



UNIVERSITI  
KEBANGSAAN  
MALAYSIA  
*National University of Malaysia*

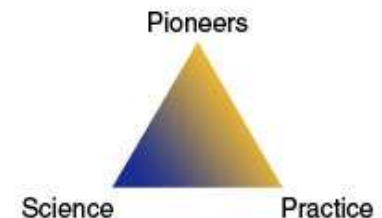
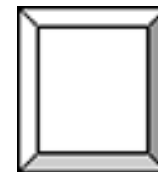


**Monday, 3 December 2012, 2.00-4.30 pm, Meeting Room,  
Block A (Faculty of Humanities and Social Sciences)**

**Publication Workshop with Professor Gunter Brauch:  
Peace, Security, Environment and Development in ASEAN  
(Eds.: Zarina Othman, Sity Daud and Nor Azizan Idris)**

**Hans Günter Brauch, Editor**

**Hexagon Series on Human, Environmental Security and Peace, vol. 8  
Springer Briefs in Environment, Security, Development & Peace, vol. 1-2  
SpringerBriefs on Pioneers in Science & Practice, vol. 1**



# Contents

1. Springer publisher: history & scope
2. Scientist not an employee of Springer: my experience and publication vision
3. My own three series
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5. Peer reviewed journals and books
6. Dominance of Northern editorial boards
7. Books & Ebooks, electronic journals
8. Open Access publications: books & Journals



Springer

the language of science

# 1. Springer Publisher: One of 2 largest publishers

- In May 1842 Julius Springer founded Springer a bookstore & publishing house in Berlin, A. E. Kluwer, Kluwer Academic Publishers merged in 2004.
- Springer opened Vienna office in 1924, branch in New York in 1964, followed by Tokyo, London, Paris and Hong Kong shortly thereafter. The company quickly became one of the world's leading scientific publishers.
- In 1999, **Bertelsmann** acquired a majority share in **Springer-Verlag**. In 2003, British financial investors Cinven and Candover acquired Kluwer Academic Publishers & BertelsmannSpringer, which were **merged in 2004**.
- In Oct.2008, Springer purchased BioMed Central, an open access publisher, making Springer, the world's largest open access publisher.
- In 2009, the sale of **Springer to EQT, a Swedish financial investor, & GIC, investment vehicle of the government of Singapore**, was announced.
- Healthy organic growth and recent acquisitions, embrace of technological advances (i.e. ePublishing) and its dedicated employees provide the basis for sustainable service to the global scientific and professional community.

# 1.1 Springer SBM & STM (Science, Technology & Medicine)

**Springer serves the research and academic communities around the globe, publishing journals, major reference works, books, and digital media.**

**Springer Science+Business Media** is a leading global scientific publisher & a provider of local professional publications, especially in Germany and the Netherlands.

Springer has operations in about **20 countries** in Europe, the USA, and Asia, and more than 5,500 employees. In 2010, it generated annual sales of around EUR 866 million.

**Springer is a global STM (Science, Technology and Medicine) publisher, in Berlin, Dordrecht, Heidelberg, London, Paris, Milan, New York, Tokyo, Beijing, Hong Kong, Seoul, Moscow, Vienna, Dubai, Melbourne, Sao Paulo and Singapore.**

**In science, technology and medicine (STM) sector, Springer publishes ca. 2,600 journals & more than 7,000 new books a year, as well as the largest STM eBook Collection worldwide.**

# 1.2 Springer's Developing Countries Initiatives

<http://www.springer.com/about+springer/what+we+do/developing+countries?SGWID=0-174104-0-0-0>

- **Springer is aware of its role in the distribution of scientific information and access to knowledge and research.** Springer makes a concerted effort to ensure that the knowledge we manage is also **accessible in those parts of the world that are still developing.** Springer participates, often in leading roles, many efforts and initiatives which facilitate access to scientific information, or to disseminate this information further and wider.
- **Springer participates in numerous 'Tertiary Level' Philanthropic Projects - in cooperation with Governments, Non Governmental Organizations, Donor and other Aid Organizations.** The goal is to help by providing access to journals content to researchers in the third world, who do not have the possibility for access because of lack of financial resources at their institutions
- Springer offers an economically viable pricing model for university and research institution libraries in selective developing countries to access Springer's electronic publications online via the internet.
- **For a full description of the initiatives we participate in and for a list of eligible countries, please visit our website at: [springer.com](http://springer.com) under "Our Services for Developing Countries Initiatives."**

Some of the more noteworthy initiatives are:

- **HINARI Health Inter Network Access to Research Initiative**
- **AGORA Access to Global Online Research in Agriculture**
- **TEEAL The Essential Electronic Agricultural Library**
- **INASP/PERI**
- **Authors coming from 90 developing countries are exempt from fees for Open Access journals.**

# 1.3 Springer and Southeast Asia

- **Springer commissioning editor (Singapore):**
  - Dr. Loyola DSilva, LoyolaDSilva@springer.com
- **Policy & Social sciences & 3 book series**
  - Dr. Hans Günter Brauch; brauch@onlinehome.de
- **Goal:** expand in Southeast Asia
- **My contact:** Springer editorial office in Heidelberg, Germany, Earth Sciences & Geography
- **Dr. Christian Witschel**, Editorial Director
- **Dr. Johanna Schwarz**, Publishing Editor
- Earth Sciences and Geography, Heidelberg

## **2. Scientist not an employee of Springer: my experience and publication vision**

- Political scientist who specialized on hard and new security, peace and environmental issues
- Published 3 books with Macmillan/Palgrave
- First two books in German with Springer on Climate Policy (1996) & Energy Policy (1997)
- Since 2003: Hexagon Book Series on Human and Environmental Security and Peace (8 vol.)
- Since 2012: 2 Springer Briefs Series:
  - peer-reviewed (ESDP),
  - not peer-reviewed (Pioneers in Science & Practice)

# **2.1 Publisher & Triple Editor**

**Springer Publisher: one of 2 largest scientific publishers globally,**

**Largest publisher of E books**

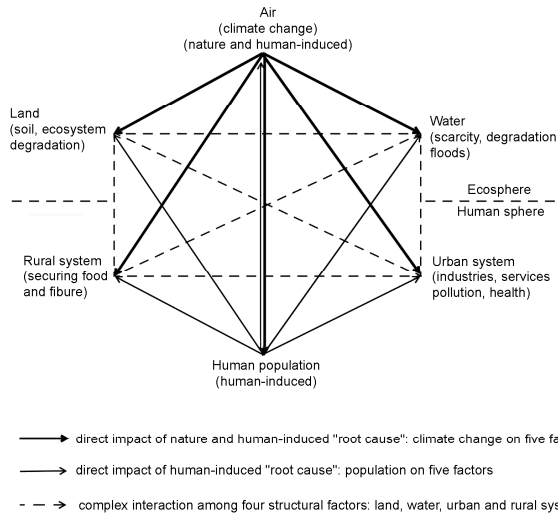
**My role, scientific editor of 3 book series**

- Hexagon Series on Human, Environmental Security and Peace**
- Springer Briefs in Environment, Security, Development & Peace,**
- SpringerBriefs on Pioneers in Science & Practice,**

**Invitation of proposals from UKM**



# 2. Hexagon Book Series on Human and Environmental Security and Peace



Hexagon book series offers platform for scientific communities on

- global environmental & climate change, disaster reduction, human, environmental, gender security,
- Peace, security, development & environmental studies
- for the humanitarian aid and the policy community in national governments and international organizations.

