



Elsevier's open door to assisting science – the impact of China

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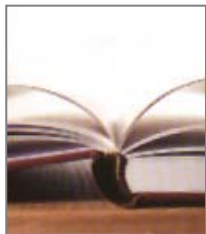
Elsevier has a long history of scientific publishing



- The Publishing House of Elzevir was first established in 1580 by Lowys (Louis) Elzevir at the University of Leiden, Holland



- Keeping to the tradition of publishing established by Lowys Elzevir, Jacobus George Robbers established the modern Elsevier Company in 1880



- Among those authors who published with Elsevier are Galileo, Erasmus, Descartes, Alexander Fleming, Julius Verne

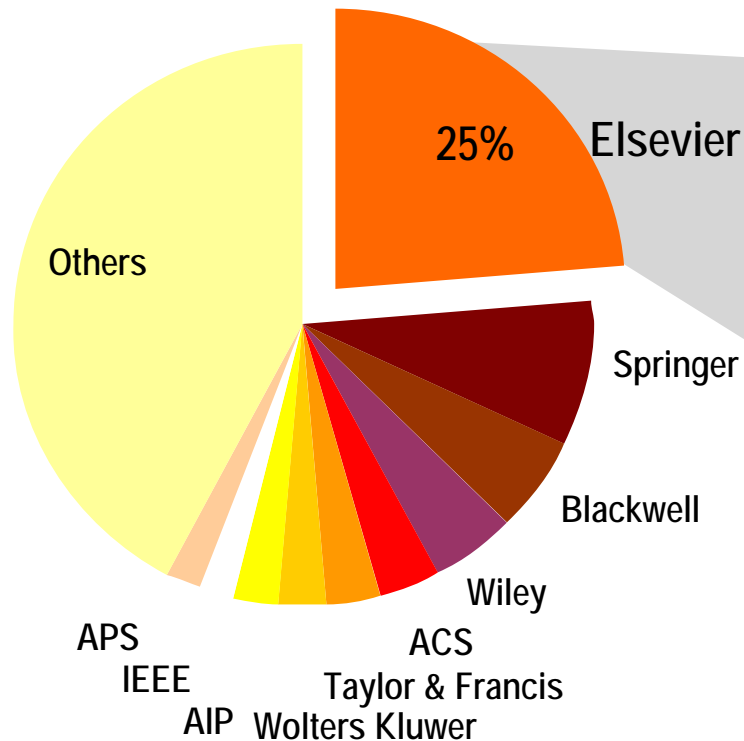


- Elsevier publishes 2200 journals (10% of STM) covering 25% of the STM authors market.
- Through **ScienceDirect** 10 million scientists and researchers have desktop access to a service offering 9 million journal articles.
- In 2004, Elsevier launched its new abstract & indexing database, **Scopus**, which covers 17,000 journals from all key STM publishers.
- **MD Consult** brings the leading medical resources together into one online service to help health professional make better decisions.

To do this we:

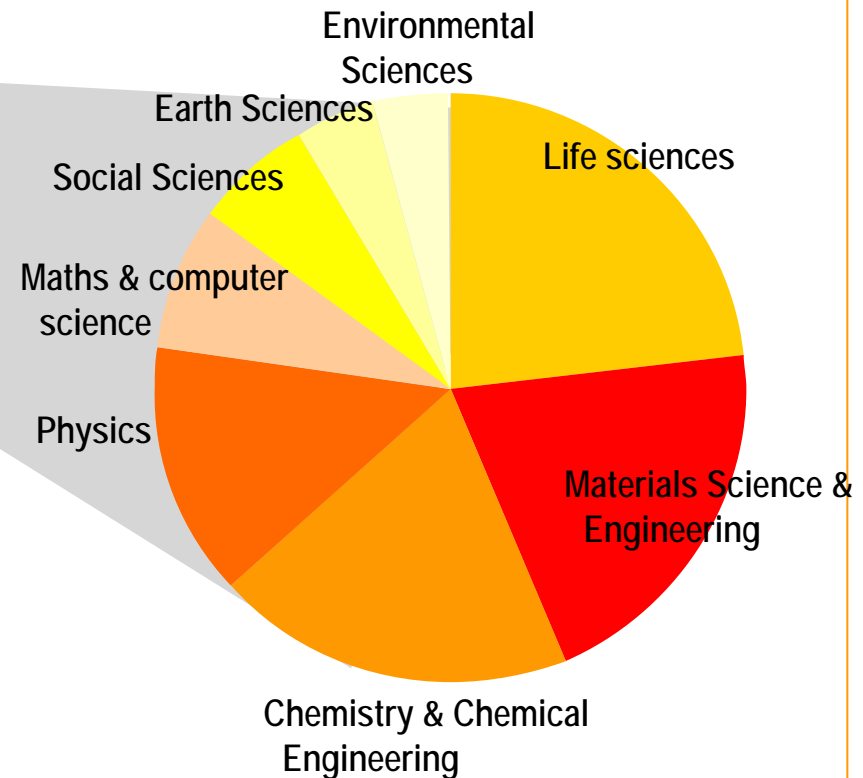
- Maintain sales in 180+ countries.
- Employ over **7,000** people in 70 offices in 26 countries of whom 1,150 are based in The Netherlands.

