

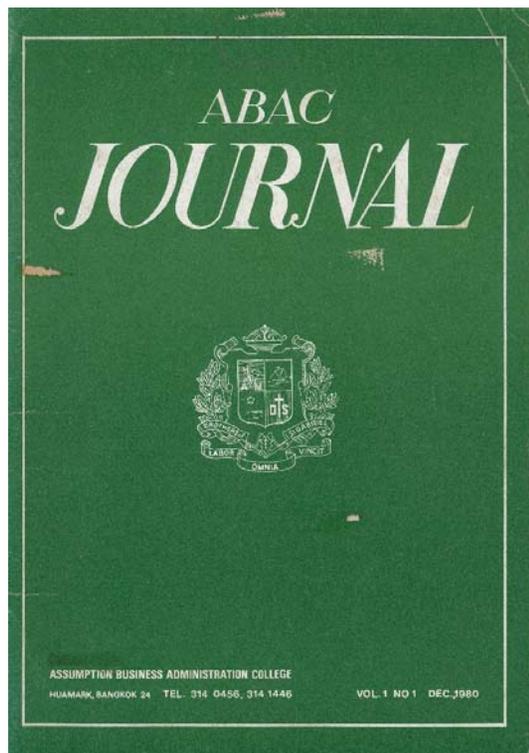
Editor Training for AU Journal Development towards Top Ranking International Databases

Sharing Experiences on Successes and Challenges

February 4, 2026

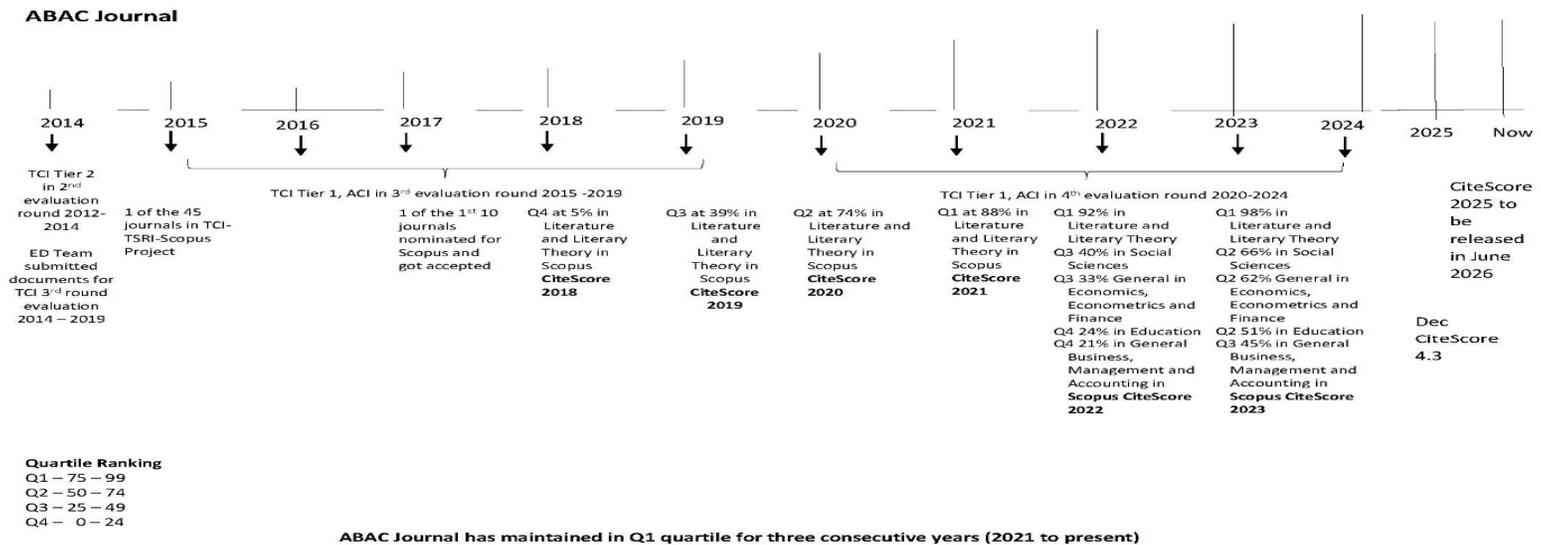
By

**Dr. Absorn Meesing
Editor-in-Chief, ABAC Journal
Assumption University**



The ABAC Journal is a Quarterly Magazine which aims at disseminating information relevant to the needs of people in the Academic, Business and Management fields. It is edited and published by the Faculty of the Assumption Business Administration College whose President takes responsibility for its publication and distribution. Opinions expressed in the Journal are of the writers' and are not necessarily endorsed by the editors. Please, address all editorial enquiries to ABAC Journal, Assumption Business Administration College, Huamark, Bangkok 24, Thailand.

