

Editorial

A change in name: Health Renaissance is now Journal of BPKIHS

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As you must have noticed that the name of our journal has changed; we are now Journal of B. P. Koirala Institute of Health Sciences (JBPKIHS in short) in place of Health Renaissance from the issues of 2016 onwards as per the decision of the senate of the B. P. Koirala Institute of Health Sciences. We are aware that brand identity is considered important in the present day world. But, often rebranding is attempted to better reach the customers. As such there seems no problem with the name; but it is believed by many of us that the masthead Health Renaissance despite connoting much wider perspectives with holistic health concepts could not continue to get enough contributions from authors to substantiate the title. Our predecessor editorial teams attempted to approach various indexing bodies for indexing the journal; they have received feedbacks from such bodies also suggesting that our articles have not substantiated the name of the journal. Many contributing scholars of the journal have also suggested for a change in the name of

the journal. And now, ultimately the name has been changed.

A feeling exists among many scholars associated with BPKIHS that BPKIHS itself has remained a brand name in Nepal and some parts of neighboring South Asia but has not been able to maintain its journal's brand name up to the mark. Now, since the journal name includes BPKIHS in it, we may expect it to better reflect the publisher and thereby, help add its publicity and authenticity.

We know that biomedical journals are considered quite influential in shaping clinical practices, public health policies and researches. Despite popular belief, many journals, including the influential ones, have become non-influential in due course of time. The entire biomedical field warrants keeping the journal literature up-to-date. In order to keep up with the time, many journals resort to various changes, including the journal's title. Indeed journals are more permanent entities than papers but they are also subject to changes and sometimes so to major extents. A study has shown that only seven out of 27 general medical journals could continuously publish with their initial name from starting of the circulation in a span of 50 years.¹ Recently, the American

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Medical Association changed the names of its nine research journals with the prefix “Archives of” with “JAMA” in the name (for example, Archives of Psychiatry was changed to JAMA Psychiatry).²

We find that journals generally change their names for different reasons; major ones such as: merger of journal, split of journal or major change in the scope of journal; or minor incremental adjustments such as audience, frequencies or format of publications. But, it is important to remember that change of journal name have different implications for the entire academic community and even may be perceived negatively by many.^{3,4} The change of name of the journal can confuse the librarians, the authors and the readers and can ultimately lead to the loss of continuity.⁵ Further, there can be erroneous referencing and loss of citations that can snowball through the layers of scientific communities magnifying the problems even further.⁶ We must remain cautious about these possibilities.

We look forward to publishing scientifically useful and interesting articles in health sciences from Nepal and abroad. I would like to inform all concerned that there has been no change in the scope of the journal

and request the contributors to submit their manuscripts to JBPKIHS for publishing. Our being the last editorial team of Health Renaissance would like to thank the previous editorial teams for their contributions in bringing the journal to the level that we took over. I would like to thank the members of our editorial team for the effort in attempting to make the journal title page impressive.

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