Share of Journal Articles Published



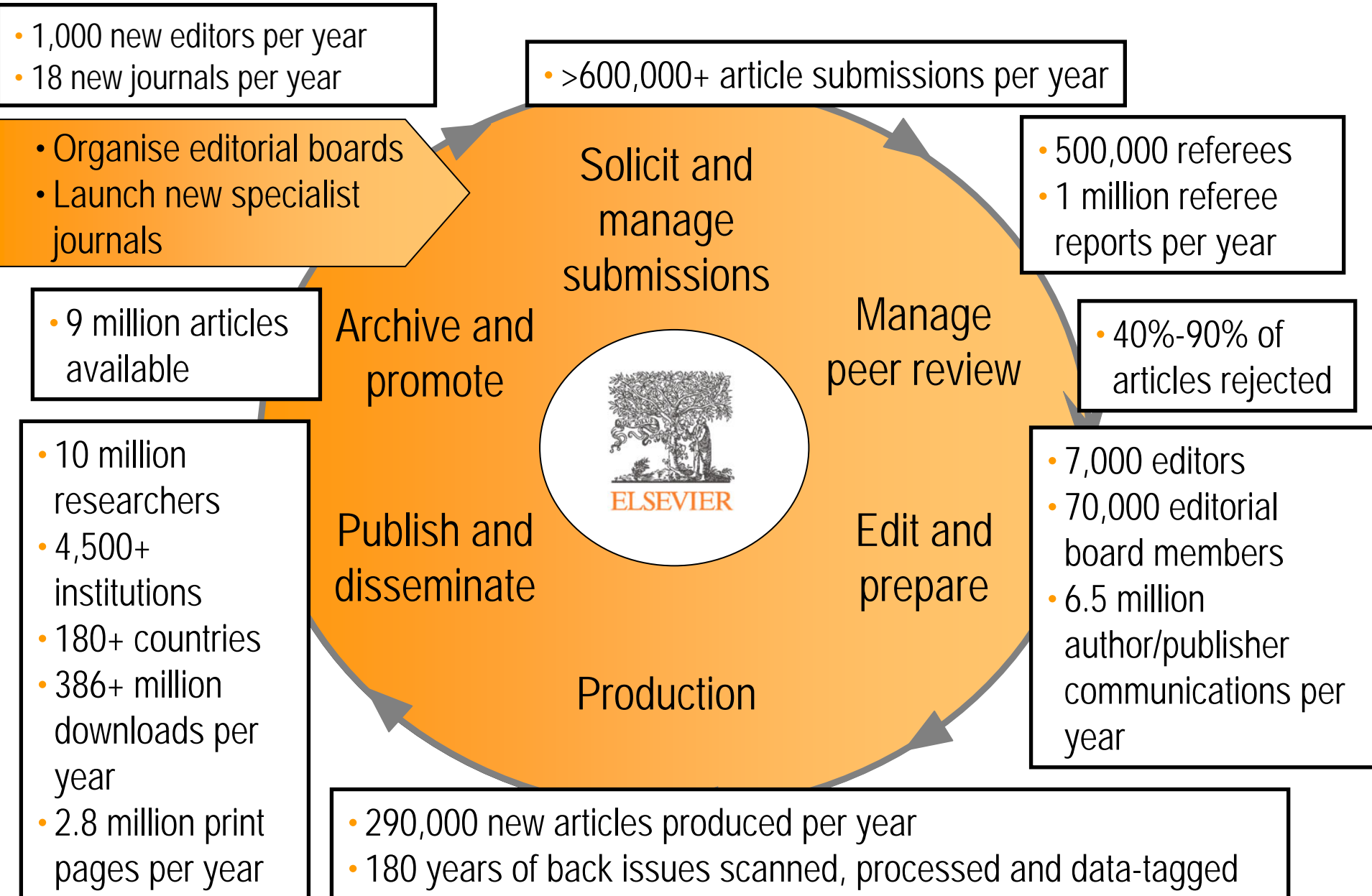
~1 million English language research articles published globally in 2005

