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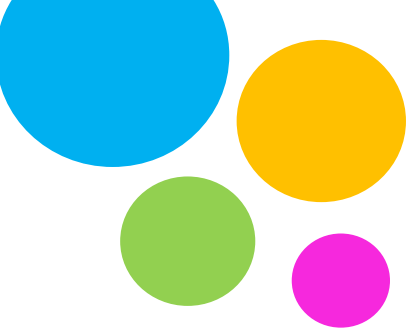
*Business Analysis and Research*

# **Academic Research Journal Publishing**

## **Towards a Sustainable Ecosystem**

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# Academic Journal

*A collection of articles published periodically for the dissemination of research results*

## Why is the Publication of Academic Journals Important?

- Scientific journal publishing is important for disseminating knowledge and research.
- As a platform for researchers to share their findings, it also strengthens the development of science and technology in the global community.

## Problems to be Solved by Academic Journal Publishing

- A lot of local journals are not indexed in international databases
- High APC (Article Processing Charge) costs for authors, and Limited access to high-quality scientific publications
- Limited access to high-quality scientific journals



# VISION & MISSION

*4 Pillars*

## VISSION

Become a reputable scientific journal publisher that supports the open and sustainable dissemination of knowledge from Asia to the world

## MISSION

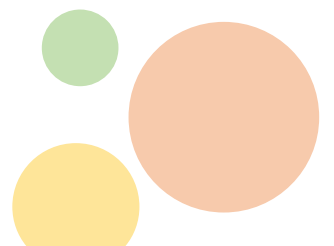
- Improving Scientific Accessibility
- Promoting Research Innovation
- Facilitating International Collaboration
- Ensuring Quality and Authenticity

## BIG PICTURE

- Dominating Regional Scientific Publishing
- Enhancing the Social Impact of Research
- Developing Strong Digital Infrastructure
- Becoming an International Reference in Research Standards

## QUICK-WINS

- Increase in Number of Publications
- Introducing the Journal to the Academic Community
- Improving the Quality of Peer Review



# What do we need to prepare?

*6 main things to prepare*

## Journal Name

- Ex: , Asian Journal of Emerging Technology, Asian Technology and Innovation Review, etc
- Scope Journal

## Editorial Team

- 1 Editor-in-Chief
- 3 Associate Editors,
- 20+ reviewers,
- Admin Web
- Layout + Editing

## Journal Website

- Domain
- Hosting
- Interface website

## Tools

Open Journal System = Platform: OJS 3.x  
Plagiarism checker  
Reference manager

## Publication frequency plan

- 2x, 4x per year?
- How many paper / issued

## Publisher

- ISSN (Registered)



# Strategic Plan

## Market

Lecturer, Student, Academician

## Promotion

Social media, email blasting, mouth to mouth, School

## Indexing

Y1: Google Scholar, Garuda, PKP Index

Y2: DOAJ, ROAD

Y3: Scopus

Y4: Wos

## Preparation

Q1: Prepare Platform, team recruitment

Q2: Launching website, call for paper

Q3: First Edition Published

Q4: Basic Index Registration

## Financial Projection

Started cost estimate: Domain, Hosting, OJS, DOI (CrossRef),  
Editorial Team

Income: APC, Sponsor



**Let's Collaborate!!**

**Thank you**



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