



Chulalongkorn University

**Bangkok, Thailand  
Tuesday, 12 December 2012, 13:30**

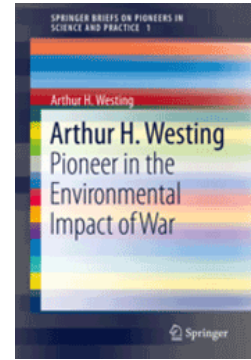
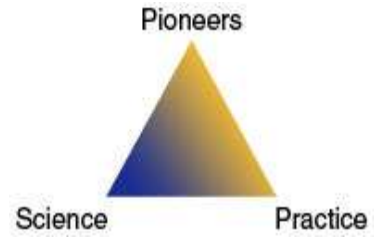
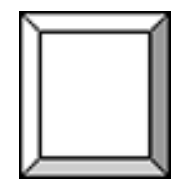
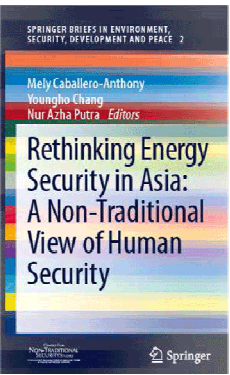
**Cooperation on Publications  
2 peer-reviewed Springer Series**



**Chair: Assoc. Prof. Dr. Suthipand Chirathiwat, Director,  
Chula Global Network - Meet, Prof. Dr. Kingkarn  
Thepkanjana, Coordinator, Human Security Cluster (CU) and  
team Prof. Dr. Vira Somboon: research and publication  
collaboration**

**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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6. Dominance of Northern editorial boards
7. Books & Ebooks, electronic journals
8. Open Access publications: books & Journals

# 1. Springer Publisher:

## One of 2 largest publishers

- In May 1842 Julius Springer founded Springer a bookstore & publishing house in Berlin, **Kluwer Academic Publishers** merged in 2004.
- Springer opened Vienna office in 1924, in New York in 1964, 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 & Bertelsmann Springer**, both 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, sale of **Springer** to **EQT**, a Swedish fin.investor, & **GIC**, investment vehicle of the government of Singapore.

# 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](mailto:LoyolaDSilva@springer.com)
- **Policy & Social Sciences & 3 book series**
  - Dr. Hans Günter Brauch; [brauch@onlinehome.de](mailto: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**

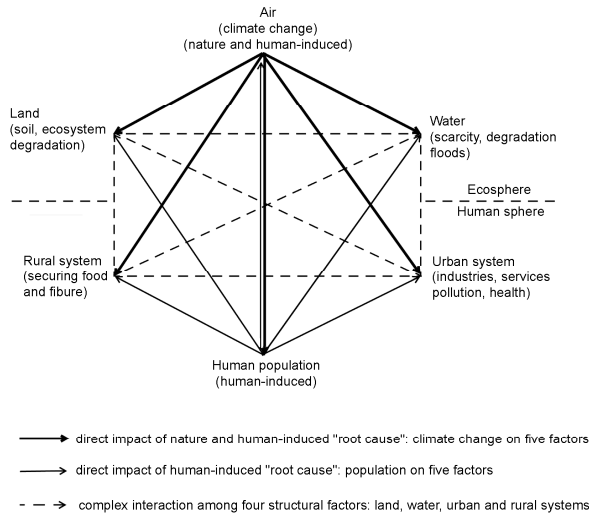
- Political scientist who specialized on hard and new security, peace and environmental issues
- Published 3 books with Macmillan/Palgrave
- First two books in German with Springer on Climate Policy (1996) & Energy Policy (1997)
- Since 2003: Hexagon Book Series on Human and Environmental Security and 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.

