

## KODISA Journals and Strategies

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Received: February 13, 2015. Revised: March 10, 2015. Accepted: March 14, 2015.

### Abstract

**Purpose** –The purpose of this study was to review and analyze the four major journals of KODISA and all of their published articles of 2014 and to revise and update the existing publication standards and practices in order to improve the overall quality and reputation of these journals.

**Research design, data, and methodology** – This study applied an analytical approach, a case study method, to analyze and examine the published articles and the publication standards and practices of four KODISA journals, JDS (1999), IJIDB (2010), EAJBM (2011), and JAFEB (2014), from their first publication.

**Results** – In 2014, KODISA journals published a total of 171 papers – JDS (122), IJIDB and EAJBM (16 each), and JAFEB (17): 94 articles in general business and 77 articles in economics.

**Conclusions** – KODISA journals continuously revised and updated their publication standards and practices and adopted technological support systems to enable its journals to remain independent and open access in order to ultimately become one of the world's reputable journals.

**Keywords:** Korea Distribution of Science Association (KODISA), Journal of Distribution Science (JDS), East Asian Journal of Business Management (EAJBM), Journal of Finance, Economics, and Business (JAFEB),

International Journal of Industrial Distribution and Business (IJIDB).

**JEL Classifications:** I20, I23, I29.

### 1. Introduction

Due to the vast sharing and prompt dissemination of knowledge and information, national competitiveness in the knowledge-based society of the 21<sup>st</sup> century is directly linked to systematically managing and controlling the quality and findings of researches. Scholarly journals, one of the most practical tools of scientific communication, are not only used as a tool for exchanging scientific information but also as an indicator of scientific knowledge. Therefore, evaluating and analyzing scientific journals and its evaluation system are important in maintaining scientific knowledge, and the existence of scholarly journals depends entirely on appropriate responses to changes in evaluation systems (Oh, 2012).

In December of 2011, the Ministry of Education of Korea announced, "Reformation of Scientific Journal Support System," and followed up with necessary actions to reform scientific journal support systems in Korea. Based on the analysis of collected information and feedback concerning the strategy from public hearings and questionnaires, the Ministry postponed the plan to abolish the scientific journal indexing system in 2014. Both academic and research societies were critical of the National Research Foundation of Korea (NRF) and its shortsighted and imprudent strategy to revamp the journal indexing system. On the other hand, the fundamental idea of this reformation of scientific journal support system announced in December 2011 was to expand research and academic areas and to strengthen the existing support system to help new or minor and neglected research journals. Suspending the support operation of selecting and including new journals to the major journal list, establishing the floor of support funding, providing incentives to those reputable journals, and adding extra evaluation points and/or providing special incentives to new topics, neglected and minor journals, and journals with combined disciplines were some of the specific strategies of the reformation. Many scholars, research associations, and practitioners argued

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**<Table 1>** Indexed and Indexing Candidate Journals by NRF of Korea

Section	Humanity	Sociology	Natural Science	Engineering	Medicine & Pharmaceuticals	Agriculture, Fishery and Marine	Arts and sports	Inter-disciplinary Study	Total
Indexed Journals	460	604	101	205	184	63	91	54	1,762
Indexing Candidate Journals	81	161	15	21	65	8	33	22	406
Total	541	765	115	226	249	71	124	76	2,168
Percentage	24.9	35.3	5.4	10.4	11.5	3.3	5.7	3.5	100.0

Source: National Research Foundation of Korea (2015).

that complexity of evaluating the quality of journals and applying same standard to evaluate different academic discipline journals would not help the Ministry to achieve their reformation goal. The Ministry retracted their initial reformation announcement and indicated that they will continue to support domestic scholarly journals and strengthen existing support services to new and small and minor journals (National Research Foundation of Korea, 2013).

