

## EDITORIAL

### THE ROLE OF THE EDITOR AND THE VISIBILITY OF KNOWLEDGE IN SCIENTIFIC SERIAL PUBLICATIONS

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A qualified *indexed scientific journal* offers benefits to the publishing institution through positioning it in the knowledge community and particularly in the visibility of the institution to national and international governmental organizations, private sector and the scientific community in general.

The major responsibility of the Editor of a *scientific journal* is to maintain and permanently scrutinise the processes that lead to increase the quality indicators in the following aspects: a) the permanent improvement of scientific quality, b) editorial features, c) the establishment of collaborative activities, d) visibility to the national and international positioning, and e) participation of foreign authors, among others.

Some factors that contribute to the fulfillment of the *scientific quality* are: a) the academic quality of the members of the editorial and scientific committees, with master's or doctoral training and active intellectual production published in indexed journals and with the participation of national and international recognised authors, b) the originality and quality of the studies and research papers accepted for publication, c) the fairness, thoroughness and seriousness in the process of articles evaluations.

As for the *peer review process* – done by experts, this has been a weakness for most scientific publications, particularly in Latin America where it has been characterised by limitations such as: a) The delay in time between the allocation of the document to the assessor and the return of the concept, b) the profile of the referees, since in most cases it is difficult to find experts able to conduct a simultaneous evaluation of disciplinary issues, thematic, methodological and statistical, and also that verify the correspondence and accuracy of quotations and references in the articles.

A serious *evaluation process* should ensure the objectivity and thoroughness, as much as it should look to comply with an appropriate duration time needed for the review and suggestions of the document proposed for publication: a) the process starts with a prior review of articles by the Editor; b) then refers to thematic evaluation and, if possible, methodological and statistical, if it is required; c) when the above is not possible with a single evaluator, the document is to be submitted separately for thematic, methodological and statistical review; d) verification is performed together with the correspondence of quotations and references; e) review compliance of the submitted article with the editorial policy; f) this is followed by the reviewing and drafting of the above mentioned concepts by the Editor and g) in case of suggestions, comments or corrections, the concept is sent to the author for him to comply with them.

With regard to *editorial features*, it should refer to the demands of *editorial quality* and conditions, and it can be taken as a reference the *National Bibliographic Index* which evaluates 18 features for the magazine, the fascicle and the document or article.

Regarding the availability of articles, several sources must be guaranteed, among them the establishment of agreements for *collaborative activities*, both national and international; for example concurrence between institutions, journals, or academic communities, etc; strategies should be generated, that contribute to the establishment of networks of publishers, research groups, referees, authors and establishment of relationships, not only to gain visibility, but to promote a culture of *co-citation*.

Furthermore, *the visibility* is achieved from the submission of the journal to be evaluated and in-

dexed in recognised index systems and international databases, which contributes to the diffusion of the products published there. Inclusion in indexing systems and international databases has, among others, the following advantages: a) the full-text electronic publishing and free access allowing better visibility to the institution beget the journal, b) allows the internationalisation of knowledge produced by the

most prominent researchers and the articles written by invited national and international authors who are publishing in the journal, c) creates a permanent space for the socialisation of knowledge of the publishers, both national and internationally, and d) the journal in turn facilitates consultation and becomes a source of reference for the academic community in general.