**Scientific & Policy Goals:**

- Impacts of anthropogenic global environmental & climate change on the security of states & human beings (humankind)

**Multi-, Inter- & Transdisciplinarity:  
International and Diversity**

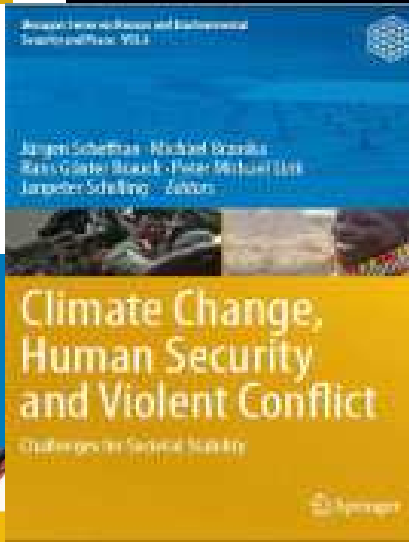
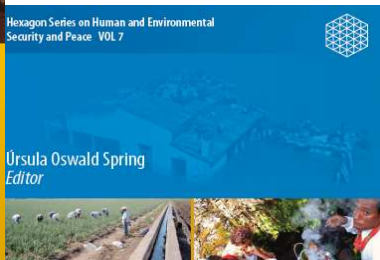
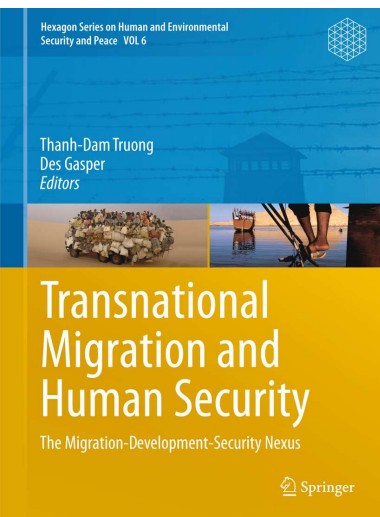
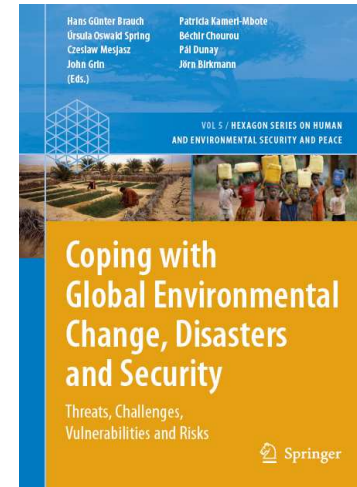
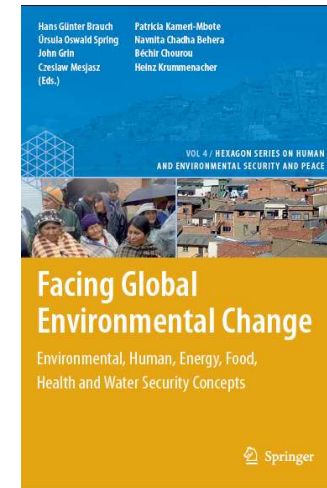
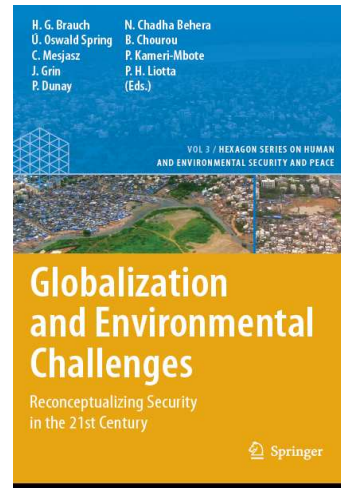
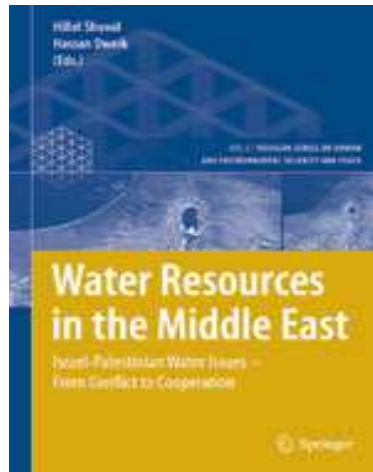
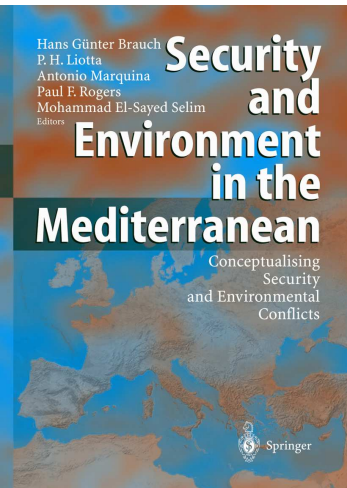
## **GEC (Ecosphere) supply side**

- Air: Global climate change
- Soil degrad., desertification
- Water scarcity, hydrol. cycle
- Biodiversity

## **Human-induced (Anthroposphere) demand side**

- Population growth
- Urbanization, Pollution, Health
- Rural systems: Agriculture
- Socio-economic processes

# 2.2. Hexagon Series: Volumes I-VIII



## Forthcoming Volumes

- Truong, Thanh-Dam; Bergh, S.I.; Gasper, Des; Handmaker, J. (Eds.): Migration, Gender and Social Justice - Perspectives on Human Security. Hexagon Series on Human and Environmental Security and Peace, vol. 9 (Heidelberg – Dordrecht – London – New York: Springer, 2012).
- Czeslaw Mesjasz: *Stability, Turbulence or Chaos? Systems Thinking and Theory and Policy of Security*. Hexagon Series on Human and Environmental Security and Peace, vol. 10 (Berlin et al. Springer-Verlag, 2013).

