

Operation Model of International Academic Journals and Case Study

5th China-based English Academic Journal Seminar
Changsha April 26-27, 2010

Dieter Merkle

Changsha, China, April 2010

Operation Model of International Academic Journals

- 1) Introduction
- 2) Academic Publishing
- 3) The Daily Business
- 4) Journal Development

- **Dieter Merkle** is an **Editorial Director** in the **Physical Sciences and Engineering** Global Publishing Unit of Springer
- Responsible for Springer's European Engineering publishing activities
 - 10 Publishing Editors plus staff in Heidelberg, Berlin, Dordrecht, London
 - Roughly 500 new book titles per year
 - Currently 55 journals
- Background
 - Dr.rer. nat. (PhD) in Physics
 - almost 20 years experience in scientific publishing

- **Springer** is the world's second largest scientific publisher
 - Almost **2,000 scientific journals**
- **Springer** is the largest **Open Access** journals publisher
- **Springer** is the **largest scientific book publisher** in the world
 - 4,500 new titles per year
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 - More than 34,000 titles available online



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Editorial advisory board- 26 members

- Founded in 1983
- 12 issues, 170 articles, 2200 pages per year
- Biggest journal in engineering
- Relevant in Chemical Engineering, Aerospace Technology, and Flow Physics.

Operation Model of International Academic Journals

- 1) Introduction
- 2) Academic Publishing
- 3) The Daily Business
- 4) Journal Development



Anagram: Encrypted announcement of scientific achievement

6accdæ13eff7i3l9n4o4qrr4s8t12ux = "Given an equation involving any number of fluent quantities to find the fluxions, and vice versa"

>>**Priority**<<

1665: First scientific journals

Philosophical Transactions of the Royal Society

“The Royal Society was steadfast in its not yet popular belief that science could only move forward through a transparent and open **exchange of ideas** backed by experimental evidence“

>>**Communication**<<

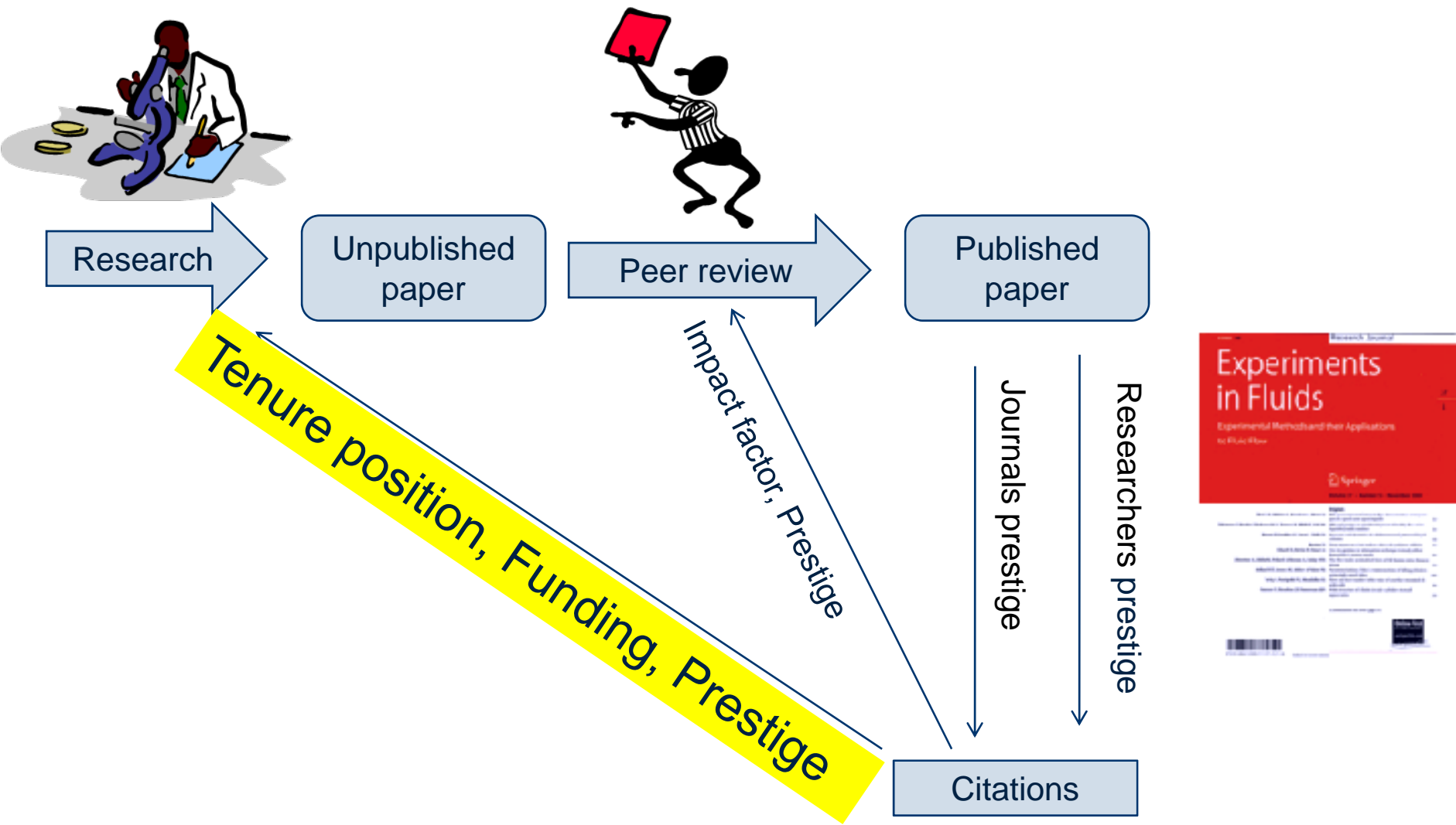
First recorded scientific **Peer-Review Process**

