

Supply-Side Model of Academic Publishing in Croatia

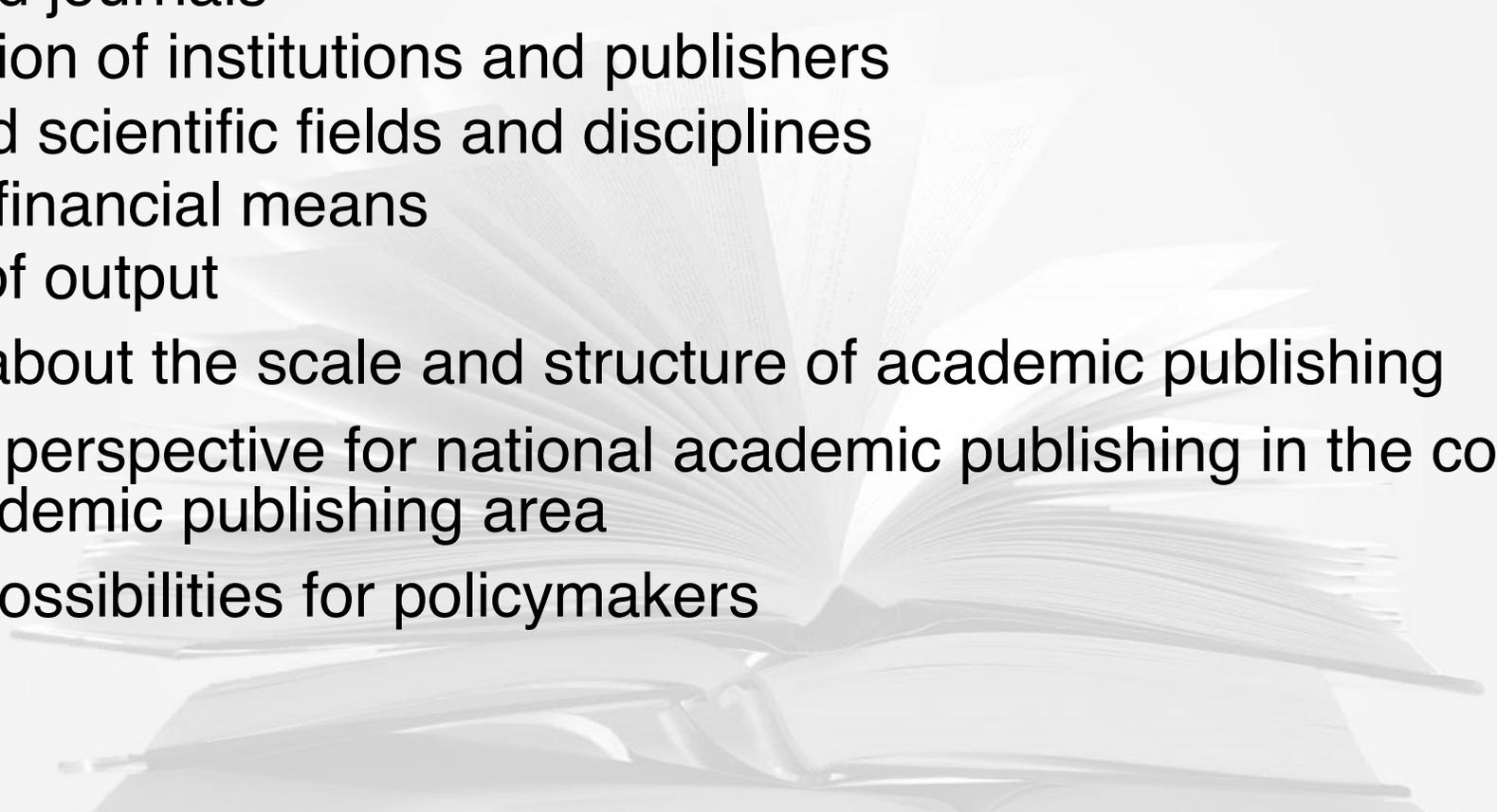
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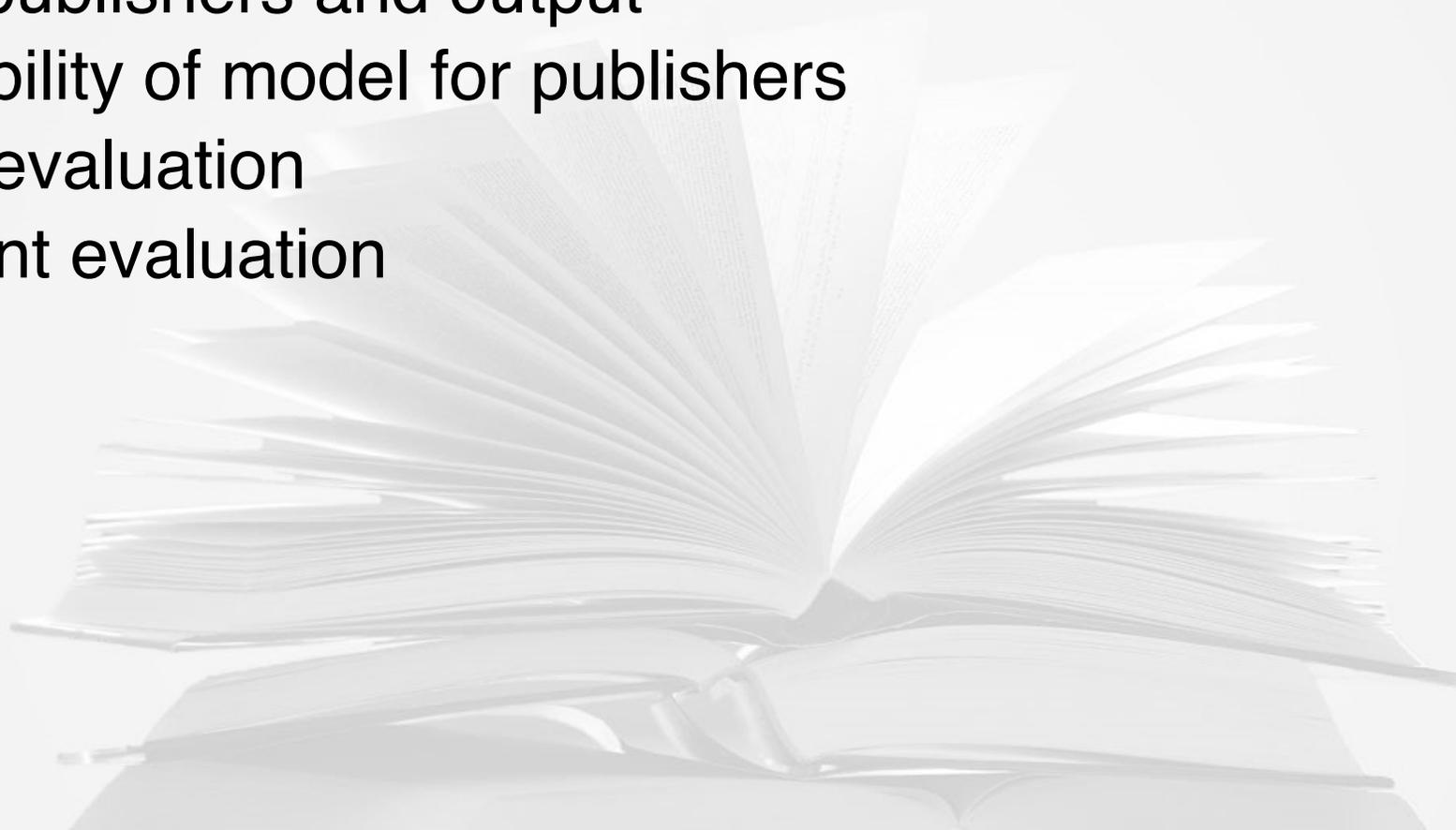
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Aims

