

„U.S. journals can afford to remain regional, but we can not.” Author distribution-based internationality of Eastern European communication journals.

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Abstract: An international author pool is desirable for Eastern European Communication journals if they intend to crawl up the ranks in the main scientific indices. Current data suggest that EE journals that are able to attract western, especially U.S., authors tend to rank better in SCOPUS, while those whose author base is mainly from their home country or region tend to rank lower. Accomplishing SCOPUS indexation, however, is possible without getting much attention from western or other core country authors, and if Clarivate Analytics will launch a regional coverage expansion program in the future, there can be a chance for such journals to get into SSCI as well. It is debatable whether this creates a favorable environment for channeling regional knowledge into the global science ecosystem, or whether this softens inequalities in science production between a peripheral region and the center. In general, knowledgescapes of Eastern European and other peripheral countries have been, and will continue to be, overlooked unless channelled through key media wherein the core scientific communities actually engage. There is, arguably, little to no prestige or benefit to participate in this channeling for a journal already having a dominant U.S. author base, but there is substantial benefit for a journal with a heavy Eastern European author base: The former can remain regional, not mixing their already high-prestige region authors with authors from lower prestige regions, while for the latter, targeted internationalization is a must, and is most effective when they can convince authors affiliated with institutions from high scientific output regions to submit and publish.