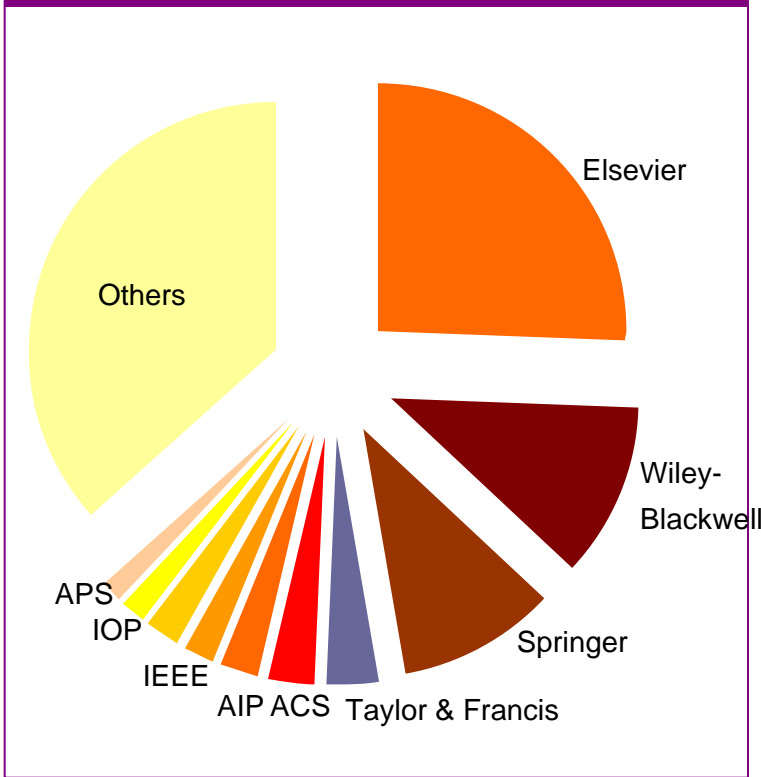


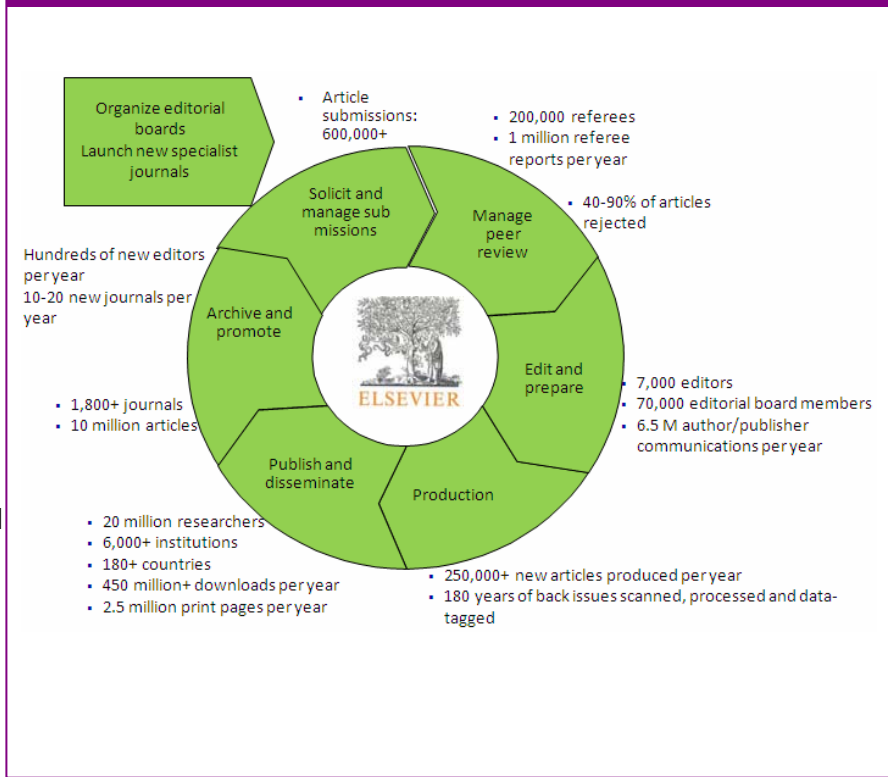
# Scientific Technical and Medical (STM) journal publishing industry overview



