

Existing Problems and Countermeasures in the Operating Management of Journal of Science and Technology in Colleges and Universities

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Abstract. Under the background of developing socialist market economy in our country, by means of reorganization and restructuring, system reform of journals of science and technology in university will set up institutions and mechanisms which are interiorly adapt to the market requests. Aimed to solve existing problems in journals of science and technology in university, the following countermeasures were put out, such as promoting the development of journals of sci-tech in colleges and universities by quality, market-oriented reform for the management system, collectivized journals, separation of academic work and management, digital priority publication, establishing a scientific evaluation system of academic journals, and internationalization of journals, etc. We should actively participate in international competition; improve academic level and publication quality, trying to create a domestic brand of academic journals of science and technology in ourselves colleges and universities.

Operating Management Status of University Journal of Sci-Tech

In the past 20 years since the reform and opening up, China's university sci-tech journals have made great progress. A number of scientific and technological academic journals have achieved good brand effect in related fields and have made positive contributions to the development of national science and technology and the progress of people's science and technology knowledge. However, there are still many problems in the overall development of sci-tech journals in universities.

In recent years, there has been an increasing trend in the research on sci-tech journals in colleges and universities. From the management system and operational mechanism, Wang Hengjun[1] et al. analyzed the key factors affecting the development of science and technology journals of colleges and universities, such as the management system of colleges and universities "fragmented", illegal journal body, "the introversion" journal, oneness of investment and financing system, editing publishing with a long cycle, and unknown responsibilities of editing and reviewing personnel, and so on. Xiong jianguo[2] et al. conducted a questionnaire survey on the periodical group management of 72 universities affiliated to the ministry of education, and analyzed the interview data of the leaders of 28 university periodicals. The survey results elaborated the current situation of the management of university journal groups, and finally put forward the principles and suggestions of university journal group management. Fang runsheng[3] pointed out that the major sci-tech journals in colleges and universities in China are natural science journals with the same objective of publication. Zhang Xingyong[4] thought that our current periodical management systems have three main types, namely the enterprise grants planned, half independent management and independent management, and he emphasised on that innovation of journal management system reform should clear and definite for the relationship between the sponsors and operators, from the system we should safeguard our country journals development and competition in the international journal market of science and technology. Li ruoxi[5] et al., based on the reconstruction message of industry economic structure of reform of the China's press and publishing industry, made a preliminary analysis about the university of science and technology periodical economic orientation, pointed out that it should study in-depth starting from the public welfare and private interest, culture

and commodity property, business and enterprise property and the social benefit and economic benefit of sci-tech journals of universities and other aspects, to determine that academic periodicals should choose which kinds of reform model. So it may set policy for the government and industry reform measures to provide references for the theory and practice.

Reform Objectives of the Management System of Sci-Tech Journals in Colleges and Universities

University journals of science and technology system reform, that is, under the background of developing socialist market economy in our country, in accordance with the modern science and technology periodical goal, by means of reforming reorganization restructuring, set up Institutions and mechanisms which are adapt to the market requests in university of science and technology journals, under the condition of market economy, set up universities journals of science and technology with extensive academic competitive force. System reform of the university journals of science and technology, fully arouse the enthusiasm and creativity of professionals of the Chinese university journal of science and technology, fully play the functions and advantages of different technical journals, and strive to improve the core competitiveness of journals of science and technology, to promote structural adjustment of China's journals industry of science and technology, to achieve the whole optimization of resources allocation and the mode of transformation development, and to promote the whole to get bigger and stronger, therefore, further to enhance overall abilities of service science and technology, service social, and service development. The overall reform goal of journals of sci-tech in colleges and universities includes: (1) Establishing the market subject and realizing marketization. The so-called marketization of the publication system of sci-tech periodicals refers to a mechanism for realizing the full, reasonable and efficient allocation of the publication resources of sci-tech periodicals in the open sci-tech periodical publication market, which is oriented by demands by means of competition. (2) The intensification of management. Taking improving efficiency as the goal, reconstruction of operating elements is to realize a mode of operation and obtain the biggest returns with minimum cost, including quality management, scale operation, the efficiency management and human resources management, cross-regional and cross-sector restructuring to form a sci-tech periodical publishing group, integrating resources, even come into the market. (3) Brand internationalization. we need to show in the international science and technology fields and academic community.