Our Scientific Disciplines



290,000+ English language research articles published with Elsevier today

Journal publishing volume



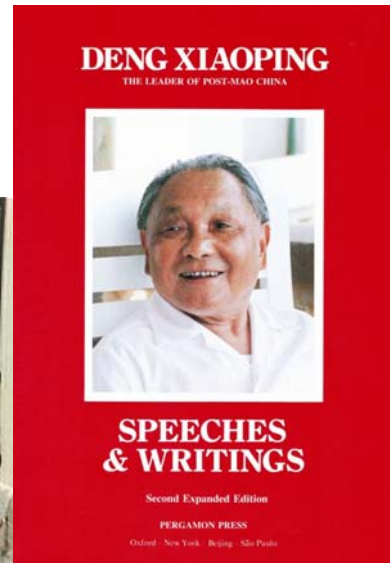
Pergamon Press, which later became part of Elsevier, entered China in the 1980s.

Pergamon出版社，其后来成为爱思唯尔的一部分，在80年代进入中国并在北京建立了办公室。



Training program for Chinese publishing professionals

为中国出版人士举办的培训



1987



Elsevier employee Anna Moon with Deng Xiaoping.

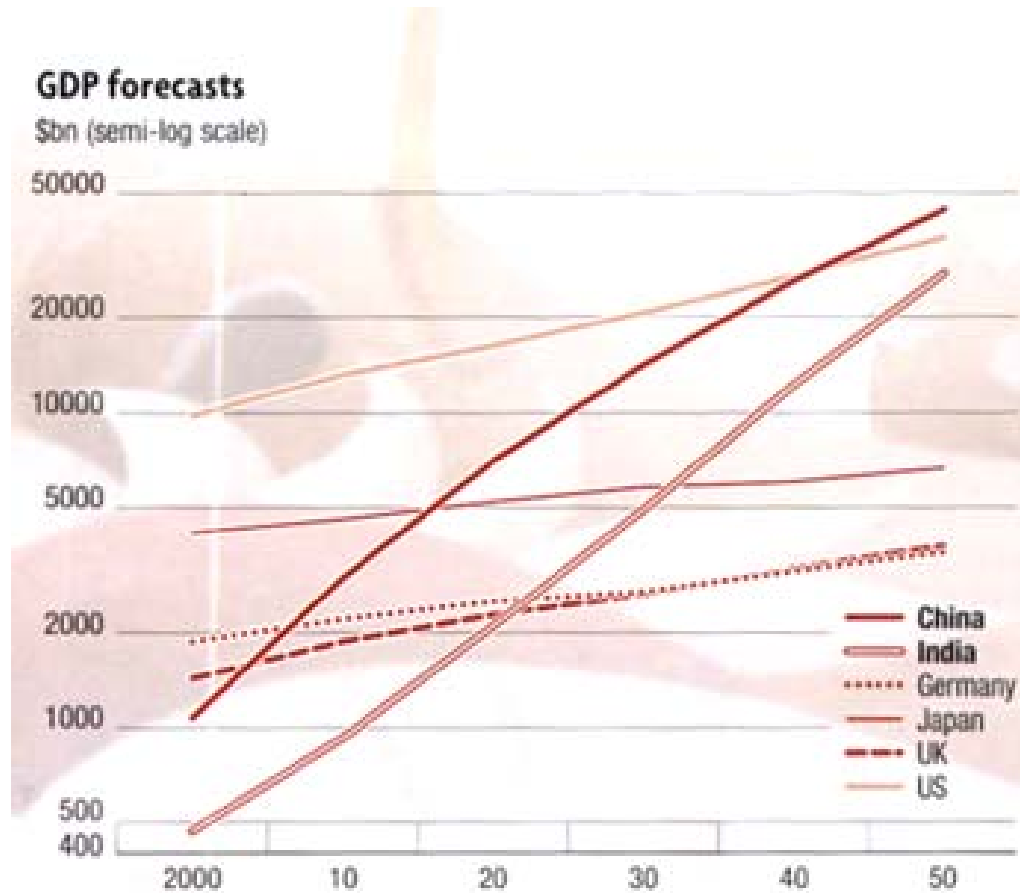
爱思唯尔员工 安娜 穆恩受到邓小平接见

Our observations of China up to around 2003

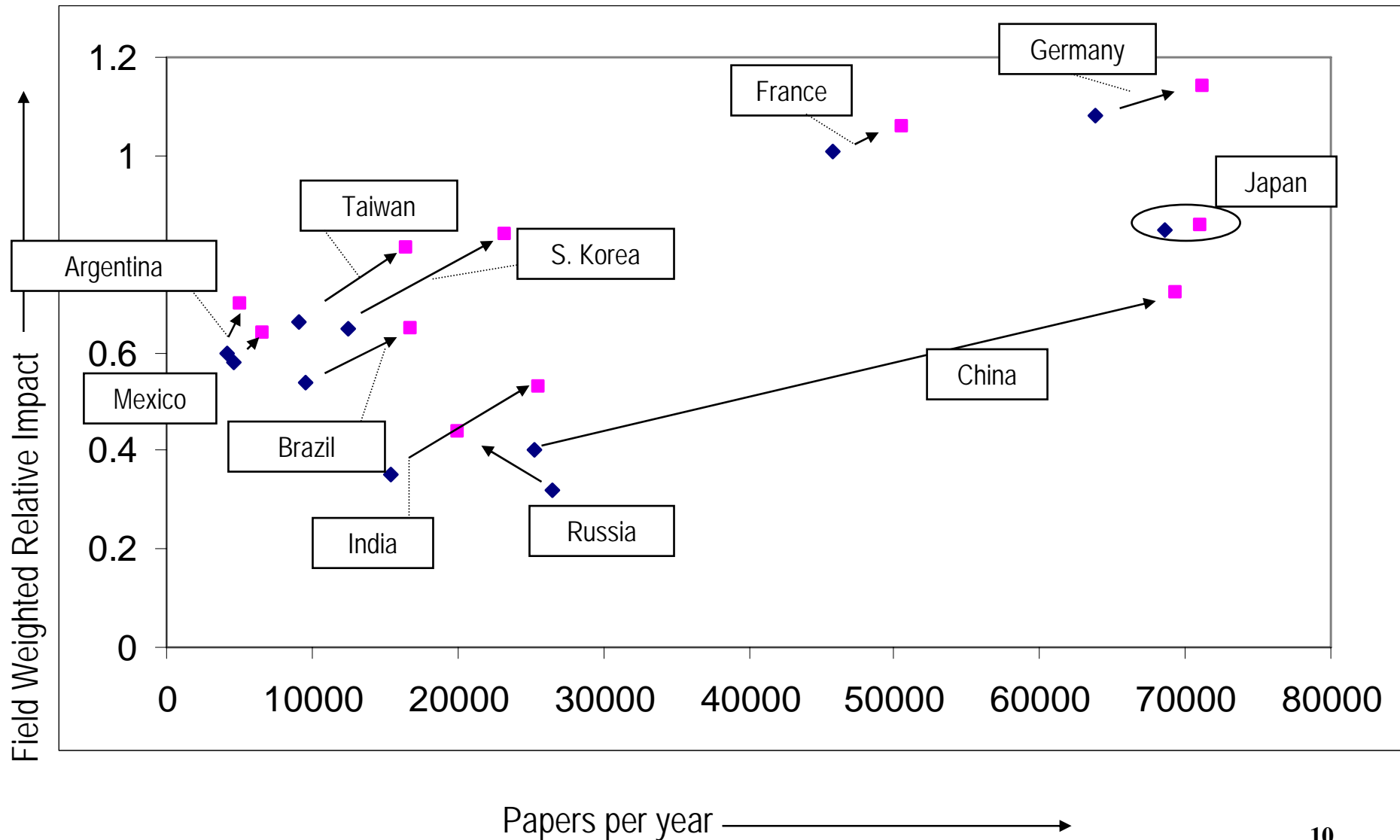


- OPEN DOOR policy – Deng Xiaoping and afterwards
- Strong cultural legacy stressing value of education
- Pragmatism more than idealism
- Anticipated push for applied sciences – to help industrial output
- “If you want to have understanding you must take part in the process of changing reality!” (Mao Tse Tung)
- Top down drive to revitalise science – rapid investment
- Ei and ISI - recognition
- Floods of papers to our journals (mixed quality) causing headaches for some of our editors initially
- WTO – and moves to stop illegal copying of books and journals
- Professor Gavriel Salvendy at Tsinghua....amazing man! (My visit in Dec 2003)

A Growth Forecast



Country	Year	# papers	fld.weighted rel.imp.
USA	1999	246000	1.34
	2005	289000	1.27
China	1999	23000	0.51
	2005	58000	0.68
India	1999	17000	0.51
	2005	24000	0.61



Why me? Why Asia?