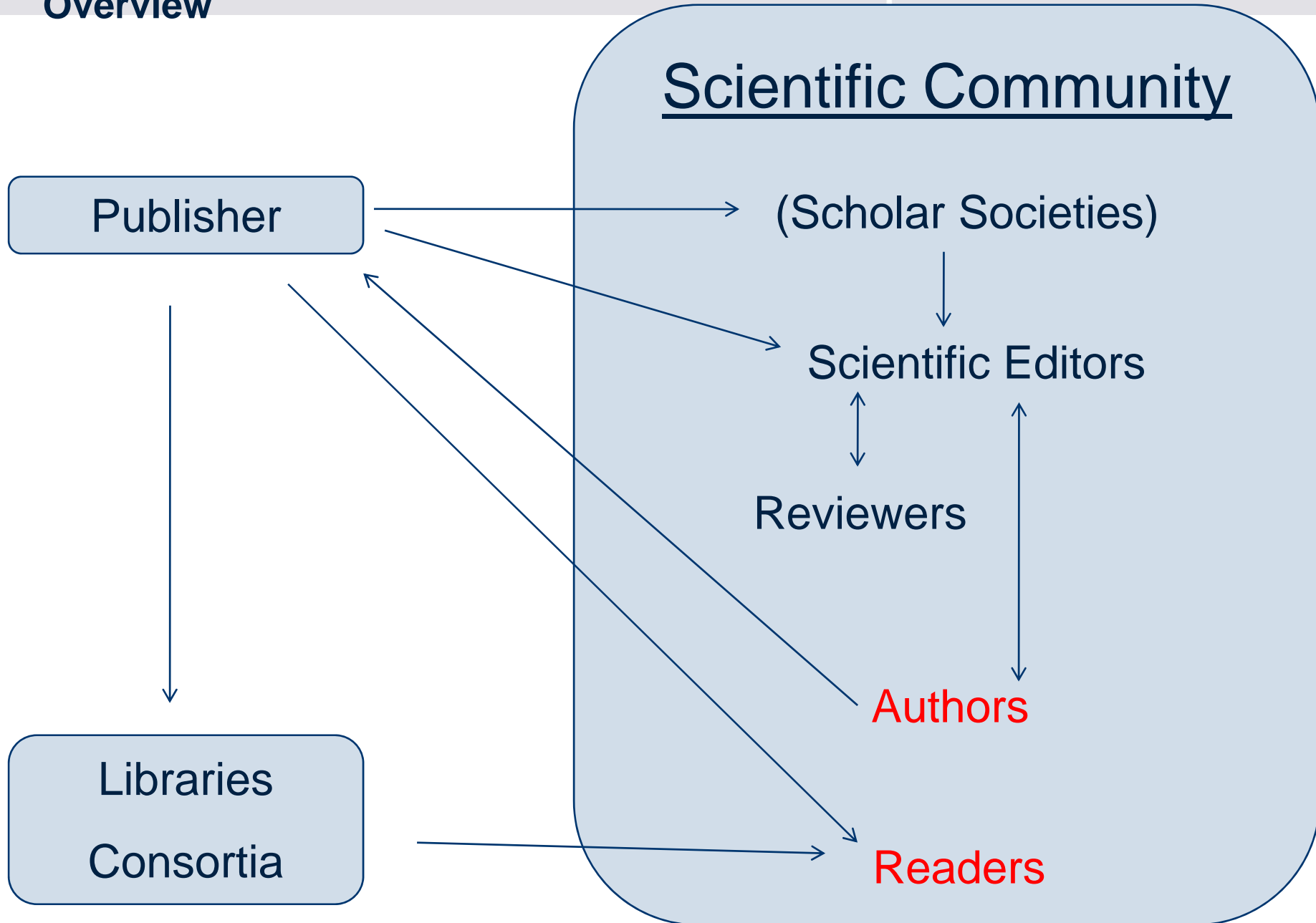
>>**Evaluation**<<



Driving Mechanisms

Publish or Perish





Authors are the providers of the all-important content

Authors demand:

- Provision and preservation of a formal public record of their research
- Reputable and high quality forum for publication
- Peer review
- Speed and efficiency
- Accuracy and presentation
- Support and advice

Readers are the End-users or our journals

Readers demand...

