

## *The New Decade of Scholarly Publishing*

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### **ABSTRACT**

While electronic publishing is not new, in recent years, changing publishing norms and expectations have made gold open access journals the future of academic and scientific publishing.

#### **KEYWORDS**

Open Access, ORCID

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As we move into a new decade, the landscape of scholarly publishing is ever-improving. The latest Scientific, Technical and Medical Publishers (STM) report suggests, “virtually all STM journals are now available online, and consequently, the vast majority of journal use takes place electronically.”<sup>1</sup> While electronic publishing is not new, in recent years, changing publishing norms and expectations have made gold open access journals the future of academic and scientific publishing<sup>2</sup>. The significant change in open access scholarly publishing likely stems directly from Plan S3, an initiative that arose from an international group of research funders (Coalition S). Coalition S requires that beginning in 2021 scientific publications that result from research funded by public grants must be published in compliant open access journals or platforms<sup>3</sup>. This requirement will shift the pattern of submissions and consequently the competitive landscape among journals for readership, impact factors, and institutional subscriptions.

This evolving landscape of online open access offers great benefits to authors and readers, as open access publications are available nearly immediately<sup>4</sup>. In line with these benefits, the Marshall Journal of Medicine remains an online open access journal, publishing

articles to expand the knowledge of rural health care for practitioners, educators, researchers, and policy-makers around the globe. In accordance, the Marshall Journal of Medicine is indexed in Directory of Open Access Journals (DOAJ)<sup>5</sup>.

Not only does online publishing offer immediate access to high-quality research articles, but this format also enables identification of authors and the dissemination of research across the globe in an instant. Beginning in January 2020, the Marshall Journal of Medicine is using ORCID<sup>6</sup> Open Researcher and Contributor ID within its editorial manager submission system. ORCID provides a digital name – or iD – that uniquely and persistently identifies researchers and other contributors to the research effort. By connecting iDs to different research activities and affiliations across multiple research information platforms, ORCID enables recognition and reduces the reporting burden for researchers. Furthermore, the Marshall Journal of Medicine facilitates sharing of open access publications via social media links (Facebook, Twitter, LinkedIn, etc.) directly from the article repository, facilitating dissemination of scholarly work to all corners of the globe, where it may be most impactful. With the changing publication landscape, the Mar-



shall Journal of Medicine continues to improve its publication platform and remain at the forefront of the evolving landscape of scholarly publishing.

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