

Core Competence Analysis of Sports Science Journals in China

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Abstract: Core competence is an effective tool in identifying industrial competitive advantage. As a strategy and performance evaluation system, it plays a role of guider in selecting a strategy and practicing behavior for competitors. Here I expressed my views from the perspective of authors and readers, combined with core competence and macro analysis on academic journals of physical education, to understand the core competitive advantages of academic journals. With the accelerated pace of reform and opening up in new century, the liberation of productive forces and the established relations of production of academic journals were restructured, and the external environment (internationalization and network) as well as the internal factors of innovation for journal production and operation are playing a more influential role. According to the traditions of physical education academic journals, the conventional ranking of journals undoubtedly is Journal of Sports Science, China Sports Science and Technology, Journal of Beijing Sport University, Journal of Shanghai University of Sport, and others. It is the internal and external new environment that promoted the innovation of journals and brought the traditions vibration and deconstruction. Now we are at a crossroad, and the era when identity determined the fate is gradually getting out.

Keywords: Sports Communication; Academic Journals of Sports; Core Competence; Online Publishing

1. Introduction

“Core competence” is a knowledge practicing process to coordinate different production skills and integrate various technical schools, and one or more production factors reach an irreplaceable professional level within the system or industry. Core competence is an effective tool in identifying industrial competitive advantage^[1]; meanwhile, as a strategy and performance evaluation system, it plays a role of guider in selecting a strategy and practicing behavior for competitors^[2]. Here I expressed my views from the perspective of authors and readers, combined with core competence and macro analysis on academic journals of physical education, to understand the core competitive advantages of academic journals. Hope editor teachers make comments^[3].

2. Journal with Manuscript Evaluation Process Advantage - Journal of Capital Institute of Physical Education

With the development of computer software technology and journal networking, international famous journals are characterized with short publishing cycle, intense competition of manuscript sources, collectivization of publishing scale and specialization of content, which forces physical education journals to think about the surviving way and the editing work of physical education journals

is faced with unprecedented challenge. Although severe external environment of networking has been demonstrated early, there is always a distance between ideal and reality. Journal of Physical Education took the leading position in network practical exploration, but it is Journal of Capital Institute of Physical Education that actually realized online gathering and editing, who applied strategic thinking and developing expectation into practice and accumulated rich experience, with a clear division of labor and detailed review procedure, including "manuscript reception", "preliminary review," "director review" "external review", "retreating for modification ", "editing", "layout", "proof" and even set up a "publishing" stage. Such an open review process with full tracking gives full respect to the right of know of authors in a humane way, which deepened the understanding between editors and authors on mutual trust, and enhanced the trust of journal. During the trials and hardships of online gathering and editing, Journal of Capital Institute on Physical Education has won a number of faithful audiences who recommend manuscripts, thus has formed a steady manuscript source, especially after it was promoted into the core journal of Beijing University. Thanks to the efforts of young and old authors, the number of manuscript received has exceeded ten thousands per year, and the enhanced popularity has improved its influential power and professional identification within the industry,

which has provided basic condition for selecting excellent manuscripts, and spread the effect of journal for increasing the "support" and "trust" of authors^[4]. Management, editing and service are important indicators for physical education journals to control quality, and Journal of Capital Institute on Physical Education, with advance thinking to guide the practice, to explore novelty, to be the pioneer, to break through tradition rules and to seize the opportunities, which has strengthened the pace of progress. The practice of Journal of Capital Institute on Physical Education has told us to make every effort to realize our dream.

