

Research on the Path of Promoting the Core Competitiveness of Local University Journals—Thinking Based on Supply-Side Reform

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Abstract: *In the era of intelligent publishing with deep media integration, local university journals are facing great changes in information dissemination methods and double pressures brought by the evaluation mechanism of core journals. How to realize innovation and development in the predicament has become an urgent problem to be solved in local university journals. On the basis of supply-side reform and scientific econometric analysis, this paper puts forward to strengthen the core competitiveness of local university journals from the aspects of orientation, development goal, content construction, editors' quality, reform of communication mode and utilization of external audit expert resources.*

Keywords: *Supply side; Journal of Local Universities; Core competence*

1. Introduction

"Supply side" is an academic term in economics. As far as academic content is concerned, academic journals are supply side. Therefore, the first question that academic journals should consider is what kind of content to provide readers and how to meet their needs. Supply-side structural reform is to improve total factor productivity, better meet the needs of users and finally achieve the goal of improving supply quality by strengthening supply-side structural reform. For local university journals, "talk-side reform" refers to the knowledge supply-side reform of local university journals, which can meet the social needs of "knowledge consumption-side" by correcting the distortion of factor allocation, strengthening high-quality supply and reducing ineffective supply.

According to statistics, as of June 2020, there are more than 2,500 university journals in China, accounting for about 1/4 of the total number of journals in China. [1] Among them, periodicals founded by local colleges and universities are the main force. Local colleges and universities are also called provincial colleges and universities. The journals of local colleges and universities are an extremely important academic window of their colleges and universities, which play an important role in the inheritance and development of local culture. Under the new situation, it is the goal pursued by periodicals to have high-quality manuscripts and loyal readers continuously, and it is also a powerful embodiment of the core competitiveness of periodicals. The primary task of improving the core competitiveness of periodicals is to improve the quality of periodicals. The originality of articles, timeliness, secondary processing quality, the attention of periodicals, the construction of expert team, the reform of communication mode and the efficiency of editing work are all important factors affecting the core competitiveness of periodicals. On this basis, this paper analyzes and puts forward various measures to improve the core competitiveness of periodicals. [2]

2. Analysis of the current situation of journal exhibition in local universities

The rapid development of digital technology has shaped new media forms. With the rapid development of new technologies such as big data, new media and artificial intelligence and their continuous integration with academic journals, traditional publishing methods can no longer adapt to the current intelligent publishing era. Influenced by the evaluation mechanism of core journals, compared with core journals and professional journals, local university journals have the dilemma that the author's research ability is not high, and the academic level, research height, depth and innovation of published papers are not high. This paper selects 20 academic journals in the comprehensive citation report of Chinese academic journals, "University Journal\ Arts and Sciences Comprehensive Class\ College", as

the research objects, and analyzes their current situation from the aspects of column setting and media integration.

2.1 The column setting

Although the high-quality development of journals can not be separated from the long-term continuous and effective supply of high-quality manuscripts, the reasonable and scientific column setting of journals can provide authors with a high-quality platform, thus attracting a large number of high-quality manuscripts and reducing the ineffective supply of manuscripts with low academic value. A very important principle in setting up columns is to follow characteristic columns and take social hot issues as the theme. Table 1 lists the characteristic columns set up by 20 selected journals in recent 10 years.

