

CHALLENGES OF THE EDITORIAL MANAGEMENT OF SCIENTIFIC PERIODICALS

DESAFIOS DA GESTÃO EDITORIAL DE PERIÓDICOS CIENTÍFICOS

DESAFÍOS DE LA GESTIÓN EDITORIAL DE PERIÓDICOS CIENTÍFICOS

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The prestige of a scientific journal is achieved by the quality of the articles it publishes; which are linked either to the originality and results of duly proven and validated studies, as much as to the quality of the arbitration carried out involving peer review. Additionally, it is also achieved with an editorial management that follows good practices of scientific dissemination⁽¹⁾ and promotes the visibility of scientific advances in the scope of the periodical, preserving memory and intellectual property as well as exercising its educational, social, and political function.

The editorial policy of a scientific journal is prepared by the editorial committee since the creation of the periodical, and adjusted according to the appearance of new demands. Furthermore, it must follow both ethical standards and good publishing practices, also ensuring the functioning and homogeneity throughout the administrative and editorial process.

The journal's mission, periodicity, publication flow, themes, types of articles, languages, standardization, publication format, distribution, sponsor, forms of dissemination, academic visibility through indexing in databases, social visibility in networks and repositories, type of access, licenses, collection of fees, use of tools to detect similarity of texts, records in research ethics committees, clinical trial registers, copyrights, among others, are all related to the editorial management process of a scientific periodical.

Constant editorial demands are made to the scientific journals, and also to the authors of the articles, by the new trends of writing and dissemination of the current globalized and mediatic panorama; which makes possible the rapid and wide dissemination of the results of scientific studies, seeking the translation of the knowledge produced to the practice.

The greatest challenge of the editorial management of scientific periodicals still the selection of articles of better quality and of interest to the target audience for which the periodical is intended. This is because the selection of good articles results in citations in databases, visualizations/accesses and downloads in the repositories, giving greater prestige to the journal in the scientific community, since

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the evaluation of science uses a variety of bibliometric indicators, mostly based on citations, despite the fact that there is no unequivocal relationship between citations and merit or scientific quality⁽²⁾. However, other challenges are imposed on journals regarding how they are published. For instance, the occurrence of mega-journals, which are scientific journals that publish a large number of open access articles on the internet whose competitive advantage is the impact factor, an indicator of the repercussion of published scientific output⁽³⁾. Moreover, there is the publishing in preprints repositories with the objective of reducing the time between submission and dissemination as an additional element to the forms of publication Ahead of print (disclosure of an article before its publication) and of the system of continuous publication - Rolling pass. In this case, the periodical provides the articles as soon as they are approved and edited, without waiting for the composition of a new number. The articles receive a volume, which usually coincides with the calendar year, being optional the insertion of the issue number and unnecessary the insertion of pagination.

The preprints repositories⁽³⁾ allow authors to deposit articles according to minimum criteria for acceptance, which, in general, do not include peer review as a condition for publication. The publication of articles in preprints repositories is followed, in most cases, by submission to a periodical. Associated with a rapid publication, the advantage for authors to deposit articles in preprint is the establishment of discovery priorities⁽⁴⁾.

It is considered that a scientific periodical needs to adopt good publishing practices, have good editors, good reviewers, good authors, and use visibility mechanisms to achieve prestige in scientific and academic community, as much as with society. It is also important to be attentive to technological and editorial innovations. However, it is necessary to recognize its own potentialities to respond to the demands imposed on them by means of a broad analysis of their editorial management linked, in most cases, to governmental teaching and research institutions that operate different modes of a commercial publisher or of a publisher.

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