## Share of Journal Articles Published



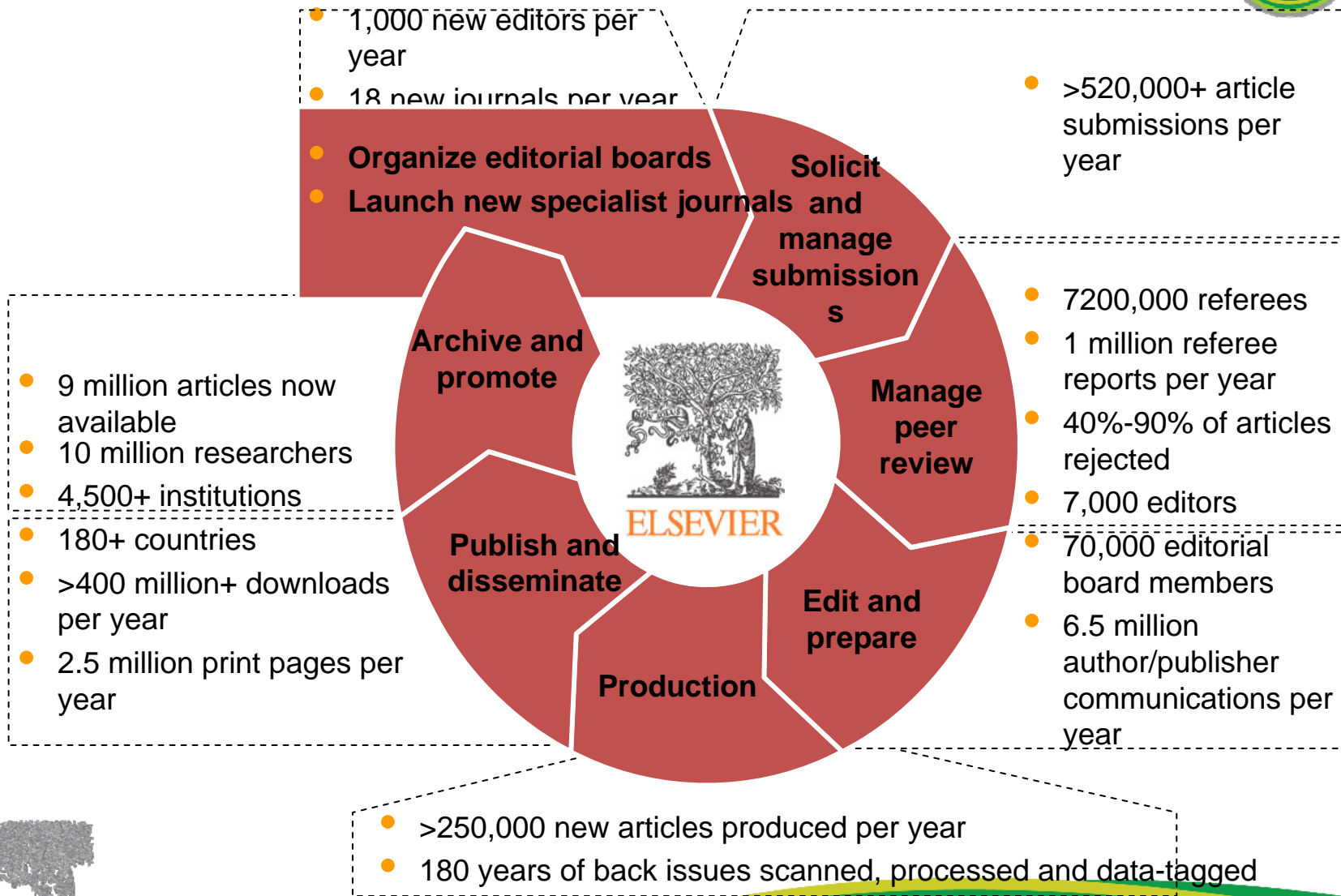
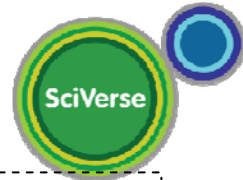
## Elsevier and STM Publishing

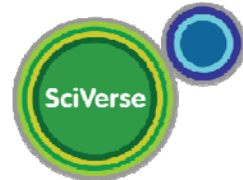


- 2,000 publishers publish around 1.4 million peer reviewed articles per year in 23,000 journals
- Elsevier continues to have a share of 25.5% of the article output, however, citation-share has grown to 26.5%
- Elsevier alone has invested over €700 million to digitise STM publishing processes since 2000
- STM industry has invested an estimated €2+ billion since 2000
- Providing access creates download of over 2 billion articles a year

