

# DIGITAL TRANSFORMATION IN ACADEMIC PUBLISHING:

## OPPORTUNITIES AND CHALLENGES IN VIETNAM

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## RESULTS

## BACKGROUND & AIMS

### Digital transformation brings both benefits and constraints

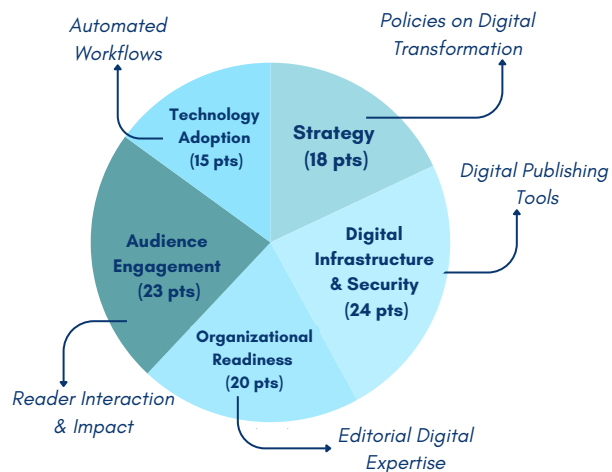
- **Benefits:** Accessibility enhancement, publication acceleration, editorial transparency improvement and efficiency for journals.
- **Constraints:** Information verification, digital infrastructure strengthening, and governance gaps determination.

**Vietnam's Situation:** Slow adoption of digital tools, limited data-sharing infrastructure, and reliance on traditional publishing models.

**Aim:** Assess the digital transformation of academic publishing in Vietnam and propose strategies to improve digital governance, credibility, and global visibility.

## METHODS

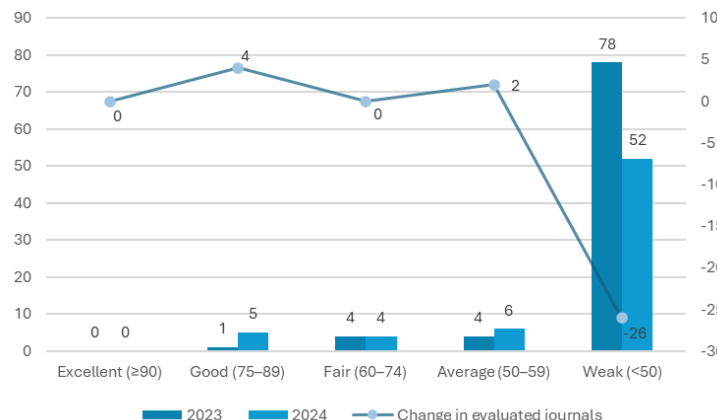
- 1 Adopt the **Digital Transformation Maturity (DTM) Index**, focusing on key areas such as:



- 2 Implement the **Content Evaluation Method** to assess academic journals based on factors like:

- indexing and recognition
- impact factor
- editorial practices
- adherence to international publishing standards
- citation metrics

**DTM Assessment:** Assessed journals decreased from 87 (2023) to 67 (2024). Digital maturity improved: weak ratings dropped from 78 to 52, good ratings increased from 1 to 5. However, no journal achieved an Excellent rating due to ongoing challenges.



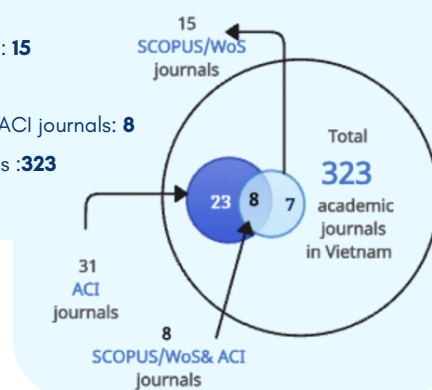
### Opportunities for Vietnamese Journals

- ✓ **Stronger Digital Maturity** - Fewer journals weak-rated (78 in 2023 → 52 in 2024) reflect progress in digital adoption.
- ✓ **Improved Accessibility & Efficiency** - Digital tools enhance accessibility, speed up publishing, and optimize editorial workflows.

**Content Evaluation:** Only 15 SCOPUS/WoS-indexed journals (4.6%) and 31 ACI-indexed journals (9.6%) out of 323 in Vietnam. → Limited data sharing, low DOI adoption, and traditional publishing models hinder digital integration and global recognition.

### Classification of SCOPUS/WoS and ACI-Indexed Journals in Vietnam

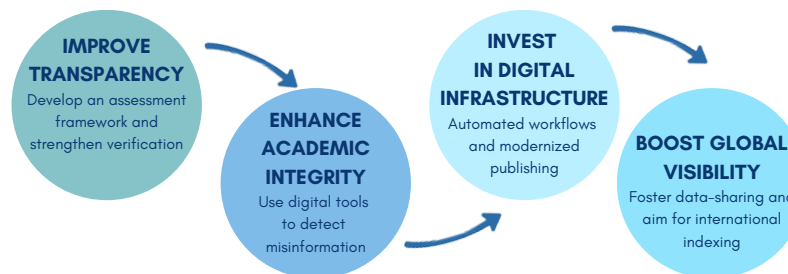
- ◆ SCOPUS/WoS journals: 15
- ◆ ACI journals: 31
- ◆ Both SCOPUS/WoS & ACI journals: 8
- ◆ Total academic journals :323



### Challenges for Vietnamese Journals

- ⚠ **Quality & Infrastructure Gaps** - No journal rated "Excellent"; basic peer review and low DOI adoption persist.
- ⚠ **Outdated Publishing Models** - Limited digital integration slows progress; stronger governance is needed.

## RECOMMENDATIONS



## CASE STUDY: JIEM

- 🚩 Rated as **"Fair"** on Digital Transformation Maturity Index
- 🚩 **Emerald Publishing** for global visibility
- 🚩 **ScholarOne** for streamlined publishing
- 🚩 **ASEAN Citation Index (ACI)**
- 🚩 **DOI, iThenticate,...**

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