Countermeasures for Existing Problems

Based on several fundamental principles of reform - the principle of openness, the principle of association, the principle of competition and the principle of efficiency, this paper puts forward the following suggestions:

Promoting the Development of Journals of Sci-Tech in Colleges and Universities by Quality

The transformation and specialization reform of sci-tech periodicals in colleges and universities should adhere to the concepts of "academic-based" and "author-reader-based". The recognition of peer experts and the public is the standard to judge the academic level and value of an academic journal.

Market-Oriented Reform for the Management System

Although academic journals, including sci-tech journals of colleges and universities, are non-profit public welfare undertakings benefiting the whole society, they should also operate in accordance with the market mechanism to obtain the maximum social and economic benefits at the minimum cost, and constantly survival of the fittest, so as to promote the continuous progress of the whole industry. In the context of market economy, some qualified editorial departments of sci-tech journals are supported to go to market.

Collectivized Journals

A college generally has more than one academic journals, it is easy to form an internal journal group in school. The organizer can simply integrate the journal editorial office or journal social resources, and the establish a unified journal management institution, which is called the editorial department, journal club, or journal publishing center, *etc.* Doing it like this, which is conducive to uniformly manage journal editors and other professional and technical personnel in the university, flexibly configured the staff, established a performance appraisal and incentive system to implement job rotation; Secondly, the establishment of a unified journal management organization is conducive to the development of journals, which can quickly concentrate the superior resources of running journals on campus, and is conducive to the establishment of new journals and to support the development of weak journals.

Separation of Academic Work and Management

The academic work of sci-tech journals in colleges and universities includes the determination for the purpose of the journals and the scope of topic selection, the establishment of the journal's academic editorial committee, soliciting manuscripts, reviewing manuscripts, finalizing manuscripts, and editing and processing, *etc.* The management work of sci-tech periodicals mainly includes the publishing business of paper periodicals, such as periodical typesetting and printing, online version project negotiation, copyright issuing license business, daily financial work of editorial department, advertising business, wholesale and retail business, and the derivative business related to periodicals. The academic work of sci-tech periodicals in colleges and universities can be taken charge by the academic editors in the editorial department; the management of sci-tech periodicals can be taken charge by the specialized publishing units or the management personnel within the editorial department with enterprise management and marketing expertise.

Digital Priority Publication

Digital priority publishing is usually one to three months ahead of print publishing, and the author's right to publish his research can be confirmed timely. Digital priority publishing can not only shorten the publication delay of scientific and technological papers, quickly and effectively disseminate excellent academic achievements, improve the recognition, dissemination and utilization value of authors' research achievements, enable authors to exercise the right to publish their works as early as possible, but also enhance the academic influence of scientific and technological journals. For high quality manuscripts, journal editorial department can complete its reviewing as soon as possible, and implement digital priority single article publishing (equivalent to paper publishing).

Establishing a Scientific Evaluation System of Academic Journals

Sci-tech periodical evaluation in colleges and universities, must fully investigate the influences of academic journal, social practice, social credibility and readers' recognition, combining these three evaluation quality of sci-tech periodicals, an objective, accurate and scientific quantitative statistics and comprehensive analysis is conducted on the basis of qualitative evaluation.

Internationalization of Journals

The internationalization of periodicals is the establishment of internationally recognized high-level academic periodicals based on the goal of the world's high-level famous periodicals. The international level of information exchange, the establishment of the world's high-level journal editorial board, the international standardization of journal editing, the academic specialization of journal editing staff, the globalization of journal publishing language and management are required.

Conclusions

The emergence and development of sci-tech periodicals in universities of our country play an important role in the development of science and technology enterprise within the editorial board.

As long as you can, we can form a set of effective management incentive mechanism, strive for the social and economic benefits of double harvest, create journal brand and gradually get rid of the backward situation in university science and technology journals in our country. We should actively participate in international competition, improve the academic level and publication quality, eventually scramble for the best articles at home and abroad well-known database, improve the publication of the connotation, trying to create a domestic brand of academic journals of science and technology in our colleges and universities.

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