Academic Article

Walailak Abode of Culture journal and advancement toward international databases

Pennapa Waiyawek *

Walailak Abode of Culture, Walailak University, Nakhon Si Thammarat 80160, Thailand

Abstract

Walailak Abode of Culture journal has been a journal in art and culture for more than 20 years with determination to disseminate news and knowledge of art and culture and serve as an open forum for exchange of academic knowledge of art and culture. Walailak Abode of Culture is a journal of Walailak University, nurtured and driven forward under Walailak University 20-year strategic plan transforming the university into "prestigious research university of Thailand" and "World class University".

Walailak Abode of Culture Journal needs to devise a development plan to promote the journal's standard to measure up to international databases' standard. This article presents a promotion and development plan of Walailak Abode of Culture Journal outlined based on the analysis of the journal's various topics: workflow of CJWU, analysis of CJWU using SWOT Analysis, Setting OKR objective and key results of the journal and strategic plan of the journal operation. The insights extracted will be used as strategies and guidelines on making the journal achieve the goals by leaps and bounds on the basis of virtue and responsibility, and paving the way for international databases as planned between 2023 and 2027.

Keywords: Walailak Abode of Culture journal, CJWU, Development, Walailak University

Introduction

Journal or academic journals are printed media recognized as a source of information, knowledge, thoughts and innovations systematically and logically derived from research. Journals enrich readers with dynamics and development of multidisciplinary sciences across all fields. Bulks of the knowledge all conceives as a result of vigorous research steps being conducted and statistical data being calculated and analyzed, as well as announcement, criteria and stipulations or useful guidelines on any topics. This channel enables instant presentation of recently uncovered stories. At present, universities and educational institutions all over the world acknowledge the importance of creating an academic journal in order for it to be anchored as a platform disseminating and exchanging scholarly knowledge in myriad fields.

The American Library Association defines journals as publications assigned a proper name to and continuously published in an orderly sequence, divided into issues or episodes as uniquely specified, each of which features a wide range of articles written by different authors (Thompson, 1943, p. 99). Journals occupies a noble position in an educational circle, more specifically in an exchange of knowledge. Owning to such duty, it has become a highly significant space for data search, study and unfettered dynamic of academic progress and advancement of communication technologies which have taken the content from the printed to electronic versions. This impactful adjustment undoubtedly broadens the circle of knowledge sharing community even further. Therefore, enhancing academic journals to a respectful level of quality so as to be internationally indexed in international databases will allow academics from any nations to access and appreciate data on art and culture of Thailand and Asia subsequently empowering academic diversity.

Journals have recently been undergoing conversion into an electronic journal with assistance of computer network managing and keeping journals and online journals on track. Okerson (1991) wrote in the article The Electronic Journal: What, Whence, and When? that an electronic journal will replace the paper-based one and will gain popularity among academics cross the world. Nowadays, electronic journals' accessibility cannot be questioned. In a similar vein with the study by Sally A. Rogers (2001) on Electronic Journal Usage at Ohio State University looking into how journals were utilized at Ohio State University and suggesting the increasing number of both educational personnel and students utilizing the electronic journals. Meanwhile, usage of printed journals is also gradually dropping since their electronic counterparts incur relatively less running cost as well. Moreover, electronic journals have produced more accurate citation rates (Duy & Vaugha, 2006). Growth rates of Thai and international journals have been increasing because of their importance as a space of academic knowledge exchange in various fields, indulging academics in searching data and researching into topics of their interest. A university, as an educational institution majorly involved in learning and research, would like to further quality journals to be a source for contemporary knowledge exchange.

Academic journal in these days tend to register a prolific increase in number every yea. Records showed the number of journals indexed in Thai-Journal Citation Index Centre or TCI totaled 1,049 (Thai Journal Citation Index Centre, 2021). In addition, the number of journals in ASEAN Citation Index or ACI totaled 682 (ASEAN Citation Index, 2021). Global trends of journals have also been growing continuously and records indicated that as many as 41,462 journals from across the world have passed the criteria and indexed in an internationally accepted databased Scopus.