12-year Journey of ABAC Journal



ABAC Journal's CiteScore Records

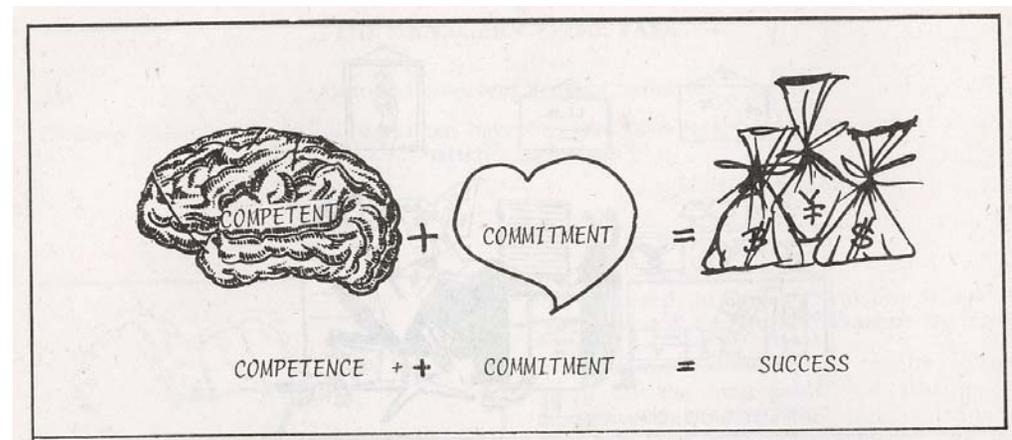
CiteScore (average citations over a four-year period
e.g. 2022-2025)

Year	CiteScore
2018	0
2019	0.1
2020	0.3
2021	0.5
2022	0.8
2023	2.2
2024	3.2
2025	

Monthly CiteScore Tracker 2025

2025 (5 Dec 2025)	4.3
2025 (5 Jan 2026)	4.4

How did we make it?



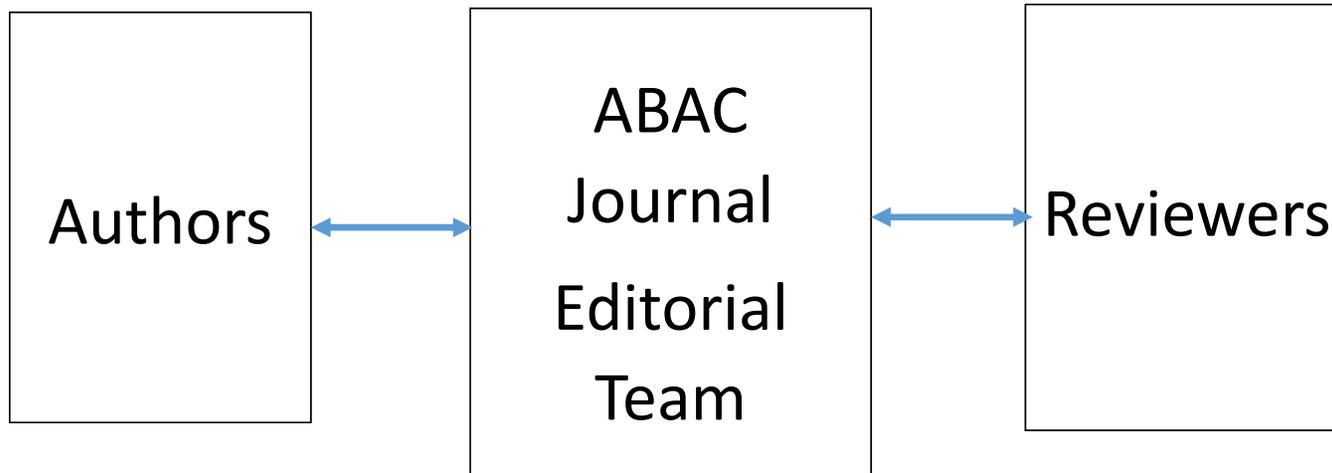
If you ask my Journal Editorial Team,

- Mr. Aung Kyi Win, Assistant Editor:
- Dr. Sutthisan C., Associate Editor:

