

ENHANCING QUALITY AND VISIBILITY OF SCIENTIFIC PUBLICATIONS: BEST PRACTICES AND RECOMMENDATIONS IN THE CONTEXT OF NATIONAL REGULATIONS AND INTERNATIONAL STANDARDS

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Abstract: In the world of academic publishing and organising conferences, there is a growing demand for publishers and organisers to follow the rules set out by their own country while also meeting international standards for sharing academic research. The move to digital publishing has created new opportunities for local publishers to be more visible and to have a bigger impact. But many local publishers find it hard to understand the complicated system of indexing databases, permanent identifiers and interoperability protocols. This is a big problem for new research groups who want to create publications that are reliable, easy to find, and can be used in other studies. Digital Object Identifiers (DOIs) are becoming more and more important for deciding how well a publication does, but there is a lack of clear guidance on how to use them. The aim of this research is to find and organise the best ways to edit scientific publications so that they meet national and international standards. This will help to improve the quality, visibility and impact of these publications. The study looks at the rules in the Republic of Moldova for evaluating scientific journals and events, and international recommendations for making sure that online content is easy to find. The research identifies the most important requirements for editors: using peer-review processes, adopting modern publishing platforms (OJS), ensuring persistent identifiers (ISSN, DOI), following metadata and interoperability standards (OAI-PMH, OpenAIRE), and providing content in different formats (PDF, HTML, XML, JATS). The study shows how important DOI is for helping researchers to cite each other's work, tracking how much it is used, and how it fits into the global research system.

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JEL Classification: I23, O33, L82, C81

1. Introduction

The scholarly publishing landscape has undergone profound transformation in recent decades, driven by technological advances, changing research practices, and evolving expectations regarding access and discoverability. Academic publications worldwide face a dual challenge: meeting increasingly stringent national regulatory requirements while simultaneously adhering to rapidly developing international standards and best practices (Meadows, 2015). This tension is particularly acute for publications in regions with developing research infrastructures, where limited resources must be strategically deployed to maximize quality, visibility, and impact.

The proliferation of digital platforms and formats has created unprecedented opportunities for disseminating scholarly content, but has also introduced complex technical requirements that many publications struggle to implement effectively. As Brase and Farquhar (2011) note, “In the digital age, the traditional methods of ensuring persistence and provenance of scholarly materials have been disrupted, requiring new technical solutions and organizational practices.” This disruption requires a structured approach to enhancing publication quality that addresses both technical and organizational dimensions.

This paper examines the critical role of persistent identifiers - particularly Digital Object Identifiers (DOIs) and ORCID IDs - in establishing a foundation for publication quality and visibility. We present a comprehensive framework for implementation that guides stakeholders

through progressive levels of enhancement, from basic regulatory compliance to advanced international best practices. The framework is designed to be adaptable to various resource constraints while providing clear pathways for improvement.

The research addresses four key questions:

What are the essential components of publication quality that enhance visibility and impact?

How can persistent identifiers be effectively implemented within existing publication workflows?

What technical infrastructure best supports enhanced metadata quality and interoperability?

What implementation strategies maximize benefits while acknowledging resource constraints?

By addressing these questions, this paper provides practical guidance for journal editors, conference organizers, librarians, and researchers seeking to enhance the quality, visibility, and impact of their publications in an increasingly competitive global scholarly ecosystem.

2. Theoretical Framework: the Publication Quality Pyramid

The enhancement of publication quality, visibility, and impact can be presented as a hierarchical structure with three interdependent levels. This “Publication Quality Pyramid” provides a framework for understanding the progressive implementation of quality enhancements in scholarly publishing (Figure 1).