The NRF classifies its scholarly journals as either indexed or indexing candidate, and the classification of journals influences college accreditation evaluation and the individual researchers' employment as faculty, performance evaluation, and promotion (Park, 2012). As of January 2015, the NRF includes a total of 2,168 journals, 1,762 indexed and 406 indexing candidate journals: 765 sociology and humanity journals (35.3%), 541 liberal arts journals (25.9%), 249 medicine and pharmaceutical journals (11.5%), 124 arts and sports journals (5.7%), 116 natural science journals (5.4%), etc. The NRF data also indicates that there exist 3,423 research associations and 4,845 higher institution research institutes (a total of 8,268) in Korea, and 2,005 research organizations (24.3%) publish indexed or indexing candidate journals, and 1,434 (71.5% of the indexed and indexing candidate journals) are humanity and liberal arts research organizations. Table 1 depicts the summary of the NRF data in 2015.

Both the inclusion of the database and the meeting of the evaluation standard of NRF indicate the significant progress of KODISA journals since their first publication. However, continuously reviewing, analyzing, and revising the existing evaluation standard and practice to improve the overall quality of journals are the most important process of KODISA journals in becoming one of the world's reputable scholarly journals. Starting in 2010, KODISA implemented the strategy of reviewing and improving the publication practices of its journals annually, and this strategy was designed to help KODISA journals to continuously improve and ultimately become one of the world's most highly regarded scholarly journals within ten years. Both research articles, "Research Ethics... (Hwang et al., 2014)," and "Strategic Approaches...(Youn et al., 2014)," are the direct results of KODISA's 2010 strategy to improve its journals over time.

## 2. KODISA Journals and Strategy

This research focuses on structuring and strengthening the

publication practices, examining and analyzing 2014 publications, and developing appropriate strategies to provide a clear direction to KODISA journals to become reputable renowned scholarly journals. The strategies in identifying and meeting evaluation standards of the world renowned databases, e.g., SSCI and SCOPUS, and improving impact factors of KODISA journals are especially important to become the leading research association and journals in the areas of social science and interdisciplinary study.

### 2.1. Implementation

The overall strategy of KODISA journals should focus on publication and evaluation standards of both Thompson (SSCI) and Elsevier (SCOPUS), and KODISA journals should be the leading journals to actively engage in adopting and meeting both standards. The databases of Thompson and Elsevier are recognized as the world's major academic and scientific databases, and both organizations have been the dominating research databases over time. Many Korean journals have recently been adopting and applying these standards, and this is a new paradigm in Korea. KODISA also needs to develop and implement a strategy to accommodate the potential success and expansion of Chinese research and academic activities in the future by working and cooperating with Chinese researchers and practitioners. The ultimate goal of KODISA is to index its journals to either SCOPUS and/or SSCI by 2020 and to make JDS the best journal in Korea by increasing and maintaining the number of monthly publications (average 20 papers monthly by 2016 to 50 articles by 2020) and increasing the KCI impact factor to 3 or higher. KODISA should be actively involved in developing and supporting domestic and local scholars to become international scholars.

### 2.2. KODISA journals: JDS, EAJBM, JFEB, IJIDB

Journal of Distribution Science (JDS) was founded in 1999 and published its first volume (volume 1, number 1) in June of 1999, and its 13th volume in January of 2015. Currently JDS publishes monthly in both English and Korean, and about 65% of domestic and 35% of international papers has been published in 2013 and 85% of domestic and 15% of international papers in 2014. JDS is indexed in the NRF database as of February, 2015, and completed and submitted the SCOPUS application in March of 2015. Under the editorial supervision of Lee Jung-Wan

(a senior editor in chief), Professor Hee-Joong Hwang (National Open University) and Dongho Kim (SUNY ESC) are managing and handling domestic and international publication issues.

East Asian Journal of Business Management (EAJBM) was founded and published its first volume in September of 2011, with publication of Volume 5 and number 1 in January of 2015. This is an English journal which publishes quarterly, and approximately 90% of research papers are published by international scholars. This journal will be applying for an indexing candidate of NRF of Korea, Cabell, DOAJ, and SCOPUS in 2015.