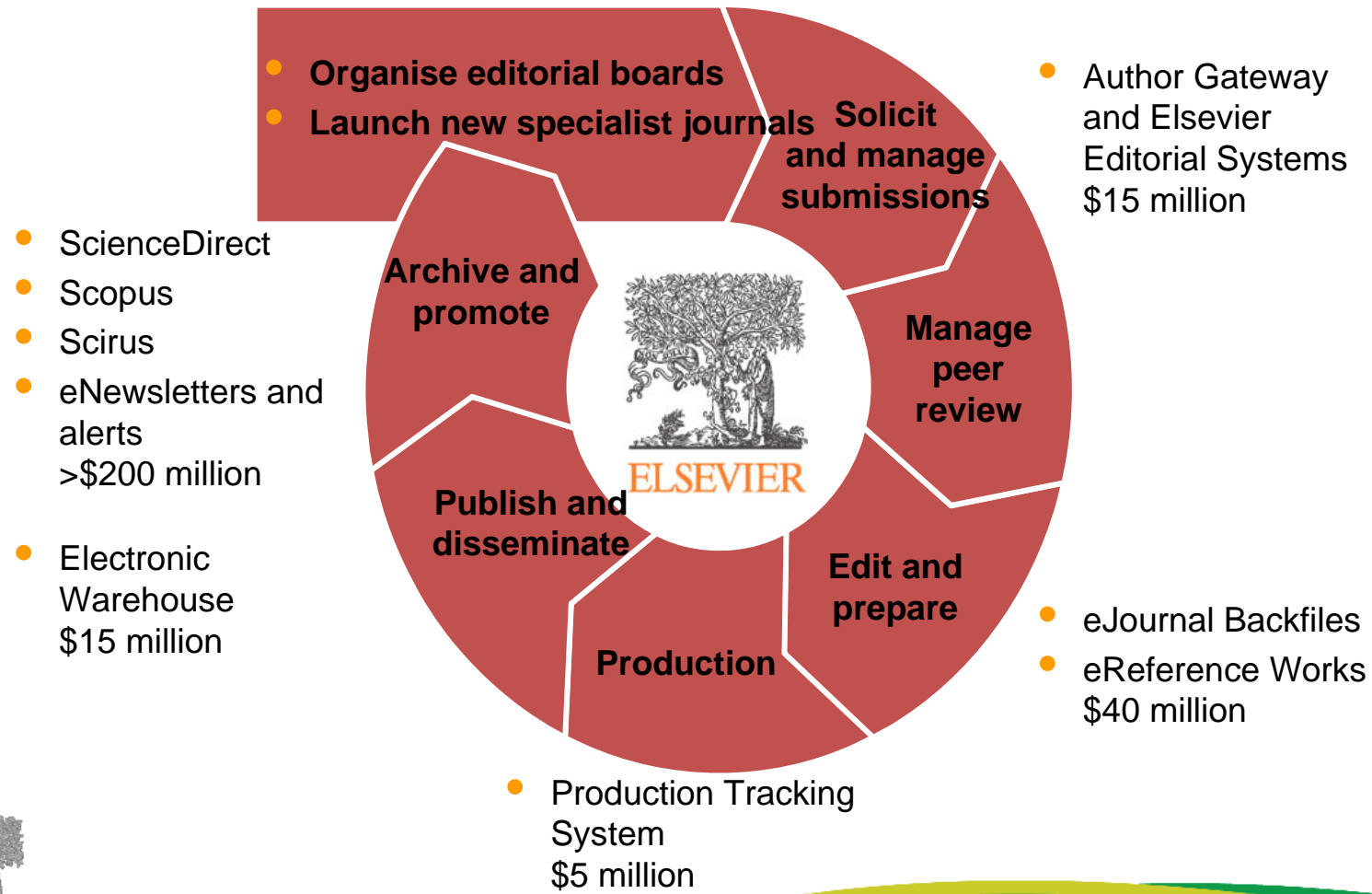
Source: Scopus, SIMBA, THE, Mark Ware, SCONUL

