

The Future of Scholarly Publishing

學術出版的未來

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The First Reference to the World Wide Web

第一篇WWW學術文章



Electronic Networking (now Internet Research) Volume 2, No 1, 1992

Research you can use

Tim Berners-Lee, Robert Cailliau, Jean-François Groff, and Bernd Pollermann

The World-Wide Web (W³) initiative is a practical project designed to bring a global information universe into existence using available technology. This article describes the aims, data model, and protocols needed to implement the “web” and compares them with various contemporary systems.

The Dream

Pick up your pen, mouse, or favorite pointing device and press it on a reference in this document—perhaps to the author’s name, or organization, or some related work. Suppose you are then directly presented with the background material—other papers, the author’s coordinates, the organization’s address, and its entire telephone directory. Suppose each of these documents has the same property of being linked to other original documents all over the world. You would have at your fingertips all you need to know about electronic publishing, high-

hypertext, in which links between pieces of text (or other media) mimic human association of ideas. The other is text retrieval, which allows associations to be deduced from the content of text. In the first case, the reader’s operation is typically to click with a mouse (or type in a reference number). In the second case, it is to supply some words representing that which he desires. The W³ ideal world allows both operations and provides access from any browsing platform.

Reality

Many Futures

有許多的未來 只有一種現狀



Research you can use

"There are many futures, but only one status quo.
That's why conservatives usually agree, and
radicals usually argue"

Brian Eno, musician





- Founded 1967 by academic scholars.
- World's leading publisher in business and management research
- Offices in 11 countries
- 120 books and 220 journals published 2009
- 20m+ downloads 2009
- More than 80 TW universities – about 3000 worldwide
- 50 authors in 2009 (until June) – about 16,000 worldwide
- Partner with the Global Foundation for Management Education (AACSB and EFMD joint venture)

1. The future is digital 數位化的未來



Research you can use

Textbooks will follow journals in being sold into libraries with wide-access licensing rights.

Publishers will need to understand digital rights management (DRM) as mobile devices become more prevalent, but DRM should not restrict valid usage in online learning management systems, or off-campus study.



2. The future is technology-enabled discourse

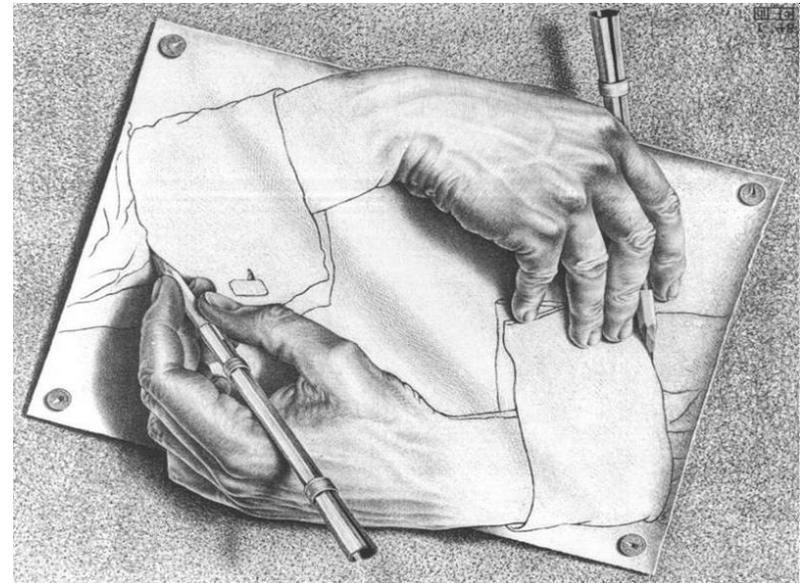
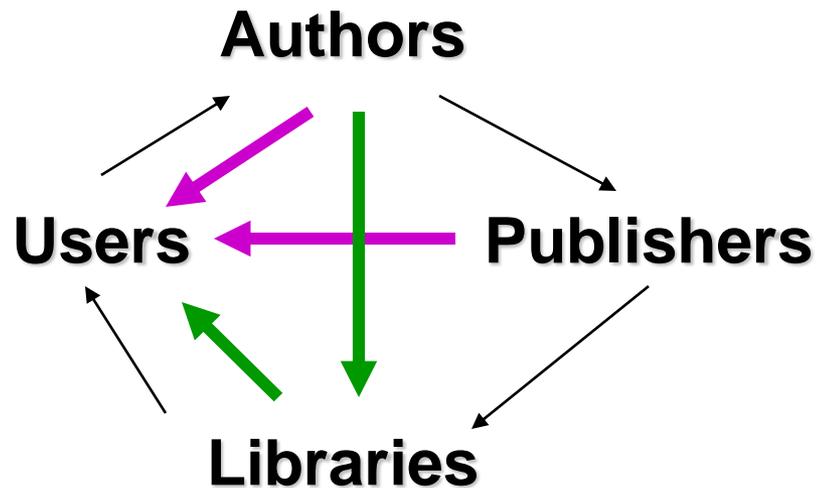
未來是科技帶動的交談方式



Research you can use

The boundaries between user and consumer, reader and author, finished and work-in-progress, are blurring quickly.