3. Journal with Network Impact Advantage - Journal of Physical Education

After the construction of portal and the online manuscript gathering system, Journal of Physical Education is now focusing on the development strategy of "combine three websites into one" to explore the development model of physical education journals online publishing in the aspects of development concept, multi-media interaction, talent cultivation, financial guarantee and international development. It adheres to provide better online service to audience, grasps initiative of development in the information age, and has a great advantage in enhancing the network capability and constructing the overall validity of academic influence. Journal of Physical Education is rooted in Guangzhou, a first-tier city in China, with an open and active thinking, is aiming at the development frontiers of network, and established three interactive systems, i.e., portal, sports online academic forum and the "Online Journal of physical education",^[5] which

is conducted to extend the development space and enhance the brand recognition and academic influence. Network development strategy of Journal of Physical Education is endowed with modern marketing concepts, like the children marketing strategy of KFC, which is dedicated to providing free products with high added value and actually is to promote the increment and growth of journal around the identification system established by journal brand. Three interactive systems of Journal of Physical Education are in leading position in the industry. Sports online academic forum takes root in the surviving rule of network community, who advocates academic controversy, free debate, resource sharing and achievement promotion. It has an accurate target population location, promotes academic controversy and has a good interaction between editorial department and e-friends, which can be regarded as three features of the forum and it provides an academic communication platform for physical education theory and practice operators. Certainly, there are more difficulties than expected, and because of limited human resources, the portal update slowly. Affected by the construction of online intellectual property rights, "Online Journal of Physical Education" failed to further improve quality and increase its influence. Sports online academic forum was utilized as a word attack platform by premeditators, for example, it was once accused of academic misconduct and academic fraud of some people, regardless of academic controversy logic other nasty things, which imposed a pressure to forum and even forced the forum to close for adjustment. The practice of Journal of Physical Education has told us to persist on something correct with enough courage.

Table 1. The Value of Academic Influence of Journal of Physical Education

number	Journal name	Comprehensive index values				Evaluation of comprehensive value
		Impact factor	Times cited	Cited rate	Cited range	
1	China Sport Science	1	1	1	1	1
2	China Sport Science and Technology	0.7352	0.5813	0.6391	0.7251	0.690632
3	Journal of Sports and Science	0.6592	0.3684	0.727	0.819	0.64453
4	Journal of Beijing Sport University	0.5433	0.6018	0.3841	0.8678	0.58203
5	Journal of Shanghai University of Sport	0.6351	0.3101	0.5803	0.6804	0.569373
6	Journal of Chengdu Sport University	0.5028	0.3273	0.4705	0.7172	0.49662
7	Journal of Physical Education	0.4582	0.324	0.4519	0.6	0.489774
8	Journal of Tianjin University of Sport	0.4916	0.2615	0.3152	0.6744	0.448902
9	Journal of Xi'an Physical Education University	0.4701	0.2627	0.2763	0.7605	0.448829
10	Journal of Wuhan Institute of Physical Education	0.2835	0.3819	0.4442	0.7803	0.404241
11	Sports Culture Guide	0.2889	0.2848	0.2538	0.8847	0.3702
12	Journal of Guangzhou Sport University	0.2301	0.2093	0.2527	0.7112	0.29805
13	Sport Science Research	0.2916	0.1032	0.2301	0.5399	0.28432
14	Journal of Shandong Institute of Physical Education and Sports	0.2435	0.1435	0.2239	0.6477	0.28274
15	Journal of Capital Institute of Physical Education	0.2657	0.1256	0.148	0.6473	0.29927

4. Journal with Review Period Advantage - Journal of Tianjin University of Sport

Journal of Tianjin University of Sport promises the review period is 15 days, which is in the leading position in PE journal industry at home and abroad, since generally the review period in China is 2 to 3 months and for other countries, it is generally 8 to 12 months. This promise

has established a real time target for editor job performance and expected actual result, which is a process for editors to pursue the ideal state of journal editing. Journal of Tianjin University of Sport established the network editing system at the beginning of 2009, which is, although not the forerunner, the expression of advancing with times of the journal. It is rational and objective for Journal of Tianjin University of Sport to change the working direction to network editing, which is consistent with the philosophy of the journal. Journal of Tianjin University of Sport insists on the principle of article first, and emphasizes the quality of articles, diluting the influence of external factors, such as title, professional post, and subject. Such a practical philosophy runs throughout the work of journal consistently, highlights two core elements in the process of editing network one of which is

to enhance the communication between editors and authors. The division of network editing process is simple and practical, including "preliminary review", "chief editor review", "external review", "retreat for modification" and "final review"^[6]. Meanwhile, the reduction of time cost has lower the academic moral hazard, because there is no need for the contributor to bear moral condemnation for "one paper submitted to several journals" to save two or three day, so the system is designed to effectively curb that behavior. Length of time in editorial work can not be simply equated with the quality of journals, and professional ethics and efficiency of journal editors can not be embodied by cumbersome process and lengthy time. The practice of Journal of Tianjin University of Sport has told us it is possible to race against time.