Journal of Finance, Economics, and Business (JAFEB) was founded and published its first volume in February of 2014, and this English journal publishes quarterly out of Boston University and Economic Centers of Kazakhstan. Almost 95% of its articles are published by international scholars. Professor Jung-Wan Lee is the editor-in-chief, and the journal is preparing for inclusion in the SSCI database.

Finally, International Journal of Industrial Distribution and Business (IJIDB) was founded and published its first volume in December of 2010, and recently published Volume5, number 4, in December of 2014. This is an English journal which publishes

quarterly, and 70% of the articles are published by international scholars. Professor Jong-Ho Lee is the editor-in-chief, and this journal will be applying for an indexing candidate of the NRF of Korea and for SCOPUS and SSCI in the near future.

Table 2 depicts the general publication information of KODISA journals.

### 2.3. A Summary of 2014 KODISA Journal

In 2014, KODISA journals published a total of 171 research papers: JDS (122), IJIDB (16), EAJBM (16), and JAFEB (17). The areas of research were identified according to JEL code, key words, topic, and/or abstract. A total of 94 research papers (55%) and their topics are directly associated with general business, and 77 research articles are associated with economics. Specifically, 72 papers were in general business, and 50 were in economics for JDS, 10 in general business and 6 in economics for both EAJBM and IJIDB, and 2 in general business and 15 in economics for JAFEB. Table 3 shows the distribution of journals in terms of the area of studies.

<Table 2> Comparison of KODISA journals

Name of journals	First issue	Recent Publication	Frequency of publication	Language
Journal of Distribution Science (JDS: Journal of Distribution Science)	No.1, first volume, June 1999	No.1, volume 13, Jan 2015	Monthly	Korean & English
	Ratio of domestic and international publication	KCI Indexing	International Indexing	Chief editor
	65 domestic and 35 International	Indexed	SCOPUS application completed in March, 2015	Jung-Wan Lee (Boston University, USA); Dong-Ho Kim (SUNY, USA) Hee-Joong Hwang (KNOU, Korea)
East Asian Journal of Business Management (EAJBM)	No.1, Volume 1, Sept 2011	No.1, Volume 5, Jan 2015	Quarterly	English
	Ratio of domestic and international publication	KCI Indexing	International Indexing In	Chief editor
	Domestic (12) and International (88)	Indexing Candidate (KCI) in 2015	CABELL, DOAJ, SCOPUS in 2015	Dong-ho Kim (SUNY, USA)
Journal of Finance, Economics and Business (JAFEB)	No.1, Volume 1, Jan 2014	No.4, Volume 1, Nov 2014	Quarterly	English
	Ratio of domestic and international publication	KCI Indexing	International Indexing	Chief editor
	Domestic (5) and International (95)	Not Applicable Joint journal with Kazakhstan (Headquarters: Boston University, USA)	SSCI in August, 2015	Jung-wan Lee (Boston University, USA)
International Journal of Industrial Distribution and Business (IJIDB)	No.1, Volume 1, Dec 2010	No.4, Volume 5, Dec 2014	Quarterly	English
	Ratio of domestic and International publication	KCI Indexing	International Indexing	Chief editor
	Domestic (30) and International (70)	Indexing Candidate in 2015	In 2016	Jong-ho Lee (Kongju National University)

<Table 3> 2014 KODISA Publication and the Area of Research

Section		JDS	IJDB	EAJBM	JAFEB	Total
Distribution Science	Economics	9			2	11
	Logistics & SCM	12				12
	Information Technology	4			1	5
	Distribution Science & Technology Innovation	5	1		1	7
	Strategy & Competitiveness	9	1	2	2	14
	Finance	10	3	2	7	22
	Business	3	1	2	2	8
Distribution Management	Channel Management	5	1			6
	Market Development & Management	3	1	2		6
	Material & Acquisition Management	2				2
	Consumer Behavior & CRM	17	3		1	21
	Marketing and Information Management	17	1	4		22
	Manufacturing, Wholesaling, & Retailing Management	15	1	2		18
Inter-disciplinary science	Social Issues	6				6
	Miscellaneous	7	3	2	1	13
Total		124	16	16	17	177

