

# Optimizing Journal Selection for Enhanced Research Visibility and Scholarly Impact

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## Abstract

*The decision of which academic journal to submit manuscripts targets affects both how researchers' work will be observed and how it will affect their publications' reach. This paper analyzes researcher challenges connected to selecting journals by examining how they match their research areas to journal goals and measure journal influence as well as their open access models and indexation status and review times and their tendency to publish illegally. Research career starters as well as new researchers face numerous obstacles because of the extensive journal market and insufficient mentorship along with institutional guidance. The paper presents insights about journal selection processes by advocating strategic research through journal quality analysis along with audience comprehension along with digital tools for database query matching. The discussion establishes best practice methods as well as practical guidelines to support researchers in making decisions which continuously increase academic reach while promoting real-world impact for their work thus enhancing knowledge translation and research development.*

**Keywords:** *Research impact, academic publishing, scholarly communication, predatory journals, open access, impact factor, research dissemination, publishing strategy, author guidelines.*

## 1. Introduction

Researchers confront one of their essential challenges when choosing an appropriate journal for research dissemination. Researchers in nursing need to make this pivotal decision skillfully because it directly determines how widely research gets shared as well as its influence on academic work and clinical medical treatment. Research publication stands essential for nursing field development through its direct effects on clinical practices and health policies and nursing education. The research distribution process involves multiple obstacles which frequently result in limited research impact.

The process of picking a journal for submission involves three vital elements: audience accessibility, thorough assessment of work and ongoing contribution to scholarly discussions. Nursing researchers must pick publications that both support their study orientation while maintaining ethical guidelines for publishing and establishing an effective space for their work to achieve meaningful impact. The process of selecting an appropriate journal proves more complex than one might think at first glance because many researchers especially those working in nursing face distinct challenges when making this decision(1).

The selection of academic journals creates permanent consequences for research career development since it directly affects a researcher's future professional direction. A properly selected publication enhances the career profile of researchers by creating opportunities for new partnerships and establishing research funding foundations. A research paper published in an unsuitable or substandard journal will both limit discovery of the research findings and lower its influence while diminishing the expert stature of the researcher among peers.

The professional maneuvers in nursing research become particularly intricate because of expanding open-access publications alongside demands for prestigious journals and citation statistics as well as climbing academic competition. Research writers must evaluate each journal's unique set of specifications which encompasses format protocols and peer review frameworks with the mandatory ethical standards that differ substantially between different journals. Journal selection emerges as a complex strategic process which researchers approach with both strategy and stress due to these pressure factors.

The growth of predatory journals has created additional complexities for researchers who must now discern real high-quality journals from those that exploit writers to generate financial profits although they lack proper editorial support and peer-review procedures. The situation has become particularly harmful to nursing research which depends on strong evidence and high-quality studies for both clinical practice development and policy development.

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Nursing researchers need a strategic journal selection process because of the recent obstacles in the field. The following paper details the complex process of journal choice selection by presenting actionable approaches to handle these difficulties(2). This paper gives researchers essential guidance for their journal selection process by analyzing important factors and presenting methods to boost research visibility and academic and healthcare impact. This paper investigates different essential factors related to journal selection through evaluations of impact factors and research scope alignment as well as peer review management and editorial standards along with open-access obstacles and ethical principles with authorship regulations and conflict disclosure. The discussion identifies special barriers that nursing researchers face when publishing their work while the paper presents strategic recommendations to achieve successful research dissemination.

The paper identifies why researchers need comprehensive knowledge about selecting journals through an examination of critical publishing factors which provide dual benefits to both scientific success and nursing professional evolution. Medical research performed by nurses leads to better patient outcomes and policy changes while improving nursing teaching standards because journals direct fundamental research results toward these vital improvements. College and hospital libraries rarely subscribe to new or minor journals making it essential for nursing researchers to select their journals properly to maximize work visibility.

Clinical researchers who work in nursing face several interconnected challenges when choosing the correct journal for their work beyond the single issue(3). The challenges faced by researchers when selecting journals come from three main changes in academic publishing: excessive pressure to publish in impactful outlets, faster publication demands and the emergence of open access and self-archiving platforms. The nursing profession faces specific difficulties because research generated by clinical work lacks proper academic dissemination methods.