- Fast and easy access to information
- Straightforward navigation of e-content
- Improved findability
- Relevant, authoritative content
- Free access at the point of use

„It will not be read if it is not online !“

1. Content has to be online and linked to others

Online

Interlinking

2. Content to be “findable”

A & I Services

Push & Pull
Marketing

Indexed by
Search Engines

Search Engine
Optimization

Media

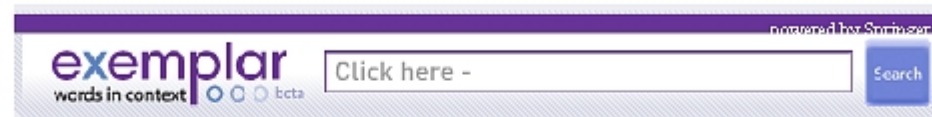
Case: We are Online

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Experiments in Fluids

Verlag	Springer Berlin / Heidelberg
ISSN	0723-4864 (Print) 1432-1114 (Online)
Fachgebiete	Technik
Fachgebiet	Physics and Astronomy, Engineering, Engineering Fluid Dynamics, Fluids, Industrial Chemistry/Chemical Engineering, Measurement Science, Instrumentation, Thermodynamics and Theoretical and Applied Mechanics
SpringerLink Date	Freitag, 5. April 2002



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Erweiterte Beitragsliste



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■ Number 4 / April 2010 13th International Symposium on Flow Visualization; Guest Editor: Prof. Kenneth D Kihm, Prof. Jean Pierre Prenel	545-719
■ Number 3 / März 2010	369-544
■ Number 2 / Februar 2010	185-367
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■ Number 6 / Dezember 2009	883-1066
■ Numbers 4-5 / Oktober 2009 Selected papers from the 14th International Symposium on Application of Laser Techniques to Fluid Mechanics, Lisbon, Portugal, July 7-10, 2008	551-881

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Didden N (1979) On the formation of vortex rings: rolling-up and production of circulation. *Z Angew Math Phys* 30:101–116



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Media

Case: We are Findable

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Mathematics of Control, Si... x Engineering Journals, Acad... x Experiments in Fluids - Goo... x

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 ARTICLE (1,259) PROCEEDINGS PAPER (166) CORRECTION (13) EDITORIAL MATERIAL (13) REVIEW (12)[more options / values...](#)

Authors

Source Titles

Publication Years

Conference Titles

Institutions

1. Title: [Variational fluid flow measurements from image sequences: synopsis and perspectives](#)
Author(s): Heitz D, Memin E, Schnorr C
Source: **EXPERIMENTS IN FLUIDS** Volume: 48 Issue: 3 Pages: 369-393 Published: MAR 2010
Times Cited: 0
[Full Text](#)
2. Title: [Particle tracking velocimetry of the flow field around a collapsing cavitation bubble](#)
Author(s): Kroninger D, Kohler K, Kurz T, et al.
Source: **EXPERIMENTS IN FLUIDS** Volume: 48 Issue: 3 Pages: 395-408 Published: MAR 2010
Times Cited: 0
[Full Text](#)
3. Title: [Volumetric velocity measurements of vortex rings from inclined exits](#)
Author(s): Troolin DR, Longmire EK
Source: **EXPERIMENTS IN FLUIDS** Volume: 48 Issue: 3 Pages: 409-420 Published: MAR 2010
Times Cited: 0
[Full Text](#)
4. Title: [Measurements of mean and fluctuating temperature in an underexpanded jet using electrostrictive laser-induced gratings](#)
Author(s): Kuehner JP, Tessier FA, Kísoma A, et al.
Source: **EXPERIMENTS IN FLUIDS** Volume: 48 Issue: 3 Pages: 421-430 Published: MAR 2010
Times Cited: 0
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5. Title: [Evolution of isolated streamwise vortices in the late stages of boundary layer transition](#)
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Publication Models

Case: Online First & Open Choice

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- 4. Artikel
Wake of a cylinder: a paradigm for energy harvesting with piezoelectric materials
H. D. Akaydin, N. Elvin and Y. Andreopoulos
DOI: 10.1007/s00348-010-0871-7
 PDF (1,5 MB)  HTML **Online First**

- 5. Artikel
Investigation of boundary layers in internal combustion engines using a hybrid algorithm of high speed micro-PIV and PTV
Ali Y. Alharbi and Volker Sick
DOI: 10.1007/s00348-010-0870-8
 PDF (896,2 KB)  HTML **Online First**

