

Editorial: Continuous Improvement of JTAER through Monitoring Performance Indicators

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An important mission of JTAER is to maintain the high quality of the journal. This mission can be implemented into the following three objectives: (i) continuously improve the quality of the papers published in the journal, (ii) promote the quality of the review process, and (iii) increase the readership of the journal. While the editors and members of the editorial board actively worked with authors and potential authors toward these three objectives, we also monitored the performance indicators that measure the achievement of these objectives. In this issue, we would like to share with readers of the journal our progress seen through these indicators.

Performance Indicators

The quality of the papers is often reflected in the number of citations of that the papers received. This indicator shows in many aspects how the papers were used in a wider research community. First, the papers must be of good quality to be regarded as worthy of citation. The papers also must be relevant to the current trends of research interest to be cited in support of current topics. The papers also must be widely read to gain notice for citation of relevancy, or to initiate new research interest that credits this initiation through the citation of originality.

We have currently obtained the data of journal citations from the Scopus database (see Figure 1), and we have observed that our journal has been cited in many different journals that are indexed in both the ISI Thomson Reuters and Scopus databases, and in other journals that are only indexed in the Scopus database. The citation has grown explosively in the first two years, as expected for a new journal that is good, and leveled off to a healthy growth typically expected of a journal that continuously maintains high standard and high quality for its papers.

As we have stated in previous editorial notes, our strategy to reach the research community has been to have the inclusion of the Journal of Theoretical and Applied Electronic Commerce Research in those abstract databases and website libraries that are important to the electronic commerce discipline from both business and technological perspectives. From 2008, JTAER was included in the SCOPUS database, and our performance as monitored from this database is included in Table 1. The SNIP (Source Normalized Impact per Paper) indicator measures the contextual impact that a paper has on the field based on its being cited. The indicator is normalized to the same scale so that it can be compared to other journals of different research subjects. Our SNIP performance grew about 100% the first year and has been steadied afterward. Similarly, the SJR (SCImago Journal Rank) indicator grew about 25% the first year and has been steadied afterward. The SJR indicator measures the *prestige* of a journal, and differentiates the citation of a paper by the ranking of the journal that cited it.

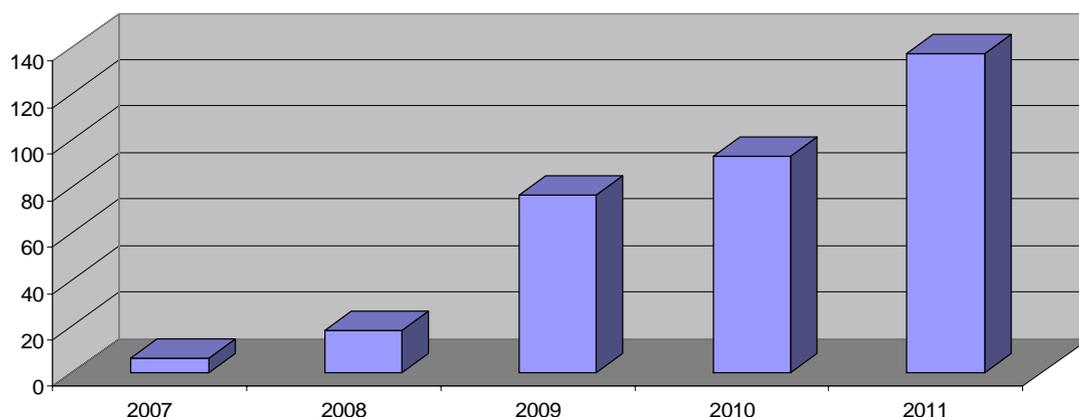


Figure 1: Trends in the number of citations for JTAER over the 5 year period of monitoring

One important aspect of establishing high standard and good quality for the papers is the quality of the review process. Being timely is a quantitative indicator used by many journals to measure the performance of the reviewing process. The fast turnaround time of a reviewing cycle often attracts more submissions from authors. An increase in submission implies better quality of the papers through more competition in a larger pool of available papers for a

limited number of slots that the journal offers. We will set up the monitoring of this indicator as part of our self-evaluation in an honest attempt to improve other aspects of the journal.

