



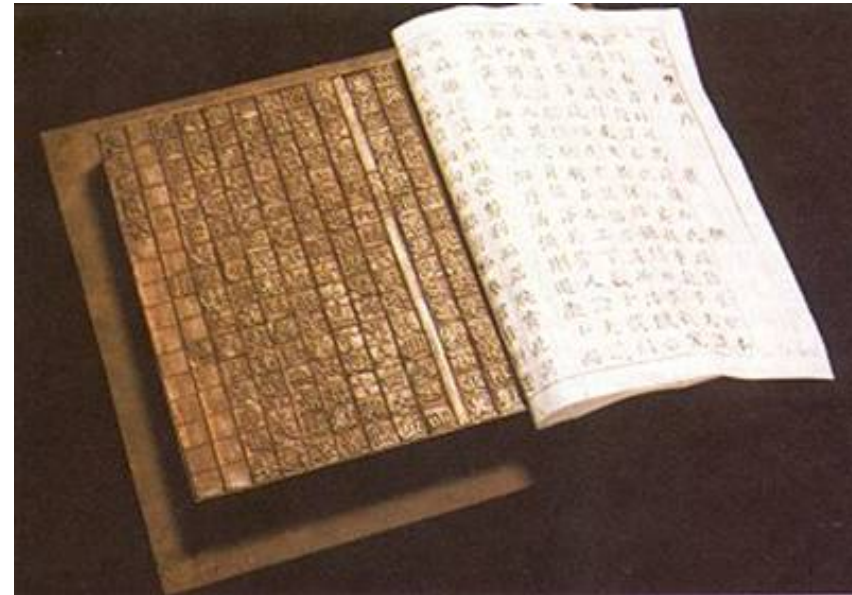
*Mahidol University:  
Wisdom of the Land*

