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# DEVELOPMENT STRATEGY OF THE JOURNAL "POLISH TECHNICAL REVIEW" (PTR)

## STRATEGIA ROZWOJU CZASOPISMA „POLISH TECHNICAL REVIEW” (PTR)

**Summary:** "Polish Technical Review" is a journal published in accordance with the currently binding standards of "Open Science". Indexing in the ERIH + database confirmed the high quality of the published scientific articles and allowed to increase the reach. However, further development of the quarterly will only be possible as a result of the implementation of the developed ten-point strategy.

**Keywords:** strategy, development, scientific journal, international databases, citation rate

**Streszczenie:** „Polish Technical Review” jest czasopismem wydawanym według obecnie obowiązujących standardów „Otwartej Nauki”. Jego zaindeksowanie w bazie ERIH+ potwierdziło wysoką jakość publikowanych artykułów naukowych oraz pozwoliło na zwiększenie zasięgów. Jednak dalszy rozwój kwartalnika będzie możliwy tylko w wyniku wdrożenia opracowanej, dziesięciopunktowej strategii.

**Słowa kluczowe:** strategia, rozwój, czasopismo naukowe, bazy międzynarodowe, cytawalność

### Introduction

The quarterly "Polish Technical Review" (e-ISSN 2657-6716) presents on its pages scientific and technical progress in all areas of Polish science. It plays a key role in the dissemination of Polish scientific research and presents the scientific and professional achievements of Polish scientists and engineers working both in the country and abroad. "Polish Technical Review" popularizes the progress of knowledge, achievements and contemporary problems, as well as the history of concepts and technical achievements, as well as the profiles of outstanding figures in science and technology. The entire journal, and most importantly, scientific articles are published in English (congress) and available free of charge (without technical restrictions) on the journal's website [www.polishtechnicalreview.com](http://www.polishtechnicalreview.com) and the publisher's website [www.sigma-not.pl](http://www.sigma-not.pl). Since June 27, 2021 "Polish Technical Review" has been indexed in the international database of scientific journals European Reference Index for the Humanities and Social Science (ERIH +). All research papers published in the PTR are marked with Digital Object Identifiers (DOI), and authors of scientific papers are marked with a unique Open Researcher and Contributor ID (ORCID), if they have one. The editorial office operates in accordance with the adopted and applied publishing ethics rules of the COPE Publishing Ethics Committee.

### Journal development strategy

The aim of the existence of the journal "Polish Technical Review" is to publish scientific articles of high substantive value and disseminate them to the widest possible extent, which will contribute to the popularization of Polish science and scientists and to increase the citation rates, and thus the journal's position in international databases and its evaluation factors. The efficient and effective development of the quarterly "Polish Technical Review" will be achievable in the near future by implementing ten points of the strategy.

### Implementation of the editorial-publishing and anti-plagiarism system

The international standard of scientific journals is the use of editorial-publishing and anti-plagiarism systems that facilitate the work of the editorial team, ensure transparency of the publishing process and check the originality of articles. Thanks to the implementation of the aforementioned systems, the quality of the work of the editorial team (including reviewers) will increase and speed up, and the author will be able to check at any time at what stage his article is. A simplified scheme of work in the editorial-publishing and anti-plagiarism system is shown in Fig. 1. The implementation of systems in editorial offices of scientific journals is an important element in building their prestige and guaranteeing publishing quality.

