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Orientation and International Strategies for the East Asian Journal of Business Economics

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Abstract

Purpose – The purpose of this study was to review and analyze EAJBE (The East Asian Journal of Business Economics) of EABEA (The East Asia Business Economics Association) and all of their published articles of 2013 to 2017 and to revise and update the existing publication standards and practices in order to improve the overall quality and reputation of EAJBE.

Research design, data, and methodology – This paper applied an analytical approach, a case study method, to analyze and examine the published articles and the publication standards and practices of EAJBE (East Asian Journal of Business Economics) from their first publication.

Results – The EAJBE has been issuing academic journals four times a year since its foundation. Although it is a journal based in Korea, overseas scholars publish articles steadily compared to other academic journals and the EAJBE raises the level of globalization. The level of internationalization of association's management and editorial members is also high, making the overall academic journal more cosmopolitan.

Conclusions – Although the EABEA (The East Asia Business Economics Association) is a newly formed, the association is actively managing the academic community and making two major goals for the development of the academic journal. First, this journal is actively attracting overseas scholars, and is raising the level of internationalization. As an integrated academic conference is held with overseas scholars, they actively exchange with overseas scholars by contributing and publishing their papers. Second, it is seeking to establish national and international ties by publishing the papers of Korean scholars as well as abroad and holding academic contests regularly.

Keywords: EAJBE(The East Asian Journal of Business Economics), EABEA(The East Asia Business Economics Association), Internationalization Strategy.

JEL Classifications: I20, I23, I29.

1. Introduction

Most Korean academic organizations publish their journals by incorporating them, so the executive committee and editorial committee are usually replaced every 1-2 years. This short term change of the committees might be one of the reasons that development of academic societies and journals are stunted (Yoon *etc.*, 2015).

The Journal of the East Asian Journal of Pediatrics is still in its early stages as an Autobiographical Journal of the KODISA Journal, but the Institute is making every effort to prepare for the selection of candidates for this year. In this context, the current research will aim to establish strategies in improving the current status of the journals and further develop them for the future.

2. EAJBE Status

2.1. Basic overview of EAJBE

Currently, the East Asia Business Economics Association published its first issue in June, 2013. Since then, three or four overseas papers have been published in each issue on March, June, September, and December. The outline of the publications of this journal is shown in <Table 1>.

Table 1: Overview of EAJBE

Name of Journal	First Publication	Recent Publication	Publication Frequency	Language(s)
East Asia Journal of Business Economics	2013. 6 Vol.1, No.1	2017. 12 Vol.5, No.4	Quarterly	English
	Total of Published Articles(3)	(Status of Indexing) Korea Citation Index (KCI) Candidate	(Status of Indexing) International Database(s)	Senior Editor in Chief
	International(3)	Current	In Progress	Young-Ei Kim

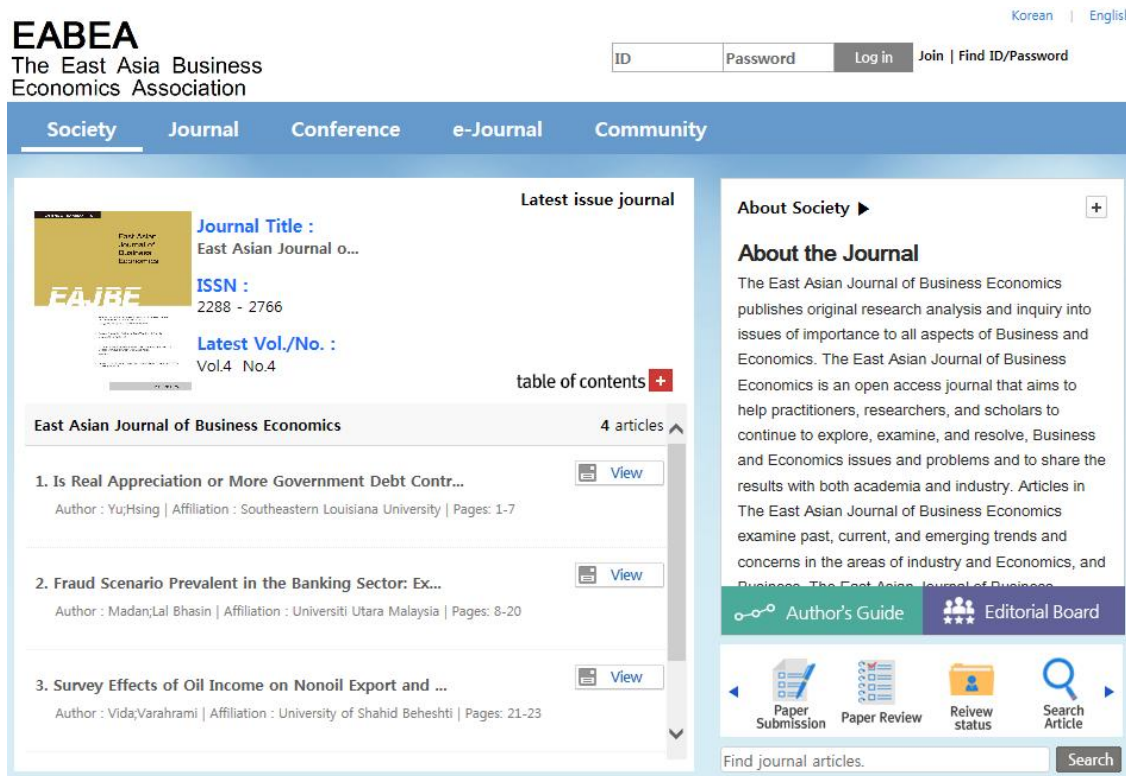
2.2. Academic values and achievements of EAJBE

EAJBE has a relatively high level of internationalization compared to other domestic competition journals. This is one of the factors that differentiate EAJBE from other journals, and an advantage that will have to be further utilized in the future. In recent years, the share of foreign investors has been shrinking sharply. There were no foreign contributors in the December 2017 issue. It is urgent to prepare measures against this. The contribution of foreign authors is an important part in the quality of the journal, as increased diversification in the studies of this field will further broaden the scope of knowledge and perspectives.

