

# DEVELOPING A JOURNAL PRODUCTION PROCESS TO ELEVATE JOURNALS TO INTERNATIONAL STANDARDS

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## ABSTRACT

Abstract— The purpose of this study was to study guidelines for improving the quality of faculty academic journals and to be able to upgrade the journals to international databases in case of Faculty of Management Science, Suan Sunandha Rajabhat University. The population used in this study were lecturers from the Faculty of Management Science, Suan Sunandha Rajabhat University, a total of 80 people used to collect data by questionnaires and statistics used to analyze the data, including percentage, mean, standard deviation. The study found that the analysis of factors affecting the perception of the Journal of Management Science (JMS) consisted of a database aspect, knowledge, dissemination channel, and complementary aspect of graduation or requesting an academic position in education, and awareness of the importance were at a high level in every aspect. Moreover, in the aspect of journal quality, there is accuracy, completeness of the operation process and has been accepted in the n international database were at the highest level. Including the development of operations regularly and continuously, there are criteria for consideration of compliance with criteria for admission to an international base at the highest level and a complete and accurate understanding of international journal criteria at the highest level.

Keywords—Developing, Journal production process, International standards

## INTRODUCTION

Nowadays, academic journals are becoming more and more important as they are sources for publishing and publishing academic works that can be used to apply for academic titles. Authors can select journals that have quality indicators in their field to submit articles for publication in that journal by considering the citation impact index. In addition, the advancement of information systems and communication technologies at present has played an important role and has been applied in the development of organizations both government agencies and private sectors such as Website, Google Scholar, Facebook, Line, which are channels to publicize various information to support education and other related areas (Thamkaew & Promchun, 2016). The organization will develop how to motivate and encourage organizational personnel to commit, to accept the goals and values of the organization and to devote their operational capacity to achieve the objectives of the organization while trying to maintain the membership of the organization (Pongpeng & Pongpeng, 2022).

Research writing for publication is an important step after a research project because the stories that are written as reports or articles must be facts or knowledge that arises from collecting data through a systematic study and research method that is of a scientific nature. There is an organized systematic processing of ideas, thoughts are conveyed in clear, elegant writing can convey knowledge and understanding to readers in accordance with the objectives of the author of that report or article. It is very useful for researchers and general academics to be able to write and present their own research studies effectively and referring to the source of the information correctly in order to disseminate the work to be widely accepted by agencies and the public. Techniques for writing research results and academic articles for publication is therefore very important for researchers and general academics to be able to write and present their research studies effectively as well as referring to the source of the information correctly in order to disseminate the work to be widely accepted by agencies and the public.

From an important policy of Suan Sunandha Rajabhat University, SSRU Next, which focuses on academic personnel to develop a new teaching and learning model in the 21st century by focusing on a mixed online teaching and learning model. The Department of Research Development and Academic Services Faculty of Management Sciences, Suan Sunandha Rajabhat University, has a policy to encourage and support faculty and students to conduct research continually, which is in line with Strategy 2, creating academic works to raise the level of local wisdom sustainably. This is to increase the capacity of faculty and students of the Faculty of Management Science

in both theoretical research and practice and has sufficient potential to obtain capital both within and outside and outside the university. In this regard, the given topics must be developed from local needs and responding to the university's established strategy.

Faculty of Management Science has opened educational opportunities in research for students in the Faculty of Management Science at the bachelor's degree level to have the opportunity to apply knowledge from the courses they have learned in business research and other subjects that relevant. Especially the subjects in the field that the student is affiliated with by allowing students to conduct research and present their academic work at the international level. However, doing business research for degree students is new to students who have no previous research experience and in terms of the body of knowledge that is applied or used as a guideline for solving research problems and it is not as deep as the research work of students at the master's and doctoral levels. However, it was courtesy of the research advisor to provide additional knowledge and assisting students until their research is completed and their research results can be disseminated at the international level.

Therefore, the researcher foresees the importance and is interested in studying. "Developing a Journal Production Process to Elevate Journals to International Standards of students in the Faculty of Management Sciences, Suan Sunandha Rajabhat University". The purpose of this study was to study guidelines for improving the quality of faculty academic journals and to be able to upgrade the journals to international databases in case of Faculty of Management Science, Suan Sunandha Rajabhat University. The results of the study reveal facts that will lead to the development of management models to promote and support the guidelines for dissemination of research results of undergraduate students in the future.