# Why Are Publication Required?

**Yaowalark Sukthana**



# The First Book

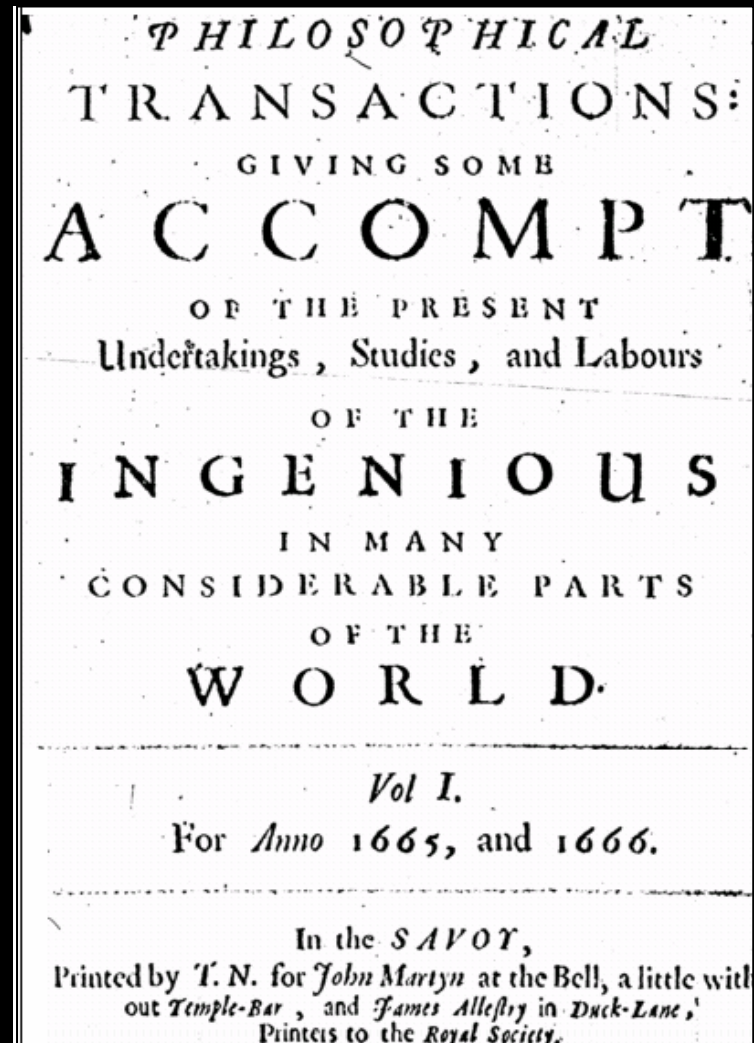
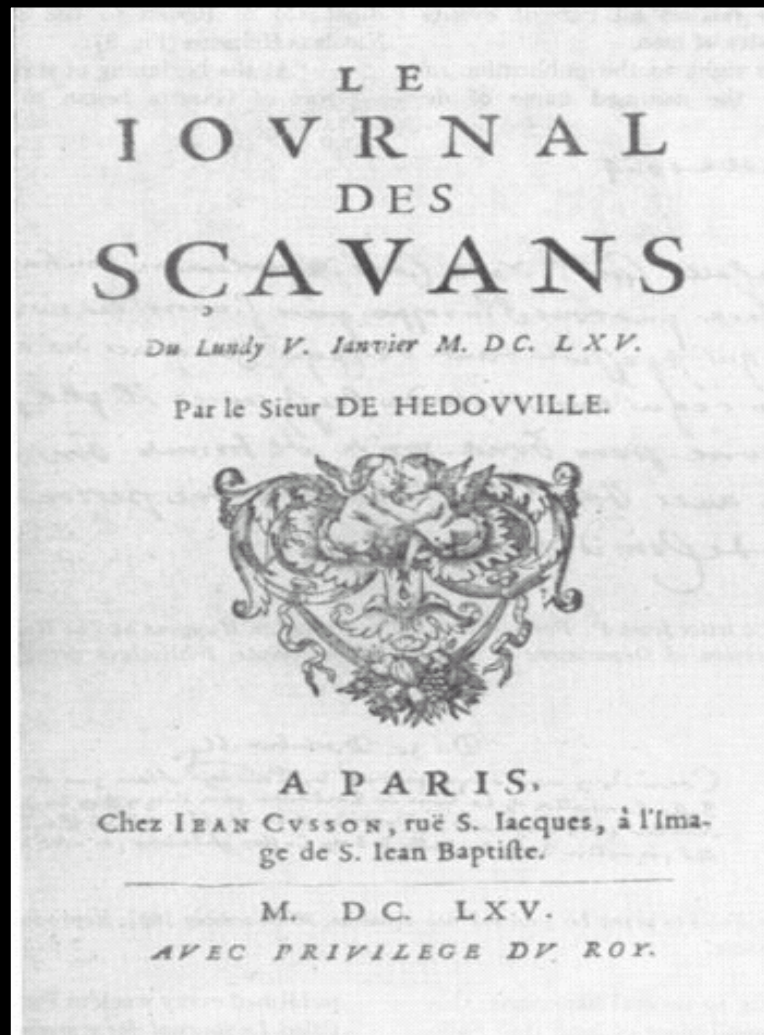


- Pi Sheng (1041 - 1048)
- 1455 Johann Gutenberg printed his first book, a Latin Bible.



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# The First 2 Journals





# Journals' Role

- **Disseminate** academic production
- **Certify** the quality of those articles in order to convince readers to read the journal



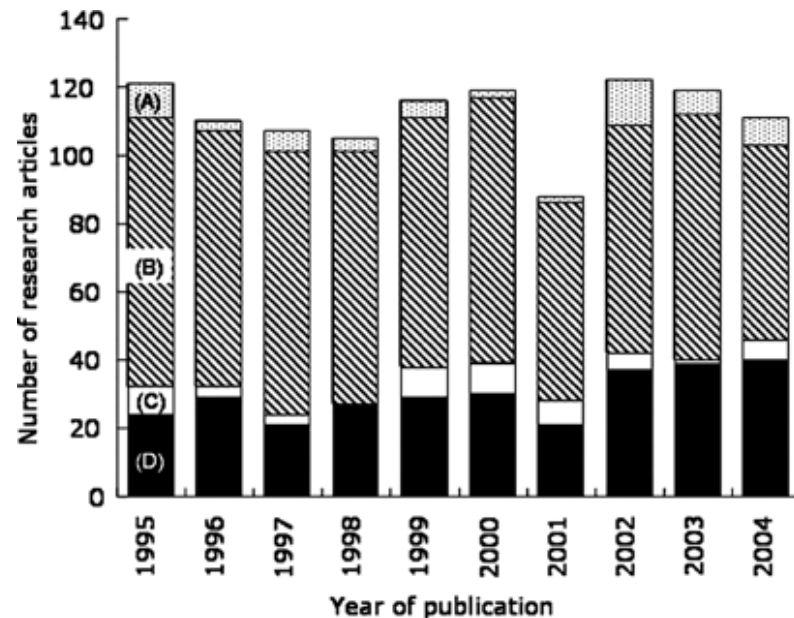
# Market Share

- There are about 15,000 academic journals worldwide
- The annual growth is about 3.3%
- The number of journals has been doubling every 20 years

