

Publishing With Impact: How Authors Should Select the Right Journal

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The history of scholarly publication dates back to 1665 when *Journal des Sçavans* and *Philosophical Transactions of the Royal Society* began publishing. With the growth in scientific output, the number of journals has simultaneously increased at the rate of 3.5% per year (STM Report, 2015). The [process of selecting](#) an appropriate journal has become increasingly complex for researchers because of the proliferation of journals, areas of specialization, and the emergence of interdisciplinary fields. Often, submitting an article that is not within the scope of the journal, not relevant to the target audience, or not complying with the journal guidelines leads to outright rejection. Authors, therefore, need to optimize several criteria before arriving at a decision about where to

publish their research.

In this infographic, we provide an overview of the different criteria and constraints such as accessibility, readership, [quality](#), and scope to help authors narrow down their search for the right journal.

HOW TO SELECT THE RIGHT JOURNAL

AIMS & SCOPE

- Publishes research similar to yours
- Accepts research that may be: (a) multidisciplinary, interdisciplinary or intradisciplinary (b) applied or theoretical (c) clinical or laboratory
- Considers novelty and potential impact of the research
- Accepts your article type (e.g. case report, review article etc.)

READERSHIP

- Covers broad or specialized topics
- Region-specific or international in nature
- Audience covered is wider or smaller, including peers or researchers in your field
- Offers both online and/or print mode of publication
- Has sufficient citations previously

ACCESSIBILITY

- Open access (gold, green or hybrid) or subscription-based in nature
- Allows submission to pre-print databases
- Frequency of publication of the journal
- Publication delay between online and print versions of the article
- Copyright ownership for publisher and author

DISCOVERABILITY

- Included in abstracting and indexing (A & I) services such as Scopus, DOAJ etc.
- Maintains metadata of articles
- Articles indexed by popular search engines
- Present actively on social media
- Available in electronic databases (subject-specific or multidisciplinary)

QUALITY

- Publisher is established or well-known
- Peer-reviewed
- Neither too long nor too short turnaround time
- Effective editorial board
- Ranking based on journal metrics
- Association with professional societies like COPE

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