



# Diabetes and Metabolism Journal in 2022: The Flywheel Effect for DMJ

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The *Diabetes and Metabolism Journal* (DMJ) is an international, peer-reviewed, open-access journal that publishes original articles, reviews, and commentaries in extensive scientific fields relevant to diabetes, endocrinology, and metabolism. The Korean Diabetes Association (KDA) has published “*The Journal of Korean Diabetes Association*” since 1972. In 2008, the journal was renamed the “*Korean Diabetes Journal*.” The format of the DMJ has been renewed and the journal’s title was changed to DMJ in 2011 and it was published bimonthly, reflecting the rapid expansion of scientific research and practices in the management of diabetes and metabolic diseases. DMJ was finally accepted to the Science Citation Index Expanded (SCIE) in October 2017. Moreover, the acceptance of DMJ into MEDLINE index was another milestone event in 2019. In 2021, the impact factor of the DMJ was 5.376.

Numerous participants, including members of the KDA, authors, reviewers, and editors, have worked together to improve the DMJ and disseminate high-quality knowledge about experimental and clinical research on diabetes and metabolic diseases. I believe that the DMJ will become an increasingly successful international journal owing to the efforts of every member of the KDA as well as worldwide partners. Rapidly increasing numbers of submissions to the DMJ and citations of articles published in the DMJ clearly support the journal’s enhanced reputation and current status. Furthermore, the number of articles downloads from the homepage of the DMJ has steadily increased. We will continue to upgrade the DMJ to a higher standard and provide best content to the readers.

The flywheel effect is a concept that was described in the

book “*Good to Great*” written by Jim Collins. No matter how brilliant the final result, good to great transformations never happen overnight. There is no miracle moment. Rather, the process of “*Good to Great*” resembles relentless pushing of a giant, heavy flywheel until the time of breakthrough. Jeff Bezos—CEO of Amazon—developed the Amazon Flywheel effect, which is a strategy that better customer experience drives enhanced traffic to the platform. This impact continues to increase third-party sellers, which results in wider selections of goods and lower prices. We believe that a similar perpetual cycle may affect the DMJ’s future. Our continued efforts for the excellence of DMJ may support the increasing submission of high-quality papers, which would lead to higher number of citations and impact factors than those currently. We hope that this virtuous cycle reinforces itself through a positive feedback loop.

In addition to all members of KDA, I would like to especially thank the efforts and devotion of our members—former president of KDA, Jeong Taek Woo; former chairman and board of directors, Kun Ho Woon; former editor in chief, In-Kyung Jeong; former associate editors: Junghyun Noh, Hail Kim, Hye Soon Kim, Hyun Jin Kim, Byung-Wan Lee, Ji A Seo, Tae Seo Sohn, and Hye Jin Yoo. Furthermore, I appreciate all the honorary editors, editorial board members, statistical advisors, and the manuscript editor for their great contributions.

DMJ would like to promise to improve the perspectives for innovative technologies and research regarding the pathophysiology, medications, and treatments for diabetes and metabolic disorders.

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**CONFLICTS OF INTEREST**

No potential conflict of interest relevant to this article was reported.