

# KCI Candidate Review Assessment and internationalization strategy by JEMM(The Journal of Economics, Marketing, and Management) of The International Convergence Management Association\*

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## Abstract

The purpose of this study was to review and analyze JEMM(The Journal of Economics, Marketing, and Management) of ICMA(The International Convergence Management Association) and all of published articles of 2013 to 2016 and to revise and update the existing publication strategies in order to improve the internationalization and reputation of JEMM. JEMM of ICMA is a new academic journal of Korea Distribution Science Association(KODISA). It is still in its early stage as it is founded in 2013 as an academic journal to increase an recognition through KCI Candidate application under National Research Foundation of Korea(NRF). It endeavors its efforts to be recognized as a reputable international journal. This study was conducted to confirm the current status of JEMM in the current standards and to establish a strategic process to complement the deficiencies and achieve the goals. JEMM of ICMA has three distinguished features of online submission and review system, only English-based papering, reviewing by anonymous referees. JEMM of ICMA continuously revised and updated its publication standards and practices and adopted technological support systems to enable its journals to remain independent and open access in order to ultimately become one of the most international journals

**Keywords:** JEMM(The Journal of Economics, Marketing, and Management), The International Convergence Management Association, internationalization strategy

## 1. History and Status of JEMM

### 1.1. History and Status of JEMM

Currently, the International Convergence Management published its first Volume of research article in Dec. 2013, and published total of 8 Volume. in 3, 6, 9, and 12 in 2014, and total of 12 Volume. in 3, 6, 9 in 2015. In total, 14 Volume were published in 3,6,9,12 in 2016. A summary of this journal is shown in **Table 1**.

**Table 1:** Overview of JEMM

Name of Journal	First Publication	Recent Publication	Publication Frequency	Language(s)
The Journal of	2013. 12	2016. 12	Quarterly	English

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Economics, Marketing, and Management	Vol.1, No.1	Vol.4, No.4		
	Total of Published Articles(1)	Total of Published Articles(4) Korea Citation Index (KCI) Candidate	(Status of Indexing) International Database(s)	Editor in Chief
	International(0)	In progress	In progress	Hoe-Chang Yang

## 1.2. Website and Composition of JEMM

The JEMM Journal is still in its early stage and its level is rudimentary, but its level of internationalization is relatively high. The article of the first issue of the year 2013 was written by foreign author. Of the 14 article published in 2016, 10 were submitted by overseas authors, and this tendency is even higher. The JAMS system was introduced with the support of the National Research Foundation of Korea(NRF), the website was entirely in English, and the submission and review were constructed to be processed in online (see **Figure 1**).

