



**Publishing
Connect**

Partnering with the Global Research Community

Navigating the world of scholarly publishing

*A guide to history of scholarly publishing and practical
advice for manuscript preparation and author rights and
responsibilities*

Presented by: Igor Hundziak, Account Manager Poland and the Baltic States
Piotr Golkiewicz, Product Sales Manager, CEE

Location: Vilnius, Lithuania
Date: March 2013





**Publishing
Connect**

Partnering with the Global Research Community

Agenda

- 1. Introduction to Scholarly Publishing
(incl. ORCID)**
- 2. Trends in Publishing**
- 3. Bibliometrics**
- 4. Copyright with Elsevier**



Elsevier has a long history of scientific publishing



- **The Publishing House of Elzevir was first established in 1580 by Lowys (Louis) Elzevir at the University of Leiden, Holland**



- **Keeping to the tradition of publishing established by Lowys Elzevir, Jacobus George Robbers established the modern Elsevier Company in 1880**



- **Among those authors who published with Elsevier are, Galileo, Erasmus, Descartes, Alexander Fleming, Julius Verne**

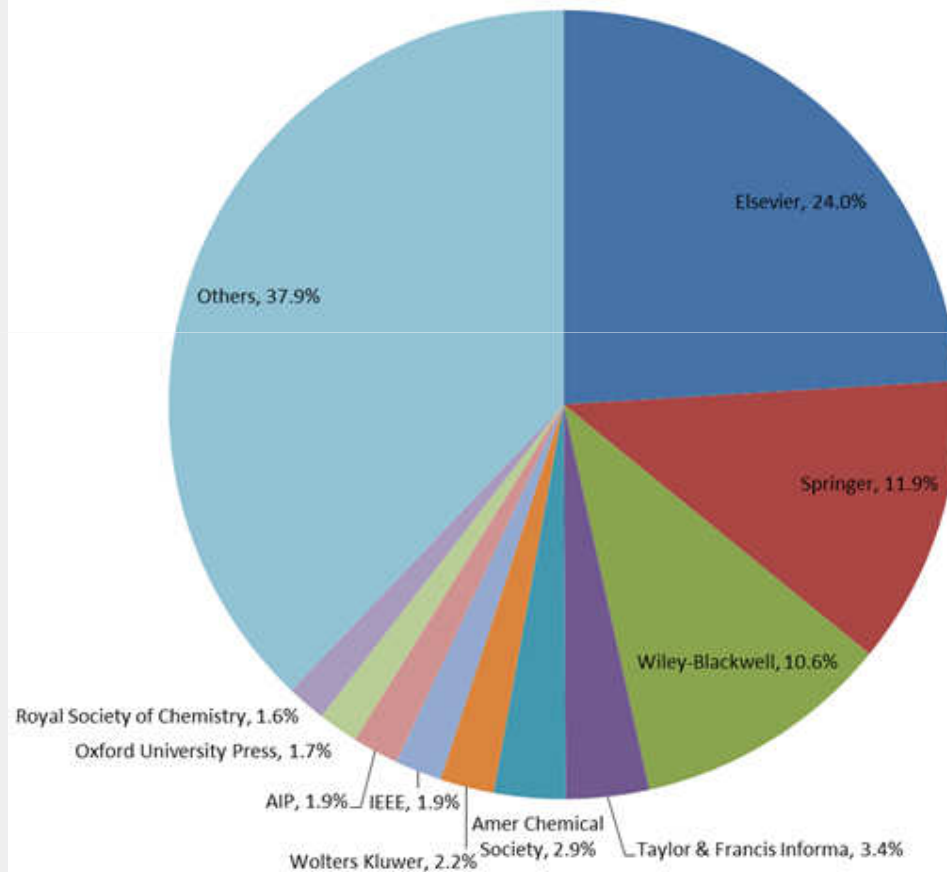
Elsevier now



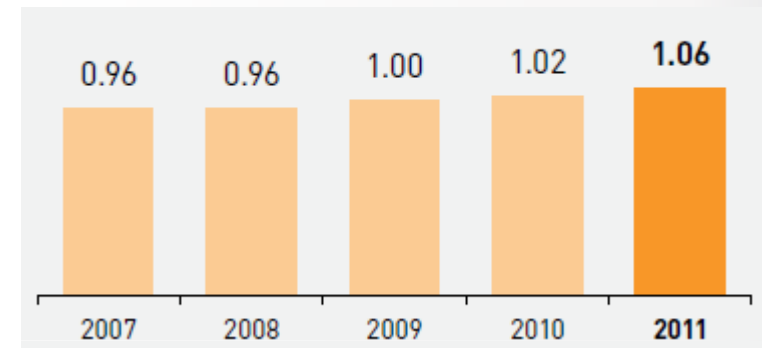
ELSEVIER

Elsevier attracts the most papers from STM authors

Overall Article Share 2011 by Publisher¹



Elsevier – Relative impact factor²



Source:

