
Original Paper

Research on Profit Behavior of Some Domestic Academic Journals—Following the Tracks of more than 10 Kinds of Journals for Nearly 20 Years

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Abstract

The undercover tracking research results of more than 10 magazines in the past 20 years show that the domestic academic journal market lacks scientific planning and layout, some academic journals have become the main carriers of professional title papers, the layout cost has become the main source of survival of journals, and the extraordinary layout expansion has become a general profit behavior. Based on this, academic journals and quality control need to change from self responsibility to double responsibility, from volume based payment to quality-based incentives; from all-inclusive articles to specialized research; page ceiling for each publication during registration or annual review, and a financial support system to maintain the magazine.

Keywords: journal, editorial behavior, disorder, extraordinary layout, profit behavior

1. Introduction

With the development of China's market economy, the market reform of academic journals is deepening, and many academic journals with financial support have become market-oriented operation. At the same time, papers have become a rigid constraint on the promotion conditions of professional and technical personnel in public institutions, leading to the endless emergence of various academic journals, and the situation of layout expansion and disorderly development. Although the market-oriented survival mode has become the choice of more academic journals, most academic journals are not optimistic in terms of service ability. Especially compared with the academic publishing journal market, which is a power in science and technology, the overall level of academic journal industry in China is uneven, and the growth mode lacks scientific planning. Some academic journals choose a series of profit behaviors, such as the collection of layout fees, unlimited expansion of the number of pages, and substantial groundless coverage of discipline journals, so as to maintain their own survival needs. Based on this, the author conducted a tracking research based on 10 journals for nearly 20 years, in order to find out the problems existing in the profit behavior of some domestic academic journals and put forward countermeasures and suggestions.

2. Research Findings

This research selects more than 10 academic journals such as Value * *, Economic Research * *, Special Zone * *, Ecology * *, Business * *), China Power * *, Innovation and Entrepreneurship * *, Journal of Jilin Province * * College (all with formal publication numbers), based on the tracking research of more than 10 journals in the past 20 years. Through submission, communication with editors, pay the layout fee, accumulated a lot of empirical evidence, as the basis to support this proposal.

Table 1. Findings in the Undercover Research

Journal	Layout and layout fee	Editors attitude	Quality of the manuscript	Attitude of the executive head to obtain evidence in this study
Value **	328 pages; 600 yuan / edition	publish when receiving page charges	Continuous substandard	negative
Economic Research**	198 pages; 600 yuan / edition	publish when receiving page charges	Continuous substandard	negative
Special Zone**	302 pages; 1000 yuan / edition	publish when receiving page charges	Continuous substandard	negative
Journal of Jilin Province * * College	154 pages; 600 yuan / edition	publish when receiving page charges	Late improvement	negative
China Electric Power**	120 pages; 300 yuan / edition	Do not review the manuscript	Continuous substandard	negative
Innovation and Entrepreneurship**	120 pages; 300 yuan / edition	Do not review the manuscript	Continuous substandard	negative
Commerce**	144 pages; 1000 yuan / edition	publish when receiving page charges	Continuous substandard	negative
Ecology** (Academic version)	344 pages; 1000 yuan / edition	publish when receiving page charges	Continuous substandard	negative
Research on Technical Economics and Management	128 pages; 1000 yuan / edition	Contributors shall provide the review certificate; strict review	Qualified	Positive
Reform and Strategy	170 pages, 500 yuan / edition;	Contributors shall provide the review certificate; strict review	Qualified	Positive
Journal of Northeast Agricultural University (English version)	96 pages; 400 yuan / edition; returned to the author	Contributors shall provide the review certificate; strict review	Qualified	Positive
Education and Occupation	192; one-time sponsorship to publish 3 indicators, equivalent to about 1000 yuan / edition	Contributors shall provide the review certificate; strict review	Qualified	Positive

