

Luxury and necessity

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Weather is predictable with a certain margin of error. Despite the general predictions, certain meteorological events are necessary. Take for instance the snow. A Christmas without snow is unconceivable in our geographical region. However, as unpredictable as weather seems to be lately, we lived an unprecedented snowless Christmas. Without the joy of winter, we lived the Christmas through the carols. Music and poetry, the hope for redemption. They are a must, the very core and meaning of Christmas, but is it enough to actually get into the magic of Christmas!?

The falling snowflakes are associated with the protection of the nourishing earth. Vanishing beauty and frailty are mandatory for survival.

So do the authors of the articles we publish. They need to publish to fulfill their job positions. They depend on it. It becomes so vain and uncommon to publish for the sake of art. It is paramount also to publish in a well positioned medical journal, that is, bearing a high citation index. However, archiving this is quite a performance merely when the author is a beginner. He needs mentoring and coaching. Our mentors instead, have come to an age characterized by excellent clinical performance, but significantly less communication abilities, be them computer related. They need a considerable input themselves, to say nothing of the students. Therefore, what is unaffordable for different reasons, although necessary, becomes luxury. Once published, one is marked with a tag of respectability, see being included in the aristocratic club of scientists. This becomes a sign of high quality, a brand. Brands are expensive and associated with luxury. We have been used within childhood not to sin by luxury. It was considered unnecessary, a weakness, a slippery slope to perdition. When it comes

for fashion, accessories and cloths become affordable if disseminated largely, by expanding the market. This means that the prices are considerably lowered. Otherwise, the fake items, substitutes for a wishful image of oneself, will prosper despite the restrictive measures. It is a crime to produce counterfeits. Can we live without luxury substitutes? Of course, but it depends on who we are and on our core values. These values are highly respected when they are considered tradition or national assets. Physical borders crushed within Europe. There is a melting pot of cultures. Everybody longs for everything seen or promoted, fancied or suggested by flashing publicity. The side effects of these strategies are obvious. They might be triggers to engage into using fake products. Still, for a reasonable price, luxury brands are at reach of hands if properly disseminated. Provided they are worth to be used.

For the scientific published staff, dissemination comes with increased costs. Open access indexed journals transfer the costs of printing to the users, and some of the costs of scientific processing to the authors. Timid voices admit that they were counseled by their hospitals or universities not to publish in open access journals. Now this will contribute to the raising costs of highly praised documentation. Still the value of the published studies remains to be confirmed by time. Highly cited articles, although this is not the rule, were wiped forever and banished from the reputed journals for good reasons. This means waiting for the ultimate time confirmation of value. I do not think that contemplation is of any help. Thus I urge those interested in publication to stick to the rules of good scientific research in order to get published.

May we all enjoy a better New Year 2015!