The wiki article and the wiki thesis (living documents rather than fixed-in-time ones).



3. The future addresses the wider needs of business education

未來強調商業教育的廣泛需要



Research you can use

Inflexion points - Professor Jeffrey Garten (former Dean, Yale)

The financial crisis; the end of the era of non-regulated markets

- Emerging markets; the US/European hegemony on setting the rules is coming to an end
- Ecological pressures and green issues; implications of putting a price on carbon in every organization in the world. Every business leader needs to understand the greening of the planet.

Any one of these change areas would be difficult. The effect of all three will be profound.

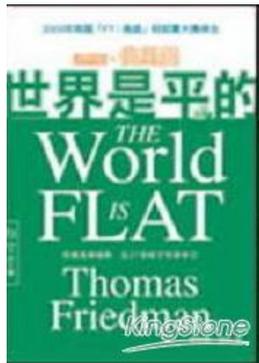
- Business Schools should recognise business history. People who don't understand business history are at a debilitating disadvantage.

All our assumptions about business education will change

4. The future is global 全球化的未來



Research you can use



...新科技和新觀念形成之後，世界原來的藩籬已經被推平，世界是平的... - Tomas Friedman

16,000 authors	EMERALD	8,000 Editors and Advisers
25.0%	Mainland Europe	15.0%
20.0%	US	30.0%
20.0%	UK & Ireland	27.0%
8.0% 	China & SARs	3.0% 
8.0%	Australia & NZ	10.0%
3.5%	Canada	3.5%
2.5% 	India	1.5% 
2.5% 	Africa	1.0% 
11.5% 	Asia/East	6.0% 

5. The future is multiple aspects of quality

未來的多樣觀點的品質



Research you can use

- Peer citation count is an exclusive and outmoded impact measure. It is not a good measure of “impact” on its own.
- We need to continue to look at publication downloads as a proxy for readership and impact on study and research.
- Downloads are mostly student-driven. Students are mostly ignored in traditional assessments of quality. But why?
- If we’re not interested in the impact of research on the students we educate, or the outcomes – what are we doing?
- We should establish a new quality matrix.



6. The future is relevance

相關性的未來



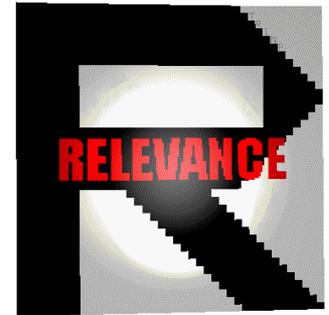
Research you can use

Library, Business and Management are important.

So we need to produce relevant research which people can use.

“Developing world countries need more and better managers in order to grow – not more economists; not even more engineers”

Alfredo Paster, Prof of Economics, IESE Barcelona



© HVM

7. The future is multi-disciplinary

未來是多樣的學科理論



Research you can use

Problems in reality rarely exist within a single discipline. Our apparently intractable problems are tightly knotted interplays of social, economic, management, cultural and political aspects.

It doesn't help if the world's best brains are steered systemically down single-discipline lines; a problem both created and reflected by the 'best journals' very narrow single-discipline approach



8. The future is socially responsible

未來就是社會責任



Research you can use

Business, and therefore business research and education, needs to reflect the needs of society.

Business and society can't be at odds – it's not healthy or sustainable.

We will be consulting with our authors and editors to consider social implications of their work in papers and abstracts.



