

State of the Art Behavioral Science Research: A Review of the Publications in the International Journal of Behavioral Science

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This research aimed to review, analyze, and synthesize information regarding the contents of the published work in the *International Journal of Behavioral Science* (IJBS), right from its inception in 2006 till 2014 (a period of 9 years). For the research synthesis of the published work, the authors adapted the technique of quantitative content analysis. There were 86 publications in the IJBS in the selected period, which included a mix of research papers ($n = 70$), academic articles ($n = 11$), research proposals ($n = 2$), and book reviews ($n = 3$). For collecting the relevant data, a recording form was created. The synthesis of this research is shared in the form of research findings, which highlight the characteristics of this journal, the diversity in its authorship, the multi-disciplinary contributions from various academic fields, and the various perspectives of the methodologies used in the articles. Finally the findings are discussed in terms of their salience to the journal, to the development of the behavioral sciences and to the academicians and practitioners of behavioral sciences.

Keywords: research synthesis, quantitative content analysis, behavioral science research

In the year 2015 the *International Journal of Behavioral Science* (IJBS) marked its 10th anniversary, and endeavors to continue on developing as a high-quality journal with its distinctive focus on the behavioral sciences and their application. The journal has been published since the year 2006; and it has evolved over the last decade as the efforts of its editorial teams became more focused on reviewing the aims and scope to guide the journal's development in the changing world. Frequent and strategic review of this progress was aimed towards developing high standards in quality that are needed for indexing and acceptance of an academic journal in the international database. The IJBS is a unique platform provided for the academicians and researchers not only in Thailand, but also in Asia and world over, who seek to publish their original research papers and articles in the field of behavioral sciences. This research based article endeavors to share the *raison d'être* that lead to the launch, and then traces the growth of the IJBS, and also aims to outline the various perspectives about the journal's publications from 2006 to 2014. It ends by sharing some recommendations for the further growth of this journal as well as some suggestions that could be useful for other journal editors in the region.

The development of the IJBS has been focused to support and promote the research and its applications in the field of behavioral sciences by providing the researchers an outlet to publish and share their original researches that have an applied significance. Behavioral sciences play a significant role in understanding the complexities of behavior from a multilevel perspective (Mohan, 2015; Chuawanlee, 2005). The knowledge that accrues from the research in the behavioral sciences is then substantial as it can be used to merge the gap between scientific theory and its application in the real life practice (Latham, 2007). Irwin and Suplee (2012) highlighted that the real value of the behavioral sciences thus lies in the

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application of the research. This is especially true as our society is faced by multiple and intricate challenges and behavioral science can contribute to developing interventions to solve the problems of behavior at an individual level, in social groups, and at larger levels of the community. An academic journal such as the IJBS then provides an excellent opportunity for both the researchers and practitioners in the region to publish their work and contribute towards the growth of the discipline.

This article has two main objectives, firstly to trace the rationale and the historical background that has led to the launch of the journal IJBS, and secondly to synthesize and present the results of the quantitative content analysis of the published contents of the IJBS from 2006 till 2014.

Tracing the History of the IJBS in Thailand

The *International Journal of Behavioral Science* (IJBS) was conceived as an academic platform for researchers to publish their research work in the interdisciplinary areas of behavioral sciences and other disciplines like psychology, sociology, nursing and health, education, and anthropology, to name just a few. The first issue of the IJBS was published in 2006 and since then it has already published its tenth volume in 2015.

The Beginnings

The roots of the IJBS can be traced by reviewing the history of how the journal was launched, its changing objectives and scope. In 2004, a cross cultural academic collaboration was set up with the efforts of two academic visionaries in two different universities in Thailand and Malaysia. This resulted in the academic cooperation between the Behavioral Science Research Institute (BSRI), at Srinakharinwirot University, Thailand and the Department of Psychology, International Islamic University Malaysia. One of the purposes of this collaboration was to develop young researchers by providing them an opportunity to share their research ideas and works through the platform of a colloquium. Subsequently, the first “International Postgraduate Research Colloquium” (IPRC) was organized in September 2004 and hosted by the Department of Psychology, International Islamic University Malaysia. The Behavioral Science Research Institute (BSRI) at Srinakharinwirot University, hosted the “IPRC” next year; and from then on the two institutes have alternately hosted the IPRC.

