



JIDB Development Tactics and Strategic Directions to be a Journal Indexed in SCOPUS and SSCI

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Received: September 28, 2022. Revised: September 29, 2022. Accepted: September 30, 2022.

Abstract

Purpose: The two (SCOPUS and SSCI) are the most reputed indexing databases in the world for social science area, and hence the most preferred by majority of researchers in filling the academia niche that may exist on any research topic. This study aims to determine five key strategic tactics that the JIDB (Journal of Industrial Distribution & Business) can use to be indexed by SCOPUS and SSCI, following five main measures as discussed in main texts. **Research design, data and methodology:** The literature analysis which was selected by this study is appropriate to find out useful texts dataset and this analysis provides adequate evidence for previous literature collection. **Results:** From the current literature analysis, this study suggests five strategic tactics for JIDB to be a journal indexed in SCOPUS and SSCI. The five tactics are follows: (1) Understanding the Selection Process, (2) Content and Relevance, (3) Finding a Niche Technical Standards, (4) Clarity in Formatting and Structure, and (5) Citations and Publication Considerations. **Conclusions:** This study concludes that the five discussed tactics are all imperative in aiding the research and if JIDB follows all the select strategies, it will be bound to succeed for indexing in the two databases.

Keywords : Journal Development, Indexing Databases, Tactics Strategy for Indexing,

JEL Classification Code: L59, F29, C25

1. Introduction

For many researchers, one of the most imperative measures they have to take in the final stages of releasing their academic work is choosing a high-indexed journal platform to public and release the paper with (Elsevier). Whether one aims at looking for a reputed journal due to university demands, or just personal interest, the struggle to settle upon one is breathtaking. Indexing journals include either the index titles or full articles, while others only provide the abstract and references of a journal or research article. The quality of a good journal, even so, is determined by several factors to judge and determine its credibility.

Impact factor of the journals aside, the credibility and eventual relevance of the journal in its contribution quest to the academia is determined by its indexing. This can be defined as the journal that has passed all quality and authenticity checks and is allowed to publish on a weekly basis to improve its significance to the academia. One therefore has no option but to set eyes on the most promising indexing journals, such as SCOPUS and SSCI, which add more weight to the quality and relevance of the research work. Immediately a journal is indexed, it is availed to all the users of the database. The two are the most reputed indexing databases in the world, and hence the most preferred by majority of researchers in filling the academia

* This study was supported by the research grant of the KODISA Scholarship Foundation in 2022.

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niche that may exist on any research topic. The present author who is a senior editor-in chief of JIDB (Journal of Industrial Distribution & Business) investigates to determine five key strategic tactics that the JIDB can use to be indexed by SCOPUS and SSCI, following five main measures as discussed in next section.

2. Strategies for Journal Indexed

2.1. Understanding the Selection Process Followed by the Chosen database

Due to the high demand, the two platforms have equally high levels of ethical decorum and standards and for one to get indexed in any of the two, they have to show that their work is worth reading and hence this is not often a simple task. The criterion for selection differs between the two indexing databases as shown below, and there are strategies that one can incorporate to have their work listed. The most common criteria used in determining journal publications are, among others, quality content, timeliness, workflows, and the procedures. In order to get indexed, one applies to the database and provide relevant documents to support of the same (Development strategy of Business Journal for indexing 'Scopus' and 'SSCI'). If the basic selection criterion is not met, changes could be introduced to make it eligible (Gasparyan, 2021).

Scopus is owned by Elsevier, while SSCI is owned by Clarivate Analytics. While the two are far better than any other indexing databases in the entire world, there is stiff competition between them. Scopus-Indexed journals are regarded as slightly weaker than those indexed with SSCI since the latter's database upholds more value in terms of authenticity, hence more stringent publishing codes. SSCI journals also have higher citation rates since the only about 10 percent of articles make through the journal (Li, 2022). SCI journals are therefore more preferred by novice writers. SCOPUS however has hope since it focuses on a wide range of papers dating far back in the 1990s, while SSCI only indexes papers produced after 1995.

While SSCI is a well-established database and indexing platform, Scopus is still expanding, owing to the fact that it was introduced years after SSCI and it still does not fully support publication of review papers but promotes technical research papers (Martín-Martín et al., 2018). Therefore, one can choose SSCI for review papers, and SCI for empirical evidence that is more technical.

