

## **EDITORIAL**

### **LAUNCHING A NEW JOURNAL IN THE ERA OF PUBLICATION ACCOUNTABILITY**

It was a great honor for me and my department when we were entrusted with the duty of publishing 'Pakistan Journal of Physiology' on behalf of 'Pakistan Physiological Society'. In presence of senior and active Physiology departments of other colleges and universities, the only reason for asking us was our experience of publishing an indexed journal 'Journal of Ayub Medical College' for the last 18 years. No doubt presence of infrastructure for bringing out a journal made our task very easy, but starting anything from scratch is always a challenging task.

We have started this new journal in a very intricate time. 'Scientific journalism' has become a very demanding task. In the presence of international watchdogs in form of "International committee of Science Editors", "International committee of Medical Journal Editors" and "World Association of Medical Editors" it is no more hit and trial. The authors, editors and publishers are all responsible and answerable for whatever they write, edit or publish. The world has moved into the era of "Evidence Based Practice" and every word that gets added to the scientific knowledge makes the responsible persons accountable.

Increased awareness of standard "Research methodology" and statistics has revolutionized articles. There are standardized criteria and style for every type of publication and for every part of a publication. Peer review is a tool that has helped in standardization of publications. Checks and softwares are available to identify plagiarism, falsification and fabrication. Conflict of interest and ethical issues

have become so important considerations that authors and editors loose prestigious positions and professorships if proven wrong. Authentication of references has become a science. Awareness workshops and refresher courses have become a fashion to train authors, reviewers and editors. Every one now talks of "indexation" and "impact factor" of journals. Authors submit to, subscribers subscribe to and advertisers advertise in quality journals only.

We have launched this new journal with full awareness of all these challenges. Inshallah we are prepared to take this challenge. We are confident that our society is competent enough to produce, edit and publish quality scientific literature that is valid, reliable and capable of passing any test. The editorial board is determined to run this journal in a professional manner, in line with international guidelines and publication ethics. We assure our contributors, advertisers and subscribers that very soon we will be in the 'top few'.

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