- 6. Artikel
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Ronald L. Panton
DOI: 10.1007/s00348-010-0861-9
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DOI: 10.1007/s00348-010-0863-7
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- 8. Artikel
Perpendicular ultrasound velocity measurement by 2D cross correlation of RF data. Part A: validation in a straight tube
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DOI: 10.1007/s00348-010-0865-5
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- 9. Artikel
Perpendicular ultrasound velocity measurement by 2D cross correlation of RF data. Part B: volume flow estimation in curved vessels
Bart Beulen, Anna Catharina Verkaik, Nathalie Bijnens, Marcel Rutten and Frans van de Vosse
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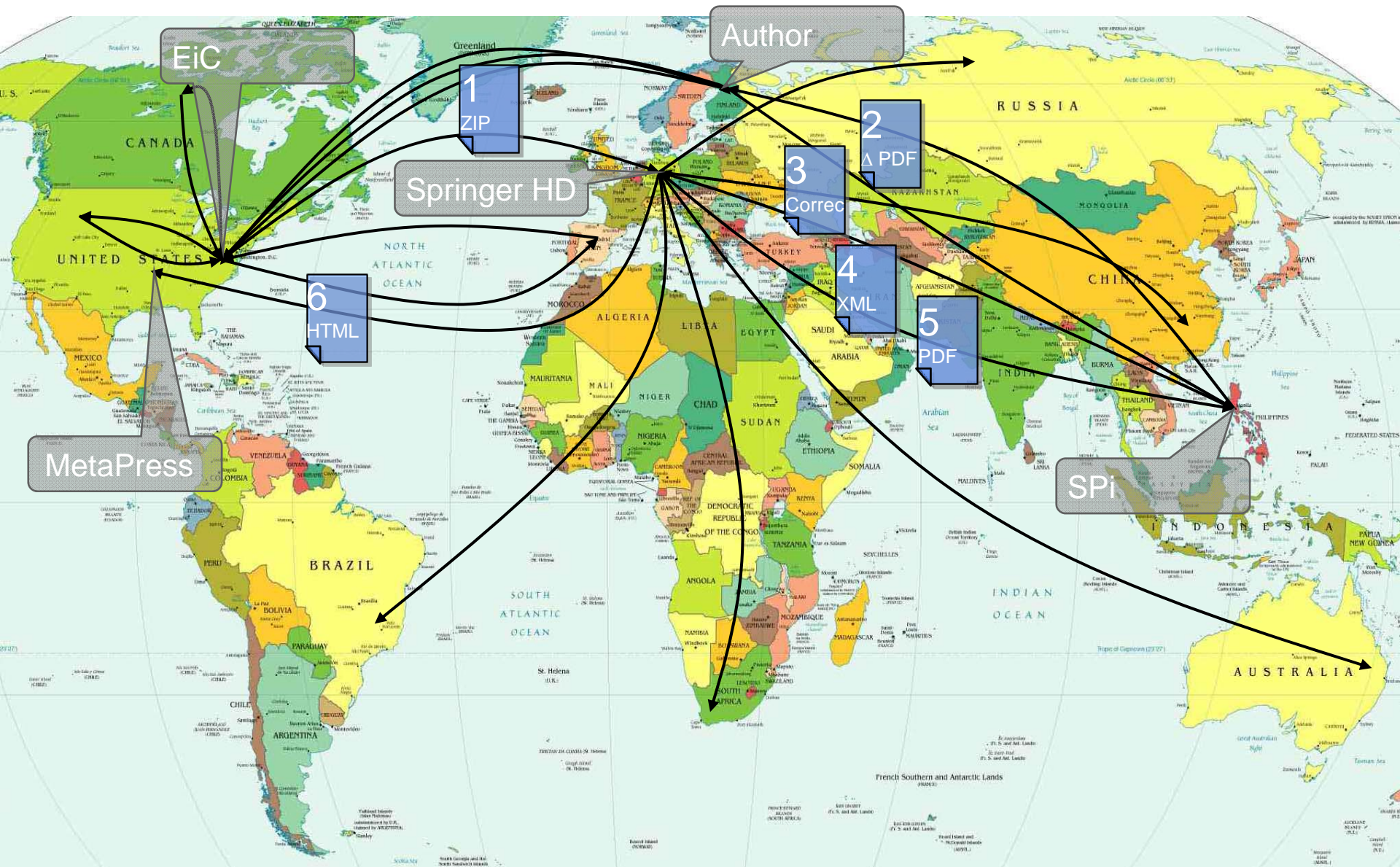
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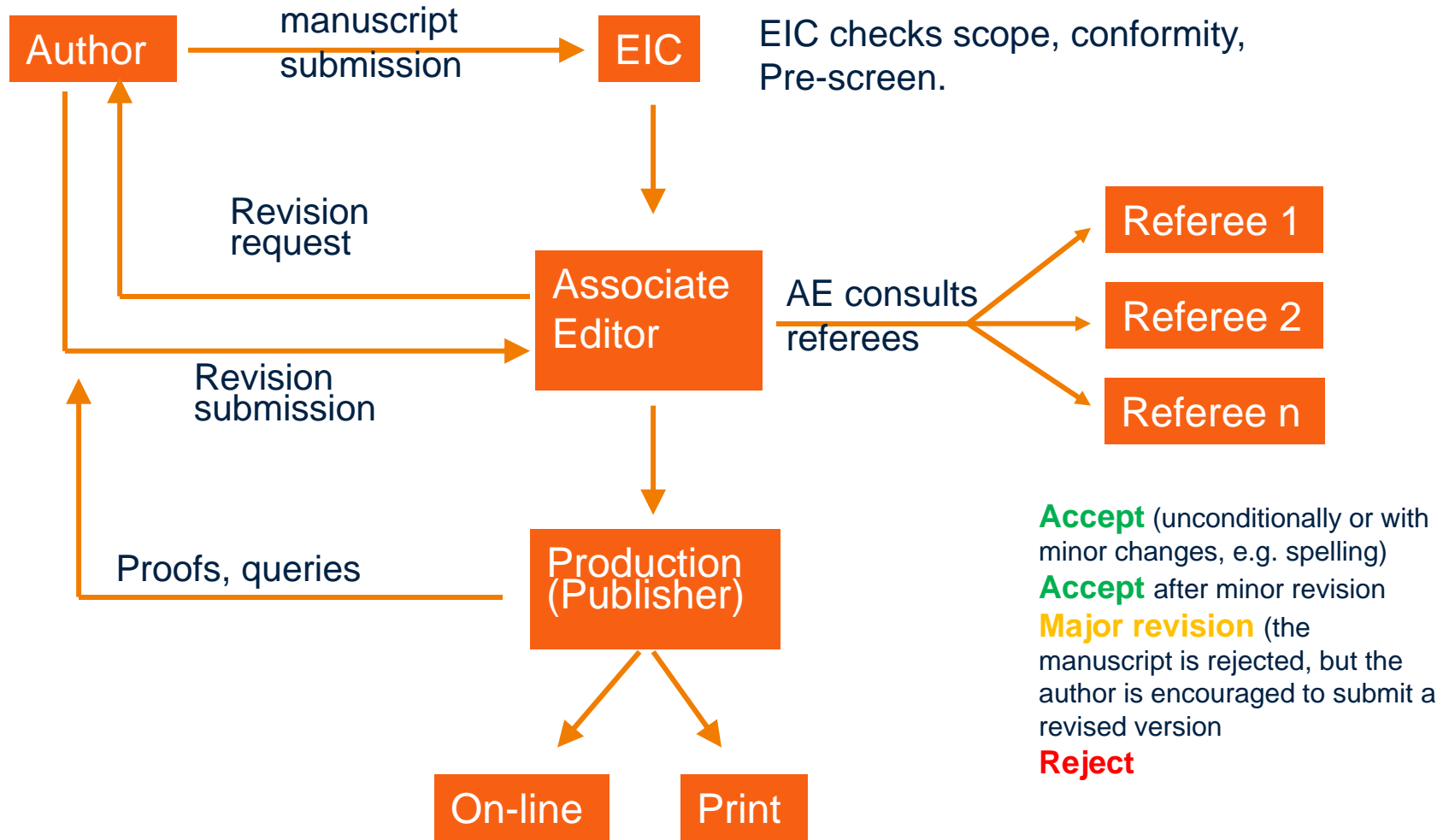
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Journey of a Journal Article