- Because I used to live in Japan!!??? (previous CEO's comment)
- 1979-80
 - - A great opportunity after Oxford University – Japan!
 - Teacher on second year of scheme for graduates from top UK universities to teach in Japan (Ministry of Education/Ministry of Foreign Affairs).... 25 of us to correct the balance of payments deficit.... Taught me to recognize importance of QUALITY
- Went back pursued career in computing and in publishing until responsible for Elsevier's publishing in engineering and in materials science.... Encouraged and supported to study part time for BSc, MBA, PhD. Very grateful.
- Job for life?
- 2004-6
 - Another great opportunity – China! (but not so young anymore)
 - Focus on QUALITY

From Tsinghua University cooperation to a new office in Beijing 2004 – Oriental Plaza (near the Forbidden City) and to 2006



- Associate editors (initially from Tsinghua) for key journals with high input from China to help improve quality and choose the best– coordination with our academic editors at universities around the world... Full engagement of our publishing organization (100+ publishers) – visiting the top institutes and attending key international science events in China
- From language correction to technical screening (cooperation with colleagues in India)..... Language polishing and our experience in Japan.... Use of third parties.... Competition between partners to ensure best affordability for authors.
- Ethics help desk – problems with plagiarism.... The work with Crossref to develop Crosscheck.... Comparison of text from different submitted papers and papers already published (guidance only).
- Author workshops kicked off (now in 2008 more than 30 across China)
- The Chinese journal collection – about 40 of best local journals. Collaboration with Science Press. Now integrated into our Freedom Collections to maximise visibility of Chinese science. Editor workshops. Journal improvement practices
- Science Press – books collaboration. Keai imprint. Reference works and then smaller books.

- Reed Elsevier UK-China Science Journalism prize

Gave a prize of a study tour to the UK for a group of Chinese journalists (with additional support for the competition from the British Embassy and the Foreign Office of the UK Government...) Visited Oxford University including the world famous nanotechnology science park, and also to see key academics in Cambridge University plus meetings with key UK science journalists and their bodies

- Study of international cooperation development in Chinese science within Elsevier journals (approx 30% of China's ISI output) with Robert Gordon University department of publishing and communications, Aberdeen Scotland. Baseline established per subject. Examines incidence of joint authorship with different countries. The open door of science. Follow up study in preparation.