Walailak University has established a Walailak University 20-year strategic plan for development (Walailak University, 2018) to become "a world class research university of the country" and to drive forward development in all aspects. Journals are one aspect of the operations whose promotion to an international standard is supported by the university to become a publication platform for academics internationally.

Walailak University journals have upgraded the journal management system to achieve international recognition. Walailak Abode of Culture Journal is one of the journals aiming to enhance its quality to that internationally accepted as well.

Walailak Abode of Culture Journal

Walailak Abode of Culture Journal or CJWU (ISSN 228 204X) is a journal in the field of art and culture initially published in 2000 as a booklet whose objectives are to provide information regarding art and culture, and promote preservation

and dissemination of the knowledge of art and culture.

CJWU periodically adapts to changes both in terms of the content having become more academically intensive and forms of publication, sizes of the journal as well as its general design and covers as displayed in Figure 1 and Figure 2.
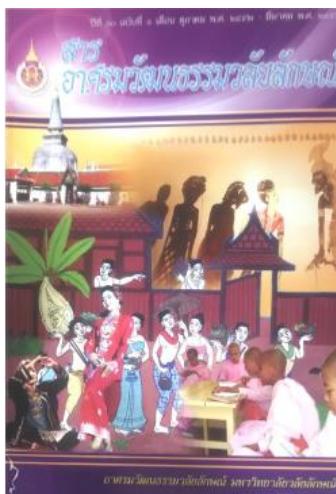

Figure 1 Cover Walailak Abode of Culture Journal in 2009

Figure 2 Cover Walailak Abode of Culture Journal in 2020

In 2015, Walailak Abode of Culture Journal demanded an academic article form and established an evaluation system prior to publication. Later in 2016, the journal adopted journal evaluation criteria from Thai-Journal Citation Index Centre (TCI) to manage the content. The TCI finally evaluated and classified Walailak Abode of Culture Journal as a journal in Humanities and Social Sciences Tier 2.

The journal later operated under an online journal management in 2017.
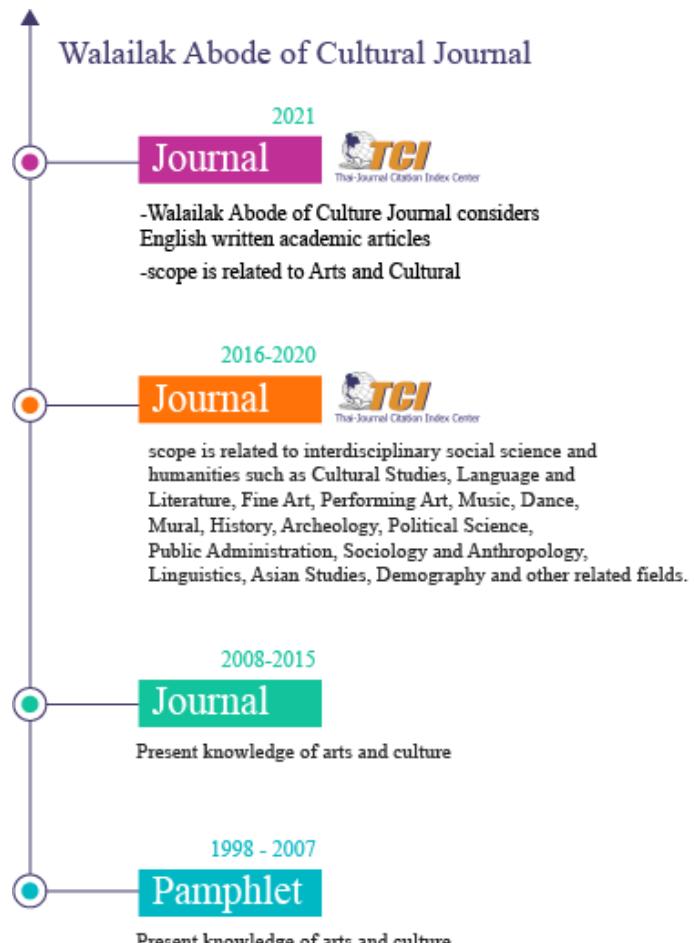
Figure 3 Timeline of CJWU between 1998 and 2021

