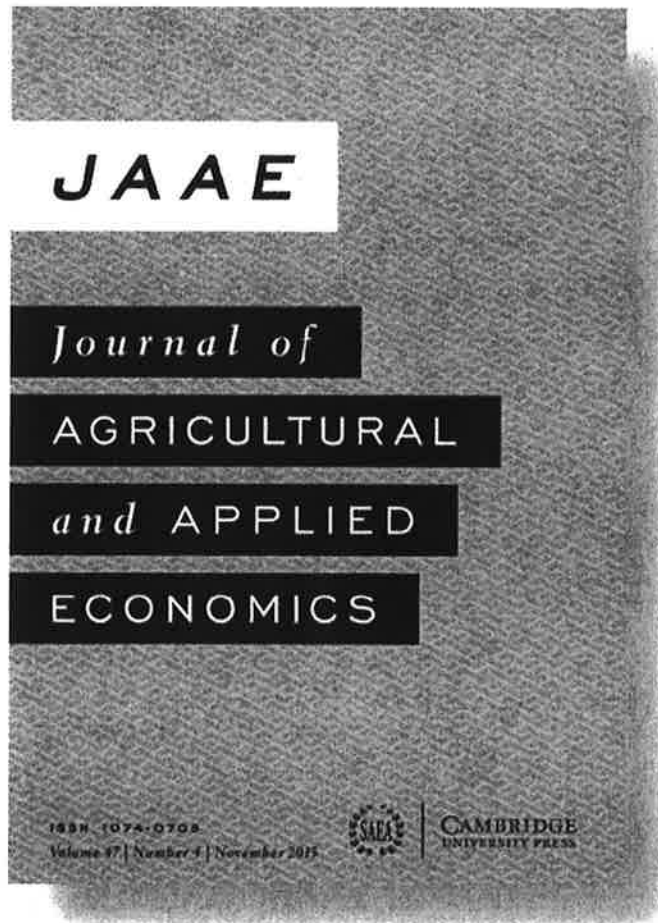


Journal of Agricultural and Applied Economics

Publishing Report | Jan 2017



CONFIDENTIAL

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Key Contacts at Cambridge

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Overview

Submissions

- JAAE experienced a small rise (8.6%) in original submissions in 2016
- The vast majority of authors are based in the United States (75.5%) but JAAE attracts a few submissions from other parts of the world
- JAAE accepts 30% of original submissions

Production

- The JAAE production schedule is based on when the last manuscript for an issue is submitted to production. We are currently on schedule to publish the February issue within the cover month; the most recent FirstView manuscript was sent to production in November 2016, and there are a number of articles in production or published on First View that can be placed into issues at a later date.
- As of 26 January 2017, 8 articles on FirstView thus far, and an additional 11 articles are in various stages of production.

Marketing

- Email campaigns reached 4,500 recipients, with above industry average click through and open rates
- JAAE gained a new homepage upon the launch of Cambridge Core, greater discoverability, responsive design and the ability to highlight content and messages.
- JAAE has been promoted through Cambridge's social media and at key events in the conference schedule
- We encourage participation from editors and the board to maximize the visibility

Usage

- JAAE has seen a 36.3% increase in usage in comparison with 2015
- US and Canadian institutions dominate the top 10 accessing the journal
- The most popular article in 2016 was *Dynamic Effects of Drought on US Crop and Livestock Sectors* (Leister and colleagues)

Open Access and Data

- JAAE is operating well on an OA basis
- We should formalise a waiver request process
- JAAE should consider: 1) requiring a funding statement from authors; 2) more effective promotion of the content of the journal; 3) adopting a data policy

Indexing and Development

- Before an Impact Factor application, JAAE should take steps to internationalise the journal, proactively engage authors and index the journal in other resources. Cambridge can assist with these development goals.

Submissions

Key statistics

JAAE moved onto the ScholarOne Manuscript Central system for handling submissions in June 2015. This provides us with a number of reports to analyse the journal's submissions, workflows and turnaround times.