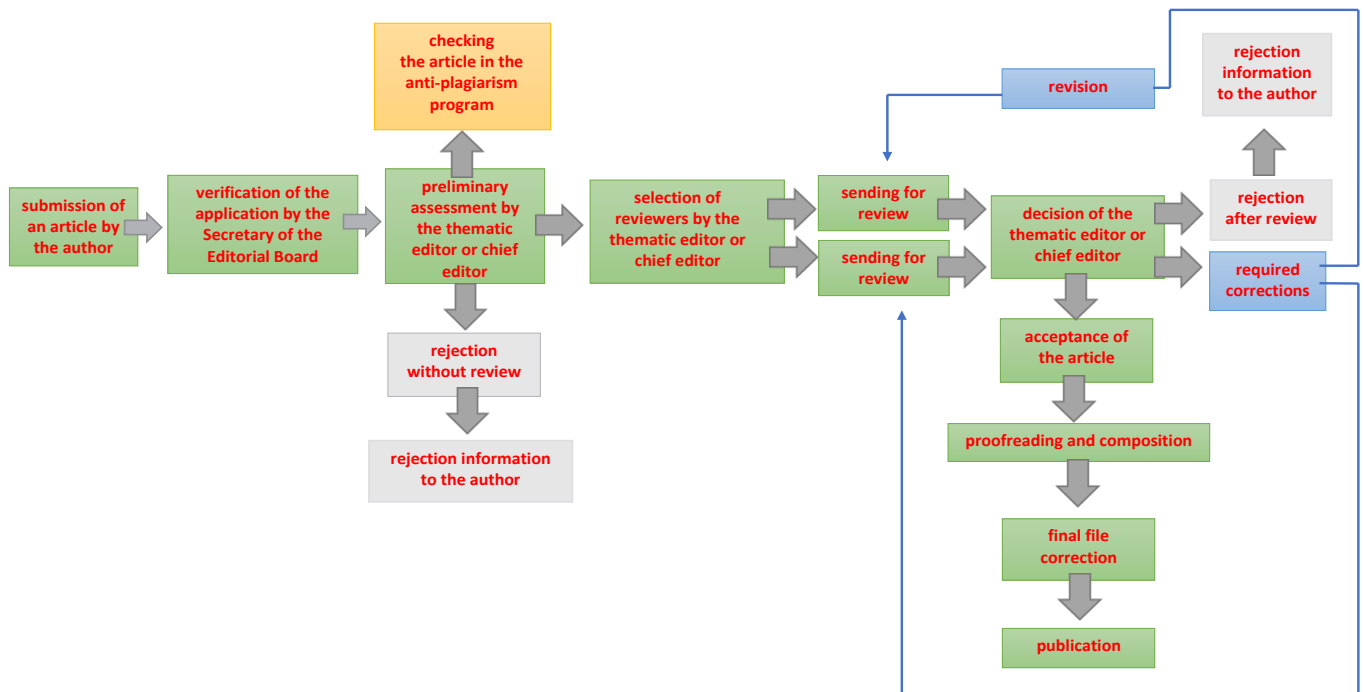


Fig 1. Scheme of work in the editorial and publishing system, including checking the article in the anti-plagiarism system

### Increased use of digital article identifiers (DOI) and researchers (ORCID)

The use of DOI and ORCID identifiers is already standard in scientific journals, also in the "Polish Technical Review". However, DOI providers such as CrossRef offer much more possibilities. The PTR editors want to extend their cooperation with CrossRef with the Cited-by service. It consists in adding a script to the source code of a website, which allows you to display the current information about publications citing this article, generated on the basis of data (attachment bibliographies) sent by publishers to the CrossRef website. The next element would be to combine the data on articles published in the PTR and deposited in CrossRef with the ORCID system, which is extremely convenient for the author and ensures an unambiguous attribution of authorship.

### Changes in the graphic design of the journal

"Polish Technical Review" is a digital only journal, so there are no technical contraindications for introducing active links (hyperlinks) in the PDF file next to ORCID identifiers and DOI numbers provided in the bibliography, it only requires training of the editors responsible for the composition and composition of the journal. The next step is to change the magazine layout by adding authors' biographies (with hyperlinks to the workplace) and social media profiles. These activities will increase the identification of authors, attachment to the journal and are a simple way of promotion.

### Reconstruction of the existing website

On the website [www.polishtechnicalreview.com](http://www.polishtechnicalreview.com), all PTR numbers from 2019 and published articles are available free of

charge without any technical restrictions (in PDF format). In order to increase the reach of the journal, positioning and its receipt:

- post biographies of individual members of the editorial board, along with linking to their external profiles (especially scientific ones);
- include a linked icon of the ORCID identifiers of the researcher and the units with which the authors are affiliated next to each article and author;
- adapt the website to the editing and publishing system, through which the authors will submit the article for publication, and the editors and reviewers will conduct the entire process of processing the article.

