



Research  
Consulting

# HOW TO STAND OUT IN THE ACADEMIC MARKET...

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# DIFFERENTIATORS

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1. Pricing
2. Systems and Reporting
3. Understanding of the Environment
4. Author Experience

# 1. GET YOUR PRICING RIGHT

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- List price
- Discount/deposit/prepayment arrangements
- Relationship to subscriptions

# 1. GET YOUR PRICING RIGHT

## NORMAL DISTRIBUTION OF APCS - UNI OF NOTTINGHAM 2012/13

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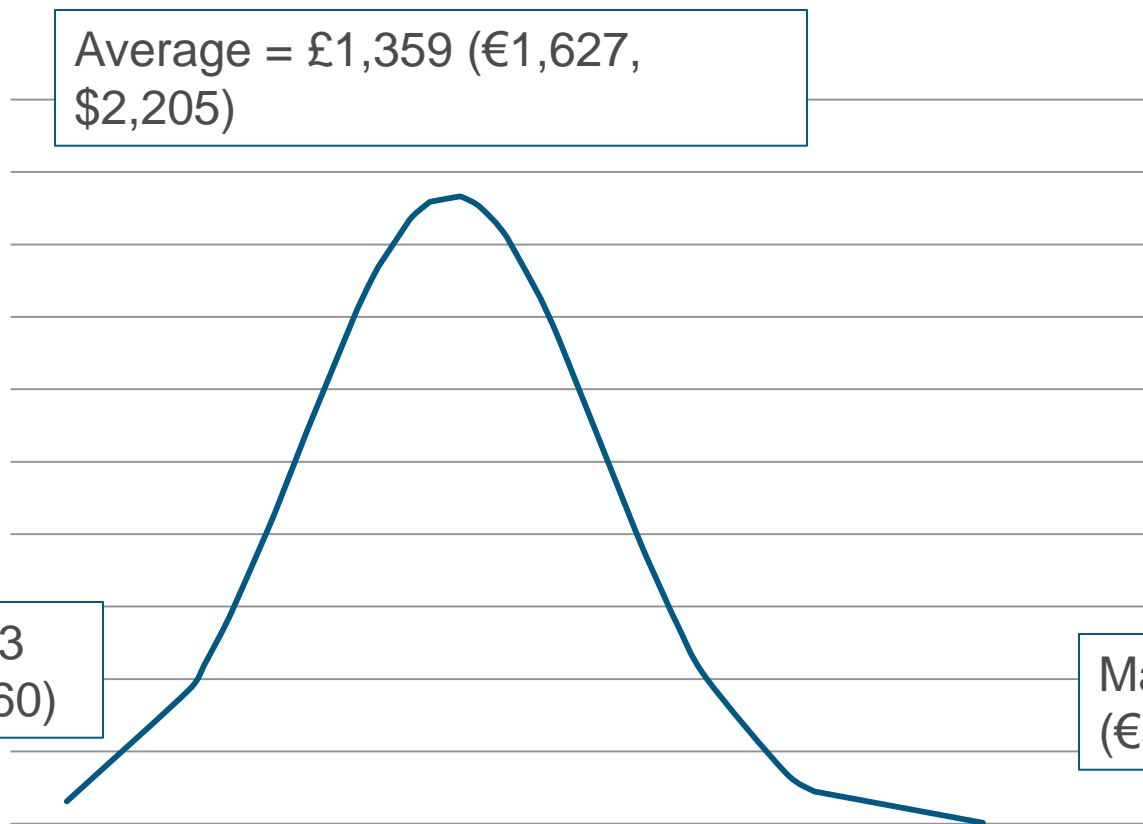
Average = £1,359 (€1,627, \$2,205)

Min = £173  
(€200, \$260)

Max = £3,000  
(€3,525, \$4,560)

£0.00    £500.00    £1,000.00    £1,500.00    £2,000.00    £2,500.00    £3,000.00    £3,500.00