Key statistics for the year 2016, compared with the data we were provided for earlier years by JAAE's previous editors. 2016 has seen a small increase in new submissions (8.16%).

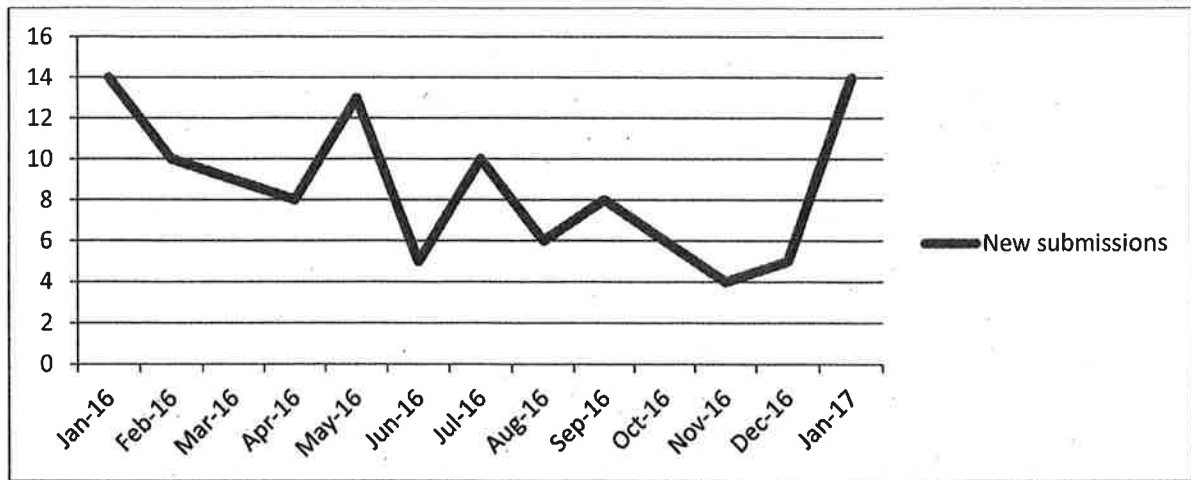
Report	2016	2015	2014	2013
Number of Manuscripts Handled	116*	121	123	154
Number of New Submissions	98	90	71	93
Number of Resubmissions	83	31	53	61
Number of Accepted Manuscripts	27	20	21	27
Number of Manuscripts Returned for Revision	36	45	59	65
Number of Manuscripts Rejected	61	53	52	58
Number of Manuscripts Withdrawn	0	1	0	1
Average Turnaround Time (Days from Submission to Decision)	67	62	68	51

*Number of Manuscripts Handled: I've interpreted this as the number of articles which reached a decision point between Jan1 and Dec 31, 2016.

New submissions by month

JAAE saw a dip in the number of new submissions in August (6) and again in October, November and December (6, 4, 5). The August dip is expected – given academic timetables – but the dip towards the 2016 was greater than we saw between October and December 2015 (12, 10, 10).

However, the data we have for Jan 2017 suggests the journal is going to match or exceed submission numbers it received at the same time last year.



Submitting authors by country

The majority of submitting authors are based in the United States (75.6%). JAAE only attracts a handful of submissions from other parts of the world.

Country of submitting author	Number of submissions (2016)	Percentage of all submissions
United States	74	75.6%
China	5	5.1%
Thailand	4	4.1%
Canada	3	3.1%
Ethiopia	2	2.0%
India	2	2.0%
Nigeria	2	2.0%
Australia	1	1.0%
Ghana	1	1.0%
New Zealand	1	1.0%
Norway	1	1.0%
Sweden	1	1.0%
Switzerland	1	1.0%
Total	98	

Of the 27 manuscripts accepted between Jan 1 and Dec 31 2016, in all cases the submitting author was based in the United States.