- majority of Croatian academic production depends on subsidies
 - MZO system provides data about
 - books and journals
 - participation of institutions and publishers
 - supported scientific fields and disciplines
 - invested financial means
 - visibility of output
- = knowledge about the scale and structure of academic publishing
- = comparable perspective for national academic publishing in the context of European academic publishing area
- = evaluation possibilities for policymakers
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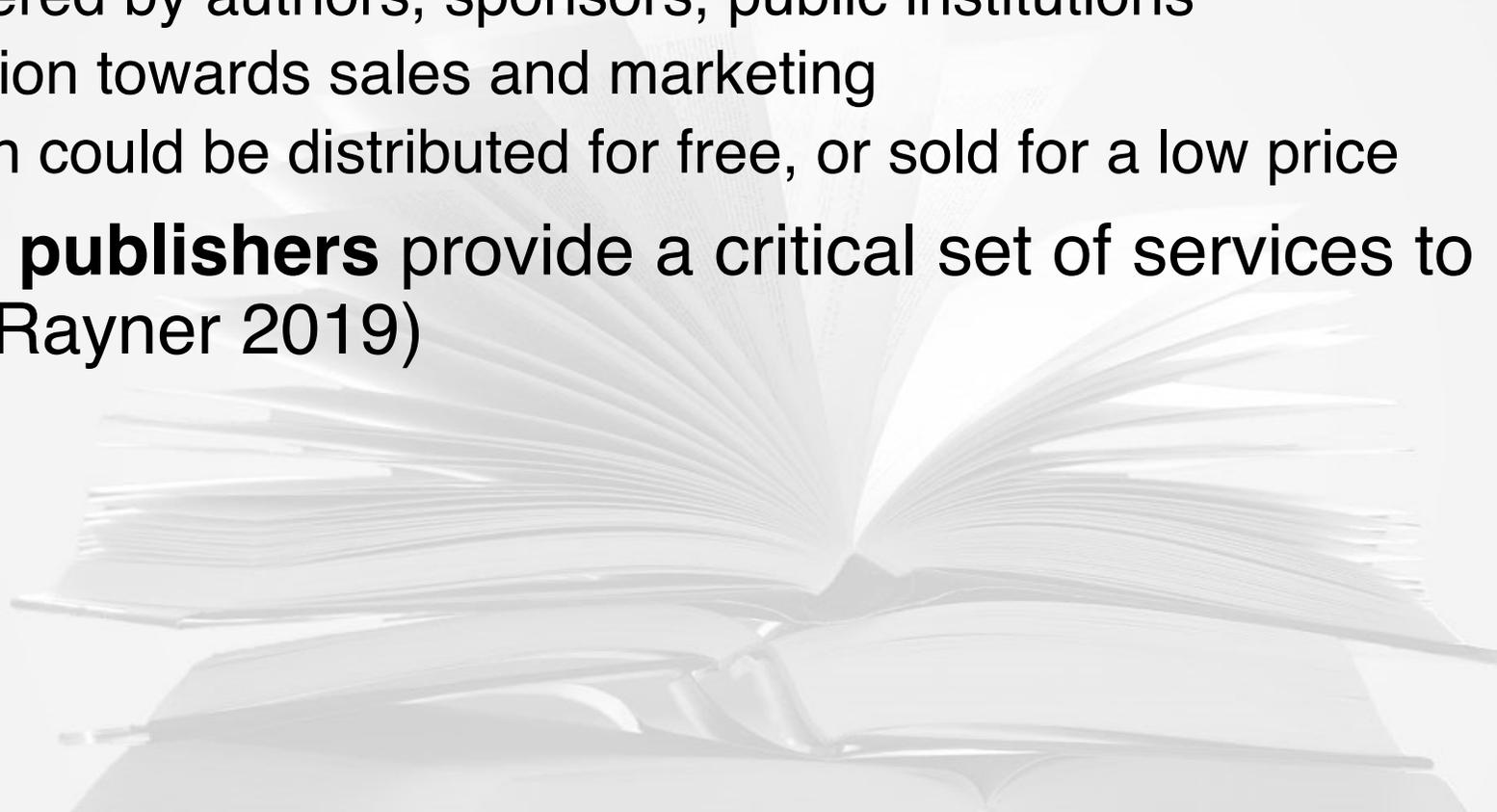
Stance and rationale

- publishing studies
 - data on publishers and output
 - sustainability of model for publishers
 - process evaluation
 - no content evaluation



Terminology

- **supply-side** model vs model of demand (Clark & Phillips 2014)
 - the publication is pre-financed
 - costs covered by authors, sponsors, public institutions
 - in no relation towards sales and marketing
 - publication could be distributed for free, or sold for a low price
- “**Academic publishers** provide a critical set of services to scholars.” (Rayner 2019)



Research

- Subject: Croatian Ministry of Science and Education journal and book subsidies
- Scope: 2012. – 2018.

- Data sources:

- [Ministry documents](#)

No	Publication title	Author/Editor	Publisher	Scientific field	Amount
1.	Čitanje u mozgu...	Neven A., Stanislas D.	Algoritam d.o.o	Biomedicine	20,000.00
2.	Mozak koji vjeruje...	Neven A., Michael S.	Algoritam d.o.o	Biomedicine	16,000.00
3.

- Public registries (for companies, nonprofit organizations, scientific institutions)
- Library catalogues
- Databases (WoS, Scopus, Medline)

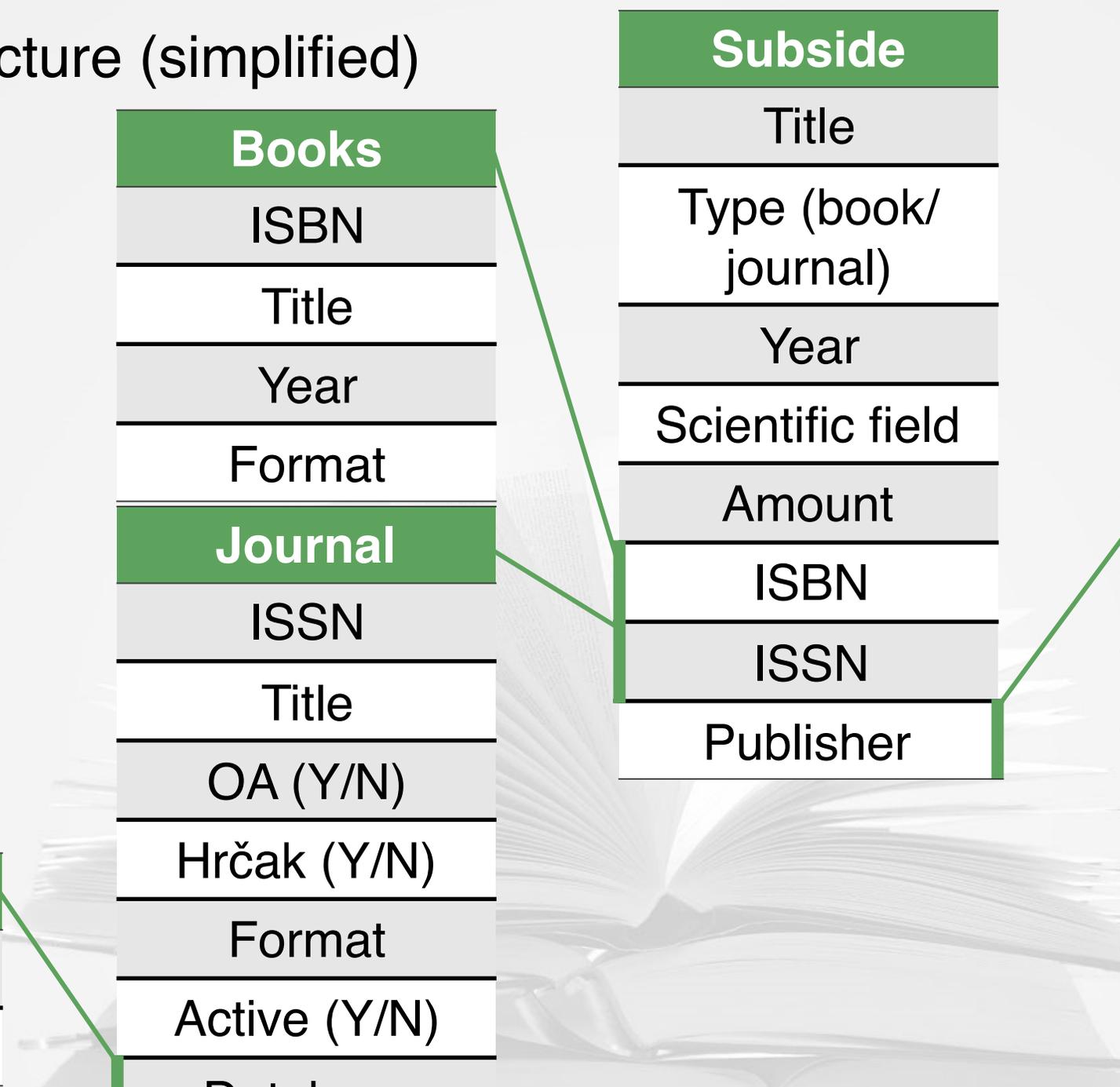
Database structure (simplified)