## 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

## Scientific & Policy Goals:

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

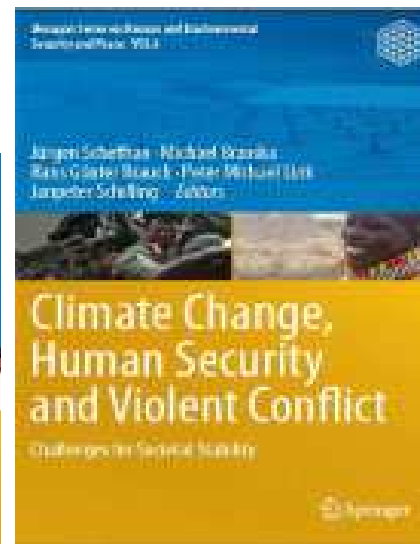
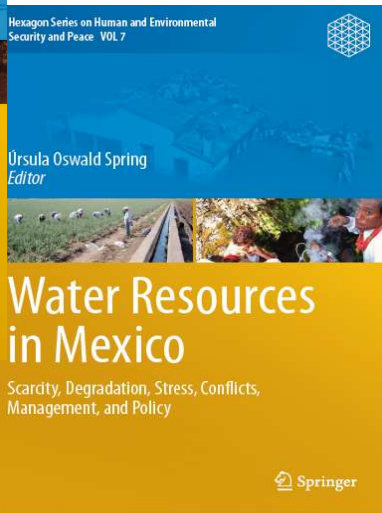
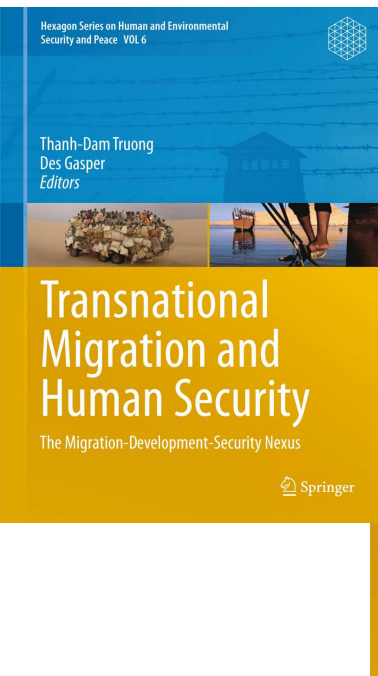
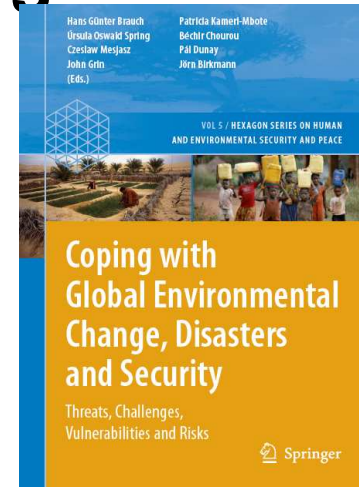
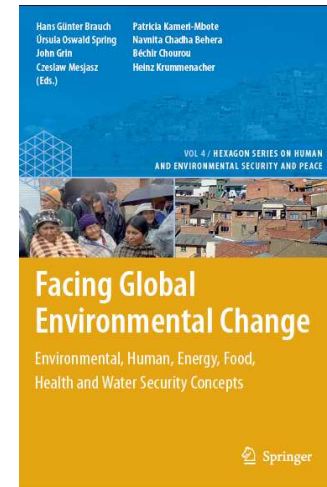
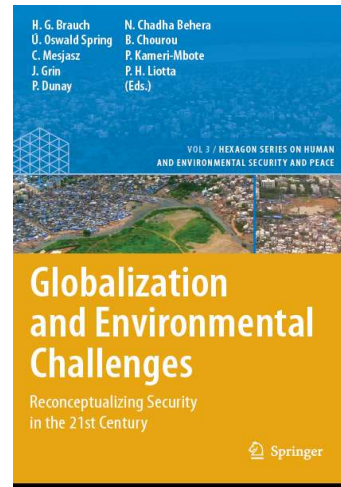
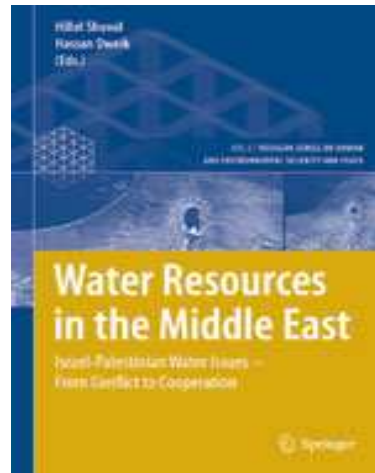
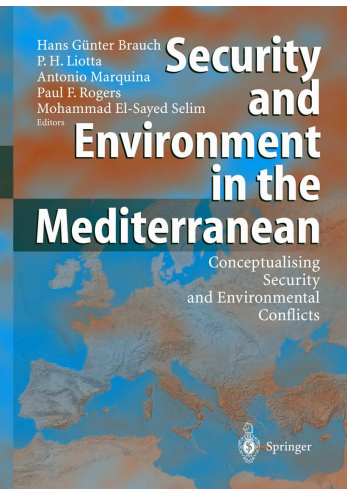
## Multi-, Inter- & Transdisciplinarity:

