



E-Preferred – Transforming a National Library into a Digital Library

THORSTEN MEYER, ZBW

#OCLCEMEARC19





Thorsten Meyer

Chief Librarian

Facts

- founded in 1919
- specialised in Economics and Business Studies

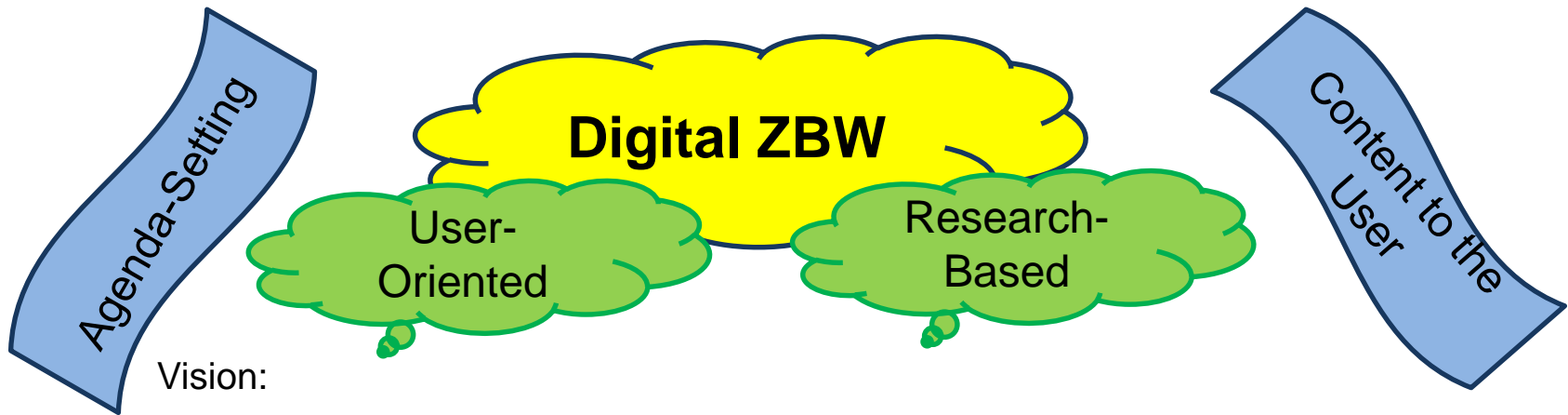
- 23 national and regional licences
- 5,8 Mio Downloads of Digital Full Texts

- ~ 280 Employees
- 23 Mio Euro Budget/Year



Member of:





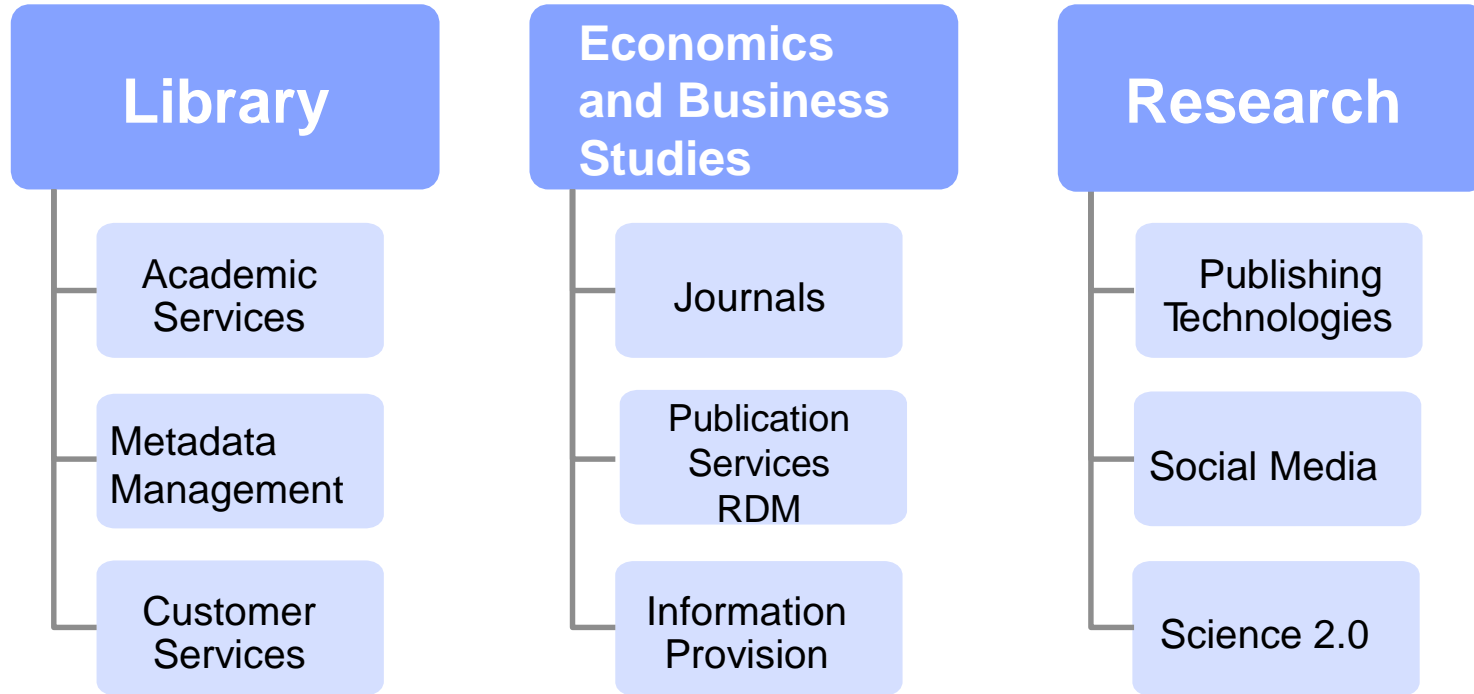
Vision:

