
China: OUP Journals

Narrowing the Floodgates

Michael Brown
Editorial Director, Medicine



Size of the Opportunity

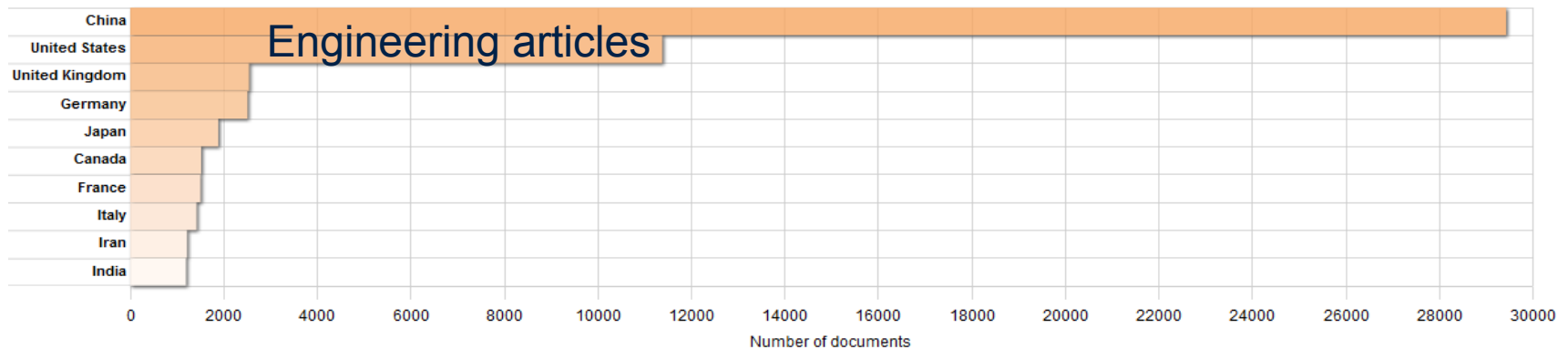
- GDP growth 9% in 2010 (cf 3% in USA)
- R&D gross expenditure 2nd globally
- Publishing market: \$18.3 billion
- c.450m web users, cf. c.235m in USA
- 2nd producer of academic research
- 5,000 journals (88 indexed)



