



**Elite communication services
for research-based organisations**

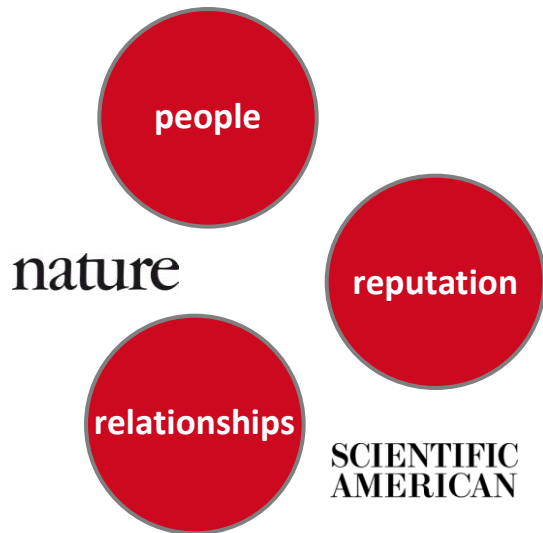
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Overview

- Introduction to Macmillan Science Communication (MSC)
- Context
- Revolutionising Russian Journals
 - Situation analysis
 - Strategic journal development plans
 - Minimum standard requirements for VAK list
- NPG success stories
- Questions

Introduction to MSC

Valuable, **hard-to-imitate** resources & capabilities...



...**leveraged** to provide communication **solutions**...

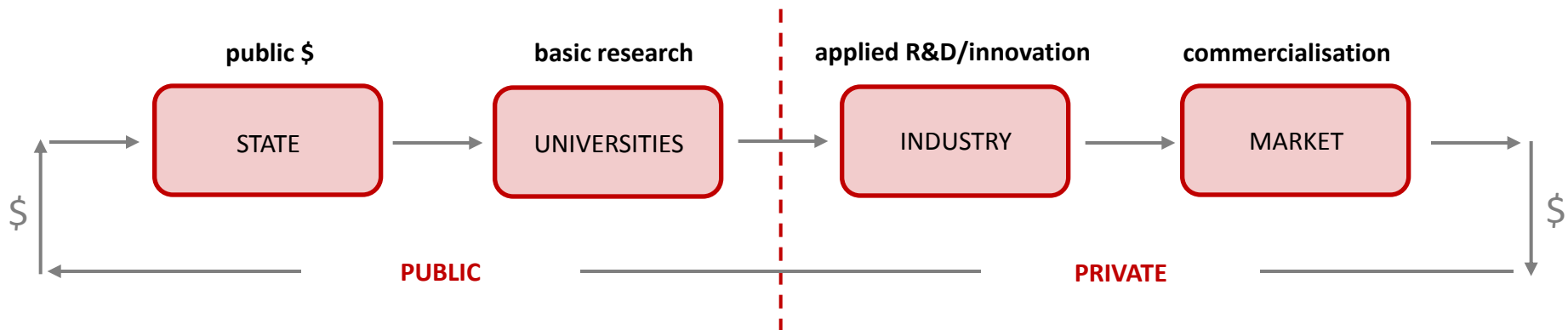


...for research-based organisations



Towards a knowledge-based economy

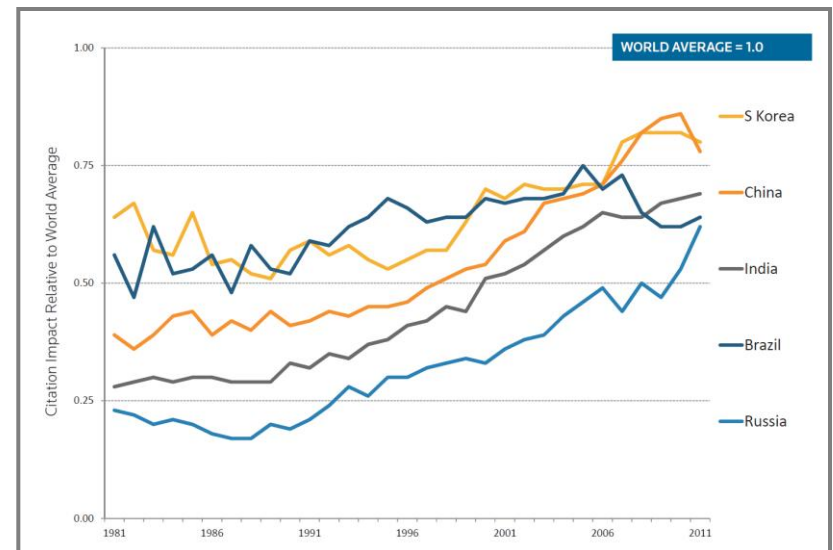
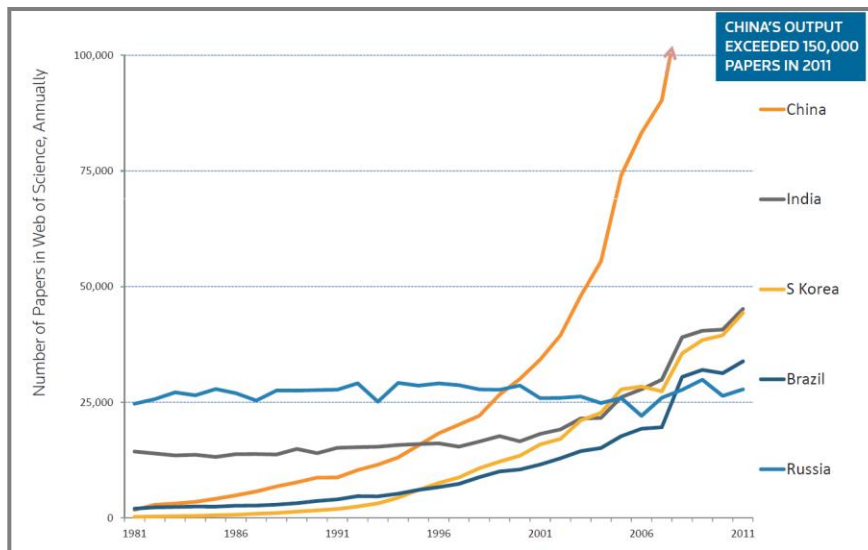
- Governments around the world investing in science as a **strategic priority** to drive innovation-based economic growth and national competitiveness



