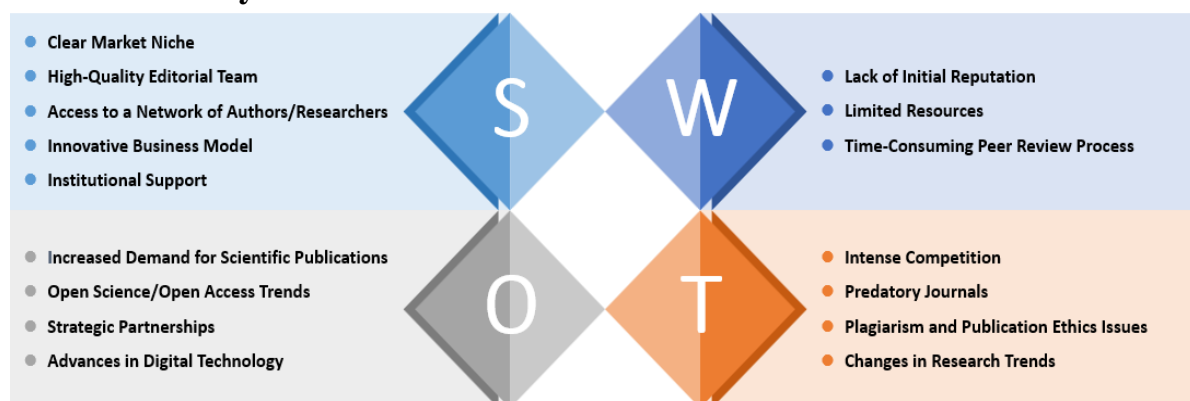


Figure 1. SWOT Analysis

LFH BAR's journal publishing initiative has several **strengths**, including a **clear market niche**, focusing on specific and under-explored topics that attract a highly targeted audience, and a **high-quality editorial team** that enhances the journal's credibility. The initiative also benefits from **access to a network of authors and researchers** and an **innovative business model**, such as potential open access or hybrid subscription options, which are appealing to both authors and readers. Additionally, **institutional support** from affiliated universities or research institutions adds to its credibility. However, as a **new journal**, it faces the challenge of **lack of initial reputation**, as it is not yet indexed in major databases like **Scopus** or **WoS**, and it has limited resources for **marketing** and **operations**. The journal also faces potential challenges in attracting **qualified peer reviewers**, leading to a **time-consuming peer review process**. Despite these challenges, there are significant **opportunities**, such as the growing **demand for scientific publications**, **advances in digital technology** for easy global distribution, and the increasing trend towards **open access**. Strategic **partnerships** with universities, associations, and companies, along with **conference and seminar events**, offer pathways to expand reach. Nevertheless, the journal must also contend with **intense competition** from established journals, the risk of **predatory journals**, potential **plagiarism issues**, and **changing research trends**. These factors, while posing risks, provide a comprehensive understanding of both the challenges and opportunities in entering the academic publishing market. (Figure 1. SWOT Analysis)

#### 4. Competitor Analysis

This journal offers a unique competitive advantage over established journals by focusing on **affordable Article Processing Charges (APC)** and a **faster peer review process**, which sets it apart from competitors that often impose high APCs and lengthy review times. Unlike journals such as the **Journal of Business Research** and **Technological Forecasting and Social Change**, which have high publication fees, our journal aims to provide an **open access model** that ensures high-quality research is freely available to a wider audience, particularly for researchers in underfunded institutions. Additionally, our journal's targeted focus on **emerging technologies** and **under-represented topics** presents an opportunity to fill a critical gap in the market. With the goal of **Scopus indexing** within three years, the journal is positioned to rapidly build its **reputation** by offering **efficient publishing solutions** that meet the growing demand for accessible, high-impact academic platforms. This approach makes it an attractive and sustainable investment opportunity. (Table 1. Competitor Analysis)