2.1 Lack of quality control responsibility

Editors do not supervise the submitted articles, resulting in a high repetition rate of articles, low-level errors emerge in endlessly. Therefore, it is urgent to improve the professional ethics and practice level of the responsible magazine editors. Industry insiders generally believe that the quality of articles is linked to the evaluation of the quality of responsible editors, and improving the intensity of supervision can play a role. The responsible editor is required to check the manuscript carefully, effectively control the entrance control, and grasp the quality of the review. Whether the review process is standardized, whether the internal control system is sound and effectively implemented, and the process manual, the author inquiry and reply records are provided. Whether the responsible editor points out the factual errors and important data and materials and the reasons for the modification. The responsible editor needs to check the manuscript and materials for many times, effectively improve the practice quality of the responsible editor, and explain whether to fulfill the obligation of diligence and responsibility. In addition, the responsible editor is required to explain the internal quality control procedures for the quality of the manuscript materials, and the supervision and punishment should be strengthened for the shoddy articles in the magazine.

2.2 The distorted internal distribution mechanism based on the basic salary plus commission

These magazines have undergone market-oriented transformation, and the basic operation of the editorial department is market-oriented operation, that is, charging the author's layout fee. Since 2012, judging from my layout fee payment record, it has increased from 300 yuan / edition to 600 yuan / edition. The core figure of the editor is not to judge the quality of the submitted manuscripts, but to negotiate the collection conditions. According to the record of communication with the editor, the other side is not a professional editor, but the general staff hired by the magazine, unable to communicate with academic issues, and pays more attention to whether the contributors are willing to provide the layout fee. Based on the internal distribution mechanism of basic salary plus commission, the magazine distorts the value of editing work and turns the responsibility of screening manuscripts into collecting layout fees to increase personal income.

2.3 Publication demand is driven by authors based on external environments

For a long time, China's professional title promotion policy is based on papers, universities, enterprises professional and technical personnel are inevitable. On the demand side, the market of title promotion authors is huge and diverse demand categories, which stimulates the scale expansion of the journal layout supply market. Therefore, the journal publishing market arises because authors have different needs that give journals faster responses and ways of action. For example, author needs are directly linked to the speed of journal development, and help journals make rapid leaps in profits. Requirements with a willingness to pay are characterized by certainty, priority, and diversity. Journals have become a demand-driven "enterprise" mode, The most critical factor is no longer to control quality, but to grasp the changes of the author's market demand, timely adjust the layout fee standard and other measures to respond to demand.

2.4 The extraordinary number of pages based on author publication demand driven and the dual pressure of magazine survival

These magazines are characterized by "thick". According to the dialogue records of the editors, there are many authors, especially the papers with professional title. Only by continuously expanding the layout can the profit rate of the magazine be improved. From the original about 100 pages to 200-300 pages, and 1-2 pages of professional title papers are everywhere. Title paper market boom derived intermediary services, flaunt their review fast, fast, good communication, secure, more provide group purchase (usually one-time three) big discount, including writing, market, flaunt rapid journal papers, after charge, and various types of guidance services, the destruction of the ecological scientific research, produced a lot of no substantial contribution of false results. At the same time, this disordered state of publishing also destroys the rationality and scientific nature of the personnel promotion mechanism, leads to the spread of "paper-only doctrine", and deviates from the correct value orientation of the magazine.

3. Reason Analysis and Thinking

3.1 The lack of scientific supervision and planning in the management departments leads to the disorderly development of journals

Academic journals are the channel and carrier for the presentation and promotion of academic achievements, as well as a window for a country to exchange, compete and cooperate with the world. The publication of the results is of great significance and far-reaching influence. For each subject, what are the carriers for carrying its scientific research achievements? How to form a periodical system with specialization, accurate positioning, scientific classification and clear hierarchy? How to strengthen the market supervision and quality monitoring of journals? How to prevent repetitive development or infringement of intellectual property rights? How to eliminate second-hand scientific research?