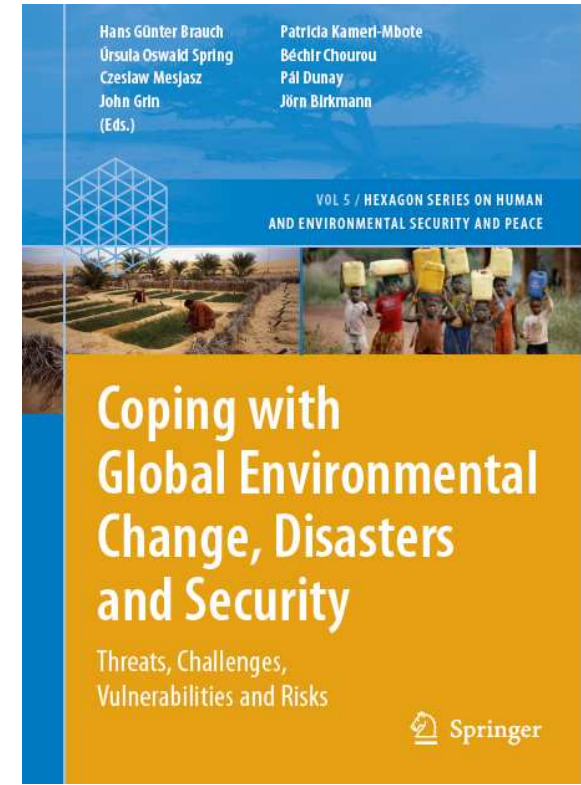
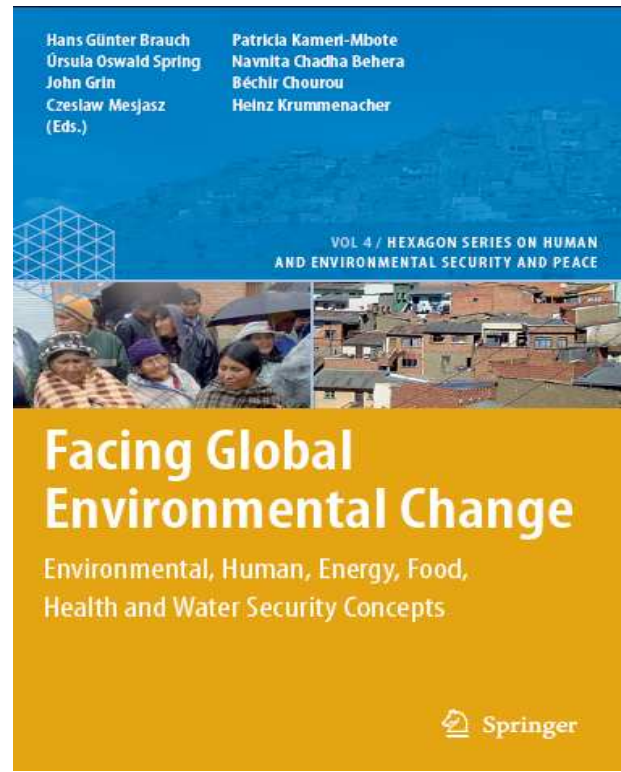
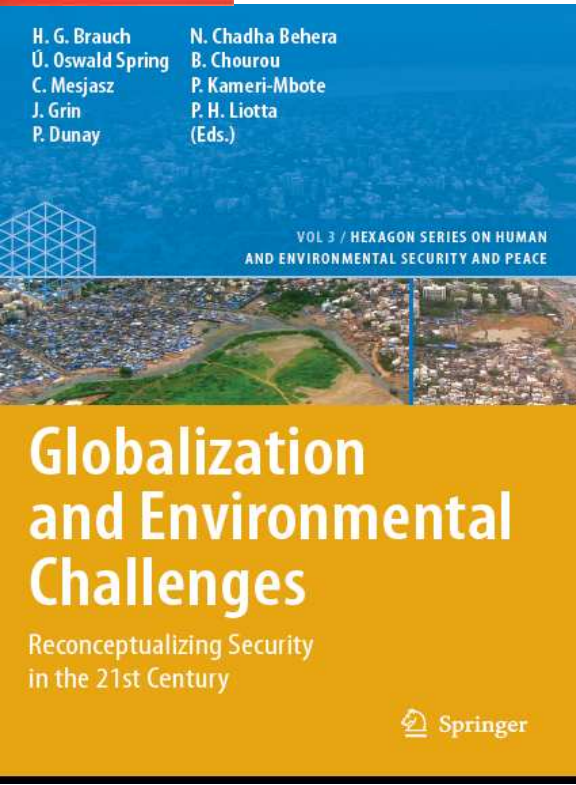
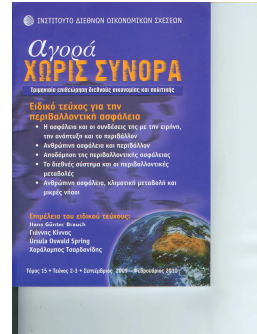
# 2.3. Global Environmental and Human Security Handbook for the Anthropocene

<http://www.afes-press-books.de/html/hexagon.htm>

**Vol. 3 (1): Globalization and Environmental Challenges: 92 authors, 36 countries, 16 disciplines, (2008)**

**Vol. 4 (2): Facing Global Environmental Change: 132 authors, 49 countries on global debate and problems of environmental, human, energy, food, health, water security (2009)**

**→ Vol. 5 (3): Coping with Global Environmental Change: Disasters and Security – Threats, Challenges, Vulnerabilities and Risks 164 authors, 48 countries (2011).**



# 2.5 Hexagon Series in the Internet



## Website of publisher:

- <http://www.springer.com/series/8090>
- <http://www.springer.com/series/8090?detailsPage=titles>
- <http://www.springer.com/earth+sciences+and+geography/geography/book/978-3-642-28625-4#>

## Springer Link:

- <http://www.springerlink.com/content/978-3-642-28626-1>

## Website of the editor:

- <http://www.afes-press-books.de/html/hexagon.htm>

Chapter download figures until 31 Dec. 2011:

- **Electronic download data:**
- Since its online publication on 15 May 2009 until 31 Dec. 2011 this vol. has received 17298 chapter download requests.
- **Year Usage**
- 2011: 6159
- 2010: 6169
- 2009: 4970

Website of each book

- [http://www.afes-press-books.de/html/hexagon\\_08.htm](http://www.afes-press-books.de/html/hexagon_08.htm)

## 2.6. Spanish book & Ebook

- [http://www.afes-press-books.de/html/hexagon\\_03\\_sp-mx.htm](http://www.afes-press-books.de/html/hexagon_03_sp-mx.htm)



- Úrsula Oswald Spring y Hans Günter Brauch
- Reconceptualizar la Seguridad en el Siglo XXI
- (Mexico D.F., Cuernavaca, UNAM/CRIM/CEIICH/CCA
- Mosbach, Germany: AFES-PRESS, 2009)
- ISBN 878-392-69-7578-0
- Ebook for Free download



## 2.7. Turkish Journal & Book

[http://www.afes-press-books.de/html/hexagon\\_03\\_tr.htm](http://www.afes-press-books.de/html/hexagon_03_tr.htm)

