

# Can libraries be intermediates for the acquisition, production and presentation of scholarly information?

Visions of a dynamic electronic publishing environment as added value to electronic library portals



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# The initial position



- ⌘ Funding of academia is based on the impact factor of scholarly published communication
- ⌘ Publish in a peer reviewed journal - or parish
- ⌘ These journals belong to publishers currently dictating the marketplace
- ⌘ Content and technology merge towards one stop shops: Elsevier and Endeavor, OCLC and FirstSearch, Bertelsmann (Springer) and TV, etc.
- ⌘ Can the library community break the vicious circle?

# The initial position of libraries



- ⌘ They make use of Digital Libraries or actively participate in acquisition and archiving of electronic full texts: Theses, courseware, etc.
- ⌘ They invest staff and funds into electronic media: electronic journals and other sources
- ⌘ They are forced to redesign their services and reallocate funds: networked information supply
- ⌘ They are forced to cancel journal subscriptions
- ⌘ Can they successfully play a role as intermediates of scholarly publication/communication?

# Three questions libraries should consider first



- ⌘ Can the technical environment be generated to accomplish e-journals competitive with established journals?
- ⌘ Can archiving and distribution be guaranteed?
- ⌘ Can a backoffice organisation be generated to accomplish quality control comparable to established journals?

# If the answers are Yes, what are the backoffice tasks



## ⌘ Starting a new journal requires marketing

- ☑ Generating a community amongst scholars
- ☑ Generating an editorial board for reviewing
- ☑ Preparation of a business model

## ⌘ E-publishing requires professionals for the publication process

- ☑ Acquire authors and link to editors
- ☑ Organize the reviewing and indexing
- ☑ Take care for legal topics (copyright)
- ☑ Supervise the technical publication process

# The role of leadership



## ⌘ Publisher's tasks

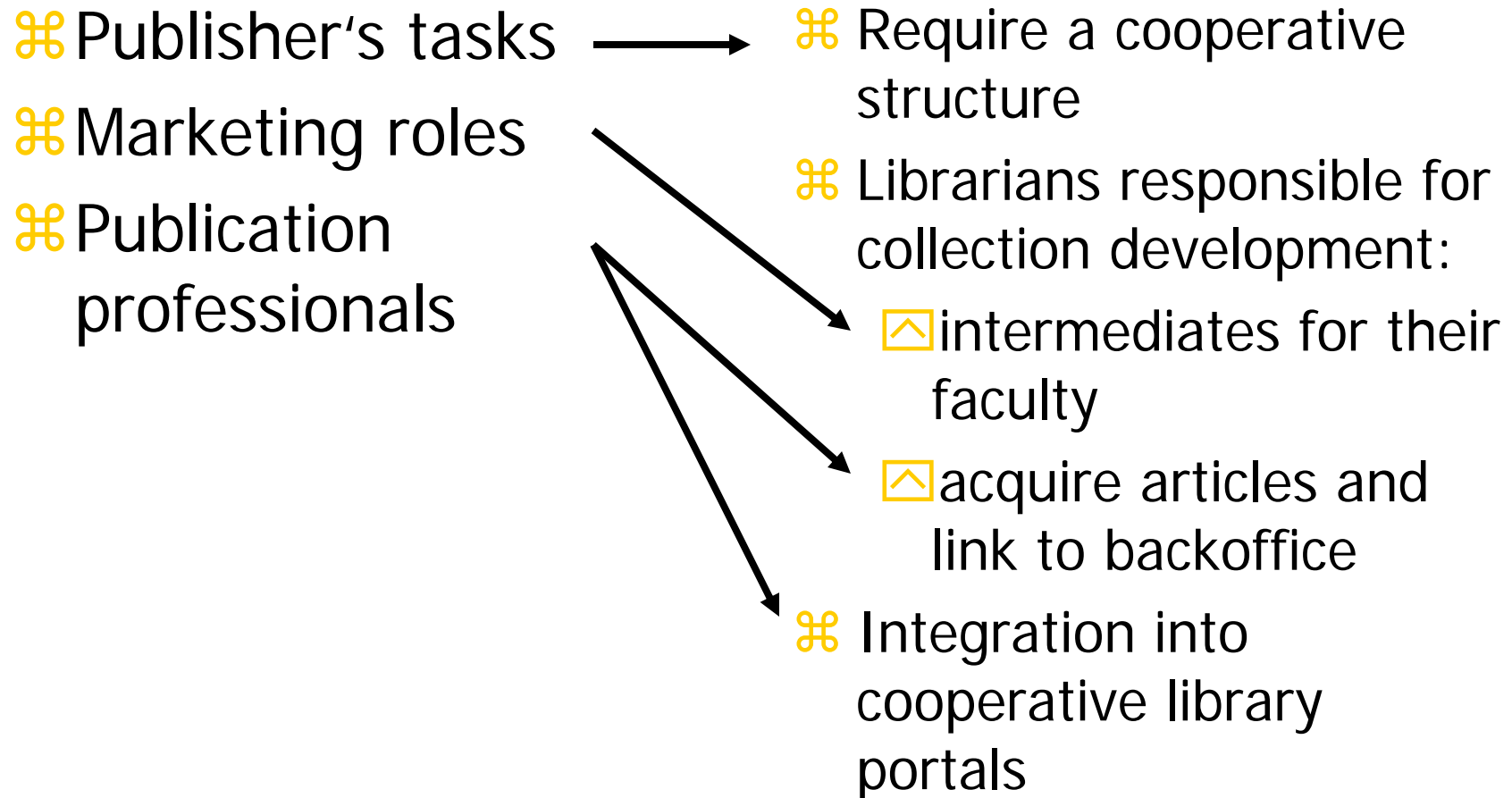
- ☑ Fund raising, business model supervising
- ☑ Be active on the marketplace
- ☑ Define a publisher's policy for subjects covered
- ☑ Negotiate with partners
- ☑ Play an active role in developing the network, build alliances with other e-publishers
- ☑ Promote further development of products to multimedia journals

# The quality circle as a chance



- ⌘ Dynamic publishing
- ⌘ Peer reviewing
- ⌘ Multimedia options
- ⌘ Archiving and distribution
- ⌘ Integration within portals for scholarly information
- ⌘ This product is a gem, but does anyone out there want it?

# Where can libraries act?





# Other agents concerned?



- ⌘ Library networks supporting portals and technical solutions
- ⌘ Library organisations supporting coordination and funding
- ⌘ Scientific societies supporting by cooperation

# The political dimension



- ⌘ Coordination is required between:
  - ☑ Scientific societies
  - ☑ Library networks
  - ☑ Academic librarians via their societies
  - ☑ Administrations (Federal States e.g.)
  - ☑ International Societies (LIBER e.g.)
- ⌘ A coordinator is required to play an active role in the amalgamation process

# Amalgamation of demands



- ⌘ Key issue if at all achievable
- ⌘ Chance to act at least Europe wide and coordinated
- ⌘ Diversification may result in poor performance
- ⌘ Libraries can participate, but they need not:
  - ☒ Other parties may easily fill the gap:  
Scientific societies, Computing centers,  
Information brokers, Publishers .... And  
another vicious circle may emerge