CJWU considers academic articles, research articles and book reviews covering the interdisciplinary content about education, languages and literature, performing arts, music, dance, painting, linguistics, Asian studies and other related fields of discipline. CJWUU accepts both Thai and English written articles and in 2021, CJWU has recently narrowed its scope to the articles on art and culture, written in English only.

CJWU applies the online journal management system of Thai Journal Online or ThaiJO, which is developed upon Open-Source software called Open Journal System (OJS). The OJS is a system for journal and publication management in a form of Electronic journal or e-journals developed by The Public Knowledge Project (PKP) OJs which is in the development of Thai-Journal Citation Index Centre or TCI.

Figure 4 Usage of CJWU online journal

CJWU conducts its biannual online publications via http://so06.tci-thaijo.org/ index.php/cjwu, the first issue from January – June followed by the second from July- December.

In 2021, CJWU has been evaluated by Journal Citation Index Centre and announced a journal in Humanities and Social Sciences Tiar 2 with Assoc. Prof. Dr. Sarawoot Palipoch as an editor whose determination is to raise the journal to the level of international databases.

CJWU is under Walailak Abode of Culture Journal, Walailak University, Academic Affair in Art and Culture Team, organized according to the following workflow:
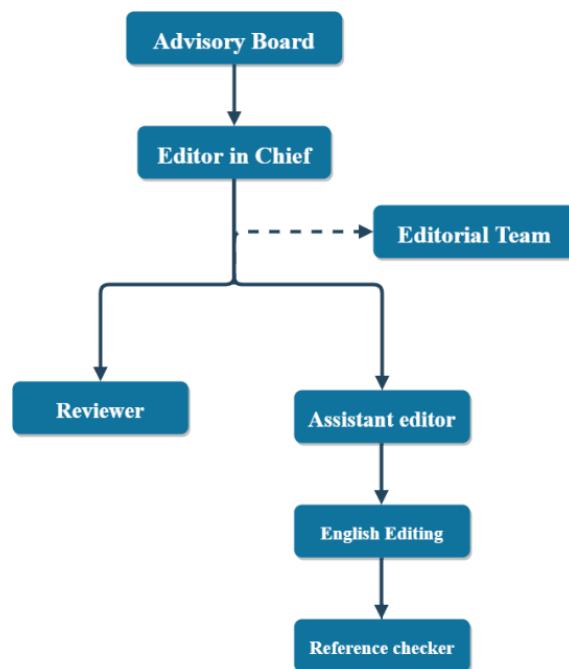

Figure 5 Editorial Team Walailak Abode of Culture Journal in 2021

The workflow of CJWU

The CJWU workflow is composed of the following 10 steps as described below:
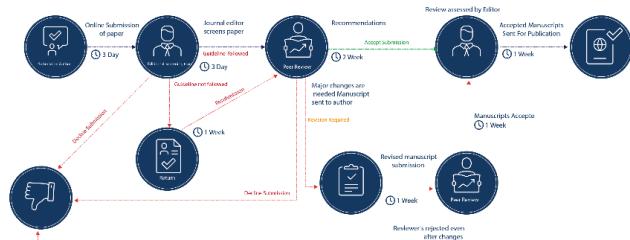
Figure 6 Workflow of CJWU

Step 1 Accepting articles

CJWU only accepts English- written articles on art and culture consisting of academic articles, research articles, and book reviews submitted online via http://so06.tci-thaijo.org / index. php/ cjwu/ about/ submissions. Interested authors study guidelines about the journals and write complete articles based on the format required. Article submission steps can be consulted in the Thaijo system. After having filled out details about the article and completed the submission process, the author will be notified of successful submission shortly after.