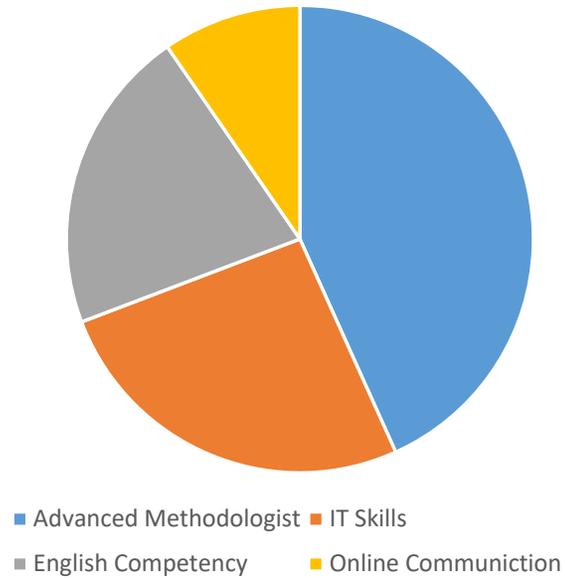
Guess what they said?

- Aung:
- Dr. Sutthisan:
- Absorn:

Journal Key Players



Journal Work Flow Essentials



- Advanced/Strong Methodology (Beside content expertise)
- IT Skills
- English Competency
- Online Communication

Journal Work Principles

- Aim high: Scopus -> WOS -> Q1J
- English /Non Thai
- Communication with mutual respect (politeness)
- IT Skills
- Fulltime job for the Journal Team
- Strong Methodologists as Reviewers
- Diversity of EAB and ERB
- Online (online publication and journal website)

Overview of journal components

#1. Clearly articulated scope of the journal

- Be clear of your journal's aims & scope

#2. Strong Review Process

- Expertise of R1, R2
- Merit based judgement

#3. Strong journal editorial team

#4. Editorial Diversity

- AU/Thailand
- Asia
- Western
- Others

Journal Development Guidelines

#1. Foundation and strategic positioning

- Editorial practice should be grounded on a clear conceptual foundation. Editors should reflect on strengths weaknesses opportunities and threats using SWOT oriented thinking to position the journal realistically within the international scholarly ecosystem.

#2. Merit based editorial judgment

- Editorial decisions must be grounded in demonstrable scholarly effort, methodological rigor, and intellectual care rather than on author reputation, seniority, or institutional status particularly within the Thai context. Manuscripts should be assessed on the quality of their research design, analytical coherence, transparency of reporting, and contribution to knowledge. Reliance on academic hierarchy, informal networks, or personal standing must be avoided to ensure fairness, consistency, and credibility in editorial decision making.

#3. Editorial diversity and team complementarity

- Editors need not share a single disciplinary background. Given that the current editorial leadership is grounded primarily in English and language related expertise the journal should intentionally develop a complementary team structure. This includes editors with strengths in digital tools, field specific knowledge, and research methodology in order to ensure balanced collective decision making and comprehensive manuscript evaluation.

#4. Language competence as an editorial asset

- Language proficiency underpins effective editorial work across disciplines. Emphasis on clarity logical coherence and argumentative structure allows editors to evaluate manuscripts beyond subject specialization.

#5. Continuous learning and strategic alliances

- Editorial work requires lifelong learning. Productive alliances with reviewers, scholars, and methodological experts enhance quality more effectively than isolated individual effort.

#6. Capability driven task allocation

- The editorial team's strength lies in language skills, analytical reading, journal experience, and digital competencies. Editorial responsibilities should be assigned strategically according to these capabilities and individual capacity.

