

COMMENT

Expanding the blueprint: A commentary on strengthening high-quality development of Chinese English-language scientific and technological journals through insights from the journal *Light: Science & Applications*

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Based on our successful experience with *Light: Science & Applications*—a globally recognized open-access optics journal—we articulated a multifaceted framework that emphasizes academic influence, branding, internationalization, clustering, digital platforms, and editorial talent training. Our analysis reflects the ongoing national emphasis on enhancing scientific publishing capacity and addresses a key question in China's scientific community: How can Chinese English-language scientific and technological journals build global reach, academic credibility, and sustainable impact?

We underline the significance of constructing robust international ties, nurturing editorial expertise, promoting digital integration, and pursuing brand-building strategies—factors that will together shape the future of Chinese scientific publishing.

Chinese English-language scientific and technological journals stand at an inflection point, striving to balance rigorous editorial standards with brand-building, international networking, and rapid digital innovation. We provided a reminder that high-quality development should encompass more than numerical metrics: It must also reflect editorial excellence, meaningful engagement

with global research communities, and proactive strategies for showcasing frontier discoveries. However, while they offer a useful starting blueprint, there remains ample room to envision new pathways for elevating China's scientific publishing.

Foremost, we should move beyond a narrow preoccupation with citation performance. Although impact factors and indexing are indispensable indicators of global recognition, an equally vital priority is developing robust professional networks. Editorial offices should serve as knowledge hubs that foster partnerships with international societies and research institutions. Hosting joint conferences or collaborative special issues can amplify visibility, but the deeper value lies in forging long-term relationships that enhance editorial insights, refine peer-review standards, and spur innovation in topic selection. A journal that successfully cultivates such networks can shape scientific discourse rather than simply mirror it.

To sustain that influence, editorial teams must be empowered with diverse skills and encouraged to innovate. Experienced editors can curate advanced peer-review protocols, craft compelling multimedia content,

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and lead strategic initiatives that attract top-tier manuscripts. However, talent development must be systematic. New editors benefit from structured mentoring in research ethics, peer-review best practices, and international publication norms, while senior personnel should receive support for leadership training, cross-cultural communication, and emerging technologies like artificial intelligence (AI). In this regard, building an adaptive editorial culture is not merely a human resource concern; it is fundamental to publishing excellence.

Brand equity is another pillar often undervalued in scholarly circles. A distinct identity, bolstered by credible partnerships and recognition within target communities, can promote higher-quality submissions and broader readership. Journals that operate under a unified cluster—reinforced by shared editorial resources, thematic alignment, and consistent design—can multiply their impact and reinforce each other's reputations. However, to avoid diluting quality, every new journal in the cluster should be launched or supported only when the editorial capacity and strategic direction are firmly established.

Digital integration is equally critical. Online platforms can accelerate peer-review workflows, expand author reach through open-access models, and provide advanced analytics on readership. Editors who harness data-driven tools can tailor content dissemination—both for social media and academic channels—while also monitoring real-time audience engagement. Such feedback loops facilitate quicker refinement of editorial policies. Meanwhile, adopting AI-driven systems for plagiarism checks or reviewer matching can ease time pressure on editors, ultimately allowing them to focus on content curation and manuscript development.

Chinese journals should adapt to global shifts. International collaborations will intensify as research becomes more transdisciplinary. Altmetrics and usage analytics will continue to refine evaluations of journal impact. Funders may increase scrutiny of editorial standards and research reproducibility. By staying attentive to these trends, Chinese English-language journals can not only

narrow the gap with Western counterparts but also position themselves as pioneers in scientific communication, especially if they seize opportunities to showcase breakthroughs in key frontier fields.

High-quality development, in essence, is never a static goal. It is a dynamic process demanding continuous experimentation, regular reevaluation of editorial practices, and courageous decisions about adopting new technologies or venturing into emerging research domains. Through these cycles of innovation, journals can offer a crucial platform for China's scientific achievements while also contributing meaningfully to global academic discourse. The vision outlined by *Light: Science & Applications* is a commendable foundation; translating it into lasting impact will hinge on sustained editorial leadership, strategic partnerships, and a willingness to challenge the status quo.

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