



**ETCOR** Educational Research Center  
PHILIPPINES  
Sta. Ana, Pampanga, Philippines



**iJOINED ETCOR**  
P - ISSN 2984-7567  
E - ISSN 2945-3577



Website: <https://etcor.org>



**The Exigency**  
P - ISSN 2984-7842  
E - ISSN 1908-3181

## Strategic Considerations, Challenges, and Opportunities in Establishing the International Journal of Open-access, Interdisciplinary, and New Educational Discoveries (iJOINED)

Dr. Adrian Lawrence P. Carvajal<sup>1\*</sup>, Dr. Richard D. Sanchez<sup>2</sup>,

<sup>1</sup> Professional Regulation Commission, Philippines, <sup>2</sup> ETCOR Educational Research Center, Philippines

\*Corresponding Author e-mail: [adrianlpc2010@gmail.com](mailto:adrianlpc2010@gmail.com)

**Received:** 29 April 2023

**Revised:** 29 May 2023

**Accepted:** 13 June 2023

**Available Online:** 15 June 2023

**Volume II (2023), Issue 2, P-ISSN – 2984-7567; E-ISSN - 2945-3577**

### Abstract

**Aim:** In the evolving academic landscape, interdisciplinary research journals and open-access publishing are two transformative trends shaping the dissemination of educational discoveries. This study explored the challenges and opportunities inherent in establishing an interdisciplinary, open-access research journal.

**Methodology:** This research adopted a case study methodology, which is particularly useful for the in-depth examination of a specific instance or "case". In this study, the case is the process of starting a new interdisciplinary, open-access research journal.

**Results:** The study focused on the challenges and solutions developed to overcome them. This involved issues related to financial sustainability, attracting quality submissions, and gaining recognition within the academic community.

**Conclusion:** The research highlighted the opportunities that arose from establishing the interdisciplinary, open-access journal, with particular emphasis on promoting interdisciplinary research and democratizing educational discoveries. This research provided a detailed insider's view of the complexities, challenges, and opportunities of starting an interdisciplinary open-access research journal. The findings offered valuable insights for other academics, institutions, and publishers contemplating the launch of their journals.

**Keywords:** Strategic Considerations, Challenges, Opportunities, Interdisciplinary, open-access, journal

### INTRODUCTION

In recent years, the field of academic publishing has undergone rapid transformations. Notably, two prominent trends have gained traction: the expansion of interdisciplinary research, which combines methodologies and insights from diverse disciplines, and the surge in open-access publishing, enabling unrestricted access to scholarly work through online platforms. The growing importance of interdisciplinary research is increasingly recognized for its vital role in addressing complex societal and scientific challenges. Simultaneously, open-access publishing is seen as a potent means to democratize education and facilitate the widespread dissemination of knowledge.

Interdisciplinary research offers numerous advantages. Approaching problems from multiple perspectives fosters innovative solutions and a deeper comprehension of intricate issues. Likewise, open-access publishing enhances research reach, boosts researchers' visibility, and stimulates broader academic discourse. However, establishing an interdisciplinary, open-access research journal also presents considerable challenges. Overcoming these obstacles involves ensuring financial sustainability, attracting high-quality submissions, upholding rigorous peer-review processes, and gaining recognition within the academic community.

Understanding the intricacies of these challenges and developing effective strategies to address them are crucial endeavors. By doing so, we can fully harness the potential of interdisciplinary and open-access approaches.



**ETCOR** Educational Research Center  
**PHILIPPINES**  
Sta. Ana, Pampanga, Philippines



Website: <https://etcor.org>



**iJOINED ETCOR**  
**P - ISSN 2984-7567**  
**E - ISSN 2945-3577**



**The Exigency**  
**P - ISSN 2984-7842**  
**E - ISSN 1908-3181**

This research aimed to conduct a comprehensive case study on establishing an interdisciplinary, open-access research journal. Its objective is to illuminate the strategic considerations involved, highlight the encountered challenges, and identify the opportunities that arise throughout the journey. The findings of this research endeavor will offer valuable insights and practical guidance for academics, institutions, and publishers considering embarking on similar ventures.