### ULUSLARARASI İLİŞKİLER (INTERNATIONAL RELATIONS) Academic Journal

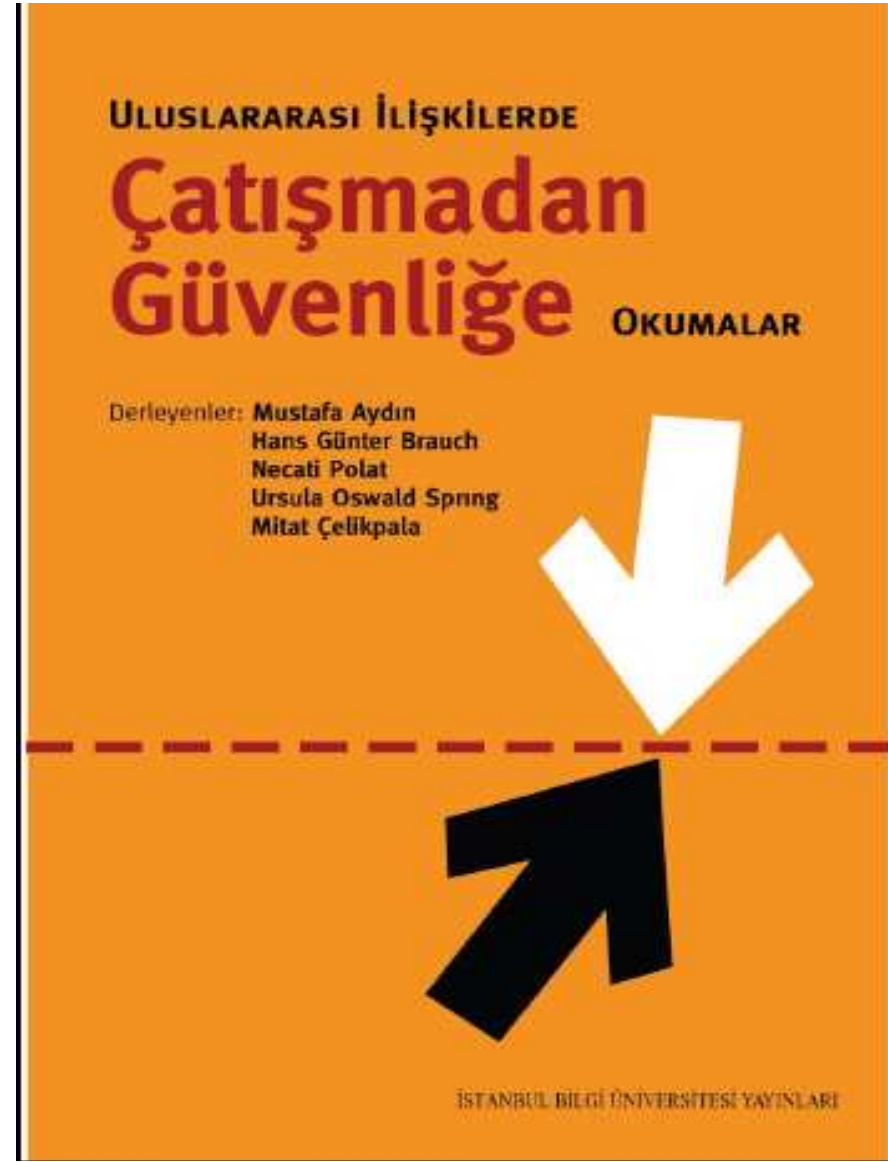
Vol. 15, Number 18, Summer 2008, pp. 1-214

Guest Editors

Hans Günter Brauch, Free University of  
Berlin, Germany

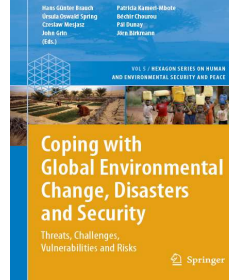
Mustafa Aydın, University, Ankara, Turkey

Úrsula Oswald Spring, UNAM/CRIM,  
Cuernavaca, Mexico

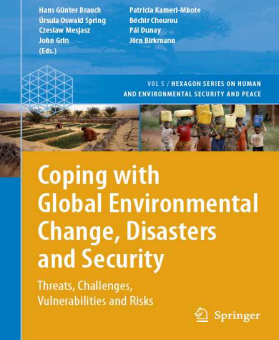




# 2.8. Editorial Team: 11 Co-editors from 10 Countries



- **Hans Günter Brauch**, PD ( Adj. Prof. ) at the Free University of Berlin, chairman of AFES-PRESS, fellow at UNU-EHS in Bonn and editor of this series
- **Úrsula Oswald Spring**, Professor at National University, Mexi-co; UNU-EHS chair on social vulnerability; writes on sustainability, deveopment, gender, disaster, poverty.
- **Czeslaw Mesjasz**, Assoc. Professor, Vice Dean, Cracow University of Economics; publishes on systems, game theory, conflict resolution, negotiation, economics, security.
- **John Grin**, Professor, Director of Amsterdam School for Social science Research; publi-shes on societal transformations in water management, agriculture, health care.
- **Navnita Chadha Behera** (New Delhi), Professor at the Nelson Mandela Centre for Peace & Conflict Resolution, Jamia Millia Islamia; publishes: Kashmir, South Asian security
- **Pál Dunay** is faculty member, Geneva Centre for Security Policy, was senior researcher at SIPRI (2004-2007),director of the Hungarian Institute of International Affairs in 2007.
- **Béchir Chourou** teaches International Relations at the University of Tunis-Carthage in Tunisia,publishes on Euro-Mediterranean relations, food policy, human security.
- **Patricia Kameri-Mbote**, Professor, School of Law, Strathmore University in Nairobi, Chair, Dep. of Private Law, Programme Director, Intern.Environmental Law Research Centre,
- **P. H. Liotta** is Professor of Humanities and Executive Director of the Pell Center for International Relations and Public Policy, Salve Regina University, Newport, Rhode Island
- **Heinz Krummenacher** is managing Director of Swisspeace, heads its early warning program and is member of the UN staff college's Early Warning Preventive Measures training unit.
- **Jörn Birkmann**, Academic officer of UNU-EHS, heads the section on vulnerability assessment, coordinates Working Group on “Measuring Vulnerability”.



# 2.7. Authors of Forewords & Preface Essays

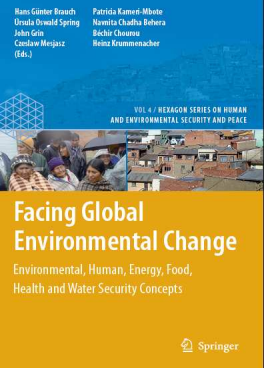
## Forewords by

- **Achim Steiner**, Executive Director of UNEP, UN Under-Secretary-General
- **Konrad Osterwalder**, Rector, UNU , UN Under-Secretary-General
- **Jean-Francois Bureau**, Assistant Secretary General, NATO
- **Joy Ogwu**, Permanent Representative at UN, former Foreign Minister of Nigeria;
- **HRH Prince Hassan Bin Talal of Jordan**

## With Preface Essays by

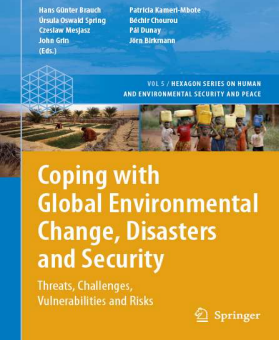
- **Professor Dr. Paul C. Crutzen**, Nobel Laureate in Chemistry, Max-Planck Society for the Advancement of Science, Mainz; His Excellency
- **Ambassador Jayantha Dhanapala**, President, Pugwash Conferences on Science and World Affairs, recipient of the Nobel Peace Prize 1995;
- **Professor Dr. Ulrich Beck**, University of Munich and LSE;
- **Dr. Hania Zlotnik**, Director, UN Populations Division, United Nations, New York;
- **Dr. Christoph Müller**, **Dr. Hermann Lotze-Campen**, **Dr. Veronika Huber**, **Dr. Alexander Popp**, **Dr. Anastasia Svirejeva-Hopkins** (Canada), **Mr. Michael Krause** and **Prof. Dr. Hans Joachim Schellnhuber**, Director, Potsdam Institute of Climate Impact Research.





