

Editorial

Paradigm Shift in Publication Culture

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One of the responsibilities of a health professional is continuing professional development, conducting research and publishing them. Publication is rewarding yet equally challenging and demanding, that is why there is a change in attitude towards it. Today we will be briefly highlighting an excerpt from Dr. Trevor Lane's (Trustee and member of COPE Committee on Publication Ethics) presentation entitled "Creating a culture of publication integrity together" presented at the "2022 Forum on Good Publication Practice". We intend to show how the culture to publish which was initiated as a novel idea to share information so as not to perish is shifting to publish so as to flourish and in the near future to: publishing to nourish.¹

Publishing an article is viewed as the pinnacle point for researchers and authors. It validates research, provides evidence to medical knowledge while receiving views, read and citation on the article. The attitude was to, "publish or perish".^{1,2} It leaves footprints of its presence in the scholar world while collecting commendations and recommendations on the way. It certainly aids in building one's reputation or author's metric. The more the merrier. It further speaks for the capacity of the author, which is why it helps one to get a job, retain it or even get promotion. It is mandatory to have a certain number of publications made as a set criterion in job description and eligibility. This has compelled authors to publish at all cost. The failure to publish, has led to condemnation and denunciation. Due to this demanding nature, there were risks of compromised quality of articles, unethical writing or research practices such as plagiarism, data manipulation, duplication and even being published in predatory journal leading to retractions.³ This traditional line of thinking was then considered coercive, punitive and not helpful, therefore, in order to encourage the author; culture and develop good research and publication skills, the focus shifted towards quality of article and journal.^{1,4,5} Hence, current the attitude towards publication is improvised as "publish and flourish". This culture of thought aims to benefit not just the authors but scientific community and world at large, by producing technically and ethically sound, quality research articles. The authors are encouraged to publish in reputed journals either having impact factor or mass appearance for wider dissemination of the information.^{1,6,7} However, it unavoidably endorses impact factor, article citation, metrics and grading of author. Due to emerging issues of misleading metrics, poor peer review, questionable journals, citation manipulation, mutual citations, publishing support services, coerced/coercive citation, this practice too stands fallible.^{1,8,9,10} The scientific community needs meaningful peer reviewed article, rigorously conducted research, authentic information, knowledge shared and maximized mutual benefit. It is essential, that emphasis should be given to quality of the article, transparency maintained during conduction of research and publication process, have access to data, if necessary, along with

journal. The attitude is therefore recommended to “publish and nourish”.¹ When the authors have an intimate understanding of the field of work, it even makes quantitative metrics of research articles “more subjective by necessity”.¹¹ There is a need to pursue impact of research rather than that of journal. Therefore, we must pursue to shift our primary focus from authors to articles. Just like, a nourishing meal eventually satisfies. When we start giving attention to the quality of an article or research, the author will inevitably get the due respect and benefit from it.

In summary, publication culture is changing its dynamics in regard to its changing perception in research, researcher, science and community to meet the purpose of a research and data. Let’s thrive to make an impact and grow. Let’s publish and nourish.

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