

MANAGEMENT OF JOURNALS IN THE EDUCATION AREA

GESTÃO DE PERIÓDICOS NA ÁREA DE EDUCAÇÃO

GESTIÓN DE REVISTAS CIENTÍFICAS EM EL ÁREA DE EDUCACIÓN

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ABSTRACT

Due to the increasing number of researches in the field of education, new challenges arise for authors and researchers who want to promote their work - paper, theoretical essay, reports of experience - in qualified journals. In digital times, scientific journals are embedded in the network, allowing access anywhere, anytime. In 2016 alone, more than two million publications were added to the network. In order to assist in the search for high-quality works, the indexation bases elaborate specific criteria for the acceptance of the journal in their collections. Does being on a qualified indexation basis represent quality for the publication deposited there? What are the most appropriate criteria to evaluate periodicals and publications? Assisting to deepen these questions and to design scenarios that can offer reflections on possibilities of answers guide the construction of this text. It consists of a theoretical essay, based on a bibliographic survey that uses the search for keywords: publication; journals; quality in scientific publication; scientific communication; journal indexing; evaluation criteria. Once the information is gathered, the text discusses the concrete universe of the Brazilian scientific edition on Education, taking as a starting point the authors' experience in leading editorial teams. Faced with the specific requirements of scientificity and internationalization, particularly reflected in indexing procedures, it becomes vital to design strategies for the journals' indexation. Needs to be met in the coming years by journals will have to be regulated by new business models and new editorial and scientific policies.

KEYWORDS: Scientifics publications. Journals. Indexing. Management processes. Education.

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RESUMO

Com o aumento crescente de pesquisas na área educacional, novos desafios se colocam para autores e pesquisadores que querem divulgar seu trabalho – artigo, ensaio teórico, relatos de experiência – em periódicos qualificados. Em tempos digitais, revistas científicas estão inseridas na rede, permitindo acesso em qualquer lugar, a qualquer momento. Somente em 2016, mais de dois milhões de publicações foram inseridas na rede. Para ajudar na busca por trabalhos de qualidade, as bases de indexação elaboram critérios específicos para aceitar o periódico em seus acervos. Estar em uma base qualificada representa, porém, qualidade para a publicação ali depositada? Quais os critérios mais adequados para se avaliar periódicos e publicações? Ajudar a aprofundar estas questões e desenhar cenários que possam oferecer reflexões sobre possibilidades de respostas norteiam a construção deste texto. Trata-se de ensaio teórico, a partir de levantamento bibliográfico que se utiliza da busca por palavras-chave: publicação; periódicos; qualidade na publicação científica; comunicação científica; indexação de periódicos; critérios de avaliação. Com as informações reunidas, o texto discute o universo concreto da edição científica brasileira em Educação, tomando como ponto de partida a experiência dos autores na liderança de equipes editoriais. Frente às exigências específicas de cientificidade e internacionalização, rebatidas particularmente nos procedimentos de indexação, torna-se vital desenhar estratégias para a indexação dos periódicos. Necessidades a serem atendidas, nos próximos anos, por revistas, terão que ser reguladas por novos modelos de negócio para o setor e novas políticas editoriais e científicas.

PALAVRAS-CHAVE: Publicações científicas. Periódicos. Indexação. Processos de gestão. Educação.

RESUMEN

Con el incremento creciente de investigaciones en el área de educación, nuevos retos se ponen para autores e investigadores que quieren divulgar su trabajos - artículo, ensayo teórico, relatos de experiencias - en revistas científicas calificadas. En tiempos digitales, revistas científicas están insertadas en red, permitiendo acceso en cualquier lugar, a cualquier momento. Para ayudar en la búsqueda por trabajos de calidad, las bases de indexación elaboran criterios específicos para aceptar el periódico en sus acervos. ¿Estar en una base calificada representa calidad para la publicación en ella depositada? ¿Cuáles son los criterios más adecuados para evaluar revistas científicas y publicaciones? Ayudar a profundizar estas cuestiones y diseñar escenarios que puedan ofrecer reflexiones sobre posibilidades de respuestas orientan la construcción de este texto. Se trata de ensayo teórico, a partir del planteamiento bibliográfico que se utiliza de la búsqueda por palabras-clave? publicación; revistas científicas; calidad en la publicación científica; comunicación científica; indexación de revistas científicas; criterios de evaluación. Con las informaciones reunidas, el texto discute el universo concreto de la edición científica brasileña en Educación, tomando como punto de partida la experiencia de los autores en el liderazgo de equipos

