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Future Goals of Herbal Medicine Journal

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Editorial

On behalf of the Board of Herbal Medicine: Open Access (IPJHM), I am glad to present the Volume 6, Issue 1 of the journal. The journal established in September 2015 has now published 11 issues with two issues in a year. Articles published in our journal are getting more citations and exposure all around the world. All these are promising signs. We could reach this stage through the constant support of Board Members and intellectual generosity of the readers and contributors (authors and reviewers). One of the objectives of this journal is to encourage publication from different streams of research that helps to enrich further the discourse on advances in crop technology.

First and foremost, I express heartfelt to all authors and reviewers of the 6th year of Herbal Medicine: Open Access (IPJHM) on behalf of the entire editorial board and the publisher. It was with the mere co-operation, enthusiasm, and spirit of the authors and reviewers we could make IPJHM a grand success.

As our readers know, IPJHM Journal is the most preferred and highly accessed Journal in the field of ayurveda and alternative medicine. The Journal is indexed in Google scholar, Index Copernicus, CNKI and Scholar among many other reputed scientific databases. At many instances' members of the editorial board also prefer to submit their articles. Such practice is common in other reputed specialty Journals. In fact, journal encourages editorial board members to actively contribute. All scientific manuscripts including editorials are subjected to peer review. Journal follows a double-blind peer review process where identity of authors and reviewers is not revealed to each other. The review generally involves two to six subject experts. The editorial team consisting of associate editors and assistant editors are involved in the entire article cycle starting from submission to final recommendation. The entire review process is carefully structured so as to minimize possibility of bias.

Herbal Medicine is an interdisciplinary branch between Herbal Medicine and Ayurveda and it covers all the fields of Herbal Medicine related to Botany, Medicinal Plant Research, Pharmacognosy, Phytochemistry, Phytotherapy, botanical medicines, Ayurveda and Natural chemistry, Agriculture Science, Unani Medicine, Biotechnology and Biochemistry.

We are seeking to increase the number of quality manuscripts submitted to IPJHM by providing frequent and targeted

communication to interested authors about the journal. We will use both traditional methods (e.g., contact at professional association meetings) and emerging methods (e.g., social media and e-mail lists) to reach potential authors.

The goal of increasing the number of quality submissions relates to another goal, the inclusion of IPJHM in pertinent databases and indexing systems.

Goals for IPJHM Journal in 2020

- Publish a special issue of carefully selected collection of articles by leading guest editors each year on timely topics that are challenging both the research and the practice of technology in education.
- Increase the number and quality of the manuscripts submitted to the journal while maintaining rigor to ultimately increase the number of articles published in each issue, and eventually the number of issues in a volume.
- Increase the accessibility and dissemination of IPJHM articles by increasing the indexing of IPJHM articles in pertinent databases and indexing systems (e.g., Google Scholar or Social Science Citation Index).
- Continue to develop a strong, responsive, and reliable reviewers and editorial board to ensure that authors receive top-notch reviews in a swift peer-review process.

Promoting articles through social websites

Useful tips have been proposed to aid effective use of the social media in promoting research and increasing visibility of the one's work

Twitter: You can use this platform to tweet about latest research, blog, conference presentation, and more. You can also link your work in your tweets.

Tweets with hashtags get two times more engagement than tweets without. By using hashtags (#) in your social media post, you can direct your post to those in your specialty who are actively seeking information on the topic at hand.

Altmetrics are a new way to track the attention and conversations around individual articles in real time from a variety of sources other than citations, including social media, blogs, news outlets, and more

Publishing good content, having a complete profile, and using hashtags all lay the foundation for building a valuable Twitter

network. You can also get a head start by seeking out your target audience from competitor accounts and following them first.