#### 5. Business Model Canvas (BMC)

Based on the Journal Publishing Business Model Canvas, **LFH BAR's** publishing venture is strategically positioned to deliver high-quality, accessible research content. **Key partners** include established journals, distribution platforms, universities, and research institutions, which ensure robust content and broad reach. Our **key activities** focus on **journal publishing**, effective **promotion** through digital channels, and **platform management** for seamless submission and payment processes. The **value proposition** offers **high-quality journals** with **easy access**, **low APC costs**, and **open-access models**, alongside **single-peer review** and **plagiarism detection** tools, ensuring academic rigor. In terms of **customer relationships**, we provide **author support**, including manuscript translation and layout services, and **community engagement** through regular updates and academic events. Our **channels** include **social media**, our **website**, and **collaborations with universities** for wider outreach. The **cost structure** includes operational expenses such as human resources, technology, and platform management, while **revenue streams** will be generated through **APCs**, **institutional partnerships**, **advertising**, and **grant research**. (Figure 2. Business Model Canvas)

## 6. Preparation

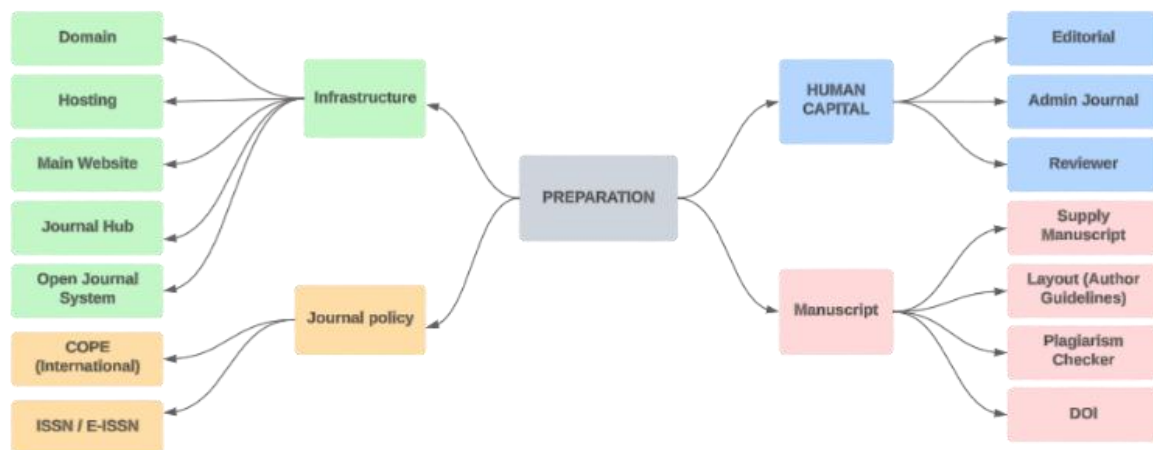


Figure 3. Preparation

### HUMAN CAPITAL

The following is the team structure

- 1) Advisor (*Strategic advice and guidance to editorial teams and journal managers to improve the quality, credibility, and management of scientific journals*)
  - a) Mr. Hong
  - b) Raymond
- 2) Managing Director (*Administrative, strategic, and operational management, as well as ensuring the quality and reputation of the journal are maintained*)
  - a) Romi Ilham
- 3) Editorial in Chief (*This role focuses on decision-making related to journal policy, supervising the editorial team, and ensuring that the journal adheres to high academic standards.*)
  - a) Cheng Wen Lee – “Asian Journal of Emerging Technology”
  - b) Lin-Jan Yan – “Asian Journal of Higher Education and Learning”
- 4) Journal Administrator (*Responsible for handling administrative tasks that support the daily operations of a scientific journal (article submission, metadata management, peer review process, maintaining OJS, reporting).*)
  - a) Yanto Zahiraya
- 5) Reviewer (*evaluating the quality of articles submitted for publication in journals*)
  - a) Idris (Indonesia)
  - b) Augustine (Gambia)
  - c) Molly (India)
  - d) Lucy (Vietnam)
  - e) Adil (Pakistan)
  - f) etc