After the second IPRC, both the academic partners decided to launch a journal with the publications of the academic work presented at the IPRC, and this led to the emergence of the “*Journal of Behavioral Science*” (as the IJBS was then originally called). The first issue was published in 2006. This *Journal of Behavioral Science* published only English papers. There was another journal of the same name being published at the BSRI but it published works only in Thai language.

The original objectives of the *Journal of Behavioral Science* as mentioned on the website (<http://bsris.swu.ac.th/journal/i1/index.html>) were:-

- to carry out research finding on problems of socialization and work socialization through and interdisciplinary approach,

- to be a forum for synergy of ideas among academics, researchers, graduate students to exchange ideas, knowledge, theories and modern research methodologies in behavioral science and further the academic understanding within these fields of study, and
- to support behavioral science academicians competent to produce their modern knowledge applied research beneficial to society.

In the initial years the journal published research papers, proposals and academic articles.

The Transformation of the IJBS

Over the years, there have been strategic changes to enhance the quality of IJBS have resulted in some amendments in the publication and also the management of the journal. Some of these significant changes are shared with the readers.

In 2011, the scope of the original journal– “*Journal of Behavioral Science*” was broadened, and the title was changed to the “*International Journal of Behavioral Science*” (IJBS). The main reason guiding this change was to match the standards of indexing with the Thai Citation Index Centre or the TCI, which is a national body that reviews the journals published in Thailand for their quality and then accepts them to be indexed at different levels of the criteria. Another reason was to distinguish it from the Thai journal published at the BSRI by clarifying the “international” focus and invite papers only in the English language for publishing with the IJBS. By increasing the scope and matching it with enhanced standards of publication quality, the IJBS planned to cater to a wider range of authors and readers in the region and not limiting itself to just Thailand. Last but not the least, the editorial team of the IJBS aimed to index the journal with an international database.

The aims of the IJBS were modified and as mentioned on the published versions and also the website they are to “endow a platform for research works and articles that seek explanations for the diverse behaviors at individual, group, organizational, and cultural levels” and “encourages the authors to publish academic work which shows the integration of an interdisciplinary perspective of behavioral sciences, psychology, sociology, and related disciplines, to address contemporary issues of national and international concern” (<http://bsris.swu.ac.th/journal/aimandscope2013.pdf>).

Another significant development was the strategic move to enhance the diversity in the editorial board and the authorship since the 2012. More international editors were invited to join the board, as well as there were attempts to cater to authors from other countries.

With the growing focus on developing the international face of academics due to the advent of ASEAN goal of AEC 2015 (ASEAN annual report 2008-2009); the university supported the further growth of the IJBS. Originally the journal published one issue per year, and from 2014, the journal became bi-annual, publishing issues in January and July of each year.

The Indexing of the Journal

An important aspect in publishing a journal is maintaining the quality of the journal and the indexing of the journal is one prominent indicator of this. The IJBS has been submitted for evaluation at national and international levels. IJBS received acceptance for

inclusion in the index list of academic journals in the Thai Citation index (TCI) since last many years from 2012. Recently IJBS was submitted for the periodic review and is now indexed in the Tier 1 of the Thai-Journal Citation Index Centre (TCI) until December 31, 2019 (As shown on the TCI's formal website-http://www.kmutt.ac.th/jif/public_html/announcement_58.php). Following this the TCI has published a list of the journals which have been accepted in the ASEAN Citation Index (ACI, 2015) and the IJBS has made it to this index too. Furthermore, on an international level, the IJBS is also included in the list of journals hosted by the prestigious EBSCO database since 2013 (<https://www.ebscohost.com/titleLists/a2h-journals.htm>). Efforts are going on to apply for indexing on other international data base too.

With this brief over view about the IJBS, the readers are further presented with the details of the research project developed for investigating and synthesizing the contents of the IJBS.

Research Project for Analyzing the Content of the IJBS

This research project was developed to analyze the contents of the publications in the IJBS from its first issue in 2006 till 2014. A project team of three researchers was formed to guide the research activities and to meet the project objectives. The details of the research project are shared in the subsequent sections, followed by the results and the discussion of these findings.