## International and Diversity

## Dialogue: scientists - policy-makers

# 2.2. Hexagon Series: Volumes I-VIII

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



## Forthcoming Volumes

- Truong, Thanh-Dam; Bergh, S.I.; Gaspar, 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).

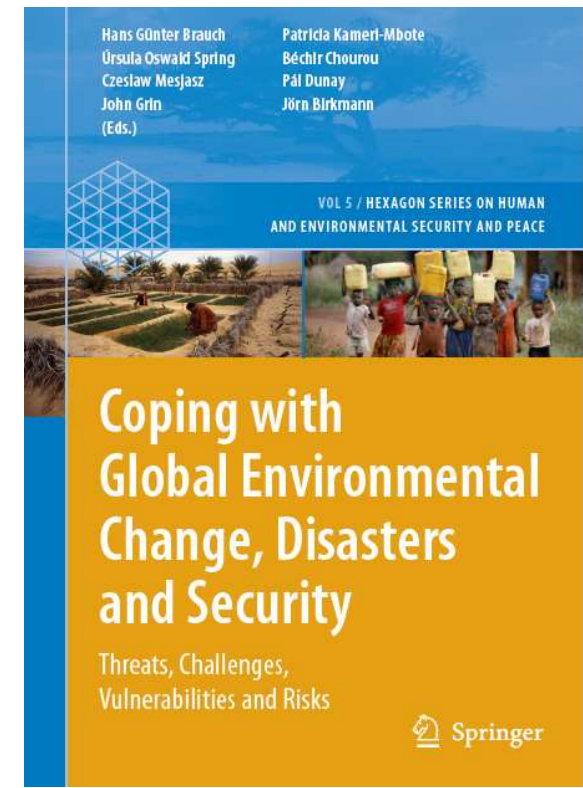
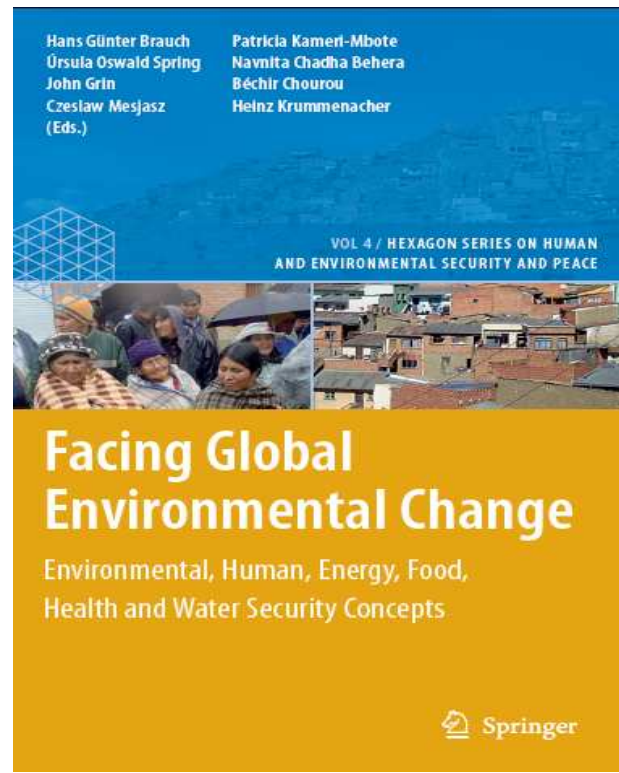
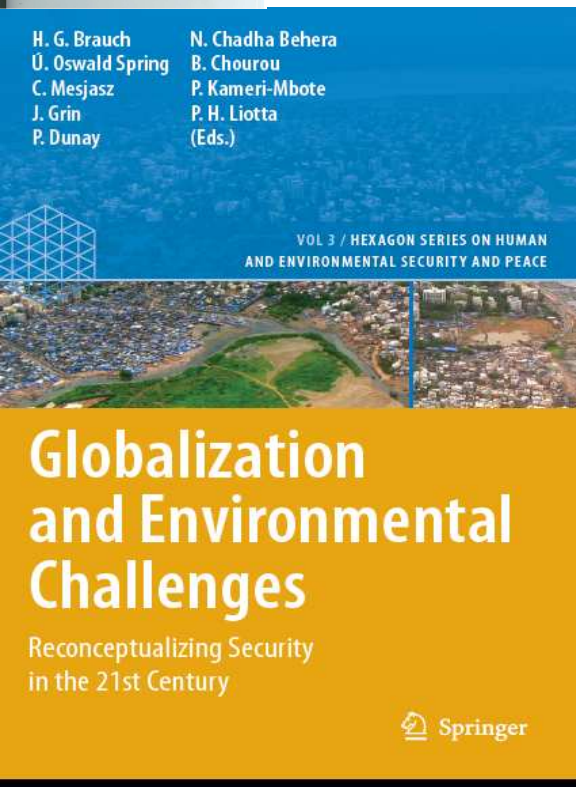
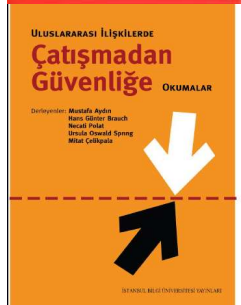
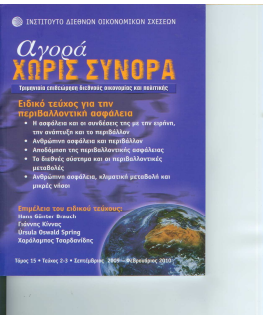
# 2.3. Global Environmental and Human Security Handbook for Anthropocene

<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).**



## **2.4. Springer Books and Hexagon Series at Chulalongkorn University**

- Does Chulalongkorn subscribe to Earth Sciences package of Springer via SpringerLink?
- This would imply that all Hexagon books are available as Ebooks via UKM central library free of charge, e.g. all chapters can be downloaded free of charge by all faculty members & students
- **All books up to 900 pages may be ordered as Mycopy for 25 US\$ or 25 EUR via SpringerLink for readers whose libraries subscribe to relevant book package.**

## 2.5. High chapter download figures

- See for chapter downloads until 31 Dec. 2011
- <http://www.afes-press-books.de/html/hexagon.htm>
- Hexagon IV FACING Global Environmental Change:
  - Since its online publication on 15 May 2009 until 31 Dec. 2011 this vol. has received **ca. 20.000 chapter download requests until end of June 2012**
  - 1-6: 2012: 2301; 2011: 6159; 2010: 6169; 2009: 4970
- All 5 major chapter downloads are listed on the publishers website for each book, e.g. for vol. VIII at:
  - <http://www.springer.com/earth+sciences+and+geography/geography/book/978-3-642-28625-4>
- Free Access via Springer Link:
  - <http://www.springer.com/earth+sciences+and+geography/geography/book/978-3-642-28625-4>

