

The Journal of Excipients and Food Chemicals: Not just 'yet another e-journal'.

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Yet another journal! Such an incredulous response from the scientific community may be expected given the rapid proliferation of ejournals in recent years. This expansion of ejournals has been driven by the advent of free software publishing applications such as the "Open Journal Systems" platform (among others), readily available internet connectivity and cheap web hosting services. Because journals require time to be accepted and to build up a "track record"; the initial hesitation of researchers to contribute their valued work to what may very well turn out to be yet another "fly by night operator" is understandable. As the ever increasing number of e-journals drive up the demand to supply ratio for research manuscripts, it is in keeping with the financial metaphor that the quality of research should suffer, have less intrinsic 'citable' value and be less likely to achieve paradigm driving or altering status among its peers.

There are however, exceptions to the rule.

The quality of a scientific e-journal depends on the pool of knowledge, expertise, commitment and passion of its founders and editorial advisory board members and on the rigor of its peer review process. It depends on the Journal's ability to focus on a highly specific field of reThe Journal of Excipients and Food Chemicals satisfies all of the above criteria. The Journal's scientific and advisory editorial board members are recognized experts in the field. Targeting the Journal to excipients and food chemicals ensures a steady stream of quality manuscripts in this specialized yet expanding area of research. The Journal is sponsored by a premier trade organization, the International Pharmaceutical Excipients Council (IPEC) and the journal is web-hosted at Abo Akademi University; a recognized academic institution.

We are not "just another e-journal". We aspire to be THE premier journal in the field of pharmaceutical excipients and food chemicals. We are here to stay and we would like for you to consider us as a venue for presentation of your work.

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search as its 'niche'; so much so; that it actually creates a "market" for intensification of research in this field. Another indicator of the likely success of any new journal in establishing a solid platform for presentation of quality research is the sponsorship and backing of an established and recognized scientific and/or trade organization. Last but not the least, any e-journal must be web hosted at an established and recognized scientific institution to enable un-interrupted online access across the globe.

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