Establishing an interdisciplinary, open-access research journal involves strategic considerations, challenges, and opportunities that can be understood through various lenses. One of these is the ever-changing complexities of the nature of open-access, research journals. More so, the organization empowers its working committee in a supportive environment by creating programs that will boost opportunities to strengthen their skills in order to meet the strategic goals attainment (Hojilla et al. 2023; Singson et al., 2023)

The Fourth Industrial Revolution discusses the rapid advances in industrialization and informatization methods, which have spurred tremendous progress in developing the next generation of manufacturing technology (Li, et al., 2018). This progress is relevant to establishing an interdisciplinary, open-access research journal as it underscores the importance of integrating emerging technologies and formal methods in the journal's operations, from the submission process to the publication and dissemination of research.

The potential of big data to realize value in organizations is explored by Günther et al. (2017). Their work suggests that the management and utilization of big data can be a strategic consideration in the operations of an interdisciplinary, open-access research journal. The capacity to determine and interpret large volumes of data can provide insights into readership trends, citation patterns, and other key metrics that can guide the journal's strategic decisions.

The rise of telehealth during the COVID-19 pandemic, as discussed by Lew, et al. (2021), highlights the importance of adaptability in the face of unforeseen challenges. This adaptability is crucial for an interdisciplinary, open-access research journal, which may need to adjust its operations in response to external events, such as a global pandemic, that affect the research community. Hence, COVID-19 poses significant challenges and different magnitudes of concern among institutions that would equate to additional resources to improve practices that would improve service quality (Sabando & Alo, 2021)

Albrecht et al. (2018) systematically review methods for assessing the water-energy-food nexus. Their work underscores the importance of interdisciplinary research and the value of comprehensive, systematic methodologies. This is relevant to establishing an interdisciplinary, open-access research journal, which should strive to publish rigorous, complete, interdisciplinary research. Likewise, the institution should have long-term planning in adapting to COVID-19 changing situations as new trends emerge in the open-access journal (Sabando, 2023)

In addition, Caiado et al. (2018)'s work on implementing sustainable development goals (SDGs) highlights the importance of aligning organizational goals with broader societal objectives. This alignment is a strategic consideration for an interdisciplinary open-access research journal, which can contribute to achieving the SDGs by facilitating the dissemination of relevant research. Thus, research highlights the societal transformation in achieving the SDGs, the institutions should realize the vital link of research and extension services to potentiate institutional support and partnership geared towards the sustainability of research undertakings (Sabando et al., 2023). To be more specific, establishing an interdisciplinary, open-access research journal involves strategic considerations related to the integration of technology, the management of big data, adaptability to external events, promoting interdisciplinary research, and aligning with societal objectives. The challenges and opportunities in this endeavor are numerous and require careful planning and execution.

## About the Journal

The International Journal of Open-Access, Interdisciplinary and New Educational Discoveries of ETCOR Educational Research Center (iJOINED ETCOR) is an esteemed international, quarterly, peer-reviewed journal that adopts an open-access model. Its central focus is the publication of research articles that catalyze human and societal advancement through outstanding academic and scientific exploration. iJOINED ETCOR embraces the global

540



**ETCOR** Educational Research Center  
PHILIPPINES  
Sta. Ana, Pampanga, Philippines



**iJOINED ETCOR**  
P - ISSN 2984-7567  
E - ISSN 2945-3577



Website: <https://etcor.org>



**The Exigency**  
P - ISSN 2984-7842  
E - ISSN 1908-3181

imperative for educators and industry professionals to appreciate and implement interdisciplinary approaches in their investigations, thus fostering a comprehensive understanding of diverse phenomena. While the journal welcomes knowledge contributions from various disciplines, it profoundly values studies that combine knowledge from and across multiple fields.

iJOINED ETCOR's mission is to function as a platform for educators and industry professionals worldwide to share their research findings and join the collective global effort of nurturing a research-oriented culture.

### The Name of the Journal

The name "International Journal of Open-Access, Interdisciplinary and New Educational Discoveries (iJOINED)" reflects the mission and core principles of the journal. "International" signifies the journal's global reach and commitment to uniting researchers worldwide, transcending geographical and cultural boundaries to contribute to a collective pool of knowledge. "Open-Access" embodies the journal's dedication to democratizing access to research and educational discoveries. This commitment is pivotal in the advancement of knowledge. It enables researchers, educators, and students to access, read, and build upon the latest research regardless of location or institutional affiliation.