Database
Name
Year

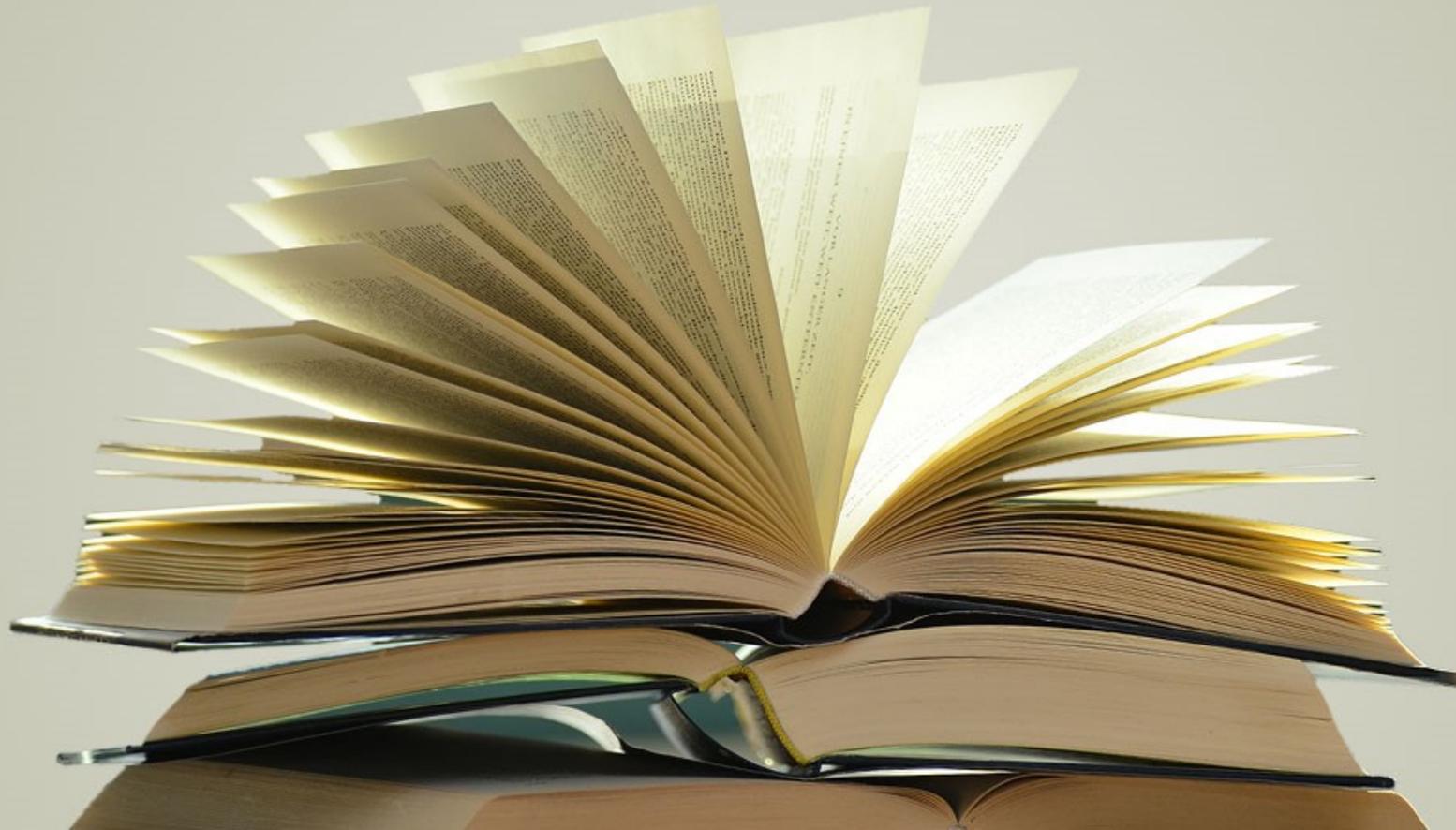
Books
ISBN
Title
Year
Format
Journal
ISSN
Title
OA (Y/N)
Hrčak (Y/N)
Format
Active (Y/N)
Database

Subside
Title
Type (book/ journal)
Year
Scientific field
Amount
ISBN
ISSN
Publisher

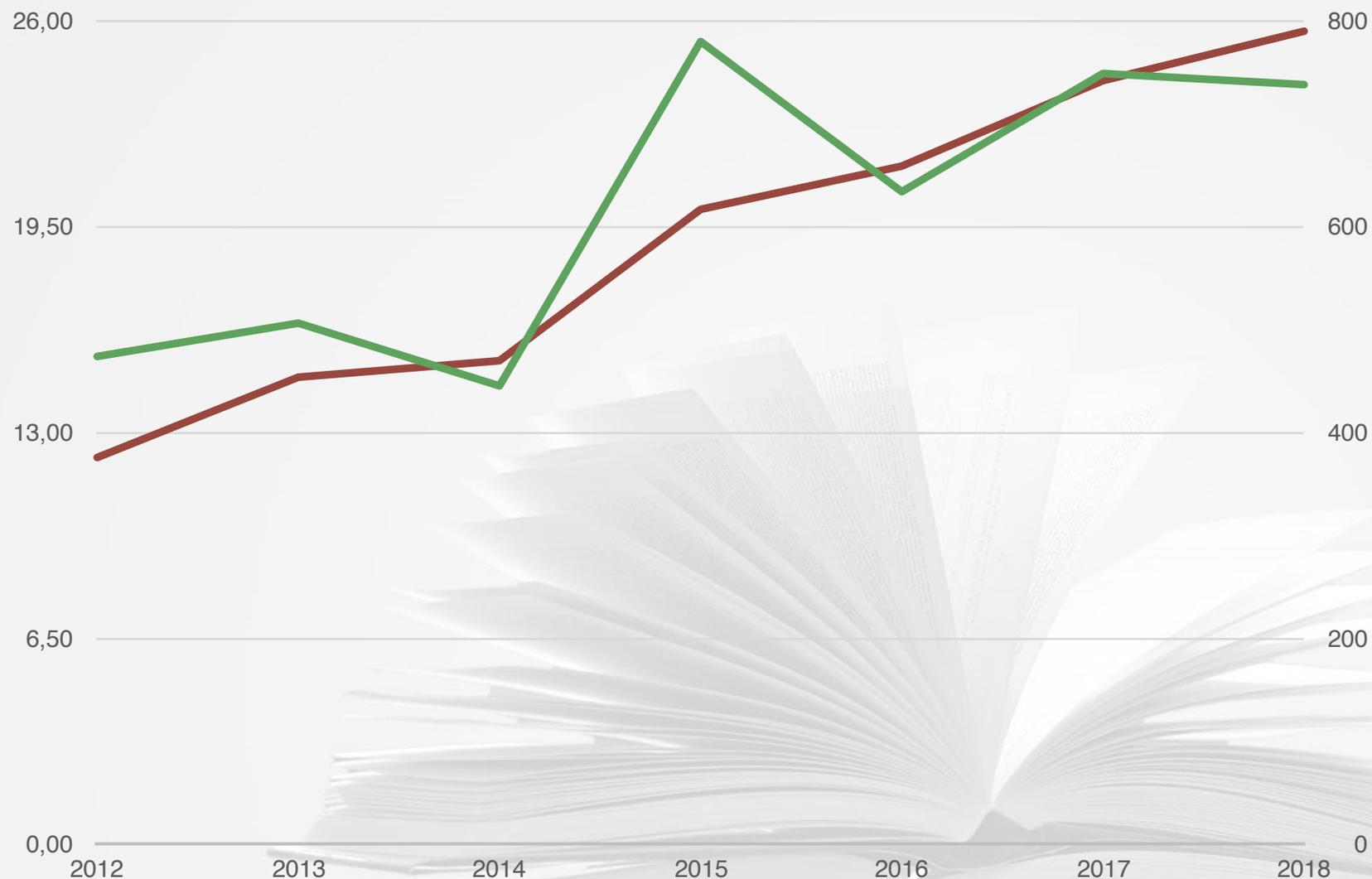
Publisher
Name
Location
Legal entity types
Institution type
Sector (Private/ Public)



