economics of scientific communication

In last two years the mainline journal has grown rapidly to accommodate changes in its content, layout, and quality, readership which has led to its indexing in EBSCO, CAS, Ulrich Web directory, BASE, DOAJ, Index Copernicus, Google Scholar, ProQuest, Research Gate, Open J Gate, Georgetown library and Genamics JournalSeek. The new Stanford adapted manuscript submission system and online database now presents all issues since 2005 along with their DOIs properly secured on robust servers. The online publication system not only offers a new experience in publishing meant to facilitate transparency and convenience in handling peer review but also seamless submission of manuscript. The arduous task of recreating the old issues would not have been possible without the support of document professionals, volunteers, editorial board members, sponsors and patrons. The rapid increase in its readership calls for another level of advancement and a new phase of expansion, catering to schools and colleges in India in the interest of neuroscience popularization. This is currently being discussed within the board. I look forward to receiving the manuscripts from delegates attending the forthcoming Academy meeting in New Delhi and promise to offer a rapid review and enhanced visibility of accepted publications. As *Annals of Neuroscience* derives its inspiration from its unique capacity to challenge dogma as it develops, I encourage you to submit reports that communicate research on neural stem cells and those that impact neuroscience policy although other related manuscripts are also welcome.

Annals of Neuroscience is considering investing substantial funds to render it more competitive and visible among international readers. The goal is to enhance both the quality and quantity of submissions, and to do so very quickly. I feel that achieving this goal will result in establishing itself as a reputed journal in the field, a milestone we simply must achieve in order to receive the credibility and esteem needed for further development of this journal; a journal that we all have devoted an extreme amount of time, thought and work to develop. Our efforts have ignited renewed aspirations that *Annals of Neuroscience* shall soon attain international recognition as an important focal point of scientific communications that we shall all be proud of. To

achieve this endpoint, additional funding is required. These funds come traditionally from a variety of sources, including publishers, foundations, and corporate sponsors, advertising revenue, society dues and philanthropic individuals. Funds needed to reach any journal's aspirations have become particularly difficult to obtain in these days of worldwide economic depression and expansion of scientific research. There is no way a revitalized journal can achieve such recognition absent a considerable investment of new funds. Successful new journals invariably rely on resources available from well established publishing houses and absent turning over ownership to such a facility or Academy directly funding the journal, the resources remain limited unless active steps are immediately taken to endure sponsors, patrons and others to contribute to this cause.

Innovative ideas outlining methods to raise any portion of the funds necessary are welcome and encouraged from all the individuals who read this message. As my senior colleague in the board points out, "The journal has to be recognized to attract papers that will allow the journal to be recognized. It is as simple as that". Therefore the new program to select the most meritorious reports published in *Annals*, as determined by an international committee of objective and experienced referees, may address this problem. Such an initiative would be expected to increase both the number and quality of submissions we receive, enhancing the value of the journal as an innovative forum for peer-reviewed scientific communication. Funds obtained from sponsors, patrons and other will be used to fund the actual awards, such funds to be directed toward enhancing the recipient's research capabilities. In addition, funds shall be required for meeting and printing costs, website maintenance costs, DOI linking costs, document processing, and staff salaries.

We are also continuously looking for eminent scientists in the field to assume new responsibilities as members of Advisory board from 2012 in order to play a defining role in this mission. Please feel free to contact the Editor or Co-Editor regarding nominations. I thank you all in advance and again commend you on your unend-

ing commitment to this journal, Neuroscience Academy and excellence in Science in India and elsewhere.

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