Of the 20 manuscripts published between Jan 1 and Dec 31 2016, all corresponding authors were based in the United States with the exception of one in the UK.

Decisions

Over 30% of articles that reached a final decision between Jan 1 and Dec 31 2016 were accepted for publication.

Final decision (2016)	Number	%
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Accept	27	30.7%
Reject	61	69.3%
Total	88	

The majority of original submissions are rejected at the first decision point (59.5%). 38.8% of manuscripts are revised. A relatively small number are rejected without review (12.1%).

First decision (2016)	Number	%
Accept	2	1.7%
Reject	55	47.4%
Reject without review	6	5.2%
Reject – Inappropriate	8	6.9%
Revise	45	38.8%
Total	116	

Production

2015–2016 Issue Timelines

Volume	Issue	Cover Month	Scheduled Online Publication Date	Actual Online Publication Date
47	1	February	1 February 2015	19 February 2015
	2	May	1 May 2015	20 April 2015
	3	August	1 August 2015	8 September 2015
	4	November	1 November 2015	7 December 2015
48	1	February	1 February 2016	29 March 2016
	2	May	1 May 2016	31 May 2016
	3	August	1 August 2016	13 September 2016
	4	November	1 November 2016	21 November 2016

2017 Schedule

	49(1) February	49(2) May	49(3) August	49(4) November
Papers Due	10/30/2016	2/1/2017	5/2/2017	8/1/2017
Papers to Copyediting	11/3/2016	2/2/2017	5/3/2017	8/2/2017
Last mss for setting	11/23/2016	2/22/2017	5/23/2017	8/22/2017
First Proofs to Authors	12/3/2016	3/3/2017	6/6/2017	9/5/2017
Corrections back to typesetters	12/12/2016	3/14/2017	6/16/2017	9/15/2017
Revisions due from typesetters	12/22/2016	3/25/2017	6/27/2017	9/27/2017
Corrections and issue to	1/7/2017	4/4/2017	7/7/2017	10/7/2017

typesetters				
Issue from typesetters	1/15/2017	4/15/2017	7/18/2017	10/14/2017
Issue online	2/1/2017	5/2/2017	8/3/2017	11/2/2017

Marketing at Cambridge

Marketing Update

JAAE

Journal of
AGRICULTURAL
and APPLIED
ECONOMICS



E-mail campaigns

Average Open Rate



25%

* Industry standard is 19%

Average Click Through Rate



8%

* Industry standard is 3%

Number of marketing contacts emailed



4,500+

Additional promotional channels

Reach of CUP social media accounts



4,800+

International conferences at which ARER has been promoted*



19

* 2015 and 2016

New JAAE Cambridge Core page launched on 5th September 2016



As the trend in journals publishing increasingly moves away from print to online publication, driving the usage of content had become a major marketing objective. High levels of usage help to achieve the following key aims, which in turn should further stimulate usage growth:

- to develop the journal’s profile amongst its key readership and author base;
- to increase the readership of the journal;
- to increase the number and frequency of citations;
- to increase the quantity of high quality submissions to the journal
- to maximize the potential of open access content



Usage driving activities

E-mail campaigns continue to be the main method of communication with the journals readership, providing direct links to key content and messages. To date in 2016, e-mails have been sent to over 4,500 contacts with e-mail responses above the industry average.

We have used a variety of mailing lists to widen the journals visibility included purchased list of academics in key subject areas globally as well as utilising Cambridge contacts in Economics and Agriculture in the form of previous book publishers and related journals contacts.

A key objective for 2017 will be to further expand on the number of recipients of JAAE eTOC alerts through both online and e-mail promotion as well as on stand promotions at conferences.



A new homepage



The new JAAE homepage on Cambridge Core was launched on 5th September 2016. The marketing benefits of the site include greater discoverability through enhanced content tagging, a fully responsive design for optimum presentation on tablets and mobiles and also the ability highlight key content and messages.