Results



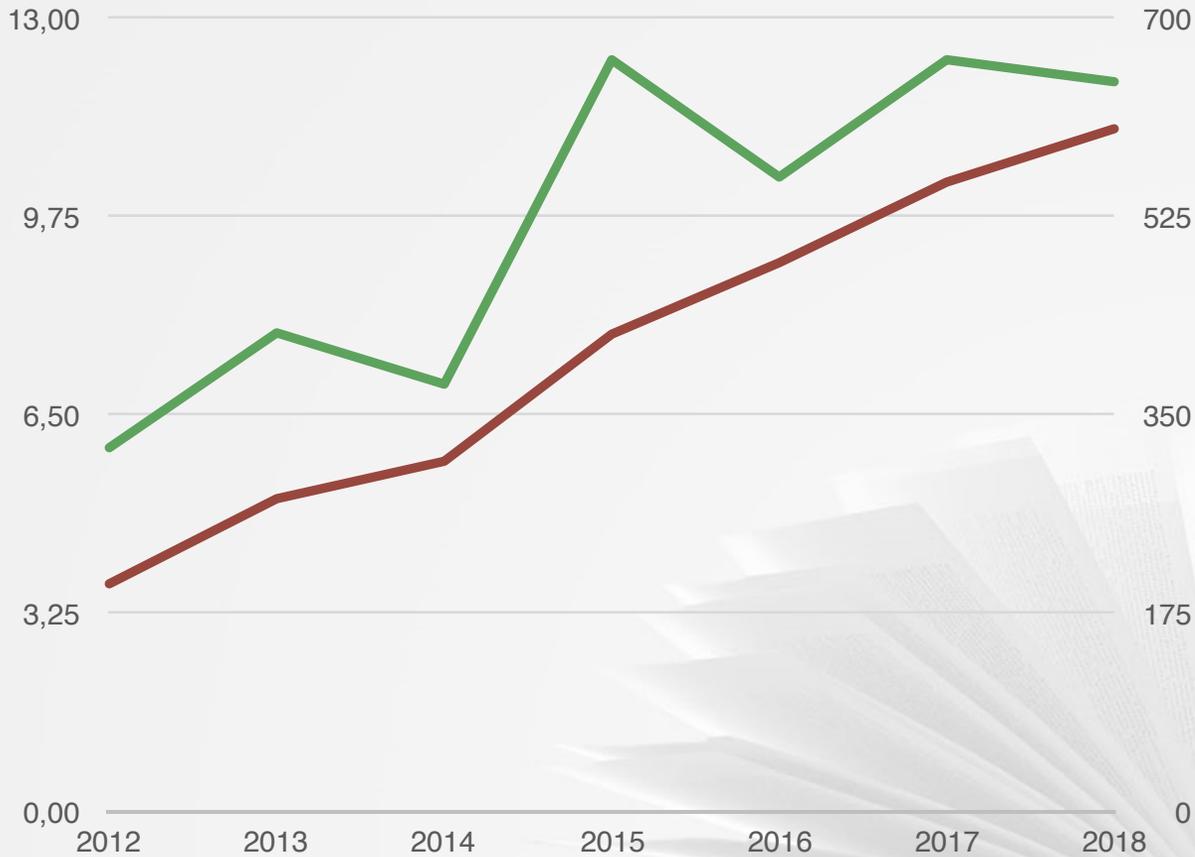
Total subsidies sum and number



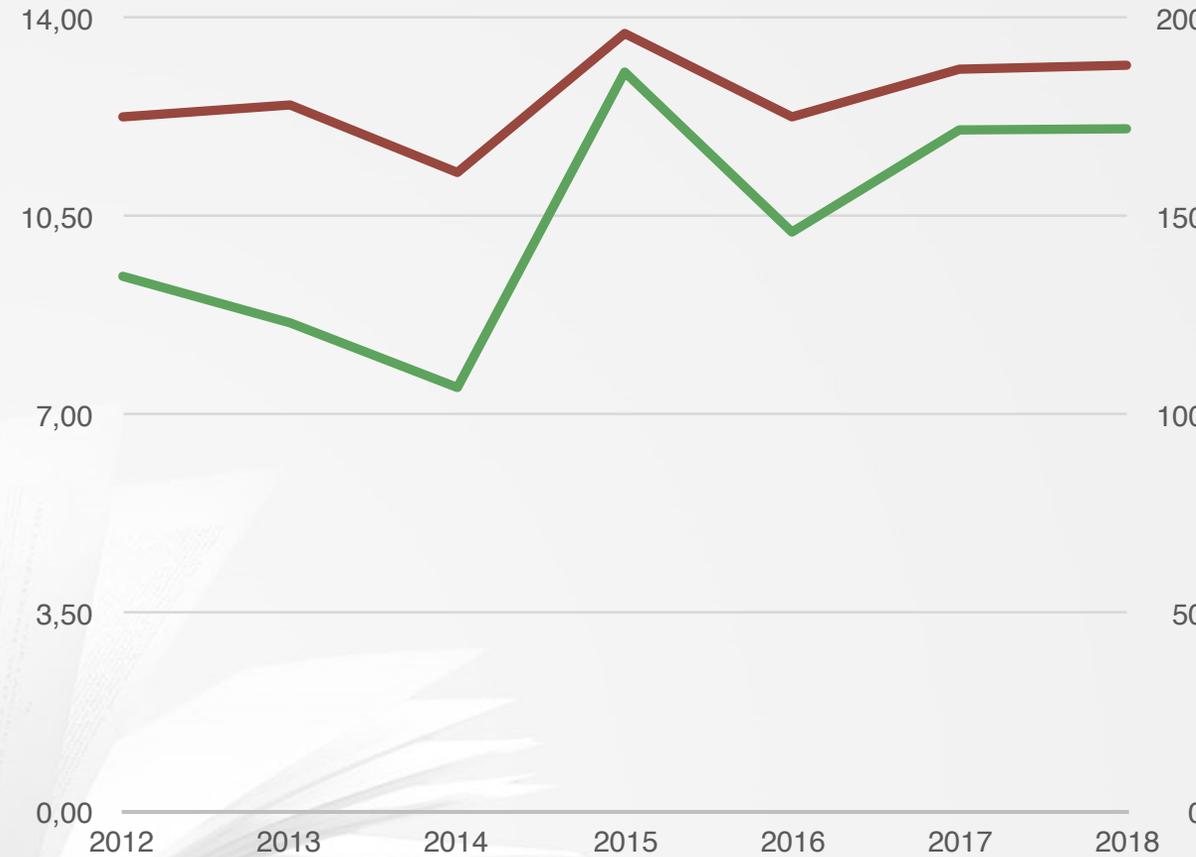
- Big increase in sum of subsidies in 2015. 14.5 (2014.) → 25.3 (2015.)
- Number of subsidies has risen steadily through the years and doubled since 2012.

AVG subsidy	
2012	40,971
2013	36,264
2014	30,802
2015	41,080
2016	31,274
2017	32,799
2018	30,372

Book subsidies sum and number



Journal subsidies sum and number



Books - AVG subsidy

2012	2013	2014	2015	2016	2017	2018
29,663	28,410	22,643	29,236	21,469	22,186	19,850

Journals - AVG subsidy

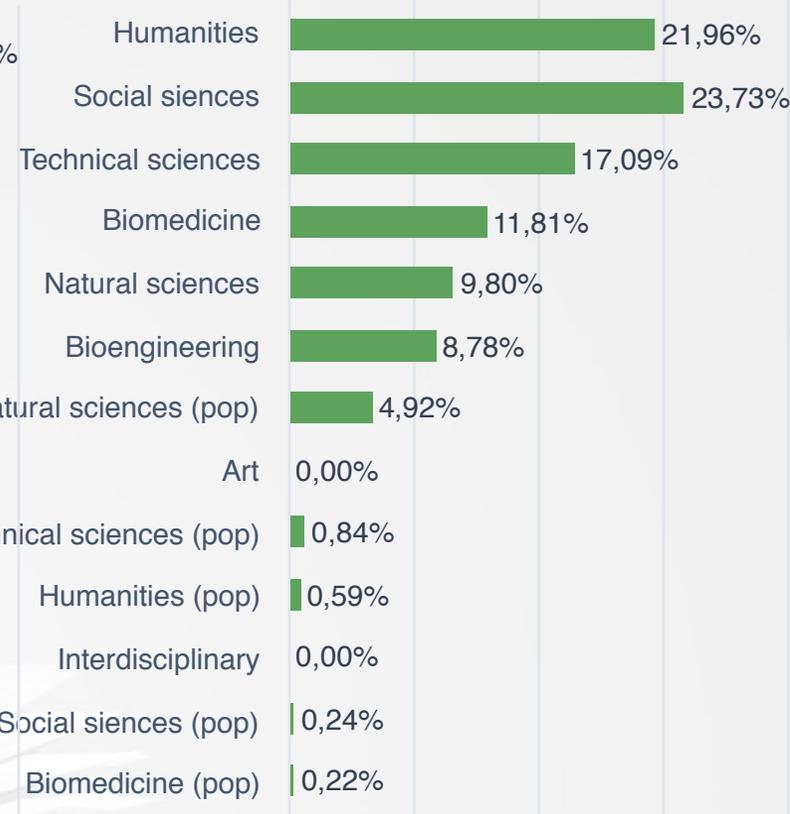
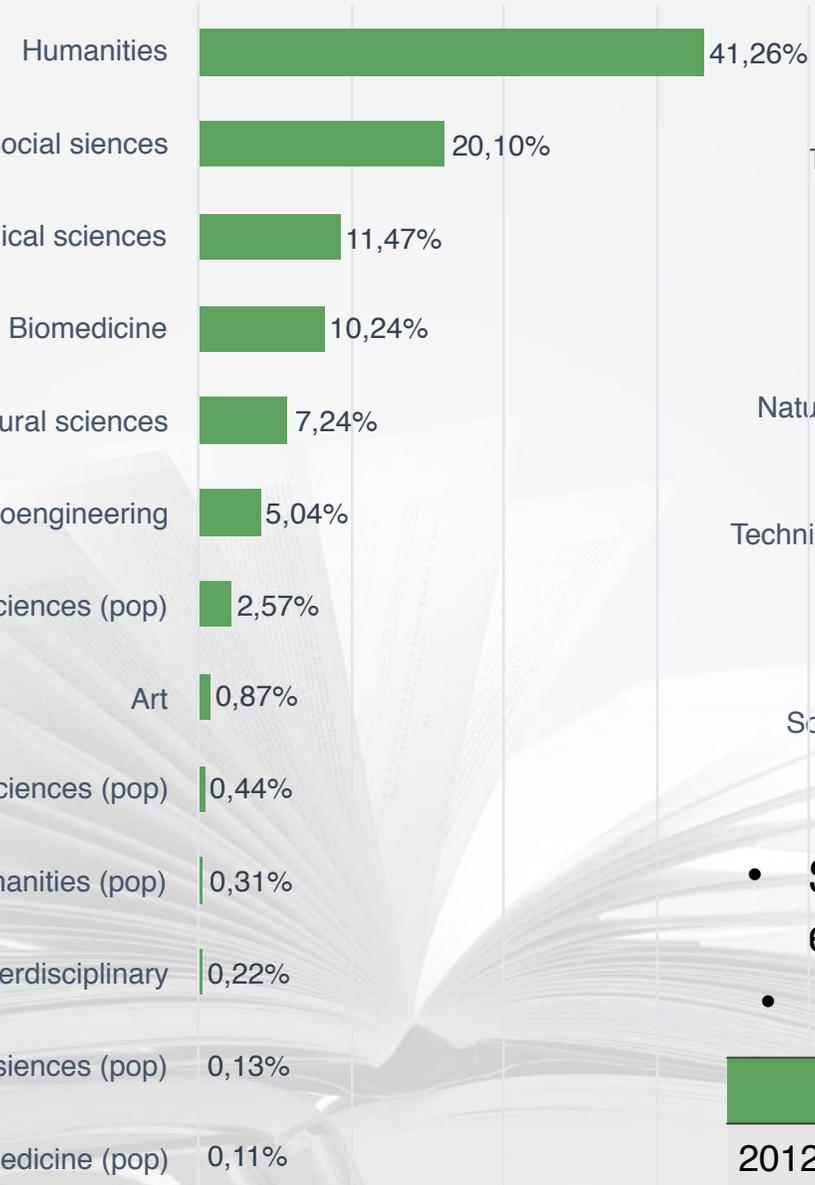
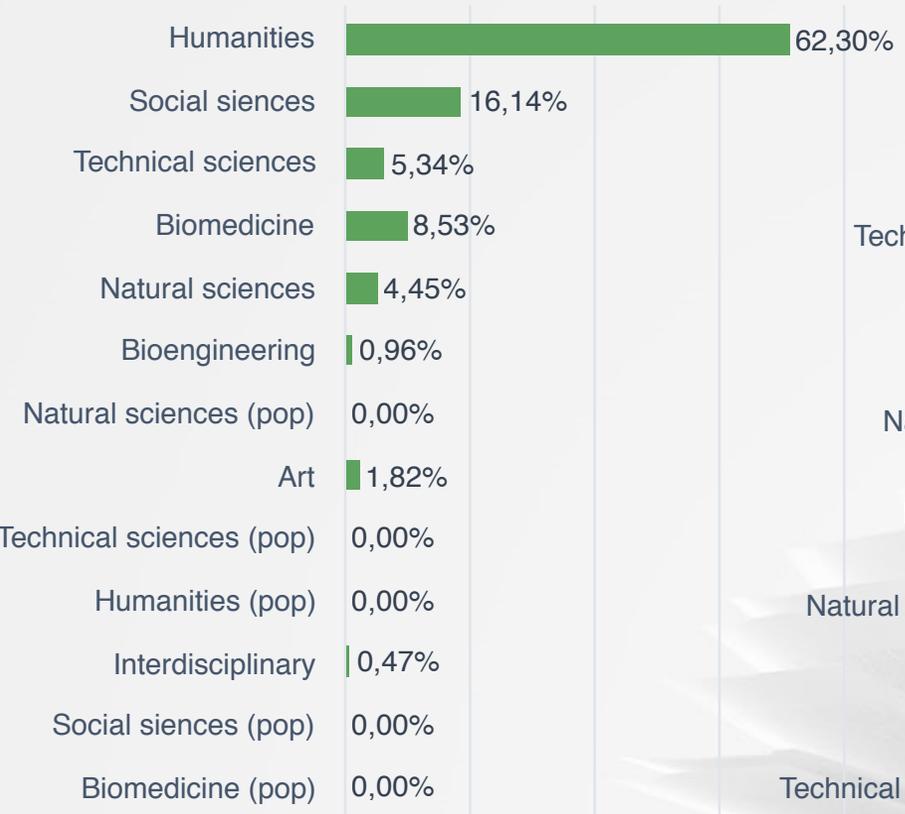
2012	2013	2014	2015	2016	2017	2018
53,959	48,442	46,460	66,518	58,391	64,302	64,066