Step 2 Primary article consideration

Articles submitted to the CJWU will be screened by an assistant editor to validate whether they conform to the journals' submission criteria in terms of standard, and accurate and comprehensive data with assistance of a criteria table as an assessment tool.

Step 3 Manuscript review

The editor and assistant editor discussed to identify reviewers whose expertise is suited to the articles' content. Selection of the reviewers is subject to the criteria of quantitative quality evaluation criteria of scholarly journals in the TCI database 4 (2020- 2021) . Qualifications of the reviewers are also specified in order to be prepared for entering the ACI and Scopus.

Step 4 Evaluation result

Evaluation results will then be collected from at least two reviewers, consisting of two parts: Content quality and Presentation quality accompanied by Reviewers Comments from the

reviewers. The results will them be forwarded to the authors

Step 5 article editing

The articles having been edited as advised will be resubmitted to the journal via the Thaijo system by clicking on "Revisions". After that, Editor will thoroughly check the articles by examining whether the correction, adjustments or additions had been made as commented. The article will be subject to another round of revision in cause of incompletion.

Step 6 Language editing and reference

This step is concerned about language editing and references as detailed below:

1. The author-revised articles will be forwarded to English experts to ensure correction of language use. Experts charged with this task is an English native speaker specialized in editing articles.

2. Validity or APA reference (American Psychological Association) Version 6 for Foreign Language is checked. This step requires particularly thorough and careful screening to ensure a uniform and accurate form of references. EndNote program is incorporated in the checking process.

Step 7 Article's format organization

The step of article's format organization to ensure the article's use of a uniform format is highly significant since the substandard format organization of one individual article can in fact impact the overall of the journal. As a result, the format is subject to a vigorous validation process before the articles are assigned page numbers and published online.

Step 8 Final revision by authors

CJWU forwards the comprehensively processed version article back to the authors for final revision to ensure 100% accuracy of the content and reduce chances of unspotted mistakes. Comprehensive and accurate content and standard format of the pre-published article is a required outcome of this step. After this final check, CJWU will proceed to issue an acceptance letter via the online journal management system.

Step 9 Submit journals to the issue

CJWU relies on the online management system thaijo via http://www. tci-thaijo. org/

index. php/ cjwu/ index. Steps of journal online publication started with "Create issue" directing the author to fill out details including Year, Issue, Month and cover. Then, the complete articles will be inserted in the issue specified. Authors must perform a thorough check of Metadata as well.

Step 10 Publish issues

At the final step, the issue will be published online in thaijo. First, authors choose the issue in which they want articles to be published and then choose "Publish Issues". The author will shortly after receive an email and members having subscribed to the journal will also receive email notifying publication of a new issue.

Analysis of CJWU choosing SWOT Analysis Strengths

- CJWU has been operating its publication for more than 20 years and gained acceptance and confidence in the field of art and culture.
- CJWU uses an online journal management Thaijo enabling convenient and quick online journal management.
- CJWU appeals to readers with its characteristics of the journal exhibiting intriguing content regarding art and culture which is inherently part of people's lives.

Weaknesses

- CJWU only considers only English-written articles. Therefore, authors might have been taken by surprise due to the new language requirement. This briefly resulted in a smaller number of articles submitted.

Opportunities

- CJWU's acceptance of English written manuscripts increases the number of international authors.
- CJWU's acceptance of English written manuscripts simplifies the journal's accessibility and increases the number of citations worldwide.
- CJWU is getting prepared for entering international databases.

Threats

- Given that CJWU is still in an adjustment phase to be recognize on an international level. Only a small number of renowned scholars are interested in having manuscripts published with the journal.

