

Publishing and Editing Academic Journals in Asia

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1

Part One Academic Publishing

2

The Framework

- ☐ Models of Academic Publishing
- ☐ The Monetization of Knowledge
- ☐ International Publications from Asia
- ☐ Academic Publishing in Asia

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Models of Academic Publishing

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Models for Academic Publishing

- ☐ University Presses
- ☐ Scholarly Societies
- ☐ Commercial Academic Publishers
- ☐ Open Access Publishers

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University Presses

- ☐ Primary academic publishers for a century
- ☐ Research universities created university presses
 - ☐ 1st modern Univ Press: Johns Hopkins 1878
- ☐ Publish books and some journals
- ☐ Not-for-profit; moderate prices
- ☐ Sales to individuals and libraries
- ☐ Finance: Sales plus some university support
- ☐ Mainly national in scope, not international
- ☐ Premise: research has no commercial value

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Scholarly Societies

- Mainly based on academic disciplines
- Distribution to members
- Sales to libraries
- Financed by member dues, library sales

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Commercial Academic Presses

- Late 20th century: conglomerates emerge
 - ▣ Big 5: Springer Nature, Elsevier, Taylor & Francis/Routledge, Wiley, Sage
- Publish online journals and some printed books
- For profit; very high prices
- Sales to university libraries, not to individuals
- Publicly traded companies that pay taxes, dividends
- Worldwide operations
- Premise: Research findings are commercially valuable

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Citable Journal Articles per Year

- The Big 5 publish more than 11,700 journals
 - ▣ Nearly 50% of the journals in Scopus
- Journal output of major University Presses
 - ▣ Oxford University Press: 500
 - ▣ Cambridge University Press: 420
 - ▣ Johns Hopkins University Press: 108
 - ▣ Univ of California Press: 46
 - ▣ Univ of Hawaii Press: 26

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Open Access Publishers

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- High subscription prices hard for libraries
- Librarians propose Open Access as an alternative
- OA: mainly e-journals; some e-books
- Article Processing Charges (APC) to pay costs
 - ▢ The APC for Cambridge Univ Press is ~USD3,200
- Concept: Money paid for subscriptions could fund free publications
- Academic, not commercial
- Many funders now require open access
- Premise: knowledge should be a public good

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Summing Up

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- Commercial publishers make too much money
- University presses and scholarly societies make too little
- Open Access publishers make no money at all
- Changes in late 20th Century publishing make this a problem

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Accessing Knowledge

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- In 1975
 - ▢ Scholars accessed knowledge through libraries
 - ▢ Scholars bought academic books and subscribed to journals
 - ▢ Knowledge was inexpensive
 - ▢ Scholars received little or no payment for publications
- In 2025
 - ▢ Scholars access knowledge online
 - ▢ Publishers sell to libraries not individual scholars
 - ▢ Knowledge is very expensive
 - ▢ Scholars receive little or no payment for publications

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The Monetization of Knowledge

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What is a Publication?

14

- Knowledge is found in publications, but what is a publication?
- In 1975 the answer was simple
 - ▢ Books / Monographs and Journal articles
 - ▢ Occasional papers, Working papers etc
- In 2025 it's complicated:
 - ▢ Are pre-prints and post-prints "publications"?
 - ▢ Are papers on arXiv sites "publications"?
 - ▢ Do predatory journals count as "publications"?
 - ▢ What about briefing notes, blog posts, social media posts?

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What is a Publication?

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- Publications are packages for words
- They make ideas part of durable, tangible objects that can be bought and sold
- Publishers turn manuscripts into publications
 - ▢ Editing, typesetting, layout, printing, distribution
- Everything changed in the late 20th Century
 - ▢ **Digitization** changed processing and production
 - ▢ The **Internet** changed access and distribution

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Digitization

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- Typesetting is done by authors on their computers
- Layout requires specialized software and is mostly outsourced
- Printing presses use digital inputs (pdfs) and computerized controls
- New publishing requirements
 - ▣ Digital publishing platforms
 - ▣ Distribution channels for digital materials
 - ▣ Need for control over reproduction of digital material

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The Internet

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- Changes associated with the Internet
- The pdfs used for printing can be
 - ▣ Transmitted electronically over the internet
 - ▣ Read on screens
 - ▣ Better suited to articles than to books
 - Journal articles can be sold individually
 - Books harder to read on screens
- Reading audiences are worldwide
- Research is done online

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Citation Indexes

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- The internet gave new importance to citation indexes
- Digital publications generate data
- Citation Indexes collect and analyze data
- Two primary indexes
 - ▣ SCI, SSCI, AHCI, ESCI (Clarivate Analytics)
 - ▣ Scopus (Elsevier)
- Collect details about topics, readership, etc.
- Measure the Impact of journals, articles, and authors (based on downloads and citations)
- Primary handle articles because books less available online