## LITERATURE REVIEWS

Research Journal is a type of academic publication that presents research findings as a medium for reporting on research progress and exchanging research ideas, published continuously, and scheduled to be published on the agenda. Research journals are important to academics and researchers. Because there is an evaluation of the quality of the article (Peer Review) before publication, thus making the article reliable and can be cited (Meadows, 2004). Publication of research articles in academic journals, which are publications that present new contents that are sources of knowledge and ideas that enable readers to know movements and developments. of various branches of science resulting from studies, researches, statistical data. As well as continuously publicizing announcements resulting in new stories being presented. The information received from the journals is therefore up-to-date and is one of the most concrete and durable forms of knowledge dissemination.

A research article published in a standardized academic journal will allow the research result to be accepted. An organization that produces academic journals for publishing research articles must have continuous publication and assess the quality of journals every year. There is an expert editorial team that evaluates the quality of research articles before publishing them in that academic journal (Panawong, 2010). Premkamonnet (2006) stated that considering and filtering the quality of research articles is a process that ensures that the body of knowledge published in academic journals is accurate and of academic quality. Therefore, the moderator or reviewer plays a very important role in maintaining the quality and standard of research articles. For this reason, the editors of each journal select those who have knowledge and expertise in various fields. As a research article reviewer, it is necessary to consider the research article writing standard, assessment of a fair research article and correct article editing.

In addition, the preparation of research articles has several problems and limitations incurred from the preparation of research articles for publication in academic journals. Especially for new researchers, is the knowledge and understanding of writing research papers, correct form of research article preparation including steps and methods for publishing. Many educational institutes abroad therefore set up a specific unit for giving advice and helping faculty and students in writing research papers. Establishing guidelines for writing, publishing, and editing manuscripts will reduce the problem of writing research articles for publication of faculty work. This is especially true for postgraduate students who have to do research as part of their curriculum (Wattananarong, 2008).

## METHODS

This research is an analysis of factors affecting the dissemination of research results at the international level of students in the Faculty of Management Sciences, Suan Sunandha Rajabhat University. It provides research resources to help build a fundamental understanding of research and help design the questionnaire as well as helping to get more complete information. The source of the data consists of 2 parts as follows: *Secondary data* is a search for information from background studies, information, context, requirements, and related research results including Internet resources to support the construction of the questionnaire. In addition, the *Primary data* is the information obtained from the questionnaire which will collect data from the sample group as specified until the number of samples is reached by requesting cooperation from faculty members and a sample group of students from the Faculty of Management Sciences.

The target population used in this study were lecturers from the Faculty of Management Science, Suan Sunandha Rajabhat University, who have ever submitted articles or are interested in submitting articles for publication in international academic journals. A sample of 80 people regular lecturers who have ever submitted articles or are interested in submitting articles for publication in international academic journals obtained using simple random sampling method. Tools used in this research was a questionnaire, divided into 2 parts, consisting of Part 1: demographic information, is a question about demographic factors such as gender, age and educational background. Part 2 is a questionnaire about factors affecting the dissemination of international research which is a closed-ended question, with a Likert scale. Statistics used in the data analysis was descriptive statistics to describe the demographic characteristics such as frequency, percentage, mean and standard deviation.

## RESULTS

The results of demographic data of 80 respondents was found that most of the respondents were female, representing 58.0 percent, age between 41-50 years old, representing 38.5 percent, and duration of work between 5-10 years. Moreover, behavioral of participation in international academic conferences in the aspect of participation experience was found that the respondents had the highest participation experience 4 times and the least 1 time.

The results of the perception of Journal of Management Science (JMS) of Academic Personnel Faculty of Management Sciences Suan Sunandha Rajabhat University, consisted of Database aspect, Knowledge dissemination aspect, Dissemination channel aspect, Complementary aspect, Graduation or requesting an academic position aspect, Knowledge aspect, and Awareness of importance aspect. The analysis results are shown in Table 1.

