# Academic publishing pivots from 'publish or perish' to strategic visibility



For decades, the adage “publish or perish” has resonated strongly within the academic community. Scholars and researchers worldwide have come to measure their success largely through the quantity of their published work, which includes peer-reviewed articles, conference proceedings, and book chapters. However, concerns have been raised regarding the visibility of these publications, especially those emerging from non-indexed journals, which often lack the audience that indexed publications enjoy.

In the contemporary academic landscape, measured not only by publication outputs but also by their societal impact, an emerging principle has taken root: “visible or vanish.” This suggests that the focus should not only be on what one publishes but also on who engages with that work. The metrics for impact are evolving, prompting deeper questions about the true value of academic contributions. Factors under consideration include citation counts, the ability to attract research funding, participation in academic discussions, and roles on various institutional committees.

While publication remains a crucial element for career advancement in academia, it is the quality and visibility of these publications that are now being emphasised more than ever. Globally respected publications in high-impact journals indexed by recognised databases such as Scopus, Web of Science, and the Science Citation Index are increasingly viewed as benchmarks for academic credibility.

Dr. Timi Olubiyi, in an article for Business Post Nigeria, argues that the primary purpose of academic publication should transcend career advancement. Instead, it should aim to further knowledge, shape intellectual identities, and achieve international recognition. While the proliferation of predatory journals—those lacking ethical editorial practices and proper peer-review standards—poses a risk to genuine scholarship, the academic community must also grapple with the implications of visibility in a saturated information environment.

In this context, the competition for attention has intensified. Platforms such as Google Scholar, ResearchGate, LinkedIn, and even social media outlets like Twitter (now X) and TikTok are emerging as vital channels for researchers to disseminate their work. Engaging with a wider audience through public lectures and digital content can significantly enhance a researcher’s impact, potentially transforming their academic trajectory more effectively than traditional publishing alone.

The act of publishing, when approached thoughtfully, not only resonates within academic circles but can also effect change in public policy and mainstream understanding of pressing issues, such as climate change and social inequality. Despite the millions of articles published annually, many exceptional studies risk obscurity without proactive promotion.

Enhanced visibility is increasingly linked to greater opportunities, including invitations for collaboration, keynotes, and career shifts beyond academia. As scholars navigate the complexities of this landscape, it becomes essential to combine research excellence with a strategic approach to public engagement.

Dr. Olubiyi advocates for what he characterises as a “thought leadership” role for academics, emphasising the importance of establishing a robust online presence to ensure work does not merely blend into the background. He encourages scholars to embrace social media as a means of enhancing visibility and promoting their research findings.

Ultimately, the contemporary academic environment calls for a new approach to publishing—one that prioritises strategic visibility alongside traditional metrics of success. By acknowledging the dual roles of conducting research and communicating findings, academics can better position themselves within the global academic community.

In closing, it is clear that, for today’s researchers, the mantra may well be to “publish wisely, publish well, and publish with purpose.” In a world where the way research information is shared and perceived is rapidly changing, this outlook may be pivotal for ensuring that scholarly contributions resonate and influence the fields they aim to serve.

Source: [Noah Wire Services](https://www.noahwire.com)

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