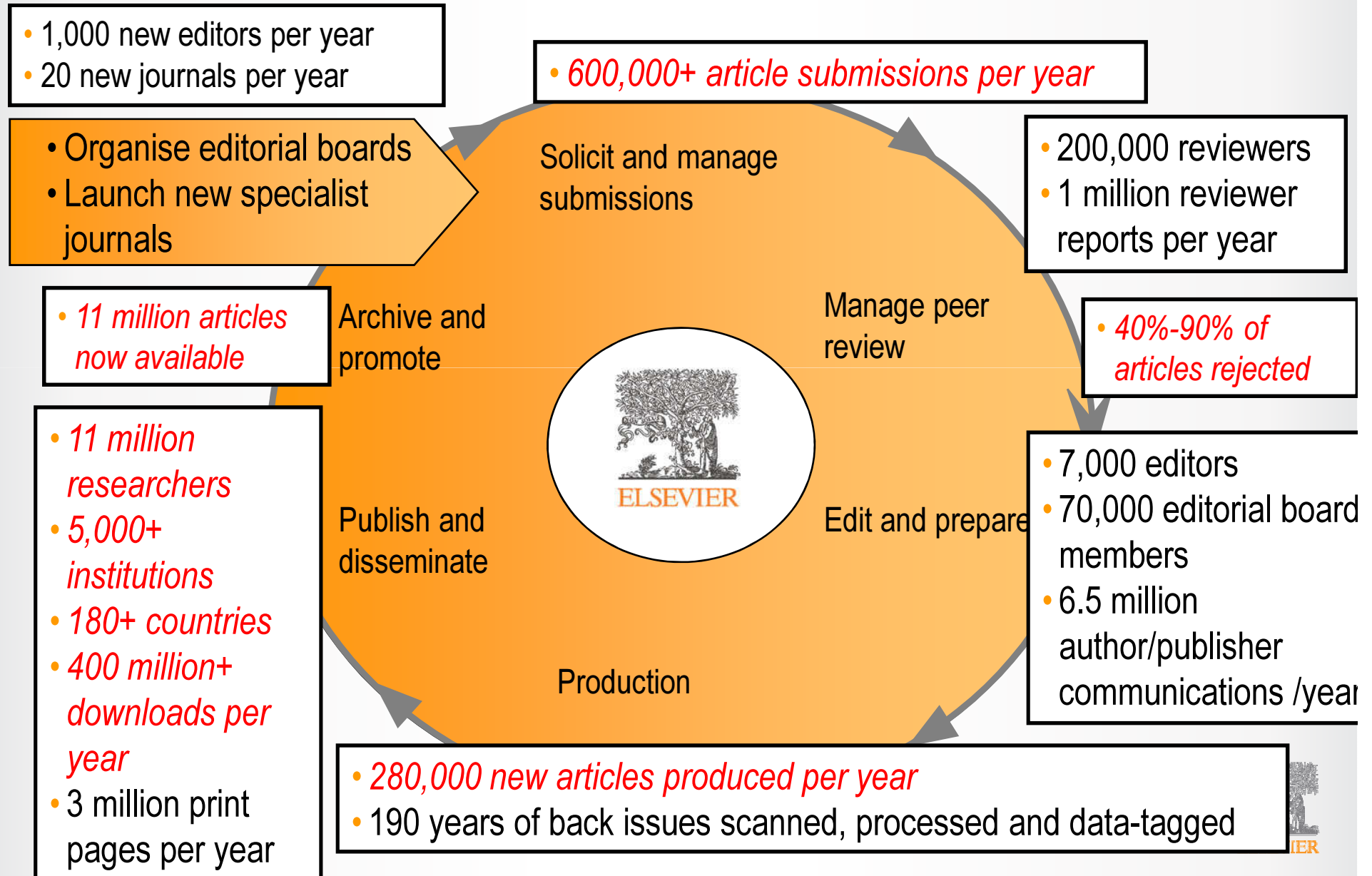
¹ Article & Citation Share Analysis 2012 Sarah Huggett and Andrew Plume, *Scientometrics & Market Analysis*, October 2012

<http://nonsolus/researchacademicrelations/scientometrics/articlecitationshare/?locate=1>