Table 1: Setting of characteristic columns of 20 local university journals

Periodical name	Representative characteristic column	Open in recent ten years Number of columns (pieces)
Journal of Dali University	Nanzhao Dali Historical and Cultural Research, Intellectual Property Law Research Column, Chinese Medical Association's 2019 Pediatric Surgery Western Column, Building a Community of Human Destiny International Rule of Law Innovation Practice Research Column, Intellectual Property Law Research Column, Ethnic Issues Research, and Rural Revitalization Research in Ethnic Areas	52
Journal of Hubei Engineering University	Research on Chinese Filial Piety Culture, Lu Xun, Ancient Chinese Novels and Talent Training Mode	70
Journal of Zaozhuang University	Lunan literature and history research, Mohism research, philology research, photoelectric science and technology research, Research on Life and Geography Science	179
Journal of Huizhou University	Dongjiang Culture Research, Huizhou Research, Taiwan Research, Su Shi Research, Energy New Materials Research	131
Journal of Xuchang University	Research on Wei, Jin, Southern and Northern Dynasties, Jun Porcelain Culture and Art	138
Journal of Lishui University	Lishui Research, She Nationality Research (National Local University Registration Column), Celadon Research, International Migration and Overseas Chinese Research, International Migration and Overseas Chinese Research, Southwest Zhejiang Revolutionary Spirit Research, Zheshang Research, Tao Xingzhi Research, Liu Ji Research	30
Journal of Jiaxing University	Research on Jiaxing Celebrities and Jiaxing Culture, South Lake Forum and Yangtze River Delta Development	58
Journal of Yichun University	Translation Studies, Zen Studies, Religious Studies, Drug Research and Development, Selenium Science and Technology Development, Han Yu Studies	99
Journal of Longyan University	Fujian Fu Culture, Soviet Area Studies, Hakka Studies, Standard Language Dialect Characters	96
Journal of Huangshan University	Huizhou Culture Research and Intangible Cultural Heritage Research	25
Journal of Suzhou University	Northern Anhui Culture Research, Meng Erdong Spirit and University Culture Construction Research, Northern Anhui Culture Research, Pearl Buck Research	49
Journal of Shaoguan University	Lingnan culture research, red culture research, educational history research in northern Guangdong and southern China during the Anti-Japanese War	173
Journal of Minjiang University	Research on Fujian Culture and Tang Xianzu's Opera	54
Journal of Binzhou University	Yellow River Delta Research, Sun Tzu Research (Title Column of Ministry of Education), Aviation Culture Research, Liu Hui Research	86
Journal of Zhaoqing University	Research on Xijiang History and Culture, Lingnan Literature in the New Century, and Psychological Problems of Migrant Workers	160
Journal of West Anhui University	Dabie Mountain Resources Development Research, West Anhui Culture Research, West Anhui Characteristic Biological Resources Development Research	68
Journal of Taishan University	Study on Taishan culture, study on the history of China's reform and development, study on poetry in the Republic of China, and special topics on anti-epidemic	105
Journal of Putian University	Puxian Jingwei, Mazu Culture, Mulanxi Ecological Culture and Comprehensive Management	52
Journal of Dezhou University	Development research, power, energy and transportation in northern Shandong; Applied Talents Training Research Column, Dong Zhongshu Research, Maritime Silk Road Research, Regional Culture Research, Alliance Research, Lubei Development Research	80
Journal of Jining University	Nishan Forum, Confucianism Research, Water Margin Research, Canal Culture Research, A Dream of Red Mansions Research	93

It can be seen from Table 1 that 20 kinds of local university journals all have characteristic columns. By analyzing the characteristic columns, it can be seen that the first one is to set up columns according to regional culture, such as Lingnan Culture Research in Journal of Shaoguan University and Fujian Culture Research in Journal of Minjiang University, etc., which are simply related columns set up for local characteristic culture. The second basis is to set up columns for regional cultural celebrities, such as Jiaxing Celebrities and Jiaxing Culture in Journal of Jiaxing University, Mo Yan Literature Research in Journal of Weifang University, etc. The third basis is the column set up by local specialties, "Research on Jun Porcelain Culture and Art" in Journal of Xuchang University. The fourth is to set up columns according to the discipline characteristics and discipline advantages of academic journal organizers.

It can be seen that local university journals generally attach importance to column construction and characteristic column setting, especially according to local culture, local specialties and local celebrities; However, the column setting based on social hot spots is still insufficient. It can be seen from Table 1 that there is a big gap in the number of columns opened in recent ten years, and some periodicals have relatively stable column settings. In recent ten years, there are less than 50 columns in total. For example, Journal of Huangshan University has the least number of columns, with a total of 25 columns, and the column settings are relatively stable; Secondly, Journal of Lishui University has 30 columns. There are also many columns set up in 10 years, such as 173 in Journal of Shaoguan University and 160 in Journal of Zhaoqing University, which have changed greatly.