In order to improve the quantitative and qualitative procedures of the current paper, the JAMS system is introduced with the support of the research foundation on the existing homepage, and the homepage is all in English.

In addition, a completely open system was established to allow access to papers without membership or login to the site (see Figure 1).

Figure 1: Homepage of EAJBE



Looking at the current status of contributors, we are trying to raise the level of internationalization relative to other domestic journals in the field of economics / management. Currently, the share of overseas investors is 80~90%.

3. Important points of EAJBE

3.1. Organization and structure of the journal

First, APA (6th edition) Style Guide is applied to emulate the composition system of international famous journals and to enhance the uniformity of bibliographic information of referenced documents.

Second, it publishes the DOI on the bibliographic information of Internet electronic publications. With a consistent template for such references,, readers of this journal will be able to retrieve and view cited references from papers quickly and efficiently.

3.2. Review of submitted papers and research ethics activities

On-line JAMS system clearly states the procedures for submitting theses, examination regulations, etc. All submitted papers are accepted through the online JAMS system, and the review-related feedback is promptly executed.

Figure 2: Declaration of Ethical Conduct in Research

The screenshot shows the JAMS system interface. On the left is a navigation menu with 'MY PAGE' and 'LOGOUT' at the top. Below are statistics: 'NEW Submission history' (0), 'Review history' (4), and 'Final check of the proofs' (0). There are icons for 'Paper Submission', 'Paper Review', 'Review status', 'Search Article', 'Fee payment', and 'Certification'. A 'To do list' section includes 'KCI Similarity check' with a checkmark. Below are 'Society' and 'Journal' dropdown menus. The 'Journal' menu is expanded, showing 'About journals', 'Submit Papers', 'Review Papers', and 'Review history'. The main content area has a header 'Declaration of Ethical Conduct in Research' and a scrollable text box containing the following text:

Publication Ethics and Publication Malpractice Statements Ethical Guidelines for Journal Publication
 The publication of an article in the peer-reviewed journals published by the Korean Distribution Science Association (KODISA) including Journal of Distribution Science (JDS), East Asian Journal of Business Management (EAJBM), and International Journal of Industrial Distribution and Business (IJIDB), is continuation practice and process of knowledge improvement. It is a direct reflection of the quality of work of the authors and the institutions that support them. Peer-reviewed articles support and embody the scientific method. It is therefore important to agree upon standards of expected ethical behavior for all parties involved in the act of publishing: the author, the journal editor, the peer reviewer, the publisher, and the society of society-owned or sponsored journals. The KODISA Journals takes its duties of guardianship over all stages of publishing extremely seriously and we recognize our ethical and other responsibilities. We are committed to ensuring that advertising, reprint or other commercial revenue has no impact or influence on editorial decisions. In addition, Editorial Board will assist in communications with other journals and/or publishers where this is useful to editors.

The journals of KODISA strongly encourage all editors, publishers, researchers, and peer reviewers to carefully review and follow the Committee on Publication Ethics (COPE) Guidelines. <http://publicationethics.org/>.

* Please list in every author's name who is related with this research paper including a corresponding author, co-authors. e.g. Gildong Hong, Damin Jae

The papers that are somewhat low and insufficient in terms of quality are subjected to a second examination (revision and re-examination). This process is efficient, as the editorial staff is quick to handle all examinations and accurately manage the examination and publication confirmation process.

EAJBE provides its researchers with a full text of the research ethics rules of the online system, and obliges them to submit their pledges from the submission stage.

4. Future Developments and Conclusions of EAJBE

First, the contribution rate of this journal is very low. This is due to the relatively short history and lack of awareness for our journal. After the completion of the online system with the support of the Korea Foundation since the second half of 2016, the contribution rate of overseas authors is gradually increasing. In the future, it will be necessary to develop strategies to increase awareness through e-mail and through the online homepage. The merits of publishing in this journal will be appealed to for other authors and their contributions will aid in developing this journal into one that is internationally recognized.

Second, it is necessary to improve the quality of theses. Although the quality level of the papers has increased slightly since the beginning of the current issue, it is still insufficient. This situation will increase the contribution rate through raising awareness of the journal, and it will be able to overcome this weakness gradually by the efforts of the editorial committee. In addition, the 2nd examination and revision will be strictly enforced for insufficient articles to raise the quality of the overall published pieces in this journal.

Third, diversification of overseas editorial members will be necessary. (Eg, overseas editorial board members and pools of judges), which will help to improve not only the quality level of overseas articles, but also the contribution rate. Feedback from overseas editorial members will provide a diverse set of opinions on the articles pending publication in our journal, which will lead to increased quality control and long-term international recognition.

Fourth, in the next two years, this current journal will be developed through long-term planning and strategies for going as international journals along with the selection of domestic landmarks.

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