

Changing business models: moving from pay-to-read to open access models in South Africa

Prof SF Koch, Managing Editor,
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SAJEMS

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Outline I

Historical Sketch of SAJEMS

Publication Models

The Future of Open Access SAJEMS

SAJEMS Accreditation

- 1 Founded in 1988
 - Founded within the Faculty of Economic and Management Sciences at the University of Pretoria
 - It is a very general business and economics journal
 - Presumably founded to take advantage of DOE subsidies
 - Developed an “in-house” moniker
 - Is not affiliated with any society
 - Numbering restarted in 1998: Currently Vol 13, No. 2 (June)
- 2 ISI Accreditation
 - Process begun in 2006
 - Recognized in 2008 (First business journal in Africa)
 - Recent impact factor ~ 0.2

SAJEMS Publication Model

- 1 UP Press
 - Cost recovery mechanism with page fees
 - Published mostly ontime
- 2 Juta Press
 - Contracted in 2005
 - Switched to submission fees
 - Only 47 subscriptions
 - Juta losing money
 - Contract to end this year
- 3 Open Access
 - Very low impact factor
 - Very few subscriptions
 - Needed a journal that was readily available
 - Still on submission fees, but will not cover costs

2008-2009 Publication and Submission Data

1 Submissions

- Pre-2008: Approximately 130 per year
- 2008-2009: Approximately 95 per year
- Hypothesis I: Increasingly stringent publication requirements
- Hypothesis II: Increasing expectation on International Publications

2 Publications

- Pre-2008: Approximately 48 articles per year
- 2008-2009: Approximately 35 articles per year

3 Manuscripts in System

- 251 at end of 2009
- 451 different authors represented
- 101 different institutions
- 26 different countries: SA (40), Nigeria (14), US (9), UK (6)

2008-2009 Acceptances and Rejections (Author Level)

1 Author Acceptance Rates

- NMMU - 54.5
- UP - 50.4
- NWU - 47.4
- Wits - 45.4

2 Author Rejection Rates

- UKZN - 15.3
- Wits - 22.7
- UP - 30.6
- UNISA - 70.3

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Pay to Read

- 1 UP Press
 - Partial Cost recovery model
 - R80 per page
 - Available online through SAe Publishing
- 2 JUTA Press
 - Switched to sorting model using submission fees
 - R400 or \$50
 - Available online through SAe Publishing
- 3 Problems
 - Too few subscriptions
 - Online articles must be purchased
 - Very low impact
 - Too few submissions outside UP
 - Submission fees do not cover costs

Open Access Options

- 1 Page Fees
 - Submissions handled freely
 - Could lead to more submissions (especially poor ones, due to “publication expectation” at M and D level)
 - Accepted publications require payment for editorial services
 - Allows us to cover costs, and leads authors to limit pages
 - Not generally accepted outside of health (internationally)
 - Places SAJEMS at a disadvantage
- 2 Submission Fees
 - Current system, difficult to switch
 - Difficult to cover costs (especially editing)
 - But, have an editorial secretary (should have time to do this)
- 3 Our Choice
 - Stick with submission fee model
 - Move editorial services back to managing secretary
 - Will require a simplified publication layout

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The Way Forward

- 1 Open Publishing
 - 13(3): Open and Published
 - 13(4)-: Open only
 - Past volumes and issues posted when possible - all by end 2011
- 2 Marketing
 - Rely on open access to increase readership and citations
 - Work towards affiliation with academic society
 - Entice book publishers to advertise on our web page
 - Consider inclusion of book reviews in journal
- 3 Sustainability
 - Re-evaluate page fee v. submission fee model
 - Improve impact factor
 - Improve market position

Challenges

- 1 Editorial Costs
 - Authors do not generally follow formats well
 - English is a second or third language for many authors
 - latex publishing would be easiest, but not widely used in business and economics
- 2 Open Journal Publishing software not the easiest to use
 - Managing Secretary struggles with new system
 - Should improve with experience
- 3 Submission fee payments
 - Under UP payment system
 - Not allowed to manage ourselves
 - Central control makes payments difficult to track
 - Paypal? Credit cards? Other options?