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World University Rankings

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- Created in the early 2000s
- Citation Indexes contribute to world rankings
- Citation indexes provide data
 - ▣ Number of staff research publications
 - ▣ Quality of journals and publishers
 - ▣ Number of highly cited papers
- Data: measures performance; used for rankings
- Universities prioritize high rankings
 - ▣ Attract funding, top faculty, and students
 - ▣ Raise international profile and prestige

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Monetary Value of Knowledge

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- Clarivate Analytics
 - ▣ Data analytics; bibliometrics and scientometrics; business and market intelligence; competitive profiling for pharmacy and biotech, etc
 - ▣ Gross revenue in 2024: US\$2.557 billion
- Scopus (Elsevier, which is part of RELX)
 - ▣ RELX: a multinational information and analytics company
 - ▣ Revenue for 2024: US\$12.5 billion; 40% profit margin
- This part of academic publishing is one of the world's most profitable businesses

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**International Publications
from Asia**

21

International Publication

22

- Asian universities expect staff to publish in top journals in major citation indexes
 - ▢ Mainly English-language
 - ▢ Mainly published in N. America and W. Europe
- Asian scholars are quite successful
- Scopus
 - ▢ In 1996 16% of indexed articles from Asia
 - ▢ In 2023 38% of indexed articles from Asia
- Indexed journals cannot handle volume Asian research

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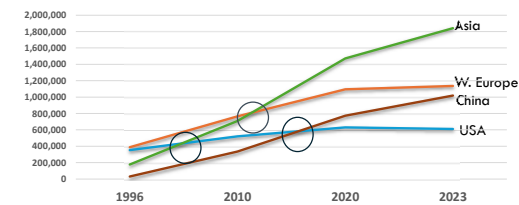
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Articles Indexed in Scopus

	1996	2010	2020	2023
W Europe	389,399	765,718	1,094,675	1,136,307
USA	352,894	520,789	631,100	609,674
Asia	176,810	707,802	1,471,553	1,840,690
China	30,776	335,634	772,603	1,018,423
World	1,128,448	2,537,527	4,325,025	4,792,953



23

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Publishing Outside of Asia

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- Writing on Asia for English-language international publications
 - ▢ Shapes the topics that researchers study
 - ▢ Shapes the way material is presented
- Issues
 - ▢ Need for English equivalents for Asian-language terms
 - ▢ Adequate background for non-specialists
 - ▢ Grammar
 - ▢ Academic English
 - ▢ Writing conventions

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Academic Publishing in Asia

25

Readers in Asia

26

- East Asia
 - ▣ Scholars buy print publications
 - ▣ Publishers sell to academics and the general public
 - ▣ Journals are generally behind pay walls
- Southeast Asia
 - ▣ Few scholars create personal libraries
 - ▣ Publishers sell to academics and the general public
 - ▣ Many journals are open access without APCs

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Asian Publishing Models

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- Commercial academic presses
- University Presses
- University departmental publications
- Scholarly Societies
- Research institutes, think tanks, NGOs, foundations
- State-owned publishing houses

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Asian University Presses

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- Primarily produce books
- China, Korea, Japan
 - ▣ 1950: 12 University Presses
 - ▣ Early 2000s: more than 200
- Southeast Asia in 2025: around 20 university presses
- Hong Kong UP & NUS Press publish in English for international audiences
- Univ of the Philippines and Ateneo de Manila UPs publish in English for domestic audiences
- Others mainly publish in national languages

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Academic Journals in E and SE Asia

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- Asian institutions publish ~40,000 journals
 - ▣ Most readers are in the country where they are produced
- 40,000 journals means at least 40,000 editors
 - ▣ Most have other jobs
 - ▣ Many lack training and editorial experience
- Issues
 - ▣ Authors send their best work to international journals
 - ▣ Many authors need editorial support
 - ▣ Articles count for little on an author's Curriculum Vitae
 - ▣ Asian journals need greater visibility and better finding aids

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Visibility

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- For example:
 - ▣ "Scrutinizing the Political and Economic Dynamics of China's Distribution of Vaccines in Securitized Health", by Christou Imanuel Siregar, Theo Gerald Napitupulu
 - ▣ UGM journal *Global South Review* 2, 2 (2020)
 - ▣ doi: 10.22146/globalsouth.63086
 - ▣ If you know issue, the title, or the doi, it's easy to find
 - ▣ The full name of an author might help if its unusual
 - ▣ If you don't know these things, online searches don't find articles

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Citation Indexes

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- Scopus indexes nearly 28,000 active journals
- Around 12% are from Asia
 - ▣ "Asiatic Region": 3,475
 - China, Japan, S. Korea, Taiwan, Hong Kong: 2,045
 - Indonesia, Malaysia, Singapore, Philippines, Thailand: 759 journals
- Many of these journals are ranked Q3 or Q4 based on citations and impact

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32