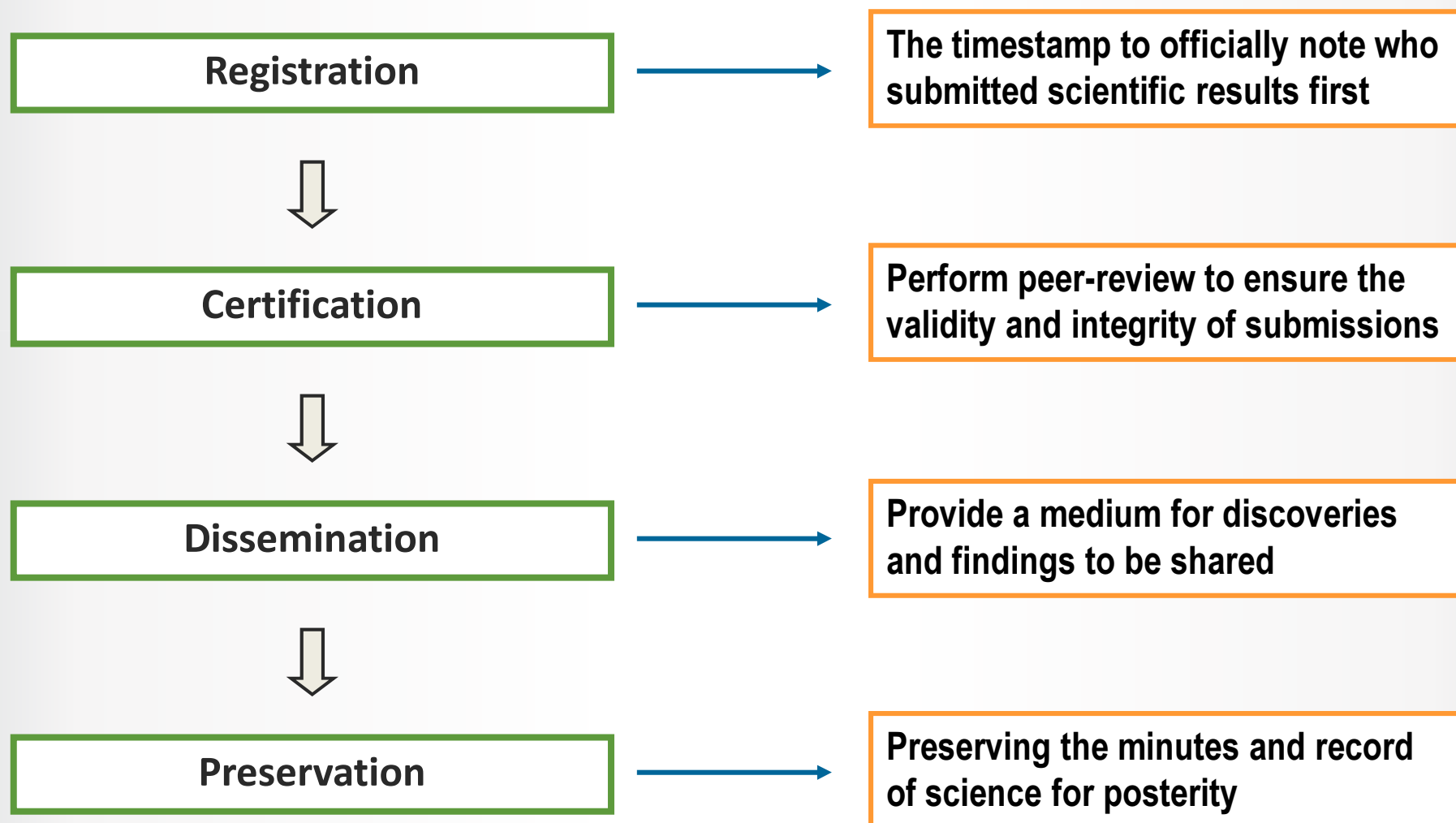
² Reed Elsevier Annual Report 2011 http://reporting.reedelsevier.com/staticreports/Reed_AR_2011.pdf