<Table 4> Korea Journals Vs. KODISA Journals

Section	Other Korean Journals	KODISA Journals
Organizational Structure	Difficult to develop long term strategies because the term limits of administrative and editorial office (Up to 2 years)	Up to 10 years
Strategic investment	Almost impossible for one or two term president and chief editors to make strategic investment.	Easier for Presidents and Chief Editors to make a long term investment, especially in technology and publication service (doi, xml, proofreading service)
Accommodating Regional/International scholars	Difficult to promote and accommodate regional/international scholars because their organizational structure makes difficult for international scholars to join. In general, all members are Korean scholars.	A two-president system (one domestic and one international) allows KODISA journals to promote and accommodate both domestic and international scholars. A total of 4,100 scholars as of Jan 2015 (910 Korean and 3,190 international)

### 3. KODISA Journals vs. Other Korean Journals

KODISA journals are different from many Korean journals in terms of organizational structure that enables KODISA journals to make strategic investments and to accommodate foreign scholars. In terms of organizational structure, many Korean journals and their associations elect the president and chief editors for one or two terms (one to two years); therefore, it is difficult to develop a long term strategy, and it is impossible to have continuity because the frequent organizational structure changes negatively affect accountability and responsibility. On the other hand, the organizational structure of KODISA journals allows their president and chief editors to remain in their positions up to ten years if they are elected. This long-term tenure provides them great opportunities to develop both short and long term strategies and to continue to revise and improve their strategies, to develop a synergistic alliance among editorial, board, and administration members, and to make editors responsible and accountable for their actions and practices. Next, KODISA journals focus on internationalization and globalization and invest significantly in technology and publication services, e.g., accommodating the doi and xml systems and proof reading

services prior to publication. The existing organizational structure makes easier for the administrative and editorial members to make these types of investments, whereas, many other Korean journals are constrained from making any investment because of their organizational structure. Finally, many Korean journals only accommodate domestic scholars and researchers whereas KODISA journals with a two-president system (one domestic and one international) allow them to promote and accommodate both domestic and international scholars. Out of 4,100 KODISA journals' membership, 3,190 members are identified as either regional or international scholars, researchers, and practitioners, and 910 members are Korean as of January, 2015. This membership data indicates the internationalization of KODISA journals. Table 4 depicts the differences in organizational structure between KODISA journals and other Korean journals.

### 4. Summary

As described in the previous sections, the purpose of this paper was to review, revise, and improve both administrative and publication standards and practices of KODISA journals every

year. Maintaining and improving both advantages and strengths as well as revising or removing disadvantages and weaknesses while developing new strategies to support those decisions are the main objective of annual reviews. Investing in technology, using and applying doi and xml, and publication service, proof reading in English, standardizing English abstract, applying APA style, and making open access journals are some of the examples of internalization of KODISA journals. The publication rate for international scholars are in a decreasing trend because of the quality of the research papers, but the submission rate by international scholars is continuously increasing.

The other factor for the internationalization of KODISA journals is continuously receiving, evaluating, and publishing quality research papers. In 2014, JDS published an average of ten research papers monthly, and this number is expected to increase in 2015 and in the future. This increasing trend makes KODISA journals unique and distinguishable from other Korean journals. Further, in an effort to continuously analyze and improve impact factors of KODISA journals, KODISA works and cooperates with other Korean journals as well as among its own KODISA journals. These short and long term strategies will facilitate JDS to become one of the most reputable journals in Korea and three other English journals to become reputable international journals by 2020.

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