Books

Scientific fields

12/17

Journals

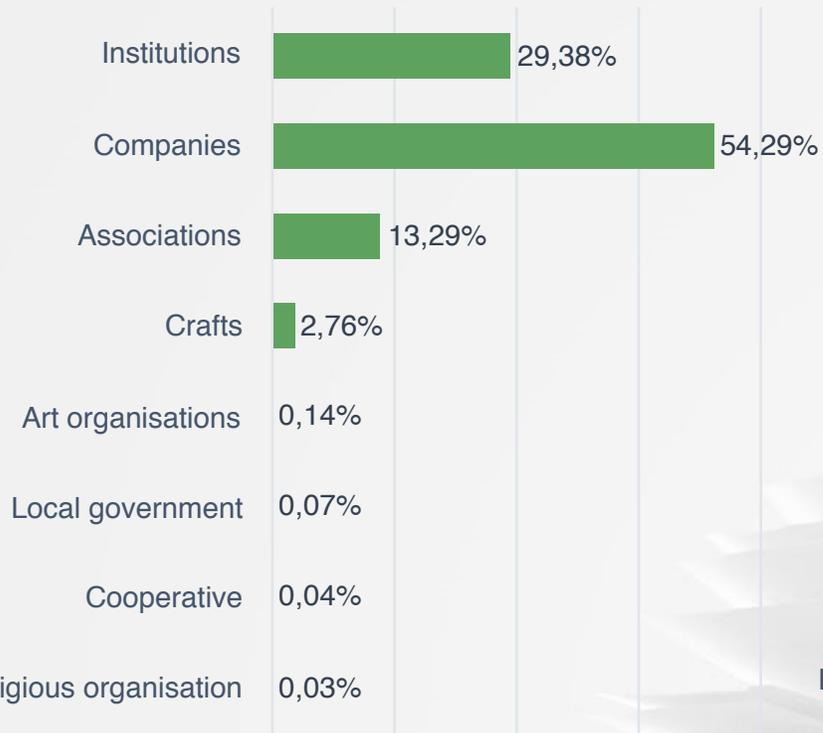


- Humanities and social sciences received 61.8% of total subsidies
- Books in H&SS received 78.44 %

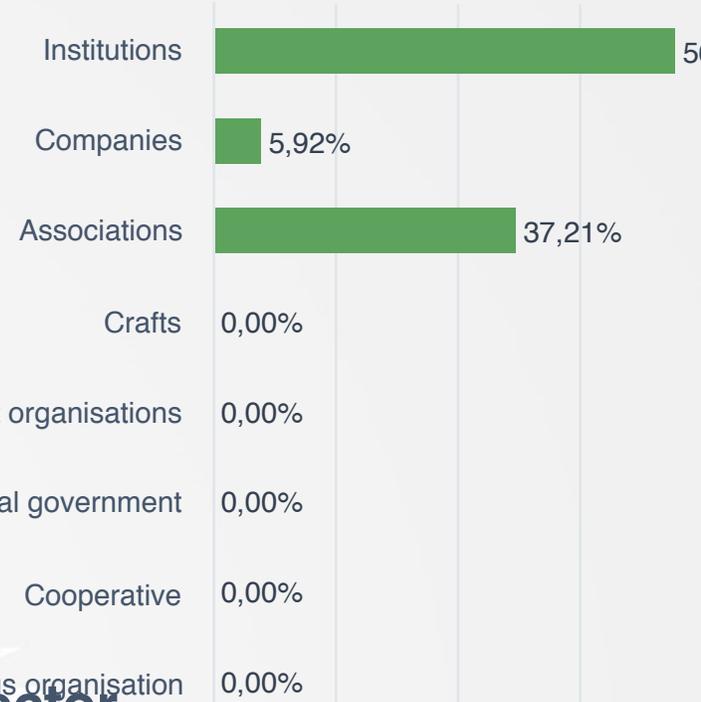
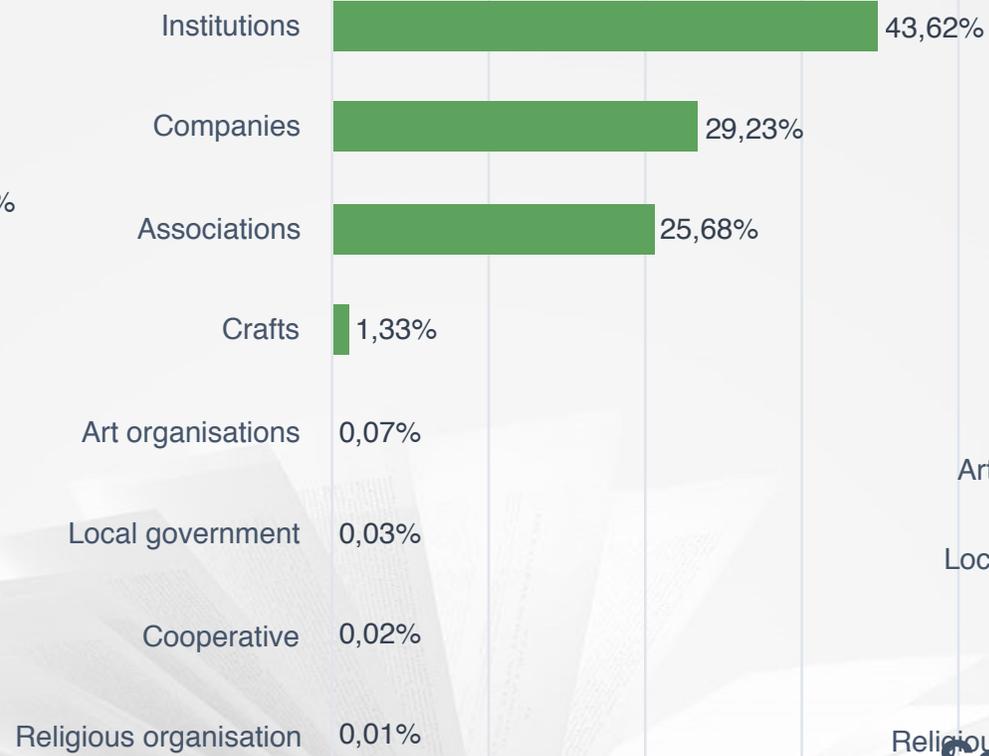
- Subsidies for journals more evenly distributed between fields
- Trend of growth:

Subsidies granted for H&SS					
2012	2013	2014	2015	2016	2017
57%	57%	59%	63%	62%	68%

Books

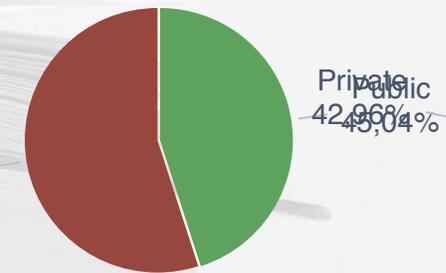
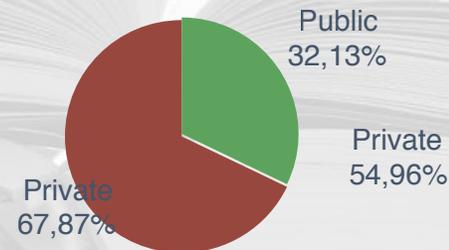


