Publish or Perish

TOCAT 7
Kyoto 2014

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About Elsevier

- Elsevier is a global leader in the development and dissemination of scientific, technological, and medical knowledge
- We are a global company, established in Amsterdam in 1880, with roots going back to 1580
- We publish nearly 2,000 journals and over 1,400 new book titles annually, and all electronically
- We help societies, institutions, researchers and clinicians around the world to disseminate information globally, reach new markets and expand their customer base to advance science and medicine
- We are industry leaders in providing content and technology solutions
Over one million English language research articles published globally each year

About 1000 English language research articles published with Elsevier per day
It’s about people

- Over 7,000 people in 25 countries and more than 80 local offices
- We use our collective expertise to partner with experts in science and healthcare, and create content and technology solutions that help them get better outcomes.
Publishing Cycle

- Solicit and manage submissions
- Manage peer review
- Edit and prepare
- Publish and disseminate
- Archive and promote
- Production

- >600,000+ article submissions per year
- >400 million downloads per year in 2008
- 2.8 million print pages per year
- 9 million articles available
- 10 million researchers
- 4,500+ institutions
- 180+ countries
- >300,000 new articles produced per year
- 180 years of back issues scanned, processed and data-tagged
- 500,000 referees
- 1 million referee reports per year
- 40%-90% of articles rejected
- 7,000 editors
- 70,000 editorial board members
- 6.5 million author/publisher communications per year
- 2.8 million print pages per year
- 9 million articles available
- 180 years of back issues scanned, processed and data-tagged

- Organise editorial boards
- Launch new specialist journals
- 1,000 new editors per year
- 18 new journals per year
- 7,000 editors
- 70,000 editorial board members
- >600,000+ article submissions per year
- 7,000 editors
- 70,000 editorial board members
- 6.5 million author/publisher communications per year
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- >400 million downloads per year in 2008
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Focus on the author
Journals, editors, reviewers, etc. are “tools” to satisfy key author needs:
- priority, certification of research,
- continuation of funding and employment,
- recognition and career
The Editorial Process
The Process of Writing – Building the Article

1. Title
2. Abstract
3. Introduction
4. Methods
5. Results
6. Discussion
7. Conclusion
8. Figures/tables (your data)
Elsevier content and ScienceDirect

Over 12 million articles available

Supported by your library

Increasing distribution to mobile and apps
So what is Open Access?

- Author processing fee per article published – sole mechanism to support journal
- Some journals use subsidies, grants and waivers
- Often referred to as “gold” open access

**EXAMPLES**
- Elsevier has 14 OA journals

- Option to make an article within a subscription journal open access
- Supported by several funding organisations
- Often referred to as the hybrid model

**EXAMPLES**
- Elsevier has 1,200 journals that offer this service
- Agreements with RCUK, Wellcome Trust, FWF, Telethon

- Posted manuscripts, or pre-prints to websites and repositories
- Supported by many universities and research organisations
- Often referred to as “green” open access
- Elsevier has a very liberal posting policy that supports researcher needs
- Agreements developed with institutions to facil

- Subscription journals making articles freely available online after time delay
- Time to free access varies due to differences in subject fields

**EXAMPLES**
- Over 90 Elsevier journals now offer this solution in fields such as medicine, life sciences and mathematics
Open Access has grown in the last decade

- Gold OA ("Author Pays") articles made up 7% of total in 2012
- The level of uptake varies by field – highest in Life and Health Sciences
Elsevier publishes over 6,000 open access articles per year

- Elsevier publishes 60+ Open Access Journals
- This number will grow

Elsevier offers the Open Article choice in 1,600 established, peer reviewed journals
Grand Challenges Are Multidisciplinary and Global

Climate Change

Poverty Reduction

Food and Water Security

Energy

Aging Populations

Cybersecurity

Environment
The world as a whole spent over $1.55T in R&D in 2013.

In 2013 South Korea spent $63B, 3.6% of its GDP, on R&D, while France spent $52B, 2.3% of its GDP.

India’s investments in R&D were equivalent to the UK’s at $44B.

US R&D spending was up 4.1% over the prior year to $450B, while China’s spending rose 11.2% to $258B.
R&D expenditures for United States, EU, and 10 Asian economies: 1996–2009:

Q: what fields to fund, how much to fund them, and have our research strategies paid off in terms of key publications and significant research advances?