2.2 Integration of new media

Table 2: New Media Setting of 20 Local University Journals

Periodical name	Periodical period	Composite impact factors in 2021	Comprehensive impact factors in 2021	Acquisition and editing Platform	WeChat WeChat official account
Journal of Dali University	Monthly magazine	0.446	0.29	Have	None
Journal of Hubei Engineering University	Bimonthly	0.486	0.223	None	None
Journal of Zaozhuang University	Bimonthly	0.39	0.22	None	None
Journal of Huizhou University	Bimonthly	0.39	0.181	Have	Have
Journal of Xuchang University	Bimonthly	0.292	0.178	Have	Have
Journal of Lishui University	Bimonthly	0.222	0.155	Have	None
Journal of Jiaxing University	Bimonthly	0.413	0.152	Have	Have
Journal of Yichun University	Monthly magazine	0.306	0.151	Have	None
Journal of Longyan University	Bimonthly	0.29	0.139	Have	Have
Journal of Huangshan University	Bimonthly	0.283	0.139	Have	None
Journal of Suzhou University	Monthly magazine	0.282	0.136	Have	None
Journal of Shaoguan University	Monthly magazine	0.237	0.126	Have	None
Journal of Minjiang University	Bimonthly	0.244	0.111	Have	None
Journal of Binzhou University	Bimonthly	0.156	0.099	Have	None
Journal of Zhaoqing University	Bimonthly	0.253	0.094	Have	None
Journal of West Anhui University	Bimonthly	0.333	0.089	Have	None
Journal of Taishan University	Bimonthly	0.236	0.085	Have	Have
Journal of Dezhou University	Bimonthly	0.184	0.085	None	Have
Journal of Putian University	Bimonthly	0.177	0.085	Have	None
Journal of Jining University	Bimonthly	0.293	0.069	Have	None

In April 2022, the Central Propaganda Department issued the Implementation Opinions on Promoting the Deep Integration of Publishing, which pointed out that it is necessary to focus on accelerating the deep integration of publishing, building a new publishing and communication system in the digital age, adhering to the general idea of combining systematic promotion with demonstration and leading, and making comprehensive arrangements and putting forward clear requirements for promoting the deep development of publishing integration from the aspects of strategic planning, content construction, technical support, key projects, talent team and security system. Mobile Internet technology has changed people's reading methods and knowledge acquisition ways, and digital and mobile terminals have gradually replaced traditional paper newspapers and periodicals as an important way for people to obtain information and knowledge. The 48th Statistical Report on Internet Development in China shows that the number of mobile network users in China has reached 1.007 billion, and the average weekly Internet access time is 26.9 hours [3]. Therefore, only by grasping readers'

reading habits of using fragmented time to obtain information and presenting relevant information to readers in time can the academic influence and communication power of local university journals be improved.

It is necessary to speed up the integration and development of traditional media and emerging media, make full use of new technologies to innovate media communication methods, enhance information production and service capabilities, and better meet readers' needs for related knowledge. At present, the new media platforms mainly adopted by academic journals mainly include WeChat official account, digital publishing platform, journal background website and so on.

It can be seen from Table 2 that among the selected 20 local university journals, 6 have opened WeChat official account, accounting for only 30%; There are 17 editing platforms, accounting for 85%. It can be seen that the editing platform has been paid more attention by local university journals, while the attention to WeChat public platform is not high, and its role in journal publicity has not been paid attention to. Acquisition and editing platform is a comprehensive service platform for the whole process of periodical acquisition, editing, examination, proofreading and distribution. The editing platform system generally provides stable professional services for editors, authors and expert users through mature functional modules such as "manuscript center", "interactive center", "user center" and "publishing center", relying on advanced technologies such as big data, cloud computing and artificial intelligence. WeChat official account is a key component of realizing digital transformation of university journals and constructing a new trinity publishing mode of "paper journals + journal websites + WeChat public platform". Through the communication effect of WeChat official account, the communication influence of local university journals can be expanded. The communication effect of WeChat in WeChat official account, a social science journal of colleges and universities, is characterized by "multi-cause concurrency", which is influenced by the main body of communication, publishing time, functional design and reading volume.

3. The difficulties faced by the development of local university journals

3.1 Lack of high-quality manuscripts

Statistical analysis shows that most of the journals of local universities are comprehensive journals of arts and sciences, that is, the liberal arts edition and the science edition share a serial number, and publish liberal arts and science contents according to different periods. This mode of running journals determines that these journals can't compare with professional journals in terms of manuscript source quality. For many key universities, their journals are usually divided into humanities and social sciences edition, natural sciences edition, medical edition, etc., and then attract a large number of high-quality manuscripts with their great influence, discipline advantages and abundant resources. However, for local university journals, their natural weaknesses, such as low level, weak comprehensive strength, insufficient discipline competitiveness and weak academic influence, are inevitably unattractive to authors with high level papers, high discipline influence and high paper production capacity, which determines that local university journals will always be in a weak position in the whole university journal ecosystem, resulting in a serious lack of high-quality manuscript sources.