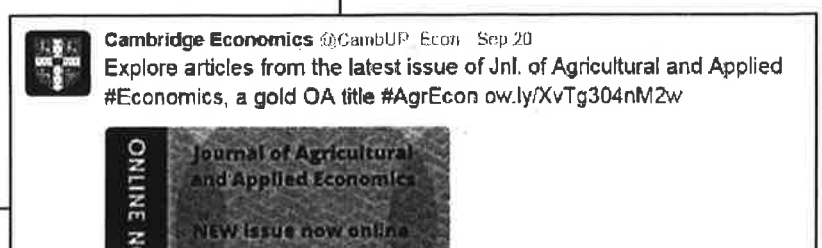
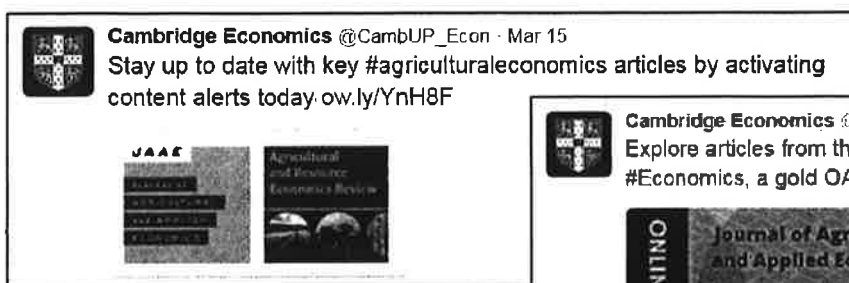
The new page is available at www.cambridge.org/JAAE

Social media

Cambridge has established accounts on both Facebook and twitter which are used to widen the reach of JAAE content and news announcements:

Twitter - https://twitter.com/cambup_econ (1222 followers)

Facebook - <https://www.facebook.com/CambUPEconomics> (3742 likes)



Maintaining visibility at key events

JAAE has been highly visible at key events on the Cambridge conference schedule:

Conference Name	Date	Location
Eastern Economics Association	01/01/2015	USA
Allied Social Sciences Association (ASSA)	03/01/2015	USA
American Library Association Midwinter Conference	30/01/2015	USA
Southern Agricultural Economics Association	31/01/2015	USA
Association of College & Research Libraries (ACRL 2015)	25/03/2015	USA
ESNIE 2015	18/05/2015	France
The American Association of Wine Economists	26/05/2015	Argentina
Congress of the Humanities and Social Sciences	03/06/2015	Canada
Western Finance Association	17/06/2015	US
International Society for New Institutional Economics (ISNIE)	18/06/2015	US
11th World Congress of the Econometric Society	17/08/2015	Canada
American Society of Agronomy, Crop Science Society of America, Soil Science Society of America and Entomological Society of America	15/11/2015	USA
Allied Social Sciences Association Annual Meeting	03/01/2016	US
Southern Agricultural Economics Association	06/02/2016	USA
20th Annual Conference of the Society for Institutional and Organisational Economics	15/06/2016	France
Econometrics Society North American Summer Meeting	16/06/2016	US
Northeastern Agricultural and Resource Economics Association	19/06/2016	USA
European Association of Environmental and Resource Economists	22/06/2016	Switzerland
Agricultural & Applied Economics Association Annual Meeting	31/07/2016	US

Promotional materials

A large conference banner was designed for SAEA as well as smaller table top banners for related events. A sample article booklet was created to provide delegates at these events with sample materials from the journal. The booklets will be updated for 2017 to feature articles from the most recent volume of JAAE.