editoriales. Frente a las exigencias específicas de científicidad e internacionalización, refutando particularmente en los procedimientos de indexación, se vuelve vital diseñar estrategias para la indexación de las revistas científicas. Necesidades a ser contempladas, en los próximos años, por revistas que tendrán que ser reguladas por nuevos modelos de negocio para el sector y nuevas políticas editoriales y científicas.

PALABRAS CLAVE: Publicación científica. Revistas científicas. Indexación. Gestión de la ciencia. Educación.

INTRODUCTION

The publicization of information and the disclosure of research results are increasing every day, being an obligation to disseminate and publish the knowledge acquired by researchers and post-graduate programs. Given this scenario, there is a growing demand for submissions of manuscripts to scientific journals of the Education area. Therefore, this essay aims to promote the debate and reflection on 'Scientific Journal Management', because there is a need to prepare, qualify and especially manage an efficient team on all the processes that a journal requires.

It is possible to observe that this scenario of dissemination of information and knowledge from journals publications, the dissemination of results is relevant, mainly, because this activity gains nationally and internationally space for evaluating segments, for example, post-graduate programs (BIZELLI, 2017).

The management of scientific journals has to respond to the demands created by factors of technical innovation, external evaluation worldwide, the spectrum of promotion in the media, the competence of professionals involved in the publishing process and the financing agencies⁴ or market forces that operate in the sector. Before authors who want to amplify, to the maximum, the reach of their ideas, the excessive standardization, the invasion of vehicles of suspicious reliability and the instability created by criteria that change all the time harm the most important connection, that is, the connection that is established between the communication vehicle and the author.

Presenting an overview of this magnitude, in general, is the first challenge posed. Thus, it is important to go through the bibliography that exists on the subject, looking at future possibilities put to journals and technological innovations present in the editorial process, important aspects in the evaluation process of scientific journals. We bring together bibliographical research with our technical and practical experience

⁴ In the case of Brazil, funding agencies such as CAPES – Coordenação de Aperfeiçoamento de Pessoal de Nível Superior –, function less as direct financiers of journals and more as certifiers of the "quality" of the vehicle through ranks such as QUALIS. The distortion of this instrument created the expression "qualificação" of periodicals.

in the editorial construction of scientific journals in order to bring to debate issues of daily publishing activity in Brazil.

Within this universe, one of the most visible barriers is the lack of technical training of editors and team members to manage the editorial flow that maintains the periodicity of the dissemination vehicle, facing demands from the scientific journal publishing market. There is an urgent need for institutional arrangements and funding for the professionalization of the segment, meeting the international requirements reflected in the indexing process, a decisive factor for the evaluation of journals in countries like Brazil.

Therefore, academic editorial policies must be bound to the conduct of good practices, professional ethics and the construction of guidelines that give stability to the system that evaluates impact and acceptance in the scientific community.

THE EDITORIAL SPACE

Fachin and Hillesheim (2006), describe several concepts about journals, which were presented by several authors, such as Ferreira (1986), Souza (1992), Stumpf (1998), Cunha (2001), Ribeiro (2003), Fachin (2002), among others, the researchers considered that scientific journals:

[...] are all and any type of publications edited in independent numbers or issues, no matter how they are edited, that is, their physical support (paper, CD-ROM, bits, electronic, on-line), but which have a sequential and chronological sequence, being edited, preferably, at regular intervals, for an indefinite period of time, according to the norms [...]. They also bring the contribution of several authors, under the direction of one or more (editor) [...] (FACHIN; HILLSEHIEM, 2006, p. 28, our translation).⁵

Publishing, in a way, already has a demand in the market with the growing publication of ideas and research through papers, essays, reports of experiences and others, the journal market has become a promising scenario for scientific dissemination. Countless creative possibilities open up: making knowledge accessible, whether in open or closed format – access via journal subscription, either free or when the *publishers* who publish the journals sell the subscriptions, possibility of disseminating discoveries in the field of science in general, academic dissemination and recognition for the researcher and their research, etc.

