

Scholarly Communication Cycle: SWOT Analysis

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ABSTRACT



Communication (formal/informal) is the key for making society attentive and advance scholarly communication (SC) worldwide openly. Components of SC (accumulation, creation, evaluation, publication, dissemination and preservation) are cycling towards elevation of education, research and innovation. Stakeholders have critical role in managing the SC cycle. In this study, SWOT analysis is used to evaluate strengths, weaknesses, opportunities and threats of SC and its components emphasizing the internal and external ecosystem. Based the SWOT analysis, the stakeholders potentials, resources, drawbacks, advantages, risks etc. are drawn in order to make strategic decisions to manage system effectively. Results revealed that accumulation of resource infrastructure facilitations brings an idea into creativity, reviewed it for quality, originality and publication (stamp of validity) that was disseminated through various media & modes and preserved for longevity. Imperatively, the SC carries authenticity and recognition globally. It also shown that an inactive infrastructure, mentorship and policies often indulge scientific creativity through misconduct and biased decisions of reviewing make futile or fake publication that will always spoiling the system. Taking opportunities to create and access resource repositories, helping to publish research to innovation monetize into products marketing globally with cloud safe and security. Finally, handicap of intellectual infrastructure vacuum (brain-drain) pressures the academia to leap into predatory journals crediting no transparency and accountability.

Keywords: Scholarly Communication; Education, Research and Innovation; SC Cycle; Components of SC; SWOT



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