

# Research on the Development of Academic Journals in Local Universities in the New Era

Liu Haiye<sup>1</sup>

<sup>1</sup>Sichuan Minzu College, Kangding, Sichuan, 626001, China

**Abstract:** Local university academic journals occupy an important position among all academic journals and have attracted widespread attention from all sectors of society. The rapid development of the information era has brought new opportunities and challenges to the innovative development of local university academic journals. This article carefully studies the various problems faced by local university academic journals under the new situation, explores countermeasures, and provides some new ideas for the sustainable development of local university academic journals through reform and innovative development.

**Keywords:** local universities; academic journals; development

## 1. Introduction

Local university academic journals are sponsored by local ordinary institutions of higher learning and are primarily academic journals that showcase scientific research and teaching achievements. They play a crucial role in enhancing academic exchanges, promoting social science research, facilitating the construction of academic and ideological culture, and guiding academic directions. However, against the backdrop of rapid development in the information era, local university academic journals still face a series of issues such as a shortage of editorial talent, weak editing capabilities, poor manuscript quality, imperfect incentive mechanisms, and lagging digital journal construction. In response to the above situation, the author proposes specific strategies from strengthening the construction of the editorial team and enhancing the overall quality of editors, increasing support for high-quality manuscripts and improving the quality of journals, further improving incentive mechanisms and enhancing work enthusiasm, focusing on building digital platforms, and promoting the high-quality development of digital journals, in order to further enhance the overall quality and social influence of local university academic journals.

## 2. Overview of the Development of Local University Academic Journals

Over a long period of time, the quality of local university academic journals has made significant progress. Local universities, starting from their own actual conditions, have fully leveraged their respective advantages and taken highlighting the unique characteristics of their journals as one of their pursuit goals. <sup>[1]</sup>Some local university academic journals have established special columns based on their own actual conditions, characteristics, and advantages, attracting the publication of many innovative and high-level excellent academic papers through the creation of these special columns. At the same time, the editing and proofreading quality as well as printing quality of academic journals have become increasingly standardized and greatly improved.

The significant improvement in the academic quality of local university academic journals has made a tremendous contribution to the prosperity and development of China's philosophy and social sciences. Relying on the advantageous disciplines and a large number of outstanding talents of their universities, academic journals have gradually strengthened their research on hot topics related to advantageous disciplines, integrated knowledge from interdisciplinary and emerging fields, and continuously improved the academic value of their publications, thereby forming influential social science academic journals. In recent years, based on the development trend of intersection and integration among different disciplines in the field of social science, some local university journals have published a large number of high-level and forward-looking academic papers. Especially in the traditional columns of local university academic journals, some of them have formed their own characteristics and have a certain influence in the academic community.

### **3. Analysis of the Current Development Status of Local University Social Science Academic Journals**

#### ***3.1. Shortage of editorial talent and weak editing capabilities***

The quality of local university social science academic journals is closely related to a high-level editing team. Currently, there is a shortage of editorial talent and weak editing capabilities in local university academic journals, mainly due to the following two aspects.

Firstly, there is a "gap" in the cultivation of editorial talent. For editors of local university social science academic journals, they find the editing and proofreading work of journals to be rather tedious. In particular, most young teachers are unwilling to engage in editorial work and prefer teaching instead. In addition to completing teaching tasks, they have ample time after class to conduct research, which is more conducive to their personal development. Similarly, professionals in editing are reluctant to work in the editorial departments of local universities. These factors directly lead to a shortage of editorial talent in local university academic journals, hindering the sustainable development of editorial work in schools.

Secondly, due to the limitations of teacher resources at local universities, most editors are not professionally trained in editing. Many editors take up editorial work due to job transfers. Although they possess certain academic backgrounds, their lack of professional editing knowledge restricts their ability to handle text and language, which directly constrains the development of academic journals. In addition, the nature of editorial work is relatively isolated, mainly involving receiving and editing manuscripts with limited communication and exchange with the outside world. There is a lack of deep research into their own profession, and the personal development of editors is greatly restricted. It is difficult for the editorial team to attract outstanding talent.<sup>[2]</sup> In summary, it is difficult for editors to improve their professional and operational capabilities. They generally lack knowledge and their comprehensive abilities cannot keep up with the rapid development of the information era. As a result, the quality of academic journals is difficult to improve.