ZBW is nationally and internationally setting standards for the modern provision of information in economics and business studies
Content to the user is like just in time and not just in case

Tasks:

Open Access, Licencing Models, Retrodigitisation, Digital Long-Term Preservation, Automatic Generation of Metadata, Counselling of Academics to Deal with Digital Change, New Infrastructure Services, Active Contribution to Science 2.0/Open Science

Areas of Competencies



Content Management

Digital Long-Term Preservation

E-preferred Strategy

Licence Management

Retro Digitisation

Digital Publishing

Metadata Management

Digitisation

Digital Archives

Open Access

Repository

Discovery

ZBW Digital Strategy

Digital Strategy - Purpose

- content management based on the digitisation of science and its implications on economics and business studies
- ZBW keeps relevant information sustainably accessible
- digital strategy is an umbrella for all digital activities of ZBW concerning content

Areas of Action

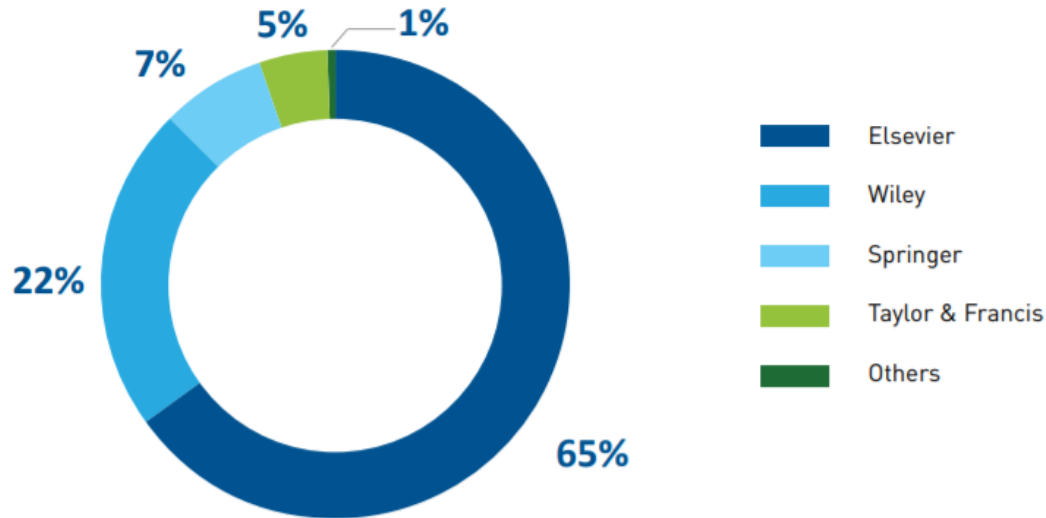
- acquisition of content is based on an e-preferred strategy
- preservation of content is realised via retrodigitisation rather than keeping the printed material – just in time and user orientated
- the quality of metadata and its enrichment are aligned to internal and external expectations
- technical systems to access the content are continuously innovated

