

The Role of Open Access Publishing Platforms in Enhancing Research Visibility

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Abstract

Open access publishing platforms such as Open Journal Systems (OJS) have significantly transformed the scholarly communication landscape. By providing free and unrestricted access to research, these platforms enhance global knowledge sharing, increase citation impact, and support academic collaboration. This article explores the role of OJS in promoting research visibility, discusses its transparent peer review process, and highlights its advantages for institutions, researchers, and publishers. The study concludes that OJS provides a sustainable and cost-effective publishing solution in the digital era.

Keywords: Open Access, OJS, Research Visibility, Scholarly Publishing, Peer Review

Introduction

In the last two decades, open access (OA) publishing has become a key driver in democratizing academic knowledge. Traditional subscription-based models restricted access to a limited audience, whereas OA journals provide free access to all readers. Open Journal Systems (OJS), developed by the Public Knowledge Project (PKP), is one of the most widely used open-source publishing platforms. This paper demonstrates the advantages of OJS in supporting open access dissemination and improving global research visibility.

Methodology

This article uses a qualitative review approach. Previous studies on open access publishing, case studies from institutions using OJS, and citation data from open access repositories were analyzed to evaluate the impact of OJS on research dissemination.

Findings & Discussion

1. Increased Accessibility: Articles published in OJS journals are freely accessible worldwide, leading to higher readership.
2. Improved Citations: Open access papers generally show a citation advantage over paywalled articles.
3. Cost Efficiency: OJS reduces dependency on expensive commercial publishing platforms.
4. Transparency in Peer Review: With features like transparent peer review, OJS improves trust in the academic publishing process.

Conclusion

Open Journal Systems has emerged as a vital tool for promoting open access research dissemination. By lowering financial barriers and improving visibility, OJS contributes to a more equitable and collaborative academic environment.

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