### MANUSCRIPT

- 1) Supply Manuscript
  - a) Student in Indonesia, Gambia, Pakistan, Vietnam, Taiwan, Singapore and Philipines
  - b) Lecturer in Indonesia, Gambia, Pakistan, Vietnam, Taiwan, Singapore and Philipines
- 2) Layout (Author Guidelines)

- a) IMRAD, APA 7
- 3) Plagiarism Checker
  - a) Turn it In
- 4) DOI
  - a) Member of Crossref

## JOURNAL POLICY

- 1) International Journal Policy (COPE), to register for COPE membership, we must have at least 20 research articles, more than 5 authors, and at least 1 year of experience.
- 2) E-ISSN,
 

For E-ISSN registration, the process can be initiated when the journal is about to be published. According to information from ChatGPT, the registration process takes approximately 3-5 working days. E-ISSN registration can be done free of charge through:

**National Central Library (NCL)**  
**Address:** No. 20, Zhongshan S. Rd., Zhongzheng District, Taipei City 100201, Taiwan  
**Phone:** +886-2-2361-9132  
**Fax:** +886-2-2311-0155  
**Website:** <https://www.ncl.edu.tw>
- 3) Indexing, Google Scholar

## INFRASTRUCTURE

- 1) Domain, needs 1 domain (for main website) with 4 subdomains (2 journal hub & 2 OJS)
- 2) Hosting,
- 3) Main Website, Contains basic information about the Journal Publisher, name, team, and research institution field.
- 4) Journal Hub, A collection of information about the journals published by the Journal Publisher. Since we will be creating 2 journals, we will need 2 journal hubs.
- 5) Open Journal System, Manages the editorial process from manuscript submission to publication. Since we will be creating 2 journals, we will need 2 journal hubs

## 7. Action Plan

Both journals will be published four times a year (January, April, July, October) with six papers in each issue. We hope to publish the first issue in October this year, which requires a work plan from the team to make it happen. The following is the work plan:

Tabel 2. Action Plan

No	Action Description	Responsible	July	August				September				October		Output
			IV	I	II	III	IV	I	II	III	IV	I	II	
1	MANUSCRIPT													
	6 Paper/Issue x 2 Journal =12 Paper	Romi												12 Paper Published
	Crossref Member, DOI	Romi												Member Crossref and get DOI
	E-ISSN x 2	Mr Hong, Raymond												Registered E-ISSN for 2 Journal
	Layout, Author Guidelines	Romi												Author Guideline
	Review Paper	Editorial,Team Review												Paper selected for publish
	Indexing	Romi												Indexing by Google Scholar
2	INFRASTRUCTURE													
	Domain + Sub Domain	Romi												<a href="http://www.lfhbar.org">www.lfhbar.org</a>
	Hosting	Mr Hong, Raymond												Hosting created
	Main Journal	Admin Journal												website running
	Journal Hub x 2	Admin Journal												website running
	Installation + Customize OJS x 2	Admin Journal												website running
	Content Journal	Romi												content complete
	Pay pal account	Romi												Account created
3	PROMOTION													
	Social Media	Romi, Admin Journal												account (instagram, tiktok)
	Word of Mouth	Romi, Admin Journal												share poster (call for paper)
	Schedule Promotion	Romi, Admin Journal												scheduling agenda

## 8. Financial Plan

The following are financial projections for the next three years, with the following scenarios:

**In the first year**, the first and second issue of this journal will be published free of charge, and from the third to the fourth issues, a fee of 30 USD (900 NTD) will be charged. **In the second year**, from the fifth to the eighth issues, a fee of 50 USD (1500 NTD). **In the third year**, it is expected that the journal will be indexed in **Scopus**, allowing us to immediately increase the fee to 300 USD by increasing the number of published papers to 10 papers per issue

### WORKING CAPITAL (in NTD)

No	Expenditure	Unit	Price	Qty	Total	Notes
1	INFRASTRUCTURE COST					
	a	Hosting	monthly	1,500	12	18,000
	b	Domain*	yearly	750	3	2,250
	c	Main Website	-	15,000	1	15,000
	d	Journal Hub	-	15,000	2	30,000
	e	Open Journal System	-	8,000	2	16,000
	f	Cross ref*	yearly	8,500	3	25,500
					106,750	
2	PRODUCTION COST					
	a	Managing Director	monthly	5,000	3	15,000
	b	Admin Journal	monthly	1,000	3	3,000
	c	DOI	12 paper	30	12	360
	d	Editorial in Chief	monthly	-	2	-
					18,360	

