

Journal of Agriculture Research Management and Agripreneurship by Association for Management of Agricultural Research and Agripreneurship (AMARA), Hyderabad, INDIA

Preamble:

The journal of **Agriculture Research Management and Agripreneurship**, co-initiated by AMARA Society and ICAR-NAARM, aims to become a high-impact publication in the fields of agriculture research, management, and agripreneurship. Achieving an international impact factor (IF) and gaining significant traction from researchers worldwide requires a strategic approach in editorial structure, content curation, networking, and dissemination. By embracing **multidisciplinary perspectives and promoting transdisciplinary integration**, the journal aspires to be a premier platform where agricultural sciences, management, economics, technology, and communication converge. It seeks to foster knowledge exchange among researchers, practitioners, educators, entrepreneurs, and policymakers, thereby advancing sustainable agricultural growth and agripreneurship at local, national, and global levels.

The following drawn strategy provides a detailed roadmap to ensure that the journal achieves both **NAAS Impact Factor** and **Thomson Reuters Impact Factor** in the shortest possible time. By leveraging a high-quality editorial structure, promoting timely and relevant content, and focusing on global visibility and networking, the journal can build a strong international presence and become a trusted source of knowledge in agriculture research, management and agripreneurship.

This strategy will outline key recommendations to:

- 1. Strengthen the Editorial Structure**
- 2. Create a Robust Editorial Policy**
- 3. Facilitate High-Quality Submissions and peer-review process**
- 4. Build International Recognition and Citation**

1. Strengthening the Editorial Structure:

The Editorial Board is critical to the credibility and quality of the journal. Here's how the editorial structure can be designed:

a. International Editors and Advisory Board Members

- **Global Expertise:** To ensure international visibility and recognition, the **Editors** should have established academic or research careers, especially with experience in high-impact journals. Editors with international reviewing experience bring credibility and can guide the editorial process to meet global standards.

- **Diverse Regional Representation:** Ensure representation from key agricultural regions such as North America, Europe, Africa, Asia, and Oceania. This broadens the journal's global reach, facilitates diverse perspectives, and increases the chance of acceptance in international academic networks.
- **Prominent Advisory Board:** The advisory board should include renowned figures from agriculture research, policy-making, and agripreneurship. Their involvement signals to the research community that the journal is authoritative and well-connected in the field.

b. Peer Review Process

- **Double-Blind Peer Review:** Ensure a **double-blind peer review** process to maintain objectivity and trustworthiness. This will also help attract international contributors and establish the journal's credibility as a transparent and unbiased publication.
- **International Reviewers:** The pool of reviewers should be global experts. High-quality and constructive peer review attracts better submissions and enhances the quality of published papers, which is critical for gaining citations.

2. Content and Scope:

The *Journal of Agricultural Research Management and Agripreneurship* is conceived as a **multidisciplinary research forum for agriculture and allied sciences research management and policy and also act as a transdisciplinary knowledge platform** that brings together science, technology, management, economics, communication, and policy to accelerate agricultural transformation and agripreneurship. It provides space for scholarship, innovation, and practice at the intersections of agricultural research, enterprise building, and rural development. The journal welcomes original research articles, reviews, policy analyses, perspectives, models, and evidence-based case studies.

The scope of the journal covers emerging topics within agricultural and allied research, management and agripreneurship. These include, but are not limited to:

1. **Emerging Trends in Agricultural Innovation, Next-Generation Research in Agriculture and allied sciences and IP management and policy**
 - Precision farming, biotechnology, agroecology, regenerative and sustainable food systems.
 - Climate change adaptation, resilience, food and nutritional security aspects.
 - Next-generation technologies including digital twins, AI, IoT, robotics, big data, and remote sensing.
 - Transdisciplinary approaches integrating natural, social, and computational sciences.
 - Intellectual Property Management
2. **Agricultural Research Management and Systems**

- Agricultural research management, institutional development, and governance.
- Decision-making models, techno-economic modelling, and innovation systems.
- Impact assessment, monitoring, evaluation, and technology assessment in agricultural R&D with respect policy and management.

3. Agripreneurship and Agribusiness Management

- Enterprise building, startups, and entrepreneurial ecosystems in agriculture.
- Supply chain management, value addition, digital platforms, and market access.
- Agribusiness finance, risk management, and investment strategies.

4. Policy, Economics, and Development

- Agricultural and rural development policies, trade, globalization, and food system transitions.
- Policy frameworks for sustainability, innovation, and farmer livelihood security.
- Applied economics, econometrics, forecasting, and resource-use efficiency studies.