The Research Objectives

The research objectives guiding the investigation into the published content of the IJBS, included a review, synthesis and report of:-

- i. The characteristics of the publications in the IJBS,
- ii. The categorization of the academic areas of the published content,
- iii. Author information analyses,
- iv. The methodological content of the papers, including the methods, design, samples, reliability and validity reported, and
- v. Recommendations for future development of the IJBS.

The Project Overview

The project began in 2014 and ended in mid 2015. A quantitative design of inquiry was planned in which all the published content was reviewed by the team of researchers. The data generated was analyzed and synthesized for reporting purposes.

Rationale guiding the research methodology

With the research objectives clearly delineated, the researchers reviewed various methods and techniques that may be suitable for this research project. The methodology most relevant to the research was deemed to be that of “research synthesis” and the technique to further get the answers to the objectives was selected to be that of “quantitative content analysis”.

According to Cooper (2010), research synthesis attempts to “summarize past research by drawing overall conclusions” and the goal is to “present the state of knowledge” to address the research hypothesis or questions. Furthermore the “synthesis” also aims to be reflection of the activities in reporting the information gathered.

After an in-depth review of literature regarding the choice of method for review of journal content, the quantitative content analysis technique was adapted for this research. According to Cole (1988), content analysis is a “method of analyzing written, verbal or visual communication messages”.

To achieve the aims of research synthesis, quantitative content analysis was chosen to be the technique since it is a systematic approach for analyzing and also synthesizing information. The strength of this method lies in that it is a “scientific design and not just a method of analysis” as mentioned by Rose, Spinks, and Canhoto (2014). According to Major, and Savin-Baden (2010), quantitative content analysis involves “reviewing text of studies and translating them into countable parts”; which was the requirement of the current research objectives.

Application of the research methodology

Buboltz, Deemer, and Hoffmann (2010) have highlighted the importance of conducting content analysis of journals so that it may provide a reflection about its purpose and growth. So with the methodology determined for evaluating and synthesizing the contents of the IJBS in the current research, the researchers examined the application of the methods and the techniques before implementing the project.

The content analysis method can be used for either inductive or deductive research (Elo et al., 2014); both methods involve three main phases: preparation, organization, and reporting of results (Elo et al., 2014). Unlike starting with the “open coding” of the inductive approach (Elo & Kyngäs, 2008), the process in deductive approach, the organization phase involves building a “categorization matrix” (Polit & Beck, 2012). Thus, a step wise process of the current research focused on both inductive and deductive approaches to develop the different categories of data recording in the development of the “recording forms”.

The researchers took care to ensure the validity of the information in the content analysis of this study as highlighted by many eminent researchers (Lincoln & Guba, 1985; Kyngäs et al., 2011). Hence, for the current research, a team of researchers comprising of three persons as the data coders, who went on to review the coding, identify the themes, then interpret the themes and put them into specific categories for quantitative analyses.

Based on the review of the aforementioned research objectives, a process model of the current research was developed and it has been summarized in figure 1. Making a process model ensures that the research process matches the various criteria of trustworthiness and that it can be replicated and verified (Guthrie et al., 2004). Furthermore as mentioned by Krippendorff, (2004) in content analysis, “reproducibility is arguably the most important interpretation of reliability”. The researchers have detailed the process of the current research so that future researchers may find it useful to conduct periodical analyses of the IJBS.

Method

The quantitative approach of content analyses was found most appropriate for synthesizing the data and answering the objectives of this research. The scope and the procedure followed in the current research are explained in details.

Scope

The research scope included all the 86 articles published in the IJBS from 2006 till 2014 (July issue). A total of 86 research papers, proposals, academic reviews and book articles were published in the chosen time frame. For detailed analyses of the IJBS, 83 published works were analyzed, leaving out the 3 book reviews (from the years 2009, 2014/1 and 2014/2).

Procedure

The process for the research was adapted from the seven steps of research synthesis by Cooper (2010) and also from the steps of quantitative content analysis by Rose, Spinks, and Canhoto (2014). The combined process of the research synthesis and the steps of the quantitative content analysis have been depicted as the flow chart of the current research process as shown in the Figure 1.