Journals



Sector total

Books

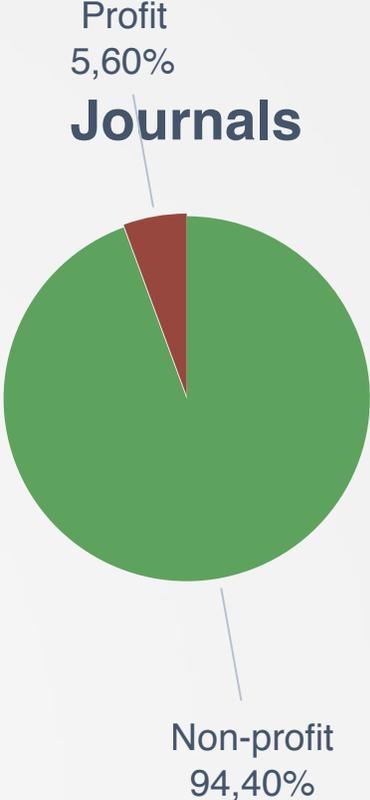
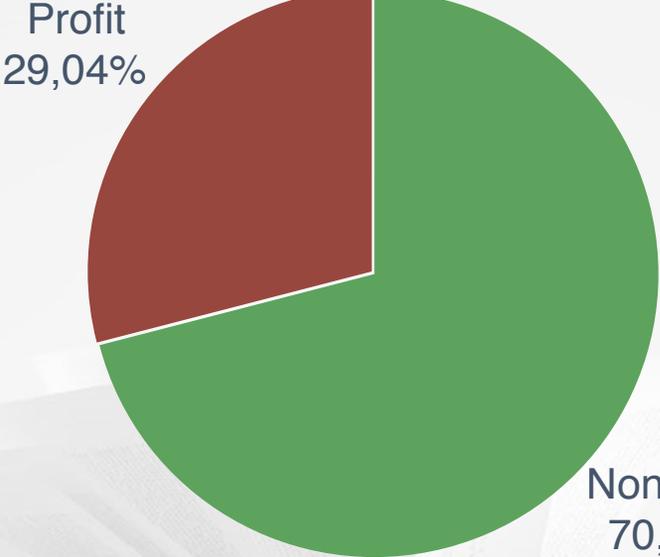
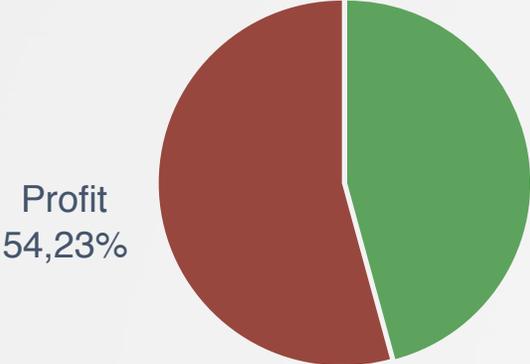


Journals

- Institutions received 43.62% of total subsidies
- Companies received 54.29% of subsidies for books, only 6% for journals
- Only 3 types of legal entities received subsidies for journals: institutions, companies and associations

Profit / Non-profit

Books



- Profit publishers: companies, crafts and cooperatives from private sector
- Active for-profit book publisher sector, received more than half of subsidies
- Results indicate of almost non-existent for-profit academic journal publishers

Most subsidized publishers 12/18

Publisher	No	Amount ↓
Medicinska naklada d.o.o.	139	4,695,954.4
Croatian Academy of Sciences and Arts	130	4,646,560.8
Croatian Institute of History	106	3,505,482
Faculty of Humanities and Social Sciences (Zagreb)	133	3,336,115
Školska knjiga d.d.	100	3,076,506.4
ELEMENT d.o.o.	67	2,671,820.6
Croatian Philosophical Society	37	2,540,828.2
Literary Circle Split	76	2,505,621.8
Faculty of Law (Zagreb)	40	2,441,995
Jesenski i Turk d.o.o.	125	2,393,818
...

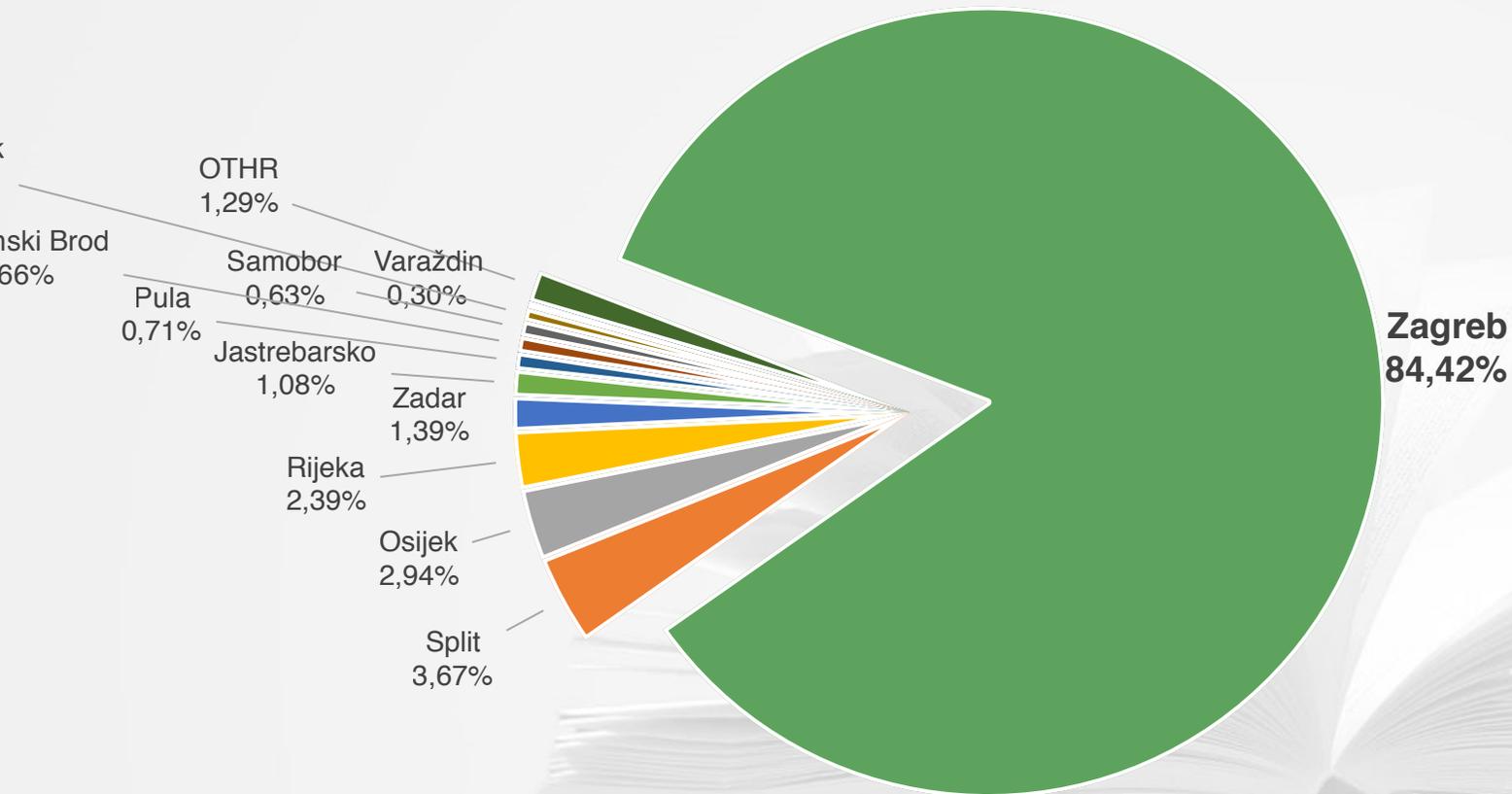
Books

Publisher	No	Amount ↓
Medicinska naklada d.o.o.	132	4,023,264.4
Školska knjiga d.d.	100	3,076,506.4
Croatian Academy of Sciences and Arts	80	2,646,191.8
Croatian Institute of History	82	2,442,112
Literary Circle Split	71	2,398,775.8
Faculty of Humanities and Social Sciences (Zagreb)	103	2,230,845
Jesenski i Turk d.o.o.	118	2,195,081
Hrvatska sveučilišna naklada d.o.o.	102	1,922,275.6
Matica Hrvatska (Zagreb)	74	1,785,803.8
Ex Libris d.o.o. (Zagreb)	65	1,711,518.4
...

