

COMMUNICATION STRATEGY

INTERNATIONAL JOURNAL OF CONTEMPORARY
SECURITY STUDIES (IJCSS)



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www.contemporarysecuritystudies.com

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Communication Strategy

International Journal of Contemporary Security Studies (IJCSS)

Vision

The vision of the International Journal of Contemporary Security Studies (IJCSS) is to become a leading international academic resource renowned for its authoritative, comprehensive, and impactful research on contemporary security issues, significantly contributing to global scholarly discourse, policy development, and practical applications in security management.

Mission

The mission of IJCSS is to advance scholarly understanding of contemporary security issues by fostering interdisciplinary and international collaboration among academics, policymakers, and practitioners. We commit to publishing rigorous, innovative research that upholds the highest ethical standards, transparency, and methodological excellence, thereby promoting informed decision-making and practical solutions to global security challenges.

Values

- Academic excellence – Committed to maintaining the highest standards of scholarly quality.
- Integrity and transparency – Ensuring openness, honesty, and clarity in research and editorial practices.
- Open access – Providing unrestricted access to research to maximize impact and knowledge dissemination.
- Global collaboration – Encouraging diverse international contributions and partnerships.
- Ethical research practices – Upholding ethical standards and responsible research conduct.

Short-term Goals (1 year):

1. Develop and launch a modernized, responsive, and SEO-friendly Open Journal System (OJS) website.
2. Establish and clearly communicate an editorial policy, publication timeline, and peer-review processes to enhance transparency and author satisfaction.

3. Initiate regular distribution of a professionally structured newsletter at least biannually.
4. Strengthen and actively manage social media presence to increase journal visibility.
5. Create standardized submission and review templates for consistent manuscript evaluation.
6. Introduce graphical abstracts, visual aids, and infographics for featured articles to enhance engagement.
7. Implement a recognition system including certificates and acknowledgments for peer reviewers.

Long-term Objectives (2-5 years):

- Secure indexing and recognition in prestigious international academic databases (Scopus, Web of Science, ERIH Plus, DOAJ).
- Organize annual international conferences and seminar series focusing on critical contemporary security issues.
- Launch a dedicated mobile application to expand accessibility, enhance reader engagement, and facilitate interaction within the academic community.
- Develop formal collaboration and strategic partnerships with internationally recognized universities, research institutes, and security organizations.
- Expand and diversify the international network of authors, editorial board members, and reviewers.
- Integrate advanced digital publication formats, including interactive PDFs, e-Pub, and enhanced online content delivery platforms.

Target Audiences:

- Academics, researchers, and postgraduate students specializing in security studies.
- Policymakers, government officials, and international organizations involved in security policy formulation.
- Security practitioners and industry professionals working in fields related to contemporary security challenges.
- Academic institutions, libraries, and research organizations.

Key Messages:

- IJCSS publishes high-quality, open-access, peer-reviewed research in contemporary security.
- The journal provides critical insights with real-world implications for policymakers, researchers, and security professionals worldwide.
- Commitment to rigorous, ethical peer review processes and academic transparency.
- Supporting open access as a core principle to maximize knowledge dissemination and academic impact.
- Actively promoting international collaboration and global dialogue on pressing security issues.

Communication Channels

a) Digital channels:

- OJS Website – A modern, responsive, and user-friendly website optimized for academic search engines.
- Social media platforms – Active and engaging presence on LinkedIn, Twitter, Facebook, and Instagram.
- Academic networks – Integration and regular updates through platforms like Google Scholar, ResearchGate, Academia.edu, and ORCID.
- Email marketing – Structured newsletters disseminated at least twice annually or more frequently as needed.
- Blog – Regularly updated content providing summaries, interviews, analytical perspectives, and methodological guidance.
- Mobile application – Dedicated app for easy access to articles, notifications, and interactive engagement.

b) Newsletter format and frequency:

- **Frequency** – Distributed at least twice annually or more frequently based on content availability and special announcements.
- **Structure and Content:**
 - Editorial note from the Editor-in-Chief discussing recent journal updates.

- Highlights of featured articles and summaries of significant research findings.
- Calls for papers and notifications of upcoming special issues.
- Spotlight sections featuring notable authors, reviewers, and editorial members.
- Updates on indexing status, strategic partnerships, and collaborations.
- Notifications about related academic events, workshops, webinars, and conferences.
- Visual elements such as graphical abstracts, infographics, and hyperlinks directing to full articles.

c) Additional communication activities:

- Launch interactive and dynamic website features, ensuring ease of navigation and access to content.
- Utilize visual and multimedia content on social media channels for better engagement.
- Provide comprehensive promotional material distributed at academic events to enhance the journal's visibility.
- Regularly engage with international security networks and forums to expand the journal's presence.
- Facilitate annual scholarly events and interactive webinars to discuss emerging security issues and trends.
- Recognize and incentivize reviewers and contributors through certificates, awards, and public acknowledgment on journal platforms.

d) Key performance indicators (KPI):

- Manuscript submission rates and geographical diversity of authors.
- Citation frequency and indexing in recognized international databases.
- Web analytics, social media metrics, and article download statistics.
- Newsletter subscription numbers and engagement rates.
- Participation and attendance at journal-organized events.

Evaluation and feedback mechanism:

- Regular author, reviewer, and reader surveys for continuous improvement.
- Quarterly analytics reviews and detailed annual strategic assessments.

Roles and responsibilities:

- Editorial team – Quality assurance, ethical compliance, content management.
- Technical and Web team – Website, app development, digital content management.
- Marketing and communications team – Social media, newsletter, promotional materials, and event management.
- International collaboration coordinator – Development and management of global partnerships.

Responsible authority

Editor-in-Chief

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