The procedure for collecting the data was initiated in October 2014 and the results were finally compiled by July 2015. The steps followed in the whole process (as shown in figure 1) are enumerated:-

1. First the objectives of the research were reviewed in details and the appropriate research method of quantitative content analysis was selected.
2. Next the “recording forms” were developed by the team of researchers, following the objectives of the research and a review of literature.
3. The three main content categories in the recording forms included information about the author, the methodology, and the research results. Sub categories were created and listed for recording detailed information. For instance about the methodology sub categories such were listed such as the research design, sampling technique, statistical analyses and so on.
4. Next the process of recording the data began by allocating the work among the three researchers; so 42.2% of the papers were reviewed by one, 30.1% by the second and 23% by the last researcher.
5. The research team took the help two research assistants to enter the data into SPSS. The formats (categories of analyses) for the SPSS, which was cross checked by the researchers.
6. The data was analyzed and quantitative results were reported through descriptive terms (frequency and percentages).
7. The results were synthesized to report the findings according to the objectives of the research.

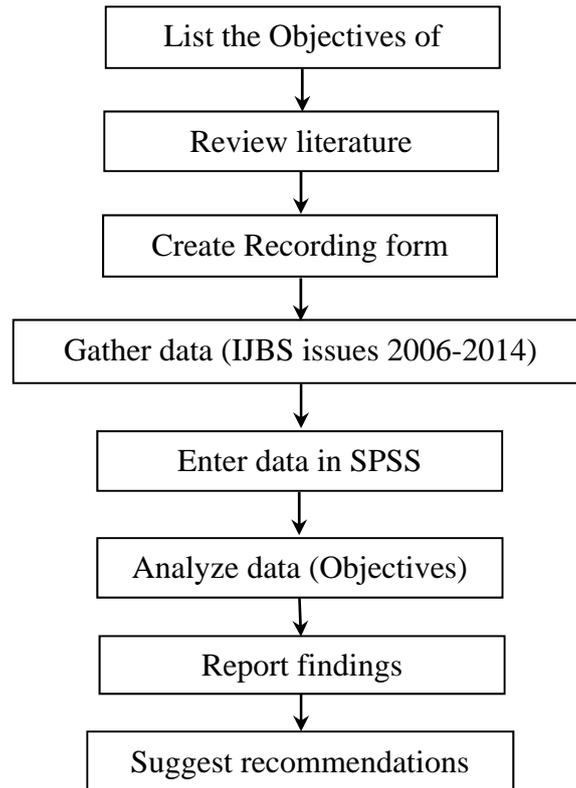


Figure 1. The Research Process.

A series of collaborative meetings among the members of the current research team were held to review each step, record, modify actions (if needed), and plan the next step forward.

Results

The results of the quantitative content analysis and the synthesis of the information published in the IJBS from 2006-14 are shown in tables and explanations are shared for each section.

Part 1: IJBS Characteristics

First the data was analyzed to reveal the characteristics of the publications in the journal IJBS. Tables 1 to 4 show the various aspects of the IJBS.

As shown in the table 1, there were a total of 86 publications in the journal IJBS from 2006 till 2014. Initially from 2006-2008, there were more papers, including proposals. It may be noted that from 2011 onwards the number of papers published in each issue were 7 per year/issue. For analyzing the contents of the IJBS, only 83 published works were included, leaving out the 3 book reviews published in the issues of 2009, 2014/1, and 2014/2.

Table 1

Articles Published in the IJBS (2006-2014)

Year of publishing	Published articles in IJBS		Selected works for IJBS content analyses*	
	Frequency	Percentage	Frequency	Percentage
2006	12	14.0	12	14.5
2007	11	12.8	11	13.3
2008	12	14.0	12	14.5
2009	8	9.3	7	8.4
2010	8	9.3	8	9.6
2011	7	8.1	7	8.4
2012	7	8.1	7	8.4
2013	7	8.1	7	8.4
2014/1	7	8.1	6	7.2
2014/2	7	8.1	6	7.2
Total	86	100.0	83	100.0

Note. a) From 2014, IJBS increased the number of issues to two per year.

b) *Book reviews were not included for the Content analysis.

Further as shown in the table 2, the various types of published work in the IJBS during the 9 years (10 issues), included 84.3% research papers, 13.3% academic articles, and 2.4 % research proposals (which were published only in the initial years). The 3 book reviews were excluded for the analyses. It may be pointed out that the IJBS increased the number of publications per year from one to two in the year 2014, and this has been continued in 2015.

