

SWOT for your journal's <b>main competitor</b>	
Strengths	Weaknesses
Opportunities	Threats

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**Action Points:**

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Journal Key Facts:	Key Competitor Journals:

**Quantitative Finance**

<b>Strengths</b>	<b>Weaknesses</b>
Good level of submissions received each year	Large backlog of papers in production
Faster peer review turnaround - 6 months	Reputation damaged by peer review delays in the past
Seen to represent both traditional Finance research and also Econophysics	Some frustration with 'automation' of MC and perception of the Editors as being 'hands off'
Good mix between industry and pure academics being published (roughly 1/3 industry to 2/3 academic) Editors both work in Industry	Lack of Review articles which would attract higher cites
Feature articles are popular and 'hot topic'	Editorial work-flow can be problematic
Move to monthly in 2011 - making it competitive with <i>Risk</i>	
<b>Opportunities</b>	<b>Threats</b>
No submission fee at present making it competitive to authors who do pay other finance journals.	Reputation can be damaged by significant delays to the peer review process
Regular editorial to show editor involvement in the publishing process	Risk being seen as out of date - older papers must be published but along with newer articles
Make the calendar of events more interactive online	Need to offer more on the website to meet the needs of the increasingly online savvy user - match innovation of competitors
'Thank you' to reviewers in the last issue of the volume. Check first. Alphabetical listing of names who contributed to the articles published that year?	
Increase advertising - improve links to institutions and industry	