"Interdisciplinary" underscores the journal's importance on cross-disciplinary collaboration and holistic research. This principle encourages a broader perspective in addressing complex problems, fostering innovation and creativity by welcoming insights from various fields. "New Educational Discoveries" focuses on the latest breakthroughs and innovations in education. By emphasizing 'new,' the journal signifies its interest in fresh perspectives, contemporary ideas, and cutting-edge research, which are integral to pushing the boundaries of knowledge and practice in education.

The acronym 'iJOINED' encapsulates the journal's inclusive ethos, symbolizing the coming together of diverse perspectives and disciplines in pursuing knowledge, and invites researchers and readers to join this vibrant intellectual community.

### RESEARCH OBJECTIVES

1. To identify and document the strategic considerations involved in launching an interdisciplinary, open-access research journal, including decisions regarding the journal's scope, the composition of the editorial board, the establishment of the peer review process, and the choice of an open-access model.
2. To examine the challenges encountered during the establishment of the journal, specifically concerning financial sustainability, attracting high-quality submissions, and gaining recognition within the academic community.
3. To explore the opportunities that emerge from establishing the interdisciplinary, open-access journal, particularly in promoting interdisciplinary research and the democratization of educational discoveries.

### METHODOLOGY

This research adopted a case study methodology, which was particularly useful for conducting an in-depth examination of a specific instance or 'case'. In this study, the case was the process of starting a new interdisciplinary, open-access research journal of iJOINED ETCOR.

The research began by identifying and documenting the initial strategic decisions in launching the journal. This included defining the journal's scope, creating an editorial board, establishing a peer review process, and deciding on the journal's open-access model.



**ETCOR** Educational Research Center  
**PHILIPPINES**  
Sta. Ana, Pampanga, Philippines



Website: <https://etcor.org>



**iJOINED ETCOR**  
**P - ISSN 2984-7567**  
**E - ISSN 2945-3577**



**The Exigency**  
**P - ISSN 2984-7842**  
**E - ISSN 1908-3181**

Throughout the launching process, the research paid particular attention to the challenges encountered and the solutions developed to overcome them. This involved addressing issues related to financial sustainability, attracting quality submissions, and gaining recognition within the academic community.

Simultaneously, the research highlighted opportunities for establishing an interdisciplinary open-access journal, mainly promoting interdisciplinary research and democratizing educational discoveries.

Data were collected through various sources, such as minutes of the meeting, strategic planning documents, and interviews with key stakeholders involved in the journal's creation, including the journal founders, members of the editorial board, individuals responsible for strategic planning, and other relevant staff who contribute a vital role in the journal's creation process. The purpose of gathering data from these sources is to gain insights and perspectives from those with firsthand experience and knowledge about the journal's development. This data was then analyzed to identify key themes, lessons learned, and implications for others considering the establishment of similar journals.

The ultimate goal of this research was to provide a detailed insider's view of the complexities, challenges, and opportunities inherent in starting an interdisciplinary, open-access research journal. The findings offered valuable insights for other academics, institutions, and publishers contemplating the launch of their journals.

## ETHICAL CONSIDERATIONS

In conducting the case study research, the following ethical considerations were meticulously observed:

**Informed Consent:** Before initiating the research, informed consent was obtained from all individuals involved in establishing the new interdisciplinary, open-access research journal. They were thoroughly informed about the research objectives, methods, potential risks and benefits, and their rights to withdraw participation at any stage.

**Confidentiality and Anonymity:** Assurances were given to participants that their identities and any sensitive information would be kept confidential unless they provided explicit consent for disclosure. Any documents or other data sources utilized in the research were anonymized while reporting the findings unless permission was granted.

**Data Protection and Security:** It was ensured that all data collected were stored and handled securely, in compliance with data protection regulations. Access to the data was limited to those directly involved in the research.