9. The future is a global ecology of knowledge

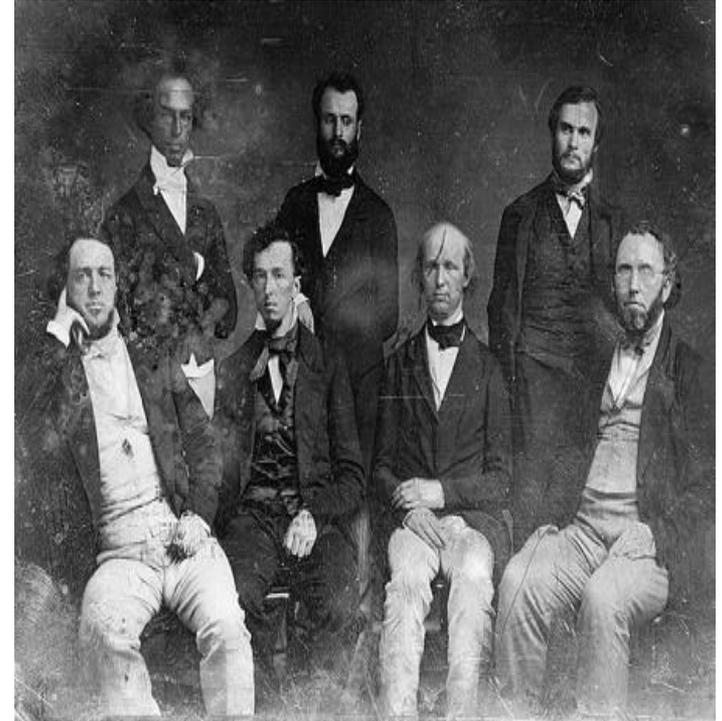
未來是全球化的知識生態



Research you can use

An ecology of knowledge is about enriching the knowledge 'gene pool' through diversity and unexpected outcomes.

Ecology doesn't come from exporting knowledge. The developing world needs to be knowledge producers, not just knowledge consumers.



We cannot be a Victorian Gentleman's Club!

10. The future is surprising 未來充滿驚奇!



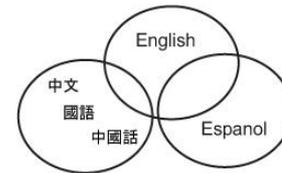
Research you can use

We are shaping tomorrow's history. What a great time to be here!



Everything comes down to this one tiny moment

Business School Life



Everything comes down to this one tiny moment



What Has Changed? 已經改變了



Research you can use

- Students/researchers do not do things alone
- Building trust and relationships getting harder and people want to trust the crowd - “people like me..”
- Loyalty changes eg. Rise and Fall of MySpace
“Clouds” of data/material
- New model of reputation. Increasing trust in Brand matters all the more – and we have some great brands

What Has Changed? 真的已經改變了



Research you can use

- Expectation that content is available – everywhere
- Medical and healthcare research: 71% of undergraduate and graduate students had used an iPod for educational purposes*
- “Virtual teaming”
- Vodcast/Podcast
- E-Journals/E-Books/E-Institutional Material



E-STUFF

Outsell: Business and Professional Mobile Content: market Size, Share and Forecast Report April 8 2009

What Hasn't Changed? 還沒有改變的是...



Research you can use

- Researchers need to research
- Courses need to be designed and taught
- Students want to learn, explore, and network
- Researchers and students need access to validated and high quality research that they can trust

