

一个大学学报的国际化努力 | 浙江大学学报获国际卓越奖学术出版商奖项提名

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“国际出版卓越奖”颁奖典礼现场 (2017-3-14)

编者按：

3月14日，从伦敦国际书展传来消息，浙江大学学报 (*Journal of Zhejiang University-Science, JZUS*) 与澳大利亚联邦科学与工业研究出版社 (CSIRO Publishing) 获国际出版卓越奖“学术与专业出版奖”类别提名。这是自2014年该奖项设立以来首家入围的学术期刊，也是国际学术出版业界对中国学术期刊的认可。

英国伦敦图书博览会于2014年设立“国际出版卓越奖”，意在褒奖整个出版产业链上成就非凡的从业者，也是英国对国际出版市场上杰出企业与个人，及各种创新项目的认可。

中国大学学报有大约1000家之多，浙江大学学报为何能够脱颖而出，在国际化方面取得斐然成绩？参加此次伦敦国际书展的中国出版商务周报的报道，也许能带给我们一些思考和借鉴。

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The winners of The London Book Fair International Excellence Awards were announced at a prestigious awards ceremony held on Tuesday 14 March 2017 at Olympia, UK. In its 16 Awards Categories, The Academic and Professional Publisher Award's winner is OECD Publishing (France) ; the shortlisted publishers include CSIRO Publishing (Australia) and Journal of Zhejiang University-Science (*JZUS*) (China) .

Not Just a Campus Journal

As Zhang Yuehong (Helen) , Chief Editor of *JZUS* introduced, there are roughly 5,000 STM periodicals in China, including more than 300 published in English. Around 1,000 are 'campus' journals that mostly publish papers from Chinese universities. Zhang has had a dream that to run an international scientific journal that meets international standards. So in 2008, *JZUS* started using CrossCheck. Zhang says, it is inaccurate to describe *JZUS* as a 'campus' journal. In fact, it is an international publication with a pool of some 26,000 referees from more than 67 countries. On average, 64.4% of its contributions come from outside Zhejiang University, Hangzhou, China, of which 50% are from more than 46 countries and regions. The editorial board is international too.

JZUS publishes articles in-press to avoid publishing delays, and identifies the 'hot topic' or most downloaded articles to help readers identify trends and the best articles published. It allows post-publication comments, and has added Power Point summaries of each article to help readers use its content in their own presentations and ensure correct citation.

Rather than aiming for anonymous 'international' status, *JZUS* is conscious of its roots, and celebrates the cultural heritage of China. Chinese cultural tokens are used to reward its reviewers, wherever in the world they are, in addition to the recent addition of Chinese language abstracts to increase usability to Chinese researchers.

Since 2014, *JZUS* has collected and deposited CrossMark, ORCID (a persistent digital identifier for a researcher) , and FundRef (funder information) metadata for every paper, and displays them both in the web and PDF version.

JZUS recognizes that text and data mining (TDM) is increasingly seen as a useful method for analyzing large volumes of unstructured documents, which can meet the needs of researchers and support the innovation and development of new knowledge. Because of its participation in Crossref Text and Data Mining Services, researchers are able to text mine subscription content since 2015 accessed via Crossref and Springer's Metadata API, provided the purpose is noncommercial research.

In 2015, aiming at persisting in anti-plagiarism and its high international peer review standards, Zhang Yuehong, worked with her two colleagues, posted a 2015 *JZUS-policy* online. The *Policy*, based on the ethical code and flow charts of the Committee on Publication Ethics (COPE) and their experience at *Journals of Zhejiang University-SCIENCE A/B & FITEE*, includes three sections: Forms of Plagiarism, Anti-Plagiarism Policy, and CrossCheck Workflow. This policy is available free at the official website of *JZUS*, noting that *JZUS* will strictly follow its anti-plagiarism policy, while CrossCheck will be used to check authors' submitted papers in order to identify unduly high levels of similar text, which gives rise to the possibility of plagiarism.

In 2016, Springer and Zhejiang University Press published two new books about *JZUS* respectively, one is *Against plagiarism: a guide for editors and authors*, which published by Springer, and supported by COPE (Committee on Publication Ethics) , the other one is *Chinese Cultural Kaleidoscope*, which published in Zhejiang University Press. Both books mark the academic achievements of *JZUS* in these years.