Specialized nursing-focused journals provide perfect publishing venues for specific practice-oriented research yet provide less viewing potential to general audience journals. Generalist journals offer broad readership although scholarship could become difficult to notice because it combines diverse research subjects. Nursing researchers need to handle the decision between specialized and generalist journals with great care.

Open-access publishing today revolutionizes research dissemination because academic authors obtain worldwide free access to their work. Open-access publishing brings new threats to authors including fee requirements for APCs alongside the danger of collaborative with unethical open-access journals that abuse researchers. Nursing researchers who choose open-access publishing need to be purposefully selective when deriving their publishing platforms from platforms that support their research objectives and maintain ethical principles.

Journal selection requires researchers to consider important operational aspects including publication velocity rates together with acceptance rates for prospective venues. Time pressures from funding demands and clinical needs and academic career requirements guide nursing researchers to choose particular journals for their submissions. Research publications which proceed at a quick pace help researchers maintain current findings as well as important subject matter in rapidly developing fields like healthcare.

Choosing the suitable journal for publishing your work requires extensive strategic thinking as well as multiple considerations. The process of choosing the right journal requires nursing researchers to balance journal impact ratings against publishing scope and peer review protocols and ethical standards alongside their understanding of academic publication requirements. Nursing researchers who develop strategic plans combined with an awareness of publication challenges increase the impact and visibility of their research to advance nursing practice and education and policy. The paper develops a framework to help researchers surmount their challenges when selecting journals so their research work can deliver enduring value to nursing science.

## **2. Balancing Specialization vs. Generalization: A Researcher's Dilemma**

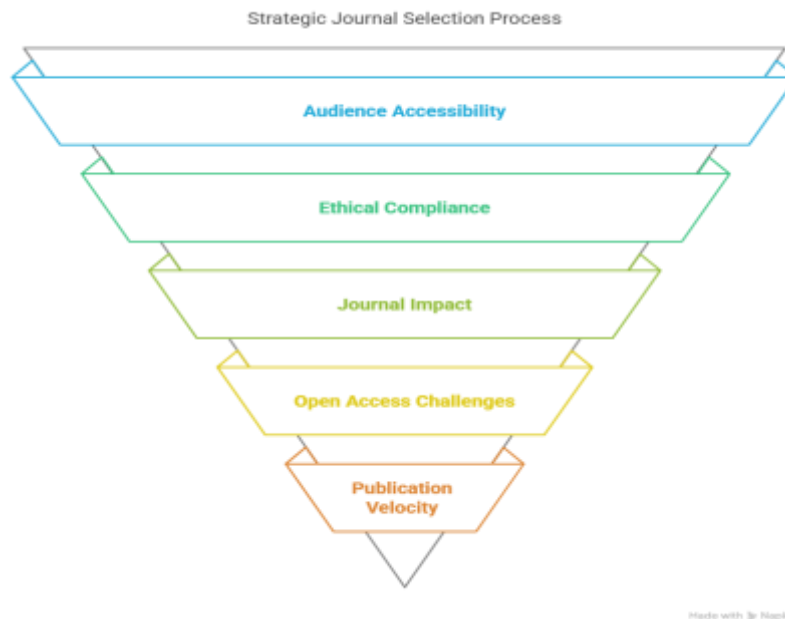
Researchers confront one of their essential challenges when choosing an appropriate journal for research dissemination. Researchers in nursing need to make this pivotal decision skillfully because it directly determines how widely research gets shared as well as its influence on academic work and clinical medical treatment. Research publication stands essential for nursing field development through its direct effects on clinical practices and health policies and nursing education(4). The research distribution process involves multiple obstacles which frequently result in limited research impact.

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The professional maneuvers in nursing research become particularly intricate because of expanding open-access publications alongside demands for prestigious journals and citation statistics as well as climbing academic competition. Research writers must evaluate each journal's unique set of specifications which encompasses format protocols and peer review frameworks with the mandatory ethical standards that differ substantially between different journals. Journal selection emerges as a complex strategic process which researchers approach with both strategy and stress due to these pressure factors.



