

Ensuring a Journal's
Economic
Sustainability,
While Increasing
Access to Knowledge

These slides are intended to be presented to editors and potential editors of journals, as well as interested faculty members and librarians.

The Economic Sustainability of Journals

TRADITIONAL ECONOMIC MODELS	
Subscriptions	Most journals employ some combination of these economic models to ensure their sustainability.
Volunteers	
Sponsorship	
Advertising	
Page Charges	

Each model is explained in next slide. These are not official titles for the models but just one way of distinguishing among them.

The Economic Sustainability of Journals

TRADITIONAL ECONOMIC MODELS	
Subscriptions	Individual, student (reduced); society member, institutional subscriptions.
Volunteers	Editors, authors, reviewers; and (less likely) copyeditors, layout editors, proofreaders
Sponsorship	Institutional or agency in-kind contribution equipment, space, time; grants; donations.
Advertising	Exchange of journal ads with other journals; industry ads, classifieds.
Page Charges	Paid by author or institution for review or accepted article.

The Economic Sustainability of Journals

ECONOMICS OF ONLINE SYSTEMS	
Online Management	Journals can now be managed and published online with open source (free) software that offers <i>economic</i> and <i>quality</i> advantages for scholarly communication.
Online Publication	
Open Access	

The suggestion here, and in these slides overall, is that editors can progress in steps, taking on one at a time, beginning with online management, and then moving down to open access. But of course, one can jump and one can select among them.

OJS is an example of open source free software; other examples include HyperJournal, DPubS, Topaz.

The Economic Sustainability of Journals

ONLINE MANAGEMENT

Economic Advantage

1. Provides and manages website for editorial and publishing processes, while reducing need for editorial office.
2. Reduces clerical costs of handling submissions, subscriptions, correspondence, filing, photocopying, etc.
3. Authors do not need to print, photocopy, and mail papers.

Quality Advantage

These two slides on Online Management apply to subscription and open access journals equally. It also refers to only managing the journal online using this software, and not necessarily publishing online. This open source software sets up a website for publishing the journal, as well as for managing it, with all record keeping and transaction recording.

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Quality Advantage

1. Improves administration and record-keeping, while reducing processing time.
2. Enables editors, reviewers, and authors from anywhere to work together.
3. Enables editors to spend more time helping authors by reducing their management time with the journal.

The Economic Sustainability of Journals

ONLINE PUBLISHING

Economic Advantage

1. Journal is immediately available to subscribers and readers anywhere with no distribution, mailing, handling costs.
2. Can be used with or without print edition, enabling low cost start up of new journals.
3. No cost in offering free subscriptions or sample issues.

Quality Advantage

These two slides on Online Publishing apply to subscription and online journals equally.

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Quality Advantage

1. Immediate full-text indexing with Google, Google Scholar, Yahoo, etc. leading to increased readership and citations.¹
2. Google Scholar citation indexing from first issue, assists in gaining a listing with commercial indexes (ISI, etc).
3. Supports reference linking, as well as additional reading tools that can search related databases.
4. Ability to include data sets and supplementary materials.

Notes

1. *Assessing the Impact of Open Access: Preliminary Findings from Oxford University Press*
(http://www.oxfordjournals.org/news/oa_report.pdf)

The Economic Sustainability of Journals

OPEN ACCESS

Economic Advantage

1. Able to work with traditional economic models through a variety of different approaches (later slide).
2. Improved reputation (next slide) can enhance other economic models (subscriptions, ads, etc.).

Quality Advantage

The Economic Sustainability of Journals

OPEN ACCESS

Economic Advantage

1. Able to work with traditional economic models through a variety of different approaches (next slide).
2. Improved reputation (see below) can enhance other economic models (subscriptions, ads, etc.).

Quality Advantage

1. Further increases readership and submissions to journal, with citations going up 25-250% depending on the field and journal.¹
2. The increased citation improves reputation and thus qualification for commercial indexing (e.g., ISI).
3. Provides greater public, professional, and educational contribution.
4. Maximizes critical scrutiny and appreciation of work, as well as global establishment of intellectual property claim.

Note

1. *The Effect of Open Access and Downloads ('Hits') on Citation Impact: a Bibliography of Studies* (<http://opcit.eprints.org/oacitation-biblio.html>).

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OPEN ACCESS	
OA TYPE	A more open approach to knowledge online (e.g., open biology, open data, Creative Commons) has led to different types of sustainable Open Access for journals.
Archival OA	
Delayed OA	
Online OA	
Development OA	
Hybrid OA	
Complete OA	

The list of 6 types of Open Access have emerged over the last 10 years. The names are not official titles, but just a way of distinguishing the different economic models. Each are explained in next slide.

The Economic Sustainability of Journals

OPEN ACCESS	
Archival OA*	Permit authors to archive pre-/postprint in institutional repository or own website.
Delayed OA*	Provide free access 6-12 months after subscriber access to print/online edition.
Online OA*	Provide free access to online edition, with subscriptions retained for print edition.
Development OA*	Provide free access to institutions and individuals in developing nations.
Hybrid OA*	Enable authors or institutions to purchase open access for specific articles.
Complete OA	Offer immediate access without restrictions, using article fees and grants.

* OA with journal subscriptions (evidence to date shows no affect on subscription sales).

The first 5 out of 6 provide open access in some form while continuing to sell subscriptions.

The Economic Sustainability of Journals

What it all adds up to...

Online Management	}	Enhanced Quality
Traditional Economic Models		Improved Economies

This is a summary of the advantages of first of all going to “online management” of the journal with open source software, while not publishing online.

The Economic Sustainability of Journals

What it all adds up to...

Online Publishing	}	Increased Access
Online Management		Enhanced Quality +
Traditional Economic Models		Improved Economies +

This slide sums up the advantages of both managing and publishing online, with the + indicating that the “enhanced quality,” gained by managing the journal online is further advanced (made more positive) by also publishing online.

The Economic Sustainability of Journals

What it all adds up to...



This sums up the combination of all of the factors considered here, online management and publishing as well as open access, used in combination with traditional economic models. The result is a third enhancement of quality (represented by the addition of ++).