# 2.6. Hexagon Series in the Internet



the language of science



## 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: HEX V

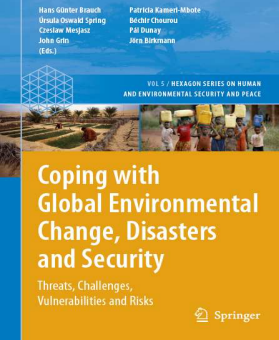
- **Electronic download data:**  
Since its online publication on 24 Jan 2011 until 30 June 2012 this vol. has received ca. 7.644 chapter download requests.
- **Year Usage**  
2011: 5326
- 1-6 2012: 2318

## Website of each book

[http://www.afes-press-books.de/html/hexagon\\_05.htm](http://www.afes-press-books.de/html/hexagon_05.htm)

## 2.8. Publication in Thai

- Publication of selected translated chapters in Thai is possible:
- Coeditorship: 2 editors of the original volumes and local editor (translation, publication)
- Translation costs by local coeditor
- Free copyright request with Springer (as in previous publications)
- Publication of selected chapters together with other chapters by scholars from South-East Asia is possible (see books in Spanish/Turkish)



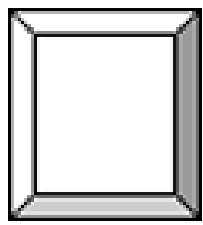
## 2.10. Spreading the Global Messages: Translation & Bookaid

- **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 €)
  - UKM was a recipient of previous book aid projects (available at the Central Library)
- **Open Access Books (requires funding)**



# 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



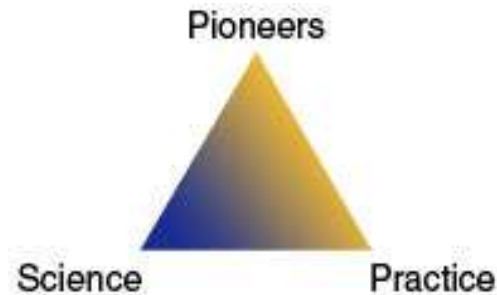
**Springer**

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

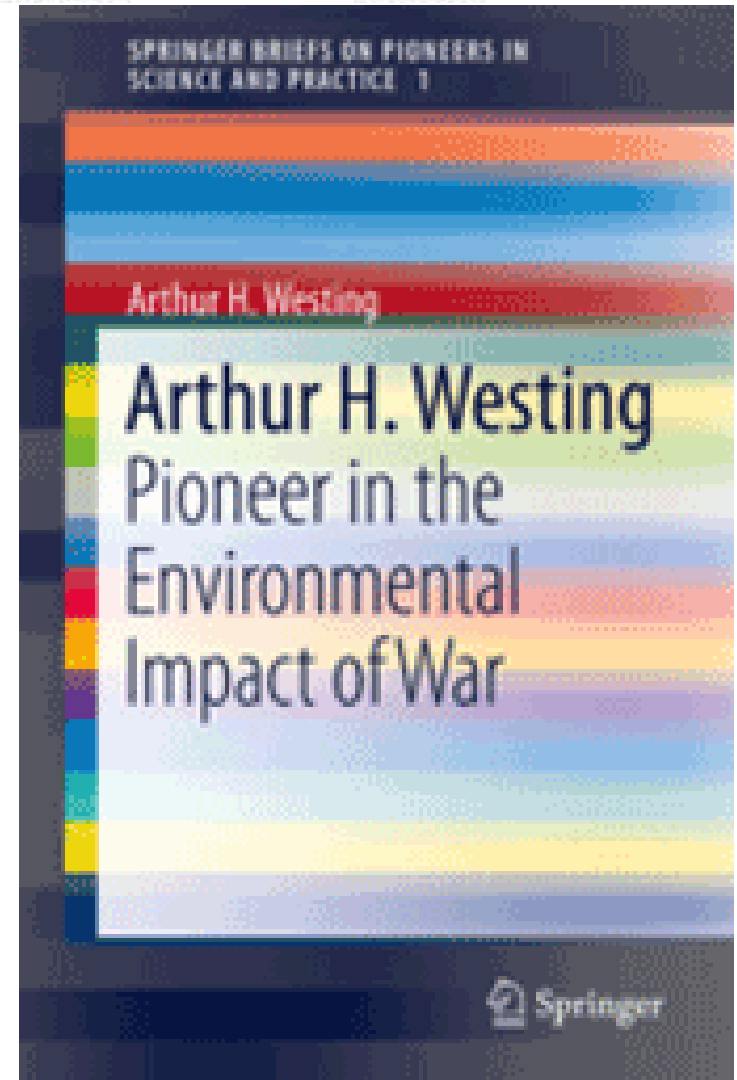
# 4. SpringerBriefs on Pioneers in Science & Practice (PSP)