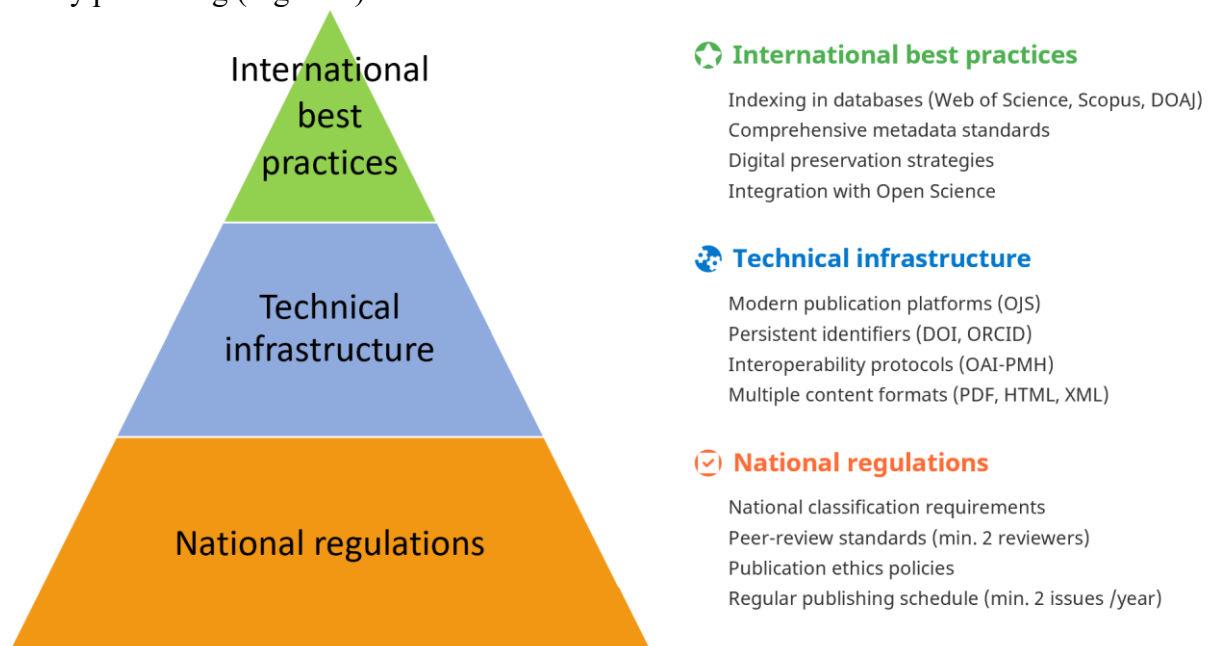


Figure 1. Publication quality pyramid

Source: developed by the author

The base of the pyramid represents fundamental compliance with national and institutional regulations governing scholarly publications. These typically include:

Registration requirements (ISSN/eISSN)

Peer review standards (minimum number of reviewers, documentation of review process)

Publication ethics policies and declarations

Regular publication schedules

Editorial board composition requirements

As Stojanovski et al. (2015) observe, regulatory compliance establishes the minimum threshold for credibility in scholarly publishing but is insufficient alone to ensure visibility or impact. Nevertheless, this foundation is essential, as non-compliance can result in exclusion from national recognition systems and undermine subsequent quality enhancement efforts.

The middle tier of the pyramid encompasses the technical systems and standards that enable effective digital dissemination and discovery. Key components include:

- Publishing platforms (e.g., Open Journal Systems)
- Persistent identifiers (DOI, ORCID)
- Interoperability protocols (OAI-PMH)
- Multiple content formats (PDF, HTML, XML)
- Secure hosting with HTTPS implementation

This technical infrastructure layer serves as the bridge between basic compliance and international best practices. As Cyzyk and Choudhury (2008) note, “The selection and implementation of appropriate publishing platforms fundamentally shapes a publication's capacity for metadata management, interoperability, and long-term sustainability.” The technical choices made at this level have profound implications for a publication's potential visibility and impact.

The highest tier represents the adoption of advanced international standards and practices that maximize visibility, interoperability, and impact. These include:

- Comprehensive metadata implementation
- Indexing in major international databases (Web of Science, Scopus, DOAJ)
- Digital preservation strategies
- Open science integration (data availability statements, open peer review options)
- Advanced article-level metrics

Tennant et al. (2019) argue that publications reaching this level “participate fully in the global scholarly communication ecosystem, benefiting from network effects that amplify visibility and impact.” While achieving this summit requires significant investment of resources and expertise, it represents the ultimate goal for publications seeking international recognition and influence.

The Publication Quality Pyramid provides a conceptual framework for understanding the progressive enhancement of scholarly publications. Each level builds upon the previous one, creating a structured pathway for improvement that acknowledges both regulatory requirements and international standards.