## 2.8. Structure - Themes of this Book: Concepts, Coping Strategies & Tools

- I:** Introduction (chap. 1-5)
- II:** Regional Political and Military Security Dangers and Concerns (ch. 6-19)
- III:** Economic, Social, Environmental and Human Security Dangers in the Near East, Africa and Asia (ch. 20-28)
- IV:** Threats, Challenges, Vulnerabilities and Risks for Urban Centres in Hazards and Disasters (ch. 29-39)
- V:** Coping with Climate Change, Soil and Desertification, Water Management, Food and Health (ch. 40-67)
- VI:** Coping with Hazards, Social Vulnerability and Resilience Building (ch. 68-72)
- VII:** Coping with Global Env. Change: Scientific, International and National Political Strategies, Policies and Measures (ch. 73-89)
- VIII:** Remote Sensing, Vulnerability Mapping and Indicators of Env. Security Challenges (ch. 90-91)
- IX:** Towards an Improved Early Warning of Conflicts and Hazards (92-93)
- X:** Summary and Conclusions (ch. 94-95): Talks of Oswald Spring & Dalby



## 2.9. Spreading the Global Messages: Translation & Bookaid

- **Translations:** Spanish, Turkish & Greek (Behersa is possible depending on local partners)
- **Bookaid Project:**
  - 2004: 260 books to more than 90 countries
  - 2008: Modest Start: Local Savings Bank & author
  - 2009: 100 copies purchased/distributed by DAAD
  - 2010: 150 copies of vol. 1 & 2 of GEHSHA to 110 University and National Libraries in 69 countries in Africa, Asia & Latin America (value of 40.000 €)
- **Open Access Books (requires funding)**

## **2.10. Global Human and Environmental Security Handbook for the Anthropocene**

**To advance these aims in the scientific discourse is a goal of a book series published by Springer**

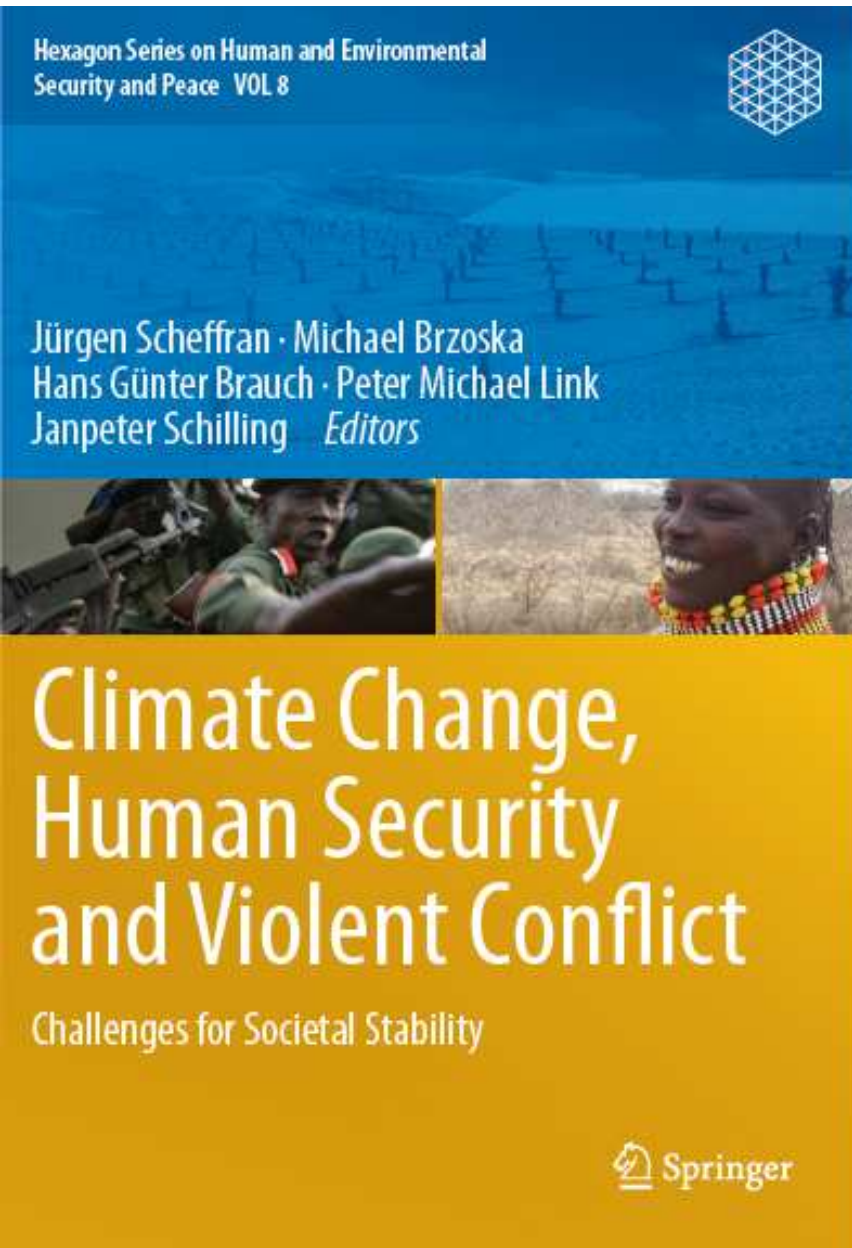
- Hexagon Book Series on Human and Environmental Security and PEACE (HESP)**

**<<http://www.afes-press-books.de/html/hexagon.htm>>**

- Global Environmental and Human Security Handbook for the Anthropocene (GEHSHA)**
  - Globalization and Environmental Challenges (2008)**
  - Facing Global Environmental Change (2009)**
  - Coping with Global Environmental Change (2011)**

**contains 270 peer reviewed chapters by 300 scientific authors and policy-makers from 100 countries**

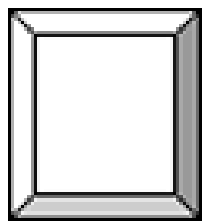
# 2.11. Volumes on 2 Discourses:



- Scheffran, Jürgen; Brzoska, Michael; Brauch, Hans Günter et al. (Eds.): ***Climate Change, Human Security and Violent Conflict: Challenges for Societal Stability*** Hexagon Series, vol. 8 (Heidelberg – Dordrecht – London – New York: Springer, 2012). [http://www.afes-press-books.de/html/hexagon\\_08.htm](http://www.afes-press-books.de/html/hexagon_08.htm)
- Brauch, Hans Günter; Oswald Spring, Úrsula et al. (Eds.): **Sustainability Transition & Sustainable Peace workshops. Hex. Series, vol. 11**
- **Workshop 1: September 2012, Mexico**
- **Workshop 2: 2 April 2013, SF, USA**
- **<[http://www.afes-press-books.de/html/ events.htm](http://www.afes-press-books.de/html/events.htm)>**

# 3. Springer Briefs in Environment, Security, Development & Peace

- ***Goal: conceptual quartet:***
  - 4 key concepts and linkages among: Environment, Security, Development & Peace
- ***Goal: global, multidisciplinary, peer-reviewed***
  - Global: more voice and visibility
  - Multidisciplinary: social & natural sciences
  - Peer-reviewed: 2-3 anonymous reviews (listed in Thompson of peer reviewed books)
- **Publisher: Springer: one of two largest scientific publishers globally (biggest electronic book collection)**
- **Three versions:**
  - Electronic book (SpringerLink; all chapters)
  - Softcover book (digital printing, with colours,
  - Springer packages (free access), My Copy Option. Half price

