Editorial

Writing Strategy

I was deeply intrigued by a concept proposed by Rowena Murray, a Professor in Education and Director of Research at the University of West Scotland, at her concept of having a 'writing strategy', a tool which questions our motives of writing for scientific journals.

We need to ask ourselves, what is our purpose for scientific writing? Is it for merely scoring academic points or to contribute to the scientific field and make a difference? She goes on to add that if one wants to develop a serious profile in a specific area then that will determine the journals we write for. Sharing and writing with others, analyzing your work carefully, carefully considering reviewer's feedback, all go a long way Rowena says in 'quality' scientific writing content.

Having this 'writing strategy' means you are making sure you have both external motives, such as scoring points and internal motives, which mean working out why writing for journal matters to you. This will help you to maintain the motivation you will need to write and publish over a longer term.

Our commitment to come up with a journal and a platform for such scientific writing of excellence has been applauded; both for our consistency in bringing out the journal on time and for striving to maintain a high level of quality throughout. We, at the editorial board, are proud to announce that our journal was positively evaluated in IC Journals Master List 2012, which resulted in score given ICV 4.31 points (Index Copernicus Value).

As we celebrate the closing of an era of 'Sachin Tendulkar' or the celebration of the Mars Orbiter Mission, both of which personify and epitomize genius, the goal of wanting to achieve excellence and beyond, we too hope we continue to achieve greater heights in genius and quality here at the editorial desk and hope that you as authors too help to maintain the standards of quality and superior scientific content contribution!

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Richard Pereira
Professor, Department of Periodontics
MGM Dental College, Navi Mumbai

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