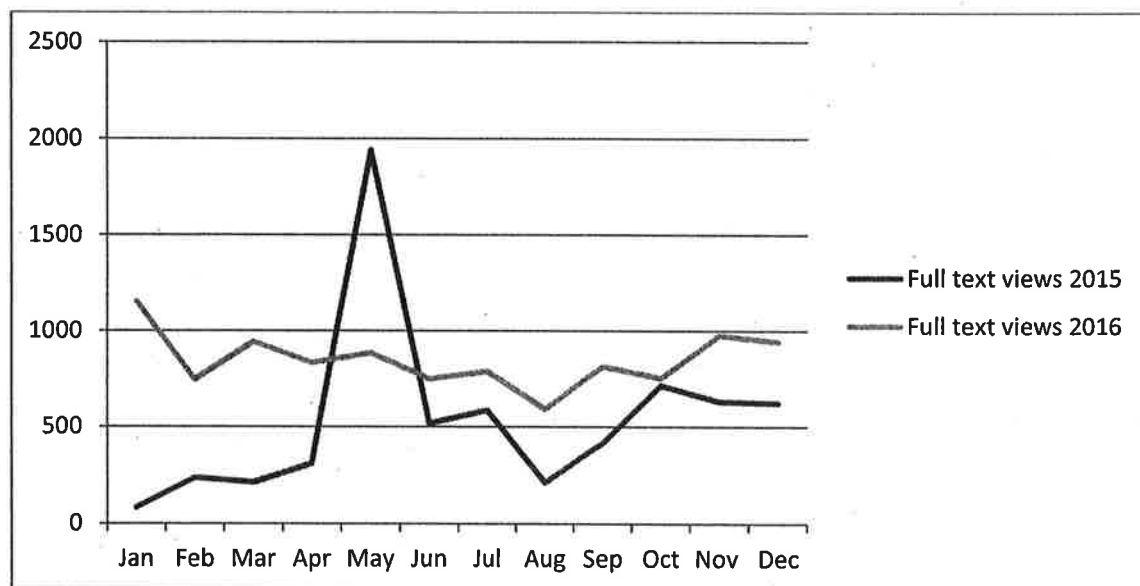
Editorial Participation

In order for us to maximise the visibility and impact of the journal, we ask for your assistance with:

- Conference exposure – As well as providing us with details of conferences you identify as relevant to the journal, we ask for you to inform us if you are personally attending any conferences and would like to be supplied with promotional materials to take with you.
- Circulation of key links and web-pages – In order for the journal homepage to maintain a prominent position in search engine rankings, we need to ensure that relevant websites link to the page. E-mail signatures can also provide a great avenue for the promotion of the homepage and content alerts registration links: i.e., [http:// cambridge.org/JAAE](http://cambridge.org/JAAE)
- Email campaigns – The key to a campaign’s success lies in the list it is sent to and the content we choose to promote, so suggestions from Editors and Editorial Boards are always welcome. If you think an article or a selection of articles around a certain theme would be of interest to a particular group of people, we can set-up free online-only article collections and promote these to a tailored list.
- Social media – We also encourage Editorial Boards to assist us in giving the journal a voice via social media, whether through a blog post about the subject area, or a tweet about new content. Should you be active on social media personally, please do link back to the Cambridge Journals social media accounts to ensure as many users as possible receive information about the journal.
- Share your ideas – Please share any ideas you have about new avenues for the promotion of JAAE, such as listservs, forums, blogs, etc.

Usage

The full text of JAAE articles were viewed on the Cambridge platform over 10,000 times in 2016 – a 36.3% increase on the numbers in 2015.



*A note on usage. Usage statistics gathered reflect a combination of in-person usage and automated usage from organizations and institutions. The dramatic spike in May 2015 we believe may have been the result of automatic usage relating to two institutions, University of Connecticut and University of Otago. Aside from this spike there has been consistently greater usage for each month in 2016 compared to 2015.

Top institutions

Full text views of JAAE articles ranked by institution, Jan 1 to Dec 31 2016.