Focus on Service Rather Than Innovation

In the report of The Association of Learning and Professional Society Publishers, it commended that a good journal is the one focusing its activities on authors and readers. While it may not be developing truly innovative services, it is thinking about what they need and developing new ways of providing them.

Being nominated and shortlisted for LBF International Excellence Awards 2017 is a new progress of *JZUS*, Zhang Yuehong shows her gratitude, saying "We are very appreciated international nominators who recognize *JZUS* in academic publishing area!"

The-Intellectual

获得国际卓越奖学术出版商奖项提名的
《浙江大学学报》
传递中国学术界的聲音

2017年3月14日晚，伦敦国际书展颁奖大厅，国际出版卓越奖16个类别奖项正式揭晓。在“学术与专业出版奖”类别，中国的*Journal of Zhejiang University-Science (JZUS)* 与澳大利亚的CSIRO Publishing (Commonwealth Scientific and Industrial Research Organisation, 联邦科学与工业研究出版社，简称CSIRO) 获提名，来自法国的OECD Publishing (Organization for Economic Co-operation and Development, 世经合组织出版社，简称OECD) 赢得正式奖。

真不是一个“校园”学报

正如*JZUS*总编辑张月红介绍，中国大约有5000份STM期刊，其中包括300多份英文期刊，大约有1000份高校学报主要刊发中国大学的论文。张的梦想是，既然当时的历史背景不能改刊名，就办出具有国际水准的大学学报。如2008年，*JZUS*成为第一家使用CrossCheck的中国期刊，在国际上也是走在前面的。张说，将*JZUS*描述为“校园”期刊是不准确的，事实上，这的确是一个国际出版物。自2000年创刊以来，除了编委会国际化，来自超过67个国家约26,000多国际审稿人为其学术把关；其投稿的平均64.4%来自浙江大学以外，其中一半稿件来自中国以外的46个国家和地区。

2009年，*JZUS*实行预印版在线发表，减少发布时滞，开发刊文后的网上开放评议平台，以助读者发现行业趋势，点评好文章，批评学术不端，据此自动选出“热点”或最高下载量的文章。2013年每篇文章上线PPT导读，2014年加载中文概要，帮助读者迅速了解研究价值和创新要点，使海内外华人读者可以第一时间以母语解读。另外，*JZUS*不满足人云亦云的“国际化”的目标，挖掘“身边的，就是世界的”的文化之根，以五千年的华夏文明对国际审稿学者表达独具匠心的人文情怀，这在国际学术期刊界可谓仅此一家。

强化数字文本标识技术


2014年，JZUS接轨国际数字化标准，不仅对刊发文章标识了CrossMark（文本追踪）、ORCID（开放研究和贡献者身份标识）和FundRef（基金信息）等元数据。同时JZUS运用了Crossref的TDM（文本数据挖掘）技术，从2015年开始，非商业性的研究人员可通过Crossref和Springer的元数据API访问JZUS的挖掘内容，此举即满足了研究人员从大量文库中提取有用内容的需求，又体现了新技术的妙不可言。

2015年，基于国际学术出版伦理规范，国际同行评审标准，以及《浙江大学学报（英文版）A/B&FITEE》三刊的工作经验，JZUS在线发布了期刊反剽窃政策。它包括三部分：剽窃的9种类型、编辑处理政策和CrossCheck的2个工作流程图。这表明了JZUS严格执行政策、杜绝学术不端的办刊态度。该政策已被欧美期刊评论并相继作为培训教材的样本使用。

2016年，JZUS出版了2本新书，一本是由COPE基金资助，Springer出版的研究成果，书名为*Against Plagiarism: a Guide for Editors and Authors*（《反剽窃：对编辑与作者的指南》）；另一本是由浙江大学出版社出版，中英文版的《中国文化万花筒-*Chinese Cultural Kaleidoscope*》，它见证了15年来JZUS对国际审稿学者传播文化遗产的心路历程。

聚焦服务重于创新

全球学术与专业出版协会（ALPSP）的报道中说，JZUS是一本好期刊，它聚焦为作者和读者服务的理念，虽然它的有些技术不具有国际创新的标签，但它正在思考学者需要什么，并开拓新思路来实现这个目标。

2017年被提名LBF国际学术与专业出版者卓越奖，对JZUS是一个令人兴奋的高起点，张月红代表团队由衷地表达了感激，说道：“我们非常感谢国际提名者认可JZUS在学术出版领域的努力！”

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为更好的智趣生活

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