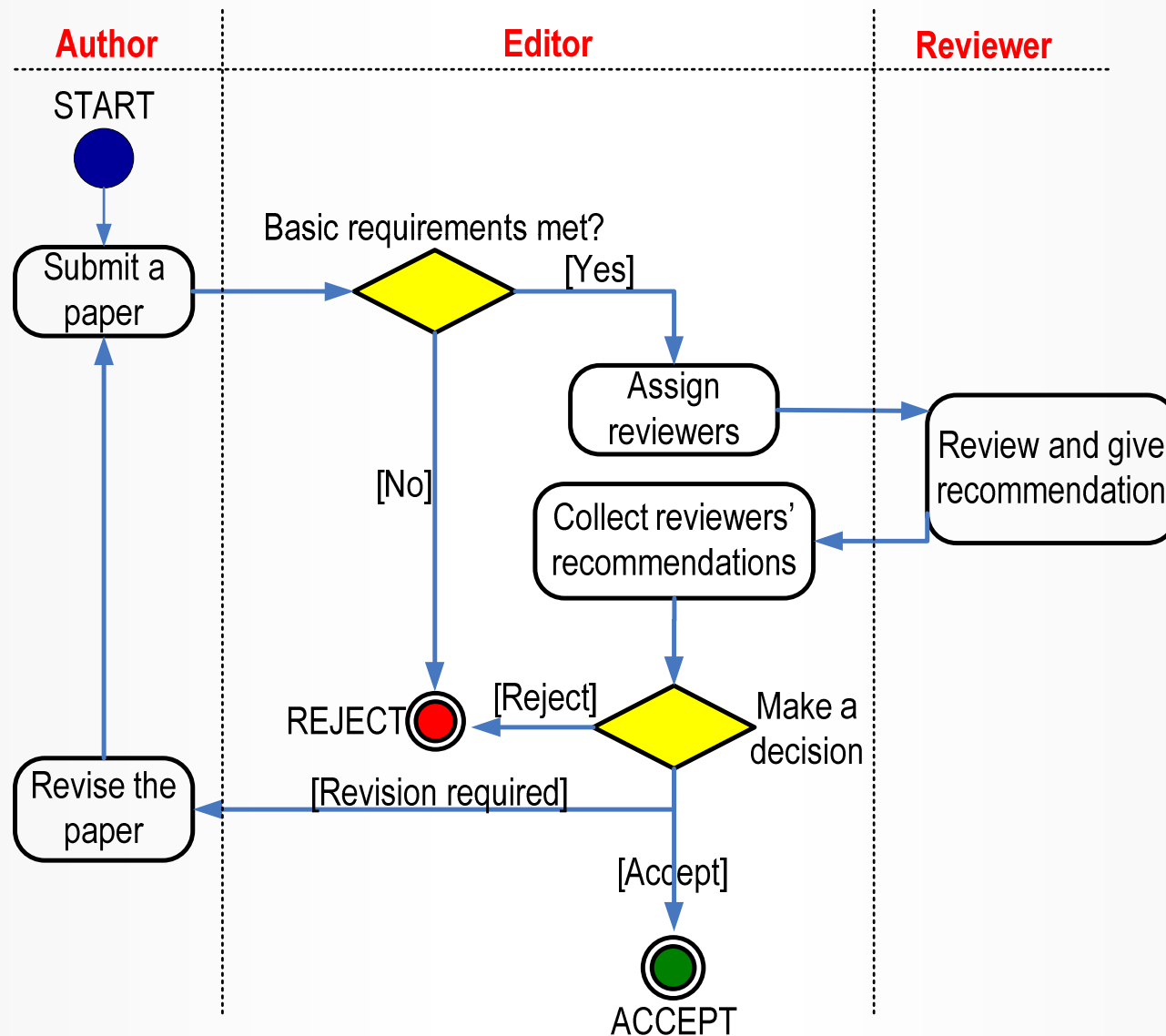
Journal publishing volume



Scientific Publishing Fundamentals



Certification: the peer review process



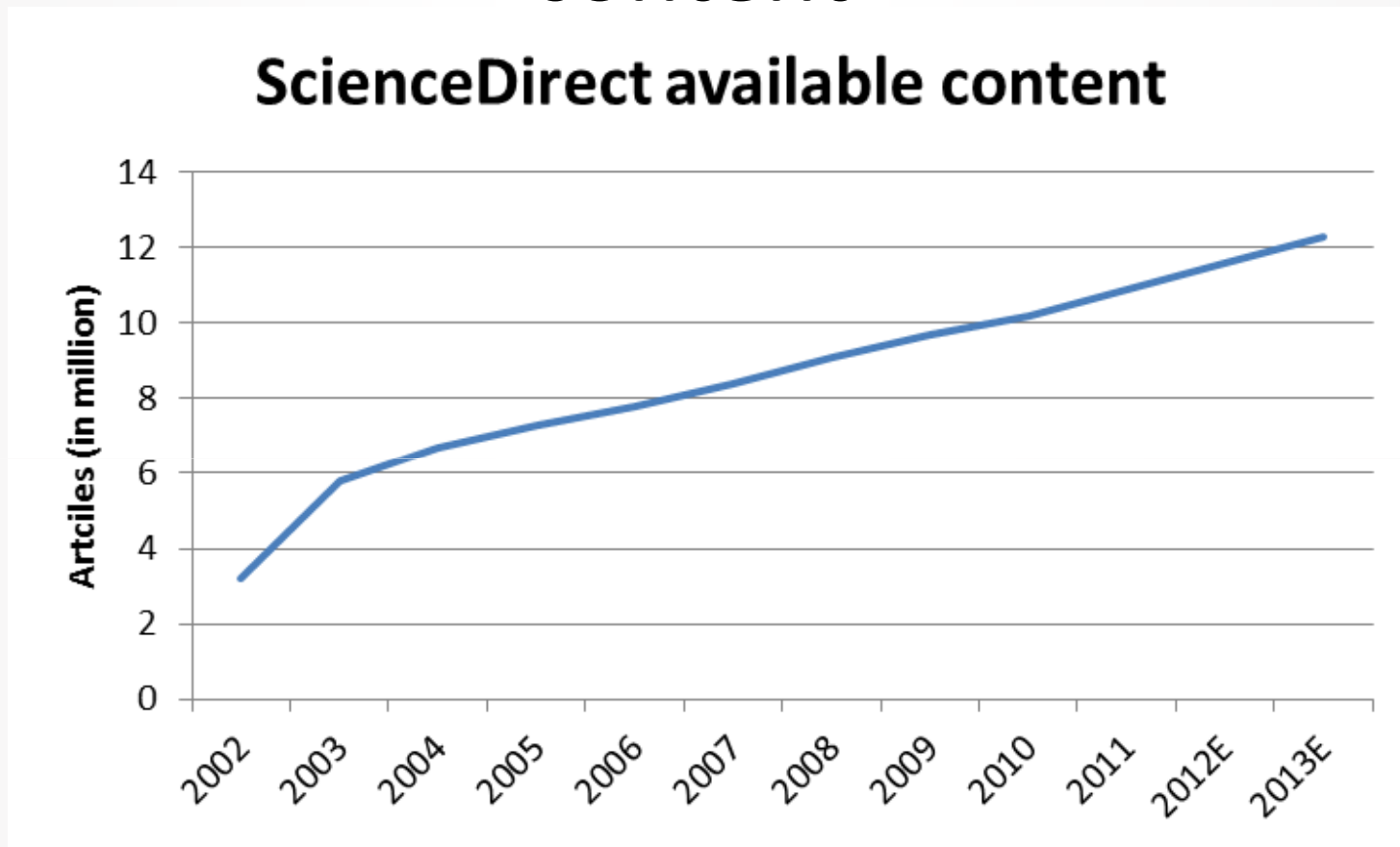
Dissemination: ScienceDirect



Key Facts:

