

Editor's letter

Between the last edition and the current, the h-index and the i10-index of *Fórum Empresarial* reached 10 in Google Scholar (GS) for the first time. Likewise, the journal exceeded the number of 300 citations in GS this summer. Out of 330 citations at present, 271 have been since 2013. This coincides with the transformation of *Fórum Empresarial* into an open-access scientific journal in electronic format and its evaluation and acceptance in six new international indexes and databases.

Regarding the h-index of GS, Anne-Wil Harzing and Ron van der Wal (2016),¹ in their article Comparing the Google Scholar h-index with the ISI Journal Impact Factor, affirm:

We do acknowledge that our alternative metric disadvantages review journals with a small number of highly cited papers, but we conclude that in the field of Economics and Business in general, the Google Scholar based h-index provides a credible alternative for ranking journals. It addresses some of the statistical limitations underlying the JIF and is more suitable to measure a journal's wider economic or social impact rather than its impact on an academic audience only.

¹ Harzing, A. W., & van der Wal, R. (2016). "Comparing the Google Scholar h-index with the ISI Journal Impact Factor." Retrieved from <https://harzing.com/publications/white-papers/google-scholar-h-index-versus-isi-journal-impact-factor>

This supports the applicability of the h-index of GS to classify, measure the social or economic impact of, and assess journals like *Fórum Empresarial*, dedicated to “the dissemination of methodologically rigorous articles which constitute an original contribution to the key research areas relevant to business.”²

In May of 2018, we registered the electronic version of *Fórum Empresarial* in Google Analytics. This tool provides us with information on the traffic of the page and their conduct, such as users, user retention, sessions, and bounce rate. In September of 2018, for example, our website had 827 users and 983 sessions, which is 60.89% and 68.9%, higher than the previous month, respectively. Table 1 includes information of the top 10 countries of origin of our users and sessions.

Table 1

Location overview of users and sessions in 2018

Country	Users	New users	Sessions
United States	45 (20.55%)	41 (20.20%)	46 (17.56%)
Puerto Rico	26 (11.87%)	19 (9.36%)	39 (14.89%)
Spain	25 (11.42%)	24 (11.82%)	27 (10.31%)
Colombia	20 (9.13%)	20 (9.85%)	24 (9.16%)
Mexico	19 (8.68%)	17 (8.37%)	30 (11.45%)
Ecuador	8 (3.65%)	8 (3.94%)	13 (4.96%)
Peru	8 (3.65%)	8 (3.94%)	8 (3.05%)
Australia	6 (2.74%)	6 (2.96%)	6 (2.29%)
United Kingdom	6 (2.74%)	6 (2.96%)	6 (2.29%)
Canada	5 (2.28%)	5 (2.46%)	5 (1.91%)

Source: Own elaboration with data from GS.

This summer, we also presented the scientific poster “Retos y oportunidades de una publicación científica en América Latina:

² *Fórum Empresarial*. (2018). Retrieved from <https://revistas.upr.edu/index.php/forumempresarial/index>

la experiencia de la revista *Fórum Empresarial* de 2015 a 2017” (Challenges and opportunities for a scientific publication in Latin America: The experience of the journal *Fórum Empresarial* from 2015 to 2017), at the 3er Congreso Internacional de Editores Redalyc, held May 16-18, 2018, at Universidad César Vallejo, in Trujillo, Peru. The poster demonstrates the work done to improve the quality, projection, visibility, and usefulness of the journal, and some of the results of this process (Table 2).

Table 2

Comparison of Fórum Empresarial in 2015 and 2017

	2015	2017
Format	Print	Electronic and print
Evaluation	CIRC, Latindex (Catalogue), MIAR	CIRC, DOAJ, ERIH Plus, Latindex (Catalogue), MIAR
International databases	EBSCO, Redalyc	Dialnet, DOAJ, EBSCO, Google Scholar, PKP Index, Redalyc, REDIB
Contributions received	17	24
Acceptance rate	65%	50%
ICDS ³	3.779	6.30

Source: Own elaboration.

Lastly, I am announcing that we have included *Fórum Empresarial* in the digital preservation service of The Keepers Registry (<https://thekeepers.org>). This allows for the safekeeping of content published through the PKP Private LOCKSS Network, to protect it from being lost, and provides the bibliographic information

³ MIAR (2018) states that the “ICDS (Secondary Composite Index Broadcasting) is an indicator that shows the visibility of the journal in different scientific databases of international scope, or failing in repertoires evaluation of periodicals. A high ICDS means that the magazine is present on different sources of information of international relevance.” Retrieved from <http://miar.ub.edu/about-icds>

of the journal and the publishing organization to librarians and other interested parties. The Keepers Registry acts as a global monitor for the preservation of electronic journals developed by EDINA, a center for digital expertise and online service delivery at the University of Edinburgh, United Kingdom, and the ISSN International Centre in Paris, France.

Cordially,

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