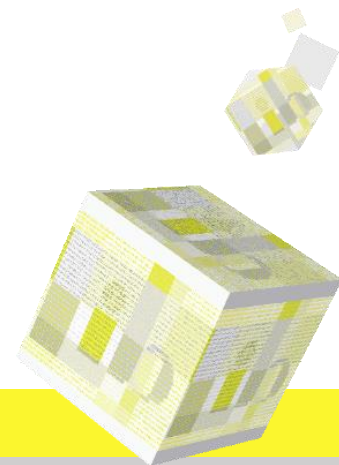


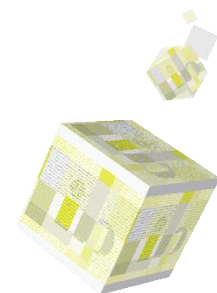
# The Journey of a South American Scientific Journal: Its Quest for Global Publication

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## Introduction



- Among psychology journals in Brazil, only two are published in the global market:
  - *Psychology & Neuroscience (APA)*
  - *Psicologia: Reflexão e Crítica (Springer)*
- Publishing in the global market has advantages:
  - Hosting platform / Distribution / Publication
  - Professional proofreaders & typesetters
  - Prestige



# InSight

# Introduction

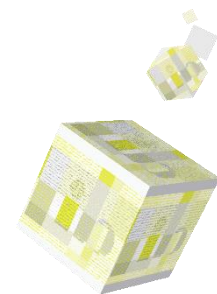


- Research Questions:

1. What about these journals put them in this position?
2. Did they have a method or template for success?
3. Did they pursue a major publisher worldwide?
4. Were they simply in the right place at the right time?

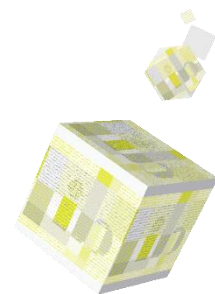


## Methods

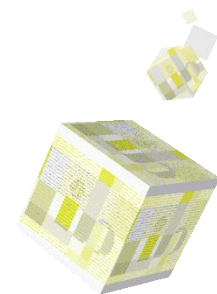


- This study looks for answers to these questions by following the journal *Psychology & Neuroscience* in its transition from domestic to global publication.

## Methods

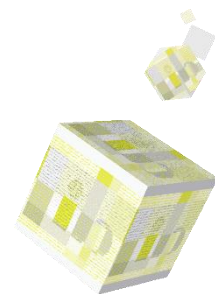


- This study looks for answers to these questions by following the journal *Psychology & Neuroscience* in its transition from domestic to global publication.
- Resources:
  - Archived issues of the journal
  - Interviews
  - Emails



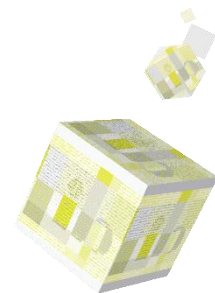
- Analysis of *Psychology & Neuroscience* reveals:
  1. English-language publication
  2. Stable business model: ANPEPP (vs. academic)
  3. Editors had permanent positions (vs. rotating)
  4. Editors schooled in English-speaking countries
  5. Editorial board: high % native-English speaking

## Discussion



- The journal *Psychology & Neuroscience* had qualities well-suited for global publication.
- The journal did *not* have a set method or template for success.
- The journal *did* pursue a major global publisher.
- The journal *was* in the right place at the right time.

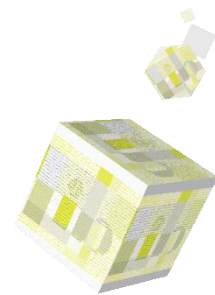
## Discussion



- Some journals are suited for global publication, but not all journals.
- Pursuing global publication should be a *fluid* process, versus placing a square peg in a round hole.
- Fluency in English is critical for journals seeking global publication.



# InSight



# The End