# Elsevier's Journal Publishing Volume



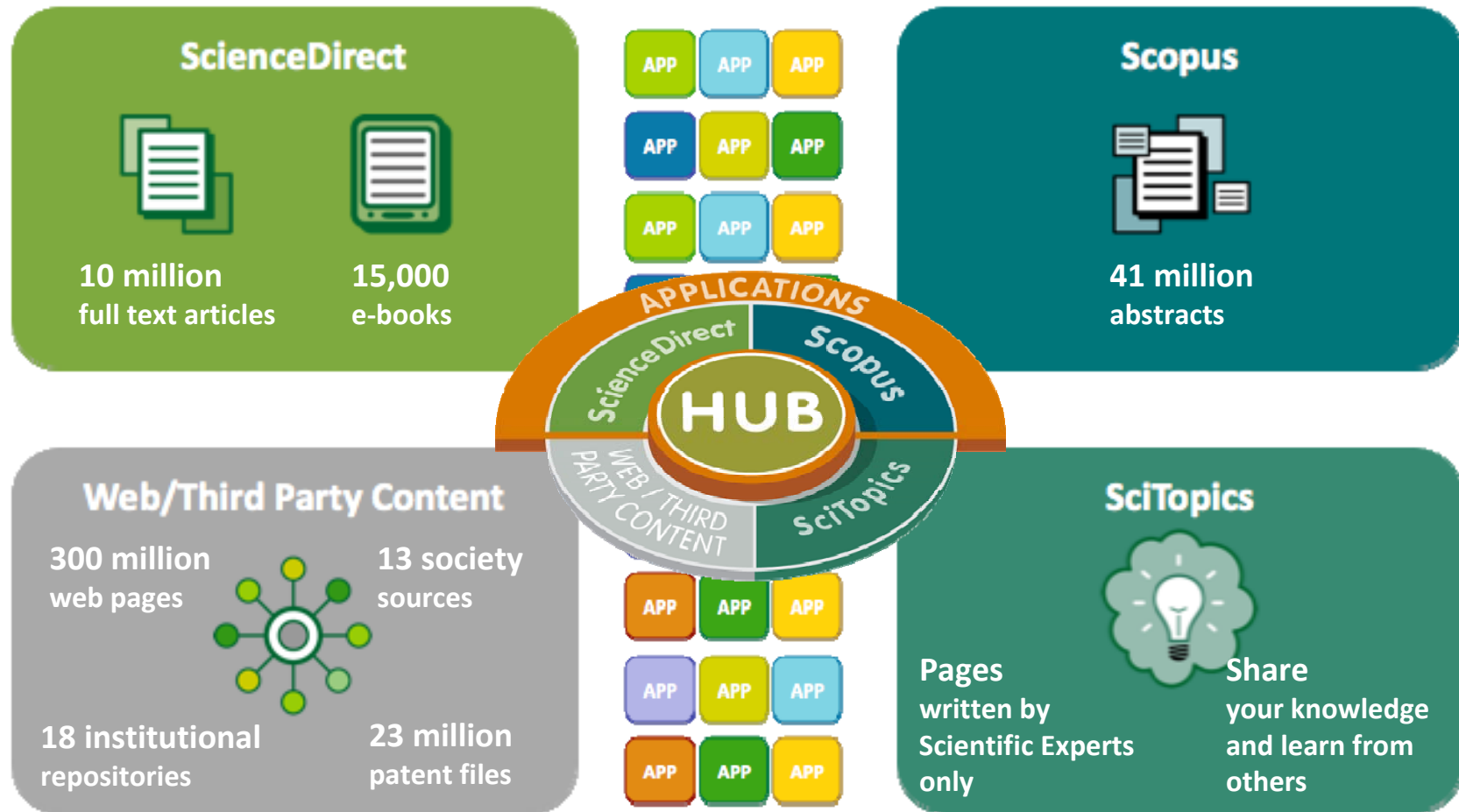
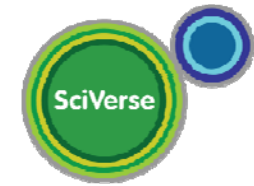


# Elsevier's Journal publishing investments

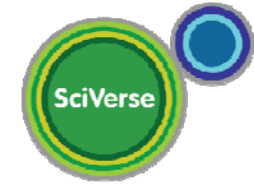


ELSEVIER Note: Estimated cumulative investment 2000-2010

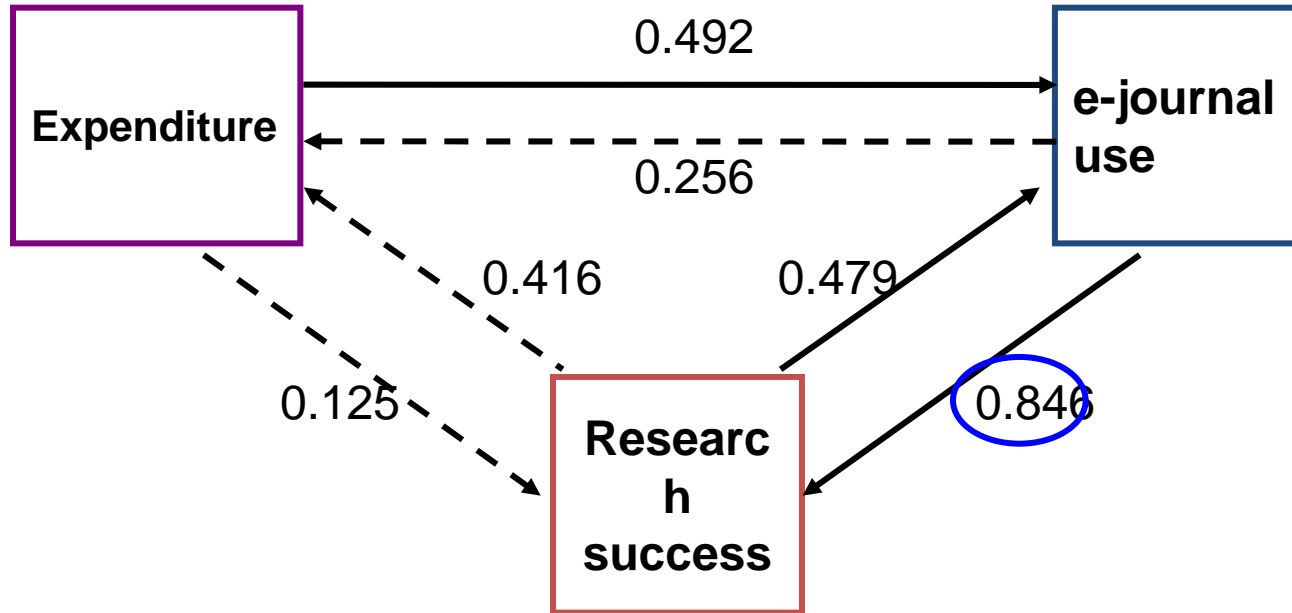
# Sciverse Hub enhances the value of existing content