\*To reduce the initial burden, we can subscribe for one year first, rather than three years upfront

### FINANCIAL PROJECTIONS

FIRST YEAR OPERATIONAL	ISSUE			
	1	2	3	4
PRODUCTION COST	NTD 18,360	NTD 18,360	NTD 18,360	NTD 18,360
REVENUE	NTD -	NTD -	NTD 10,800	NTD 10,800
PROFIT	-NTD 18,360	-NTD 18,360	-NTD 7,560	-NTD 7,560

PROFIT Y1	-NTD 51,840
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SECOND YEAR OPERATIONAL	ISSUE			
	5	6	7	8
PRODUCTION COST	NTD 18,360	NTD 18,360	NTD 18,360	NTD 18,360
REVENUE	NTD 18,000	NTD 18,000	NTD 18,000	NTD 18,000
PROFIT	-NTD 360	-NTD 360	-NTD 360	-NTD 360

PROFIT Y2	-NTD 1,440
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THIRD YEAR OPERATIONAL	ISSUE			
	9	10	11	12
PRODUCTION COST	NTD 18.600	NTD 18.600	NTD 18.600	NTD 18.600
REVENUE	NTD 175.000	NTD 175.000	NTD 175.000	NTD 175.000
PROFIT	NTD 156.400	NTD 156.400	NTD 156.400	NTD 156.400

PROFIT Y3	NTD 625.600
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1	WORKING CAPITAL	-NTD 106.750
2	PROFIT Y1	-NTD 51.840
3	PROFIT Y2	-NTD 1.440
4	PROFIT Y3	NTD 625.600
		<b>NTD 465.570</b>

Table 1. Analysis Competitor

Aspect	This Journal	Journal 1: Journal of Business Research	Journal 2: Technological Forecasting and Social Change	Journal 3: Computers & Education
<b>Scope</b>	Management, Technology, Entrepreneurship, E-commerce, Digital Business	Business, Management, Marketing, Strategy	Technology, Innovation, Social Change	Education, Technology in Education
<b>Frequency of Publication</b>	<b>Quarterly (4 issues per year)</b>	Monthly (12 issues per year)	Bimonthly (6 issues per year)	Monthly (12 issues per year)
<b>Indexing (Databases)</b>	Target: Scopus, other reputable databases	Scopus, Web of Science	Scopus, Web of Science	Scopus, Web of Science
<b>Impact Factor</b>	Not yet (Target in Year 3)	High (Established, well-recognized)	High (Well-established in its field)	High (Widely cited in education research)
<b>Article Processing Charges (APC)</b>	<b>Low (Open access model, affordable for authors)</b>	High (Typically \$2,000 - \$3,000 per article)	High (Typically \$1,500 - \$2,500 per article)	High (Typically \$2,000 - \$2,500 per article)
<b>Peer Review Process</b>	<b>Single-blind peer review (Efficient process)</b>	Double-blind peer review (Long review time)	Double-blind peer review (Moderate review time)	Double-blind peer review (Long review time)
<b>Open Access Model</b>	<b>Open access (No subscription fees for readers)</b>	Subscription-based (Limited access)	Hybrid (Open access + subscription)	Hybrid (Open access + subscription)
<b>Reputation</b>	New journal, building reputation	Well-established, strong reputation	Well-established, credible in technology and innovation	Well-established, credible in education
<b>Strengths</b>	<b>Affordable APC, Faster peer review process, Focus on under-represented topics</b>	Strong global recognition, high impact factor	Established reputation in tech innovation and forecasting	High impact in education, large readership
<b>Weaknesses</b>	Lack of initial reputation, Not yet indexed in major databases	High APC, Long review process	High APC, Long review process	High APC, Long review process

Figure 1. Business Model Canvas