2.2. Content and Relevance

The journals need to meet all the basic publication standards as required by the publication database. This

means that the journal process should be smooth from application to publication, to be clear that the journal is worth publishing. It is required that the journal should cover the said topic concisely and accurately in order to be accepted by the indexing databases. A journal can easily be flagged for reevaluation if there exist concerns at the publication or at the journal level (Liu et al., 2018). To be indexed in the Scopus database, all books must contain ISBNs, be available in digital format, all metadata should be captured in ONIX and the metadata must contain BIC or BISAC area codes. Also, the journals need to be in fluent English since they serve the global market. Most eastern publishers have had to re-write their work in English and adopt more pro-western academic strategies.

Content and relevance all point to increasing the journal's impact factor. The journal impact factor is a yearly citation rate of the published articles demonstrating relative importance of the journal in any given field of focus. To maintain a high impact factor, researchers have to adopt publication strategies that establish higher chances of eventual career promotion (Liu et al., 2018). If a journal has low impact factor, it greatly affects the reader's awareness of its publication, hence failing to reach a wider market. The traditional approach to fix this is, obviously, improving the quality of publications made, focusing on the areas that will help form the foundation of your publication strategy, depending on the niche you wish to cover, and your target audience. There are three main avenues by which one can improve their journal index score; the submission, editorial, and reader.

2.3. Finding a Niche and Following Technical Standards

Developing a niche is mainly intended to capture the reader. While journals prefer to cover a wide range of topics, it is advisable to be as concise as possible by specializing in one field and mastering it well. Specializing in one topic of discussion throughout within a given field will improve your prominence in the area, rather than facing increased competition to that have more wide-reaching publications (Thelwall, 2018). One should make their journal the go-to resource in research of a specific topic of focus. You should also make the articles easy to find by borrowing methods applied to high-ranking SEO and marketplaces. There are two main models that can be used to help an article meet technical requirements; using web crawlers and metadata deposits. The potential benefits of journals depend on the quality of machine-readable metadata and article files put in the journal publication. Machine-readable metadata files are richer, less prone to inaccuracy and have data-mining potential. make their publications stand out more than others.

2.4. Clarity in Formatting and Structure

A journal article should be presented as clearly and as distinctively as possible. It should be accessible and readable to researchers of all backgrounds. The author should also ensure that the paper is not too technical, forcing readers to quit halfway through (Martín-Martín et al., 2018). Being indexed in SSCI or Scopus means that the papers will be available all across the planet, to people speaking different languages. To nail this, the secret lies in the structure, formatting and accuracy of the journals. First, the journal title should not resemble any other journal that exists in the Scopus database. This poses both an ethical challenge and confusion implications.

To prevent language and other possible barriers that might face the paper, clarity, simplicity, and accuracy are greatly advised. These include; avoiding irrelevant information, ensuring the sentences are uncomplicated and precise, and accurate data representation. It is crucial that the business journal or any other research article be edited by a professional native English speaker, and tested on a non-native English speaker. Additionally, the journal has to be peer-reviewed. This is obtaining advice on the manuscript by review experts who are not part of the individual journal's editorial staff. There are various globally recognized companies that offer these publication and support services for new manuscripts in the academia.

2.5. Citations and Publication Considerations

Indexing journals require that a journal should have been published and reviewed for at least 2 to 3 years before being considered for indexing. SCOPUS, for example, requires a minimum of 2 years for a journal to be indexed. The said time frame is required since it is used by evaluators to evaluate analyze the contribution the journal has brought in during the period of its publication (Zhu & Liu, 2022). Additionally, if a journal has been around for more than 2 years, it is easier to analyze and generate various metric by which the journal shall be graded. Young journals, while they may not be indexed immediately, have an advantage of utilizing adequate time needed to make all the necessary changes in their journals before bringing them forward for publication.

SSCI, on the other hand, incorporated the impact factor strategy of deciding which journal should be index, as noted earlier in this study. This method was first introduced to help universities decide which journals were best to purchase, but soon became a global measure for judging academic success. The least minimum period it would take for a journal to be issued an impact factor is two years. It can be calculated through determining the number of citations the journal has received during the two preceding years and the total

number of citable items during the same period (Zhu & Liu, 2022).

Therefore, the best way to have your journal indexed by the two databases is ensuring high impact factor. To improve on this, ensure the journal has received an adequate number of citations before applying. This can be achieved best through search engine optimization, to increase the accessibility of the journal by students and researchers. The figure 1 indicates five strategic tactics for JIDB to be indexed in two major databases.