Table 2

Types of Papers Published in the IJBS

Type	Frequency	Percentage
Research paper	70	84.30
Academic article	11	13.30
Research Proposal	2	2.40
<i>Total</i>	83	100.00

Part 2: Academic Fields and the Content of IJBS

For the further investigation of the published works in the IJBS only the 83 research papers, proposals, and the academic articles were considered; the 3 book reviews were omitted. The contents of the publications were examined in terms of the academic fields and then further in-depth to understand and reveal the theoretical links of the papers.

The table 3 shows the various academic fields to which the content of the IJBS articles were related to. The maximum number of contributions came from the combined disciplines of behavioral science and psychology (total of 57.8%).

Table 3

Field of Study

Academic field	Frequency	Percentage
Behavioral Science	31	37.3
Psychology	17	20.5
Economics & Management	12	14.5
Public Health & nursing	8	9.6
Education	7	8.4
Social Sciences, Sociology	4	4.8
Humanities	2	2.4
Political Science	1	1.2
Others	1	1.2
Total	83	100.0

Further analyses and categorization according to the theoretical background of the papers (Table 4) showed that though there were some overlapping theories but still some of the main categories could be identified. It was further found that most of the papers were related to theories from psychology ($n = 42, 50.6\%$).

Table 4

Categorization According to Theoretical Background

Theoretical underpinning	Frequency	Percentage
Psychology	42	50.6
Management, Politics	11	21.7
Sociology	9	10.8
Health(medicine, nursing)	7	7.2
Education	5	3.6
Research Methodology	6	2.4
Others (anthropology, etc.)	6	1.2
Total	83	100.0

Further analyzing the psychological theories in the 42% of the IJBS papers, it was found that there were some main theories and some overlapping theories which were related to various aspects of psychology as shown in Table 5. The largest group was related to general psychology followed by industrial/organizational psychology, and health/clinical areas.

Table 5

Categorization of the Theories of Psychology

Sub-field	Frequency	Percentage
General Psychology	20	36.1
Industrial/Organizational Psychology	17	21.7
Health/Clinical Psychology	15	10.8
Applied Psychology	8	7.2
Cognitive Psychology	7	3.6
Positive Psychology	7	2.4
Developmental Psychology	3	1.2

Part 3: Author Information Analyses

In the third part of the analysis, information about the authors contributing to all the 86 articles in the IJBS was analyzed. Results analyzing the country of the first author in the articles showed that most of the authors were from Thailand ($n = 59$, 67.5%), followed by Malaysia ($n = 11$, 13.3%), and India ($n = 6$, 7.2%). The country wise author information is shown in Table 6.

The co-authors in the articles were more diverse; again most were from Thailand ($n = 30$, 36.1%), a mix from the ASEAN region ($n = 12$, 14.5%), a few from other Asian countries ($n = 5$, 6.1%), and one each from UK, USA, Canada, Australia, New Zealand. The IJBS is gradually showing diversity in authorship.

Table 6

Country Wise Author Affiliation

Country	Frequency	Percent
Thailand	59	68.6
Malaysia	11	12.8
India	6	7.0
Philippines	3	3.5
Asian countries	3	3.5
Australia	2	2.3
UK	1	1.2
USA	1	1.2
Total	86	100.0

Note. All 86 published works in the IJBS are included.

Part 4: Methodology of the Published Works

The fourth section of the analyses focused on the methodological perspectives of only the 83 research papers, proposals and academic articles published in the IJBS.

The research design mentioned in the 83 articles showed that most of the articles had a quantitative design ($n = 38$, 45.78%), followed by qualitative ($n = 25$, 30.12%), and is tabulated in Table 7.

Table 7

Research Design of the Published Content

Research design	Frequency	Percent
Quantitative	38	45.78
Qualitative	25	30.12
R&D	6	7.23
Research Synthesis	6	7.23
Mixed methods	5	6.02
Academic review	3	3.61
Total	83	100.00

The sampling techniques, as mentioned by the authors, showed that most had used purposive sampling ($n = 28$, 33.7%), followed by simple random sampling ($n = 13$, 15.7%), convenient sampling ($n = 9$, 10.8%), voluntary participation ($n = 6$, 7.2%), stratified random sampling ($n = 4$, 4.8%), multi-stage sampling ($n = 4$, 4.8%) and others. These findings showed that most authors had used non-probability sampling.