Strengths of China's research output

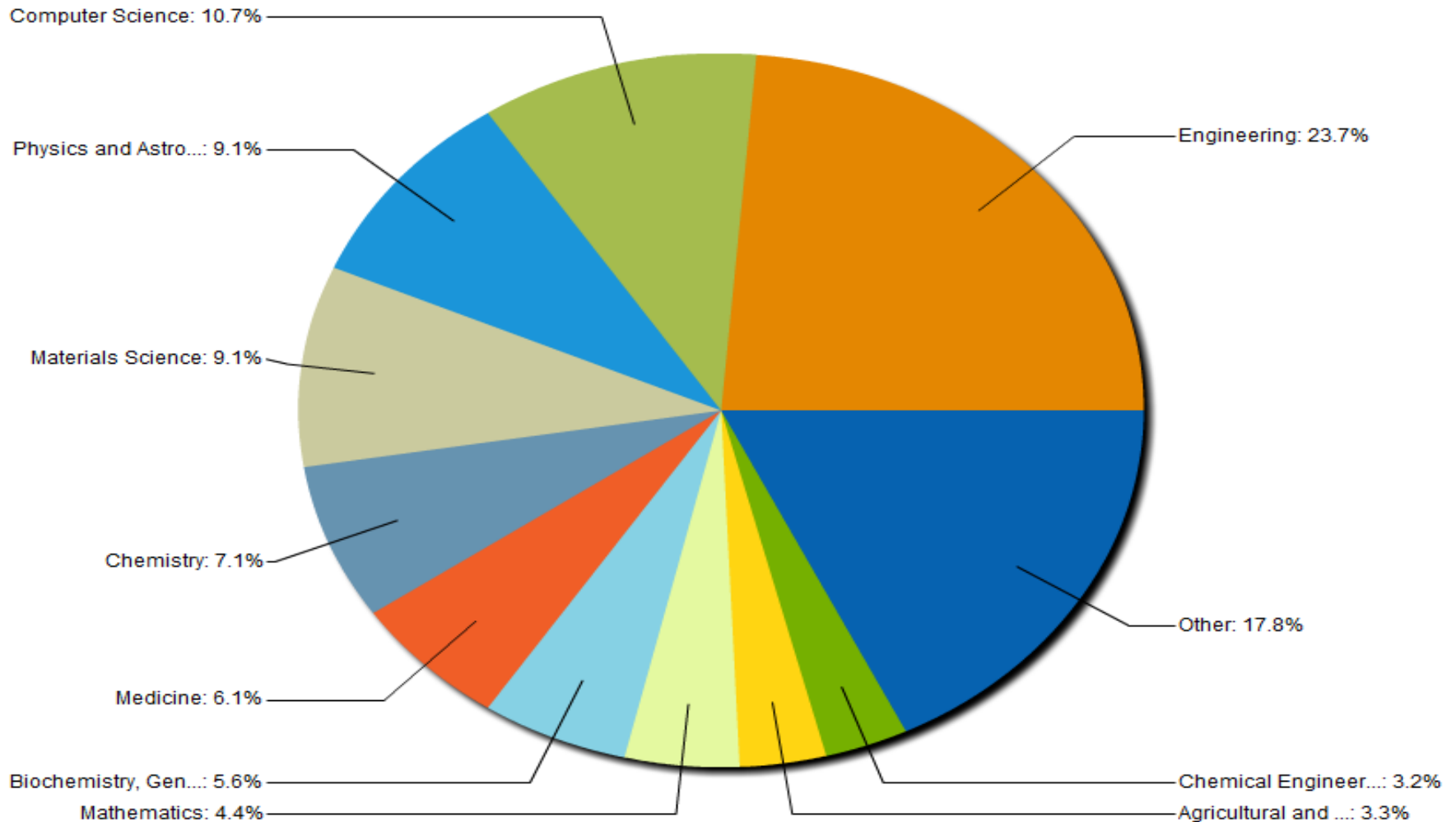
(Source: Scopus, 2011)

- Engineering (see example below)
- Materials Science
- Mathematics
- Agricultural Science
- Chemical Engineering