## RESULTS and DISCUSSION

### A. Strategic Considerations:

#### Strategic Considerations:

1. **Scope and Focus:** In discussions with the editorial board, it was determined that outlining the journal's thematic scope and disciplinary focus was a critical strategic decision. This scope guides the content that the journal aims to publish and helps attract appropriate submissions. Ensuring that the scope was broad enough to invite various contributions while remaining specific sufficient to uphold the journal's unique identity was a focal point of these deliberations.
2. **Editorial Board Composition:** The formulation of the editorial board was another strategic consideration discussed in planning meetings. Recognizing the impact of diversity on the board, efforts were made to encompass a wide array of expertise, geographical locations, and gender representation. This diversity enhanced the journal's reputation and credibility, providing different perspectives when making critical decisions.



**ETCOR** Educational Research Center  
PHILIPPINES  
Sta. Ana, Pampanga, Philippines



**iJOINED ETCOR**  
P - ISSN 2984-7567  
E - ISSN 2945-3577



Website: <https://etcor.org>



**The Exigency**  
P - ISSN 2984-7842  
E - ISSN 1908-3181

3. **Review Process:** Selecting a fitting review process was crucial during the strategic planning stages. The team acknowledged the importance of a rigorous double-blind peer review system to uphold fairness, objectivity, and the quality of the published articles. A top priority was to establish a review process that could balance a high volume of submissions with maintaining stringent quality standards.
4. **Open-Access Model:** During the planning phase, deciding on the journal's open-access model emerged as a significant strategic consideration. Participants recognized the role of the open-access model in democratizing knowledge and elevating author visibility. The decision between full open access or a hybrid model required a comprehensive examination of several factors, including the journal's financial sustainability, the intended readership, and authors' preferences.

### Challenges:

1. **Financial Sustainability:** The team members recognized economic sustainability as a primary challenge for open-access journals lacking subscription-generated revenue. They highlighted the necessity to seek other funding methods, such as author fees, grants, or institutional support, to keep the journal financially viable.
2. **Attracting Superior Quality Submissions:** One of the critical challenges encountered by the team while launching the journal was soliciting high-quality academic submissions. They realized the importance of establishing a solid reputation and forming strong relationships within the research community to attract groundbreaking and influential papers. In addition, the team recognized the necessity of promoting best practices and demonstrating the journal's commitment to high standards, both in content and ethical practices, to attract premium submissions. To further boost the journal's reputation and reach, efforts were also made to get the journal indexed in respected academic databases. This dual approach not only attracted high-quality content but also ensured that the research published in the journal could reach the broadest possible audience.
3. **Maintaining Rigorous Peer Review:** The group acknowledged the challenges inherent in establishing and maintaining a thorough and timely peer-review process. They emphasized its crucial role in preserving the quality of the journal's content.
4. **Gaining Recognition:** Achieving recognition and aiming for a high-impact factor was another hurdle the team was ready to face. They knew it necessitated the publication of high-quality, impactful research and required effective journal promotion. Achieving recognition and aiming for a high impact factor is a significant challenge that requires publishing high-quality, impactful research and effective journal promotion (Hunter, 2017). This process is about reaching the scientific community and making the research accessible to the public (Malhotra et al., 2018). The importance of measuring the impact of research on the public's health has been emphasized (Lemaitre, 2017). Furthermore, using practical tools and strategies has been suggested to increase replicability and the overall quality of scientific research (Nuijten, 2019).

### Opportunities:

1. **Fostering Interdisciplinary Research:** As part of the conversation, the group expressed enthusiasm about the potential of interdisciplinary journals to promote research across different fields. They were excited by the prospects of their journal leading to innovative solutions to complex problems through its interdisciplinary focus.
2. **Promoting Open Access:** The team also discussed the significant role that open-access journals play in democratizing knowledge and enhancing researcher visibility. They were committed to leveraging these advantages to the maximum extent, stimulating academic dialogue and collaboration through their platform.
3. **Building a Community:** As they deliberated on their initiative, the participants noted the opportunity their new journal presented in community building. They envisaged it as a platform bringing together researchers, practitioners, and readers with shared interests in specific interdisciplinary fields. They were eager to contribute to creating a dynamic academic community revolving around their journal.