- 600 million downloads per year
- 2,000 journals
- 11 million articles
- 12 million scientists have access
- >90% of STM scientists have access to >94% of Elsevier content

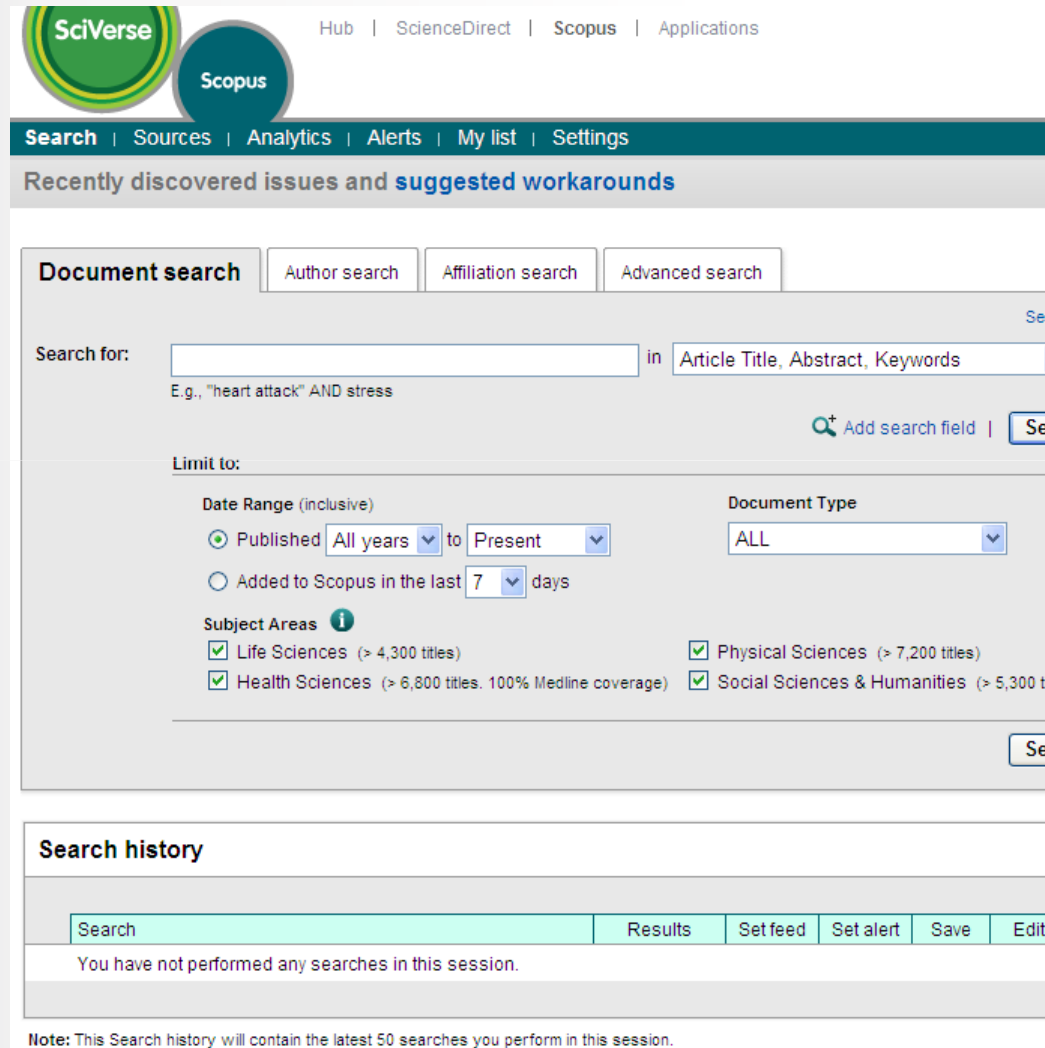
ScienceDirect has steadily growing content



Based on analysis by Leo de Vos, Head of Pricing

➤ **50 Million Records!**

Scopus



The screenshot shows the Scopus search interface. At the top, there are links for Hub, ScienceDirect, Scopus, and Applications. Below this is a navigation bar with Search, Sources, Analytics, Alerts, My list, and Settings. A banner for 'Recently discovered issues and suggested workarounds' is visible. The main search area is titled 'Document search' and includes tabs for Author search, Affiliation search, and Advanced search. The search form has a 'Search for:' field with a placeholder 'E.g., "heart attack" AND stress' and a dropdown menu for 'in' with options 'Article Title, Abstract, Keywords'. Below the search field is a 'Limit to:' section with 'Date Range (inclusive)' options: 'Published' (selected) with 'All years' to 'Present', and 'Added to Scopus in the last 7 days'. There is also a 'Document Type' dropdown set to 'ALL'. Under 'Subject Areas', there are checkboxes for Life Sciences (> 4,300 titles), Health Sciences (> 6,800 titles, 100% Medline coverage), Physical Sciences (> 7,200 titles), and Social Sciences & Humanities (> 5,300 titles). At the bottom, there is a 'Search history' section with a table showing search results, set feed, set alert, save, and edit options. A note at the bottom states: 'Note: This Search history will contain the latest 50 searches you perform in this session.'