Journals

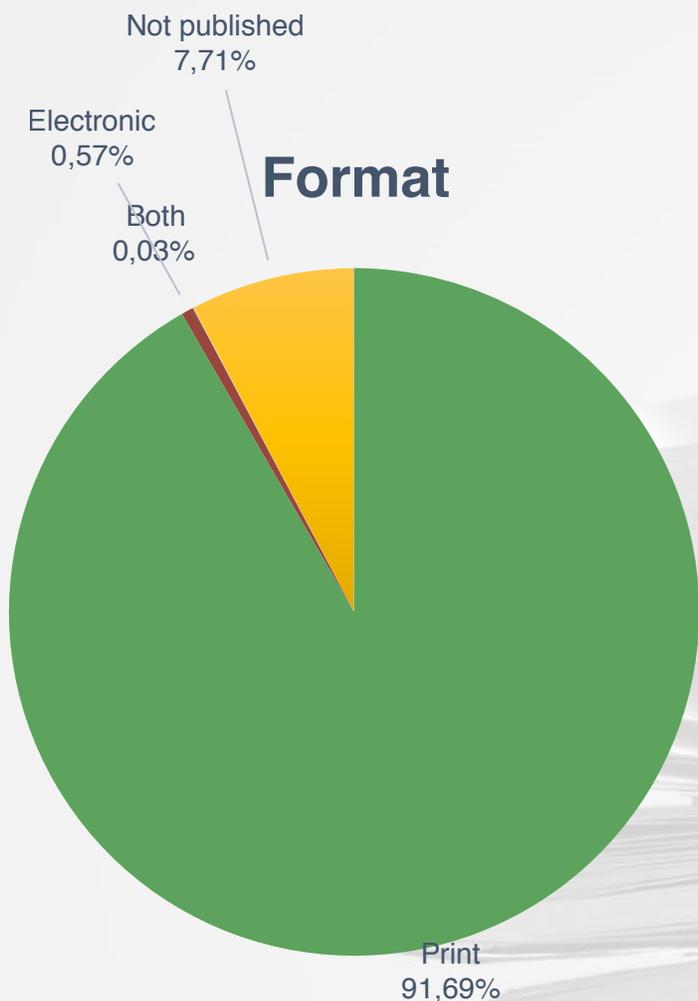
Publisher	No	Amount ↓
Faculty of Law (Zagreb)	32	2,237,815
Croatian Academy of Sciences and Arts	50	2,000,369
Croatian Society of Chemical Engineers	14	1,934,802
Croatian Philosophical Society	18	1,884,978
Faculty of Forestry	19	1,615,829
Croatian Society of Natural Sciences	13	1,526,103
Faculty of Economics & Business Zagreb (Zagreb)	37	1,511,989
Faculty of Science (Zagreb)	19	1,508,961
Croatian Philological Society	38	1,403,243
Faculty of Food Technology and Biotechnology	7	1,376,454
...

Publisher headquarters total 12/18



- Large majority of publishers have headquarters in capital, Zagreb
- Data suggest Croatian academic publishing market highly centralized

Books format



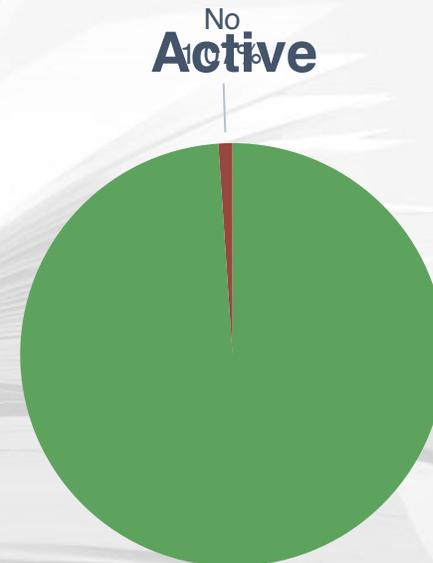
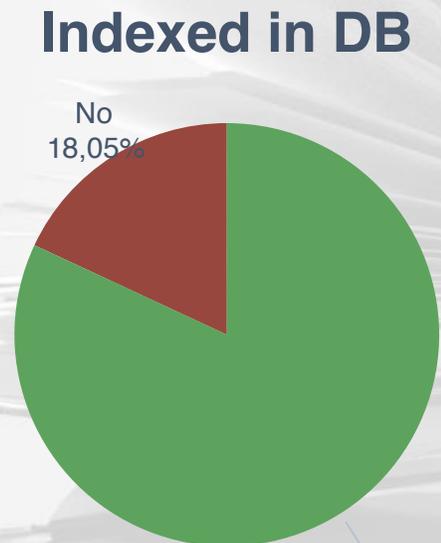
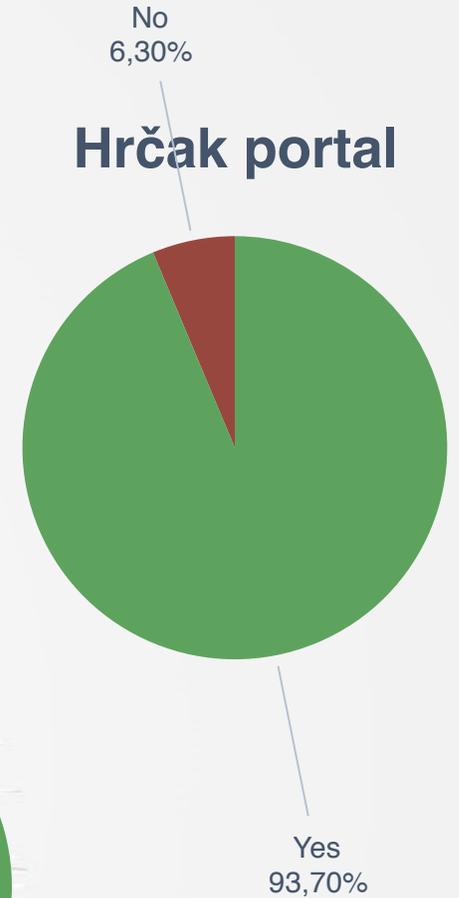
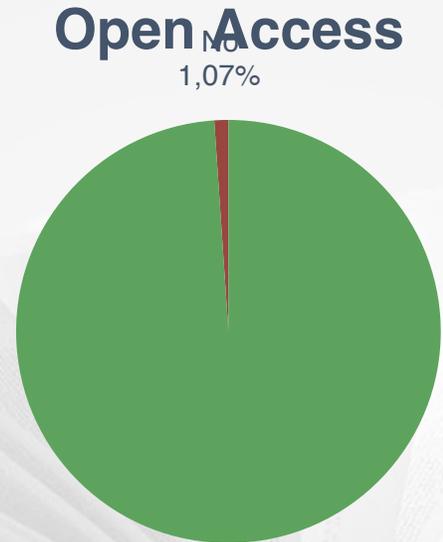
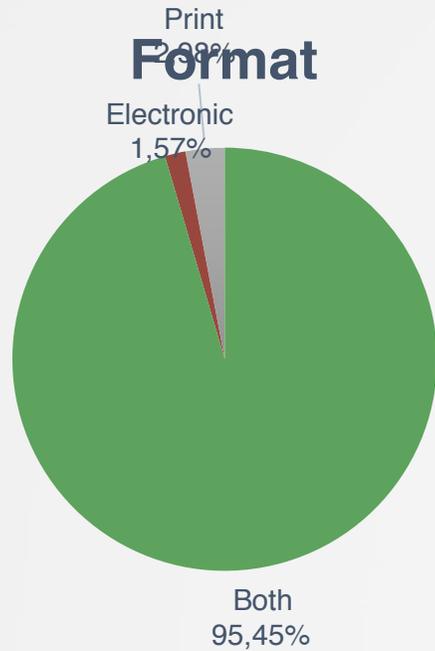
- Books release and format data gathered from Croatian library catalogues and publisher websites
- Books could be published and not (yet) added to catalogues or catalogued under different titles/authors then those applied for subsidies!
- Only 18 e-books, and 10 books published in both formats

Subsidized books not yet published

Year	No	Amount
2017	68	1,796,913
2016	32	848,026
2015	26	634,434
2014	12	294,893
2013	13	364,822
2012	9	351,332

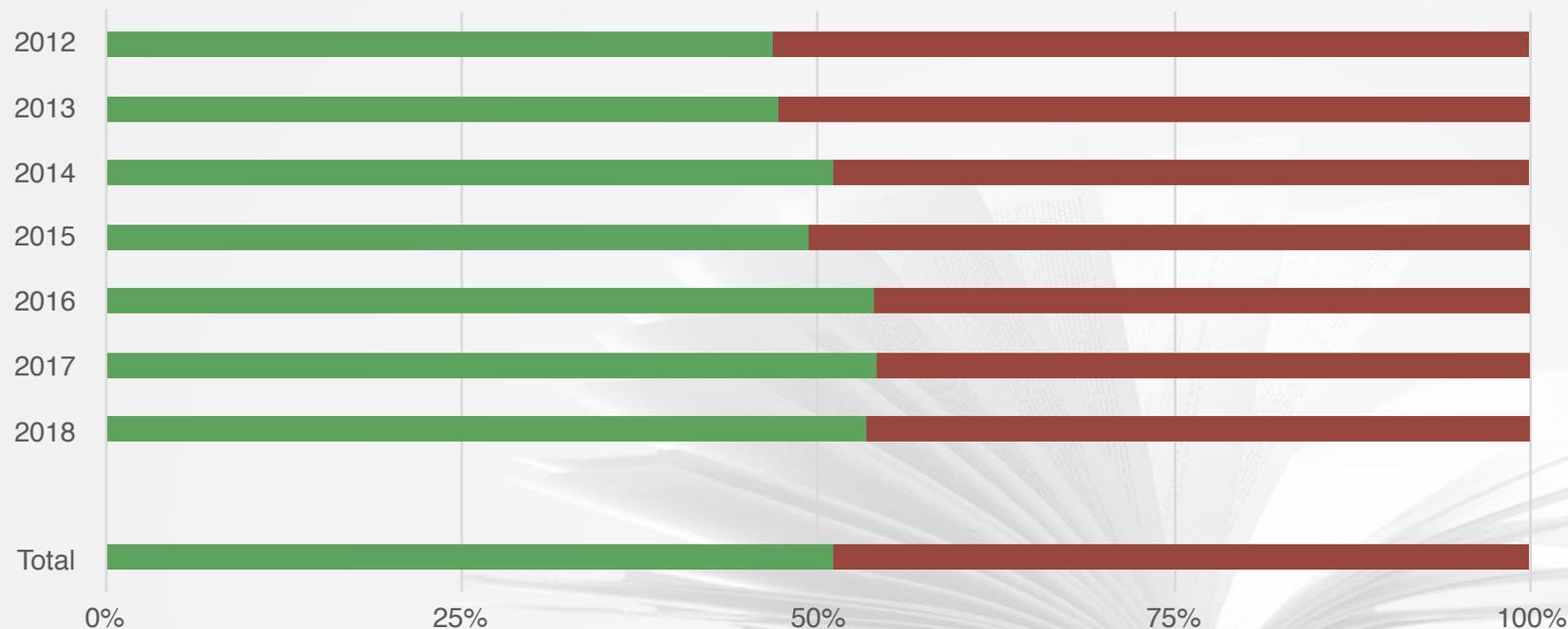
- According to Ministries Public call for subsidies all publishers are obligated to publish the books within 12 months of receiving the subsidy