**FIGURE 1** Strategic Journal Selection Process

The growth of predatory journals has created additional complexities for researchers who must now discern real high-quality journals from those that exploit writers to generate financial profits although they lack proper editorial support and peer-review procedures. The situation has become particularly harmful to nursing research which depends on strong evidence and high-quality studies for both clinical practice development and policy development. Nursing researchers need a strategic journal selection process because of the recent obstacles in the field. The following document analyzes the detailed process of journal selection by presenting workable approaches for handling these obstacles(6). This paper gives researchers essential guidance for their journal selection process by analyzing important factors and presenting methods to boost research visibility and academic and healthcare impact. The following analysis examines several essential elements of journal selection along with the impact factor consideration as well as the research's fit with journal focus and peer review importance before it discusses open-access challenges and addresses ethical considerations such as research author rights and conflict management. The discussion identifies special barriers that nursing researchers face when publishing their work while the paper presents strategic recommendations to achieve successful research dissemination(7).

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professional evolution. Medical research performed by nurses leads to better patient outcomes and policy changes while improving nursing teaching standards because journals direct fundamental research results toward these vital improvements. College and hospital libraries rarely subscribe to new or minor journals making it essential for nursing researchers to select their journals properly to maximize work visibility.

Clinical researchers who work in nursing face several interconnected challenges when choosing the correct journal for their work beyond the single issue. Journal selection challenges nurses because publishing in prestigious outlets and enhancing speed to market as well as open access and article self-archiving models have added complexity to publishing processes. The nursing profession faces specific difficulties because research generated by clinical work lacks proper academic dissemination methods.

Specialized nursing-focused journals provide perfect publishing venues for specific practice-oriented research yet provide less viewing potential to general audience journals. Generalist journals offer broad readership although scholarship could become difficult to notice because it combines diverse research subjects. Nursing researchers need to handle the decision between specialized and generalist journals with great care(8).

The open-access publishing revolution transformed how research spreads freely across a worldwide reader base. Open-access publishing creates two main implications: nursing researchers must spend money on article processing charges (APCs) to be published while becoming vulnerable to predatory open-access journals that take advantage of authors. Nursing researchers who choose open-access publishing need to be purposefully selective when deriving their publishing platforms from platforms that support their research objectives and maintain ethical principles.

Journal selection requires researchers to consider important operational aspects including publication velocity rates together with acceptance rates for prospective venues. Time pressures from funding demands and clinical needs and academic career requirements guide nursing researchers to choose particular journals for their submissions. Research publications which proceed at a quick pace help researchers maintain current findings as well as important subject matter in rapidly developing fields like healthcare.

Choosing the suitable journal for publishing your work requires extensive strategic thinking as well as multiple considerations. Decision-making involving publication involves nurses to assess multiple variables between journal impact, field coverage and assessment standards and publication conduct principles alongside their expertise of academic publishing systems. A comprehensive strategy when selecting journals combined with an understanding of publication challenges allows nursing researchers to make their work reach broader audiences and foster nursing practice development. The paper develops a framework to help researchers surmount their challenges when selecting journals so their research work can deliver enduring value to nursing science.

### **3. Consideration of Indexing, Citation Rate, and Impact Factor for Research Publication**

Numerous important elements must be considered by nursing researchers when selecting a journal for publication because these elements determine the extent to which their research becomes visible and accessible to readers. The three vital factors for journal selection consist of indexing and citation rates and impact factor. Journal reputation and influence assessment depends heavily on these elements which guide researchers when selecting their publication outlets. The following segment evaluates these essential influencers to show their influence on researchers who choose their publication outlets(9).

#### **The Role of Indexing: Ensuring Visibility in Academic Databases**

The practice of indexation involves including a journal into major academic research databases which include PubMed and Scopus and Web of Science and Google Scholar. The academic world recognizes publications that appear in these databases because they make journals more easily accessible to researchers throughout the globe. The discovery of nursing research depends on publication in databases that index journals because researchers need these databases to reach their academic community including clinicians and healthcare professionals along with policymakers.