- Supporting Chinese universities from developing areas

Provision of books and use of Science Direct and Scopus

- Tibet University
- Qinghai University

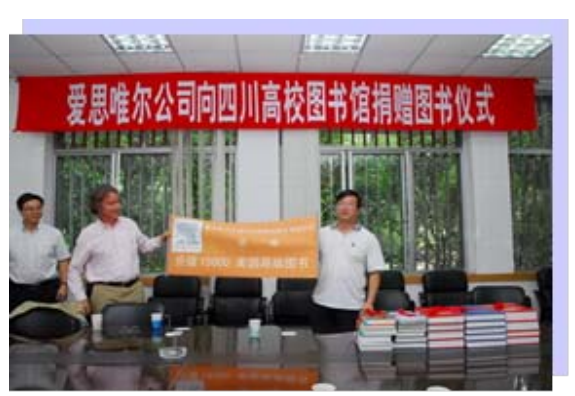
Assistance and proposition with Yang Yi, deputy librarian of Tsinghua University



Donation ceremony at Tibet Univ, 2006



Donation ceremony at Qinghai Univ, 2006



Donation ceremony at Sichuan University Library after the earthquake, 2008

- In 2006, Elsevier initiated a proposal to donate books and a year of ScienceDirect and Scopus to Tibet Univ and Qinghai Univ.



2008.8-: Managing Director, Elsevier S&T China

2007.3-2008.7: Director of Business Development and Marketing, Elsevier S&T China

2002-2003: Visiting Scholar at University of Ottawa, Simon Fraser University, Canada

2000-2001: Vice Mayor in Yao County, Shanxi Province

1994-2006: 12 years in Chinese government (director of books publishing program & general office, Publishing Bureau)



Bridging gaps, Brightening future.



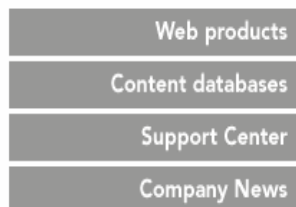
- **Editorial board support:** helping Chinese journals to internationalize their editorial boards
- **Editorial & production:** Elsevier Editorial System (example: Pedosphere, Palaeoworld), language polishing, Computer Aided production
- **Publishing on** : the world's largest full-text database, 250 million downloads in 2005, over 10 million users in 70+ countries)
- **Elsevier global sales and marketing:** promotion on intl. conferences, email alert, content direct...

SCOPUS



Life Sciences titles
Health Sciences titles
Physical Sciences titles
Social Sciences titles

} 418 titles from China



272 Chinese journals
57 proceedings from China

illumin8



SCIRUS
for scientific information only

scirus topic pages

**Where next with Quality in Research for Japan and China:
Exploring New Services for Decision Makers –
Based on Scopus and citations**