Table 2. 2004-2006 Sports Science Journals Impact Factor

Number	Journal name	2004	2005	2006	3 years of average value	value
1	China Sport Science	0.4578	0.3560	0.4848	0.4327	1
2	China Sport Science and Technology	0.3143	0.1996	0.3625	0.2919	0.6738
3	Journal of Shanghai University of Sport	0.3027	0.2309	0.3197	0.2875	0.6642
4	Journal of Sports and Science	0.2983	0.2307	0.3028	0.2789	0.6434
5	Journal of Beijing Sport University	0.2785	0.2508	0.2863	0.2704	0.6261
6	Journal of Chengdu Sport University	0.1889	0.2062	0.2495	0.2153	0.4932
7	Journal of Tianjin University of Sport	0.1732	0.2275	0.2372	0.2138	0.4891
8	Journal of Physical Education	0.1244	0.1829	0.2472	0.1872	0.4365
9	Journal of Xi' an Physical Education University	0.1528	0.1719	0.2103	0.1782	0.4108
10	Journal of Wuhan Institute of Physical Education	0.1083	0.1405	0.1764	0.1422	0.3274
11	Sport Science Research	0.0902	0.1083	0.1365	0.1127	0.2609
12	Sports Culture Guide	0.1027	0.1093	0.1101	0.1072	0.2514
13	Journal of Capital Institute of Physical Education	0.1279	0.0743	0.0927	0.0982	0.2275
14	Journal of Shandong Institute of Physical Education and Sports	0.0652	0.0964	0.1163	0.0928	0.2147
15	Journal of Guangzhou Sport University	0.0704	0.0728	0.1025	0.0826	0.1832
16	Journal of Shenyang sport University	0.0502	0.0543	0.1049	0.0708	0.1629

Table 3. 2004-2006 Sports Science Journals Cited Range

Number	Journal name	2004	2005	2006	3 years of average value	value
1	China Sport Science	10.4	9.5	14.6	11.68	1
2	Sports Culture Guide	10.3	9.2	11	10.83	0.8827
3	Journal of Beijing Sport University	8	9.2	12.5	10.64	0.8692
4	Journal of Sports and Science	7.8	10.1	11	9.6	0.8263
5	Journal of Physical Education	7.1	8.2	12.7	9.73	0.7988
6	Journal of Wuhan Institute of Physical Education	7.9	9.1	11.5	9.42	0.7825
7	Journal of Xi' an Physical Education University	6.8	8	11.3	9.2	0.7618
8	China Sport Science and Technology	7	7	10	8.5	0.7283
9	Journal of Chengdu Sport University	7.4	7.2	9.4	8.53	0.7175
10	Journal of Guangzhou Sport University	7.8	7.3	10.2	8.4	0.7129
11	Journal of Shanghai University of Sport	6.9	7.3	10.1	8.2	0.6803
12	Journal of Tianjin University of Sport	7.2	7.2	9.3	8.21	0.6748
13	Journal of Capital Institute of Physical Education	6.3	6.8	9.5	7.8	0.6482
14	Journal of Shandong Institute of Physical Education and Sports	7.4	6.2	9.3	7.4	0.6479
15	Journal of Shenyang sport University	5.9	6.7	9.4	7.3	0.6152
16	Sport Science Research	4.6	5.2	8	6.47	0.5402