# RIN Study – e-Journal use is strongly correlated to research success



## Correlations between expenditure, journal use and research success

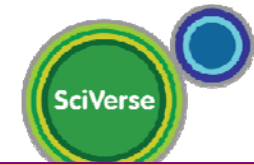


“Article downloads correlate positively ... with all four measures of research success. The correlations are highly significant”

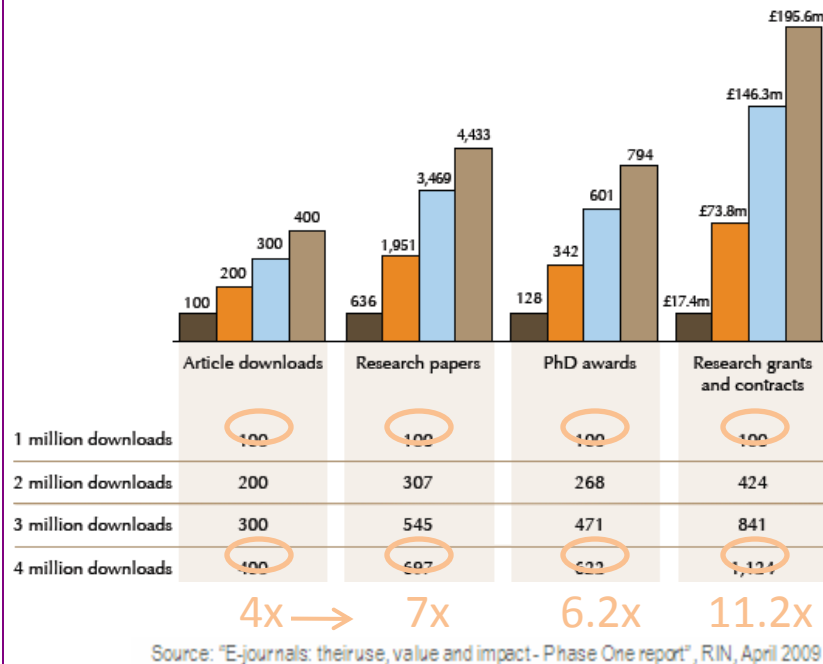
- The Research Information Network is a policy unit funded by the UK higher education funding councils, the seven research councils and the three national libraries
- Research success includes number of papers published, citation impact, PhD awards, grant income
- 5 years of data used



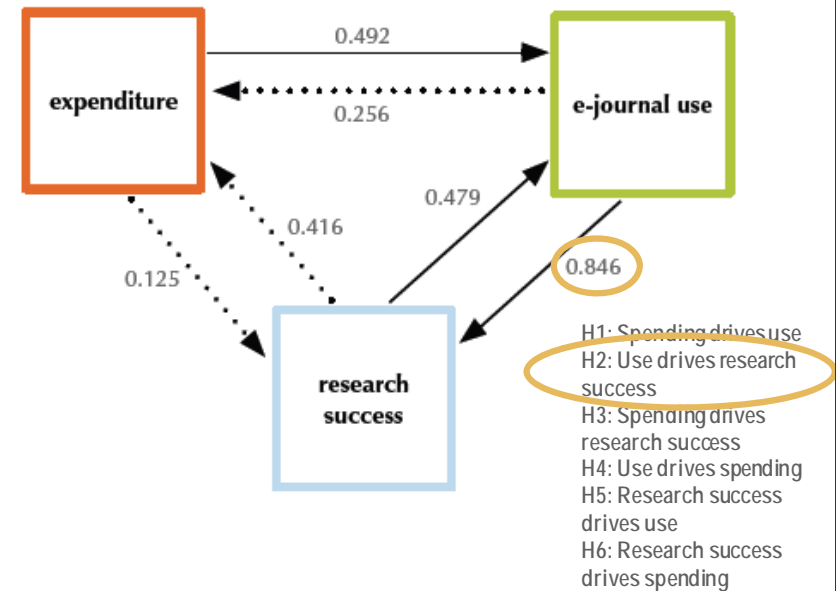
# Access to scientific information drives research efficiency – RIN Study