Institution	Full text views
University of Tennessee, Knoxville, USA	104
Oklahoma State University Library	92
DigiTop - USDA's Digital Desktop Library	83
Kansas State University Libraries	75
University of Alberta	55
Texas Tech University	48
Washington State University	42
University College London, University of Florida	41
McGill University Libraries	40
Instituto de Investigaciones Agropecuarias, Chile	37

Most popular articles

The most viewed articles ranked by usage, Jan 1 to Dec 31 2016.

Article Title	Author(s)	Vol./ Issue	Full-Text Views
DYNAMIC EFFECTS OF DROUGHT ON U.S. CROP AND LIVESTOCK SECTORS	AMANDA M. LEISTER, PHILIP L. PAARLBERG, JOHN G. LEE	47.02	526
FOOD INSECURITY AND PROGRAMS TO ALLEVIATE IT: WHAT WE KNOW AND WHAT WE HAVE YET TO LEARN	PATRICIA A. DUFFY, CLAIRE A. ZIZZA	48.01	417
CHANGES TO THE NATURAL GAS, CORN, AND FERTILIZER PRICE RELATIONSHIPS FROM THE BIOFUELS ERA	JAYSON BECKMAN, STEPHANIE RICHE	47.04	347

DETERMINANTS OF DECISIONS TO ENTER THE U.S. FARMING SECTOR	ASHOK K. MISHRA, HISHAM S. EL-OSTA	48.01	323
A REPLICABLE MODEL FOR VALUING LOCAL FOOD SYSTEMS	STEVEN R. MILLER, JOHN MANN, JUDITH BARRY, TOM KALCHIK, RICH PIROG, MICHAEL W. HAMM	47.04	313
STRATEGIC TRADE ANALYSIS OF U.S. AND CHINESE APPLE JUICE MARKET	JEFF LUCKSTEAD, STEPHEN DEVADOSS, MAHALINGAM DHAMODHARAN	47.02	310
WHAT ARE THE CONSEQUENCES OF THE EQUINE SLAUGHTER BAN ON HORSE PRICES?	MALLORY K. VESTAL, JAYSON L. LUSK, STEVEN R. COOPER, CLEMENT E. WARD	47.01	277
CROSS HEDGING WINTER CANOLA	SEON-WOONG KIM, B. WADE BRORSEN, BYUNG-SAM YOON	47.04	267
COMPARING CARCASS END-POINT AND PROFIT MAXIMIZATION DECISION RULES USING DYNAMIC NONLINEAR GROWTH FUNCTIONS — CORRIGENDUM	JOSHUA G. MAPLES, KALYN T. COATNEY, JOHN M. RILEY, BRANDI B. KARISCH, JANE A. PARISH, RHONDA C. VANN	47.01	263
A NOTE ON THRESHOLD FACTOR LEVEL(S) AND STONE-GEARY TECHNOLOGY	BRUCE R. BEATTIE, SATHEESH ARADHYULA	47.04	255

Open Access

We're pleased to report that the journal is functioning well as an Open Access (OA) title.

As with many other OA journals, the cost of publishing is covered by the payment of an article processing charge (APC) upon an article's acceptance, met by the corresponding author's institution or funding body. The APC for JAAE is set at USD \$1500 and is calculated to contribute to the costs associated with the publication process (coordination of peer review; copyediting and typesetting; online hosting and dissemination etc).

An automatic waiver exists for authors in low and middle income (LMIC) countries, based upon the World Bank list. In 2016 we had one enquiry from an author in Indonesia who was not aware of this and was concerned that this meant he could not submit to JAAE. A recent update to the journal's [Instructions for Contributors](#) makes the waiver policy clearer. But we should devise a formal process to ensure all waiver requests go to CUP, so there's no suggestion that the ability of an author to pay influences editorial decisions. All corresponding authors of articles published in 2016 were based in the United States with the exception of one - based the United Kingdom. None of these authors requested a waiver.