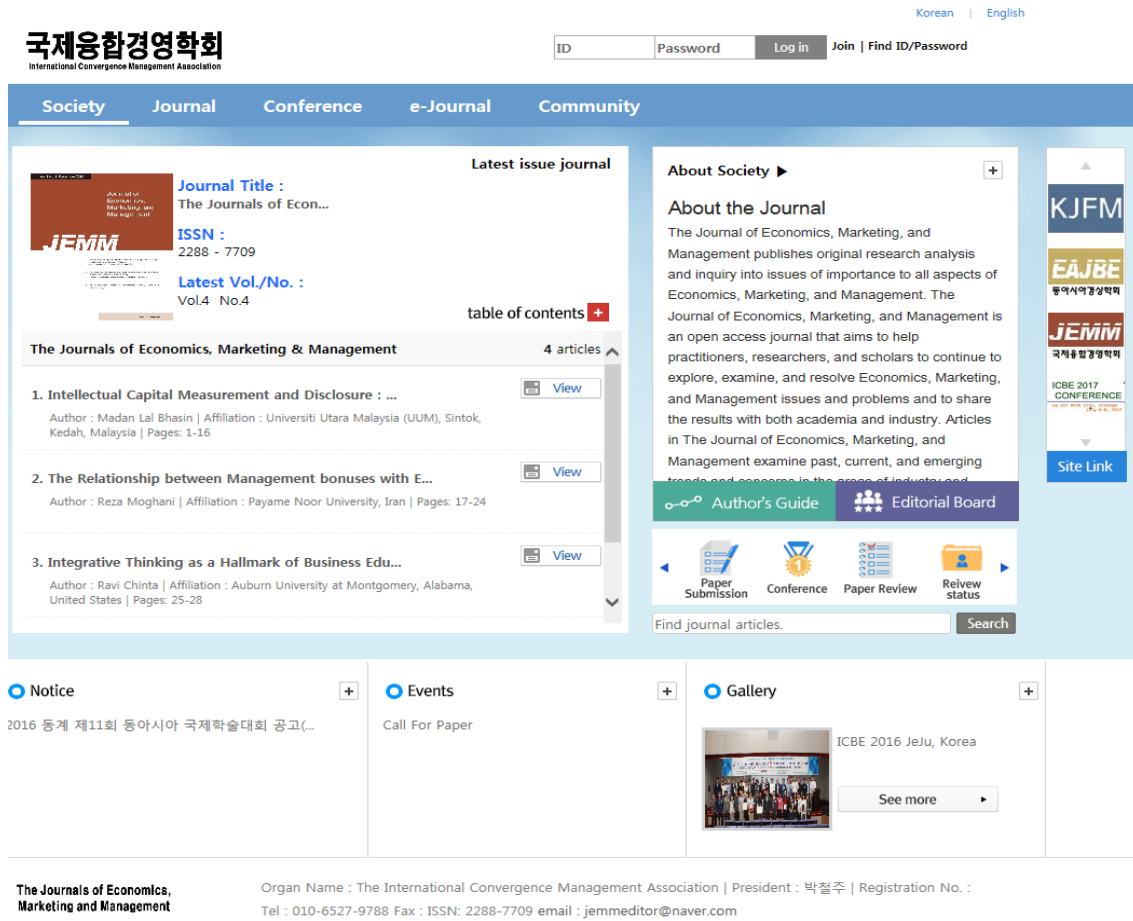


Figure 1: Website of JEMM

## 2. Focused Issue of JEMM

## **2.1. Contents and System of Journal**

In order to apply for a domestic KCI Candidate, we are making a reasonable procedure to make a decision on the publication of the article through the online submission and review system. In addition, the journal is organized to meet the quantitative indicators required by the National Research Foundation of Korea. In addition, APA (6th edition) Style Guide is applied in order to follow the constitutional system of KODISA journal and to improve uniformity of bibliographic information of reference in order to grow as international journal in the future(Hwang, Kim, Youn, Lee, Lee; 2014). Finally, DOI is published to provide electronic bibliographic references and bibliographic information, thereby differentiating them from existing domestic candidates.

## **2.2. Article Feature of Submitted Journal**

Looking at the current status of authors, the proportion of overseas authors account for more than 70% and the level of internationalization is higher than the existing domestic economic / business journals.

## **2.3. Review System of Submitted Article**

By 2016, e-mail and online submission systems have been accepted. But from 2017 onwards, authors can submit the articles through online JAMS system and we have improved transparency by clearly showing their submission procedures and review regulations. As the number of submitted article were relatively few, articles with low and insufficient quality were reviewed to maintain the acceptance rate in the most progressive direction. In addition, Editor in Chief is managing the review and publication confirmation process quickly and accurately. JEMM provides the author with a full text of the authors' research ethics rules on the online system and obliges the researcher to submit a pledge from the contribution stage.

## **3. Future development plan and conclusion of JEMM**

First, although the number of articles have been steadily increasing since the beginning of the publication. However, there is a part where it is difficult to get good evaluation in KIC Candidate due to the relatively low submission rate of articles. In order to make up for this, we will pursue the quantitative increase of the submitted articles through the active publicity for the members acquired from the related publications.

Second, we will conduct ethics compliance of author and check the plagiarism in review process. We will build a more complete review process to concentrate on the quality of the article.

## **4. Conclusion**

JEMM of ICMA continuously revised and updated its publication standards and practices and adopted technological support systems to enable its journals to remain independent and open access in order to ultimately become one of the most international journals in worldwide by KODISA(Youn, Lee, Kim, Yang, Hwang, Kim, Lee(2015).

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