The main strength of indexed journals rests in their ability to expand research discoveries and their effect on academic communities worldwide. The citation frequency of indexed journals in scholarly work makes research more noticeable and stronger in its impact throughout extended time periods. The strict review process applied to included journals grants them prestige together with enhanced credibility status. The academic reputation of scholar work enhances through verification from databases.

Journal indexing status plays a fundamental role in controlling the accessibility of published materials within a scholarly publication. Researchers along with students and practitioners depend on indexed journals to find peer-

reviewed research of high quality. The inclusion of a journal in institutional libraries happens after indexing which provides readers with easy access to all published articles. Nursing research demands wide dissemination of findings because healthcare practice and policy together with education dependence on this information.

A higher probability exists for indexed journals to achieve inclusion in major ranking systems including SCImago Journal Rank (SJR) alongside Journal Citation Reports (JCR). Journals can receive rankings that allow researchers to determine their academic prestige and standing through objective measurements of journal significance.

#### **Citation Rates: Measuring the Impact of Research**

Journal article influence depends on the number of times authors mention publications within a specific journal in their work. A research journal's influence on next-generation studies determines the citation rate and it stands as an essential criterion for academic researchers who want to choose their publication platform. Journal articles show significant influence when researchers from the academic field regularly mention them through citations.

High citation rate journals provide nursing researchers with opportunities to boost their career advancement through journal publication. Frequent citations show that the research findings actively participate in current academic discussions while establishing significant effects on literature content. The quantity of citations plays a crucial role in how academic institutions review researchers' success as well as the significance of their academic work between faculty.

Measuring journal influence demands factors beyond citation rates because there exists more than one criterion for assessment. Researchers who wish to enhance their impact must verify that their journal matches their research subject matter and readership needs despite high citation counts. The best research study should match with journals having high citation rates unless the study's concept differs from the journal's thematic areas(10).

The evaluation methods used by nursing researchers must take into consideration citation norms which exist in their particular field of study. The citation rates for nursing research subfields can be lower because the corresponding research fields contain lower publication numbers versus broader healthcare journals. Research topics benefit most from journals that are highly pertinent to their focus regardless of lower citation numbers in these situations.

#### **Impact Factor represents a well-known yet disputed rating system**

The impact factor serves as a widely known metric for determining academic journal influence which frequently receives public discussion at both academic circles and popular science fields. The impact factor reveals the typical number of citations articles within a journal gain during a given timespan that spans two years. Publications that possess high impact factors earn reputation as prestigious outlets which academics regard as influential in their discipline.

The perception among nursing researchers treats publishing in high-impact factor journals as an achievement which boosts professional visibility for their academic work. Numerous researchers select journals with high impact factors because they offer better opportunities to gain recognition along with professional advancement. Research publications within leading journals produce additional citations that boost the researcher's professional recognition across their academic discipline.

The impact factor continues to receive multiple kinds of criticism from various angles. A key concern about the impact factor system exists because it depends on a single measuring point to evaluate journal power despite this approach inadequately representing research substance published in those journals. The impact factor provides no evaluation of peer review quality nor original research nor practical application in real-world practice. Research investigators claim that journal selection through impact factor evaluation alone represents an improper approach for publication.

Nursing researchers face negative consequences when they depend too heavily on impact factors because this practice results in missing significant research from special-interest journals which have less impact but directly relate to nursing practice domains. Despite having smaller active audiences compared to high-impact journals these specialized journals create vital advancements towards nursing practice and knowledge development.

The journal ranking system gets misdirected through a few highly referenced articles which lead to inflated journal standings. A journal's impact factor fails to show how much and how well the complete collection of articles that appear in the publication affect the field. Other metrics should be included besides the impact factor when researchers choose journals because they need to examine the journal's scope as well as the quality of its peer review process and the major databases that index it(11).

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### **Alternative Metrics: Beyond the Impact Factor**

Various alternative metrics emerged to supplement the impact factor because its limitations became more obvious to the scholarly community. Journal assessment can be improved through the Source Normalized Impact per Paper (SNIP) metric since it measures impact levels across different fields of study with normalized citation values. The SNIP system standardizes citation statistics through subject-specific adjustments since disciplines use different citation norms. The use of SNIP establishes equal ground between journals across different research areas so researchers can better understand how publications influence each field.