5 [...] são todas e quaisquer tipos de publicações editadas em números ou fascículos independentes, não importando sua forma de edição, ou seja, seu suporte físico (papel, CD-ROM, bits, eletrônico, on-line), mas que tenham um encadeamento sequencial e cronológico, sendo editadas, preferencialmente, em intervalos regulares, por tempo indeterminado, atendendo às normalizações [...]. Trazem ainda, a contribuição de vários autores, sob a direção de uma ou mais (editor) [...]. (FACHIN; HILLSEHIEM, 2006, p. 28).

The scientific publishing market presents some challenges: need for public or private investments; search for qualified professionals; materialization of relationships inside and outside the great areas of human knowledge, inside and outside the national borders; recognition by evaluation bodies of the vehicles themselves or evaluation systems that use them with quality indicators. As Lemes (2017, p. 3, our translation) points out:

What we see is that every day we must produce more, write more, publish more for a society, institutions or peers that read less and less, and when they read, the quality of the content is not what matters. What matters is the metrics of how and where it is written. Is it within the rules of standardization? On what basis is the journal you published indexed? [...] these are a few of the issues that matter: the actual content of the published text is not relevant, as long as the metric is satisfactory.⁶

Given the situations and demands exposed, the publishing market has undergone changes in several aspects. Several criteria have been key points for the journal to be evaluated in the pursuit of its scientific excellence. Transforming qualitative indicators into palpable numbers is the complex task for which the indexing bases available in directories, portals and libraries are intended, so that journals can have visibility and increase in their impact factor, thus demonstrating their international reach. As Sousa and Martins (2017, p. 2, our translation) explain:

These established criteria are, however, not easy to achieve, since Brazilian journals, especially in the area of education, receive little funding, besides having a reduced number of readers used to consulting them and citing them in their articles (which would favor the expansion of the journals' impact factor).⁷

These changes, according to Kimura (2015), have remained silent for some time. In 2014, however, they came to the surface with extreme intensity, inciting international debates.

Facing this situation, the challenges are multiple and involve editorial teams and funding and participation of the scientific community, among the main ones. The composition of the editorial and scientific committees, as well as of the evaluators, is expressed as an expansion of the researchers' work. Because of this, the publishing is rotating, without specialized teams and with dense knowledge about the publication of journals. The maintenance of

6 O que vemos é que, a cada dia temos que produzir mais, escrever mais, publicar mais para uma sociedade, instituições ou pares que leem cada vez menos e, quando leem, a qualidade do conteúdo não é o que importa. O que importa é a métrica do como e onde está escrito. Encontra-se dentro das regras da normalização? Em qual base o periódico que publicou está indexado? [...] essas são algumas das questões que importam: o conteúdo efetivo do texto publicado não é relevante, desde que a métrica satisfaça (LEMOS, 2017, p. 3).

7 Esses critérios estabelecidos não são, no entanto, fáceis de ser alcançados, pois os periódicos brasileiros, principalmente na área de educação, recebem pouco financiamento, além de terem um número reduzido de leitores habituados a consultá-los e citá-los em seus artigos (o que favoreceria a ampliação do fator de impacto dos periódicos) (SOUSA; MARTINS, 2017, p. 2).

free access to articles as an editorial policy is indeed necessary; however, there are few edicts circulating for the promotion of journal publication, and when they are available, they receive a restricted number of journals (ROMANOWSKI, 2017, p. 2, our translation).⁸

In this context, Kimura (2015) defines two important points regarding changes in the dynamics of journals and Brazilian scientific production: a) the Coordination for the Improvement of Higher Education Personnel (CAPES) presents the proposal to afford the publication of national authors in international publishers; b) SciELO discloses new criteria for scientific periodicals and journals to be admitted and remain in its collection.