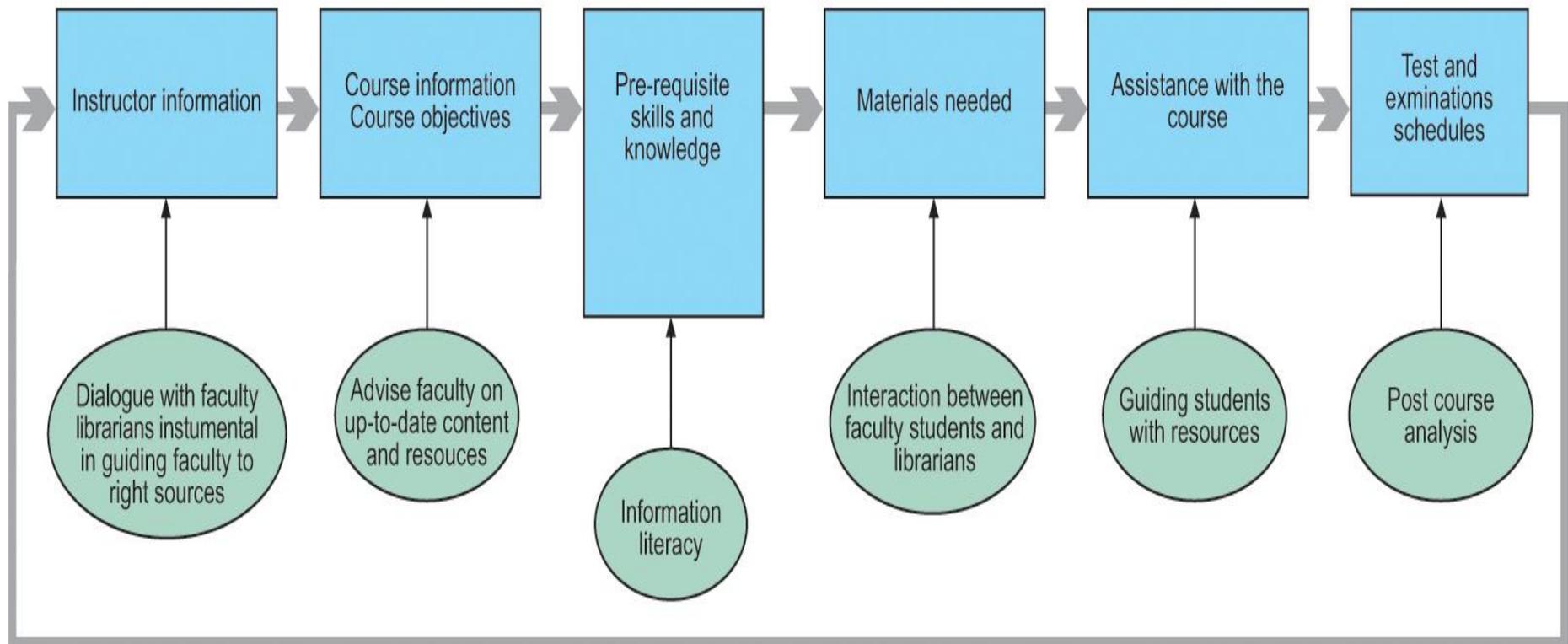
COURSES ARE BEING REDESIGNED

課程正被重新設計



Research you can use

Librarian-Faculty collaboration: building courses and promoting information literacy



Understanding Workflow

了解課程設計流程後...



Research you can use

- Once we understand workflow, we (Librarians and Publishers) can support and improve:
 - ✓ Course design and course delivery
 - ✓ Researcher outputs (quality and speed)
 - ✓ Student learning (quality and speed)

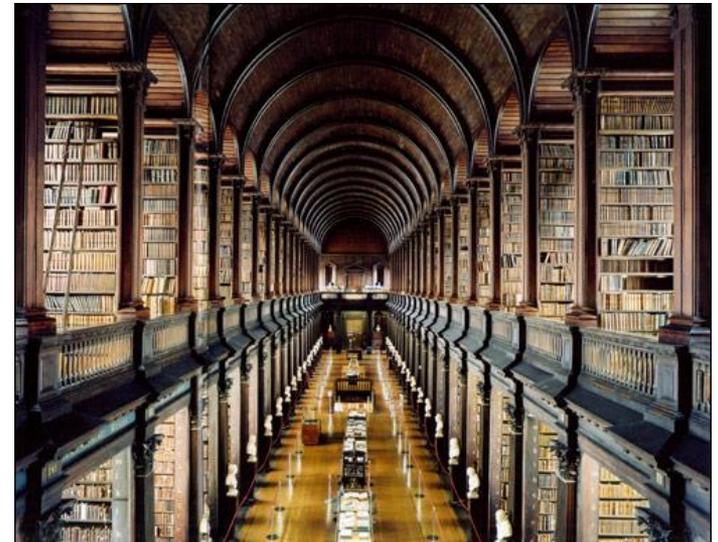
Librarians Add Great Value

增值的圖書館員



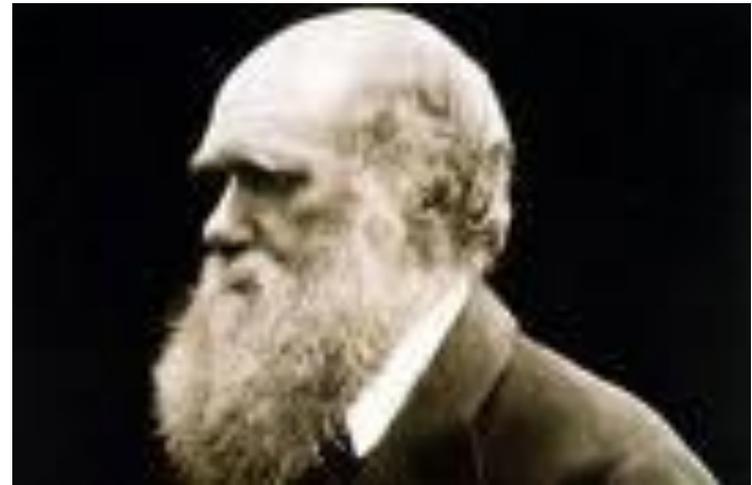
Research you can use

- Design of better courses – structured digitally - taking full advantage of the best/most relevant resources
- Improve “Lean Research”, to improve research efficiency and quality
- Accelerate student learning



**“It is not the strongest of the species that survives,
nor the most intelligent. It is the one that is the
most adaptable to change.”**

- Charles Robert Darwin



Summary



Research you can use

- Librarians and publishers share the same challenges
- We are experts in information management
- The library world is changing
- Role of multi-disciplinary research increasing
- Globalisation – and remote students
- All part of the change workflow
- Let's not forget to talk to each other!