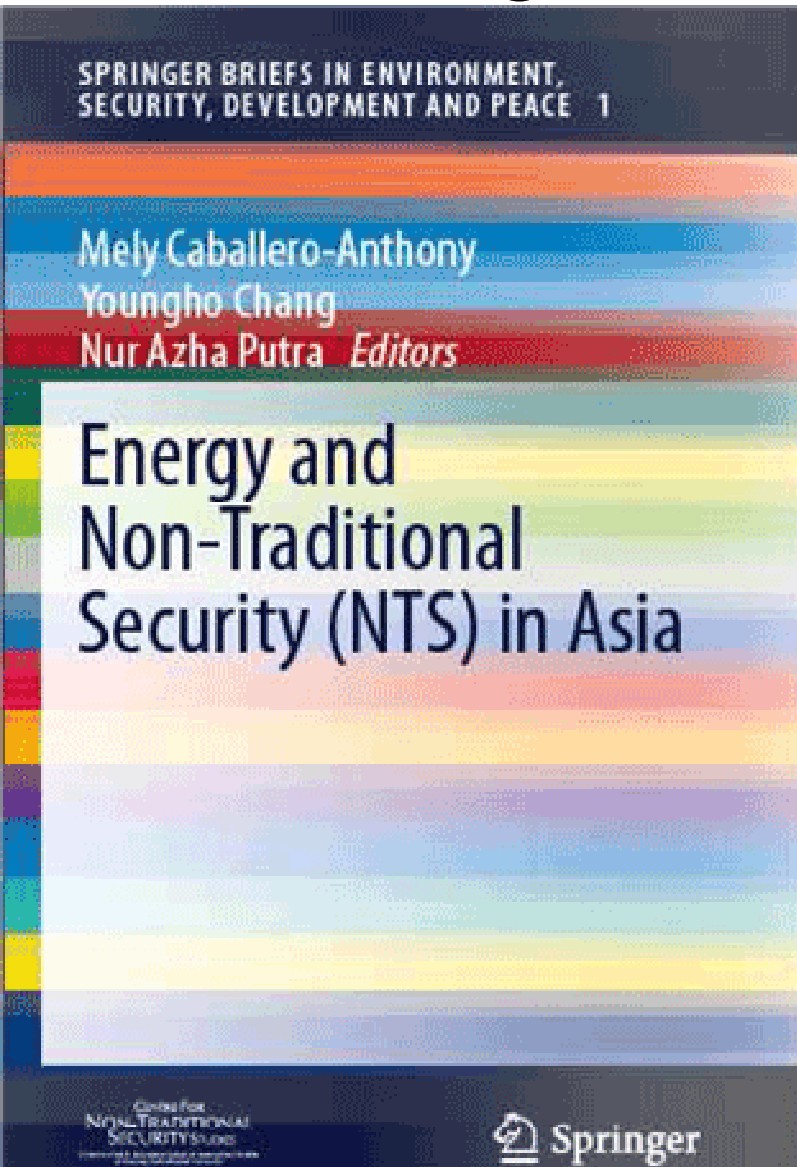


**Springer**

the language of science

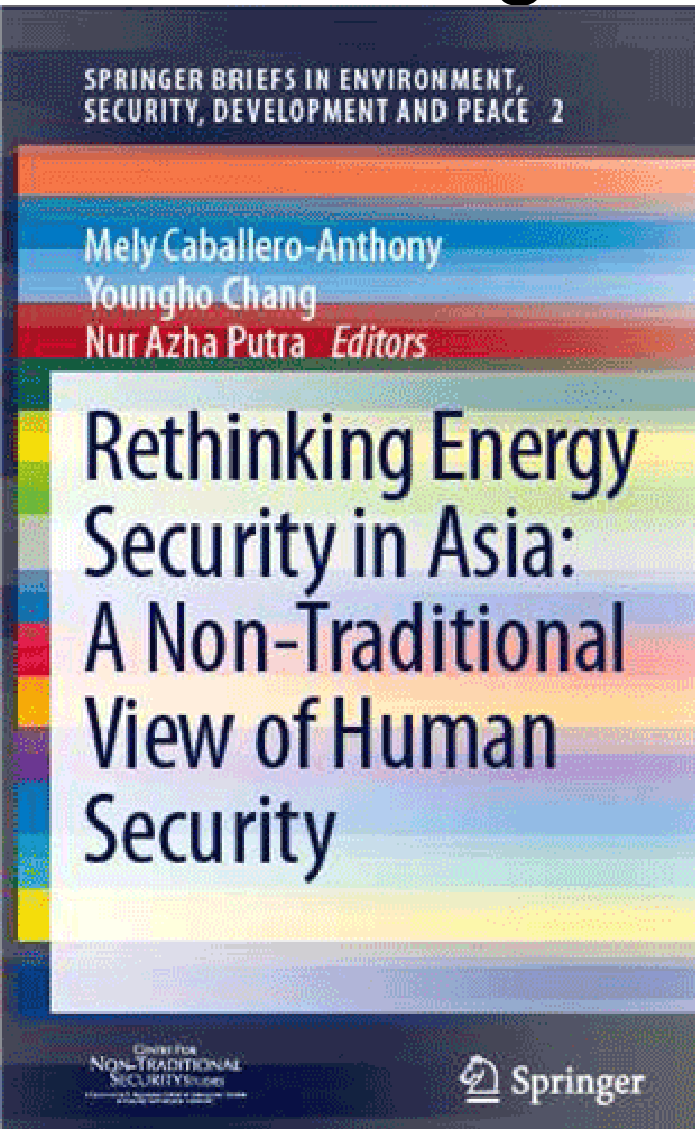
- **SpringerBriefs in Environment, Security, Development and Peace (ESDP): Peer Reviewed Book Series**
- Mely Caballero-Anthony, Youngho Chang and Nur Azha Putra (Eds.) [Singapore]: **Energy and Non-Traditional Security (NTS) in Asia.** [ESDP] vol. 1 (Heidelberg – Dordrecht – London – New York: Springer-Verlag, 2012).
- Mely Caballero-Anthony, Youngho Chang and Nur Azha Putra (Eds.) [Singapore]: **Rethinking Energy Security in Asia: A Non-Traditional View of Human Security.** [ESDP] vol. 2 (Heidelberg – Dordrecht – London – New York: Springer-Verlag, 2012).
- Philip Jan Schäfer [Germany]: **Human and Water Security in Israel and Jordan.** ESDP, vol. 3 (Heidelberg et al: Springer-Verlag, 2012).
- Gamal M. Selim [Egypt]: **Global and Regional Approaches to Arms Control in the Middle East. A Critical Assessment from the Arab World.** Vol. 4
- Charlène Cabot [France]: **Climate Change, Security Risks and Conflict Reduction in Africa. A Case Study of Farmer-Herder Conflicts over Natural Resources in Côte d'Ivoire, Ghana, and Burkina Faso.** Vol. 5
- Lourdes Arizpe Schlosser [Mexico]: **Convivability: Rethinking culture, justice and freedom in a cosmopolitan world.** vol. 6
- Ebru Gencer [Turkey/USA]: **Natural Disasters and Risk Management in Urban Areas: A Case Study of the Istanbul Metropolitan Area,** vol. 7
- Selim Kapur – Sabit Erşahin (Eds.) [Turkey]: **Soil Security for Ecosystem Management,** vol. 8

# 3.2. Mely Caballero-Anthony, Youngho Chang, Nur Azha Putra (Eds.):



- **Vol.1: Energy and Non-Traditional Security (NTS) in Asia**
- Ch. 1: Introduction: Energy and Non-Traditional Security (NTS) – Understanding Security from Below by Mely Caballero-Anthony and Nur Azha Putra
- Ch. 2: Rethinking Market Governance and Energy Security by Youngho Chang and Swee Lean Collin Koh
- Ch. 3: Energy Security and Climate Change in ASEAN: Implications and Policies by Youngho Chang and Lixia Yao
- Ch. 4: The Socioeconomic Impact of Energy Security in Southeast Asia by Maria Nimfa F. Mendoza
- Ch. 5: An Environmental Perspective on Energy Development in Indonesia by Fitriani Ardiansyah, Neil Gunningham and Peter Drahos