As for SciELO, it is important that the journal be able to internationalize, maintain itself financially and professionalize its team. Certainly, a great challenge is the internationalization, followed by the financial issue⁹, because a good part of the scientific periodicals and journals have survived with scarce resources, given the lack of budget to which the various Brazilian university systems have been submitting themselves. Never has the maxim “do more with less” been so alive in national public and private universities. Other topics are also raised by SciELO: a) the need for associate editors and authors who are linked to foreign institutions; b) the minimum number of papers that are published in a language different from the one in which the journal is published, with the main emphasis on English, since this language would be relevant for the maintenance of the vehicle on an international basis; but:

[...] the internationalization of journals has been accomplished by the publication of articles by international researchers, by the indexation of journals in a database, by the publication of translation of articles by Brazilian researchers. It is a slow process, because the demand for spontaneous submission of researchers in our journals is limited. On the other hand, the publication of articles in other languages is also restricted because bilingualism is not an extensive and intense practice in the educational environment. However, the policy of free access should be emphasized as an aspect to be recognized and valued for favoring the publication and consultation of texts (ROMANOWSKI, 2017, p. 2, our translation).¹⁰

8 Diante dessa situação, os desafios são múltiplos e envolvem equipes editoriais e financiamento e participação da comunidade científica, entre os principais. A composição dos comitês editoriais e científicos, bem como de pareceristas, se expressa como ampliação do trabalho dos pesquisadores. Devido a isso, a editoria é rotativa, sem que haja equipes especializadas e com conhecimento denso sobre a publicação de periódicos. A manutenção do acesso gratuito aos artigos como política editorial é de fato necessária; no entanto, circulam poucos editais destinados ao fomento da publicação de periódicos, e quando disponibilizados acolhem uma quantia restrita de periódicos (ROMANOWSKI, 2017, p. 2).

9 Muitas vezes, o conceito de internacionalização está vinculado à publicação de versão dos artigos em língua inglesa, o que significa ter recursos financeiros ou humanos para incrementar a equipe com tradutores e revisores versados no inglês.

10 [...] a internacionalização dos periódicos tem sido realizada pela publicação de artigos de pesquisadores internacionais, pela indexação dos periódicos em base de dados, pela publicação de tradução de artigos de

Considering the demands, the range of professionals related to Journal Editing is becoming more and more complex: Chief Editor, Executive Editor, Section Editors, Executive Secretary, Appraisers and Reviewers, IT professionals, designers, standardizers, correctors, translators, proofreaders. This composition of the editorial team is essential for the journal to remain within the required standards, especially regarding the deadlines for evaluation, publication of copies, publication on platforms or printing. However, one of the bottlenecks in effective management in the publishing market concerns the training and availability of reviewers. The accelerated pace of academic activities, the lack of training to perform the task well, the nuances of academic relations and the fact that the contribution is usually unpaid, means that there is a considerable delay in collaboration to issue opinions, blindly, among peers.

The editorial team is fundamental in journal maintenance and management processes. It is observed that, in most of the national journals, minimum teams are still used to perform the necessary functions for the management of the journal. Thus, the development path of many Brazilian journals has not been easy when it comes to managing the flow of submissions and the editorial team: time and resources are needed. It is also worth mentioning that there are deep differences of perception among the editors of Brazilian scientific journals regarding the financial viability of their vehicles; regarding the staff of professionals and collaborators they use; regarding the professional qualification they can offer; regarding the volume of resources they manage for editing and publishing. Even online processes only appear to have slowed down publishing operating procedures. Several of these discussions have been held within the Brazilian Publishers' Associations (PONCE *et al*, 2017).