5. Extension, Communication, and Knowledge Systems

- Extension reforms, participatory approaches, and institutional innovations.
- ICTs, AI-enabled tools, big data, and digital knowledge platforms for extension.
- Science communication in agriculture to connect researchers, policymakers, industry, and farmers.
- Transdisciplinary communication strategies for scaling technologies and fostering adoption.

6. Education and Human Resource Development

- Agricultural education systems, curricula, and pedagogical innovations.
- Human resource management, leadership, and skill-building.
- Competency-based education, capacity building, and future-ready agricultural workforce development.

7. Case Studies

- Successful global best practices, models of agripreneurship, technology adoption, and enterprise development.
- Policy impact assessments, extension innovations, and digital agriculture cases.

- Documentation of indigenous knowledge systems and their integration with modern science.

3. Editorial Policy and Submission Guidelines:

To ensure the journal's credibility and consistent quality, set up clear and transparent editorial policies:

a. Submission Guidelines

- **Rigorous yet Inclusive:** Encourage both theoretical and applied research. Encourage submissions from researchers, policymakers, agripreneurs, and industry professionals. Research should have practical implications, making it relevant to a wider audience.
- **Plagiarism and Ethical Standards:** Enforce strict plagiarism checks and ensure compliance with ethical standards in research. Ethical research and responsible publishing are prerequisites for journal credibility.

b. Special Issues

- Organize **special issues** around timely topics, such as post-COVID agricultural recovery, AI in agriculture, or the role of women in agripreneurship. Special issues attract guest editors and external contributors, broadening the journal's appeal.

4. Facilitate High-Quality Submissions and Visibility:

a. Promotion of the Journal:

- **International Partnerships:** Collaborate with international organizations such as **FAO, ICAR, CGIAR**, and others for wider visibility and collaboration. These partnerships enhance the journal's legitimacy and help attract high-quality papers.
- **Conference Partnerships:** Partner with international agricultural conferences and workshops, where researchers can be invited to submit their work for publication. Offering a platform for post-conference papers can significantly boost submissions and citations.
- **Digital Presence:** Invest in a **user-friendly, searchable website** and ensure content is available via databases such as **Google Scholar, ResearchGate, PubMed, Scopus, and DOAJ**.

b. High-Quality Publishing Standards:

- **Formatting and Design:** Ensure that papers are professionally formatted and edited. A polished journal with good design attracts more readers, increasing the likelihood of citations.

- **Open Access:** Implement open-access policies to allow greater dissemination of research. This will increase the reach and citation potential globally.

c. Timely Publication:

- **Efficiency:** Aim for a **quick turnaround time** for initial decision and publication (ideally within 4-6 weeks for initial decisions and within 3 months for publication). The faster the publication, the quicker the work will get cited.

5. Citations and Gaining Impact Factor:

a. Networking and Community Building

- **Engage Authors and Readers:** Encourage authors to promote their published work on social media and academic networks (e.g., LinkedIn, Twitter, ResearchGate, Academia.edu). Consider implementing **altmetrics** to track attention and engagement with articles.
- **Citations Encouragement:** Regularly mention the importance of citations in author guidelines and provide guidance on how authors can promote their articles. This may include integrating citations into research proposals or future collaborations.

b. Indexing and Impact Factor Applications:

- **Application for NAAS Impact Factor:** Since NAAS is specific to India, focus on local agricultural research first. Submit the journal for **NAAS (National Academy of Agricultural Sciences)** evaluation after consistent publication for 2 years.
- **Application for Thomson Reuters Impact Factor:** Once the journal gains local recognition and a consistent stream of high-quality papers, apply for inclusion in Thomson Reuters' **Web of Science**. The editorial board and contributors should actively network to ensure the journal is known in international circles.

6. Justification for the Strategy:

a. Editorial Structure and Quality:

- A strong editorial structure ensures credibility, attracts top-tier researchers, and fosters high-quality submissions. International editors and advisory members enhance global visibility and trust in the journal.

b. Scope and Content:

- A broad, relevant scope with timely topics ensures the journal attracts a diverse pool of contributors, encouraging submission from high-impact areas in agriculture.

c. Peer Review and Publishing Policies:

- A rigorous peer-review process ensures the quality of the content published, thereby increasing citation potential. Timely publication and adherence to ethical standards further solidify the journal’s credibility.

d. Networking and Promotion:

- By engaging in international partnerships and conferences, the journal will gain visibility among a global audience, increasing its citation and impact potential.