#7. Responsible and vigilant use of AI

- Artificial intelligence and AI based tools may be used to obtain general ideas or to support language refinement at a conceptual level. However, manuscript screening and editorial decisions must not involve uploading or processing submitted manuscripts through external AI systems.
- Editors should rely on human judgment and established journal procedures while remaining vigilant in identifying potential AI misuse particularly patterns of repetitive or rapid manuscript production lacking substantive scholarly contribution.

#8. Accuracy and integrity over speed

- Editorial processes must prioritize correctness and scholarly integrity. Particular care is required when references are unclear unverifiable or inconsistently reported to avoid the dissemination of misinformation.

#9. Contribution centered manuscript evaluation

- Each manuscript must demonstrate a clear scholarly contribution. Citation potential is a key indicator. Editors should assess whether studies advance knowledge, capture trends, or generate meaningful implications for policy or practice.

#10. International orientation with contextual sensitivity

- Local or Thai focused studies are acceptable when they are explicitly framed within a regional or international perspective or positioned as analytically transferable cases. A common limitation of Thai based manuscripts is the absence of broader contextualization beyond the national setting.
- Addressing this limitation is essential to avoid purely local framing and to enhance citation potential, readership reach, and visibility in Scopus indexed environments.

#11. Professionalism academic civility and respectful communication

- Editors must maintain respect, professionalism and academic civility in all communication with authors reviewers and colleagues. Even when addressing serious concerns including academic/ethics issues, communication should remain respectful clear and measured in order to uphold scholarly standards preserve trust and protect the integrity of the editorial process.

#12. Editorial team as the primary quality filter

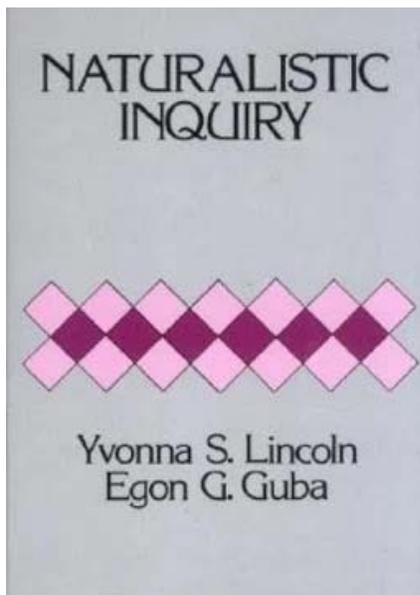
- The editorial team serves as the journal's first quality control mechanism. Critical methodological ethical and conceptual issues should be identified prior to peer reviews to protect reviewer time and journal credibility.

#13. Reviewers as partners in journal impact

- Reviewers are central to journal quality and CiteScore development particularly through methodological evaluation. Editors must actively recruit engage and retain qualified reviewers committed to academic rigor.

A success story

- A Heart-Warming Story from one of the authors in 2014
- A Hedonic Pricing Analysis of Hotel Room Rates in Bangkok
ABAC Journal Vol.34. No.2 (May-August 2024)
<https://assumptionjournal.au.edu/index.php/abacjournal/article/view/75/47>
- Becoming Professional Female Chefs in Thailand: A Case Study of Chef Bo, Bo.lan Restaurant Bangkok
Social Science Asia, Volume 2 Number 2 (2016) April
- <https://socialscienceasia.nrct.go.th/index.php/SSAsia/article/view/58/49>



Yvonna S. Lincoln.
(1957)



Dr. Egon G. Guba
(1924-2008)

[BOOK] **Naturalistic inquiry**

[YS Lincoln, EG Guba - 1985 - books.google.com](#)

Showing how science is limited by its dominant mode of investigation, Lincoln and Guba propose an alternative paradigm—a "naturalistic" rather than "rationalistic" method of inquiry—in which the investigator avoids manipulating research outcomes. A "paradigm shift" is under way in many fields, they contend, and go on to describe the different assumptions of the two approaches regarding the nature of reality, subject-object interaction, the possibility of generalization, the concept of causality, and the role of values. The authors also offer ...

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Challenges/ Future Agenda

- DOI for patents/copyrights of published works
- Security and visibility of AU Journal websites
- Interdisciplinary vs Discipline-based research
- Methodology: quantitative, qualitative, mixed method
- Special issues (theme-based, problem-based, global trends, etc. i.e. AI, digital economy, health & aging societies, SDGs)



Q&A



Thank You

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