

## Starting the Second Decade of *JSD*

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I was not involved in the group who created the *Journal of Surfactants and Detergents (JSD)*, but I participated as an author in the first volume in 1998 in answer to a special invitation from the editorial committee. This first contact with *JSD* is worth a comment.

It happened that in 1993 our FIRP Lab in Venezuela in collaboration with LTEMPM Lab in France had published two articles to introduce the new concept of lipophilic linker as an original way to highly solubilize polar oils in microemulsion as a veterinary vehicle. These fundamental works appeared in *Langmuir*, a famous academic and theoretical journal of the area at that time. Five years later, the divulgation restrictions from the financial backing contract vanished, and it was time for me to publish a third article on the optimization of the lipophilic linker in practice.

Just when I was preparing this final applied paper, I received an invitation from *JSD*, which was presented as the new intermediate journal in surfactant science, with an argument from Mike Cox, recently re-emphasized in his anniversary editorial [1], that *JSD* was to bridge the gap between fundamental science and applied topics. This definition matched very well with our type of publications during the previous 20 years. I had been the regional editor for Latin America of the *Journal of Dispersion Science and Technology (JDST)* from Marcel Dekker since 1986, and I was going to send our third paper to this journal, but Mike was so convincing in the invitation that I decided to try *JSD*. I would like to thank Mike for his persuasion, which allowed me to enter the *JSD* circle.

In the following years my research group published a few papers in *JSD* dealing with both scientific and practical interest reports, including those concerning our HLD generalized formulation for surfactant-oil-water systems, and a new type of product we had designed for high solubilization of polar oils called extended surfactants. My personal contact at the University of Oklahoma with John Scamehorn (who was a PhD student colleague of mine at the University of Texas at Austin in the mid-1970s) spread to David Sabatini and Jeffrey Harwell, and to their PhD student Edgar Acosta, as well as to industry researcher George Smith from Huntsman, who in the early 2000s were all starting a new line of research following our work on linkers and extended surfactants. Even if we did not really work on a common project, some exchanges with visits, seminars, and discussions took place to make our research work complementary. In 2005 we decided to prepare a review paper on how to enhance the solubilization in microemulsions which was selected by the new editor-in-chief Vaughn Mark Nace and his colleagues as a feature article. It later became one of the most-cited articles in

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*JSD*. At this time I published a few other articles in *JSD*, and I started to participate in AOCS Meetings, including a technical course on microemulsions in St. Louis in 2006, so that I began some acquaintance with AOCS and *JSD*.

By the end of 2007, I was invited by Jack Wolowiec, the AOCS area manager of publications, to become a candidate for Editor-in-Chief starting the next year. In 2008, after various email discussions and phone conversations with Robert Moreau (publications chairman at AOCS) and Dan Solaiman (chairman of the search committee), I was appointed by the Governing Board as the first non-US Editor-in-Chief (EIC) of an AOCS journal.

During 2008 I first analyzed the transition process of the joint publishing arrangement of AOCS with Springer [2] for extending the targets and the market of *JSD*, providing an online system and boosting the journal's visibility. Then I talked with Springer people, particularly Marion Hertel, the Executive Editor in Chemistry, about their recommendations for my new job and the significance of the data in the Annual Publisher's Report from Springer. I also spent a lot of time carrying out a diagnostic about the current situation of *JSD* using my previous experience as editor of another journal, editor of a book, and as an author of many publications resulting from academia-industry research development studies.

The main aspects which were dealt with according to this diagnostic and the corresponding planning to be carried out during my EIC period were:

1. The scientific level of the articles had to be elevated as much as possible to improve the scientific and technical seriousness of the journal, in order to motivate the choice of both authors and readers for *JSD*. This was a critical issue in view of the proliferation of fake peer-review journals launched by predatory publishers.
2. The originality of the article content had to be not only maintained, but also improved to avoid papers that lacked novel research, and to enhance *JSD*'s recognition, in particular through its citations, among other benefits.
3. The papers had to be targeted to industry people working in R&D with a combination of knowledge and know-how. This was not necessarily easy to do because most of the authors are either from academia or from industry, with only a few involved in both areas.
4. The topics had to be consistent with the surfactants and detergents area. It was necessary to avoid too large of a variety, such as that found in some super expanded journals that publish 10,000 pages per year.
5. The personal opinions of top notch specialists with both fundamental and practical expertise had to be

invited and promoted, particularly in review papers, to save time for professional R&D readers who are able to look at only a very small percentage of the literature.

These considerations implied filling the associate editors list with top level scientists from academia and industry, as well as reaching a more-complete coverage of surfactant science specialties, particularly enhanced oil recovery. The selection of new associate editors and reviewers who had published many articles also allowed the authors to receive more help in the writing of their manuscripts.

This was particularly important when the renewed editorial policy concerning originality, started to ask the authors to emphasize as far as possible the content of their original article in regard to unpublished work. For review papers invited from top experts, some original personal opinion was solicited. In both cases the authors were asked to present the two aspects, i.e., knowledge for the academy and know-how for industry, and their practical combination.

The selection level of the papers increased, as well as the final quality of the published ones, thanks to systematic detailed recommendations from the EIC and associate editors. Our publications became more cited and their impact started to rise, year after year, and even if the articles became shorter, they were containing more useful information for the AOCS readers. This situation, by the way, allowed us to publish more papers per year, and to attract more authors as well as more readers. The number of articles per year rose remarkably, more than doubling during my EIC period from 2008 to 2014. To accommodate that, Steffen Pauly, our helpful collaborator from Springer, had to make the arrangements to increase the number of pages and then change *JSD*'s publishing schedule from 4 issues a year to 6 issues per year in 2012.

However, this also increased the time the EIC had to dedicate to the job, and in spite of receiving help from AOCS people like Brian Moore and more recently Janet Brown, it became difficult for me to follow with my advancing age and with some research duties required in my laboratory, even with the very efficient and always ready assistance from Pam Landman, who saved me a lot of time every week for years.

This increasing editor-in-chief duty was certainly the main reason why my successor George Smith decided to nominate two senior associate editors to back him, one from industry and one from academia, and to increase the number of associate editors. I understand he is also trying some new ideas he is going to talk about in his anniversary editorial in a couple of months.

My impression is that in its first 20 years, *JSD* has reached a fairly good position, which is quite consistent with the original proposal put in practice by Mike Cox and

his team of pioneers. My congratulations to all participants in this venture, and my best wishes to George Smith, whom I hope to modestly help as an associate editor a few years more.

As far as my contribution to *JSD* is concerned, I will try to continue to submit to the journal some of my best publications with original knowledge and useful know-how.

## References

1. Cox MF. Journal of Surfactants and Detergents at 20: Reflections from Michael F Cox, the first editor-in-chief. *J Surfactants Deterg.* 2017;20:1–2.
2. Nace VM. Springer and AOCS new publishing arrangement. *J Surfactants Deterg.* 2007;10:1.

**Jean-Louis Salager** earned a B.Sc. in chemistry and a B.Sc. in chemical engineering from the University of Nancy (France), as well as a M.Sc. and a Ph.D. from the University of Texas at Austin (USA) in enhanced oil recovery formulation with surfactants. For the past 45 years he has been involved in teaching and research at the University of the Andes (Mérida-Venezuela) where he is the founder and former director of the FIRP laboratory. He is currently an emeritus professor and consultant in surfactant science and technology, particularly in micro-, macro- and nano-emulsions, with applications in petroleum production, health and personal care, as well as detergent products.