



PHYSIKALISCHES KOLLOQUIUM
EINLADUNG

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spricht

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über

“Scientific Publishing from Vanity to Strategy”

For the scientific information market, we envisage that “research and higher education information market will in future be based on an open and global network of information relating to research and education that conform to open standards, and an accommodating architecture that allows users the easiest and fastest possible access to this information. It will also include management information relating to this information”.

This vision drives the market for research and higher education information and therefore will create the fitting business models in this market.

An important driver is new technology which will not only change the way research results are reported, but also change the research process. The function of the scientific journal was to communicate while at the same time claiming research results, in this way homogenising the awareness of researchers. The journal still performs this function but the emphasis has shifted away from communication required for researchers to remain in phase to more formal registration. This has seduced some to speak about ‘vanity publishing’ and some publishers may well have built their strategies on this concept.

E-science will mark the end of ‘vanity publishing’, and rather than publishers’ strategies, researchers must develop new research and research communication strategies with the goal to improve the production of new knowledge. Publishing strategies should support and facilitate these researchers’ strategies.

Scientific publishing is to serve the scientific knowledge production. Stimulating e-science is therefore the challenge for scientific publishing. E-science means a further step in the integration of information into the research process requiring new strategies and business models for scientific publishing to move away ‘from vanity to strategy’.

Einladender: Thomas Severiens, ISN