



A step toward the internationalization of a scientific journal

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ABSTRACT

In this editorial, we discuss simple actions to increase the visibility and impact of the journal based upon strategies to make it better known to the international community and to provide a better return to society. In this 24th issue, we are publishing 15 peer-reviewed papers; 45 additional papers will be published in the remaining three issues of 2014.

Keywords: Ambiagua, environment, water resources, social networks.

Um passo em direção à internacionalização de periódicos científicos

RESUMO

Neste editorial, ações simples para aumentar a visibilidade e o impacto de uma revista para um público amplo são discutidas com apresentação de estratégias para torná-la mais visível e conhecida e, assim, aumentar o interesse internacional e proporcionar um melhor retorno para a sociedade. Nesta 24^a edição, 15 artigos revisados por pares foram publicados e 45 artigos adicionais serão publicados em 2014 nas próximas três edições.

Palavras-chave: Ambiagua, ciências ambientais, recursos hídricos, redes sociais.

DISCUSSION

This editorial discusses the actions of Revista Ambiente & Água - An Interdisciplinary Journal of Applied Science to increase its international profile and to achieve recognition for its impact not only scientifically but also socially. Very early on, a decision was made to publish the journal on the Web with all articles freely available to readers in a policy of complete and open online access. Since the launch of the journal, we have all articles with the doiTM registered with CrossRef, which guarantees permanent access to the articles and greatly facilitates interoperability with many search engines. We give priority to submissions in English, which is the international scientific language. We expect to increase the percentage of articles written in English and soon be publishing mostly in English, which is already the main language of the journal interface.

We continue to practice peer review, with at least two reviewers for each accepted manuscript, and we prioritize previously unpublished papers that make new findings that go beyond descriptive science. In order to be effective at this, we have endeavored to provide the journal to scientists that are active in the journal's thematic area by consulting the CNPq Lattes and social web platforms such as Academia.edu and ResearchGate. Recently, we have attempted to include the journal in social and academic networks. For example, we have created a Facebook page for the journal (<https://www.facebook.com/pages/Revista-Ambiente->

C381gua/789251397768894), and have all articles registered in Mendeley (<http://www.mendeley.com/groups/1682661/ambiente-agua/>) with metadata fully inserted. We are currently in the process of inserting the journal in Academia.edu and ResearchGate.

Another important step was to increase the geographic and thematic coverage of the Editorial Committee, which now includes members from Europe, the Middle East and additional countries of Latin America, as can be seen at <http://www.ambi-agua.net/seer/index.php/ambi-agua/about/editorialTeam>. In addition to the Editorial Committee, we have over 600 members in the Ad Hoc Review Panel who are outstanding researchers in the journal's area of scientific focus. Another important measure is to produce the articles in the Extensible Markup Language (XML) format which will facilitate interoperability and portability among systems as it can work in any programming language or operating system and facilitates data queries.

Our main trust now in social networks is motivated by the belief that we have to go beyond the academic world and make research results known to the general public, whose taxes are finally the main funders of research. As a journal of applied science, we expect that the journal's broad dissemination can help to advance technology and thereby foster improvements in the quality of people's lives and in the rational management of resources. Therefore, we hope these initiatives will not only improve the journal's standing in traditional measures of excellence such as the "Journal Citation Report" and "Scopus Journal Analyzer", which are only accessible through subscription, but especially in the SciELO Citation Index and the alternative metrics that are much more comprehensive and freely available on a not-for-profit basis.