

Invited Lecture

Topic: The Publishing Strategy of Royal Society of Chemistry
and Publishing Research in High Impact STM Journals

Speaker: Dr. Emma Wilson
Royal Society of Chemistry

Date & Time: 4:00 -5:00(pm) Feb. 25, 2014 (Tuesday)

Venue: Multifunctional Hall, IPE Mansion



Introduction

Emma Wilson responsible for the Organic, Chemical Biology and General Chemistry journal portfolio's that are made up of 15 titles, including Chemical Communications, Chem. Soc. Rev, Chemical Science. She also manage RSC Publishing's editorial presence in China via their Beijing office. Her role is to work closely with the Managing Editors and the Chemistry community to continually develop the titles. She input into the strategic direction of the titles, the portfolio and the Publishing Department. A focus over the last 4 years has been to increase the visibility and value of the RSC Journals by increasing both the amount of content they publish and the impact and of the work that they publish. As a result the number of articles published across the RSC Journals has increased from just over 5,700 articles in 2007 to a predicted 20,000 articles by the end of 2011. At the same time the Impact factors of the journals have increased by 55 % since 2003. Part of this success has been due to their International strategies, they place a large emphasise on engaging with the chemical sciences communities internationally, especially China and the US.