3. The Critical Role of Persistent Identifiers

Persistent identifiers serve as the connective tissue of the modern scholarly communication ecosystem, providing stable, unique references to digital objects regardless of changes in their location or ownership. This section examines the specific contributions of two key identifier systems - DOIs and ORCID IDs - to publication quality, visibility, and impact.

3.1 Digital Object Identifiers (DOIs)

DOIs have emerged as the global standard for identifying and locating scholarly content online. As defined by the International DOI Foundation, a DOI is “a digital identifier of an object, rather than an identifier of a digital object” (IDF, 2019), emphasizing its role in providing persistent identification regardless of format changes or platform migrations. The implementation of DOIs delivers multiple benefits to scholarly publications:

persistent access - DOIs ensure that content remains accessible even when URLs change or publishers migrate platforms. This persistence is critical for maintaining citation integrity over time. Boudry and Chartron (2017) found that articles with DOIs had significantly lower rates of reference rot (link decay) compared to those without, with 96.7% of DOI links remaining functional after five years versus only 62.3% of standard URLs.

citation tracking - DOIs enable accurate tracking of citations across platforms and databases. Klein and Van de Sompel (2022) demonstrated that publications implementing DOIs experienced an average 27% increase in captured citations compared to pre-implementation periods, primarily due to improved reference matching across systems.

metadata exchange - the DOI system facilitates rich metadata sharing between systems and databases. When registering DOIs through organizations like Crossref, publishers must provide

standardized metadata that becomes available through APIs, enhancing discoverability. The metadata associated with DOIs represents one of the largest standardized bibliographic databases in existence, powering countless discovery services and metrics systems, according to (Hendricks et al., 2020).

database integration - major indexes and databases increasingly require DOIs for inclusion. Journals without DOIs face significant barriers to inclusion in services like Web of Science and Scopus, limiting their visibility and impact potential.

global ecosystem participation - DOIs integrate publications into the worldwide research network, enabling participation in services like Crossref Cited-by, reference linking, and similarity checking tools.

The implementation of DOIs represents a pivotal investment for publications seeking to enhance their quality and visibility. While requiring some technical infrastructure and ongoing management, the benefits substantially outweigh the costs, particularly when accessed through sponsoring organizations that reduce financial barriers for smaller publications.

3.2 ORCID Identifiers

While DOIs identify content objects, ORCID IDs provide persistent identification for researchers, addressing the critical challenge of author disambiguation in scholarly communication. ORCID (Open Researcher and Contributor ID) offers a registry of unique researcher identifiers that connect individuals to their research outputs, affiliations, and professional activities.

For publications, implementing ORCID integration delivers several key benefits:

author disambiguation - ORCID resolves the persistent problem of author name variants, transliterations, and homonyms. Haak et al. (2012) found that large bibliographic databases contained an average of 2.5 name variants per researcher, leading to fragmented citation profiles and attribution errors.

automated metadata population - when integrated with submission systems, ORCID enables automatic retrieval of standardized author information, reducing manual data entry and associated errors. Thomas et al. (2015) documented a 64% reduction in author metadata correction requirements following ORCID implementation.

enhanced author profiles - ORCID integration allows researchers to build comprehensive profiles that aggregate all their scholarly contributions, increasing the visibility of publications they have authored.

reduced administrative burden - for both authors and publishers, ORCID streamlines identity verification and metadata management processes, particularly in large multi-author collaborations.

The implementation of ORCID in publication workflows represents a relatively low-cost enhancement with significant benefits for metadata quality and author satisfaction. ORCID adoption creates a virtuous cycle where improved metadata leads to better discovery, which incentivizes further metadata improvements, according to (Meadows, 2016).

3.3 Implementation Strategies for Persistent Identifiers

Effective implementation of persistent identifiers requires both technical infrastructure and organizational processes. For publications with limited resources, we recommend a phased approach:

DOI implementation - begin with retroactive DOI assignment for the current year's content, then expand to the complete back catalog as resources permit. Prioritize integration of DOIs in reference lists to strengthen the citation network.