- 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).



## 4.2. Scholars & Practicioners from SouthEast Asia?

- International recognition
- Lifelong achievement
- Global orientation:
- So far missing: women, especially from the global South
- Discussion with a peace nobel laureate and former president of a small country

# Copublication Chulalongkorn University and Springer is possible

- Publication & distribution in Malaysia by UKM at local prices
- Publication as peer-reviewed book by Springer:
  - Softcover with colour (figures)
  - Ebook
  - Individual chapters (like journal articles)
- Benefits:
  - Wide global recognition
  - Listed in Thomson-Reuters Book Catalogue
  - Free download for subscribers of Springer packages
  - My copy at 25 \$/€

# 5. Springer Journals

- Springer's catalogue includes approximately **7,000 new book titles each year** and around **2,700 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.**
- Springer's association with Google™ is unique as well. Because of our close alliance, **Springer 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 34.95\$/art.
- **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

# 5.4. Springer Hosting of a Journal

## GlobalScienceJournals.com – Global visibility for your journal

Are you looking for a reliable hosting option for your scientific journal that offers permanent archiving?

GlobalScienceJournals.com (forthcoming in July 2012) is the right solution. Based on Springer technology, GSJ is a new host for international journals covering all subject areas in science, technology, medicine and social sciences & humanities.

All GlobalScienceJournals.com journals are fully open access. Open access publishing makes articles immediately and permanently available online for everyone, everywhere. All articles are published under the Creative Commons Attribution (CC-BY) license, enabling authors to retain copyright to their work.

### Features Include:

- ▶ Search Engine Optimization (SEO): usage analysis of our platforms shows, that well over 50% of the traffic comes from search engines, such as Google. Therefore Springer constantly ensures that GlobalScienceJournal.com is updated and optimized for search engines.
- ▶ You remain the publisher: you oversee the editorial board and retain full responsibility for the content of your journal, including peer-review and production.

# 5.5. Hosting a Journal?

- ▶ For journals in your local language – no restrictions on language or alphabet with search pages in the World's major languages.
- ▶ A home for your journal: individual GSJ pages for each title present your journal to the worldwide audience.
- ▶ Continuous Article Publishing (CAP) model for fast accessibility: articles are published as soon as they are ready – no need to wait for issue building. Articles can be found, accessed and cited as early as possible: maximize citations.
- ▶ Digital Object Identifiers: Springer makes sure the articles of your journal are DOI registered – for easy citation and indexing.
- ▶ Smooth access and positive user experience with state-of-the-art hosting technology.
- ▶ Let the users rank your journal. A public rating system will be available soon. Most highly ranked journal will be awarded.