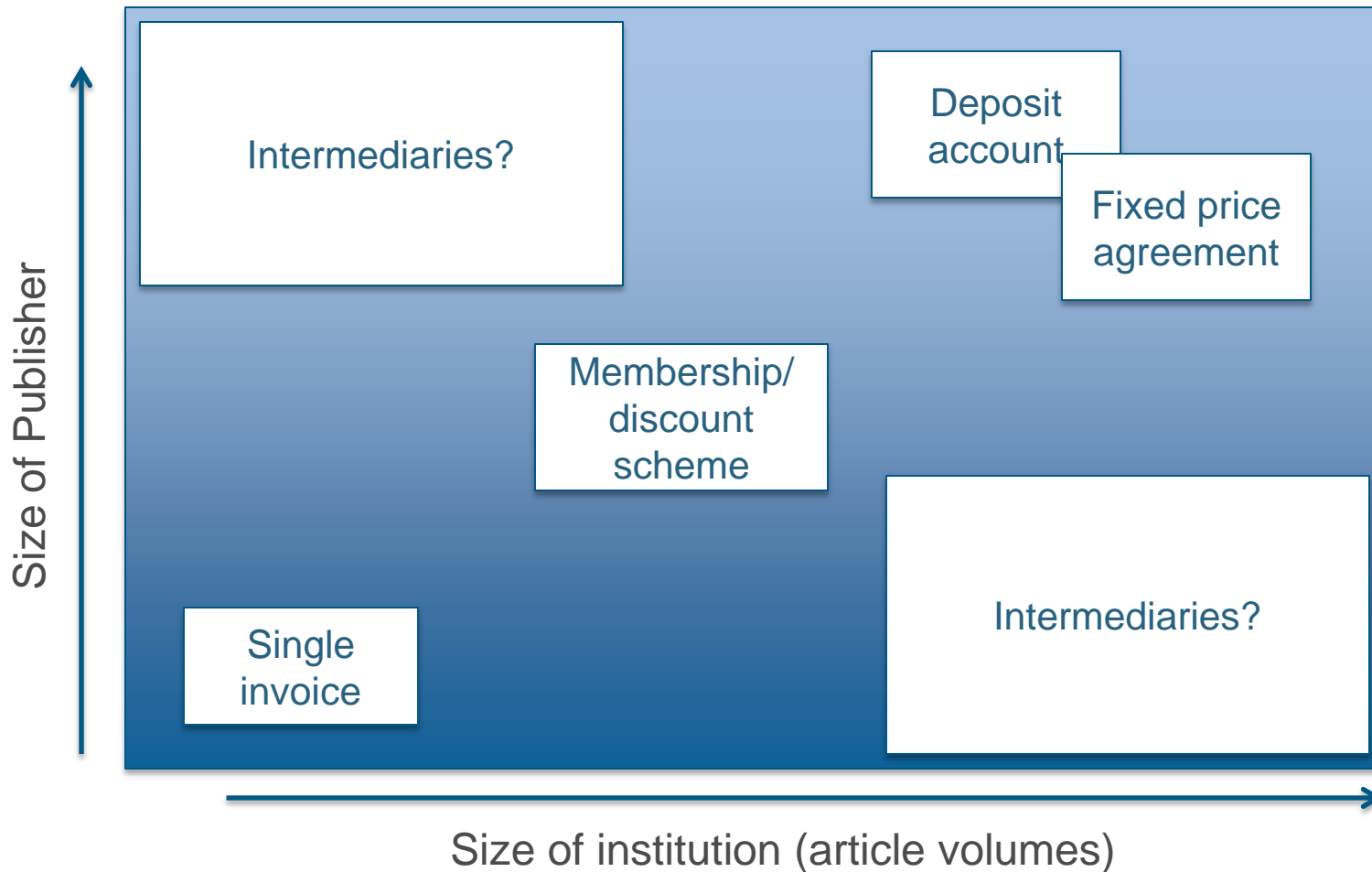
— Article Processing Charges



# 1. GET YOUR PRICING RIGHT

## PAYMENT MODELS

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# 1. GET YOUR PRICING RIGHT



## RELATIONSHIP TO SUBSCRIPTIONS

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- APC charges linked to subscription levels?
- Rebates on subscriptions based on level of APCs?
- Article credits offered to subscribers?