5. Journal with Popularity Advantage - Journal of Sports and Science

Debate and comment is the fine tradition of academic circles. International physical education fellow journals generally have retrospect's or review columns (Reviews, Review Essays, Book Review, etc.), compared with

which, we see little remarkable academic controversy with in physical education industry. Instead, it is depressing, which is caused by lack of encouraging innovation, preparation of journal layout, opened macro academic environment, and lack of thinker, academic school, characteristic and academic viewpoints in physical education^[7]. Journal of Sports and Science is the only provincial sports journal that was selected as core journal of Beijing University for five times. The indicators of Journal of Sports and Science rank among the best displayed by major journal evaluation systems (core of Beijing University, core of Wuhan University, CSSCI, Photocopied Data of People's University, etc.), which has reflected a unique style of the journal. Only with characteristics, it is possible to reflect the purpose of journal and obtain utility effect; to reflect the unique features and attract readers to reach a consensus effect; to reflect the exclusive advantages and get brand effect; to reflect the object consciousness, and form a stable readership, resulting in a group effect. From the column "Physical Culture Research" and "Olympic Cultural Study" years ago, to current "Nanjing Youth Olympic Games" and permanent "New Forum" column, waving the banner of academic contention, resolutely getting out of the academic barriers that "Dare not totally repudiate, speak out the name or sharply criticize", with an attitude to probe into the bottom of the matter, Professor Han Dan put forward the question "What is Physical Education?" Interest subject can adjust the mutual quotation rate of high-end journals (such as CSSCI), but can not change the appeal of broader area (e.g. core of Beijing University). We should believe that the masses have sharp eyes and great power. The practice of Journal of Sports and Science has told us to firm the direction forward with characteristics as prerequisite.

6. Journal with Institutional and Status Advantage - Journal of Sports Science

Journal of Sports Science, superintended by State Sports General Administration and hosted by China Sports Science Society, has a integrated advantage in the links of operation, like institutional identity, academic quality, editing and binding, who continuously ranks in the top of various journals, with professional, authoritative and symbolic significance and is regarded as a platform yearned by those theoretical and practical workers of physical education to display their strength. Affected by the mechanism "one team, two names" during the social transition, the journal is highly specialized and in-system narrative, which is also the result of the formation of core competence based on comparative advantage. Too much authority may lead another developing direction. In traditional scholars' opinion, one high-level academic paper is convincing than many common ones, so Journal of Sports Science has become the only choice, where the published article is a symbol of high-grade identity and

honor, and which is the goal of a traditional, standard, in-system scholar. More often, in-system narrative is completed in the form of introduction, and then one can get an "identity permit". In such an atmosphere, even without auxiliary system for journal advantage, like a network editing system, online marketing forum, 15-day review period promise, academic contention and book review column, the authority will never be affected. Surely, Journal of Sports and Science, Journal of Physical Education and Journal of Tianjin University of Sport once shortened the distance with Journal of Sports Science, effectively making use of innovative advantages, and brought the system vibration, inspiration and reflection. In recent years, Journal of Sports Science does not seek to lead the trend, but not to drop far behind, and has made some revolutionary adjustment in the aspects of network editing, review period, article structure, which let people see a series of encouraging changes. The application of network editing system has increased the transparency of copy edit, enhanced the communication between authors and editors, and accelerated the speed of copy edit. Article structure is becoming more equalized, and some achievements of humanistic sociology of sport system get much attention. The first author group is tending to be much younger, from which young scholars get more confidence and encouragement, especially after the publication of a paper contributed by a 25-year-old young man. After a short burst of loss, Journal of Sports Science is now running quickly on the way of innovation, leading the development of journal industry. The practice of Journal of Sports Science has told us that identity is certainly important, but also needs to be perfectly justifiable.

"Is fate determined by identity or by struggle?"^[8]This enlightening whoop on People's Daily symbolized and reflected the developing characteristics of a new era. With the accelerated pace of reform and opening up in new century, the liberation of productive forces and the established relations of production of academic journals were restructured, and the external environment (internationalization and network) as well as the internal factors of innovation for journal production and operation are playing a more influential role. According to the traditions of physical education academic journals, the conventional ranking of journals undoubtedly is Journal of Sports Science, China Sports Science and Technology, Journal of Beijing Sport University, Journal of Shanghai University of Sport, and others. It is the internal and external new environment that promoted the innovation of journals and brought the traditions vibration and deconstruction. Now we are at a crossroad, and the era when identity determined the fate is gradually getting out. Innovation will make life more wonderful!

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