Staying ‘local’, going ‘global’:
Challenges in research article writing and publishing amongst the Asian scholars

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Scholarly publishing today

- 1.6 million articles published annually in around 27,000 peer-reviewed journals
- 125,000 editors, 350,000 board members, 2.5 million reviewers, and about 12 million authors
- The number of articles grows by 3.3% per annum
Journal article: an indicator of scholarly performance
  - English-medium, ISI-indexed journals

Multilingual scholars: a main pillar of global scholarship
  - Local contexts: uniqueness and closeness of perspective
  - Reform, expand, and enrich the knowledge base
Writing your article

- You are joining a research conversation so make sure you have something “unique” to say
  - What are the components of the argument?
  - What can you add to the debate?
  - What constitutes new knowledge in a research field at this time?
  - How can you construct scholarly contributions from your work?
Staying ‘local’: home for scholars’ intellectual creativity

- Identify and acknowledge the significance and uniqueness attached to specific localities
  - Situate research within local contexts
  - Generate locally relevant knowledge
  - Offer practical implications to local practitioners
Going ‘global’: an international perspective

- Connect locality with the global knowledge evaluation systems
- Communicate research findings with the global community of scientists
  - Awareness of current development in the field
  - Find a way to join the research conversation
What makes a high impact article?
Publishing your article

- Publish or perish
- Nowadays it’s -
  - Be discoverable or die
  - Be visible or vanish
  - Be cited or suffer
Select an appropriate publication outlet

Elsevier: http://journalfinder.elsevier.com/

Knight, L.V., & Steinbach, T.A. (2008) Selecting an appropriate publication outlet: a comprehensive model of journal selection criteria for researchers in a broad range of academic disciplines
Be discoverable

- Short-titled articles have higher viewing and citation rates
- Keep your abstract brief to help search engine optimisation
- Video abstracts
- Identify appropriate keywords
- Author E-prints
- Email signature
Comparing responses from scholars across Asia

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<thead>
<tr>
<th>Country</th>
<th>Announce the article on social media, such as Facebook and Twitter</th>
<th>Update your publication history on LinkedIn</th>
<th>Mention the article, or include the e-print link in your email signature</th>
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<tbody>
<tr>
<td>Hong Kong</td>
<td>25%</td>
<td>24%</td>
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<tr>
<td>China</td>
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<td>Singapore</td>
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Challenges

- Language barrier
  - Lack of basic academic writing skills
  - Understand and fulfill the expectations of reviewers and editors
- Divergence from the accepted norms of research reporting
  - Stylistic differences
- Parochialism
  - Too localized in research
- Lack of connections with the global research network
- Availability of tangible and intangible resources
- Accessibility to publishing venues
  - Lack of the most up-to-date reference
- Potential bias against peripheral scholars’ submissions
A bright future

- Increasing number of scholars from non-Anglophone countries as members of editorial advisory boards
- Special issues on scholarship in non-Western contexts
- Joint-publishing between local professional associations and high-impact international journals
- More open access journals and increasing online availability
Thank you!
Questions and comments are welcome!