

LETTER TO THE EDITOR

Comments on the "What is the Future for the Asian Pacific Journal of Cancer Prevention (and Control) and the Asian Pacific Organization for Cancer Prevention (and Control)?"

Dear Editor

After reading the article "What is the Future for the Asian Pacific Journal of Cancer Prevention (and Control) and the Asian Pacific Organization for Cancer Prevention (and Control)?" published in 2009.(Moore et al., 2009), we're impressed by chances and crises faced by Asian Pacific Journal of Cancer Prevention (and Control) and APJCP and APOCP. The indexation of PUBMED and ISI for APJCP provides a good opportunity to design a long-term development project now, because APJCP would have better visibility for their audience now. However that's not enough. In the subject categories ONCOLOGY in JCR2008, there are 143 journals with impact factor, which means APJCP has many powerful competitors. Even in Asia, there are many fresh cancer journals now, e.g Japanese Journal of Clinical Oncology, Chinese Journal of Cancer Research, Asia-Pacific Journal of Clinical Oncology, with similar or partial scopes to APJCP. High-quality manuscripts are the basement of leading journals. APJCP should take creative innovations to survive and conquer this "war". We have some suggestions for the APJCP future.

First of All, APJCP should seek a professional international STM publishers. As we could see, the website is not running in a popular STM publishing manner. There are no online submission system(Editorial Manager, Scholarone manuscripts, Benchpress, etc) and the full texts are not online available in an international platform. Some potential authors and readers could be attracted the journals published with an international publishers, who could also provide professional editing/typesetting services. So seeking of an appropriate publisher may be the most important thing.

Second, some local editorial offices could be set in the main Asian countries/Areas(e.g Japan, China, India). Many marketing and promotions could be made in these local offices. These local editors are familiar with the corresponding experts and readers. With their help, We're sure, APJCP could gain better support in these countries/Areas. In fact, some financial burdens may be shared by the local offices.

Third, editorial revolution. Although APJCP established an editorial board with many well known oncologists, more active editorial members should be considered. New members should work on the recruitment of papers and journal promotion. The sound editorial number may be 40 around.

ISI would update their journal list every year, with journals in and out. So APJCP should catch this chance, or there may be harder times if out. We're sure, with the leadership of the editors, APJCP and APOCP would have a glorious future.

References

Moore MA, Yoo KY & Tuncer M (2009) What is the future for the Asian Pacific Journal of Cancer Prevention (and Control) and the Asian Pacific Organization for Cancer Prevention (and Control)? *Asian Pac J Cancer Prev*, **10**, 1-2.

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