Asia-10 = China, India, Indonesia, Japan, Malaysia, Philippines, Singapore, South Korea, Taiwan, Thailand; EU = European Union
UK Brain Circulation

Outflow
- Researchers: 5.8%
- Relative Productivity: 0.91
- Relative Seniority: 1.15

Returnees Outflow
- Researchers: 4.2%
- Relative Productivity: 0.95
- Relative Seniority: 1.2

Transitory (mainly non-UK)
- Researchers: 30.8%
- Relative Productivity: 1.35
- Relative Seniority: 1.11

Transitory (mainly UK)
- Researchers: 13.6%
- Relative Productivity: 0.98
- Relative Seniority: 1.05

Returnees Inflow
- Researchers: 2.6%
- Relative Productivity: 1.66
- Relative Seniority: 1.23

Inflow
- Researchers: 5.8%
- Relative Productivity: 0.89
- Relative Seniority: 1.13

Brain Outflow
- Researchers: 10%
- Rel Productivity: 0.62
- Rel Seniority: 1.17

Brain Inflow
- Researchers: 8.5%
- Rel Productivity: 1.14
- Rel Seniority: 1.16

Transitory Brain Mobility
- Researchers: 44.4%
- Rel Productivity: 1.24
- Rel Seniority: 1.08

Non-UK

UK only
- Researchers: 37.2%
- Rel Productivity: 0.60
- Rel Seniority: 0.82

Returnee Researcher = 2 or more years abroad
Transitory Researcher = 2 or more years abroad
Germany Brain Circulation

- **Outflow**
  - Researchers: 5.4%
  - Relative Productivity: 0.90
  - Relative Seniority: 1.17

- **Returnees Outflow**
  - Researchers: 3.0%
  - Relative Productivity: 1.02
  - Relative Seniority: 1.25

- **Transitory (mainly non-DEU)**
  - Researchers: 26.0%
  - Relative Productivity: 1.36
  - Relative Seniority: 1.16

- **Transitory (mainly DEU)**
  - Researchers: 13.8%
  - Relative Productivity: 1.08
  - Relative Seniority: 1.08

- **Returnees Inflow**
  - Researchers: 3.3%
  - Relative Productivity: 1.45
  - Relative Seniority: 1.26

- **Inflow**
  - Researchers: 4.3%
  - Relative Productivity: 0.93
  - Relative Seniority: 1.16

- **Brain Outflow**
  - Researchers: 8.4%
  - Relative Productivity: 0.94
  - Relative Seniority: 1.20

- **Transitory Brain Mobility**
  - Researchers: 40.1%
  - Relative Productivity: 1.26
  - Relative Seniority: 1.13

- **Brain Inflow**
  - Researchers: 7.5%
  - Relative Productivity: 1.16
  - Relative Seniority: 1.20

**Germany only**
- Researchers: 44.0%
- Relative Productivity: 0.64
- Relative Seniority: 0.81
China Brain Circulation

Outflow
Researchers: 1.6%
Relative Productivity: 0.92
Relative Seniority: 1.59

Returnees Outflow
Researchers: 0.5%
Relative Productivity: 1.18
Relative Seniority: 1.86

Transitory (mainly non-China)
Researchers: 7.4%
Relative Productivity: 1.30
Relative Seniority: 1.58

Transitory (mainly China)
Researchers: 8.6%
Relative Productivity: 1.13
Relative Seniority: 1.29

Returnees Inflow
Researchers: 3.9%
Relative Productivity: 2.25
Relative Seniority: 1.86

Inflow
Researchers: 3.1%
Relative Productivity: 1.34
Relative Seniority: 1.80

China only
Researchers: 74.9%
Relative Productivity: 0.74
Relative Seniority: 0.81

Returnee Researcher = 2 or more years abroad
Transitory Researcher = 2 or more years abroad

Brain Outflow
Researchers: 2.1%
Relative Productivity: 0.69
Relative Seniority: 1.66

Transitory Brain Mobility
Researchers: 16%
Relative Productivity: 1.22
Relative Seniority: 1.42

Brain Inflow
Researchers: 7.1%
Relative Productivity: 1.85
Relative Seniority: 1.83
## Migration Comparison of 5 Countries – The US as Global Destination

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<td>USA</td>
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<td>CAN</td>
<td>9.7%</td>
<td>JPN</td>
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<td>KOR</td>
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<td>SGP</td>
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<td>GBR</td>
<td>2.80%</td>
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<tr>
<td>ITA</td>
<td>3.3%</td>
<td>JPN</td>
<td>4.6%</td>
<td>DEU</td>
<td>4.20%</td>
<td>DEU</td>
<td>2.50%</td>
<td>CAN</td>
<td>3.60%</td>
</tr>
</tbody>
</table>
Global Paper Publication Scopus, 2008-2012

[Graph showing the publication numbers for EU, US, China, and Japan from 2008 to 2012.]
Chinese Co-Authorship Pairs
Scopus, 2008-2012

China-EU
China-US
China-Japan

2008 2009 2010 2011 2012
Bang for Buck—Citation Impact per $1B USD Spent
Thank You

QUESTIONS?