The Article Influence Score (AIS) functions as an alternative measurement that adjusts citation patterns to calculate normal metrics about article impact in specific journals. The combination of SNIP and AIS enables researchers to find metrics which better assess their particular research needs especially when they work in nursing disciplines where citation practices differ substantially between subfields.

The process of selecting a journal for publication among nursing researchers requires selection of indexed venues with appropriate citation rates and calculated impact factors. The identifiable factors produce multiple effects on the academic research in terms of accessibility and the ability to influence and connect with other scholars. The limitations of these metrics should be noted by researchers who should evaluate additional elements including journal scope and peer review processes and research relevance to their topic. Nursing researchers who consider journal selection from multiple angles will improve the relevance and impact of their research across the healthcare domain.

### **4. Open-Access Publishing and Article Processing Charges: Considerations for Researchers**

Academic publishing has experienced an increase in open-access publishing trends that provide both benefits and obstacles for research conducted by nursing professionals. The open-access format delivers articles without restrictions through free online access thus allowing widespread research visibility and wider distribution. The format has become a widespread choice among researchers because it enables readers worldwide to obtain research findings through free access. The major benefit from open-access publishing is expanding study accessibility but author payments for Article Processing Charges (APCs) creates multiple challenges together with increasing predatory publishers who demand payment from authors.

#### **The Rise of Open-Access Publishing**

Scientists have transformed how research reaches readers through open-access publishing which grants universal knowledge access. Traditional publishing requires readers to hold subscriptions or institutional memberships to see full article texts that otherwise remain inaccessible for research-based knowledge. Author-created free-access journals provide internet users worldwide with unrestricted access to their content. Open-access publishing ensures that nursing researchers gain wide exposure through global access to their findings because it provides free content access to healthcare practitioners and students and policymakers and researchers from underfunded institutions.

Open-access publishing enables increased visibility of research because readers are more likely to read research that provides free online access. Open-access journals publish articles which become discoverable through major index services including PubMed Scopus and Google Scholar thus boosting their influence. Professionals in nursing who aim to impact healthcare practice will benefit from open-access methods since their work becomes easier to translate into practice and policy through improved visibility. Open-access publishing supports evidence-based practice delivery because it provides instant accessibility of research findings to healthcare practitioners who improve patient care practices.

#### **The expense model of Article Processing Charges (APCs) represents a significant financial investment**

The main downside of open-access publishing arises from the necessity to cover Article Processing Charges (APCs) fees. Journal publishers demand Article Processing Charges from authors to reimburse expenses for peer review assessment and editorial work as well as maintaining article accessibility on the web. The payment required for article publication by scholarly journals shows diverse ranges from hundreds of dollars to thousands of dollars. Open-access publication presents a financial obstacle to researchers in academic and public healthcare settings because they handle limited funding through APC fees.

Some journals provide financial assistance to researchers from low-income regions and those who prove their economic need but the costs remain substantial impediments. Researchers seeking publishing opportunities between open-access publications and subscription-based journals that offer lower fees must decide which option to pursue

when they lack APC funding. The publishing environment becomes unbalanced through this system because it enables only limited researchers who possess institutional sponsors to pay high open-access journal fees thus potentially shutting out important investigations from those who lack funding.

Research authors sometimes lack full knowledge of APCs before beginning their work. The disclosure of publication fees by certain journals occurs only after authors started their submission process so they must decide between payment and article withdrawal after their work is accepted. The requirement for journals to prominently display their APC rates on website pages helps nursing researchers plan their decisions.

### **Predatory Journals: The Risk of Exploitation**

Open-access publishing resulted in an unintended consequence which produced many predatory journals across the academic sphere. Most unregulated journals mainly focus on money-making by charging large APCs to authors while neglecting important quality review standards and distribution services. Predatory journals specifically seek researchers particularly newcomers or authors who lack publishing experience because they want to publish their work to build their reputation.

Predatory journals generate damage that affects both studying professionals independently and the full academic world as a whole. These journals poison academic publishing by letting passing or un-reviewed papers into their pages. Nursing researchers who submit their work to such journals risk damage to their professional reputation because inadequate peer review processes do not provide the necessary scholarly evaluation for their research.