Ulrich's Database, edition 2001



# Clinical Research



**8707 articles  
(1995-2004)**

- ❖ 3035: Lancet
- ❖ 2326: Journal of the American Medical Association (JAMA)
- ❖ 2147: New England Journal of Medicine
- ❖ 1199: Annals of Internal Medicine



# Economic Research

The Journal of Economic Education (JEE) included in **JSTOR** (Journal Storage) and joined an elite group of 400 journals from 30 different disciplines that is used by researchers at over 1,700 institutions in 76 countries.



# Market Share

Directory of Open-Access Journals-  
**DOAJ**, represents 5% of total market  
for academic journals, 2666 open-  
access journals in all fields

- 56 in Economics
- 38 in Business and Management

Website: [WWW.doaj.org](http://WWW.doaj.org)-May 6,2007

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[Life Sciences](#)

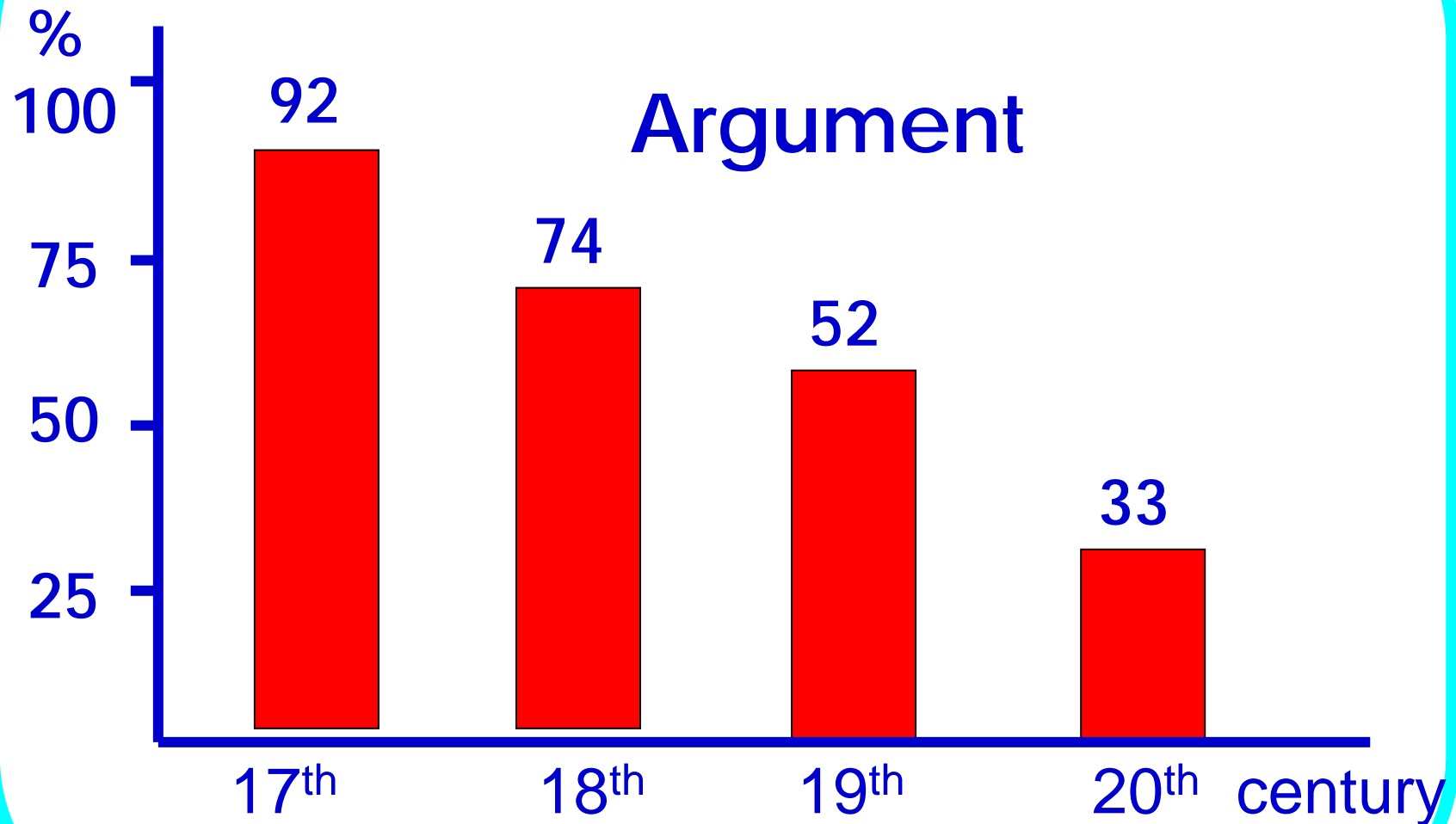


# Why Publish?

- **Share our ideas and findings with others**
- **Recognition**
- **Audience > contacts > collaboration > network**
- **Obligation**



# New Findings



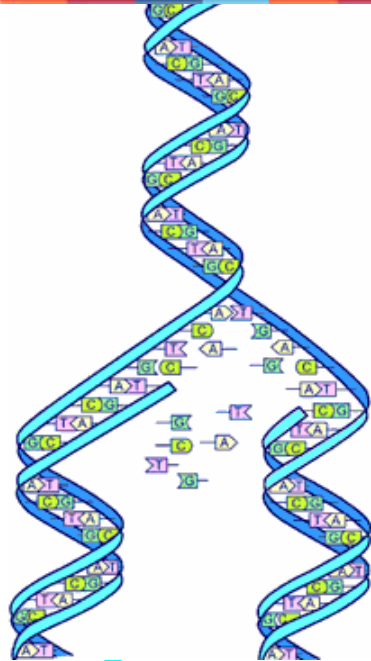
Robert K. Merton



# Watson and Crick-1953



The discovery of the molecular structure of DNA-the double helix



Their paper has been cited more than 2,000 times, and there is no sign of any obsolescence.

Ahmed T. et al, 2004: Scientometrics



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# Recognition



- PAUL KRUGMAN-2008 Nobel Laureate in Economics
- *Analysis of Trade Patterns and Location of Economic Activity*
- He published 15 scholarly monographs and around 150 professional papers



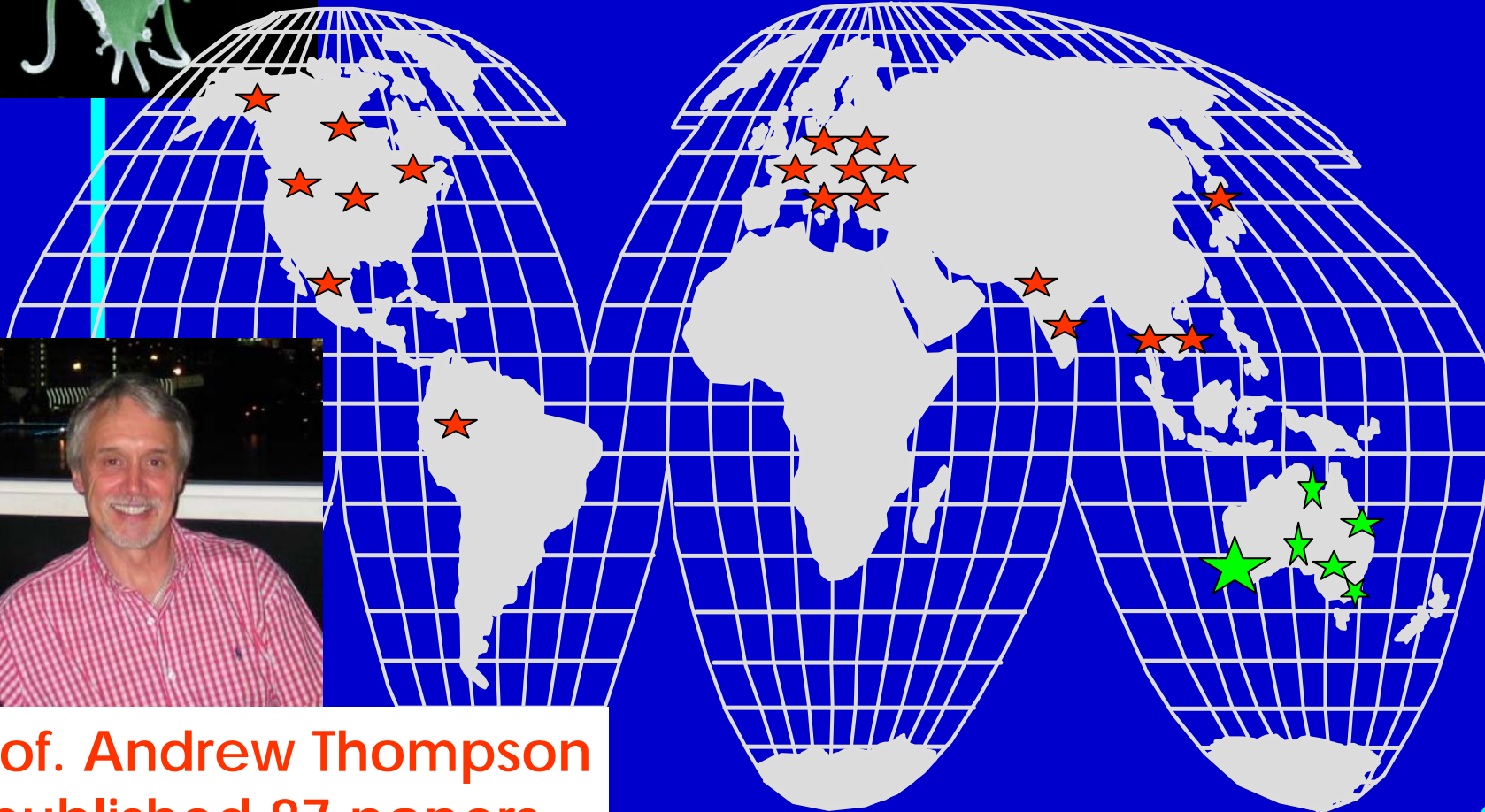
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# Network