Journals



- From this year universities and scientific institution are not eligible to apply for journal subsidies

Universities and scientific institutes share of subsidies (M kn)



Journal subsidies amounts

2019 2,664,414

2020 2,673,740

2021 2,710,370

- Other journal publishers will be granted significantly lesser amount of subsidies

- They were previously granted roughly half of journal subsidies

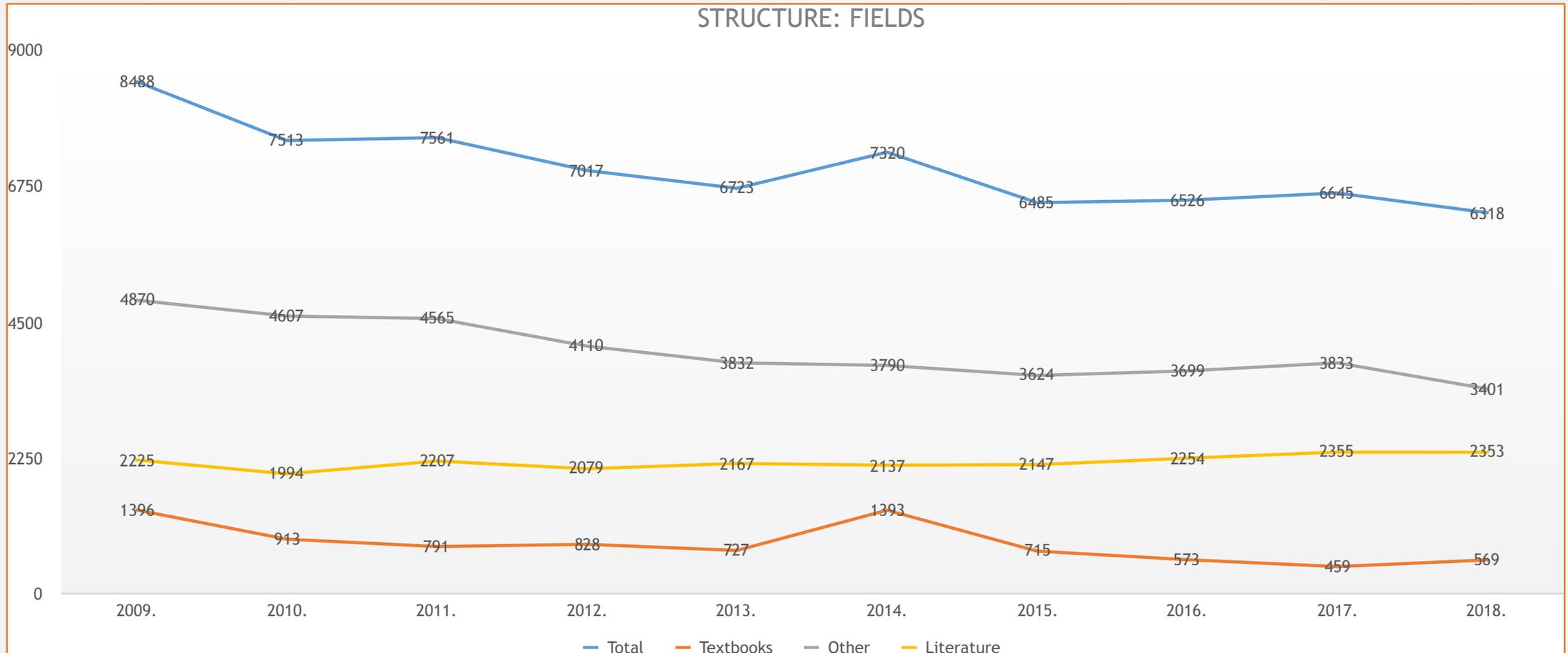
Conclusions



Conclusions I

- shortages
 - no data on general publishing output, no data on active publishers
- trends
 - continuous increase of subsidies and projects
 - number of subsidies for book is increased, but amount is decreased
 - = general trend in publishing: more titles, smaller print runs (subsidy per project)
 - number of subsidies for journals is roughly the same, but amount is increased
 - = not exactly the age of the journals (subsidy per year)
 - humanities and social sciences are leading the chart
 - books are coming from private, and journals from public sector
 - Croatian academic publishing is concentrated in Zagreb
 - books are published in print form, while journals prefer both print and e-form

Publishing fields – data provided by NSK

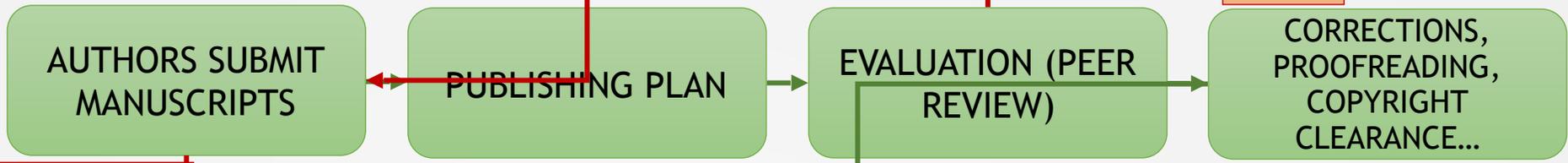


Conclusions II

- contradictions, e.g.
 - STM vs. humanities and social sciences debate
 - changing effective policy towards journals – why?
- reflects current situation – not developmental
 - MZO calls – no conditions regarding e.g. output format, preferred scientific field...
 - publishers submit *what they have*
- challenges and failures
 - visibility and accessibility of book output
 - sometimes impossible even to order a book on-line
 - books granted app 50.000,00 are sold for app. 230,00 kuna?
 - competitiveness of publisher?
 - improving consistency of publishing chain

MZO SUPPLY-SIDE MODEL: BOOK PUBLISHING CHAIN

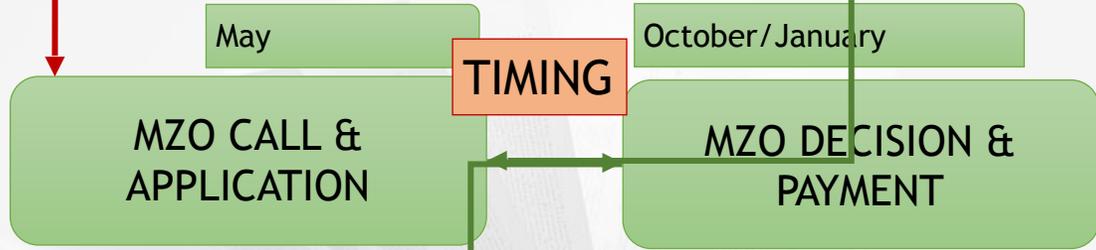
CONTENT PROVIDERS



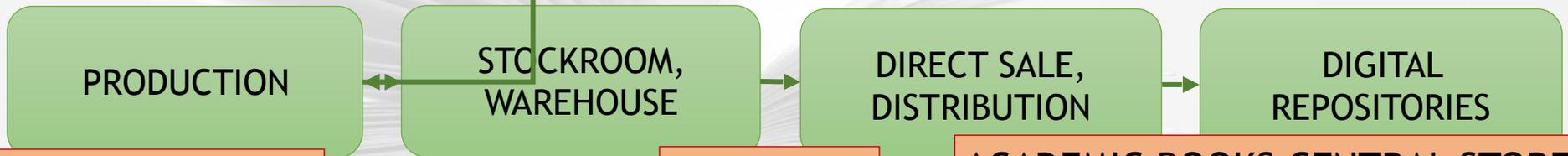
C-C-C

SKIPPING STEPS

INVESTOR



DISTRIBUTION
VISIBILITY
ACCESSABILITY



QUALITY ASSURANCE

BRANDLESS

ACADEMIC BOOKS CENTRAL STORE & REPOSITORY

Conclusions III

- what would be more effective investment: in single projects or in system?
- cost-effective route to OA publishing



Bibliography

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- Rayner, Samantha J. Academic publishing, in The Oxford Handbook of Publishing, ed. Phillips, Angus, Bhaskar, Michael. Oxford University Press; 2019.
- Thompson, John B. Books in the Digital Age, The Transformation of Academic and Higher Education Publishing in Britain and the United States. Cambridge: Polity Press; 2005.