A total of 214 articles were published in Journal of Taishan University from No.1 issue in 2021 to No.4 issue in 2022. The distribution of authors' titles is shown in Table 3. As can be seen from Table 3, the proportion of authors with high professional titles is not high, and only 32.71% of authors with professional titles of professors and associate professors. This also reflects from the side that local colleges and universities are not attractive to authors with high professional titles and high-quality manuscripts.

Table 3: Distribution of authors' titles of manuscripts employed in Journal of Taishan University

Professional title	Professor	Associate Professor	Lecturer	Teaching assistants	Others
Number of people (articles)	22	48	45	8	91
Proportion (%)	10.28	22.43	21.03	3.7	42.52

Note: Other items include other title series, master's degree students and unmarked title information.

3.2 Topic selection planning

Good topic selection is one of the important conditions for the high-quality development of journals

and the foundation of high-quality manuscript sources. At the same time, scientific, reasonable and creative topic selection can effectively highlight the characteristics of running local university journals, effectively improve the core competitiveness of local university journals, highlight local cultural characteristics with journals as carriers, and truly create a good regional academic exchange platform. It can be seen from Table 1 that the topic selection of local university journals pays more attention to the discipline distribution, regional culture, regional cultural celebrities and local specialties of the host universities, and the timeliness and innovation of the topic selection need to be further improved.

3.3 Thousands of issues, lack of characteristics

Restricted by the administrative regulations on the functions of university journals in the Administrative Measures of University Journals, the main functions of university journals are to reflect the teaching and scientific research achievements of our university. This makes university journals emphasize comprehensiveness and can only take into account various disciplines as much as possible, which leads to the phenomenon of "big and complete" and "wide and miscellaneous" in the effective layout of journals. This directly affects the reader index and citation rate of journals, and also affects the improvement of the probability and influence factors of university journals selected into core journals, which makes it difficult to compete with professional journals, thus affecting the promotion of the influence of university journals. Under the current policy environment, it is an urgent problem for local university journals to control the edition percentage of weak and small disciplines to a minimum to weaken the negative effects brought by "comprehensiveness".

3.4 Editorial team

First of all, the media integration is insufficient. Under the background of the rapid development of new media, editors of local university journals must have the thinking of integrating media and skillfully use various new media technologies. However, at present, most editors in the editorial department of local university journals do not have the idea of media integration, only meet the current comfortable situation, and lack competition consciousness and pressure. It can be seen from Table 2 that the development and utilization rate of WeChat platform and WeChat WeChat official account by editorial departments of local university journals is relatively low. Through inquiry, it can be found that even if WeChat WeChat official account has been opened, there are no professional new media editors responsible for the operation and promotion of WeChat WeChat official account. [4]

Secondly, there is a lack of professionals and insufficient staffing. Excellent editors are the basic guarantee of excellent journals. Zhang Defu [5] pointed out that the editorial team of local university journals is mainly composed of teachers and technical titles in scientific research and other fields, and there is a shortage of high-quality talents with professional publishing qualifications. Under the background of this talent allocation, it will not only lower the academic level and scientific research ability of the whole team, but also affect the quality of running journals to a certain extent.

4. The supply-side reform suggestions of local university journals

4.1 Reversing the positioning bias and clarifying the content supply direction

For academic journals, before supplying content, it is necessary to make clear "what kind of content is good content". "To improve academic quality, we must first have high-quality manuscript source" is an old-fashioned problem, but what is "high-quality manuscript source" can not be generalized. For example, it is unfair to put local university journals and first-class university journals on the same balance. For local university journals, even if they pay great efforts, they may not be able to catch up with first-class university journals. The important feature of local university journals is its "school nature", that is, the primary task of local universities is to serve the teaching and scientific research of their own universities. Based on this, the column setting of local university academic journals is mainly based on the disciplines set by their own universities.