## 2. OFFER ROBUST SYSTEMS AND REPORTING

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- Transaction management – intermediary or in-house?
- Activity reporting to institutions, including capture of metadata
- Links to institutional and subject repositories

### 3. UNDERSTAND THE ENVIRONMENT

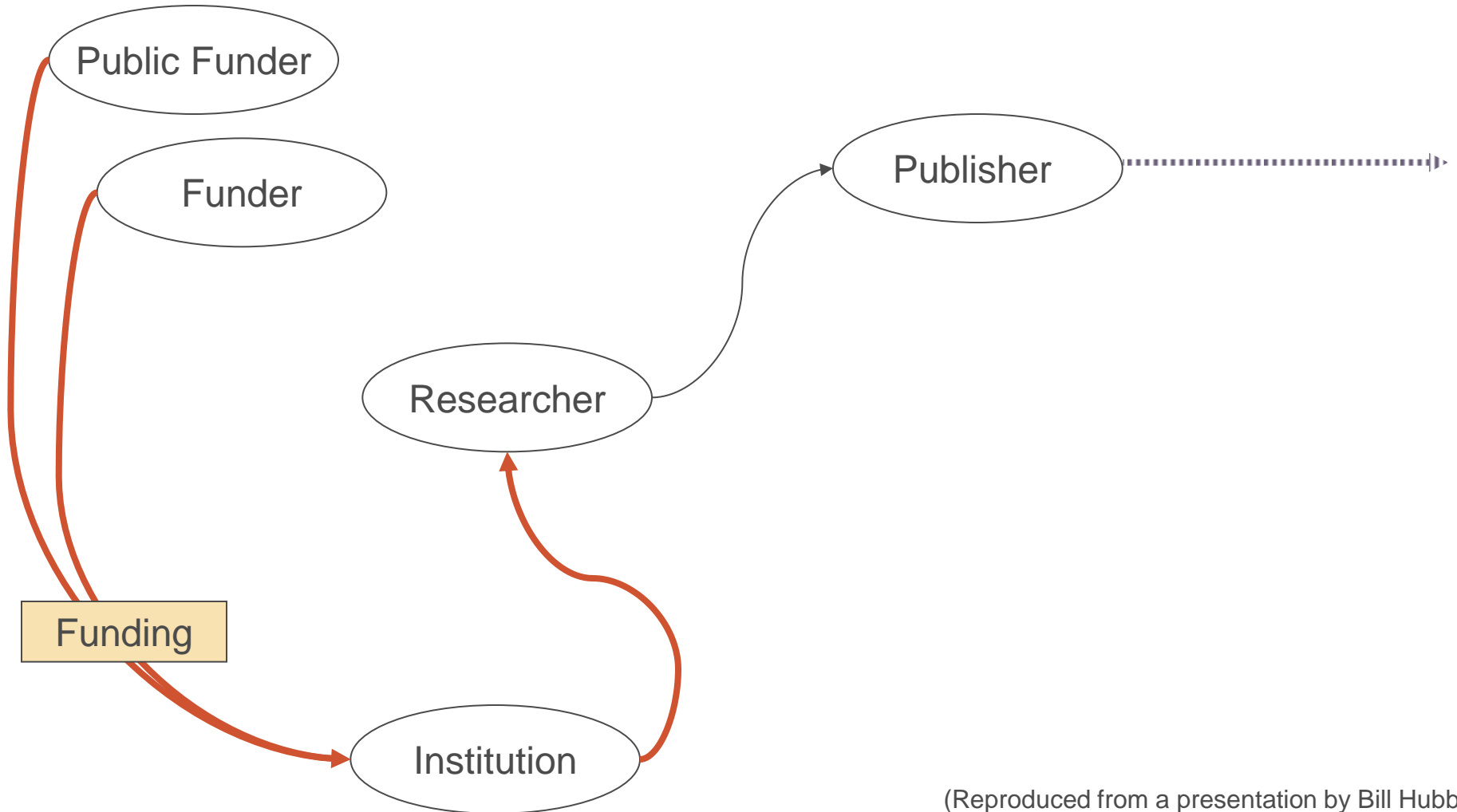
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- Funders have different requirements and expectations
  - Complex relationship between funding and publication
  - Academic institutions lack experience of this area, and are naturally risk-averse