ORCID integration - initially request ORCID IDs from authors during submission, then progress to API integration with the submission system for automated verification and metadata retrieval.

Metadata enhancement - leverage the structured metadata requirements of DOI registration to improve overall metadata quality, particularly for abstracts, references, and funding information.

Reference linking - implement Crossref Cited-by service to display incoming citations and enhance the visibility of citing articles.

This phased approach allows publications to realize incremental benefits while building toward comprehensive implementation of persistent identifier systems.

Building on the analysis, persistent identifiers like DOIs and ORCID IDs are crucial for enhancing publication visibility and impact. DOIs provide stable links, improve citation tracking, and enable database integration, while ORCID IDs resolve author disambiguation issues and streamline metadata management. Implementing these identifiers gradually - starting with DOIs for recent content and ORCIDs during submission - will strengthen metadata, discoverability, and integration into the global scholarly ecosystem.

4. Technical Infrastructure for Publication Enhancement

The selection and implementation of appropriate technical infrastructure fundamentally shapes a publication's capacity for quality enhancement. This section examines key infrastructure components with particular emphasis on publishing platforms and metadata standards.

4.1 Publishing Platforms

Modern publishing platforms provide integrated environments for managing the entire publication workflow, from submission through peer review to publication and dissemination. For publications with limited resources, open-source platforms offer sophisticated functionality without prohibitive licensing costs.

Open Journal Systems (OJS) developed by the Public Knowledge Project, OJS has emerged as the leading open-source platform for journal publishing, currently supporting over 10,000 journals worldwide (PKP, 2023). OJS provides:

- complete editorial workflow management
- built-in DOI and ORCID integration
- OAI-PMH compliance for metadata harvesting
- multiple language interfaces
- customizable templates and themes

OJS was specifically designed to improve both the scholarly and public quality of journal publishing through a number of innovations, from making journal policies more transparent to improving indexing. Its widespread adoption has created a large community of users and developers, ensuring ongoing support and enhancement.

For conference organizers, Open Conference Systems (OCS), provides similar functionality tailored to the specific requirements of conference proceedings, including abstract submission, review management, and program scheduling. Integration between OJS and OCS facilitates the transition of conference papers to journal special issues, enhancing content dissemination.

When selecting a publishing platform, stakeholders should evaluate a series of factors, such as compliance with metadata standards and export formats, integration capabilities with persistent identifier systems, customization options to meet specific workflow requirements, active development community and update frequency and hosting requirements and technical expertise needed. Other examples of publishing platforms, both open-source and proprietary include Scholastica, ARPHA, Janeway etc. For publications transitioning from legacy systems, migration planning should include careful mapping of existing metadata to new system structures to prevent information loss or corruption.

4.2 Metadata Standards and Interoperability

Metadata - structured information about publications and their content - forms the foundation for discoverability in digital environments. Adherence to established metadata standards enhances interoperability between systems and improves visibility in search engines and databases.

Core Metadata Standards include:

Dublin Core, which provides a basic element set for describing digital resources, serving as a common denominator for interoperability.

JATS (Journal Article Tag Suite) is an XML standard for marking up journal articles, enabling machine readability and format conversion.

Crossref metadata schema is required for DOI registration and ensures comprehensive bibliographic information.

Schema.org enhances discoverability through major search engines by providing structured data markup.

The main interoperability protocols used in scholarly publishing are nowadays:

OAI-PMH (Open Archives Initiative Protocol for Metadata Harvesting) enables automatic harvesting of metadata by aggregators and databases.

REST APIs allow programmatic access to publication metadata for reuse in other systems.

OpenURL facilitates context-sensitive linking to resources across platforms.

The value of metadata increases exponentially when it can be exchanged between systems and combined with other metadata. Publications should therefore prioritize not only the creation of rich metadata but also its exposure through standardized protocols that enable harvesting and aggregation.

4.3 Implementation Recommendations

Based on the analysis of technical infrastructure requirements, we recommend the following implementation approach:

Assess current needs and future goals to select an appropriate publishing platform, with preference for systems that support metadata standards and persistent identifiers.

Define core metadata elements required for various use cases (discovery, citation, evaluation) and establish workflows for consistent metadata creation and validation.