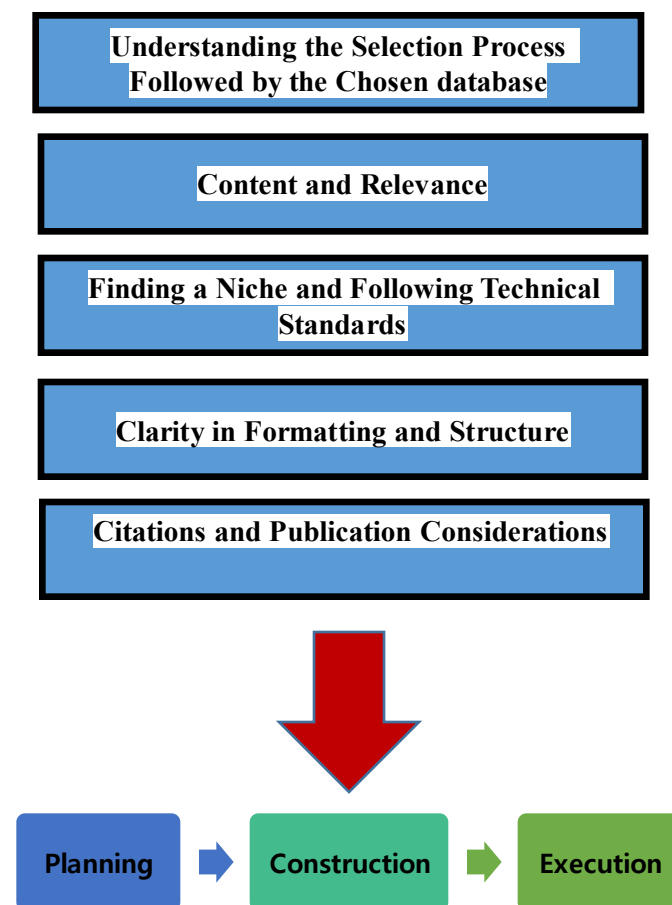


Figure 1: Five key strategic tactics for JIDB

3. Conclusion and Implications

The present study investigated how JIDB could be in the two major databases coverage. Finding an efficient target audience for journals in order to gain recognition is always not an easy walk in the park. One has to go beyond just

quality to ensure their work is highly graded. More importantly, indexing database selection is equally vital in aiding the research article or journal gain a greater audience. The two major indexing known worldwide are the SCOPUS and SSCI journal databases. In the process of indexing database selection, the publishers should approach the indexing companies with multiple databases (Li, 2022). Companies such as SSCI and SCOPUS offer a number of indexes to cater for the different journals and therefore, one should check the different lists of services offered before settling upon which service is relevant to their journal. In the case of a business journal, there are various developmental strategies that can be used to make the journal accepted by the two indexing databases. The above discussed strategies; finding a niche, citation considerations, content formatting, relevance, and understanding the selection criteria of each database are all imperative in aiding the research.

A business journal that follows all the select strategies is bound to succeed. With the increase in various business-related journals, it is advisable that the proposed research journal should focus narrow focus instead of generalizing their research topic (Zhu & Liu, 2022). This makes the journal a to-go to resource whenever researchers are faced by a specific topic of interest.

Accessibility of a research journal should also be of key interest to the publisher, without which the journal may fail to get the required number of citations and referencing needed to meet the impactor factor threshold. For this reason, the journal has to avoid being overly complex and too technical. It should also be language-friendly, considering there could be non-native English speakers who wish to utilize the materials in their research. Scopus and SSCI are limited to English-only publications. Junior journals seeking publications should therefore hand their manuscripts for inspection and analysis by external professionals who will help in grading the research work prior to releasing them to the target market.

The Journal should also be published regularly, having one strict publishing and release date that must be adhered to. This is meant to foster consistency. The journal manuscripts should be published immediately they are accepted. This is beneficial to both the readers and the authors since there exist a pre-set publication date that will guide reader citation needs.

The formatting and referencing of the journals is also key. The author should ensure proper formatting of the papers and accurate referencing. A “cite this journal” button should appear periodically in the article so that the researchers use one same style all-through. The article’s bibliographic references are also a vital part of the publications. The Scopus and SSCI citation metric are based on the roman script language formatting metadata and therefore, non-Roman script language journals that wish to

be indexed with the database should be translated or transliterated into the roman-style. The journals should also provide the mandatory Ethical and Malpractice statement that is mandatory for SCOPUS and SSCI indexing.

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