



Scopus Level Scientific Article Writing Strategy in the Young Accounting Scholars Association on International Webinar

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ABSTRACT

This service aims to provide insight to ICMA members and webinar participants on how to write Scopus-level scientific articles. Participants are active lecturers from various universities in Indonesia and internationally. This methodology outlines the steps and procedures for organizing an international community service webinar via Zoom. The webinar, scheduled for December 29, 2024, aims to foster knowledge exchange and collaboration among more than 100 participants from Indonesia and International. It's helped by *Ikatan Cendekiawan Muda Akuntansi* (ICMA). Publishing in Scopus-indexed journals is a challenging but achievable goal. Understanding research topic selection, journal scope, and academic writing best practices can significantly improve publication success rates. This community service serves as a guideline for academics seeking to publish in high-impact journals. It provides strategies for selecting research topics, improving academic writing, and navigating the peer review process. Further community service initiatives could include workshops on AI Tools in Academic Writing such as training researchers to use AI-based tools for grammar checking, plagiarism detection, and citation management.

Keywords: Scopus; Writing; Strategy

Fields: Education; Accounting; Management

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SDGs: Quality Education (4); Decent Work and Economic Growth (8); Industry, Innovation, and Infrastructure (9); Reduced Inequalities (10); Peace, Justice and Strong Institutions (16); Partnerships for the Goals (17)

INTRODUCTION

In the academic world, publication in a reputable journal such as Scopus is a measure of the success of a researcher and higher education institution. However, many academics, especially in developing countries, face major challenges in writing and publishing articles that meet the strict standards of international journals.

Although the number of academics continues to grow, only a small number have succeeded in publishing their work in Scopus journals. This is due to a lack of understanding of international academic writing standards and effective strategies for dealing with the peer review process. Many researchers face obstacles in terms of selecting relevant topics, strong research methods, and grammar and academic writing style in English.

Statistics show that many manuscripts are rejected by Scopus journals due to weak scientific contributions, lack of novelty, and inconsistency with the scope of the journal. Young academics and researchers from small institutions often lack mentors or adequate training in writing high-quality scientific articles, making it difficult for them to understand effective publication strategies. With the development of technology and artificial intelligence (AI), trends in scientific publication are also changing. For example, more journals are implementing plagiarism detection tools, stricter research ethics standards, and a preference for research that has a real impact on society.

This service aims to provide insight to ICMA members and webinar participants on how to write Scopus-level scientific articles. Participants are active lecturers from various universities in Indonesia and internationally.

LITERATURE REVIEW

Community Service

Community service is community service which is more in the form of assistance to existing community needs for solving problems. The form of community service provided can be in the form of physical development, for example in the fields of health, education, transportation and religion. The second type is community service which takes the form of providing assistance to the needs of the community for solving problems. The form of community service provided can be in the form of physical development, for example in the fields of health, education, transportation and religion (Alfariz et al., 2019; Nyoto et al., 2022; Renaldo et al., 2023; Sudarno et al., 2022; Suyono et al., 2022).

Scopus is a comprehensive abstract and citation database of peer-reviewed literature, including scientific journals, books, and conference proceedings. Managed by Elsevier, it covers a wide range of disciplines, such as science, technology, medicine, social sciences, and the arts and humanities. Scopus is widely used by researchers, institutions, and academics for tracking research impact, analyzing citation trends, and ensuring the credibility of scholarly publications.

Scopus classifies journals into four quartiles (Q1, Q2, Q3, and Q4) based on their CiteScore, which measures their impact and quality relative to other journals in the same field. The quartiles are determined by ranking journals in a specific subject category and dividing them into four equal groups. Q1 (Top 25%) is the highest-ranking journals in a specific field. High impact, visibility, and rigorous peer review process. Preferred for prestigious academic publications.

Q2 (25%-50%) is high-quality journals but slightly less prestigious than Q1. Still respected in the academic community and well-cited. Q3 (50%-75%) is moderate impact journals with a broader range of research quality. Often include niche or emerging topics. Q4 (75%-100%) is the lowest-ranked Scopus-indexed journals. Can still be valuable for specific research but may have lower visibility and impact.

METHODOLOGY

Community Service Design

This methodology outlines the steps and procedures for organizing an international community service webinar via Zoom. The webinar, scheduled for December 29, 2024, aims to foster knowledge exchange and collaboration among more than 100 participants from Indonesia and International. It's helped by *Ikatan Cendekiawan Muda Akuntansi (ICMA)*.

