

ASIAN ETHNOLOGY UPDATE

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The first report on Asian Ethnology was published in the Bulletin of the Nanzan Institute for Religion and Culture 32 (2008, pp. 28–30). This update discusses the progress and developments related to the journal over the past three years, and to raise issues related to the journal's future.

SINCE THE change of names from *Asian Folklore Studies* to *Asian Ethnology* in 2008, the journal has gone through significant changes in terms of developing its networks and the production of special issues. This update outlines these changes and considers issues that will affect the journal's future.

Expanding *Asian Ethnology's* Networks

The journal has been gradually expanding its networks from within Nanzan University and outside the university. Coralynn V. Davis (anthropology, gender studies) of Bucknell University, who has been active in reviewing articles and providing advice, joined the international editorial board in 2009. Within Nanzan University, Robert Croker (Professor, Faculty of Policy Studies), Roger Vanzila Munsu (Lecturer, Faculty of Foreign Studies), Andreas Riessland (Associate Professor, Faculty of Foreign Studies) made significant contributions to the journal in relation to assessing articles, contributing book reviews, and providing advice. Since 2009 the editorial board has held a meeting on the occasion of the Association of Asian Studies Annual Conference (2009, Chicago; 2010, Philadelphia; 2011, Honolulu). During these meetings discussions were held on issues such as the direction of the journal, peer review, standards relating to diacritical marks, and so on. As this is an important occasion to exchange ideas and to learn from experts within the field, this meeting will continue into the future.

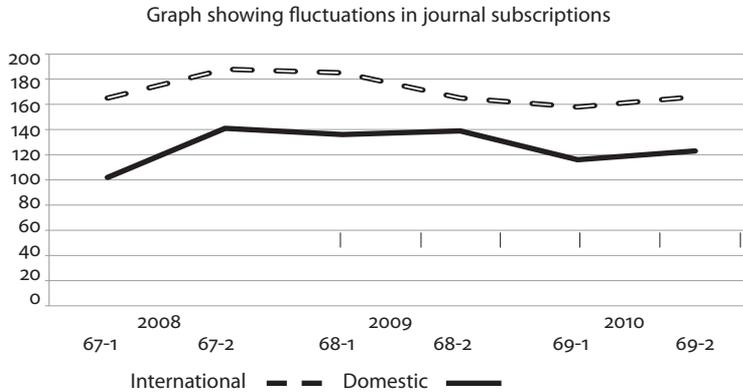
Special Issues and Acceptance Rates

Asian Ethnology periodically publishes special issues on particular themes. Laurel Kendall of the American Museum of Natural History, contributed the first special issue (2008, 67/2) which focused on sacred objects in Vietnam. Following from this, Hiroko Kawanami of Lancaster University and Bénédicte Brac de la Perrière of the Centre Asie du Sud-Est guest-edited an issue on the theme of religion in Myannar/Burma (2009, 68/2). There are plans to produce a special section of the journal to be edited by Scott Schnell of the University of Iowa on the subject of ritual and environment. The National University of Singapore's Thomas Dubois, together with Jing Li from Gettysburg College, USA, and Mu Peng, Beijing Normal University, China have been working on a special issue entitled "New Themes and Perspectives in Chinese Folklore Studies." All special issues follow the journal's double-blind peer review process policy.

Changes Relating to Print Subscriptions and Online Databases

Within the period, there has been some fluctuation in the number of print subscriptions to the journal, and this is particularly the case with overseas subscriptions (see graph. Note that these figures do not reflect the numbers of journals that are exchanged with *Asian Ethnology*). This is indicative of the overall change from print subscriptions to electronic subscriptions, which is now occurring at a rapid rate throughout the academic publishing industry. A large number of overseas academic institutions, particularly in the United States and Europe, have been moving away from print subscriptions, either to save costs or to reduce the space taken up by journals and books in institutional libraries, in favor of electronic subscriptions. Many of these institutions are using online databases such as JSTOR or Project Muse to access articles.

The development of these databases has had a significant impact on journal production, and this is an issue that *Asian Ethnology* is currently dealing with. In February 2011, the database management company ProQuest requested that the journal no longer continue to send print versions of new issues because it was able to access electronic versions through its own database. On the one hand, this represents a cost reduction for the journal because it does not have to send hard copies. On the other hand, in order for the journal to remain competitive in the academic marketplace, it will be necessary to increase its online presence and develop appealing modes of presentation that suit the industry-wide changes. With the development and widespread use of electronic devices such as Amazon's Kindle and Apple's iPad, the journal must adapt and respond to the different ways of transmitting information to readers. Thus, in the future the



journal will be developing its online presence and corresponding technologies to meet the needs of its contributors and readers.

Increasing Efficiency through using Open Journal System

By mid-2011, the journal will have incorporated Open Journal System as a way of improving efficiency. Open Journal System is an electronic Journal management system that automatically registers submissions, helps editors deal with authors, reviewers, and other people related to the journal. In addition to facilitating communications between editors, authors, reviewers, and so on, Open Journal System can also deal with PayPal, payment by credit card, and subscriber details.

Advertising

The journal continues to exchange advertisements with journals including *Anthropos* and *Moussons*, as well as the *ICTM Yearbook*. It also runs a full-page advertisement in the Association of Asian Studies annual conference program.

Other activities

The editor (Dorman) has given talks on the following occasions:

August 2008

Australian National University (Graduate School, School of Music)

December 2009

Sogang University, Seoul (establishment of *Journal of Korean Religions*)

July 2010

Sophia University (workshop on *Monumenta Nipponica*)

August 2010

Australian National University (Graduate School, School of Music)

He will be discussing issues relating to the journal at the European Association of Japanese Studies conference to held at Tallin University, Estonia, in August 2011.

Conclusion

In conclusion, the transition from *Asian Folklore Studies* to *Asian Ethnology* has been smooth. With the introduction of the international editorial board and the expansion of the journal's networks, *Asian Ethnology* has been able to develop further ties between scholars and academic institutions from around the world.