

# **SYSTEM DYNAMICS REVIEW (SDR)**

**Publisher's Report for SDS Policy Council  
(January 2008 update)**

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## **John Wiley & Sons continue integration with Blackwell Publishing**

John Wiley & Sons Inc. officially acquired all the assets of Blackwell Publishing in February 2007. Together, the two companies publish more than 1250 scholarly peer-reviewed journals (many of them on behalf of learned societies) and an extensive collection of books with global appeal. Blackwell's publishing program has merged with Wiley's global STMS (scientific, technical, medical, and scholarly) business to form a new division called "Wiley-Blackwell". Graham Russel, the in-house Wiley Editor responsible for *System Dynamics Review*, is therefore part of the Wiley-Blackwell operation.

## **All SDR back issues online during 2007/ SDS links to content**

The excellent cumulative Tables of Contents on the Society's website at <http://www.systemdynamics.org/SDRListOfAllTitles.htm> has also now been updated to provide links to the abstracts for all the newly digitized files right back to the beginning of the *Review*. Wiley have a link to this cumulative Tables of Contents from the *SDR* homepage on Wiley InterScience.

## **Impact Factor improvement**

The latest Impact Factors (2006 data) were published in mid 2007. The 2005 Impact Factor for *SDR* stood at 0.379. The latest number, however, shows *SDR* to have made an encouraging improvement in its Impact Factor to reach 0.667.

## **SDR supplementary material – a new online development**

The special double issue (volume 23, issues 2&3) to mark the 50th Anniversary was successfully published online at the end of October. Supplementary material was included in the online version for the first time. Links to relevant supplementary material were embedded in the PDF version of the full-text. This is an exciting new development for the *Review* and allows authors' supporting material to be available on the Wiley server. (This shows that these items could in theory be any sort of digital file, text, images, audio, video, models etc. providing the authors have the rights to use it.)

Over the next year, the online presence of both companies – Wiley InterScience and Blackwell Synergy – will move to a new improved and combined web platform, which it is planned will launch in 2009. This will give us even better ways for handling this sort supplementary material in the future; e.g. previewing a still image of a supplementary video clip.

## Marketing summary

A new Marketing team is in place at Wiley-Blackwell: Verity Warne and Katie Miller (who are based in the Oxford offices) are now working on *System Dynamics Review*.

We aim:

- To work with the enlarged Wiley-Blackwell global business to maximize opportunities for marketing the *Review* on a worldwide basis. The merger is giving us better marketing analysis and the biggest sales force in academic publishing – this will give us greater global reach in developing countries and a stronger-than-ever sales presence in Asia.
- To increase usage of *System Dynamics Review* and sustain and grow institutional access through Enhanced Access Licenses (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 and exploiting further opportunities arising with Wiley-Blackwell, as we move to a new improved and combined Wiley and Blackwell web presence during 2009.
- 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**  
(Wiley-Blackwell)

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