

SWOT analysis of publishing journals by commercial publishing company and local publishing company

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Outlines

- SWOT analysis : general
- Commercial vs Local publishing company
- [practice] SWOT analysis

A SWOT analysis

- A structured [planning](#) method used to evaluate the **strengths, weaknesses, opportunities and threats**
- Specifying the objective and identifying the internal and external factors that are favorable and unfavorable to achieve that objective

SWOT ANALYSIS



SWOT

- **S**trengths: characteristics of the business or project that give it an advantage over others.
- **W**eaknesses: characteristics that place the business or project at a disadvantage relative to others.
- **O**pportunities: elements that the project could exploit to its advantage.
- **T**hreats: elements in the environment that could cause trouble for the business or project.

Journal launching

- De novo launching
- Revise of previous academic journals
 - Language change
 - Naming change
 - target audience change

Process of a Journal launching

- Determine Aims and scope
- Naming
- Paper vs on-line publication
- Organize editorial board
- ISSN, information for authors, Publication type
- Design, layout of the journal
- PDF making
- Homepage, XML making
- English proof heading
- Submission system
- Effort for listing of international database (SCI, SCOPUS, MEDLINE..)

Commercial publishing company

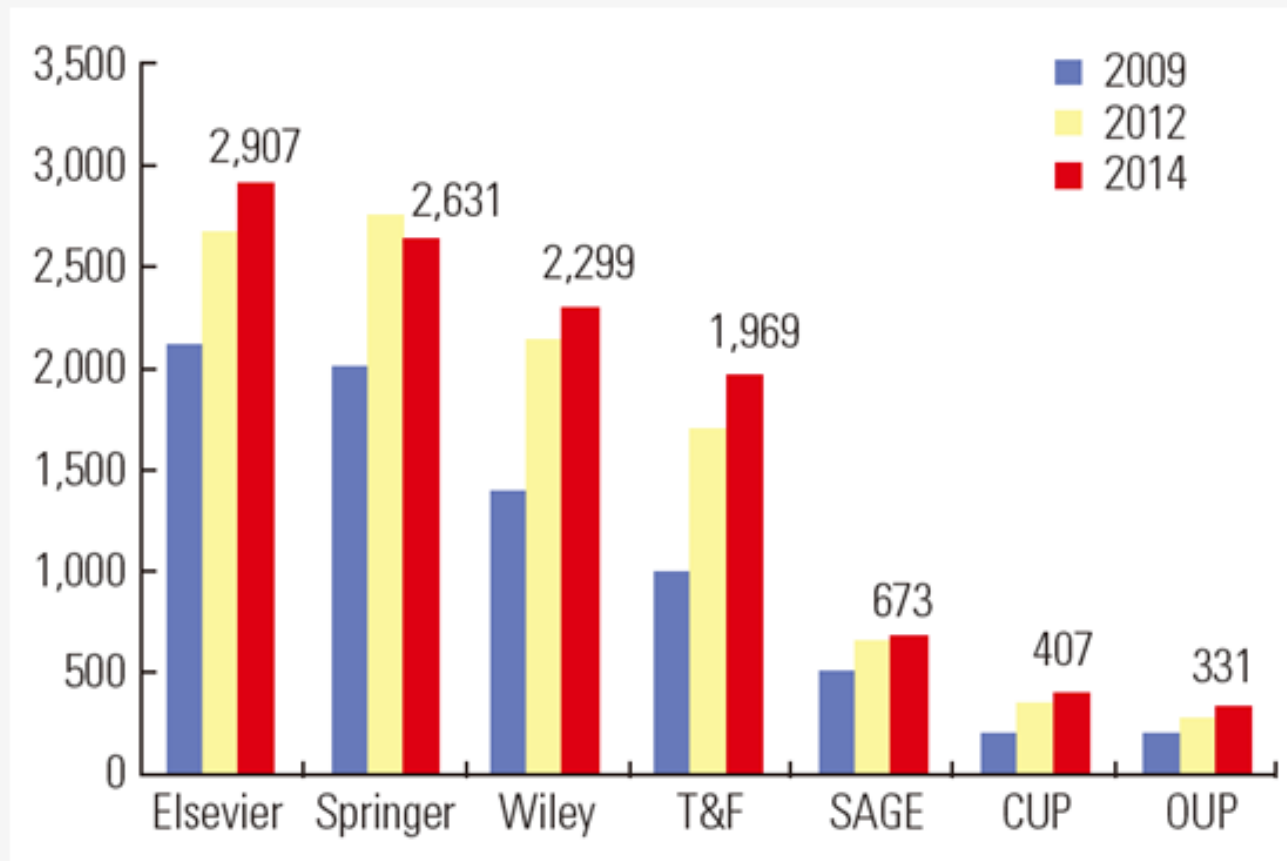


Fig. 1.

The number of journals published by the largest publishers (Numbers taken from the publisher websites and are subject to change.). T&F, Taylor & Francis; CUP, Cambridge University Press; OUP, Oxford University Press.

Commercial company vs local company

- Manage the editorial and quality control
- Manage the dissemination and archiving processes
 - Homepage, XML
 - PDF
 - Publishing
- Fund the journals

Local company in Korea

- Design : <http://inkwon.com>
- PDF, manuscript making :
(<http://Academya.co.kr/>)
- Manuscript editing : InfoLumi
- Homepage, XML :
<http://publishing.m2comm.kr/>
- Proof heading : Editage
- Database listing : learned society

Thinking point

- Technical power
- Easy to communicate
- Open access
- Initiation cost
- Maintenance cost
- Further inflation of cost
- Easy to list of SCOPUS or SCI(E)
- One stop service
- Accessibility

[practice] SWOT analysis

- What is **strengths, weaknesses, opportunities and threats?**
- **To choose** Local publishing company
- In the context of your journals
- In the point of Technical power, Easy to communicate, to became Open access journal, initiation cost, Maintenance cost, further inflation of cost, easy to list of SCOPUS or SCI(E), One stop service, Accessibility

strengths

weaknesses

opportunities

threats