

Launching a New Journal

Brian Collins, Journals Publishing Manager, Social Sciences & Humanities
(brcollins@wiley.com)

When considering the viability of a new journal launch there are a number of points to keep in mind and explore:

- Does your idea reflect a change in article output in your research community? Has a new avenue of research opened up without a specific home in established journals?
- Will the current funding landscape promote content creation that falls within the scope of the proposed journal? Is the overall level of funding increasing?
- Does Wiley's existing portfolio offer outlets for publishing the latest research in all areas and, if not, where are the gaps?

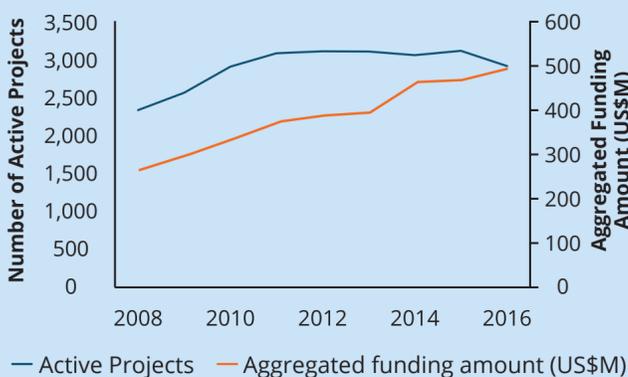
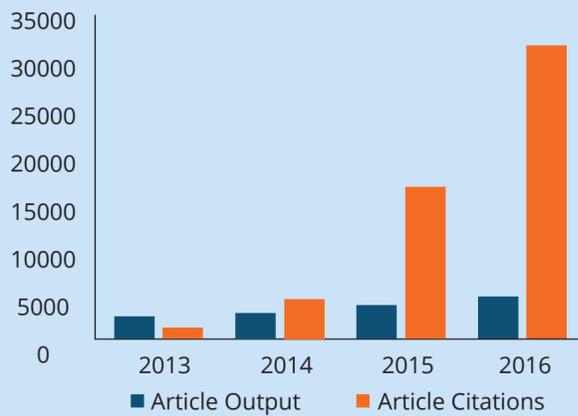
Research

Priority subject areas for new starts and growth of portfolio

Business and management studies	Finance and accounting
Cell and molecular biology	Gastroenterology and hepatology
Chemistry	Materials science
Ecology	Neuroscience
Economics	Oncology
Engineering, statistics and mathematics	Psychology

How does the proposed title fit with the subject areas identified as key growth areas for the business?

Generate a list of proposal-specific keywords and review WoS, using subject category-specific searches, to analyse historic growth in both output and article citations.

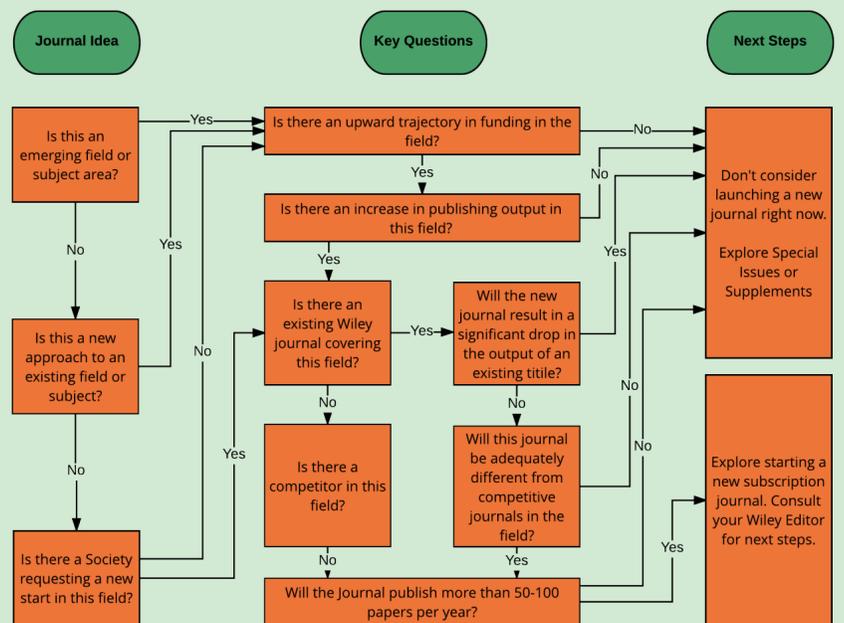


Review public funding records to analyse whether funding in relevant fields has been going through a period of growth; consider both funding level and number of projects.

Review the industry's response to growth: is Wiley keeping pace with competitors?

Publisher	No. Journals	% Cites	% Articles	% Growth in Output	% Growth in Citations
Elsevier	22	16.00%	28.00%	6.00%	3.00%
Emerald Group Publishing Limit	9	4.00%	9.00%	1.00%	0.00%
OUP	3	5.00%	2.00%	1.00%	4.00%
Sage	12	11.00%	6.00%	1.00%	0.00%
T&F	13	3.00%	9.00%	2.00%	2.00%
Wiley	9	19.00%	13.00%	0.00%	1.00%
Springer/Springer/Nature	15	11.00%	16.00%	3.00%	6.00%

New Journal Launch Decision Tree



Review

Once viability and fit has been determined, the proposal is sent out to leading academics within the community for review.

"I'm delighted to see this proposal, which I find much needed and timely. I have been doing research in the field of inclusive business for a decade, and at times I have been highly frustrated by the fact that there is no journal dedicated to the topic. The proposed journal would improve the possibilities of researchers focusing on poverty alleviation and business topics to more directly address that topic, and also help interested audiences to find that research."

Minna Halme
Professor of Sustainability Management,
Aalto University, Finland

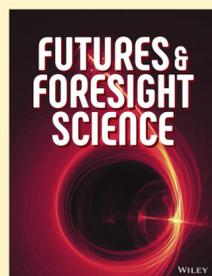
Feedback is vital to the development of the proposal, identifying avenues for additional investigation alongside any potential roadblocks. Reviewers may also be identified as potential Editorial Board members, Guest Editors of special issues, or early contributors to the new journal's first issues.

Social Sciences & Humanities New Journal Launches, 2018



Business Strategy and Development

Business Strategy and Development will publish original contributions that add to the understanding of business responses to improving development and contributing to national and international development goals. While the journal will consider a wide range of social needs, it will encourage research addressing poverty alleviation through inclusive business models, and will examine the linkages between business strategy and community investment initiatives in order to identify positive outcomes for development led by business.



Futures & Foresight Science

Futures & Foresight Science will publish articles which focus on methods that aid anticipation of the future in the widest sense, that document the current status of a particular method's application and use, and that analyse its future potential and prospects. Specifically, it will invite papers that consider: particular scenario methods; variants of the Delphi method; judgmental probability forecasting; the role and validity of expert judgment in anticipating the future; the combination of judgments from groups of individuals; and the combination of futures methodologies.