## **EDITORIAL**

"Pakistan Oral and Dental Journal" has completed 40 years of it's continuous and un-interrupted publication.

We are now living in times of extraordinary change. To meet the changing requirements, we are planning to introduce major reforms in our publication policy. But before doing that, we want to take you in confidence and invtie your suggestions. They are related to quality of research and finance.

Survey reports should not be accepted. Emphasis will be on original research, epidemiological studies, and randomized clinical trials. But we also know that majority of dental institutions do not provide financial support and scientific facilities to the researchers.

Journal cannot be published without adequate funds (Print and online publication plus admin costs). Main source of revenue of professional journals is advertisement from pharmaceutical firms. There is hardly any industry in Islamabad, so this journal does not get any ads. It is not getting any grants. Total publishing costs have to be borne by the authors. Current SOPs of regulatory body allows small number of articles to be published in one issue (These rules apply to all journals). That brings some hardships to the authors. But they are the beneficiaries.

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