## E-Journal use and relation with research success



## E-Journal use drives research success

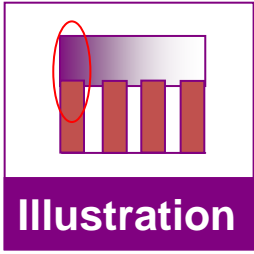
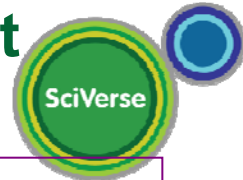


Source: "E-journals: their use, value and impact - Phase Two report", RIN, January 2011

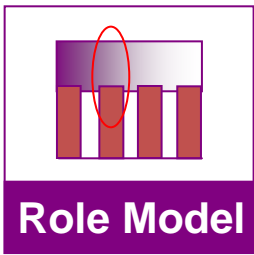


- A 2x increase in article downloads is associated with a 3x increase in articles authored, a 2.7x increase in PhDs granted, and a 4x increase in grants won
- Strongest relationship over three years: e-journal use drives research success

# Scientific articles play important roles at different stages in an education



- Teach the scientific method by analyzing scientific reasoning
- Illustrate basic courses with exciting new findings
- Show how articles can reach different conclusions that are both valid
- Introduce the perpetual journey of discovery that is science



- Use review articles for a comprehensive overview of a subject
- Have the students report on experiments using article conventions
- Guided reading
- Reproduce experiments based on articles



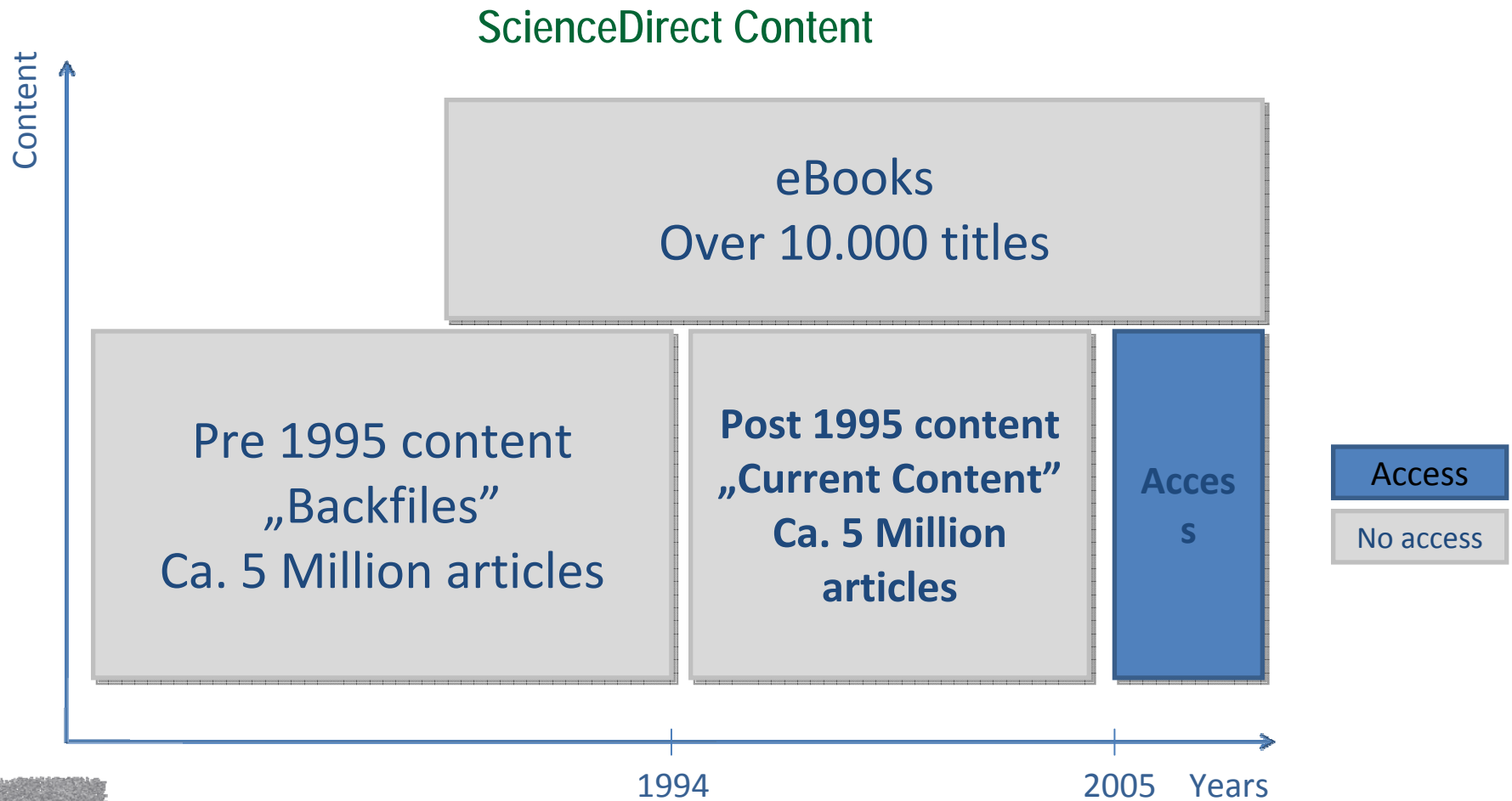
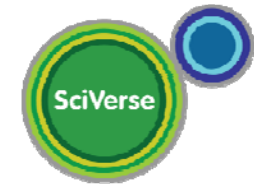
- Read articles on a broad range of topics to discover interests and develop own opinions; follow references to explore
- Use special issues to explore a current hot topic
- Build bibliography with guidance of mentor
- Classic literature