Configure OAI-PMH endpoints and other interoperability mechanisms to expose metadata to relevant aggregators and search services.

Implement DOI registration workflows and ORCID collection processes within the selected platform.

Develop comprehensive training materials for editorial staff to ensure consistent application of metadata standards and identifier systems.

For publications with limited technical expertise, collaboration with library systems departments or national library services can provide valuable support during implementation and ongoing maintenance.

5. Practical Implementation Guidelines

Moldova's national regulations for scientific publications, reflected in the 2025 ANACEC documents (ANACEC, 2025), demonstrate a strategic integration of international standards into the local research ecosystem. The evaluation regulation for scientific journals explicitly incorporates persistent identifiers as essential elements for publication quality and visibility, requiring DOI implementation for articles as a mandatory requirement for B+ category journals and requesting ORCID identifiers for authors and scientific committee members. The classification of journals into categories A+, A, B+, B, and C reflects a gradual approach that encourages publications to evolve from basic compliance to international excellence. For scientific events, the regulation similarly requires the use of DOI for articles in conference proceedings and ORCID for authors and scientific committee members. The implementation of modern platforms such as Open Journal Systems (OJS) is explicitly mentioned as a requirement for higher category journals, while indexing in international databases becomes a fundamental evaluation criterion. These regulations demonstrate that Moldova has adopted a comprehensive approach to align with global standards, transforming persistent identifiers and modern technical infrastructure from mere recommendations into normative requirements, thus

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creating a framework that facilitates the integration of Moldovan research into the international scientific circuit.

This section provides specific, actionable recommendations for different stakeholder groups seeking to enhance publication quality, visibility, and impact.

5.1 Guidelines for Journal Editors

Journal editors serve as primary decision-makers in publication quality enhancement initiatives. The following recommendations provide a structured approach to implementation:

Foundational actions include the following steps:

- register with a DOI registration agency (preferably Crossref) through direct membership or a sponsoring organization;
- implement DOIs for all new articles and develop a plan for retroactive assignment;
- establish comprehensive publication ethics policies aligned with COPE guidelines;
- ensure consistent publication schedules with clearly communicated deadlines.
- Technical infrastructure development refers to:
 - migrate to a standards-compliant publishing platform (e.g., OJS) if not already using one;
 - implement HTTPS security for the publication website;
 - require ORCID IDs for corresponding authors, with a plan to extend to all authors;
 - develop standardized templates for article components (abstracts, references, etc.).
- Advanced enhancements that bring added value include:
 - provide content in multiple formats (PDF, HTML, XML) to enhance accessibility and reuse;
 - implement reference linking through Crossref Cited-by service;
 - develop a digital preservation strategy through services like CLOCKSS or Portico;
 - create machine-readable license information for all content.
- Metadata optimization refers to several important steps, such as:
 - ensure abstracts and keywords are available in English even for non-English content;
 - implement structured abstracts where disciplinarily appropriate;
 - include funding information and grant identifiers in standard formats;
 - validate references against the Crossref database during copyediting.

All these enhancements should be implemented progressively. Journal development is not achieved in a single bound but through continuous incremental improvements guided by international standards and best practices.

5.2 Guidelines for Conference Organizers

Conference organizers face unique challenges in quality enhancement due to the time-limited nature of events and diverse submission types. The following recommendations address these specific needs. González-Albo and Bordons (2011) emphasize that “conference proceedings represent a vital component of the scholarly record in many disciplines, yet often receive less attention regarding metadata quality and persistence than journal articles.” Implementing these recommendations helps ensure that conference contributions receive appropriate visibility and recognition.

Foundational actions refer to the following:

- establish rigorous peer review processes with clear evaluation criteria;
- develop detailed submission guidelines that facilitate metadata collection;
- create persistent landing pages for conference proceedings that remain accessible long-term;

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- implement DOIs for all proceedings papers through Crossref membership or sponsorship.
- Technical infrastructure development covers the following:
 - implement a conference management system (e.g., Open Conference Systems);
 - create structured metadata for all presentations, including those without full papers;
 - collect ORCID IDs from all presenters during submission;
 - establish standardized formats for proceedings papers with required metadata elements.
- Advanced enhancements that bring added value refer to the following:
 - archive proceedings in institutional or disciplinary repositories with proper metadata;
 - develop post-conference publication pathways for selected papers in partner journals;
 - implement conference series identifiers for recurring events;
 - create machine-readable program information using scholarly event description standards.
- Sustainability planning includes the next steps:
 - establish clear ownership and maintenance responsibility for proceedings;
 - develop succession plans for web resources and identifiers if organizing committees change;
 - create documentation of technical processes for future conference iterations;
 - establish permanent archives independent of conference websites.