Setting OKR Objective and Key Results of the journal

CJWU operates under strong objectives using OKR Objective and Key Results to reach the goals and have a clear guideline to consult.

Objective 1

Promoting CJWU to be a journal indexed in international databases:

Key Results
- Devise strategies of promoting the journal to be indexed in international databases.
- Adopt international criteria as a guideline on journal management.
- Transferring to a 100% English written manuscript format
- Appoint editors from several countries
- Accept manuscripts from numerous countries.

Objective 2

Improve quality of the CJWU

Key Results
- From an editorial team with members from several countries
- Select articles off which quality measures up to the journal's standard.

Strategic plan of the journal operation
Goals of journal management

Goals of CJWU has been explicitly specified: to enter databases internally recognized and serve as a forum for exchange of knowledge about Thai and Asian art and culture. The journal must be committed to standard operation norms entailing promptness, accuracy and traceability and publish insightful articles being of a great benefit to the academic circle. Ultimately, the journal sets to operate in alignment with the university's goal to become a highly potential and world-class university as described in Table 1.

Table 1 Goals of CJWU

Goals of CJWU	Indicators
2021 - 2022 To be assessed by Thai-Journal Citation Index Centre and promoted to Tier 1 from Tier 2	Pass quality assessment by Thai-Journal Citation Index Centre and be promoted to be a journal in Humanities and Social Sciences Tier 2 from Tier 1 (in 2021)
2023 - 2023 To be assessed by ASEAN Citation Index or ACI	Pass quality assessment by ASEAN Citation Index or ACI (2027)
2023 To prepare the journal to enter an international database Scopus	Sign up for the project preparing Thai journals to enter the Scopus database of Thai-Journal Citation Index Centre
2023 - 2027 To promote the journal to the standard accepted by the international database Scopus	Submit the journal for assessment by Scopus through Thai Local Board meets with Scopus 2025

Techniques for devising plans/ strategic plans for operation

CJWU devises a strategic plan for managing the journal to optimize its operation and enhance the quality to the level accepted by international databases in order to be the drive supporting the university's goal to become a world-class university.

1. Steps of planning: This is the step where guidelines on the journal operation are determined by setting a specific development plan or guideline so that every move in the operation is oriented toward explicit goals and indicators outlined based on the OKR (Objective and Key Results) and the KPI (Key Performance Indicator) as indicators of the successful operation.

2. The journal's quality assessment: This process set for the journal's operation self-assessment using quality assessment criteria specified by the database by which the journal is

assessed in order to maintain the quality and screen for any mistakes made in the process. Another is the journal's quality assessment using quality assessment criteria of the database by which the journal aims to be assessed by in order to increase familiarization easing the journal's quality enhancement.

3. Editorial Team: This step is concerned with orienting the editorial team toward the quality assessment criteria. The editorial team must be of a volunteering spirit in working with the journal. This step also sets for getting other teams responsible for different tasks ready such as journal management, review, reviewers and other involved in the process.

4. Continuance of Journal work: This is not only a technique but also a crux and core of journal work since it demands continuance of work carried out under a set of uniform standard and anticipated quality to publish a journal off which consistent quality gains acceptance and pass the quality assessment criteria.

5. The journal's public relation: Notability of journals play a crucial role in a decision of scholars, students or authors to publish with the journals. The journal's notability associated with its perceived reliability also influences citation of articles.

6. Update the website-displayed information: general information of the journal is of considerable importance because it is one of the quality assessment criteria, not to mention that it is also taken into account for the perspective authors' decision to submit manuscripts

7. Manuscript screening prior to submission for experts' review: This is a technique for preliminary quality screening of the submitted manuscripts to ensure their meeting with the standards of manuscript format and discipline scopes which can be accepted by the journal.

8. Reviewer selection: The importance of manuscript review cannot be overstated, so selection of the reviewers needs to be based on the criteria as well.