**ETCOR** Educational Research Center  
**PHILIPPINES**  
Sta. Ana, Pampanga, Philippines



Website: <https://etcor.org>



**iJOINED ETCOR**  
P - ISSN 2984-7567  
E - ISSN 2945-3577



**The Exigency**  
P - ISSN 2984-7842  
E - ISSN 1908-3181

## CONCLUSIONS

In conclusion, establishing an interdisciplinary, open-access research journal, such as the iJOINED ETCOR, requires strategic consideration regarding scope and focus, the composition of the editorial board, the review process, and the model of open-access adoption. The complexity of these considerations highlights the intricate and deliberate nature of creating a successful journal.

Significant challenges in launching a new research journal are inherent in ensuring financial sustainability, attracting high-quality submissions, maintaining a rigorous peer review process, and gaining recognition. However, the successful navigation of these challenges can potentially yield substantial returns, particularly regarding the contribution to knowledge and academic discourse.

Establishing the iJOINED ETCOR presents opportunities for fostering interdisciplinary research, promoting open access, and building a community of researchers, practitioners, and readers interested in the intersection of business, tourism, and hospitality management. The democratization of knowledge, stimulation of academic discourse, and the potential for innovative, interdisciplinary research all represent significant benefits of this endeavor.

Therefore, while the journey to establish an interdisciplinary, open-access journal is filled with challenges, it is also filled with opportunities for academic advancement and promoting a more integrated and accessible body of knowledge. The strategic considerations, challenges, and opportunities discussed in this case study provide valuable insights for other scholarly communities contemplating the initiation of their open-access, interdisciplinary journals.

## RECOMMENDATIONS

1. **Strategic Roadmap:** Before embarking on the journal launch, it is crucial to outline a thorough strategic blueprint. This involves defining the journal's domain, assembling a diverse editorial board with the right expertise, establishing an equitable and unbiased review mechanism, and deciding on an open-access model corresponding to the journal's objectives and resources.
2. **Economic Viability:** Draft a sustainable financial structure, considering various funding avenues such as author fees, institutional backing, grants, and strategic alliances.
3. **Outreach and Advocacy:** Proactively network with field-specific researchers and leverage academic platforms like conferences, seminars, and social media to attract top-tier article submissions.
4. **Guarding Quality:** Prioritize establishing a robust and efficient peer-review process, ensuring a high published article standard. Consider rolling out training sessions for reviewers to enrich the quality of reviews.
5. **Endorsing Interdisciplinarity:** Advocate for the worth of interdisciplinary research within academia and emphasize the journal's distinct role in facilitating such research.
6. **Fostering a Community:** Nurture community involvement and build a collective identity among readers, authors, and reviewers. Activities like webinars, interactive online discussions, and special issues around trending themes can aid this process.
7. **Aiming for Indexing:** Strive to get the journal indexed in prominent databases as swiftly as possible to increase its visibility and trustworthiness.
8. **Iterative Improvement:** Regularly gather feedback from authors, reviewers, and readers and remain open to necessary amendments to improve the journal's functioning and policies.



**ETCOR** Educational Research Center  
PHILIPPINES  
Sta. Ana, Pampanga, Philippines



Website: <https://etcor.org>



**iJOINED ETCOR**  
P - ISSN 2984-7567  
E - ISSN 2945-3577



**The Exigency**  
P - ISSN 2984-7842  
E - ISSN 1908-3181

9. Encouraging Further Exploration: Stimulate more research in open-access publishing, mainly focusing on the challenges and opportunities of interdisciplinary journals, to continuously refine the best practices in this realm.

## Acknowledgment

We would also like to extend our sincerest gratitude to the distinguished members of the iJOINED ETCOR Editorial Board for their invaluable contributions. Their scholarly integrity, diverse expertise, and rigorous approach to knowledge creation have significantly enriched this research.

Their persistent endeavors to maintain high standards of peer review, uphold the principles of open access, and promote interdisciplinary research have greatly influenced the direction and quality of this work. Their diligent efforts have ensured that iJOINED ETCOR remains at the forefront of cutting-edge educational discoveries.