# 3. UNDERSTAND THE ENVIRONMENT

## RESEARCHERS VIEW FROM THE PAST ...

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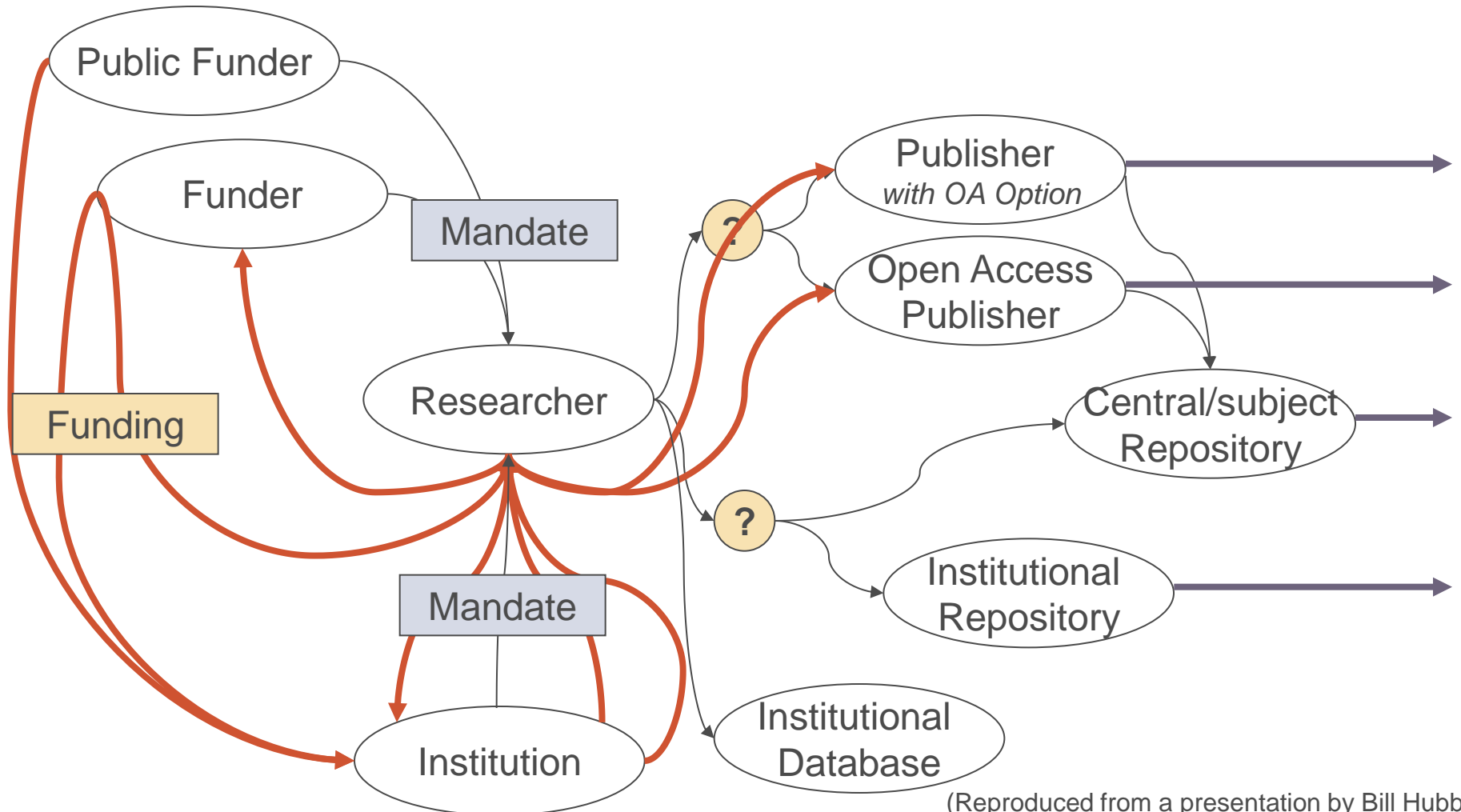


(Reproduced from a presentation by Bill Hubbard, Centre for Research Communications, 2013)

# 3. UNDERSTAND THE ENVIRONMENT

## RESEARCHERS VIEW TODAY

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(Reproduced from a presentation by Bill Hubbard, Centre for Research Communications, 2013)

## 4. GET THE AUTHOR EXPERIENCE RIGHT

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- It needs to be easy for authors to arrange payment of APCs (Gold) and deposit articles (Green)
- They may be unsure on both funder and institutional arrangements
- Publishers can help guide them through the process

# TO STAND OUT IN THE ACADEMIC MARKET...

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1. Get your Pricing Right
2. Offer Robust Systems and Reporting
3. Understand the Environment
4. Get the Author Experience Right

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# QUESTIONS?

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