9. Follow up the reviewers' results: This step is aimed to keep the review process within the given time standard and maintain quality of the journal. All in the team must be fully informed of the journal's work process, patient and able to communicate with others understandably and respectfully. Assessment results are returned during the time period agreed upon.

10. Reference accuracy check: APA6 is a mandatory reference system, so it is imperative that all in the team have fully comprehended how to use it so that they can process the reference's accuracy check with knowledgably and thoroughly.

11. Manuscript's format check: This step sets for maintaining the journal's standards: every piece of manuscripts must comprise comprehensive information and a uniform format to conform to one standardized format.

Practitioners must understand a manuscript's format and create a manual for examining the format in order to reduce mistakes. They are required to carefully and carry out every step with attention to details.

12. Language accuracy check: specialized English native speakers with extensive experiences in checking language use in scholarly manuscripts to ensure the manuscripts' quality in terms of both the content and language use.

13. Usage of online journal system: Usage of the online journal system allows continual coordination of everyone involved through the system and traceable work procedures, close operation follow-ups and records of work procedures. All of these conveniences help easing, accelerating and mitigating mistakes and the practitioners must learn how to use the online journal system to establish a functional understanding maximizing work effectiveness.

14. Increase citation rates of the manuscripts in the journal: This technique is devised to boost the journal's citation rates by means of accepting English-written manuscripts making the journal accessible for scholars worldwide. In addition, the journal accepts interesting manuscripts of fine quality generating high impact academically in order to boost the citation counts.

Complexity of Journal work
- Each issue must be punctually published on the biannual basis (Issue 1 January to June and Issue 2 July to December). Journal work significantly prioritizes precise punctuality which is naturally one of the journal quality assessment criteria. Penalty for overdue issue publication is as strict as having the journal withdrawn from databases.

- Journals need to request for ISSN numbers known as journal ID numbers. It is imperative that the journal's name registered is the same as the one published online.

- Journals disseminated online must contain comprehensive information; otherwise, the journal will be disqualified from the assessment. Also, all information needs to be updated which includes:

1. Information about manuscripts included in the issue: manuscript's titles and authors' names

2. clear aims & scope of the journal

3 a clear statement on types of the manuscripts open for publication

4. Clearly specify issue publication dates

5. A clear statement on types of Peer-review conducted (e.g., single blinded or double blinded)

6. A statement on the number of expert reviewers for one manuscript.

7. Names and addresses of the editorial team members

8. Suggestions for authors e.g., required reference format

- Manuscripts must consist of exhaustive components conforming to one uniform standards, so journal publishers must proceed through the entire process with prudent consideration and assessment.

- The number of manuscripts accepted for publication in each issue must be proportional to the ratio of internal and external authors. Balance with the assessment criteria must be achieved.

- Concerning selection of reviewers, the reviewers must have direct expertise in what manuscripts are centered upon and they must be from different institutions.

- The process of cited reference check is subject to the journal's standard and the cited references must match those cited in in the manuscript.

Conclusion

CJWU is a journal in art and culture having evolved in an academic circle for over 20 years. The journal has become a well-known forum among scholars in the field of art and culture. After being assessed by Thai Journal Citation Index Centre, the journal has gained even more acceptance. Even though the journal has continuously progressed and grown in quality and form accompanied by change of editors and editorial teams for a reason of greater strength as well as present intensive journal assessment, the journal's operation must be adjusted in alignment with the university's far-reaching goals of becoming a World class university. Because of this, the journal needs

explicit goals together with adjustment of how the journal management system is conducted in order for the quality to improve and deservingly enter international databases in leaps and bounds.

Under the journal management oriented toward entering the international databases, what CJWU is constantly aware of and prioritize is work ethics and discipline of the editor, the editorial team, the reviewers, the journal publisher and authors, more importantly quality of the published manuscripts. All in all, these components wholesomely contribute to the journal's leap of progress and entrance into international databases.

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