E-Preferred-Strategy

- Why?
 - direct access to relevant information is crucial to meet user's demands
 - digitally available information is crucial to realise direct access
- Surrounding Conditions:
 - contractual restrictions by publishers (licences)
 - access has to be realised on a national level (Germany)
 - legal rights for text and data mining have to be negotiated as well
 - dissemination of German research output worldwide is crucial
 - market of scientific publications in economics and business studies

Market of Scientific Publications

Figure 11. Percentage of periodicals expenditure per publisher (per annum)



•EUA Big Deals Survey Report : The First Mapping of Major Scientific Publishing Contracts in Europe. April 2018

Open Access in Economics and Business Studies

- Journals
 - hybrid journals with subscription and open-access-option with cost
 - few open-access-journals in the according rankings (less than 5%)
 - very few journals based on APC are existing
- Working Papers
 - Open Access as standard, no commercial interests of publishers

Open Access in Economics and Business Studies

Table V Percentage of OA across scientific domains for publication year 2014, per OA type, as measured in Q3 2016

	Total OA	Green	Gold	Both Green & Gold	Gold
WoS	55%	31%	23%	7%	
Health Sciences	59%	30%	33%	9%	33%
Natural Sciences	55%	37%	15%	5%	15%
Applied Sciences	47%	29%	13%	3%	...
Economic & Social Sciences	44%	21%	8%	1%	Economic & Social Sciences 8%
Arts & Humanities	24%	9%	7%	1%	

Note: Percentages are based on the total number of publications and not only open access publications.

Source: Prepared by Science-Metrix using the Web of Science (Clarivate Analytics) and the 1science database

Analytical Support for Bibliometrics Indicators: Open access availability of scientific publications, Science-Metrix, January 2018.
<http://science-metrix.com/en/publications/reports#/en/oa-report>

Transforming to Open Access – From Pay-to-read to Pay-to-publish



Germany: Project DEAL

- national licencing contracts for all e-journals of the „big three“
- initiated by the Alliance of Science Organisations and mainly driven by the German Rectors Conference (HRK)
- main aims of negotiations:
 - all academic institutions in Germany have sustainable access to full texts to all e-journals
 - appropriate prices within a simple pricing model fokussing on the amount of publications
 - all publications of authors associated with German institutions are open access (CC-BY, inkl. peer review)

E-Preferred-Strategy

Activity Levels:

- generating more national consortia
- development of new licencing models and business models
 - national availability of content
 - e.g. new models for e-books
 - cost and work sharing among institutions
- acquisition of rights for storage on own repositories
- fostering open access and storage of open access publications
- collaborating with partners in administration of licences

Transforming to Open Access – From Pay-to-read to Pay-to-publish

- ZBW-Approach:
 - combination of licence management and open access publication services (EconStor), using the acquisition budget as well for acquisition of OA-rights
 - cooperation with publishing institutions in economics and business studies
 - licencing models for journals as well as monographs
- Focus of ZBW:
 - scientific publishers below the „big three“ and specialized in our discipline
 - Taylor&Francis, Emerald, Sage, Oxford UP, Cambridge UP, DeGruyter, Edward Elgar, ...

Transforming to Open Access – From Pay-to-read to Pay-to-publish

Example: offsetting cost of publication and subscription

Contract with Taylor & Francis

- licence contract of ZBW benefiting further 13 institutions focusing on research in economics and business studies
- enables access to 265 academic journals for all participants
- publications of researchers will be published in open access at now additional cost