Target Audiences

Target audiences are: academicians and researchers from Indonesian universities, business professionals and industry experts, community leaders and policymakers, and students and young professionals interested in accounting, and also from International.

Pre-Webinar Preparation

Community services pre-webinar preparations are:

1. Formation of Organizing Committee: Assign roles such as event coordinator, technical team, moderators, and speakers.
2. Speaker Selection: Invite experts in digital business literacy and technology.
3. Platform Setup: Use Zoom as the primary platform, ensuring a stable connection and necessary licenses for a large audience.
4. Promotion and Registration: Advertise the event through social media, institutional networks, and professional groups. Use Google Forms or an event management system for registration.
5. Technical Rehearsal: Conduct a trial session to ensure smooth execution and address any potential issues.

Webinar Execution

Webinar execution preparations are:

1. Opening Session: Welcome address by the moderator.
2. Keynote Presentations: Talks from invited experts discussing key topics from Asst. Prof. Dr. Nicholas Renaldo, S.E., M.M.
3. Panel Discussion: Interactive session with industry professionals and academia.
4. Q&A Session: Open floor for participants to engage with speakers.
5. Closing Remarks: Summary of key insights and future collaboration opportunities.

Post-Webinar Activities

Post-webinar activities are:

1. Survey and Feedback Collection: Distribute an online survey to assess participant satisfaction and gather suggestions for future events.
2. Certificate Distribution: Provide e-certificates to participants and speakers.
3. Publication of Proceedings: Share key takeaways and presentation materials via email and institutional websites.
4. Follow-Up Engagement: Establish an online community or mailing list for continuous networking and knowledge sharing.

Evaluation and Impact Assessment

Community service team measure success based on participant feedback, attendance rate, and engagement levels. We analyze the impact on knowledge dissemination and cross-border collaboration. We prepare a report summarizing key findings and recommendations for future webinars.

RESULTS AND DISCUSSION

Research Topic Selection

Relevance: Choose a topic that is relevant, current, and has a significant impact in your field of study. Make sure the topic you choose is relevant to your field of study. A relevant topic will make it easier for you to understand existing problems and provide research-based solutions. Example: If you are in digital accounting, focus on technological innovations such as blockchain in auditing.

Recency: Choose a topic that is currently being widely discussed or is of global concern. For this, you can: Follow trends through recent articles in Scopus Q1/Q2 journals. Use tools such as Google Trends or Scopus Analytics to see which topics are currently popular. **Significant Impact:** The topic must offer a real contribution, both to science and practice. To ensure its impact: Review previous studies and identify research gaps. Ask the question: "What solutions or added value can this topic provide?" Ensure the topic is relevant to global issues, such as the SDGs (Sustainable Development Goals) or digital transformation.

The topic must match the scope of the target journal

Check the scope and scope of the journal through the official website. Identify the Right Journal: Use tools such as Scimago Journal Rank (SJR) or Elsevier Journal Finder to find journals that match your research field. Check the scope of the journal on the journal's official website. Usually, this scope is listed in the Aims and Scope section.

Scope Analysis: Pay attention to whether the journal accepts articles that are empirical, conceptual, or case study-based. Example: If your topic is "The Impact of AI on Environmental Accounting", make sure the journal covers the fields of Environmental Accounting, Technology in Accounting, or AI in Business. **Research Focus Suitability:** Do not submit articles to journals with different scopes. For example, blockchain topics are more suitable for digital technology or finance journals than general management journals.

CONCLUSION

Conclusion

Publishing in Scopus-indexed journals is a challenging but achievable goal. Understanding research topic selection, journal scope, and academic writing best practices can significantly improve publication success rates.

Implications

This community service serves as a guideline for academics seeking to publish in high-impact journals. It provides strategies for selecting research topics, improving academic writing, and navigating the peer review process.

Limitations

The study focuses primarily on the challenges faced by researchers in Indonesia and similar developing countries. Future studies could explore publication challenges in different academic disciplines.

Recommendations

Universities should provide structured training programs on academic writing. Researchers should actively seek mentorship and collaboration opportunities. Institutions should facilitate access to journal ranking tools and databases.

Future Community Service

Further community service initiatives could include: Workshops on AI Tools in Academic Writing: Training researchers to use AI-based tools (Junaedi et al., 2024; Mukhsin et al., 2023) for grammar checking, plagiarism detection, and citation management, Mentorship Programs: Connecting junior researchers with experienced mentors, and International Collaboration Forums: Encouraging joint research projects and knowledge exchange.

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