Accomplished nursing researchers need to follow specific rules to prevent becoming victims of predatory journals. The recommended practice to prevent fraudulent journals is through the application of Think. Check. Submit. Check. Think. Check. Submit. is an author tool to identify legitimate journals by reviewing transparency levels of editorial boards along with peer review procedures and publication practices. Nursing researchers should use Beall's List of Predatory Journals to consult the curated list of known predatory journals and publishers for their research needs. Open-access journal submission requires nursing researchers to perform detailed research because this practice enables them to identify predatory journals and protect themselves from negative consequences.

The process of funding APCs requires nursing researchers to evaluate different financial support alternatives.

Multiple options exist to help nursing researchers pay APCs because there are various potential funding sources which support their research expenses. Multiple institutions including research bodies and universities as well as professional groups provide financial help to enable open-access journal publication. Numerous institutions collaborate with individual publishing organizations to enable their employees to undertake APC-free publishing. Researchers need to consult their institution's library and research office to learn if such agreements exist that provide APC payment support.

The possibility for support emerges from grants which fund research activities. Organizations that give research grants establish designated funding for covering open-access publishing expenses. Research teams need to include requests for APC funding within their grants to make sure they have money to publish their scholarly work through open-access channels. Researchers must confirm the funding guidelines because some grants do not support APCs while also consulting with grant administrators about these costs.

Journal publications give financial aid or complete waivers for writers who come from disadvantaged nations and underrepresented backgrounds. Research publication barriers stemming from financial constraints become unimportant through the implementation of these funding waivers. Before submitting their papers nursing researchers need to research their target journals to understand which support opportunities exist for APC payment.

### **The Future of Open-Access Publishing in Nursing**

The emerging open-access publishing model will expand rapidly because fields like nursing are expected to embrace it strongly. Open-access publishing will become fundamental in delivering nursing research because funding agencies as well as research institutions and policymakers actively promote research accessibility and transparency. Open-access platforms create essential conditions which make knowledge available to everyone while providing top-quality research materials to a broad range audience.

Engineering worldwide research networks through open-access publishing enables nurses to collaborate with scholars worldwide as they become members of the global nursing research community. Free distribution of research data allows international healthcare practices to integrate nursing studies which leads to global improvements in patient outcomes.

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The nursing research community needs to maintain active knowledge about publishing models because open access continues to become more widespread along with its influence over Article Processing Charges and ethical standards. Nursing researchers who approach these challenges with dedicated attention will achieve maximum research visibility to boost their work's impact on the nursing profession development.

Open-access publishing supports nursing research development by providing researchers with dual advantages of better research distribution and wider discovery opportunities. The financial components especially regarding APCs and the threat of rogue publications require researchers to maintain proper management controls. The research literature requires active search for funding alongside proper methods for recognizing valid journals and complete understanding about open-access publishing operations. Open-access publishers who take these precautions can maximize their advantages along with the reduced risks that open-access brings to their research.

## **5. Conclusion and Future work**

Choose an appropriate academic journal because it determines how researchers will develop their careers and make their scholarship visible to the scientific community. The analysis presented here reviews multiple complex obstacles researchers encounter when choosing journals through their struggle to link study topics to publishing objectives and evaluate influence metrics together with index activities while working through open access systems and steering clear of unprofessional and unethical publishers. New research professionals face intense difficulties during their first stages due to inadequate mentorship programs and insufficient research facilities that support their selection process. The proposed journal selection framework performs journal quality indicator assessment while simultaneously capturing audience analysis and making efficient use of digital platforms and databases for matching purposes.

Research success depends on these methods which guide academic and professional outreach for work distribution while achieving proper evaluations that build meaningful scientific advancements. Researcher protection of intellectual contributions is achieved when they choose journals with strict peer review along with ethical publishing conduct and clear editorial standards that support academic integrity across all fields. In the present digital open science landscape a thorough journal selection process develops from being an ideal practice to becoming a core competency that ensures research success. When researchers possess adequate skills and knowledge about publishing decisions they will help build an equal and impactful sustainable research environment.

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## **Conflicts of interest**

The authors have no conflicts of interest to declare

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