The sample size categories were arranged in three major categories—more than 500 ($n = 9$, 10.8%), 101-500 ($n = 25$, 30.1%), and less than 100 ($n = 35$, 42.2%). No information could be assessed from some articles ($n = 14$, 16.9%). This aspect could be addressed as a recommendation in the further issues of the IJBS.

The table 8 shows the diverse range of data analyses techniques used in the articles from the IJBS. In the quantitative techniques used, most frequent were descriptive statistics ($n = 19$, 22.9%), simple correlation ($n = 17$, 20.5%), multiple regression ($n = 15$, 18.1%), t-test ($n = 11$, 13.3%), and one way ANOVA ($n = 6$, 7.2%). Content analysis ($n = 28$, 33.7%) was used mostly in qualitative research methods.

Table 8

Data Analyses Techniques Reported

Technique	Frequency	Percentage
1. Quantitative		
Descriptive	19	22.9
Simple correlation	17	20.5
t-test	11	13.3
One way ANOVA	6	7.2
Two way ANOVA	3	3.6
ANCOVA	2	2.4
MANOVA	2	2.4
Multiple regression	15	18.1
Factor analysis	8	9.6
Path analysis	5	6
Discriminant analysis	2	2.4
Other Quantitative analysis	13	15.7
2. Qualitative		
Content analysis	28	33.7
Other Qualitative analysis	7	8.4

Analyzing the articles for the reliability of the research, it was found that 31 quantitative articles reported reliability analyses; only 5 of the qualitative studies did; while 47 articles did not mention anything about reliability. The table 9 shows the details of the reliability analyses used in different researches.

Table 9

Reliability Analyses in the Articles

Reliability technique	Frequency	Percentage
1. Quantitative Research		
- Cronbach's alpha	28	33.73
- Guttman scale-coefficient of Reproducibility	1	1.20
- Test retest	2	2.41
2. Qualitative research		
- Triangulation	4	4.82
- Inter observer reliability	1	1.20
3. Not mentioned	47	56.63

The table 10 shows the details of the validity analyses in the IJBS articles. It is interesting to note that there were only 14 quantitative studies and 5 qualitative studies that

mentioned validity; while most of the studies ($n = 66$, 79.52%) did not mention about the validity.

Table 10

Validity Analyses in the Articles

Validity technique	Frequency	Percentage
1. Quantitative research		
- Content validity	5	5.88
- Construct validity	3	3.53
- Convergent validity	3	3.53
- Test-retest	1	1.18
- Face validity	2	2.35
- Guttman scale-coefficient of reproducibility	1	1.18
2. Qualitative research		
- Methodological triangulation	1	1.18
- Verify by 3 experts	1	1.18
- Cross verification	1	1.18
- Expert check	1	1.18
3. Not mentioned	66	79.52

From both the tables 9 and 10 one can note the limitation in the papers reviewed- that the aspects of reliability and validity were not mentioned clearly in the published articles of the IJBS. This may be a point to consider for future publications of the journal and recommend to the authors as well as to the editorial teams.

Discussion, Recommendations, and Conclusion

This research based analysis has endeavored to present the past and emerging perspectives about the journal IJBS based on the review and quantitative analysis of the contents published in the journal IJBS right from its first issue in 2006, till 2014.

Some of the findings from this review have highlighted that the IJBS has published a diverse range of topics from the various disciplines related to behavioral science, with mostly coming from psychology. Multidisciplinary and applied perspectives of behavioral sciences were reported in the researches. The contents of IJBS reveal a use of various methodological investigations- more quantitative, followed closely by qualitative and mixed method too.

The IJBS reflects diversity in authorship but most of the papers are submitted from Thailand. So this could be one area for the editors to focus on widening the scope of authorship and this potential could be probed further with indexing of IJBS in the ASEAN citation index.

The quantitative content analysis technique of investigation was indeed suitable for this primary and preliminary analysis of the contents of the IJBS. Other researchers have also used this technique for analyzing the contents of the journal (Tahamtan et al., 2014). The importance of content analysis is highlighted by Bulbotz, Jr. et al. (2010), who express that content analysis helps in building the “awareness of the direction and emphasis of publications in the journal”. The current research findings are examined to evaluate and share the implications for the authors, readers and the editorial teams.