Three related to OA that JAAE should consider:

Requiring a funding statement: Authors are not required to provide a funding statement in their article when they submit to JAAE. A required statement could help us understand which agencies, bodies and institutions are providing the funding that is supporting JAAE now it is publishing on an OA basis. It would also help us monitor the number of authors without access to funds, which may be important for waiver considerations. Lastly, having a funding statement would help the journal comply with the Committee on Publication Ethics (COPE).

Better promotion of content: JAAE publishes articles under Creative Commons licensing, which means that the content can be redistributed and re-used as long as attribution is given to the authors. We can track re-use of content via Altmetric.com, which shows the extent to which an article has been shared on social media, in policy or NGO reports or other types of grey literature. However, for articles published in 2016, only one has registered an Altmetric score. This suggests that more could be done to maximise the open potential of the content – such as the promotional steps recommended in the marketing section.

Data policy: The journal may wish to adopt a policy on data sharing and research transparency for two reasons:

- The so-called reproducibility crisis – a concern that has been widely discussed in psychology, but also increasingly in social science – which highlights the fact that the results of much published research are difficult or impossible to replicate, either as a result of faulty methodology or lack of available data. Many journals are now encouraging the deposition of data to promote the integrity of research and enhance the credibility of the journal.
- Many funding agencies now require their researchers to make data from their research publicly available to enhance transparency and stimulate further research and economic opportunities. US federal agencies – including those relevant to JAAE researchers such as the US Department of Agriculture – are in the process of adopting policies to come into line with a 2013 executive order that required federally funded research data to be open and machine readable.

Cambridge can help you form a community-sensitive data policy and point towards useful resources with which to partner.

Indexing and Development

One of the goals of the JAAE is to be indexed by Thomson Reuters in order to obtain a journal impact factor.

A cited reference search in Thomson's Web of Science analytics tool shows that JAAE articles have received over 795 citations since the 1960s. Examining citations in 2015-2016 for articles published in 2013-2014 suggests JAAE would receive an impact factor of around 0.61, if accepted.

However, as Gillian Greenough stated in the tender for JAAE, the timing of an application is important. If an application is unsuccessful, it may take another two years before the journal can apply again. We believe it is best to focus on some development goals over the next year, which may also strengthen the case for an application in 2018. Reasons for caution now are:

- We have had applications rejected recently for not being sufficiently international. At present three of the JAAE Editorial Board are outside of the US and only one article in 2016 came from outside of the US. We know that Thomson Reuters also look at the institutional affiliations of the Editorial Board in comparison with the authors. There is some crossover here which also suggests that attempts to 'internationalise' the journal may be necessary to make an application successful.

- A 2016 impact factor may be slightly diminished by the fact that some non-research articles were published in the 2013 volume. A calculation for 2017 would not take these into account.

Many of the goals that Gillian cited still seem relevant:

- Greater active editorial promotion of the journal, as outlined in the Marketing section. Creating a buzz around articles that the editors think have wide relevance and are likely to be cited, for example through the use of social media, posts to relevant discussion groups and listservs.
- Widening the author base by proactively approaching the most widely cited authors, or authors in particular regions the editors want to target to help the journal grow. (Cambridge can certainly help you identify authors and send targeted campaigns)
- Publishing high quality articles and those that might be highly cited. It may also be worth considering a special issue strategy, as in our experience articles in special issues tend to be more highly cited
- Further indexing to boost discoverability. The journal is indexed in RePEc and Cambridge has submitted an application to the Directory of Open Access Journals (DOAJ). Cambridge can submit the journal to some more subject specific indexes (AGRICOLA, Econlit) as well as Scopus and Thomson Reuter's Emerging Sources Citation Index. This would be a good prelude to an impact factor application.

We should also stress that an impact factor should not be seen as the sole or even primary goal for JAAE's development. As a metric, the impact factor has come under increasing criticism over the past ten years. The rise of altmetrics – measuring impact through non-traditional sources (social media, policy reports, grey literature) at the article level – is being taken increasingly seriously as an assessment tool by funding bodies in the UK and Europe.