**Prof. Andrew Thompson  
published 87 papers  
about Giardia**



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# Success!!



**Assistant**

**Associate**

**Professor**



# 7 Social Sins

1. Politics without Principles
2. Pleasure without Conscience
3. Wealth without Work
4. Knowledge without Character
5. Commerce without Morality
6. Science without Humanity
7. Worship without Sacrifice

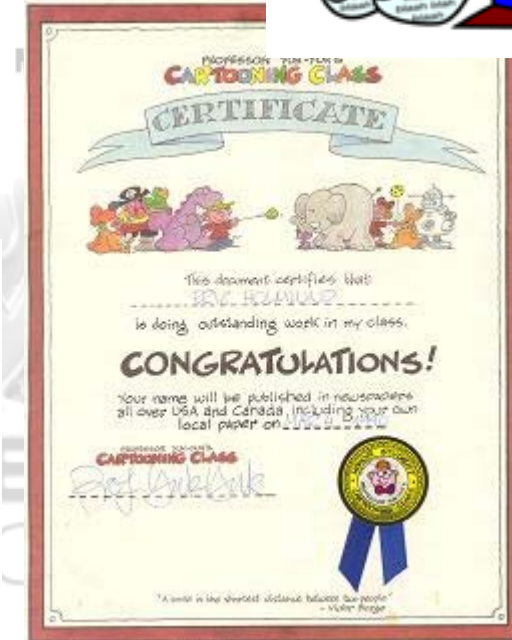
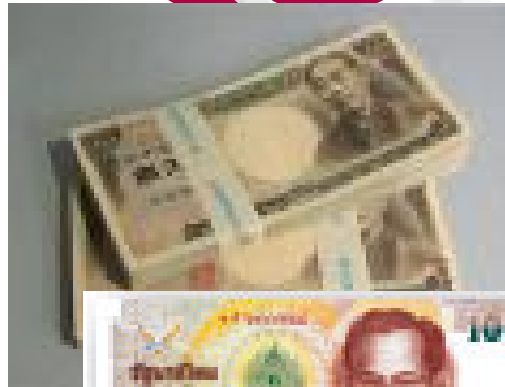
**-Mahatma Gandhi**



# 7 Social Sins

1. Politics without Principles
2. Pleasure without Conscience
3. Wealth without Work
4. Knowledge without Character
5. Commerce without Morality
6. Science without Humanity
7. Worship without Sacrifice
- 8. Research without Publish**

# Publish or Perish?





# 7 Social Sins

1. Politics without Principles
2. Pleasure without Conscience
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4. Knowledge without Character
5. Commerce without Morality
6. Science without Humanity
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**-Mahatma Gandhi**