Besides what has been said so far, Barata (2017) points out other challenges posed to the scientific publishing market in Brazil, such as: misconduct of researchers, ethical problems of the authors of the publications, inappropriate behavior of editors and reviewers – examples are conflicts of interest and different types of pressure exercised – privileges in publications of the same research group, gender issues and low professionalization, since the activity is either not paid or is valued little, through low payment. From the author's point of view, some behaviors can be pointed out as

pesquisadores brasileiros. É processo lento, pois a demanda de submissão espontânea de pesquisadores em nossos periódicos é limitada. De outro lado, a publicação de artigos em outros idiomas também sofre restrição devido ao bilinguismo não compor uma prática extensa e intensa no meio educacional. No entanto, cabe exaltar a política de livre acesso como aspecto a ser reconhecido e valorizado por favorecer a publicação e a consulta aos textos (ROMANOWSKI, 2017, p. 2).

misconduct: submission of the same manuscript to several journals, citations without “credit to authors”, plagiarism and self-plagiarism¹¹.

A factor that should be specifically addressed concerns the difficulty of incorporating technological advances into publishing. Information and Communication Technologies (ICT) have proved relevant in the publishing process, especially for journals that have migrated from print to electronic versions. With the advent of the Internet, the network allows access to the most varied scientific journals, transcending the physical boundaries of the printed environment. As Alves (2010) points out, the scientific communication is changing at a speed in which most journals may not keep up due to lack of staff, mainly because of management and maintenance costs.

In this technological process, ICT promotes the flow management of submissions, directions for reviews and evaluations, allows to verify more easily if editorial policies are being fulfilled and gives more speed to scientific communication. Santana and Franceline state that:

[...] regarding the difficulty of professionalizing the teams, it also highlights the continuous need to meet criteria and standards required by index databases and institutions responsible for the evaluation and stratification of scientific publications, such as maintaining the periodicity, adopting editorial management systems, standardizing citations and references, making texts available in formats that allow interoperability (2016, p. 12, our translation).¹²

Journals, however, have been requested to fit the editorial flow and publication in several types of extensions, such as HTML, XML, PDF, ePUB. Packer (2014, our translation), comments that due to the understanding of several factors about internationalization of journals:

[...] a set of informed management and operation features and conditions that contribute to minimize time and maximize transparency in the manuscript evaluation process, text editing that eliminates errors, facilitates reading and follows international communication standards in different subject areas and languages, formatting of full texts in XML as a reference source for generating PDF, ePUB and HTML versions, exploration of interoperability mechanisms and services for journals and articles on the Web, and dissemination of new research on social media.¹³

11 A similaridade – plágio e autoplágio – é decorrente da falta de formação de autores desde a graduação. Acima dos 5% não é aceitável que o manuscrito use similaridade sem o devido crédito de autoria.

12 [...] acerca da dificuldade de profissionalização das equipes destaca ainda a necessidade contínua de atendimento a critérios e padrões exigidos por bases de dados indexadoras e instituições responsáveis pela avaliação e estratificação de publicações científicas, como manutenção da periodicidade, adoção de sistemas de gestão editorial, normalização das citações e referências, disponibilização dos textos em formatos que permitam interoperabilidade. (SANTANA; FRANCELINE, 2016, p. 12).

13 [...] um conjunto de características e condições de gestão e operação, informadas, que contribuem para minimizar o tempo e maximizar a transparência no processo de avaliação dos manuscritos, a edição dos textos

In *Sociedade em Rede*, Castells (1999) points out the Internet as an advance for the dissemination of ideas through scientific publications. But, at the same time, technology is taking on contours that need to be clarified, so that the facilities for diffusion do not become prisons for the authors, depreciating or distorting the content due to excessive rules.

Today, scientific journals have a role that is not limited to providing access to new ideas: the reader must be *trained*, that is, the reader must be allowed to *appropriate* the content Bizelli (2015). Thus, training, educating or re-educating authors, readers and editorial team to the new universe of scientific publication are part of the new attributions of both journals and their editors, responsible for the ultimate quality of the vehicles of academic diffusion.

FINAL CONSIDERATIONS

As it was possible to observe, academic journals have become the privileged means for the dissemination of research and researchers, valuing institutions and supplying national evaluation systems – such as, in Brazil, the national system of post-graduate evaluation, coordinated by CAPES. However, the advance of electronic media has created conflicting situations: it has facilitated reliability in the systems and democratized access to content, but it has increased tasks, demanded new professional qualifications and growing budgets. A market was created for the product knowledge or scientific innovation.

