Chapter 2
Business Model Developments:
The History, Current Situation, and Future Outlook of Business Models in Academic Publishing

Joost Kollöffel
J & J Marketing Solutions, The Netherlands

ABSTRACT

Academic publishing is a 'need to have' process that is very important in the academic world. This chapter focuses on the business models that were/are/might be used to finance the processes and the innovation in scholarly communication. What sparked the serials crisis? Is Open Access publishing feasible? Why are there predatory publishers? Can scientometrics and altmetrics be made into saleable products? These types of questions are answered in this chapter, where the focus lies on the financial feasibility of the main processes that occur in academic publishing.

BUSINESS MODEL DEVELOPMENTS

The History of Academic Publishing Business Models

Early Days

Academic publishing as we currently know it was established in 1665, notably by the publication on March 6 of that year of the United Kingdom's *Philosophical Transactions of the Royal Society*. An earlier publication had already come out in January of that year, so two months before, with the French publication of *Journal*

des sçavans by Mr. Denis de Sallo, making this the very first academic publication. The *Journal des sçavans* however ceased to exist in 1752, and the *Philosophical Transactions of the Royal Society* is still being published, although the journal has split into two separate publications: one serving physical sciences and one serving the life sciences. Academic publishing as we know it has existed for 355 years! The 'philosophical' from the title should be read as 'natural philosophical', which we currently name: 'science'.

Figure 1. Front page of Philosophical Transactions.
Attribution: CC BY 4.0 via Wikimedia Commons
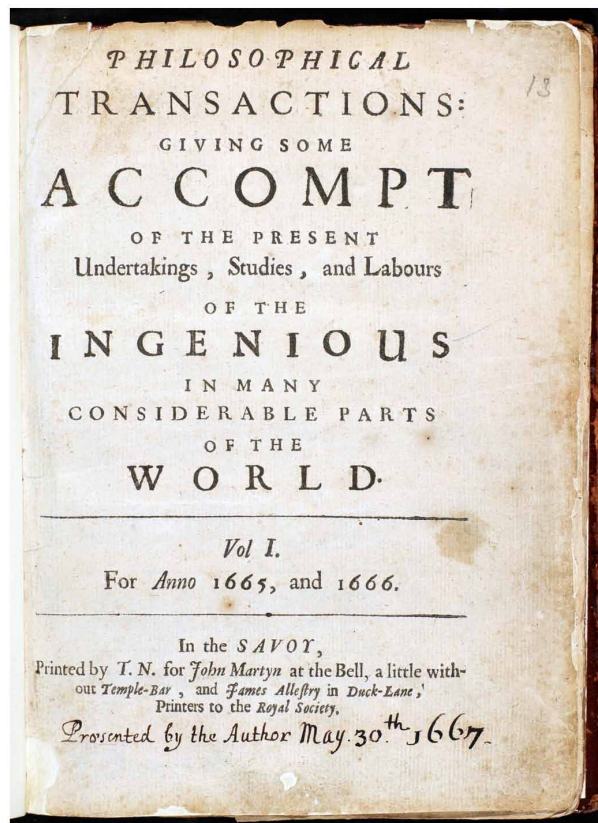
With the topic of this section in mind, it is interesting to know that the first publisher of the *Philosophical Transactions of the Royal Society* was the German-born Henry Oldenburg, who was the Society's First Secretary. Four and a half years after the Society was formed, he decided to publish the journal. In the Society's

19 more pages are available in the full version of this document, which may be purchased using the "Add to Cart" button on the publisher's webpage: www.igi-global.com/chapter/business-model-developments/280813

Related Content

Ebooks and the Digital Paratext: Emerging Trends in the Interpretation of Digital Media
Patrick Smyth (2014). *Examining Paratextual Theory and its Applications in Digital Culture (pp. 314-333).*
www.irma-international.org/chapter/ebooks-and-the-digital-paratext/122548

Automating Quality Checks in the Publishing Process
Leslie McIntosh (2021). *Transforming Scholarly Publishing With Blockchain Technologies and AI (pp. 251-264).*
www.irma-international.org/chapter/automating-quality-checks-in-the-publishing-process/280824

Structure of Digital Textbook
 (2015). *Psychological and Pedagogical Considerations in Digital Textbook Use and Development (pp. 67-92).*
www.irma-international.org/chapter/structure-of-digital-textbook/128752

Didactic Model of eTextbook
 (2015). *Psychological and Pedagogical Considerations in Digital Textbook Use and Development (pp. 154-174).*
www.irma-international.org/chapter/didactic-model-of-etextbook/128756

Mashup as Paratextual Practice: Beyond Digital Objects (in the Age of Networked Media)
Anna Nacher (2014). *Examining Paratextual Theory and its Applications in Digital Culture (pp. 63-82).*
www.irma-international.org/chapter/mashup-as-paratextual-practice/122534