- The world's largest abstract and citation database of peer-reviewed literature
- Titles from 5,000 publishers worldwide.
- Enriched with research tools, citation analytics and advanced search features, to provide the fastest way to find relevant content.
- You can receive notifications triggered by new citations of your work.
- Additional functions help find potential co-authors, rank papers by citation count and
- Evaluate journals by their degree of relevance within a given field.

ORCID

- Keep track of a scientist's research record can be difficult:
 - Changing names (marriage)
 - Different variations in name spelling
 - Different scientists with the same names



ORCID = Open Researcher and Contributors ID repository

ORCID

- What is ORCID?
 - Nonprofit Organization founded by academic institutions, professional bodies, funding agencies and publishers (e.g. Elsevier)
 - Launched with the help of donations, sponsorships and grants from scholarly communication sector (also Elsevier)
 - It's designated to sustain itself through membership fees for institutions and organizations
 - Elsevier is represented in ORCID's Board of Directors



ORCID

- Why ORCID?
 - Helps to remove systematic name ambiguity in scholarly Publishing
 - Open and transparent linking mechanism between ORCID, other ID schemes, search objects such as publications, grants and patents
 - Unique ID from ORCID per scientist
 - Linked to scientist's individual research output
 - ORCID record data can be synchronized with external systems (e.g. Scopus)
 - ORCID IDs can be used by editors, funding agencies publishers and institutions to identify individuals (same principle as ISBNs or DOIs for books and articles)
 - No misinterpretation of data/research records anymore

ORCID

- How to get an ORCID ID?
 - Register for a unique ORCID ID:
 - Visit ORCID website (www.orcid.org)
 - Create complete online record of your research and publications
 - You receive a 16-digit number presented in the form of a web address that leads to your profile (e.g. <http://orcid.org/0000-0002-8534-5985>)

ORCID

- ORCID and Scopus:
 - ORCID identifier record data can be synchronized with Scopus
 - ORCID records can be linked to Scopus Author Profiles when setting up ORCID profiles
 - Scopus can automatically keep ORCID bibliography up-to-date
 - In the course of 2013, Scopus is going to incorporate ORCID data into Scopus author profiling process
 - Increased accuracy of Scopus profiles
 - Automatic propagating work that researchers do to clean up their ORCID profiles
 - Elsevier intends to incorporate ORCID in many other products and services over time (currently in progress for SciVal, manuscript submission process)

2. Trends in Publishing

➤ **General Trends**

➤ **Open Access**

Trends in publishing

- **Rapid conversion from “print” to “electronic”**
 - 1997: print only
 - 2009: 55% e-only (mostly e-collections)
25% print only
20% print-plus-electronic
- **Changing role of “journals” due to e-access**
- **Increased usage of articles**
 - At lower cost per article
- **Electronic submission**
 - Increased manuscript inflow
- **Experimentation with new publishing models**
 - E.g. “author pays” models, “delayed open access”, etc.

Elsevier open access journal portfolio includes:

Latest Additions Full Gold:

- Applied & Translational Genomics
- Cell Reports
- FEBS Open Bio
- Gynecologic Oncology Case Reports
- International Journal for Parasitology: Drugs and Drug resistance
- International Journal of Surgery Case Reports
- Medical Mycology Case Reports
- Physics of the Dark Universe
- Redox Biology
- Results in Immunology
- Results in Pharma Sciences
- Results in Physics
- Trials in Vaccinology

The journal published so far: 259 authors in 53 articles.



Open Access Week

FEBS Open Bio is celebrating **Open Access week**, which runs from 22nd - 28th October. We would like to offer everyone the opportunity to publish their next paper with open access by offering a 50% discount.

Please quote the reference OPENACCESSWEEK in your [submission](#). This offer will expire on the **30th of November**.

[Submit paper ▶](#)

[Journal website](#)

- **And over 1,200 journals have an OA option (Gold)**
- **Delayed OA (Over 70 journals: e.g. Cell)**
- **Green OA (Pre Print)**





**Publishing
Connect**

Partnering with the Global Research Community

3. Bibliometrics

- **Impact Factor**
- **h-Index**
- **Bibliometric data on Lithuania**
- **Scopus**



