The peer review process: burden or blessing to universities?

Transparent & Cost Effective
Digital Open Access Publishing

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Why researchers publish their work?
A scientist: gathers knowledge about the natural world.

Communication leads to new discoveries, benefiting society!
- Communicate results to peers
- Advance the career
- Prestige
- Funding & Rewards

Who is measuring?

- Employers
- Governments/Funders
- Researchers themselves
The peer-review process
A scientist submits a manuscript to a journal. The editor reviews the manuscript, which takes about 6 months to a year before publication.
Son, I don't see your name here...

Can you please check under the "Publish or Perish" category...?!
What’s the problem?
WHAT IS THE PROBLEM?

university (taxpayer $, tuition $, etc.)

grant

pay faculty to do research & report on results in articles

faculty give away articles & copyright to publishers for FREE (and other researchers peer review for free)

& publishers rake in all the (and it is BIG)

...and many students, researchers, and others still can’t get the articles they need & libraries cannot afford many journals.
Open Access Publishing
Legacy subscription publishing vs. Open access publishing

**Legacy subscription publishing**

- Research and salary paid for by the state and other funders
- Researcher writes article and submits it to a journal
- Publisher organizes peer review, production, indexing and archiving of article
- Publisher makes article available behind a paywall only
- Universities pay the publisher for access to the content with state funds
- The public pay to view on a per-article basis

**Open access publishing**

- Researcher writes article and submits it to a journal, with processing fee paid by state and other funders
- We organize peer review, production, indexing and archiving of article
- We make the article freely available to everyone
- Universities and the public (including commercial companies) can access research quickly and at no charge
Open Access

Most simply:
No barriers to access or reuse
Growth of Open Access

- The European Commission has set a goal for 60% of European publicly-funded research articles to be available under OA by 2016.

- National governments in the UK, France, Sweden, and Denmark all targeting 100% OA no later than 2025.
Open Access by Discipline

- Medicine: 13.9% Gold, 7.8% Green
- Biochemistry, Genetics & Molecular Biology: 13.7% Gold, 6.2% Green
- Other Areas Related to Medicine: 10.6% Gold, 4.6% Green
- Mathematics: 17.5% Green
- Earth Sciences: 25.9% Green
- Social Sciences: 17.9% Green
- Chemistry and Chemical Engineering: 7.4% Gold, 5.5% Green
- Engineering: 13.6% Gold, 4.8% Green
- Physics and Astronomy: 20.5% Green

Gold and Green bars indicate the percentage of open access articles in each discipline.
The peer-review process

Invisible Problem?
Ethical Problem?
Invisible understanding?
The Invisible Costs of Peer review

• Peer review is initiated and managed by the publishers whereas the researchers employed by the universities are doing the peer reviewing work.

• A recent study at the University of Tromsø (UiT) showed that UiT researchers spent as much as 28000 hours each year on peer reviewing for journals or publishers.

• This shows that if the UiT were to employ and pay researchers in positions as reviewers, this would cost approximately € 1,783,000 per annum for the university.

• In other words, the invisible costs of peer review are extensive.
**Price of prestige**

Open-access prices correlate weekly with the average influence of a journal’s articles.

**How costs break down**

An economic model shows how switching from subscription to open access changes the costs of publishing.

- **Subscription**
  - **PRINT & ONLINE** ($4,871)
- **Subscription**
  - **ONLINE ONLY** ($3,509)
- **Open access**
  - **ONLINE ONLY** ($2,289)

- **Voluntary peer review (not counted in price)**
  - Additional cost if reviewers were paid for their time.

- **Article processing**
  - Administering peer review (assuming average rejection rate of 50%); editing; proofreading; typesetting; graphics; quality assurance.

- **Other costs**
  - Covers, indexes and editorial; rights management; sales and payments; printing and delivery; online user management; marketing and communications; helpdesk; online hosting.

- **Management and investment**
  - Includes cost to establish journal: assumed 20% subscription; 15% open access.

- **Margin**
  - Assumed 20% subscription; 15% open access.

Data from J. Houghton et al. “Economic implications of alternative scholarly publishing models” (Joint Information Systems Committee, 2009), available at go.nature.com/5YzCvz.
Turning the burden into blessing!

Traditional* & open-access journals **

Author submits → Editor → Peer-review → Publisher → Publication

Author pays Article Processing Fee**

Open Communications Journals

Author submits → Editor → Screening Associate Editor → Peer-review → Publisher → Publication

Author pays Article Processing Fee

Readers pay the subscription fee*

*Discounts on APC
*Honorarium

Paid*

Paid*
Faster publication process & happy reviewers-authors-readers

Traditional & open-access journals

Unpaid reviewers perform the reviewing task when they find some time.

Open Communications Journals

Paid reviewers perform the reviewing task in the deadline of 1-2 weeks.
Phase-1: the following Open Communications Journal series will be launched...

- Open Communications in Biology
- Open Communications in Chemistry
- Open Communications in Medicine
- Open Communications in Physics
- Open Communications in Clinical Science
- Open Communications in Computer Science

Phase-2: the following Open Communications Journal series will be launched...

- Open Communications in Mathematical Sciences
- Open Communications in Engineering Sciences
- Open Communications in Astronomy & Space Sciences
- Open Communications in Earth & Environmental Sciences
- Open Communications in Legal & Political Sciences
- Open Communications in Education Sciences
- Open Communications in FEMB (Finance, Economics, Business & Management)
Article Processing Charges (APCs)

**OUR INDIRECT COSTS**
- £120
  - Editorial Assistance
  - Platform Development & Maintenance
  - Promoting Open Access
  - Our Business Costs

**OUR DIRECT COSTS**
- £60
  - Waiver Premium (to help others who can’t source funds)
- £40
  - Production Costs: XML, PDF, ePub etc., Image Work, Quality Checks, Author Liaison
- £20
  - DOI: DOI Registration, Indexing, Archiving, Presentation and Promotion of Content
- £10
  - APC Administration Fee

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OPEN COMMUNICATIONS PRESS
open access peer-reviewed journals
Addressing the cost barrier

PROFITABLE OPEN ACCESS FOR ACADEMIC SOCIETIES

Our base Article Processing Charge (APC) is only £250

£250  £750  £1,000

Base APC  Society Income  Price advantage over legacy publishers

Societies can increase the charge to add income, and still beat legacy publishers on price
POWERING UNIVERSITY PRESSES

Fully rebranded platform

OPEN COMMUNICATIONS PRESS: Open access, peer-reviewed journals

take care of the technology, development and production

Integrates university researchers into peer review database

Automatically links to data repository
Thank You

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