

Engaging Readers and Authors

Authors like to see their global research field represented within a journal, without bias, and have editorial champions review their papers. The most successful journals thrive when they publish sufficient content to engage their broadest community and ensure the journal scope evolves with the research field.

For more context, please watch the Engaging your Readers and Authors [webinars](#).

Authors are key to a journal's success

- When choosing where to submit, authors check whether a journal has published content within their research domain. If their field is not represented, they are less likely to submit.
- A diverse content portfolio that represents and engages your broader community will give the journal more recognition and attract more authors.
- International recognition is important to authors and the diversity of authors seen in submissions, should be reflected in the publications. Asia and in particular China, is now a dominant player in the research landscape, producing high impact research across many sub-disciplines.
- Surveys tell us that authors like to submit to journals through Collections and special issues where editors put out a call for papers. Collections allow authors to better align their research with a journal's interest. Launching Collections in higher impact sub-disciplines can therefore help attract papers to the journal.

Journals should represent and engage their broadest community without bias

- Journals thrive when they publish a sufficient volume of papers that brings the journal to the attention of a significant proportion of the community.
- Publishing a higher volume of content, engages a wider readership and gives greater journal recognition. Increased community awareness of the journal leads the journal to attract more submissions, allowing the editors to choose higher quality papers for publication.
- It is a myth that simply publishing fewer papers results in a higher impact factor – successfully selecting a small volume of winners is incredibly difficult. Indeed, many larger journals have higher impact factors than smaller journals.
- Successful journals reflect what is happening in the community. Peer reviewing ~60–70% of submissions, removes editorial bias and allows for sufficient community input.

Ensure the journal evolves as the research field progresses

- Ensure the journal scope is updated to accommodate emerging research disciplines.
- Using tools like Web of Science to undertake an annual field citation analysis gives visibility of higher impact areas or emerging areas the journal is missing.
- Annual tracking of where rejected papers are published can be an effective tool in reviewing the publication criteria of the journal and thereby retain high quality papers. Publishers can support you to extract this information.