ASEAN Research Publishing Landscape (ARPL): Connecting Dots
TCI 7th Symposium

“ASEAN Research Publishing Landscape”

(ARPL): Connecting Dots

Lee Inn Beng

Objective: Uncover dots – Consider Publishing in the next level

- Instead of institutional or national journals, should we have ASEAN level journals? Can we?
- What is ASEAN Economic Community (AEC)? How is this relevant to you as editors? How can you contribute towards AEC objective?
- Position of Thai research among ASEAN countries and quality of Thai journals to those published by ASEAN counterpart?
- Any mismatch between ASEAN priority and local publishing Program?
- Reexamine your role as an editor to bring Thai publishing to the NEXT Level.
- Conclusion: Connecting the Dots...
2015 ASEAN Economic Community

- ASEAN Charter signed on 20th Nov 2007 and adopted the AEC Blueprint to transform ASEAN into a single market and product base, a highly competitive economic region, a region of equitable economic development, and a region fully integrated into the global economy.

- 12 Priority Integration Sectors under AEC:
  1. Agro-based Products;
  2. Automotive;
  3. Electronics;
  4. Fisheries;
  5. Rubber-based Products;
  6. Textiles and Apparels;
  7. Wood based Products;
  8. Air Travel;
  9. e-ASEAN (ICT);
  10. Healthcare;
  11. Tourism;
  12. Logistics and Services

Source: Lee Yong Yong, AEC and Impact on Europe, Institute of Policy Studies, NUS, Lee Kuan Yew School of Public Policy

ASEAN COST Flagship Programs

- Food science and technology
  - Natural flavors and other additives
  - Food processing technology
- Biotechnology,
  - Food and horticulture crops
  - Improvement of livestock production
  - Bioinformatics
- Meteorology and geophysics,
- Infrastructure and resources development.
- Marine science and technology,
  - Marine biotechnology
- Non-conventional energy research,
  - New and renewable energy
- Microelectronics and information technology,
- Material science and technology,
- Space technology and applications,
How is AEC Relevant to you as Editors?

- Better Question is how can you contribute towards establishing ASEAN as a highly competitive economic region?
- **Beyond ensuring:**
  - Timely dissemination of scholarly and technical work
  - Evaluation and verification of the contents of such work
  - Archiving such work,
  - Serving as basis for scholarly credits

ASEAN Publishing Landscape
Journals by Subject and Quartile

### ASEAN COST Flagship Program

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Beyond ensuring...

- **Curiosity Research**
- **TRF Research Programs**
- **NSTDA programs**
- **Focus and First Class Research Output?**
- **Second Tier Research Output?**
- **Corporate R&D**
- **Operative NPD**
- **Market Orientation**

Risk

- Basic Research
- Applied Research
- Innovation Driven
Changing Focus: Three Examples

**Beauty—Health—Vitality**

1. **Beauty** – Artocarpus or Bread Fruit

2. **Health** - Hand, foot and mouth disease (HFMD)

3. **Vitality** – Calamus (Waan Nam), Medicinal Herbs (Samunphrai)

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**Artocarpus... Beauty**

- **Active Ingredients:**
  - Phytooxyresveratrol (POV): Anti-glycation property
  - Phenolic content – antioxidant property
Number of Articles in Scopus

Search Parameters – Search Results

• Anti-aging - 2336

• Phenolic – 61,471

• “Artocarpus” AND Phenolic - 41

• “Artocarpus” AND Phytooxyresveratrol - 1 in *Tropical Journal of Pharmaceutical Research*

Health – HFMD

“Enterovirus 71" AND “Coxsackie A”

Number of Cases – Number of Death

**Thailand** – Bangkok Area, Jan to July 2012
• 2,322 cases, 1 death, 21/2 years girl
• 60 schools closed across the country
• Last year 18,196 cases, 6 deaths

**Cambodia** – 60 deaths

**Vietnam** – 63,00 cases with over 30 deaths

**Singapore** – 26,000 cases

**China** – 1.2 million cases and over 350 deaths

Vitality - Calamus (Waan Nam)

Part Used: Rhizome (roots) and Leaves

- Its aroma makes Calamus essential oil valued in the perfume industry. It also has **sedative**, **laxative**, **diuretic** and **carminative** properties

- Applications:
  - Topically applied over joints and fracture bones
  - Prevents formation of gas in the gastrointestinal tract or facilitates the expulsion of said gas
  - Enhance memory and sexual energy

Bio Piracy Classic – the Neem Tree!

- Tree of miracles, known as potent insecticide, effective against 200 insects, and neem cake as fed to livestock, and its leaves increase soil fertility.
- In 1985, Robert Larson, US timber importer patented the process to extract neem oil which was sold the patent to W.R. Grace a multinational chemical corp.
- Though neem oil extractions were done for centuries by villagers but the patent was granted on the ground that the modernized extraction processes constitute a genuine innovation.
Innovate to Support Innovation

Innovation = Exploited Competence-Based Competitive Advantage

- New knowledge, know-how, technology
- New product, technical solution, production process
- New (expert) service
- New design or brand
- New business model, value-chain, value network
- New organizational, management or working life model
- New way of providing a public service

Source: Finland’s National Innovation Strategy, Petri Peltonen, Director General Innovation Dept, Ministry of Employment & the Economy

Conclusion: Connecting the Dots

**The Dots**
1. E-CSAC, ACI and Publishing and Hosting Services
2. Mismatch of ASEAN COST and focus of local journals
3. Beyond traditional roles
4. Funding: to explore new value network for funding

**Connecting... possible solutions**
1. Improve international visibility of local research
2. Consider changing focus and publish novel first class research findings
3. Innovate and redrawing your boundary
4. Private enterprises, New Government Seed Funds