

# Navigating the Academic Publishing Landscape: The Crucial Role of Journal Selection in Maximizing Research Visibility and Access.

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## Introduction

Research publications play a vital role in the field of medicine and dentistry by contributing to the body of knowledge, fostering professional development, improving patient care and ensuring that healthcare practices are evidence-based and of high quality. Publishing articles in reputable journals is a way for all doctors to demonstrate their expertise and contribute to the growth of their respective fields of specialization. It enhances their professional reputation and open up opportunities for collaboration and networking. Health providers who publish their research work in reputable journals receive recognition and awards for their contributions towards the chosen specialty. This recognition can enhance their professional standing and open doors to new opportunities in academia, research, or leadership positions.

In majority of the countries, postgraduate medical /dental students have mandatory requirement to take up a research project and publish its findings in an indexed journal. As a new comer in research universe, you may also face a problem in picking a right journal for your publication as it significantly impacts the visibility of your article and access of your research findings to your target audience. It, therefore, is not a decision to be made without spending enormous time exploring the best available periodical suitable for your publication. Before you start searching for a journal, keep in mind clearly defined objectives of your research, the main influence of your study and the readers you want to reach. This will help you narrow down the potential journals that align with your research study. A comprehensive guide is given below to choose a journal for publication.

## Look for Journals in your research field

Look for reputable journals that specialize in your research area. Start by searching online databases, academic search engines, and directories like Scopus, Web of Science, PubMed, or Google Scholar. Share your shortlisted journals with colleagues, mentors, or research collaborators. Their vision and experiences can provide valuable guidance in making a final decision in selecting an appropriate journal.

## Indexation of quality Journals

For publications related to health-related professions, there are some well-known and reputable indexing services and

databases that can help you determine the quality and credibility of a journal. Following are some of the most commonly recognized indexing services available to genuine researchers; The Web of Science (WoS), was a platform developed by Institute of Scientific Information (ISI) and formerly known as web of knowledge. At present it is owned by Clarivate data base and the journals indexed in the Clarivate are generally considered reputable and of high quality. It covers a wide range of disciplines and provides citation metrics. The Journal citation report (JCR) is part of Clarivate database which analyses academic journals by the Impact Factor.

Emerging Science Citation Index (ESCI) is a subset of Clarivate that consists of high-quality, peer-reviewed publications and journals that are in the process of establishing themselves as reputable sources of scholarly content. Researchers and scholars may use ESCI to discover new and evolving sources of academic content in their respective fields. PubMed is a free full-text archive of biomedical and life sciences journal literature at the U.S. National Institutes of Health National Library of Medicine (NIH/NLM) maintained by National Center for Biotechnology Information (NCBI) at NLM. It is considered a widely recognized indexation for medical /dental publications.

Index Medicus is a curated subset of PubMed published by the NIH. It is an abstracting reference for all medical journals, including those areas of psychology related to the health sciences. Scopus is another interdisciplinary database, more inclusive than Clarivate, created by the publisher Elsevier. It is another widely recognized indexing data base which includes journals from various fields. In addition to the Impact Factor, rankings of journals in each subject category are divided into four quartiles by JCR. The most prestigious journals within a subject area are those which occupy the first quartile, Q1. The ranking of the journals declines as one moves down through the quartiles.

Q1 is occupied by the top 25% of journals in the list

Q2 is occupied by journals in the 25 to 50% group

Q3 is occupied by journals in the 50 to 75% group

Q4 is occupied by journals in the 75 to 100% group

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The Master Journal List is an invaluable tool to help you find the right journal for your needs on the web of Science (Clarivate) platform which includes only journals that exhibit high levels of editorial rigor and best practice.

### ***Read aims and scope of the journal***

Go through the "aims & scope" section on the journal's website. Ensure that your research fits within the journal's scope and aligns with the topics the journal typically publishes. Pay attention to the types of articles they accept, such as original research, review articles, case studies, or editorials.

### ***Have a look at published articles in the journal***

Take a good look at previous articles published in the journal. This will give you an understanding of the type of research they publish, the writing style, and the level of rigor expected from your manuscript. There are two types of journals Open access journals and traditional subscription journals. Open access is a publishing model that makes research material freely available to all the readers whereas traditional subscription model offers readership by paying a subscription fee. Decide whether you want your paper to be freely available to readers or published behind a pay wall. Open access journals generally have a broader readership and can enhance the visibility of your work. An online directory of Open Access Journal (DOAJ) is available through which you can find a DOAJ indexed journal.

### ***Assess the review process***

Look into the journal's peer review process and publication timeline. Assess how long it typically takes for manuscript to be reviewed and published. A journal with a transparent and efficient review process is preferable.

### ***Be aware of Publication charges***

Be aware of any publication charges associated with the journal. Some journals require authors to pay article processing charges (APCs), especially in the case of open access journals.

### ***Refrain from Predatory Journals***

They are fraudulent and deceptive journals that claim to be legitimate scholarly journals, but misrepresent their publishing practices [1].

Publishing in a predatory journal can harm credibility of your research and less likely to be cited by fellow researchers [2].

These journals often have low standards, charge exorbitant fees, and provide little to no peer review. Use Beall's List of predatory journals by simply entering the publisher's name or its URL in the search box given on the webpage of the list. You may find some journals which don't print publisher's name. In such a case, consult the list of Standalone Journals. Directory of Open Access Journals (DOAJ) may also be found useful to identify potential predatory journals. These journals generally, promise rapid publication of your manuscript and do not possess clear policies on retraction, corrections/errata, or plagiarism [3].

Many other online tools are now available to easily differentiate between predatory journals and reliable ones [4].

A non-predatory periodical possesses a much more focused scope as it tends to address just a single area and not spread itself too thinly. Don't forget to check whether the journal publishes articles in the language you intend to write in or have written your manuscript. Also, consider whether the journal's readership aligns with your target audience and geographic focus. Investigate the impact factor, citation metrics, and other ranking indicators of the journals you're considering. While these metrics are not the sole criteria for quality, they can give you an idea of the journal's influence and reputation in the academic community.

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