**Table 1**  
**The Descriptive Analysis of Factor of the Perception of Journal of Management Science (JMS)**

The Perception of Journal of Management Science (JMS)	Opinion level		
	$\bar{x}$	S.D.	Intrepreting
1. Database (The journal is a quality certified database in the national database TCI (Thailand-Journal Citation Index Centre))	4.38	.623	Highest
2. Dissemination of knowledge (The journal is an academic journal that disseminates knowledge in business administration and communication arts)	4.15	.463	High
3. Dissemination channels (The journal is a channel for disseminating research results or academic works in business administration and communication arts)	4.24	.635	Highest
4. Complementary of graduation or requesting an academic position (The journal can be used for graduation or requesting an academic position according to the requirements)	4.50	.645	Highest

<b>The Perception of Journal of Management Science (JMS)</b>	<b>Opinion level</b>		
	$\bar{x}$	<b>S.D.</b>	<b>Intrepreting</b>
5. Knowledge seeking (Able to study and acquire knowledge for use in conducting research or academic works)	4.12	.669	High
6. Awareness of the importance (Recognized as one of the indicators of the university and is one of the important missions of the Faculty)	4.46	.577	Highest
Total	4.31	.602	Highest

From Table 1, the results of the factor of the Perception of Journal of Management Science (JMS) of academic personnel in Faculty of Management Sciences, Suan Sunandha Rajabhat University, found that the overall level of opinion was at a very high level with an average of 4.31. When considering each side, it was found that the database aspect, lecturers had their opinions on the factors affecting their perception of the Journal of Management Science (JMS) on the aspect of database was at a very good level with an average score of 4.38. The aspect of knowledge dissemination, lecturers had their opinions on the factors affecting their perception of the Journal of Management Science (JMS) at a high level with an average score of 4.15. The aspect of dissemination channels, lecturers had their opinions on the factors affecting their perception of the Journal of Management Science (JMS) with an average score of 4.24. The aspect of complementary of graduation or requesting an academic position, lecturers had their opinions on the factors affecting their perception of the Journal of Management Science (JMS) at a very high level with an average score of 4.50. The aspect of Knowledge seeking, lecturers had their opinions on the factors affecting their perception of the Journal of Management Science (JMS) at a high level with an average score of 4.12. In addition, the aspect of awareness of the importance, lecturers had their opinions on the factors affecting their perception of the Journal of Management Science (JMS) at a very high level with an average score of 4.46.

An analysis of factors affecting the development of journals into international databases using the mean and standard deviation in analyzing the results, the results are shown in Table 2.

**Table 2**  
**The Descriptive Analysis of Factor Affecting the Development of Journals into International Databases**

<b>Factor Affecting the Development of Journals into International Databases</b>	<b>Opinion level</b>		
	$\bar{x}$	<b>S.D.</b>	<b>Interpreting</b>
<b>Journal quality</b>			
Recognized in the national database	4.34	.567	Highest
Improving operations regularly and continuously	4.27	.733	Highest
Accuracy and completeness of the operational process	4.56	.672	Highest
<b>Overall opinion</b>	<b>4.39</b>	<b>.657</b>	Highest
<b>Consideration criteria</b>			
Comprehensive and accurate understanding of international journal criteria	4.88	.684	Highest
Compliance with criteria for admission to an international base	4.59	.751	Highest
<b>Overall opinion</b>	<b>4.73</b>	<b>.717</b>	Highest

From Table 3, the results of the analysis of factors affecting the development of journals into international databases, it was found that the overall opinion was the highest with an average of 4.39. The results of the analysis of important opinions were as follows. Journal quality found that the correctness and completeness of the operation process with an average of 4.56, in the highest level. Recognition in national databases with an average of 4.34, in the highest level and development of operations on a regular and continuous basis with an average of 4.27, in

the highest level. The aspect of consideration criteria, it was found that compliance with the criteria for admission to the international base with an average of 4.59, in the highest level and a complete and accurate understanding of international journal criteria with an average of 4.88, in the highest level.

## CONCLUSION AND FUTURE WORK

The study found that the analysis of factors affecting the perception of the Journal of Management Science (JMS) consisted of a database aspect, knowledge, dissemination channel, and complementary aspect of graduation or requesting an academic position in education, and awareness of the importance were at a high level in every aspect. Moreover, in the aspect of journal quality, there is accuracy, completeness of the operation process and has been accepted in the international database were at the highest level. Including the development of operations regularly and continuously, there are criteria for consideration of compliance with criteria for admission to an international base at the highest level and a complete and accurate understanding of international journal criteria at the highest level.

From this research, the researcher has a suggestion that it should be studied other factors besides the variables that this research has studied, such as reader satisfaction. trend of reading or co-publishing articles in the future, etc. There should be regular interviews and measurements of the satisfaction level of faculty members or the general public in order to be used to further improve and develop academic journals.

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