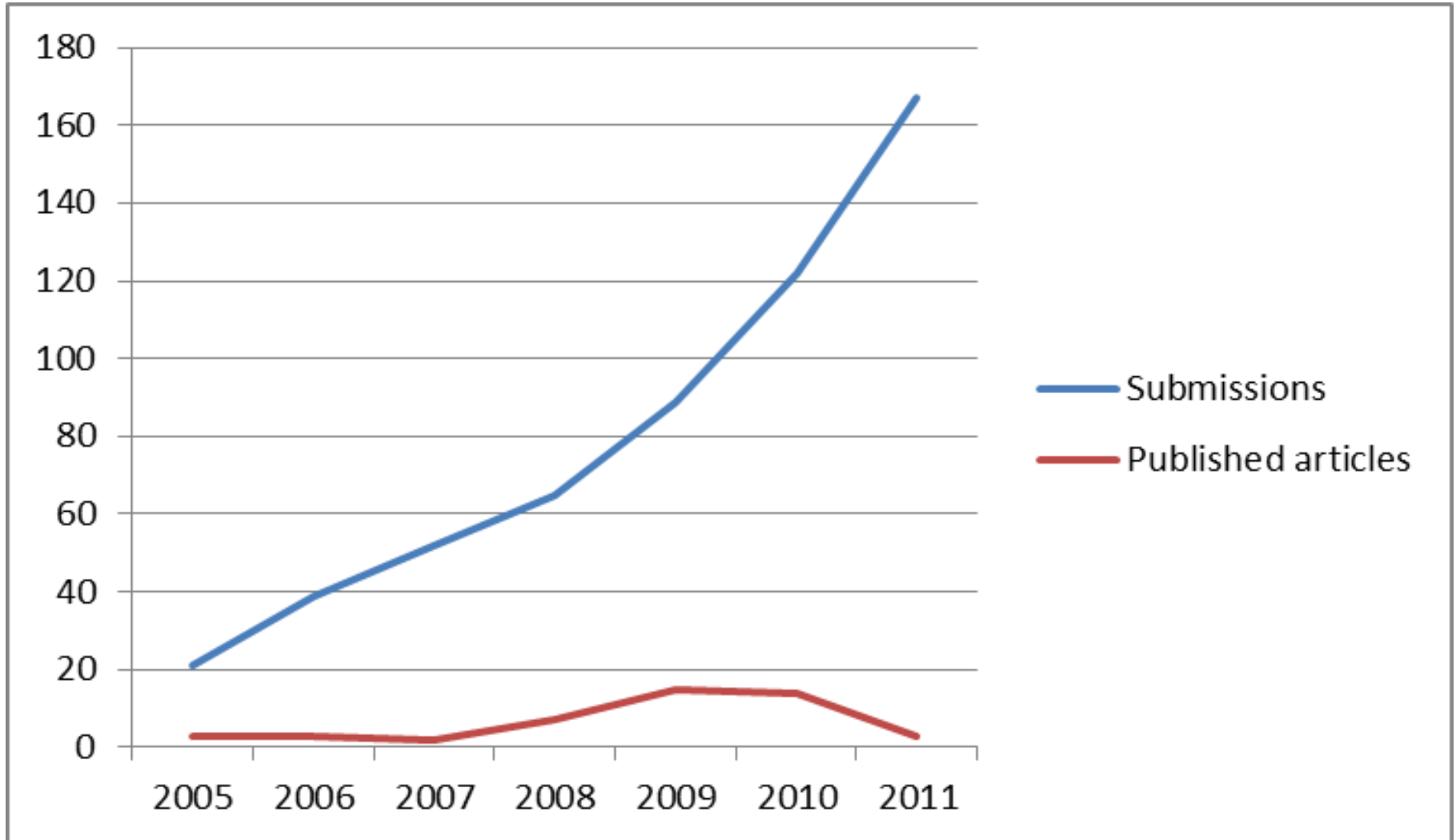


Publications from China by subject

(Source: Scopus, 2011)



Chinese submissions to non-Chinese medical journal



Supporting Chinese submissions



- Sharing of best practice
 - How and when to refer authors to language polishing
 - Chinese language peer review
- Better language polishing services
- Improved instructions for Chinese authors
- Developing strategic plans
- Workshops on ‘how to write a research paper’
- Improve our Chinese language website

Support for journals

We seek to:

- Facilitate visits and find suitable contacts for journal editors to meet
- Recommend competent Chinese academics as possible editors or board members
- Organize author workshops in China

Ethics and cultural context

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COPE COMMITTEE ON PUBLICATION ETHICS



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Promoting integrity in research publication

COPE is a forum for editors and publishers of peer-reviewed journals to discuss all aspects of publication ethics. It also advises editors on how to handle cases of research and publication misconduct. Read more [About COPE...](#)

1,2,3,4,5

Guidelines

Access COPE's official guidance, including the Retraction Guidelines.



Flowcharts

Our flowcharts are designed to help editors follow COPE's Code of Conduct and implement its advice when faced with cases of suspected misconduct.



eLearning

COPE's eLearning course is now live. Designed to give editors a deeper understanding about publication ethics and practical guidance about how to detect, prevent and handle misconduct.



Code of Conduct

COPE aims to define best practice in the ethics of scholarly publishing and to assist editors, editorial board members, owners of journals and publishers to achieve this.

NEWS & OPINION

Opinion / New study published on retractions in biomedical papers

1/3/2012 5.09pm by Natalie Ridgeway

A new study on retractions shows that the system is effective for alerting the community to invalid work. The Scholarly Kitchen discusses an article

News / COPE Forum agenda for 5 March 2012 meeting

24/2/2012 4.36pm

The next COPE Forum meeting is being held on Monday 5 March 2012, 3-5pm, in the Council Chamber, Royal College of Paediatrics and Child

News / Election of COPE Secretary

20/2/2012 10.03am

Voting for the post of COPE Secretary is now open and will remain open until Friday 2 March 2012. All full and associate members of COPE are entitled to vote. For more details and to vote, click [here](#).

Case study: *Molecular Plant*

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- Joint Editors-in-Chief at UC Berkeley and SIBS
 - International editorial board
 - Devoted editorial office
 - Commissioned content
 - Good relationships with institutes
 - First class author service

Thank you

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