- Build own theories and experiments; stand on the shoulders of giants by reading what others have done
- Start writing articles to be published; become part of the community
- Impress editors with your knowledge of the literature leading to higher chance of acceptance



# Do Serbian researchers and students have full access to Elsevier's world class content?





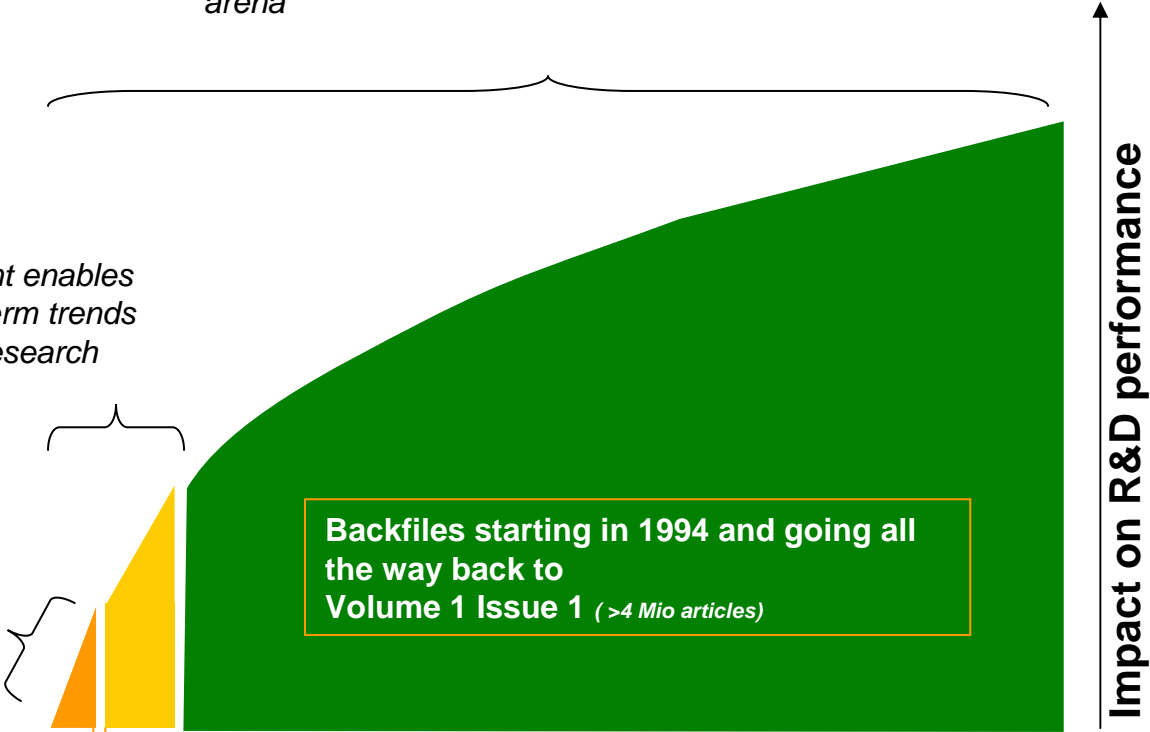
# The depth and coverage of high quality content is key to the success of any research institute