Impact Factor

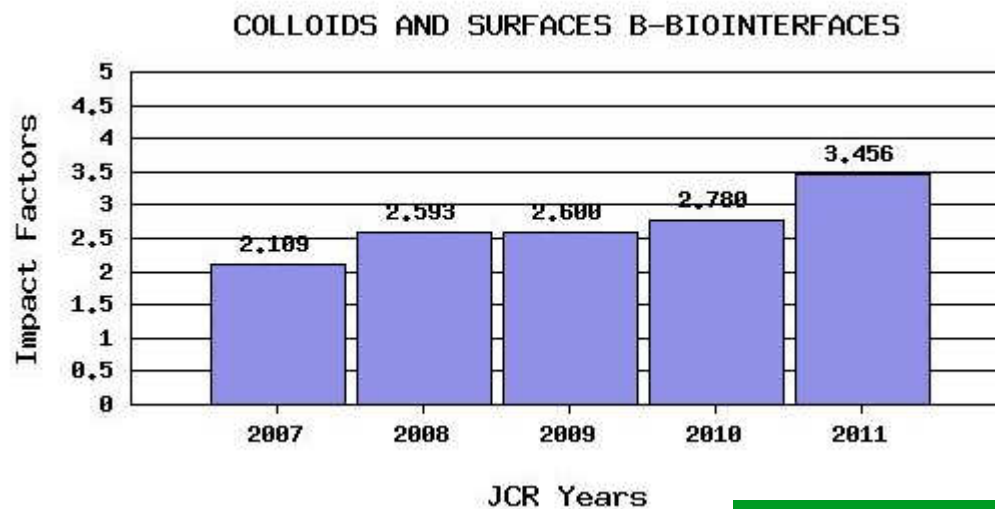
The Impact Factor

- A ratio between citations and recent citable items published in a journal; the average number of citations received per published article



The 2011 Impact Factor

$$\begin{array}{l}
 \text{All citations in 2011} \\
 \text{to articles published in 2009 and 2010} \\
 \hline
 \text{Number of source items} \\
 \text{published in 2009 and 2010}
 \end{array}
 = \frac{1339 + 1467 = 2806}{350 + 462 = 812} = 3.456$$



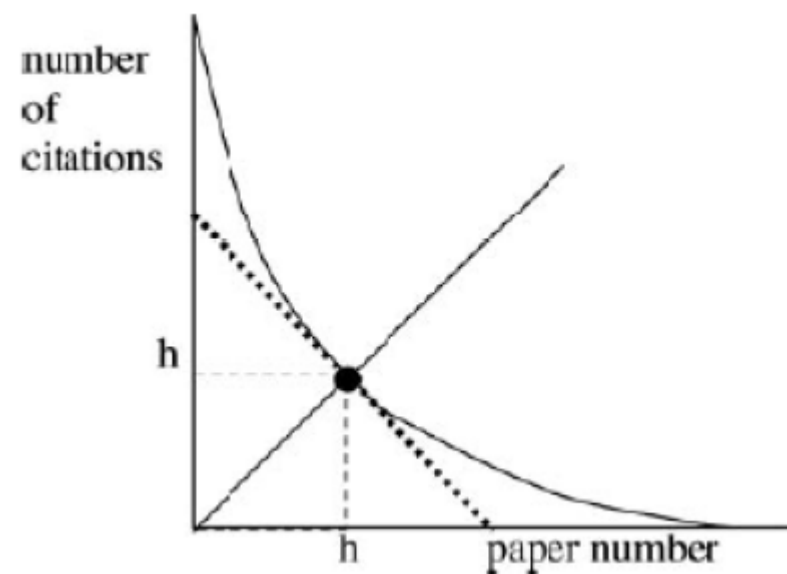
Source: Thomson Reuters JCR

ISI Web of KnowledgeSM
Journal Citation Reports[®]