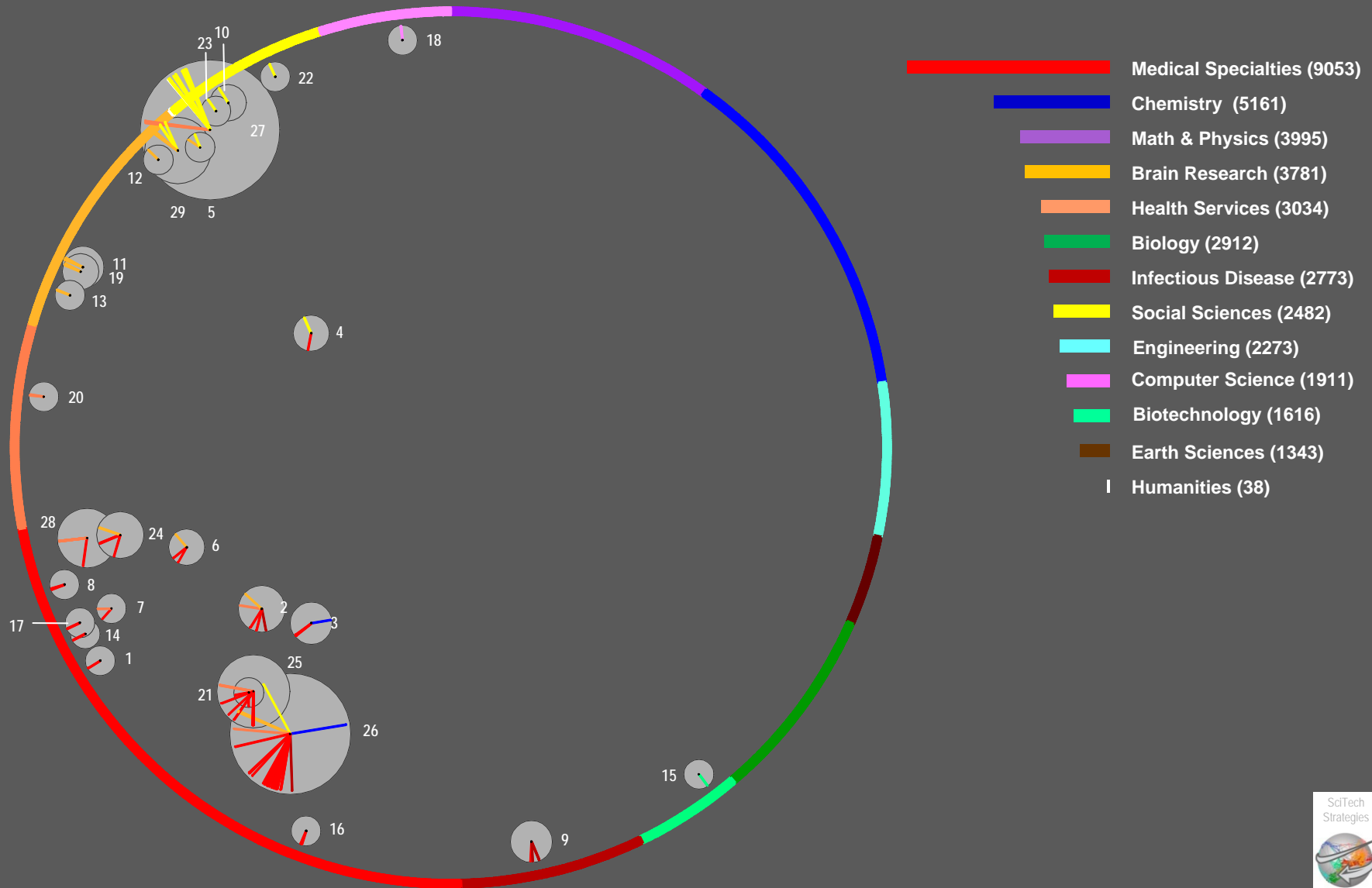
GETTING CLOSE TO OUR CUSTOMERS

- Understand the market dynamics and customer needs driving utilization of content and tools to improve research performance
- Surveyed 1,800+ customers
- Study concluded in March '08

