



Modeling the Establishment of an Electronic Journal in Textiles & Apparel

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ABSTRACT

The first issue of the electronic [Journal of Textile and Apparel Technology and Management](http://www.tx.ncsu.edu/jtatm) (<http://www.tx.ncsu.edu/jtatm>) was launched in October 2000. Critical to the success of this electronic journal was the establishment of an infrastructure including technology and management components – both are necessary for a successful e-journal. Rogers' Model of the Innovation-Decision process (1995) was used as the conceptual framework, as this e-journal is considered an informative innovation in the textile and apparel industry. The study documented the process of establishing the electronic journal and the importance of a feedback loop to provide inputs for future journals.

KEYWORDS: electronic journal, JTATM, electronic dissemination, e-commerce, e-journal, traditional publishing, electronic publishing, launching journal

Introduction

With the advent of the World Wide Web (WWW), dissemination of information is faster. WWW is presently comprised of tens of millions of files, documents and other pages that are linked to one another via their hypertext, ftp and gopher URL's (Harter & Ford, 2000). Internet access grew to 304 million in 2000, an increase from 171 million in 1999 (Daley, 2000). Research journals are compilations of research articles and these research articles serve as a foundation for the advancement of science and technology. Digital communication allows global access to information but access sources are predominantly in North American and European countries (WIPO, 2001).

With the advent of electronic journals, information is disseminated through electronic media instead of (or in addition to) paper publication. Since 1992, the number of electronic journals has grown significantly from approximately 21 journals in 1991 to 2459 in 1997 (McEldowney, 1997). Some electronic journals (e-journals) are new journals while others are electronic versions of traditional print journals. Elsevier, based in Europe and the largest publisher of scholarly journals in the world, has made most of its offerings available electronically. An electronic journal provides significant advantages to traditional (print) journals. These advantages include cost-effectiveness, faster distribution, easily accessible, online search, and capabilities to publish data, programs, animations and