Peer Review Process As in Case





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Experiments in Fluids

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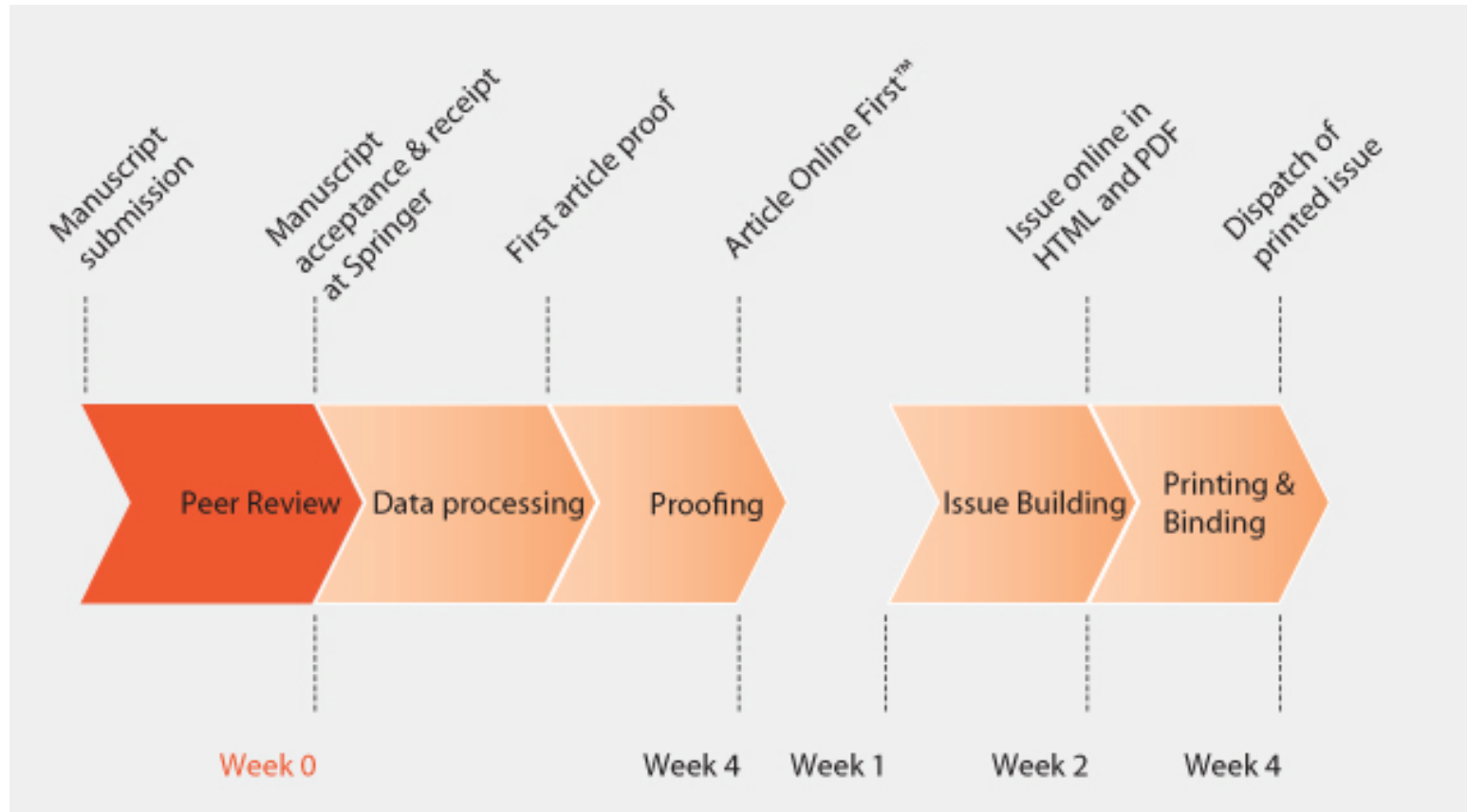
Peer Review Process

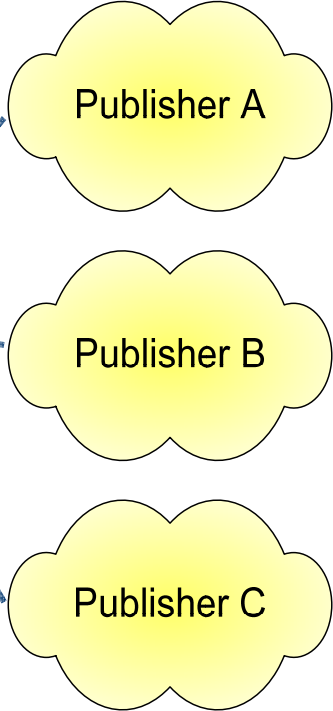
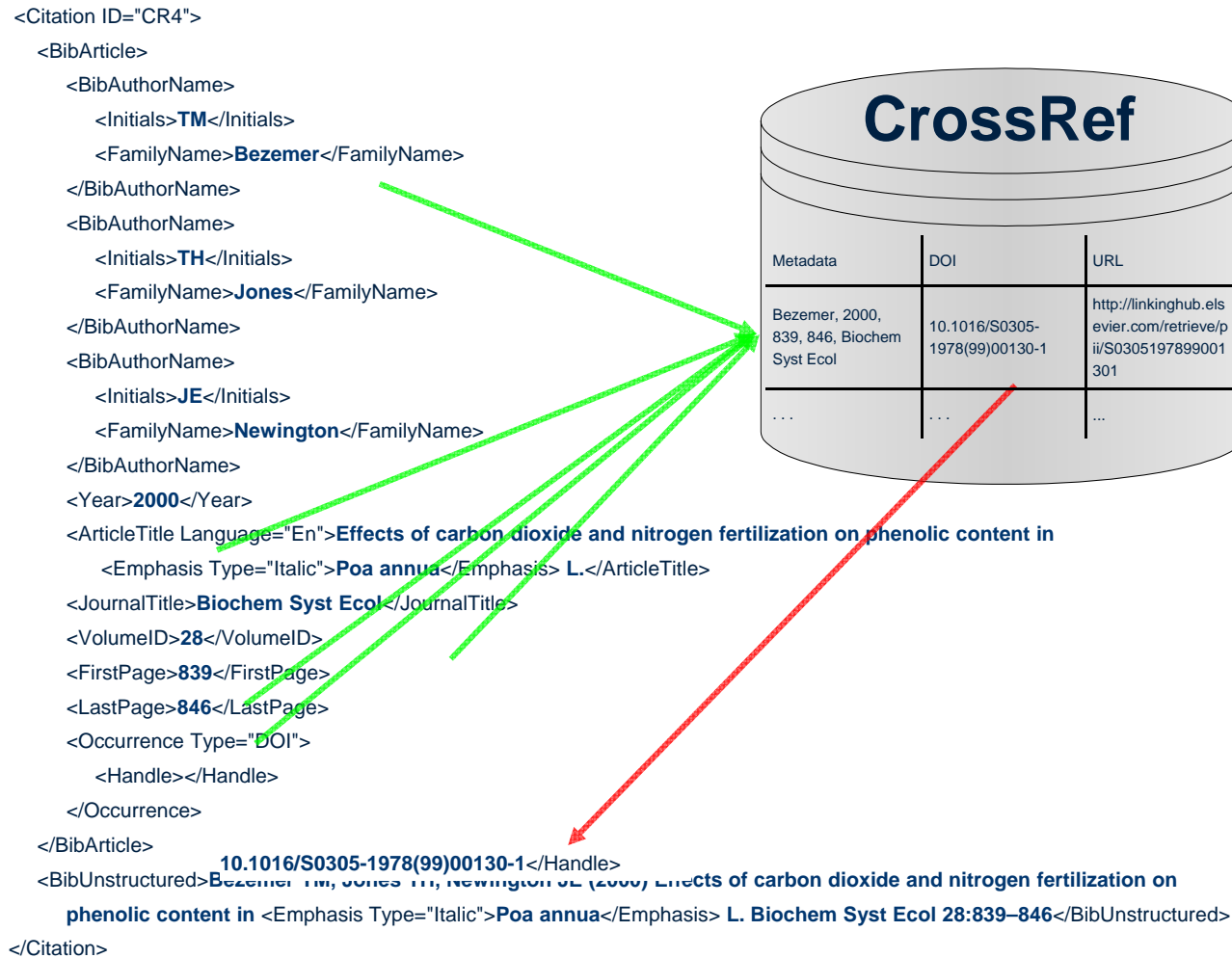
Case: Division of Workload