#### ***3.2. There is a relative scarcity of high-quality manuscripts, and the overall quality of submissions is substandard***

The source of high-quality manuscripts for local university academic journals is relatively scarce. Since local university academic journals mainly rely on the research strength of their own institutions and their social influence in the local area, they tend to be weaker in terms of manuscript quality and struggle to attract high-quality submissions. There are three reasons for the poor quality of manuscripts in local university academic journals.

Firstly, local university academic journals lack attractiveness for faculty and students at their institutions. Due to constraints such as research project completion requirements, capable and high-level academic research teams prioritize publishing their high-quality academic papers in domestic and international high-level academic journals, leading to a lack of quality submissions at local universities and a preponderance of lower-quality manuscripts.

Secondly, the social influence of most local universities is limited, and their academic journals have a relatively low impact factor and low visibility, which greatly affects the willingness of renowned experts to submit to local university academic journals, thus affecting the quality of their manuscripts.

Thirdly, most of the manuscripts for local university academic journals come from academic papers written by young teachers and graduate students who are just starting their research work. Due to their limited research capabilities and theoretical foundation, it is difficult to form a stable and highly academic group of contributors, resulting in a low level of manuscript quality for local university academic journals. Additionally, most local university academic journals are comprehensive in nature, exhibiting the common characteristics of being "comprehensive, scattered, small, and weak," making it difficult to create high-level and distinctive columns.

#### ***3.3. The assessment and incentive mechanisms are not sound, affecting the enthusiasm of editors in running the journal***

The editorial departments of local university academic journals generally occupy a marginal position in the educational support departments of local universities, often being overlooked and marginalized.

The assessment and incentive mechanisms for editors are not robust or comprehensive, which is mainly reflected in the following points.

Firstly, most local university journal editorial departments adopt an eight-hour work schedule with a rigid management system and routine work patterns. The lack of corresponding incentive mechanisms for work effectiveness contradicts the idea that editors should "go out" and actively engage, which seriously affects their work enthusiasm and motivation.

Secondly, most local university journal editorial departments provide limited financial support, making it difficult for editors to effectively access additional learning resources. This greatly impacts their work enthusiasm and, to a certain extent, hinders the improvement of their professional capabilities.

Thirdly, editors of local university academic journals have limited opportunities to attend external training or learn from outstanding journals. Coupled with the influence of the reputation and strength of their own journals, it is difficult for them to host large-scale academic conferences or actively learn from the publishing experiences of excellent journals. This limits their vision for the development of their own journals and, consequently, affects the quality of their publications.

### ***3.4. The construction of digital journal platforms lags behind, resulting in weak promotional efforts***

In today's new era, information technology is a more convenient and efficient means of communication. However, there are still some local university academic journals that have not yet achieved digitalization in their operations. They rely solely on email to passively receive submissions from authors, which often results in long lead times and delayed publication. This approach also lacks effective, timely, and accurate communication with authors. Consequently, it becomes impossible to keep abreast of the authors' academic developments, understand readers' feedback on articles, or grasp the current academic hotspots.

## **4. Development Strategies for Local University Academic Journals**

### ***4.1. Strengthen the construction of the editorial team and enhance the overall quality of editors***

In today's era of information technology, local university academic journal editors need to adapt to the development of the times and undergo a role transformation, continuously enhancing their overall quality and promoting the sustainable development of academic journals.

Firstly, it is crucial to strengthen the construction of professional ethics and political literacy among the editorial team. Good professional ethics and high political literacy are the most fundamental qualities that journal editors should possess. On one hand, the editorial department should strengthen political theory learning to ensure that every editor holds a firm political stance. On the other hand, the editorial work style must be rigorous, with the courage to resist academic misconduct. Editors should always prioritize the high-quality development of academic journals, fully leveraging their value and role.