## Partnership and Assistance

We invite anyone interested in our findings or seeking assistance establishing their academic journal. Our dedicated Editorial Board at iJOINED ETCOR is willing to share our experiences and offer guidance.

We are steadfast in our belief that fostering a collaborative spirit among academic journals enhances the overall quality and accessibility of global knowledge. By sharing our challenges, opportunities, and strategies, we hope to assist and empower others in their journey toward creating valuable and impactful scholarly resources.

## REFERENCES

- Albrecht, T. R., Crootof, A., & Scott, C. G. (2018). The Water-Energy-Food Nexus: A Systematic Review of Methods for Nexus Assessment. *Environmental Research Letters*, 13(4).
- Caiado, R. G. G., Leal Filho, W., Quelhas, O. L. G., de Mattos Nascimento, D. L., & Ávila, L. V. (2018). A literature-based review on potentials and constraints in the implementation of sustainable development goals. *Journal of Cleaner Production*, 198, 1276-1288.
- Günther, W. A., Mehrizi, M. H. R., Huysman, M., & Feldberg, F. (2017). Debating big data: A literature review on realizing value from big data. *Journal of Strategic Information Systems*, 26(3), 191-209.
- Hojilla, S. A. P., Saballero, J.B., Elisan, Q., Betongga, L.J. E., & Singson, J.D. (2023). Work-Life Balance and Job Satisfaction of Personnel of a State University. <https://doi.org/10.5281/zenodo.7503613>.
- Hunter, P. (2017). The reproducibility "crisis". *EMBO Reports*, 18(9), 1493-1496.
- Lemaitre, B. (2017). Science, narcissism, and the quest for visibility. *The FEBS Journal*, 284(6), 875-882.
- Lew, S. Q., Wallace, E., Srivatana, V., Warady, B. A., Watnick, S., & Hood, J. J. (2021). Telehealth for home dialysis in COVID-19 and beyond A perspective from the American Society of Nephrology COVID-19 Home Dialysis Subcommittee. *American Journal of Kidney Diseases*, 77(1), 142-148.
- Li, D. X., Xu, E. S., & Li, L. (2018). The Industry 4.0 revolution and the future of manufacturing execution systems (MES). *Journal of Industrial Information Integration*, 10, 1-20.
- Malhotra, R. K., Kirsch, D. B., Kristo, D. A., Olson, E. J., Aurora, R. N., Carden, K. A., Chervin, R. D., Martin, J. H., Ramar, K., Rosen, C. J., Rowley, J. A., & Rosen, I. M. (2018). Polysomnography for Obstructive Sleep Apnea Should Include Arousal-Based Scoring: An American Academy of Sleep Medicine Position Statement. *Journal of Clinical Sleep Medicine*, 14(7), 1245-1247.



**ETCOR** Educational Research Center  
**PHILIPPINES**

Sta. Ana, Pampanga, Philippines



Google  
scholar

Website: <https://etcor.org>



**iJOINED ETCOR**  
**P - ISSN 2984-7567**  
**E - ISSN 2945-3577**



**The Exigency**  
**P - ISSN 2984-7842**  
**E - ISSN 1908-3181**

- Nuijten, M. B. (2019). Practical tools and strategies for researchers to increase replicability. *Developmental Medicine & Child Neurology*, 61(6), 672-678.
- Sabando, C. M. (2023). Strengthening COVID-19 Health Policy to Reopen the University for Face-To-Face Classes in the New Normal. <https://doi.org/10.5281/zenodo.7506471>.
- Sabando, C. M., & Alo, E. B. (2021). The Quality and Utilization of School Health Services of a State University in the Philippines. *Philippine Social Science Journal*, 4(3), 113-122. <https://doi.org/10.52006/main.v4i3.394>.
- Sabando, C. M., Catubig, J. R. F., & Blanca, S. D. (2023). Employability Tracer Study of Bachelor of Science in Hotel and Restaurant Management (BSHRM) Graduates of a State University. <https://doi.org/10.5281/zenodo.7503834>.
- Singson, J. D., Lubrico, M. S., & Pelayo, R. O., (2023). Assessing the Multiple Intelligences of Elementary Learners in a Northern Municipality. <https://doi.org/10.5281/zenodo.7563517>