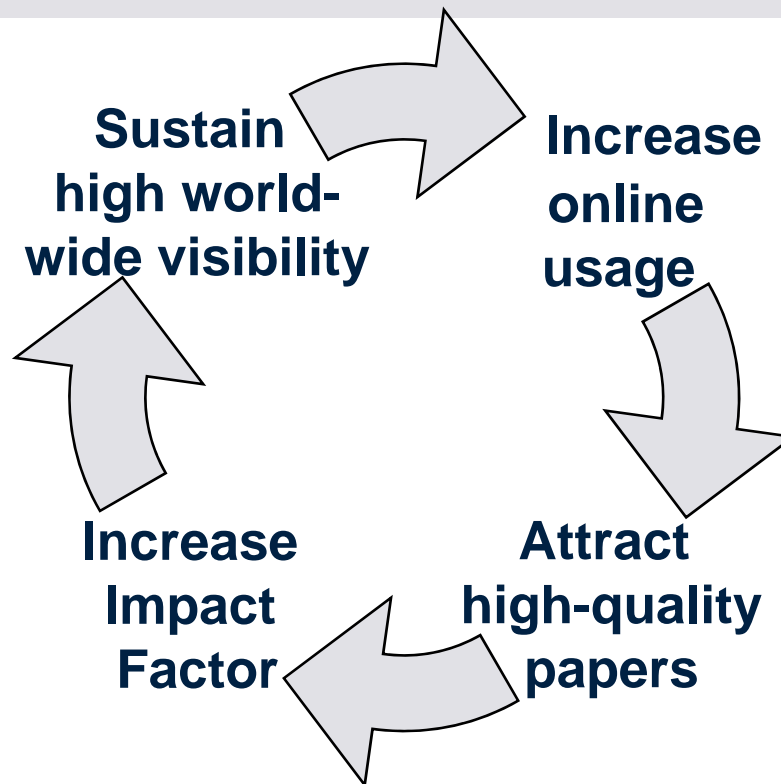
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All submissions an Editor was assigned to during the specified time period. Note that an Editor could have been invited prior to the start of the time period, but the invitation must have been accepted during the time period.

Editor	Total assignments	Pending assignments	Decisions made	Terminated assignments
Editor 1	183	21	78	84
Editor 2	175	20	111	44
Editor 3	51	2	49	0
Editor 4	39	2	35	2
Editor 5	51	6	45	0
Editor 6	51	2	49	0
Editor 7	66	10	56	0
Editor 8	51	4	47	0







