
EDITORIAL

PHCOG MAG. - CHALLENGES AHEAD!!!



Phcog.net is very happy with the development of its publication – **PHCOG MAG.** over the last one year. Many excellent and informative articles have been published. Moreover, the high numbers of submissions and the increasing number of libraries and individuals accessing to the magazine reflect PHCOG MAG.'s developing reputation. We are pleased that, many authors from a variety of countries and research perspectives have responded to this initiative. We have published excellent articles, which encompass research methodologies, analytical methods and phytopharmacological screening approaches. We are also pleased that the special features of the Magazine, *Researcher's profile* have attracted distinguished personalities and happy to learn their contributions that have inspired and interested our readers. This issue, we are delighted to inform about **Dr. Pushpangadan's** (Director, NBRI) profile.

This issue of PHCOG MAG. also introduces a revised list of sections and subsections, designed in close collaboration with the whole editorial board. The aim of these modifications is to reflect the wide diversity of activities covered by our magazine. We regularly review PHCOG MAG.'s progress and consider changes that we think might be beneficial. The layout of the PHCOG MAG. has been improved.

A new section is introduced entitled "**PHCOG MAG. - DISCUSSION**", it covers a large range of activities from Phcog.net discussion group who are actively concerned about medicinal plant research. The creation of this section reflects the increased interest of the magazine for Medicinal Plants research. We very much hope that these group members will react positively to this trend and become a major component of the PHCOG MAG's life by initiating new discussions in future.

You will also find about useful information for authors and a direct access to the electronic submission procedures on Phcog.net portal (www.phcog.net). We look forward to receive your suggestions for the continued improvement of this important part of the publication. We also think it is necessary to clearly describe our editorial procedures (refereeing, accepting the manuscripts, other problems...etc.). The fairness and celerity of the paper handling process are essential components of our magazine's image.

We hope that our readers and authors will be convinced by the arguments and statistics presented above that PHCOG MAG. is worthy of their trust. We are of course also open to suggestions to improve these procedures.

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PHCOG MAG.: Peer review Process

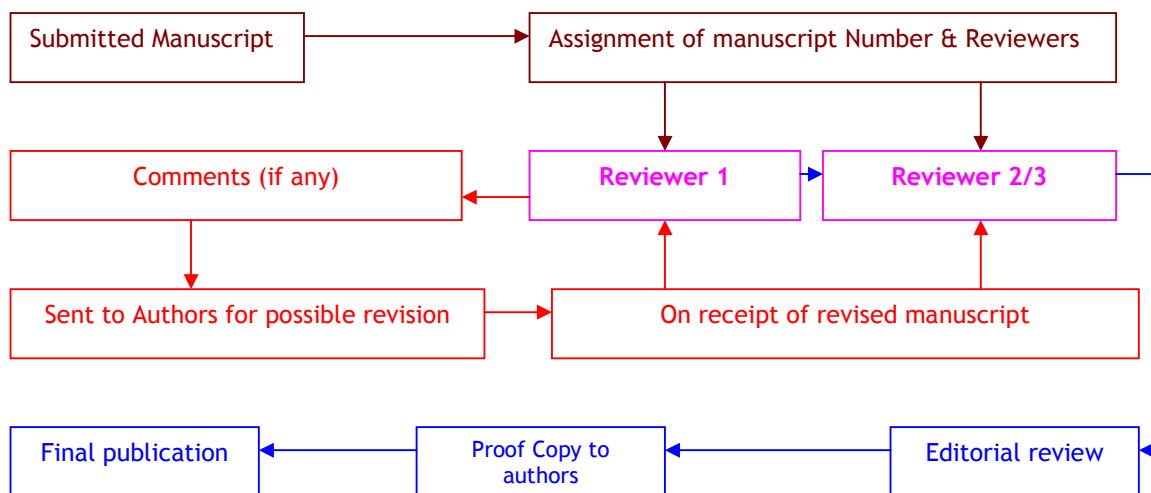
Pharmacognosy Magazine - (ISSN 0973-1296: PHCOG MAG.) is a quarterly publication of Phcog.Net, the first issue was released on January 1st, 2005 (for more details: <http://www.phcog.net/phcogmag>). The **PHCOG MAG.** (An Official Publication of Phcog.Net) is an open access publication series of Phcog.Net, which comprises of contributions to Medicinal Plant research with special reference to Phcog.Net and certain aspects of information with prior knowledge of editorial board. It publishes Special Article FOCUS (App. 5000 words), Short reviews (App. 3000 words), Clinical reports on a Plant (App. 2000 words), Recent advances in Assay methods and techniques (App. 5000 -6000 words), Plant review (App. 1000 words) and Research articles.

All submitted articles are subjected to peer review. Phcog Mag being subjected to indexing in different databases, contributions and manuscripts with high quality of scientific content and language. Articles or information submitted exclusively to **PHCOG MAG.** would undergo possible reviewing. Manuscripts not meeting the scientific standards will not be considered for the reviewing process. Editors

request referees to advice on the scientific merit as well as the likely appeal since, the paper will have for broad Natural Product researcher's readership. Editors usually give reviewers 21 days to complete their review process. Although editors always hope for a quick turnaround, this is not always possible. However, editors will be in contact with the referees once paper is sent to them, with weekly reminders of their due date. Once all the reviews are in-house, the Editor handling the manuscript will most likely make a decision within a day or two. The editor will then contact the corresponding author with the decision. The entire review process of the articles submitted to PHCOG MAG is done online and digitally.

Reviewers invest precious time in the belief that they are making important contributions to the scientific process. Author's criticism or negative comments on reviewer's comments will be subjected to the cancellation of publication.

PHCOG MAG follows communication only through e.mail. Authors can also submit their articles/manuscripts either in Document or Plain ASCII text format through e. mail (please see below)



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