# 3.3. Mely Caballero-Anthony, Youngho Chang, Nur Azha Putra (Eds.):



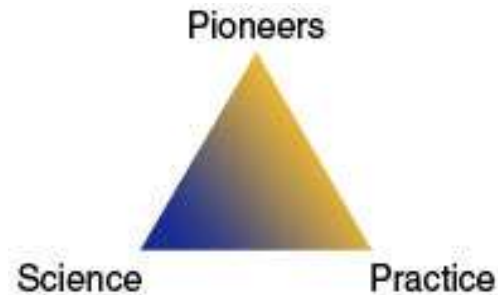
## **Vol. 2: Rethinking Energy Security in Asia: A Non-Traditional View of Human Security.**

- Ch. 1: Rethinking Energy Security: A Non-Traditional View of Human Security by Mely Caballero-Anthony, Swee Lean Collin Koh and Sofiah Jamil
- Ch. 2: The Role of Indonesia's Civil Society in Energy Security by Lina A. Alexandra
- Ch. 3: The Non-Traditional Security (NTS) Perspective on Energy Security Policies in Singapore by Youngho Chang and Nur Azha Putra
- Ch. 4: Perspectives on India's Energy Security by Rekha Krishnan
- Ch. 5: Beyond Efficiency: China's Energy Saving and Emission Reduction Initiatives vis-à-vis Human Development by Yuxin Zheng and Sofiah Jamil



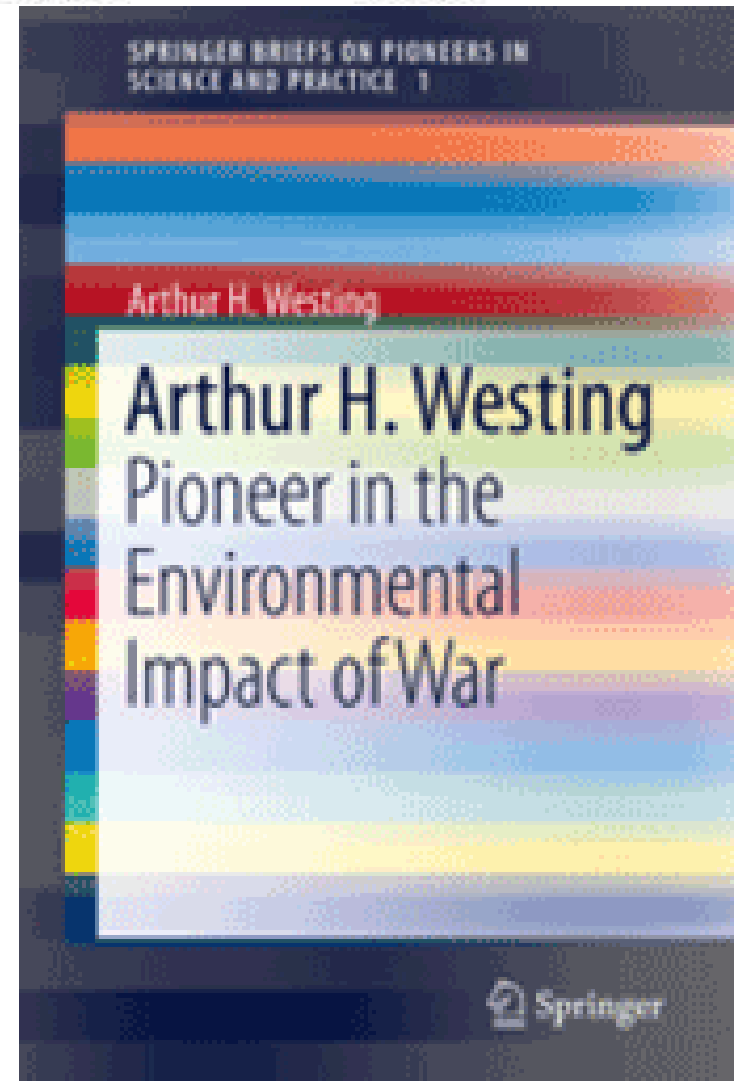
# 4. SpringerBriefs on Pioneers in Science & Practice (PSP)

- Eminent scientist or practitioner
- Any discipline, country or culture
- Lasting & significant impact:
- Goal: generate interest by young scholars & students
- Structure: by author or editory (deceased)
  - Presentation as a pioneer
  - Scientific or political biography
  - Comprehensive or selective bibliography
  - Selected key texts by the pioneer
  - Website with additional material, key publications



## 4.1. SpringerBriefs on Pioneers in Science & Practice (PSP)

- **Subseries: Pioneers in Science and Practice – Texts and Protocols (PSP-TP)**
- Arthur H. Westing [USA]: Arthur H. Westing: Pioneer on the Environmental Impact of War. PSP No. 1 – presented by Hans Günter Brauch (Heidelberg et al: Springer-Verlag, 2012).
- Vol. 2: Rodolfo Stavenhagen [Mexico]: Pioneer on Indigenous Rights. – presented by Ursula Oswald Spring (Heidelberg, 2013).
- Vol. 3: Rodolfo Stavenhagen [Mexico]: The Emergence of Indigenous Peoples. (Heidelberg – et al: Springer-Verlag, 2013).
- Vol. 4: Rodolfo Stavenhagen [Mexico]: Peasants, Culture and Indigenous Peoples: Critical Issues. (Heidelberg et al.: Springer-Verlag, 2013).
- Vol.6: Dieter Senghaas [Germany]: Pioneer of Peace and Development Research.– presented by Michael Zürn (Heidelberg et al.: Springer-Verlag, 2013).



# 5. Springer Journals

- Springer's catalogue includes approximately **6,500 new book titles each year** and around **2,600 journals** in the fields of clinical medicine, biosciences, engineering, physical and chemical sciences, environmental and plant sciences, **earth sciences, social sciences, humanities, behavioral sciences, business and economics.**
- Our association with Google™ is unique as well. Because of our close alliance, **our journals and books appear among the first or second entries for all academic keyword searches.** As half of all Internet searches are actually performed using Google™, traffic to our website has increased exponentially.
- **Springer is the leading publisher** in specific regions of the world like **China (84 journals) and Russia (200 journals)** and more recently the **Middle East where we have grown our journal program from nothing in 2008 to 10+ journals in 2011** and actively searching for respected partners to continue this growth.

# 5.1 Springer Open Access Journals

- Springer: <http://www.springer.com>
- **Film:** <<http://www.springer.com/open+access?SGWID=0-169302-0-0-0>>
- **Springer Journals in selected disciplines:**
  - Social Sciences: 217 journals
  - Environmental Sciences: 242 journals
  - **Earth Sciences & Geography: 107 journals**
  - Psychology: 115 journals
- **Springer Open Access: Journals & Books**
- Springer Open Access Journals: so far **215**

## 5.2. Examples of Open Access Journals

<http://www.springeropen.com/journals>

- **Springer Plus**: <http://www.springerplus.com/>
- Computer-assisted coloring and illuminating based on a region-tree structure
  - <http://www.springerplus.com/content/pdf/2193-1801-1-1.pdf>
- **International Journal of Disaster Risk Science**
  - Print/electronic/open access, 50th open access j. 29.6.2011
  - Board, Downloads
  - Sponsor: **Beijing Normal University**
- **Applied Water Science** (started in Sep. 2011)
  - Editors: E. Drioli, A.I. Alabdulaaly
  - ISSN: 2190-5487 (print version)
  - ISSN: 2190-5495 (electronic version)
  - Downloads (7, 30, 90 days)