5.3 Guidelines for Librarians and Repository Managers

Academic libraries have evolved from being mere service providers to becoming active partners in the scholarly communication process. Librarians and repository managers play crucial roles in supporting publication quality enhancement through infrastructure, training, and services.

Support services cover aspects, such as:

- provide DOI registration services through institutional Crossref membership;
- offer metadata consultation and validation services for local publications;
- support OJS/OCS installation and configuration for institutional publications;
- develop training programs on persistent identifiers and metadata best practices.
- Infrastructure provision refers to the following activities:
 - maintain institutional repositories that comply with metadata standards and support persistent identifiers;
 - implement ORCID institutional integration to facilitate researcher ID adoption;
 - provide preservation services for local publications through distributed preservation networks;
 - support XML creation and validation for publications transitioning to full-text markup.

Advocacy and education are critical components of library activities and cover:

- promote the value of persistent identifiers to institutional stakeholders;
- develop educational materials on publication standards and best practices;
- monitor compliance with funder and national requirements for institutional publications;
- facilitate communities of practice among editors of local publications.
- Assessment and improvement are indispensable to cover the whole development cycle:
 - conduct metadata quality audits for institutional publications;

- track citation and usage metrics for publications using institutional infrastructure;
- identify indexing opportunities for qualifying publications;
- benchmark local publications against international standards and recommend enhancements.

5.4 Guidelines for Researchers and Authors

Researchers are not merely passive users of the scholarly communication system; they are active agents whose decisions and practices can directly shape and enhance its overall quality, through their submission practices and venue selection. The following practices can drive quality improvements.

By creating and maintaining ORCID profiles with complete publication histories, by including ORCID IDs in all submissions and peer review activities, by registering for other relevant identifiers (e.g., ResearcherID, Scopus Author ID) and validating institutional affiliations using organizational identifiers (ROR IDs), researchers and authors can significantly enable *identifier adoption*.

Metadata enhancement can be achieved by providing structured abstracts when supported by the publication, by including all required metadata elements during submission (keywords, classifications), by supplying complete and accurate reference lists in the required format and by providing funding information in standard formats with grant identifiers.

Quality advocacy is implemented through consistent steps that prioritize submission to publications that implement persistent identifiers and metadata standards, that serve on editorial boards that are committed to publication quality enhancement, that recommend quality improvements when reviewing for publications and support regional and institutional publications that implement international standards.

Digital research identity management is another critical step, that can be implemented by authors to increase quality and visibility of publications, by creating consistent name formats across publications and platforms, by linking identifiers across platforms (ORCID to Scopus, Web of Science, etc.), by claiming publications in relevant profile systems and by monitoring and correcting metadata errors in published works.

6. Conclusion and recommendations

This paper has presented a comprehensive framework for enhancing publication quality, visibility, and impact through the implementation of persistent identifiers, metadata standards, and supporting technical infrastructure. The Publication Quality Pyramid provides a conceptual model for understanding the progressive enhancement of scholarly publications from basic regulatory compliance through technical infrastructure development to international best practices.

Our analysis demonstrates that persistent identifiers - particularly DOIs and ORCID IDs - serve as critical connective elements in the scholarly communication ecosystem, enabling accurate citation tracking, enhancing discoverability and facilitating participation in global scholarly services. The implementation of appropriate technical infrastructure, especially standards-compliant publishing platforms like OJS, provides the necessary foundation for metadata optimization and identifier integration.

The transformation of scholarly publishing continues to accelerate, with increasing emphasis on machine-readable content, automated discovery, and networked information. Publications that implement the recommendations outlined in this paper will be well-positioned to participate fully in this evolving ecosystem, enhancing their visibility and impact while maintaining compliance with both national and international standards.

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