

# INTERNATIONAL JOURNAL COURSE *Asia*

April 19-22, 2026, Bangkok, Thailand



Association of Learned  
and Professional  
Society Publishers

DIXON & STRAUB

## Preliminary Programme

Bangkok | Sunday August 9th – Wednesday August 12th

### *Sunday August 9th – Afternoon*

#### Introduction to the course

1. How scholarly journal publishing functions as an interconnected system rather than a set of isolated tasks.
2. The structure of the International Journal Course and how teaching, interpersonal skills and the case study fit together.
3. What participants can expect to gain professionally from four days of intensive, applied learning.

#### Core journal publishing knowledge

1. The full journal lifecycle from submission and peer review through production, publication and post-publication evaluation.
2. How editorial, operational and commercial decisions influence one another in practice.
3. Why journals behave the way they do, and how stable underlying structures sit beneath ongoing change.

#### Introduction to Interpersonal & cross-cultural skills in publishing

1. Why scholarly publishing is fundamentally a relationship-driven industry.
2. How communication styles, hierarchy and cultural expectations affect daily publishing interactions.
3. The role of self-awareness in working effectively with editors, authors, reviewers and colleagues.

## Introduction to the case study

1. Overview of the live journal case study that runs throughout the course.
2. How participants will work in teams to design or reposition a journal.
3. What the case study is designed to teach about decision-making, trade-offs and accountability.

## *Sunday August 9th – Evening*

- Dinner at hotel
- Group work on case study and interpersonal skills

## *Monday August 10th – Morning*

### Editorial strategy & journal development

1. How journals build and maintain a clear editorial identity in competitive subject areas.
2. Reading the real signals of journal health beyond submissions and impact factors.
3. Practical approaches to sustainable journal growth and development over time.

### Portfolio management & strategic decision-making

1. Managing journals as part of a portfolio rather than in isolation.
2. Balancing mission, market position and financial sustainability across multiple titles.
3. How experienced publishers make decisions about launching, repositioning or closing journals.

### Business models, finances & sales

1. How different journal business models shape editorial and operational choices.
2. The financial realities behind subscription, open access and mixed revenue models.
3. Understanding how sales, pricing and agreements influence journal strategy.

## *Monday August 10th – Afternoon*

### Bibliometrics & journal performance

1. How citation metrics, usage data and alternative indicators are used in practice.
2. What bibliometrics can and cannot tell you about a journal's performance.
3. Responsible interpretation of data to support long-term strategic decisions.

### Discussion on Interpersonal & cross-cultural skills in publishing

1. Applying interpersonal frameworks to real publishing situations and challenges.
2. Managing difficult conversations with editors, authors and internal stakeholders.
3. Adapting communication styles in a global and culturally diverse environment.

## Working on the case study

### **Monday August 10th – Evening**

- Social event: Thai cookery course

### **Tuesday August 11th – Morning**

#### Production workflows & operational efficiency

1. The journey from accepted manuscript to published article.
2. How workflow design affects speed, quality, cost and author experience.
3. Managing vendors, automation and handovers realistically and effectively.

#### AI in publishing, innovation & future trends

1. Where AI is currently being used across the publishing workflow.
2. The opportunities, risks and limitations of AI-driven tools.
3. How to engage with innovation critically without chasing hype.

### **Tuesday August 11th – Afternoon**

#### Peer review & research integrity

1. How peer review is intended to function and where it breaks down in practice.
2. Common integrity risks including conflicts of interest and publication manipulation.
3. Proportionate, transparent responses to integrity challenges.

## Working on the case study

### **Tuesday August 11th – Evening**

- Dinner at hotel
- Group work on case study

### **Wednesday August 12th – Morning**

#### Presentation of case studies

1. Team presentations pitching a new or repositioned journal.
2. Defending strategic, editorial and operational choices.
3. Feedback focused on judgment, coherence and realism.

#### Recap, further questions & discussion

1. Connecting course insights back to participants' real roles.
2. Open discussion of unresolved challenges and questions.
3. Key takeaways for professional development beyond the course.

**Award ceremony**

**Good-byes**