### Switching to Creative Commons licenses

Creative Commons licenses define the rules under which authors, readers, and publishers may use an article. Basic Creative Commons licenses have one common variant which is attribution (a work must always be labeled with the author's first and last name). The author, instead of the traditional formula "all rights reserved", uses the formula "certain rights reserved", which allows you to use the work to a certain extent, eg copying, republishing, distributing. It is also possible for the authors themselves to post their articles in university repositories and on social networks. The development of an open access journal is closely related to the free flow of scientific information, and it is possible through the implementation and use of the Creative Commons license.

### The magazine's appearance in social media, especially addressed to scientists

Social media is poorly used by academic journals because it is treated as an entertainment or more personal medium.

However, for example, Facebook and Twitter should be used by the editorial office to inform about the topics of the next edition, the publication of a new issue, present the profiles of the authors, invite them to publish and be a platform for the exchange of opinions and commenting on articles. Materials for publicly available portals, e.g. Facebook, should be properly prepared, i.e. shorter, concise texts with a link to the full article published in the journal and available on the website. Also, be aware that there are social networking sites for scientists, such as Academia.edu or ResearchGate, and LinkedIn professionals. They have several million users, which is worth using and setting up editorial accounts there, as well as encouraging authors to post articles published in the "Polish Technical Review" on these portals. However, setting up social media accounts is not enough. The quality and regularity of posting the content and replies to the comments left are extremely important, which creates a bond with the users of a given website and builds the magazine's position in the most international information channel, which is the Internet.

## Commencement of cooperation with thematic editors

Expanding the team with thematic editors who would manage individual issues or blocks of articles allows for planning the editorial work in advance and assigns responsibility for specific things to a given person (included in the editorial and publishing system diagram, Fig. 1). Thematic editors included in the PTR team will be experts in a specific field, which will positively affect the process of verification of articles, increase the prestige of the journal and expand the circle of collaborators, including those with research units with which subject editors are affiliated.

## Applying to other international databases of scientific journals

The implementation of points 1-7 of the presented strategy increases the journal's chance of being indexed in international bibliometric databases. "Polish Technical Review" can potentially be indexed in the following databases: SCOPUS, Web of Science, Google Scholar, EBSCO, DOAJ, ULRICHSWEB Global Serials Directory, Ei Compendex Source List, CEON.

Each of the above-mentioned databases has detailed guidelines on the parameters that a journal should meet in order to be included in them. You should carefully analyze the requirements of each base before sending the application questionnaire. If the journal meets the criteria, an application must be sent immediately, if any deficiencies are found, they must be eliminated – if possible – (which may delay the application process) and then the application must be sent. This will allow you to avoid the grace period imposed by the bases (up to 3 years) for the next application.

## Increasing the journal's reach and citation rates

The gradual implementation of the presented strategy (points 1–8) should expand the group of recipients of the "Polish

Technical Review", and thus translate into an increase in citations of articles published in the quarterly. If we take into account that since 2019 PTR publishes articles only in English and they are available in an electronic version in open access, the journal is indexed in a larger number of international databases (with full-text versions of articles), presence in repositories and promotion in scientific social media profiles, it can translate into an increase in citation rates.

## Promotion of the journal, articles, authors and achievements of Polish science and technology

The multi-channel promotion of a magazine is the most effective way to reach a wide audience with your message. This will be done by social profiles, rebuilding the website, sending a newsletter to subscribers and recipient databases (obtained in accordance with the provisions, in particular the GDPR). Additionally, the editorial office will promote the journal at conferences, congresses, seminars and other events of global reach. It is also worth establishing cooperation with other editorial offices of scientific journals in order to publish information and advertising about PTR in them and on the websites of these journals. Polish Technical Review is open to publishing advertisements of other scientific journals in its pages, because only by joining forces we have the best chance of effective promotion of Polish science in the international arena.

## Summing up

The electronic version, open access and the English language have already given the quarterly "Polish Technical Review" a chance to enter the international circulation, which is confirmed by indexing in the ERIH + database. However, the achievements of Polish science and technology deserve even greater appreciation in the world, and this is the goal of the editorial office and of the Polish Technical Review itself, and it will be possible through the implementation of the strategy presented above.

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