In October 2018, Taylor & Francis surveyed IAPA’s authors about the link between publishing in the journal and research impact. 67 of IAPA’s authors completed the online questionnaire, answering questions about how their article has made an impact.

Key findings from the survey focus around three core themes:
1. Why do authors choose IAPA? Understanding author priorities
2. Building a network: connecting with their research community
3. Making an impact: the real-world effects of publishing in IAPA
Who are IAPA’s authors?

IAPA attracts authors from universities, government and public agencies, consultancies, NGOs, and community groups.

Respondents primarily work in the following sectors:

- 63% Academic
- 11% Corporate
- 8% Government
- 7% Independent researcher
- 5% Charity
- 5% Medical
- 1% Retired

IAPA’s community of authors is geographically diverse, with respondents from all over the world.

Why do authors choose IAPA?

Understanding author priorities

1

The most important factor in submitting to IAPA is the journal’s relevance to the author’s research. 66%

IAPA has an Impact Factor. 36%

To reach a broader, non-academic audience. 36%

Best way to reach their community. 34%

Other key reasons why authors choose IAPA include:

- IAPA’s ability to reach a non-academic audience is as important as having an Impact Factor in their choice to publish in the journal.
- Positive previous experience leads to returning authors. 54% of respondents who had already published in IAPA said that their positive experience in the past was a factor in choosing to submit to the journal again.
Building a network: connecting with their research community

The survey results indicate that publishing in *IAPA* helps authors to develop their professional networks by enabling connections across their community and outside academia.

Following publication in *IAPA*:

- 46% Made new connections with researchers in their own country
- 40% Made new connections with researchers in other countries
- 40% Approached for research collaborations
- 36% Approached for non-academic collaborations
- 29% Made new connections with practitioners/consultancies
- 27% Invited to contribute to a conference
- 18% Promoted to a position at another university or organization

Supporting the IAIA’s journal is highly important to its members

80% of IAIA members who responded to the survey agreed that it was important to publish in the Association’s journal.

Making an impact: the real-world effects of publishing in *IAPA*

*IAPA* authors see their articles go on to make an impact, both in terms of future academic research and in the real world:

- 44% Used in teaching
- 42% Led to future academic work on the same topic
- 31% Used in best practice documents
- 24% Used in training documents
- 18% Used in policy documents
- 18% Used in case studies
- 2% Used in IAIA International Best Practice Principles Series

These authors said publication in *IAPA* contributed to an extent of 8 out of 10 to this promotion.
"IAPA provides a one-source link to the latest ideas in the wide-ranging field of impact assessment."