

SYSTEM DYNAMICS REVIEW (SDR)

Publisher's Report for SDS Policy Council (January 2007)

Graham Russel, John Wiley & Sons Ltd, The Atrium, Southern Gate, Chichester, West Sussex,
PO19 8SQ, UK grussel@wiley.co.uk <http://www.interscience.wiley.com/journal/sdr>

Wiley to complete digitizing and putting all *SDR* back issues online

In a year which sees both the 50th anniversary of the field of System Dynamics and the bicentennial of John Wiley & Sons (founded in New York in 1807), it is fitting to be able to look forward to the imminent launch of the *SDR* digital backfiles. These will be part of a forthcoming Wiley Backfile Collection in Business & Management. The full collection is now expected to go live in February 2006. SDS members will then be able to enjoy access to the *SDR* parts of this.

The early backfile issues of *System Dynamic Review* (from 1985 to 1995 inclusive) are now almost fully live on Wiley InterScience. Although the collection is not officially launched yet, please see <http://www3.interscience.wiley.com/cgi-bin/jtoc/114030183/all> for a preview.

The run of issues is complete subject to uploading *SDR* volume 1 issue 2, which is just being made ready for inclusion as well at the present time.

Current library subscribers to *SDR* will get access to these issues only by making a one-off purchase of the whole Business & Management Backfile collection.

However, SDS members will enjoy access to the full-text of these *SDR* backfiles simply as part of their membership package. (We will probably need to wait for the Business & Management Backfile Collection as a whole to be launched before SDS members get their access switched on.)

The *SDR* backfiles are PDF scans of the original pages, supported by searchable functioning abstracts (recreated in XML and freely accessible by even non-subscribers) and with recreated references (accessible only by subscribers/SDS members). The references have been carefully integrated to include CrossRef support.

An example

In *SDR* vol 3 issue 2 there is a paper by Eric Wolstenholme and Abdul-Sattar Al-Alusi (entitled 'System dynamics and heuristic optimisation in defence analysis'), which cites the paper by Gustafsson and Wiechowski 'Coupling DYNAMO and optimization software' which was published in the previous year's *SDR*.

Now – thanks to the CrossRef support for the backfiles – one simply needs to click on the link after the Gustafsson citation in the references to open up the abstract for the cited paper.

SDS links to online content

The excellent cumulative Tables of Contents on the Society's website at <http://www.systemdynamics.org/SDRListOfAllTitles.htm> will now be able to be updated to provide links to the abstracts for all the newly digitized files right back to the beginning of the *Review*.

Wiley have put a link to this cumulative Tables of Contents from the *SDR* homepage on Wiley InterScience.

Production

A 50th Anniversary banner has been loaded onto the *Review*'s homepage on Wiley InterScience. We are also printing a special gold logo on the actual covers this year to celebrate this significant milestone.

Issue 22:4 is going to press this week (15 January). We have quite a bit of material in hand already for issue 23:1.

The next issue after this will be the special double issue to mark the 50th Anniversary. This will form 23:2&3, and should be published about the time that an issue 3 of the *Review* would normally appear (i.e. September).

It was suggested at a previous Policy Council meeting that either the 50th Anniversary issue be made freely accessible to, say, non-member delegates or that members be able to buy extra copies. Unfortunately the current schedule will not allow for extra issues to be finished in time for Boston, but Wiley are happy to print extra copies for sale.

Wiley would like to hear the Policy Council's view on how many extra copies we should print for this purpose.

Significant online usage growth last year

Online usage on Wiley InterScience of full-text *SDR* papers during 2006 was more than 25% up on usage over the same period the year before. This is really excellent growth.

Most downloaded *SDR* papers from Wiley InterScience in 2006 included:

Improving strategic management with the fundamental principles of system dynamics (21: 4) [Kim Warren, prize lecture]

The rediscovery of industrial dynamics: the contribution of system dynamics to supply chain management in a dynamic and fragmented world (21:3) [Henk Akkermans & Nico Dellaert]

Statistical screening of system dynamics models (21: 4) [Andrew Ford & Hilary Flynn]

The impact of endogenous demand on push-pull production systems (21: 3) [Paulo Gonçalves, Jim Hines & John Sterman]

Group model-building: tackling messy problems (15:4) [Jac Vennix]

All models are wrong: reflections on becoming a systems scientist (18:4) [John Sterman, prize lecture]

The continuing popularity of relatively older classic papers (and of course papers written by those selected as prize-winners) again highlights the benefit we will get from digitizing the backfiles.

Marketing summary

- To increase usage of *System Dynamics Review* and sustain and grow institutional access through Enhanced Access Licences (EALs)
- To work with the SDS to encourage member subscriptions
- To ensure the *Review*'s visibility at key conferences and events

These goals will be achieved through a combination of:

- Online marketing activity, using Wiley InterScience as a hub
- Mailing activity to subscription agents worldwide
- Flyer mailing to sample copy requestors, lapsed and cancelled subscribers
- Advertising in key journals and industry publications
- Promotion via the SDS to potential new members
- Promotion at key and niche conferences attended by Wiley
- Promotion where possible at events not attended by Wiley
- Active promotion by board members at lectures and other events

Graham Russel 15 January 2007