3.2 People impetuous for profit, professional and technical personnel lack of specialized research concentration

Because study, research and study are slow work, hard work, a short time can not see the benefits, plus the title promotion and additional interests driven, some professional and technical personnel have no determination to study, to study. How to cultivate faith, morality, integrity, responsibility and steadfast scientific research style, realistic and pragmatic, dare to be true attitude? How to guide and encourage professional and technical personnel to invest in scientific research with hard labor, labor, large investment and slow return through policy innovation?

3.3 Some journals are forced to pursue profits and deviate from the core value under the survival crisis

The periodical profit model driven by the power of survival has led to the moral decline of running periodicals, the demise of periodical spirit and the rise of profit-making consciousness. These facts caused by a series of irreparable losses and bad consequences! In such an environment, how to maintain the professional purity of journals? How to build a professional and professional editorial team, to put aside the layout cost of the writer, but also to put forward professional revision opinions, to give an objective and sincere evaluation?

4. Research Conclusions and Recommendations

4.1 From the text responsibility to a double responsibility

It is easy for the responsible editor to ignore their own responsibility. "One article and two responsibilities" means that the author and the responsible editor share the responsibility for the quality of the manuscript. The responsible editor of the article must be responsible for the quality audit of the journal articles, and the simplest thing is to check whether the repetition rate report meets the requirements. On this basis, then determine whether the topic selection, research method, logical structure and conclusion of the article meet the requirements of the journal. The special nature of the journal determines the responsible editor must review, sorting, modify the manuscript of a double responsibilities, with the journal standard, orientation judgment manuscript innovation, to ensure that the journal published results have certain originality, so as to maintain and present the core value of the research results and the vitality of the journal.

4.2 The reward method based on the number of pages is transformed into a quality-based incentive mechanism

The internal structure, restraint mode and employment relationship between editors and magazines are in the process of evolution. The magazine's remuneration based on the number of pages charged by editors leads to the alienation of the "incentive mechanism". In the organizational system of the magazine, the incentive subject should systematically use a variety of incentive means to enhance the responsibility and business ability of the editor, and standardize the review process. The responsible editor is the specific way for the magazine to transform the goal of improving the quality and professionalism into a specific implementation process. The effect of the incentive mechanism on the quality control and promotion of journals has two properties, namely, encouraging and weak, that is to say, the incentive mechanism has an encouraging and weak effect on the quality boost of journals. Quality-based incentive mechanism includes spiritual incentive, salary incentive, honor incentive and

work incentive. Once the correct incentive mechanism (such as innovative selection based on articles) is formed, it will internally act on the journal organization system itself, make the quality of journal articles at a high level, and further affect the survival and development of journals.

4.3 From all-inclusive articles included to specialized research change Selected sample magazine articles in this study involves the subject span is too big, look down is everything: from literature appreciation to housekeeping, from basic education to home appliance maintenance, from the Internet to the residues, in the same magazine covers 10-20 subject direction, not in a professional field with specific professional field as the core, cannot show their expertise in the field of professional, eventually become consumer emergency, appropriate article carrier. Based on this, it is necessary to determine the core areas of each publication, allow cross-border integration, eliminate various, everything.

4.4 *The Publishing Department sets a page cap per publication at the time of registration or annual review*

Setting the page limit of each publication is conducive for editors to focus on the selection of manuscripts and transfer the magazine from a single profit to the core meaning such as quality control and academic value. For the current market beyond the normal layout of the journal should be given within a time limit for rectification, the rectification is invalid can be considered banned.

4.5 *Establish a financial support system to maintain the survival of magazines*

Financial funds play the role of security guarantee in the survival of magazines engaged in basic research and some applied basic research have small audiences and have lost the function of profit from the reader market. The main source of survival lies in obtaining social resource allocation by providing academic services. We should change the operation and development mode of magazines, focus on adjusting the structure of magazines and academic magazine assistance systems, and build a system that is interconnected, effective and ensures basic operation, so as to prevent garbage magazines from flooding the academic circles and confuse the public.

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