Secondly, editors should firmly establish the concept of lifelong learning. In recent years, research results related to emerging disciplines and interdisciplinary studies have emerged in an endless stream, which requires editors to gradually improve their knowledge structure, update their concepts, and establish the concept of lifelong learning. Editors should excel in a certain field based on their own expertise and have their own insights into this field. Only through continuous learning can they make achievements in this professional field, provide targeted suggestions on academic papers, and gain recognition from readers. At the same time, editors should also publish more articles, actively carry out academic inquiries, and prevent their professional cognitive abilities from being disconnected from the development of the discipline. Editors should autonomously learn various knowledge content, pursue becoming experts, and strive to become versatile talents. <sup>[3]</sup>

Thirdly, editors should possess the craftsmanship spirit. The craftsmanship spirit refers to the attitude and quality of carefully refining, devoting oneself to sculpting, and striving for excellence in the process of craftsmanship production. Striving for excellence is the core content of the craftsmanship spirit, and also one of the important requirements of editing work. Therefore, the academic literacy, moral literacy, and political literacy of editors need to be continuously improved, and they should have the mindset of serving others. <sup>[4]</sup>

Fourthly, it is necessary to strengthen the development of the younger editorial team. A younger editorial team can inject vitality into the editing work of academic journals, which is conducive to the

further development of local university academic journals. Especially against the backdrop of the rapid development of the new media information era, media communication serves as an important promotional medium for the development of local university academic journals. Digital and networked electronic journals have higher requirements for journal editors, while young people are more receptive to and skilled in using new media tools such as Weibo, QQ, WeChat, and so on. Therefore, in order to adapt to the rapid development trend of the information era, it has become a necessary condition for the development of local university academic journals to focus on cultivating a group of younger editorial teams who are passionate about editing work.

#### ***4.2. Increase support for quality submissions and enhance the quality of journals***

The core task of editing work for local university academic journals is to continuously improve the quality of academic papers and increase support for quality submissions, thereby enhancing the popularity and influence of the academic journals.

Firstly, local universities need to provide policy support. In recent years, there has been an increasing number of professors and doctors in local universities. They not only have high research standards but also are responsible for a large number of research projects. However, the outflow of quality submissions written by them is particularly serious. The main reason is that they are influenced by factors such as school research tasks, the conclusion of research projects, and the evaluation of senior professional titles, always believing that academic journals outside the school carry more weight than those within the school. Obviously, the editorial department of local university academic journals needs to continuously improve the quality of the journals, expand their popularity and influence, actively absorb quality submissions from the school, and continuously strengthen the recognition of teachers towards the school's journals. Therefore, the editorial department of local university journals should provide certain preferential policies for quality submissions, strongly encourage and support backbone teachers to publish their excellent academic achievements in the school's journals, thereby gradually improving the quality and influence of the academic journals.

Secondly, it is necessary to actively cultivate a group of contributors. On the one hand, the school's editorial department can invite authoritative experts or scholars with high academic standards in a certain field to submit articles. They stand at the forefront of academic research and can timely grasp hot issues in their field. Through regularly inviting them to contribute, the popularity of the journals can be gradually improved. On the other hand, local universities should vigorously cultivate a backbone group that aligns with the development direction of the school's academic journals, thereby forming relatively fixed column contributors who highlight the characteristics and highlights of the journals.

Thirdly, it is necessary to focus on creating featured columns. Academic journals of local universities should break the current situation of "big and complete" column setting, and strengthen the in-depth investigation and research on the development status of key disciplines and featured disciplines, academic research teams and provincial and ministerial level or above subjects of the disciplines. In the topic selection planning of academic journals, it should be combined with the school characteristics, advantages and key disciplines, and create featured columns with the help of the school's featured disciplines, key disciplines and advantageous disciplines.

