

Editorial

Scientific Journals and Indexes

The primary goal of a scientific journal is to be part of medical indexes. This increases the visibility of the journal which in turn draws more manuscript submissions and increases the journal's impact in its field.

Of course this process is not simple today. There appears an interesting harmony among the scientific background of the journals and manuscript submissions it receives. Today in many instances authors are looking up journals to maximize citations. So it is often, that we receive e-mails from prospective and current authors enquiring about the ranking of journals in terms of calculating impact factors.

It is obvious that being involved in scientific databases helps increasing a journal's impact factor which is always a challenge for a journal.

It is not hard to say that before accepting journals, many indexing organizations are much more fastidious than before, within the evaluation period. This becomes stricter due to the increasing demand.

National Library of Medicine (NLM) holds both PubMed/MEDLINE and PubMed Central, with each having different evaluation processes and selection criteria. PubMed is among the most popular and accessible medical databases. It also offers new strategies with access to greater contextual detail.

I wish to share my pleasure of having recently been accepted by NLM to be a part of the PubMed/MEDLINE database. As is well known The Journal of International Advanced Otology had already been involved in Science Citation Index Expanded driven by Thomson Reuters since 2008.

As the journal's content made available on PubMed/MEDLINE, the journal will reach to a larger audience. I am greatly looking forward to seeing the positive effects of this new development.

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