Strategy Component	Actions/Recommendations	Justification
A. Editorial Structure		
International Editors & Advisory Board	<ul style="list-style-type: none"> • Appoint globally recognized experts as Editors and Advisory Board members. • Include diverse regional representation (North America, Europe, Asia, Africa, etc.). 	<ul style="list-style-type: none"> - Enhances credibility and ensures global reach. - Brings diverse perspectives and expertise to the journal. - Signals authority to the research community.
Peer Review Process	<ul style="list-style-type: none"> • Implement a double-blind peer review process. • Include international experts as reviewers. 	<ul style="list-style-type: none"> - Ensures objectivity and transparency. - High-quality peer review attracts better submissions and strengthens the journal’s reputation.
B. Content Scope		
Broad Scope	<ul style="list-style-type: none"> • Include topics like precision agriculture, agribusiness, sustainable farming, policy analysis, etc. 	<ul style="list-style-type: none"> - Attracts a wide variety of research, encouraging diverse submissions and increasing engagement.
Applied & Theoretical Research	<ul style="list-style-type: none"> • Encourage both theoretical studies and case studies with practical implications. 	<ul style="list-style-type: none"> - Balances fundamental research with practical applications, increasing relevance for academics and industry professionals alike.
C. Editorial Policy and Submission Guidelines		
Clear Submission Guidelines	<ul style="list-style-type: none"> • Provide transparent and rigorous submission guidelines (formatting, 	<ul style="list-style-type: none"> - Establishes a professional and trustworthy image.

	ethical standards, plagiarism checks).	- Encourages high-quality submissions.
Special Issues	<ul style="list-style-type: none"> • Regularly release special issues on timely, high-impact topics. 	- Drives targeted submissions and highlights emerging trends, attracting influential contributors.
D. Promotion and Visibility		
International Partnerships	<ul style="list-style-type: none"> • Partner with international organizations (FAO, ICAR, CGIAR). • Collaborate with global research institutes and universities. 	<ul style="list-style-type: none"> - Boosts journal visibility and establishes its global network. - Facilitates access to high-quality submissions and academic collaborations.
Conference Partnerships	<ul style="list-style-type: none"> • Collaborate with agricultural conferences and workshops for post-conference papers. 	- Attracts quality research and provides an outlet for high-profile research to be published.
Open Access & Digital Presence	<ul style="list-style-type: none"> • Ensure the journal is open access for global dissemination. • Create an engaging and searchable journal website. 	- Increases the journal's accessibility, encouraging wider readership and citation potential.
E. Timeliness and Quality		
Fast Publication Turnaround	<ul style="list-style-type: none"> • Aim for a 4-6 week turnaround time for initial decisions and 3-month publication. 	- Faster publication attracts more contributors and increases citation frequency.
High-Quality Formatting & Design	<ul style="list-style-type: none"> • Ensure professional formatting and clear presentation. 	- Attracts more readers and increases the chances of citation in other research.
F. Citations & Impact Factor		
Engagement with Authors & Citations	<ul style="list-style-type: none"> • Encourage authors to promote their papers on academic social media (LinkedIn, ResearchGate, etc.). • Provide guidelines on increasing citation potential. 	<ul style="list-style-type: none"> - Increases visibility and citation potential. - Engaging with the research community accelerates the citation process.
Indexing & Impact Factor Applications	<ul style="list-style-type: none"> • Submit for NAAS evaluation after consistent publication for 2 years. • Apply for Thomson Reuters' Web of Science once the journal gains global visibility. 	<ul style="list-style-type: none"> - Ensures recognition in relevant academic databases, increasing citation rate. - Early application for Web of Science impacts

		long-term citation growth.
G. Network Building & Special Issues		
Networking	<ul style="list-style-type: none"> • Engage with international researchers and institutions. • Attend key agricultural research events globally. 	<ul style="list-style-type: none"> - Establishes a strong, well-connected academic presence. - Provides valuable networking opportunities, enhancing citation and visibility.
Special Issues & Guest Editors	<ul style="list-style-type: none"> • Invite guest editors for special issues on emerging trends in agriculture and agripreneurship. 	<ul style="list-style-type: none"> - Increases the journal's relevance and appeal to researchers in niche but emerging areas.

Building an international impact factor and ensuring wide-ranging submissions require deliberate effort in enhancing editorial quality, content diversity, and global engagement. Through strategic editorial structuring, robust peer review, and effective dissemination, the journal can achieve both the **NAAS Impact Factor** and eventually **Thomson Reuters Impact Factor**, positioning itself as a leading global resource in agriculture research, management and agripreneurship.

**President AMARA/
Editor-In-Chief**