## 5.3. Examples of Open Access Journals

- **Archaeological & Anthropological Sciences**
  - Abstracted/Indexed and downloads (no open access)
  - Online March 2012, not open access, users pay
- **Environmental Sciences Europe** (since 2011)
  - Several European societies supporting this
- **Energy, Sustainability and Society**
  - Editor in Chief, Managing Editor
  - Editorial Board (9), Advisory Board (20)
- **Science China Life Sciences**
  - since 2010 open access, high download rate

# Discussion Period

- Discussion of book projects in my 3 book series
  - Regular books
  - Open access books
- Pre-condition for listing of journals in SSCI
- Regular vs. Open Access Journals
- SpringerLink Hosted open Access Journals
- Division of labour: UKM & Springer
- Potential sponsors in South East Asia

# 6. Publication Models

- **Usually: 5 year contract (may be negotiable)**
  - Joint evaluation after three years
- **Fully open access**
  - **Open Access (author pays)**
  - Author pays
- **Partly funded open access**
- **Traditional Subscription model**
- **Hybrid Model: Springer Open choice:**



# 6.1 Open Access & Printed Version

- **Printed version as digital print for selected university libraries is possible**
- **Special issues in ESDP Series are possible: at no additional cost to CRIM**
  - **Free access to Libraries that subscribe to Springer Link packages**
  - **My copy Option all books**
  - **Subseries: Journal of Mediterranean Soil Science**
- **Regular Books in Hexagon Series**
- **Open Access books (Hexagon Series)**
  - **Vol. iX: Truong/Gasper: about 20-25 chapters**
  - **Book in digital print (on demand)**

# What Springer Does for the Fee for a Fully Funded Open Access Journal? (10.2.2012)

- **Springer's Marketing** advertises the journal with latest electronic & print marketing techniques & promotes it at many scientific meetings each year.
- Springer puts Journal on its online system **SpringerLink**
- Springer puts Journal on its **SpringerOpen** with fully open access journals
- **Electronic Editorial Manager** supports an intuitive, web-based system that allows manuscript submission, peer review, tracking, and seamless transfer to Springer production systems.
- **Springer's Production** team ensures a rapid & high quality production process from manuscript acceptance by the journal editors to its publication online. Production times from acceptance to online average **25 work days**.
- **SpringerLink** supports a range of electronic supplementary material. Color images, datasets, simulations, video, and audio components increase usage and provide a benefit, the print format cannot offer.
- **Long term archiving** is a major responsibility of Springer. We cooperate with national libraries to ensure long term permanent access to electronic j.

# Springer's Marketing Service

- **E-Mail Marketing**
  - E-mail campaigns are efficient tools for increasing journal usage, as well as communicating news about our journals.
- **Web-based Marketing**
  - Springer ensures a prominent visibility and findability of its products on the world-wide web:
  - SpringerLink Banner Ads: SpringerLink, receives over 400 million page views a year. The new arrival of the journal on the SpringerLink platform will be extensively advertised on the content pages of related Springer journals.
  - Your content has to be online and it has to be “findable.” Springer has chosen to partner with Google™. Our online platform SpringerLink hosts nearly 3 million online items and we have proactively worked with Google™ to have our content thoroughly identified, crawled, and indexed. As a result, Springer content consistently shows up exceptionally well in search results and researchers can readily find our abstracts and articles by searching with Google™.

# Springer's Marketing Service (2)

- **Press Coverage**

- Springer employs a full-time Global Public Relations department as well as freelance scientific writers. Both the general and scientific news media regularly pick up Springer press releases and run stories based on them. We would issue joint press
- Publishing of Social Transitions/Transiciones Sociales (SOTA) Journal 37
- releases upon the beginning of our partnership. Examples would also include: Awards for Editors or awards for research published in the journals.

- **Market Research (Including Reader/Author Surveys)**

- **Exhibitions**

- Springer is represented at approximately 280 end user conferences annually and in addition is represented at around 100 library conventions worldwide
- At major events we feature our journals online through electronic display & sample copy display, and electronic banners. to provide trial access to the journal on SpringerLink and to capture emails for TOC sign-ups. These meetings are attended by marketing & editorial personnel to ensure best representation.

- **Abstracting and Indexing Services**

- **Springer regularly reviews and monitors the status of each journal with our contacts at these services. A special department dedicated to A&I takes care on a daily basis of all indexing issues in close contact with representatives of the indexing services. A central focus of this department is working to make sure your journal is listed with ISI and ensure the development of its Impact Factor.**

- **Web 2.0**

# Springer's Guarantees (1)

## **Sustained & Increased Impact & Global Visibility by:**

- Maximizing global reach via SpringerLink's 200 corporate licensing agreements, 270 international library consortia licenses, reaching over 16,000 academic research libraries, and 10 million users.
- Supporting editors of SOTAR for a swift **fulfillment of Impact Factor criteria**. Application for an **Impact Factor (IF)** when the **criteria** for a potential ISI listing are fulfilled (regular publications; annual minimum of 25 papers).
- Effectively marketing SOTAR through online campaigns and exhibits
- **Working with partners like Google™ to ensure “findability”**.
- Expanding the presence of SOTAR in Greater Asia and other countries showing an increased contribution to research results.
- **Promoting selected articles** through our international press office.
- **Ongoing investment in Springer initiatives to develop content & drive usage.**
- Cooperating with governmental Open Access initiatives like NIH in the U.S. **and possibly negotiating one with Conacyt in 2013ff.**

# Springer Guarantees (2)

## **User-friendly Online Access & Online Submission & Review System With:**

- Cutting edge navigation, including full text HTML, PDF, ePub files, electronic supplementary material – color images, datasets, simulations, video, and audio.
- Extensive in- & outbound linking to ADS, CDS, Web of Science, and CrossRef®.
- Regular tables of contents via SpringerAlerts.
- Industry standard electronic submission system supported by Journal Editorial Office.

## **Rapid Publication with:**

- Article-by-article electronic publishing through Online First®, with citable, ADS-linked articles published within 6 weeks of entering the production workflow.
- Schedule of 2 weeks for electronic publication of an issue approved by Editors.
- Technical copy-editing
- Typesetting
- Sending proofs to the author
- Marketing plus Abstracting and Indexing: Electronic marketing, Web 2.0 marketing, Author services, Library services, Search engine optimisation, Applying to A&I services such as ISI for listing
- Archiving: Ensuring permanent access to published material, Delivery of electronic files to national libraries and other archiving

# Springer Guarantees (3)

## **A Collaborative Partnership by:**

- Ensuring that CRIM/UNAM remains fully vested in SOTAR.
- Guaranteeing the editorial independence of the Editorial Board.
- Budgeting and accounting that is clear and straightforward, reported on a yearly basis.
- Annual reporting on items like usage figures and production status.
- The first editorial strategy meeting.
- Catalyzing a dedicated Journal's team to coordinate with the Editor's teams.

## **Highest Quality Service to Authors & Editors with:**

- Regular online usage reports to the Editors.
- Electronic manuscript submission, review, and tracking
- **Language Editing and Workshops: Working with our partners to provide cost effective language editing; Providing regular scientific writing and editing workshops**

# Division of Labour: Partner & Springer

## Partner does:

- Managing editor (position to be created & financed)
- Acquisition, selection, peer review of articles
- Translation of articles into English
- Language editing: Institution or authors have to pay

## Springer does

- Training of managing editor
- Copyediting, Layout, production, marketing (above)
- Website management