Transforming to Open Access – From Pay-to-read to Pay-to-publish

Example: buy-out of publication series

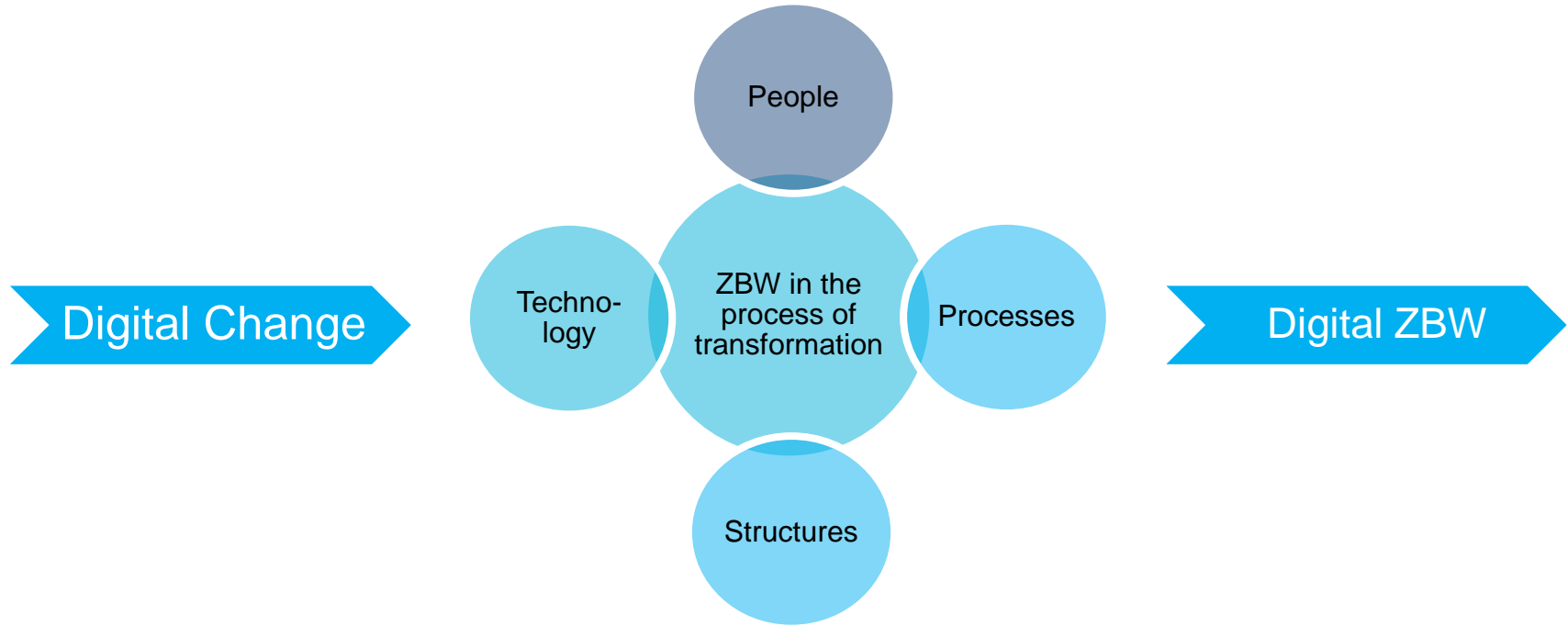
1. OA-contract with Duncker & Humblot

- in cooperation with RWI – Leibniz-Institute for Economic Research
- publications of a series of RWI in CC-BY-NC-SA licence accessible
- digitization of 57 items (11.360 pages) by the publisher, all titles are accessible via EconStor and via the publisher

2. OA-contract with Peter Lang

- important German publication series in economics and business studies with 600 publications until 2017 are accessible via a CC-BY licence
- digitization of 500 publications by the publisher
- all titles are accessible via EconStor and via the publisher

Digital Transformation – Areas of Activity



Challenges – surrounding conditions

- traditional library tasks are diminishing (e.g. loan desk, cataloguing)
- new knowledge is needed (e. g. social media)
- paradigm of work within a library is changing – digital first
- different levels of awareness of necessity of digitisation of work
- different availabilities to handle the digital change

Focus on: Digital Culture – Digital Thinking

- aim: create a culture for colleagues to embrace the digital world
- empowering staff to contribute to a digital ZBW
- implementing digital procedures for administrative necessities
- openness to new working procedures, new tasks and new collaborations within ZBW
- pushing the individual comfort zone from print to digital



EMEARC19 CHANGE THE GAME

THANK YOU

Thorsten Meyer

ZBW –
LEIBNIZ-INFORMATION CENTRE
FOR ECONOMICS AND BUSINESS STUDIES

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