The China Bull in the Publishing Shop

Benjamin Shaw, Global & China Director

Based on: Shaw, B, The China bull in the publishing shop, Serials, 2011, 24(3), 238-244; doi: 10.1629/24238
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Publisher Challenges

- Understanding local conditions
- Building a network
- Establishing a footprint in the market
- Poor language quality
- Increased volume for production
- Insufficient number of peer reviewers
- Author services & help desk
- Publication ethics
Meet Dr. Du Shunda

Title: Associate Professor
Institution: Liver Surgery Department, Peking Union Medical College Hospital
Publication track record:
- More than 10 articles in Chinese
- Only one article in English as the first author, and two as co-author
- Four English articles currently under peer review
Meet Dr. Du Shunda

Why publish?

“\textit{If I want to be promoted from an associate professor to a professor, then I must publish sufficient articles and obtain grants. Getting published will also give me visibility in my field.}”
Age of Respondents With at Least One Publication

<table>
<thead>
<tr>
<th>Age</th>
<th>Respondents</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>22-24</td>
<td>34</td>
<td>10.2%</td>
</tr>
<tr>
<td>25-30</td>
<td>146</td>
<td>43.8%</td>
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<tr>
<td>31-40</td>
<td>124</td>
<td>37.2%</td>
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<tr>
<td>41-50</td>
<td>25</td>
<td>7.5%</td>
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<tr>
<td>50+</td>
<td>4</td>
<td>1.2%</td>
</tr>
</tbody>
</table>

n=333
Primary Difficulty During Manuscript Preparation

- Choosing a Journal: 118 respondents (35.4%)
- Expressing Thoughts Clearly in English: 79 respondents (23.7%)
- Understanding the Journal's Guide for Authors: 73 respondents (21.9%)
- Formatting According to Author Guidelines: 63 respondents (18.9%)

n=333 respondents
“I will list all the professional journals on hepatology firstly, ranking them from top to bottom by IF. If all of them reject or are not suitable for my article, I will seek a more comprehensive journal that is still related with hepatology.”

How do you choose a journal?

“When I write an article I hope to submit to an SCI journal with an IF of at least 1.0, which will be useful for me.”

**Primary Criteria for Journal Selection**

- **Potential for Citations**: 16 (4.8%)
- **Inclusion in Indexes/Databases**: 9 (2.7%)
- **Appeal to Target Audience**: 145 (43.5%)
- **Impact Factor**: 56 (16.8%)
- **Business Model (OA or Subscription)**: 40 (12.0%)
- **Speed to Publication**: 13 (3.9%)
- **Accepts Type of Manuscript**: 23 (6.9%)
- **Publication Costs**: 31 (9.3%)

**Criteria**

- **Aimed at Reaching Target Audience and Gaining Recognition**
- **Convenience**

**Respondents**: n=333
Language Challenges

Primary Difficulty During Manuscript Preparation

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- Formatting According to Author Guidelines: 63 (18.9%)

Respondents: n=333
Be on the ground

- Be aware of how your brand is perceived
- Meet people face-to-face
- Make use of journal editors as goodwill ambassadors
- Team up with a Chinese partner journal or society
Reach out

- Communicate in Chinese
- Make use of online platforms such as ScienceNet and DXY
- Use Chinese social media channels such as Weibo
- Monitor your online reputation (with assistance from Google Translate)
Double-edged sword of the pressure to publish

“The pressure to publish unavoidably leads to improper ethics. But on the other hand, the pressure is also what is encouraging Chinese authors to publish in the first place.”

Promote a positive culture

- Educate authors about why they should publish
- Training and educational materials are greatly appreciated
- Connect Chinese authors to their peers globally
- Educate authors to look beyond the Impact Factor
- Learning is a two-way street - don’t forget to listen
How does Open Access fit in?

- Chinese authors are aware of OA but publishers have a long way to go in educating them.
- Price sensitivity might be a barrier.

Perceived advantages

“Articles published in OA journals may reach a wider audience.”
Focus on the value of peer review

Must consistently be professional, polite and helpful
Educate authors about the value of peer review
Encourage more authors to participate as reviewers

Speed
“I wish peer review could be faster. For example, one of my articles underwent peer review for 4 months, which was really too long.”

Dr. Du
Consider translating your site into Chinese
What publishers are already doing
What Edanz is doing

Journal Advisor