Table 1: Scopus journal assessment measures of JTAER through the SNIP and SJR indicators

Metric	Year 2008	Year 2009	Year 2010	Year 2011
SNIP	0.402	0.933	0.979	0.98
SJR	0.027	0.034	0.035	0.038

A good journal can also be indicated by the size of its readership. While the readership can be considered the measurement of popularity, the popularity is an indirect indication that the journal is providing good articles that are relevant to the readers. JTAER is an electronic journal that offers research articles from our website, and therefore it is natural for us to monitor the number of hits that the website received to measure the popularity of the journal, which in turn can give us an indication of the size of the readership. While the number of hits reflects the popularity of the journal, it is also an indication of the marketing effort that our editors and editorial staff have been promoting to the research community. The statistics for our websites can be easily obtained at our website by readers who browsed our electronic journal.

Best Reviewers of the Year 2011

One hidden attribute to the good quality of the papers is the effort of our reviewers. The reviewing process is not merely to select papers that have high quality, but also to interact with the authors with constructive comments that triggered them to significantly improve their papers in the revision of the final version for publication. While we appreciate the effort of all reviewers who contributed to this endeavor, we want to recognize a few outstanding reviewers to reemphasize our belief that good reviewers stimulate good quality of the papers. In promotion of this belief, we have been awarding JTAER Best Reviewers since the beginning of the journal. This year, I am pleased to announce that the Journal of Theoretical and Applied Electronic Commerce Research's Best Reviewers for 2011 are:

- Dr. Carla Wilkin of the Department of Accounting and Finance, Faculty of Business and Economics, Monash University, Australia.
- Dr. Antonio Ruiz Martínez of the Department of Information and Communications Engineering, Faculty of Computer Sciences, University of Murcia, Spain.
- Dr. Thomas Varsamidis of the Software Development Department, IT Division, Interamerican SA, Greece.
- Dr. George Giaglis of the Department of Management Science and Technology, Athens University of Economics and Business, Greece.

These four researchers have frequently served the Journal of Theoretical and Applied Electronic Commerce Research in a reviewing capacity, and the Editor-in-Chief and Co-Editors have regarded their reviews as outstanding.

The criteria used to select them as the best reviewers of year 2011 were: the presentation and clarity; relevance; accuracy; and consistency of the feedback provided to authors. On behalf of the Journal of Theoretical and Applied Electronic Commerce Research, I would like to extend to Carla, Antonio, Thomas and George our congratulations on their achievement and our thanks for the contributions they have made to our review processes. We would like to give special congratulations to Carla, Antonio and Thomas, who have obtained the best reviewer award before.

Forthcoming Special Issues

Finally, I would like to share with you the following planning for our future issues so that we can continuously promote interests for the journal:

We have planned three new special issues for December 2012 and April and August 2013. The December 2012 issue will be in part dedicated to *Call for Papers: Smart Applications for Smart Cities: New Approaches to Innovation* and will be guest edited by Dr. Hans Schaffers (Aalto University School of Economics, Finland), Dr. Carlo Ratti (Massachusetts Institute of Technology, USA), and Dr. Nicos Komninos (Aristotle University of Thessaloniki, Greece). Please see the Call for Paper for more information.

The April 2013 issue will be mainly dedicated to *The Use and Impact of Social Networking* and will be guest edited by Dr. Frantisek Sudzina (Aarhus University, Denmark), Dr. Hans-Dieter Zimmermann (FHS St. Gallen University of Applied Sciences, Switzerland) and Dr. Sherah Kurnia (University of Melbourne, Australia).

The August 2013 issue will be dedicated to *RFID: towards Ubiquitous Computing & the Web of Things* and will be guest edited by Dr. Ygal Bendavid (Université du Québec À Montréal, Canada), Dr. Samuel Fosso Wamba, (University of Wollongong, Australia) and Dr. Joseph Barjis (Delft University of Technology, The Netherlands). Full manuscript submissions will be accepted until the 30th of November 2012. Please see the Call for Papers for more information.