The challenges for editing professionals are growing; time and dedication are fundamental currencies to assimilate the specific skills of the electronic management of the platforms; the technical skills to lead the routine movements of the editorial management flow - of the decisions made by the Editor, the Executive Editor or the Assistant Editor, by the evaluators, reviewers, standardizers, translators, designers, promoters, etc. Such issues are fundamental for the Editor to manage the journal. In addition, with scarcer budgets and increasingly draconian formal requirements: periodicity without delays in publication; adequacy in computational languages, national and international indexation, evaluation parameters for ranking, publication in foreign languages, impact factor, etc., make the journal seek flow management strategies and demands to achieve the current parameters and standards, thus qualifying in indexing and visibility.

que elimine erros, facilite a leitura e siga os padrões internacionais de comunicação nas diferentes áreas temáticas e nos diferentes idiomas, a formatação dos textos completos em XML como fonte de referência para a geração das versões em PDF, ePUB e HTML, a exploração dos mecanismos e serviços de interoperabilidade dos periódicos e artigos na Web e a disseminação das novas pesquisas nas redes sociais (PACKER, 2014).

The process of personnel qualification deserves special attention. We return to the question from three points that have already been listed previously: training of editing professionals, training of evaluators and training of authors.

There is a lack of qualified professionals to compose the editorial teams, while the remunerations are small. There is an attempt, in Brazil, to offer training within the Post-graduate system to train authors and evaluators. A factor to be considered is the valorization of remuneration so that it can acquire and maintain adequate evaluators, avoiding ethical deviations of conduct, conflicts of interest and the lack of time that assails all of us. Regarding authors, it is a matter of considering that a great part of the work begins with the correct submission of the originals to the journals: work obstructed by the lack of ability of researchers to talk to the platforms or meet basic rules of procedure for submitting their texts to the journal.

Discussing the remuneration of professionals who act in the journal becomes relevant, which in some cases are scholarship holders. However, it is worth mentioning that, ideally, we advocate that the professionals who work or will work in the journal may be remunerated according to the editorial market, since such tasks require training, qualification and participation in meetings and events, so that they have access to the newest information in the scenario, and this requires training costs, which are often not so simple or of little investment, but which establish high investments for the training of the editor and each function of the editorial team.

It is important to emphasize that all the meritorious systems that end up being installed as a form of evaluation do not find compensatory instruments to encourage the improvement of extracts that have not achieved excellence, that is, the results of the evaluations channel better resources to those who already exhibit the required conditions. The reflex is a not very collaborative and very competitive environment¹⁴.

Another factor that must be highlighted is the internationalization of journals. In order for research to be disseminated beyond national borders and beyond the walls of institutions, vehicles have to circulate in the global village. The requirements here are often limited to publication in the English language. The internationalization is not only publishing in more than one language, it requires indexation in international databases, foreign researchers must publish in our journals, the editorial team of the journal must publicize their ideas and results of research in other international vehicles, and the information of the journal must be at least in English, being preferably in Portuguese, Spanish and English.

Furthermore, authors, professors and researchers must be (re)educated for the submission of their manuscripts to journals, since there are still several points to be

¹⁴ In Brazil, scientific journals that receive QUALIS below B1 hardly find a source of funding for their activity.

reviewed, for example, some requirements such as ORCID, complete registration, the usage of the available template of each journal; as well as literate for the use of digital submission platforms. In the editorial process and journal management, it can be observed that the difficulties of authors are the lack of knowledge about basic issues, such as the meaning of the DOI (Digital Object Identifier), and the lack of registration of researchers in ORCID (Open Researcher and Contributor ID). The ORCID is essential for records of publications to make the author more visible, while the DOI is what identifies the publication.

Lastly, education journals must be increasingly adapted to reach and remain in the indexing bases. Thus, the requirements for their qualification and inclusion in databases, directories, libraries, which make the journal indexed and with greater visibility. To this end, each journal must set up a strategic planning and develop clear and visible editorial policies for its readers, reviewers and authors.

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