# 5.6. Terms for hosting a UKM Journal

## **GlobalScienceJournals.com – Global visibility for your journal**

Transparent and sustainable business model:

Hosting, Visibility and Permanent Archiving for a reasonably priced fee

Journal set-up (onetime fee)	\$ 1000 per journal
Article processing and hosting	\$ 100 per article
Annual journal maintenance	\$ 200 per journal per year

- ▶ Increase the Visibility of your Journal with Search Engine Optimization
- ▶ Maximize the Opportunities for Citations with a Combination of Open Access and Continuous Article Publishing
- ▶ Using Reliable Technology and a Sustainable Business Model

## 5.7. Hosting costs for an Indexed Journal

- Condition: 25 articles per year (for 3 years)
- First year:
  - Journal setup: 1000 US\$
  - Costs per article:  $25 \times 100$  US \$ 2500 US \$
  - Maintenance fee: 200 US \$ 200 US \$
  - Total cost 3700 US \$
- Starting with Second Year: 2700 US \$
  - Alternative: Springer open Access journal
- Open Access Journal: 1-3 years: 12.500 €/year
- Starting with year 4: 25.000 €/year

# 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: Chulalongkorn & 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**
  - 25 articles/year,
  - First 3 years (Springer pays 50%), 12.500 €/year
  - Starting with fourth year: 25.000 €/year (1,000 € per article)
  - **Open Access (author pays)**
  - Author pays 1000 €/article
- **Springer hosted Open Access Journal: affordable**
- **Partly funded open access**
- **Traditional Subscription model**
  - 20.000 E/year
- **Hybrid Model: Springer Open choice: 3000 €/art.**



# 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 for 25 €/ \$**
  - **Subseries: Journal of Mediterranean Soil Science**
- **Regular Books in Hexagon Series**
- **Open Access books (Hexagon Series)**
  - **Vol. iX: Truong/Gasper: about 20-25 chapters (10.000 E)**
  - **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**

# What Springer expects from partner?

- Production steps for Open Access Journals
- Time tables & schedules
- Additional Costs
  - Translation into English (covered by partner)
  - Language editing (average cost per article or for 25 articles per year)?
  - Springer has a partnership with Edanz, professional language-editing for Springer-authors, for ca. 18 USD/page, for 300 pages this would cost 5400 US\$.
  - Possible cheaper package is possible based on a certain number of pages/articles per year. **I have to inquire whether these are printed or manuscript pages**
  - HGB: As this sum is still very high I could see whether my colleague would be willing to do this for a cheaper rate of about 1200-1800 Euros/y



# Division of Labour: Partner & Springer

## Partner does:

- Managing editor (position to be created & financed)
- Acquisition, selection, peer review of articles
- Translation of Spanish articles into English
- Language editing: partner or the authors would have to pay this (see above offers)

## Springer does

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

# Division of costs during production process

- **Partner contributes during first 3 years:**
  - 50 % of fully open access journal costs: 12.500 €
  - Cost of one position of the managing editor
  - Translation costs for articles accepted in Spanish into English
  - Language editing costs (into English)
- **Springer contributes during first 3 years:**
  - 50 % of fully open access journal costs: 12.500 €
  - All costs of copy-editing & type-setting
  - Advertisement, marketing, editorial training & advice

# Additional Questions

- What would a subscription to a printed version of an open access journal with 25 articles per year cost in digital printing?
  - So far there are no printed versions of open access journals.
- What would the publication of selected special issues of a UKM open access journal cost, e.g. as a subseries within the ESDP Book Series (to get them additional recognition)
  - Springer could produce for UKM a certain number of digitally printed annual versions for promotional purposes but the details and costs would have to be negotiated.
  - As the copyright is with the authors, UKM could have them printed in Mexico at lower costs, possibly as annual editions for libraries in English or in Spanish or both. In this case the English version of the copyedited open access articles could be used without additional costs for style editing.
- Are there any additional costs for UKM for these two additional options?

# Thank you

**More information on these books:**

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

**And Springer Websites:**

**Hexagon: <http://www.springer.com/series/8090>**

**ESDP: <http://www.springer.com/series/10357>**

**PSP: <http://www.springer.com/series/10970>**

**Send your comments to:**

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