The most common problem in the journals of local colleges and universities is that there is one side of a thousand journals without its own characteristics. The effective way to solve this problem is to set up characteristic columns according to regional characteristics and subject advantages, and invite expert scholars as column hosts. At the beginning of column setting, we should first consider ensuring the long-term supply of high-quality manuscripts. However, the development of disciplines is becoming

increasingly fine and complex. Editing alone cannot accurately grasp the professional knowledge and advanced academic development trends, and experts in this academic field are needed to accurately grasp them. The column host must be an expert scholar who stands at the forefront of scientific research, has a keen perspective and has good contacts in his academic field, and can collect high-quality manuscripts and check them. For local university journals, it is necessary to innovate the system and mechanism of employing people, stimulate the enthusiasm and initiative of scientific research workers in various ways, and achieve the purpose of gathering high-quality manuscripts. [6]

4.2 Innovative thinking ability, structural reform of the professional composition of editors

With the continuous integration of big data, artificial intelligence and academic journal publishing, academic journal publishing has entered the era of intelligent publishing, and journal editing is the core competitiveness and fundamental guarantee of quality of academic journal publishing. Good periodicals can not be separated from good editors, and good editors need the cultivation of editors' professional quality. As an editor of an academic journal, how to select high-quality papers from complicated and uneven manuscripts, in addition to having solid writing skills and basic knowledge of corresponding posts, good academic self-restraint is very important. Only by accurately grasping the academic frontier knowledge and research trends of the discipline can we select high-quality papers from the contributions. For local university journals, training a team of high-quality, professional and innovative editors and publishers who meet the requirements of the new era is a necessary condition for overtaking in corners and improving the overall quality of academic journals.

4.3 Supply-side reform of communication methods and promotion of audio reading

In order to gradually realize the high-quality output and high-efficiency acceptance of journals, local university journals need to accurately understand the development law of all-media and the acceptance and recognition rules of academic journal readers under the background of all-media. Starting from both supply side and demand side, it is necessary to establish a three-dimensional modern communication system of all-media, pay attention to the characteristics of audience focus and verticality, innovate communication forms, contents and discourse methods, and realize accurate supply to meet various needs of readers.

The "Thirteenth Five-Year Plan for the Development of Audio Reading Industry" issued by the former State Administration of Press, Publication, Radio, Film and Television pointed out that the audio reading industry should continue to increase by 30% in 2020; At the same time, in order to improve the penetration rate of audio reading industry more effectively, corresponding policies have been introduced all over the country. Local university journals should break the original way of transmitting information, liberate their eyes, and let readers receive information from multiple directions, channels and dimensions, so that they can receive the required information anytime and anywhere.

4.4 Broaden the source channels and establish targeted cooperation with high-level fund projects

Generally speaking, fund projects are finally determined by researchers' declaration, expert review and strict examination and approval by fund authorities. From the application process, the whole process is standardized and serious by setting up a scientific research team with reasonable professional titles and ages, rich research experience and high scientific research ability, and after carefully collecting data, sorting out and putting forward research viewpoints. Wei Qiang [7], Gong Saiqun [8], Xia Zhaohui [9], etc. believe that the papers funded by the fund represent the new trend and commanding heights in this research field to a certain extent, and most of them have high academic value. Based on this, the journals of local universities should connect with the scientific research management departments of their universities, establish cooperative relations with the research groups of high-level fund projects, pay close attention to their research progress continuously, and present the latest research results in the form of academic papers in time to ensure the timeliness of research results, and at the same time ensure the continuous and effective supply of high-quality manuscripts of local university journals.

4.5 Continue to further promote the integration and development of new media

According to statistics, as of January 2022, the monthly active users of WeChat have increased to 1.263 billion, which shows that WeChat has become the most popular and frequently used instant messaging service application. After continuous upgrading, revision and function optimization, WeChat

public platform has not only become an important platform for mobile communication transformation of traditional media, but also an important entrance for users to read mobile. [10]

It can be seen from Table 2 that among the selected 20 local university journals, only 6 have opened WeChat WeChat official account, which shows that the current use of WeChat WeChat official account by local university journals is not extensive enough. In order to further meet the current needs of people for knowledge acquisition, local university journals should make full use of the push function of WeChat WeChat official account to enhance the popularity and influence of local university journals in a timely and effective manner.

5. Conclusion

In the era of intelligent publishing with deep integration of media, local university journals are facing significant changes in information dissemination methods and dual pressures brought by the evaluation mechanism of core journals, as well as development opportunities for local university journals. How to achieve innovative development in difficult situations has become an urgent problem for local university journals to solve. On the basis of supply side reform and scientific econometric analysis, this article proposes to strengthen the core competitiveness of local university journals in terms of their positioning, development goals, content construction, editorial staff quality, communication methods reform, and the utilization of external audit expert resources, in order to achieve efficient and rapid development of local university journals.

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