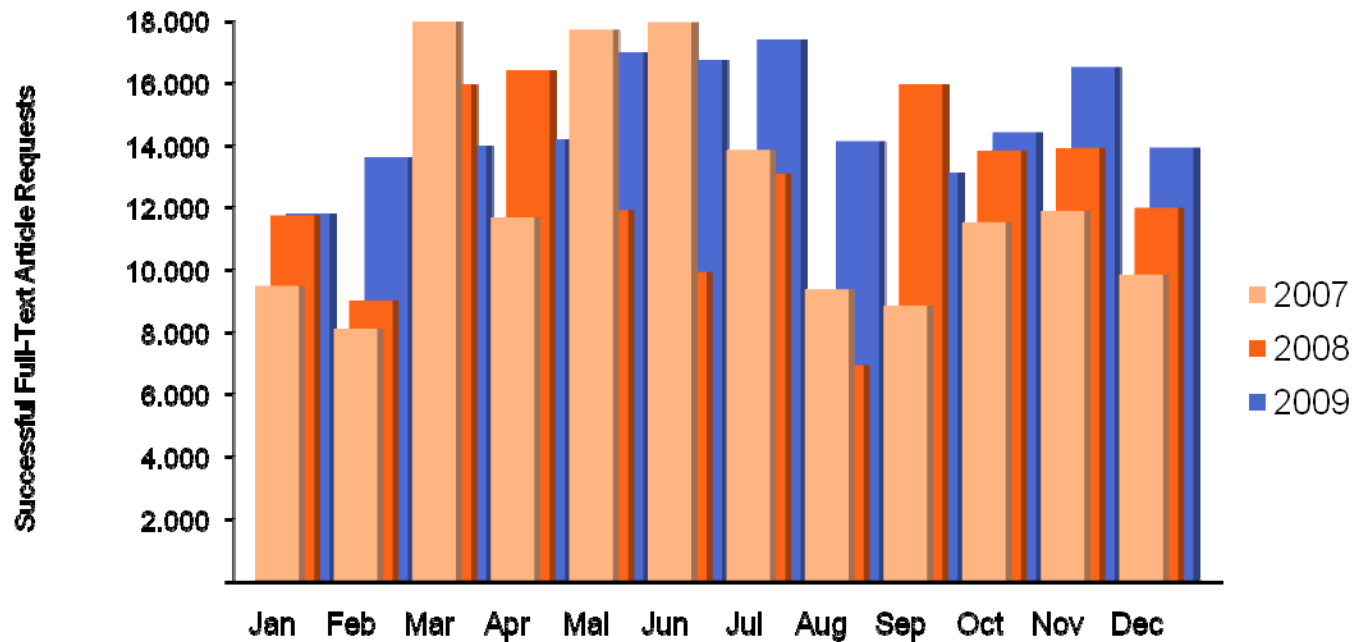
- Librarians actively monitor usage of online resources
- In future renewal of journal sales will be increasingly dependent on usage
- Springer is active in increasing usage, i.e. the number of downloads of complete articles

Past and Future Promotion Activities

- **Collaboration with Search Engines, e.g. Google**
- **eCampaigns in 2009**
- **ToC Alerts**
- **Conferences in 2009**
- **Plans for promotion in 2010**
- **Experiments in Fluids Product Page – new springer.com**

Full-Text Article Requests (COUNTER Journal Report 1)

Fulltext Article Requests 2007-09



	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
2007	9,487	8,110	17,986	11,886	17,717	17,954	13,880	9,383	8,859	11,533	11,895	9,855
2008	11,748	9,022	16,973	16,417	11,923	9,936	13,090	6,938	15,975	13,835	13,920	11,993
2009	11,825	13,628	13,999	14,202	17,000	16,759	17,418	14,133	13,144	14,428	16,520	13,929

(Source: MetaPress)

Operation Model of International Academic Journals

- 1) Introduction
- 2) Academic Publishing
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- 4) Journal Development

Key Indicators

- **Submissions and copy flow:** *EM and production stats*
- **Decision and publication times and punctuality:** *EM*
- **Language:** *Copyediting costs/complaints*
- **Impact Factor:** *ISI-JCR (Journal Citation Report)*
- **Circulation:** *Sales stats*
- **Usage:** *Counter stats*
- **Revenues**
- **Profitability**
- **What people are saying**

What's going on in the market for your journal?

- **Competitor analysis:** *ISI-JCR*
 - Which are the international competing journals?
 - How does your journal compare with these?
- **International Funding in the subject area:** *WWW*
- **Which are the Highly cited papers** *ISI-JCR*
- **Talking to people**

Copy flow

- Insufficient submissions? Surplus articles?
Sustainable flow?
- Trend—up or down?
- Rejection rate: *connected to IF*
- Speed of Publication: *attractivity to authors*
- Special Issues, reviews: *Can influence IF positively*

Editorial performance

- Submissions: number, geography and topics
- Handling times: acceptance and publication
- Acceptance and rejection rates
- Repeat authors and/or new authors
- Focus on author care and author feedback

Editorial board

- A working board or window dressing?
- Structure
- International Coverage
- Range of Subject Expertise
- Monitor performance

Outputs: milestones, goals, plans

- What might these be?
 - A target Impact Factor by an agreed date
 - A target for article downloads
 - A proportion of authors from e.g. USA
- Development plan
- Three-year tracking/monitoring