Implications

Firstly, this research was a novel initiative to analyze and synthesize data to share information about the nature of the articles published in the last nine years. It may be mentioned that though this is a preliminary analysis of the journal content, it is the first time that this kind of analysis has been done to understand and highlight the development and the changes in the IJBS since its first publication.

Secondly, for the potential authors this information could be helpful in the preparation of their academic works that they seek to submit to the IJBS. This review highlights the aims of the IJBS and clarifies the need to adopt a behavioral science perspective for academic submissions to the journal. The future authors could identify the academic areas that the IJBS caters to, the necessity of mentioning clear research methodological considerations including aspects such as sampling, reliability and validity of their works.

Thirdly for the editorial teams and the institutional publisher, this research could be useful in building future strategies to propel the development of the IJBS according to its aims and scope. All academic submissions to the IJBS should be reviewed to evaluate if they match the scope of the journal, in that these works show an “integration of an interdisciplinary perspective of behavioral sciences, and related disciplines”. Information such as the salience of including detailed information about the methods used, sampling techniques, and their validity and reliability could be incorporated in further issues of the IJBS. Though the content of the IJBS has become more focused on the implications and the application of the research, the future publications should highlight the salience of the behavioral science research.

Finally for the academics in the field of behavioral science, this analysis of the contents of the IJBS provide insights into the field of behavioral sciences and its inter-relationships with other disciplines, as shown by the diversity of disciplines in the contents. The IJBS also helps to provide a formal evidence for documenting the behavioral science knowledge in the changing world. For the behavioral scientists the platform of the IJBS may also be used to reveal the application of behavioral science in the millennium, and continue to build on the scientist- practitioner model highlighted by Chuawanlee (2007). Thus the IJBS should continue to showcase the diversity of BS researches that have been applied “to address contemporary issues of national and international concern” (as mentioned in the aims of the IJBS).

Recommendations

The recommendations based from the research findings can be categorized into two main categories- those for the development of the quality of the IJBS and that for the academicians and researchers in the behavioral sciences. The overall goal is to promote the IJBS to be a platform for publishing the state of the art research in the behavioral sciences, and the findings from the research help to channelize this focus.

1. For the development of the quality of the journal:-

The IJBS editorial team could include the following suggestions while planning future growth of the journal.

- i. Increase Diversity in authorship since there are mostly authors from Thailand.
- ii. Enhance methodological dimensions of the published work. The findings showed that most authors used non-probability sampling. Authors should be asked to report researches with more stringent sampling techniques, especially in the quantitative designs. Another finding is the lack of report on the reliability and validity of the research for a large percentage of the contents reviewed. The editorial team should take note of this and in future accept papers with clear mention of the methodological concerns.
- iii. Increase visibility of the journal by developing a public relations/advertising campaigns. This could be planned in a phased manner with first a focus in the ASEAN region and then later broadening the scope.

2. For the authors:-

For the authors, the IJBS is good platform to report their research initiatives and share their research with other interested parties in the region. The authors seeking to publish their research work in the behavioral sciences and related fields should review the IJBS guidelines in greater details. The research work should present the systematic methodological adherence and also show the significance of the findings in terms of applications and future research.

3. For future researchers:-

Future research should delve deeper into analyzing the behavioral science perspectives/ theories covered in the academic content, and the academic categorization of the published work based on the sub fields such as organizational behavior, health and so on. Further research could also probe deeper into the methodology of the published papers. Furthermore, year wise trends could be analyzed to understand the change in the contents of the IJBS. This may seem to be a limitation of the current research and could be considered for future content analyses of the IJBS.

Conclusion

In conclusion, it is recommended that a review, synthesis, and content analyses of the publications in the IJBS should be undertaken periodically since this kind of study provides valuable insights about the current status of the journal and helps develop strategic plan for future development. Based on this research, the researchers would like to mention that the IJBS is a valuable source for publishing the academic works in the region. It is recommended that to showcase the state of the art research in the behavioral sciences, the editorial strategies at the IJBS journal should continue endeavors to enhance the visibility and quality of the

journal, even as is it is done now, and also to embrace the advance in technology and internet to reach out to more authors/researchers and practitioners working in the field of behavioral science.

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