**Innovative Centre of excellence**  
*In-depth coverage of content enables researchers to spend time on innovation rather than reinvention and build a world class position in the world's R&D arena*

**Innovative Centre**  
*Reasonable coverage of content enables researchers to identify longer term trends and spend more time on new research*

**Follower of current trends**  
*Researchers able to determine their current R&D position but not able to conduct innovative research*



Current Journals in the FC  
 Intermediate Backfiles

1+ 4 yrs                      9 yrs

**Years of available content**  
 (>8 Mio articles)

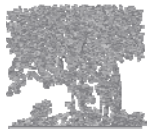
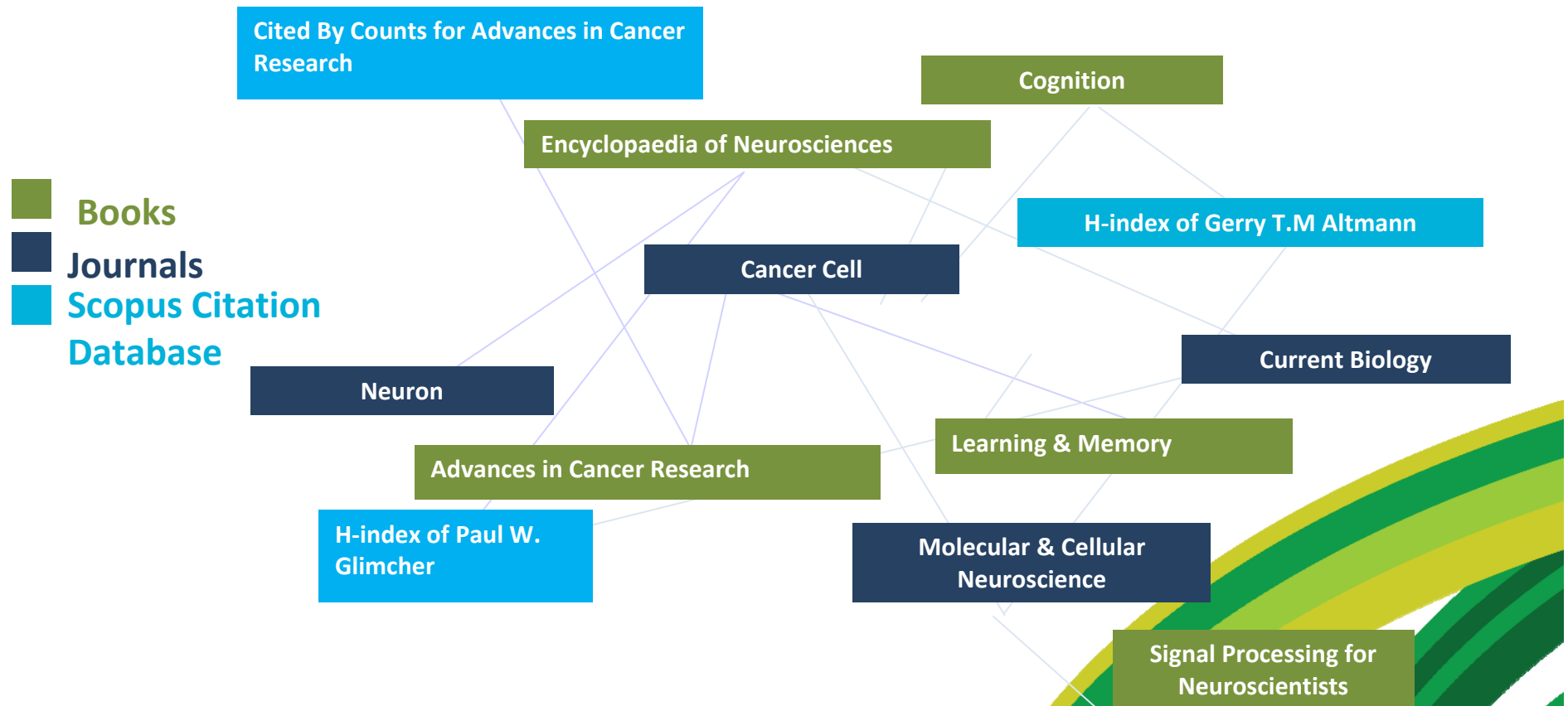
Full history

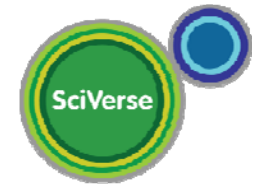


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# Thank You

Any questions?

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