#### ***4.3. Further improve the assessment and incentive mechanisms to enhance the enthusiasm of editing work***

The creative vitality of the editorial team is an important support for the development of journals, and it is particularly important to establish and improve incentive mechanisms to mobilize the enthusiasm of editors. Therefore, the editorial departments of local universities' academic journals should further improve the incentive mechanisms and enhance the enthusiasm of editors. The specific approaches are as follows:

Firstly, the editorial departments of local universities' academic journals should establish scientific and effective assessment and incentive mechanisms. To further enhance the sense of responsibility of editors and improve their enthusiasm for editing work, the system is the key. It is beneficial to mobilize the enthusiasm of editors to formulate scientific and reasonable reward and punishment measures targetedly. For example, the quality of editing and proofreading, the situation of manuscript collection, and the impact factor of articles in each issue can be used as the assessment mechanism for editors. Editors who complete their tasks well should be rewarded and taken as the conditions for annual evaluation. Editors who fail to complete their tasks should be deducted corresponding performance

according to the system and linked to the annual assessment.

Secondly, the editorial departments of local universities' academic journals should strengthen various support for journals and editors. On one hand, local universities should provide sufficient funding for journal publication to improve the enthusiasm of editors. At the same time, the income level of editors should be increased, the working environment of editors should be optimized, and the enthusiasm for editing work should be further improved. On the other hand, local universities should provide more opportunities for editors to go out and exchange ideas, encourage editors to participate in relevant academic conferences and lectures, actively organize relevant activities, learn from the experience of editing excellent journals, broaden their thinking for journal publication, and enhance the academic level of their own journals.

Thirdly, the editorial departments of local universities' academic journals should further optimize the management system of academic journals. Local universities should jointly create an open, shared, and collaborative academic platform to provide more opportunities for editors to excel. By optimizing the management system, we can break through obstacles hindering the development of academic journals, allowing editors to exert their subjective initiative and creativity, enhance the influence of academic journals, and thereby increase the enthusiasm of editors for their work.

#### ***4.4. Focus on building digital platforms and promoting high-quality development of digital journals***

With the rapid development of the information age, nowadays, people can obtain a large amount of information from network platforms in the first time. It can be seen that in the new era, local universities' academic journals should attach importance to the construction of digital platforms, ensuring their interactivity and timeliness while achieving resource sharing. On one hand, the editorial department can establish an author submission information database, which not only allows authors to view submission information such as submission dates, expert opinions, and publication dates at any time, but also enables them to conduct academic exchanges with experts online, further improving the quality of manuscripts. On the other hand, the editorial department can also establish a WeChat public account for the academic journal of the university. Both readers and authors can stay up to date with the latest developments of the journal by following its WeChat public account, truly achieving one-stop service. Academic journals should leverage the characteristics and demands of online dissemination, strive to proficiently embody all media, and achieve resource sharing among various media. <sup>[5]</sup>

## **5. Conclusion**

Only by daring to change, reorganizing the new pattern of journals, highlighting their own advantages and characteristics, can local universities' academic journals break the traditional publishing concepts and achieve better development through continuous innovation and reform. As editors of local universities' academic journals in the new era, we should be good at summing up experience, studying new issues, learning from and borrowing the publishing experience and management models of core journals, and combining our own actual situations to learn from others' strengths and offset our weaknesses, courageously explore and innovate, and further improve the quality of our academic journals. In the context of rapid development of the information age, local universities' academic journals can actively respond to various challenges, overcome difficulties, seize opportunities, and enhance vitality. Through continuous reform and innovation of academic journals, we seek to explore a sustainable development path suitable for our own academic journals.

## **References**

- [1] Yuan Guiren. *The Situation and Tasks of University Social Science Journals in the New Century and New Stage* [J]. *Journal of Peking University*, 2002(6)
- [2] Chen Xiaohua. *Improving Paths of Academic Journal Editing Based on Professional Cognition* [J]. *Publishing Science*, 2018(6).
- [3] Yan Lin. *Cultivating the Learning Ability of Journal Editors in the Context of Media Convergence* [J]. *Young Journalist*, 2018(33).
- [4] Huang Qingfa. *Persistence and Innovation of Science and Technology Journal Editors in the New Era* [J]. *Audio-visual Arts*, 2018(12).
- [5] Liu Yongjun. *Reconstructing the Editing Capabilities of Academic Journals under the Changing Ecological Environment of Academic Communication* [J]. *News World*, 2018(12)