creating conditions for
knowledge exchange at UI interface

Russia: the big picture

- Russian gross expenditure on R&D remains constant at **~1% of GDP**
- Annual publication output flat at ~25k articles
- Article influence (as measured by citations) below world average



- Russia losing market share and impact to mature and emerging nations

Revolutionising Russian Journals

1

Position audit: online survey of Russian journals

2

Bespoke strategic journal development plans

3

Revised, stricter criteria for VAK list of journals

Position audit

- **Aim:** to audit position of Russian journals
to identify leading titles in strategically important areas
- **Method:** online survey completed by editors/publishers
- **Outcomes:** intelligence on national infrastructure for journal publishing;
shortlist of high-potential journals for future investment and focused development

Online survey

Russian Scientific Journals Survey

Dear owners and editors of scientific journals!

The Ministry of Education and Science of the Russian Federation (the Ministry) has a strategic priority to increase the quality and improve the international visibility of Russian science. As owners and editors of scientific journals, you have a critical role to play. It is important that Russia develops an international reputation for excellence in scientific publishing, and that the output of publicly-funded research is disseminated objectively and broadly. To this end, we have instructed the Skolkovo Institute of Science and Technology and Macmillan Science Communication to undertake a comprehensive evaluation of existing Russian journals.

We should be grateful if you could find time to complete the survey in as much detail as possible.

The survey will close on 30 April 2013, 18:00.

The results of the online survey will be used by the Ministry to define the ways of support for Russian journals development

Disclaimer

The survey has been developed by the Ministry of Education and Science of the Russian Federation and the Skolkovo Institute of Science and Technology in partnership with Macmillan Science Communication. Responses will be collected by the Ministry and shared with Macmillan Science Communication solely for purpose of journal evaluation. The Ministry and Macmillan Science Communication agree to treat data in strict confidence, agree not to share data with third parties, and agree to destroy data on completion of the evaluation exercise.



Strategic development plans for select journals

- **Aim:** to glean additional , qualitative insights into shortlisted journals
to improve leading Russian journals further
- **Method:** interviews with journal stakeholders
environmental analysis
competitor analysis
internal audit of strengths/weaknesses
citation/content analysis
- **Outcomes:** customised strategic development report with three-year action plan (SMART objectives)
to create an infrastructure for publishing excellence

Minimum standard requirements for VAK list

- **Aim:** to align VAK-listed journals with internationally recognised best practices
to enable clear differentiation of approved journals from non-approved journals
to upskill human capital
- **Method:** implementation of minimum standard requirements for VAK-listed journals linked to KPIs
- **Outcomes:** transparent, semi-quantitative criteria
system of certification for Russian journals

Cell Research

- Owned by Shanghai Institutes for Biological Sciences
- Entered partnership with NPG in 2006
- Recruited/mentored new editorial team to work with local publishing teams
- Added content to nature.com
- Shift to hybrid open access model
- Impact factor
 - 2004: 2.161 (88/153 journals in category)
 - 2011: 8.190 (23/180 journals in category)



NPG Asia Materials

- Published by NPG in partnership with Tokyo Institute of Technology
- Launched late 2009 under gold open access model
- External Editor supported/advised by NPG publishing teams
- First impact factor (2011): 5.533
- In 2012:
 - published 25 original articles (~30% rejection rate)
 - >400k page views
 - >100k full text downloads



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