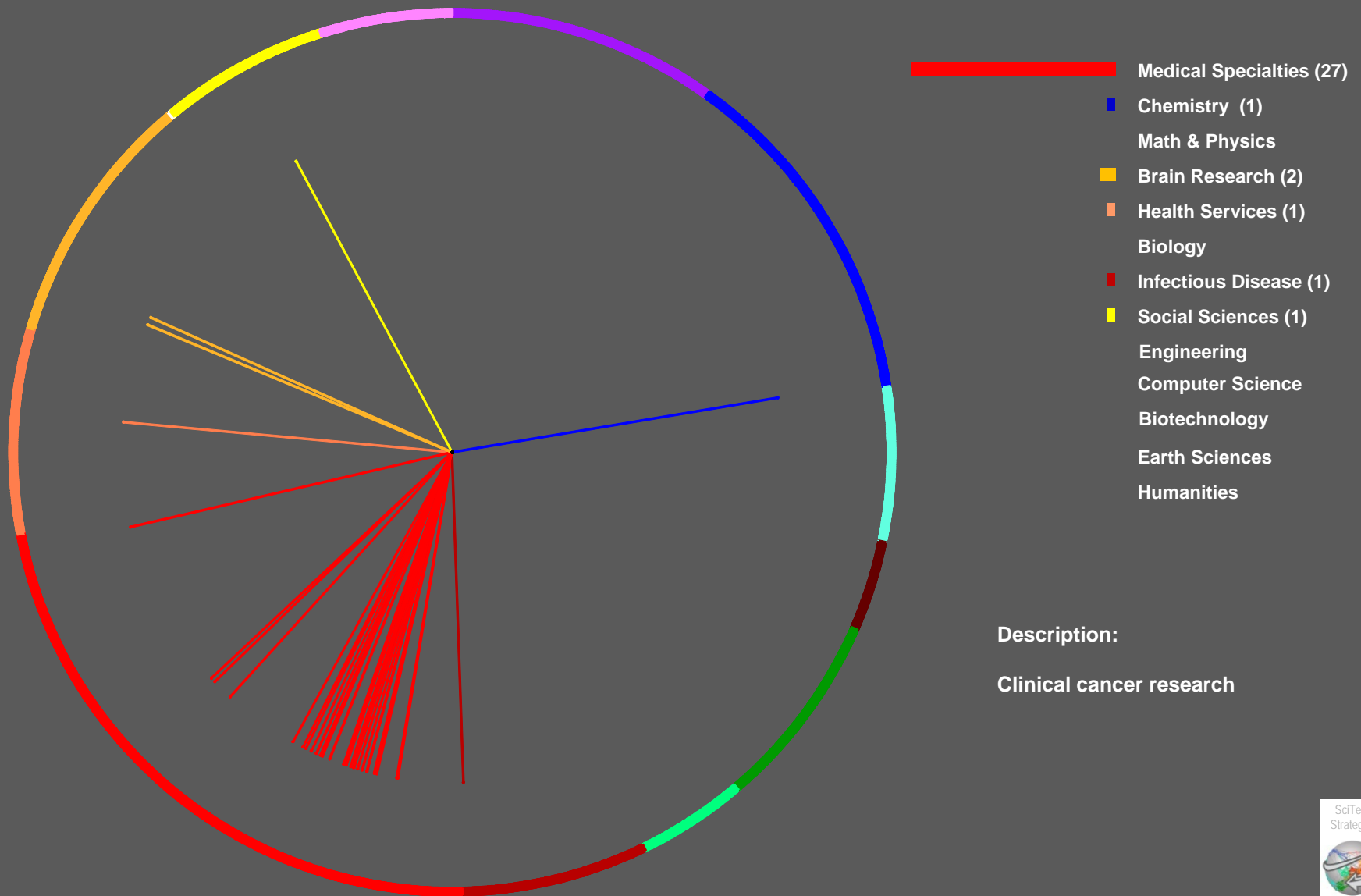


MAP OF SCIENCE for *Athena*

focus on key subject area 26 as example



Key Subject Area #26: clinical cancer research



DISTINCTIVE COMPETENCY #26



Rankings

Rank	Institution	Weight
1	The University	130.61
2	Harvard University	108.49
3	Vanderbilt University	82.94
4	University of Pennsylvania	62.66
5	Johns Hopkins University	60.62
6	University of Michigan	50.71
7	University of Pittsburgh	50.08
8	University of Washington	48.55
9	M. D. Anderson Cancer Center	47.94
10	Baylor College of Medicine	43.20

Market Share Trend

Institution	Growth
The University	0.37%
Harvard University	0.09%
Vanderbilt University	0.12%
University of Pennsylvania	0.02%
Johns Hopkins University	0.26%
University of Michigan	-0.18%
University of Pittsburgh	0.13%
University of Washington	0.14%
M. D. Anderson Cancer Center	0.19%
Baylor College of Medicine	-0.28%

Key Researchers

ORG	Author	npar	weight
The University	A Smith	4	28.66
The University	B Smith	2	13.06
The University	C Smith	7	11.08
The University	D Smith	14	10.13
The University	E Smith	1	9.14
The University	F Smith	10	8.39
The University	G Smith	6	6.76
The University	H Smith	5	6.11
The University	I Smith	7	6.07

Key Competitors

ORG	Author	npar	weight
Harvard University	A Jones	1	10.63
Baylor College of Med	B Jones	3	10.03
Harvard University	C Jones	1	9.38
University of Michigan	D Jones	3	8.53
Creighton University	E Jones	6	7.38
Thomas Jefferson Uni	F Jones	9	7.14
University of Michigan	G Jones	2	6.99
University of Chicago	H Jones	6	6.53
University of Nebraska	I Jones	10	6.27
Northwestern Univ	J Jones	1	6.16