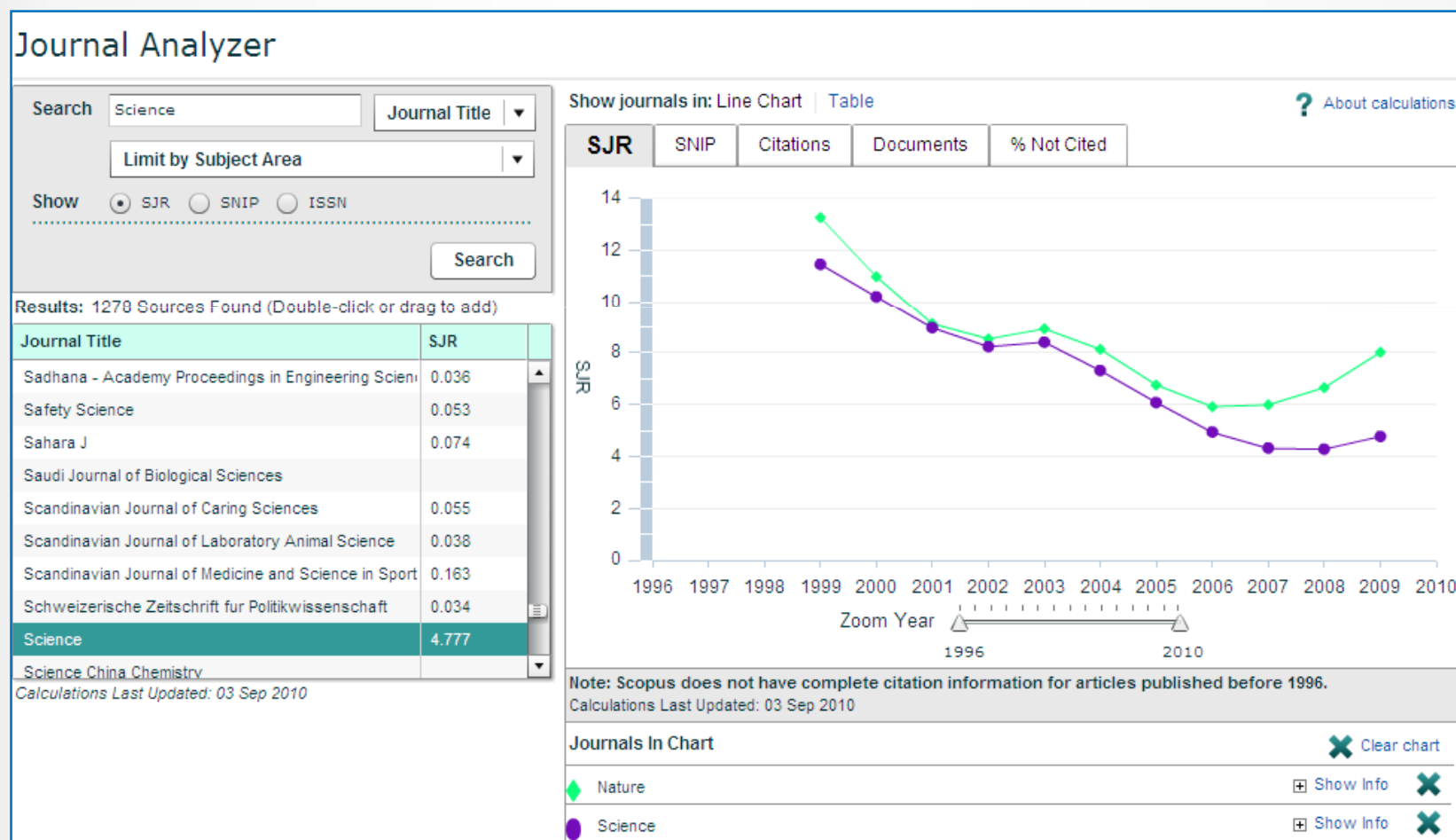


h-Index

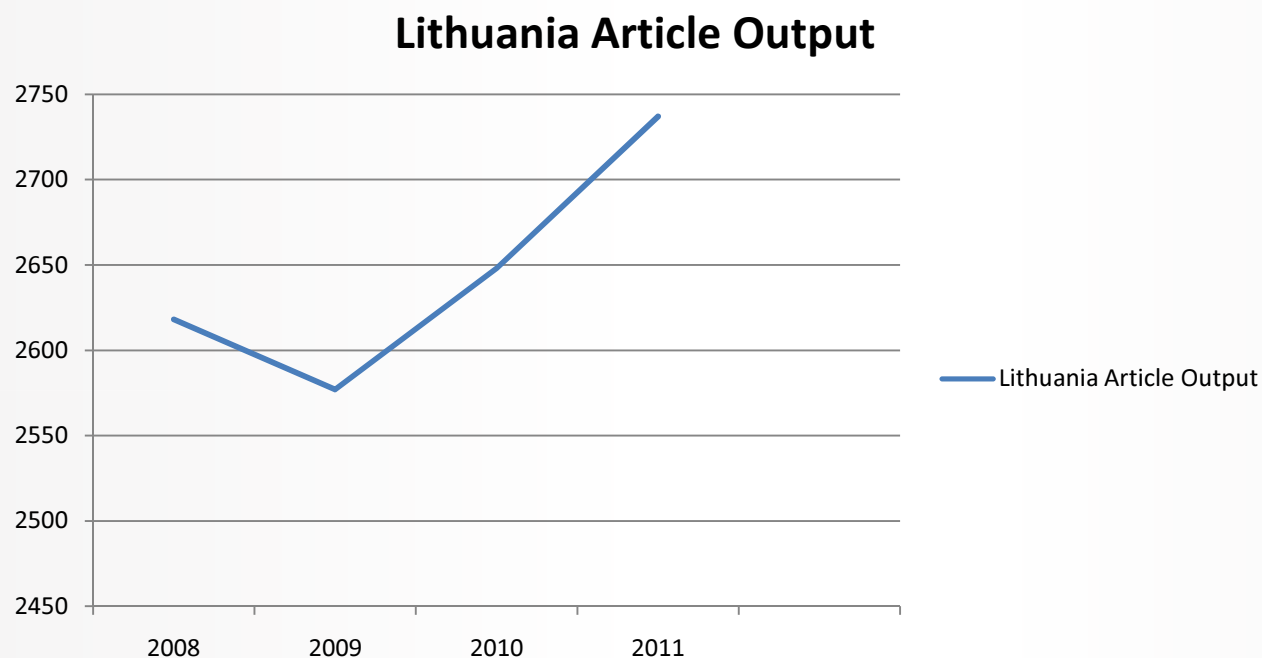
- Proposed by physicist Jorge Hirsch in 2005
- Rates individual based on career publications
- Incorporates both quantity (no. publications) and quality (no. citations)
- A scientist has index *h* if *h* papers have at least *h* citations each



New evaluation metrics: SNIP and SJR



Article Output Lithuania



	2008	2009	2010	2011
Lithuania Article Output	2618	2577	2648	2737



Subject areas for Lithuania

Subject Area	No of Publications (2008-2011)
Engineering	2503
Physics and Astronomy	2188
Materials Sciences	1571
Medicine	1335
Social Sciences	1281
Agricultural and Biological Sciences	888
Computer Science	818
Chemistry	786
Mathematics	729

Thank you!

For further writing/submission tips and author services:
www.elsevier.com/authors

For online trainings and tutorials on all of Elsevier's
products:

<http://trainingdesk.elsevier.com>

For questions about ethical issues:

<http://www.ethics.elsevier.com/>

Scopus

