Your Publisher's Report 2011

System Dynamics Review

2011 Objectives for *System Dynamics Review*

Our objectives for 2011 were:

- **To increase circulation and reach worldwide:**
  - *SDR* is now available in 3700 institutions worldwide via the Wiley licensed sales program.
  - 85% of the journal's traditional institutional subscriptions are now under license globally compared with 80% in 2010.
  - *SDR* achieved an overall renewal rate of 86%.

- **To increase usage and build regular readership:**
  - 2011 saw a 14% increase in *SDR*'s readership. Articles published in the journal were downloaded 46,383 times in 2011, compared with 40,597 downloads in 2010.
  - 333 individuals are now registered to receive automatic Content Alerts for *SDR* – 18% more than in 2010.

- **To increase reach and profile in new and developing markets:**
  - *SDR* is now available for free or at very low cost in 5978 institutions in the developing world via philanthropic initiatives.
  - *SDR*'s readership in emerging markets continues to increase. Full text downloads of *SDR* in China rose by 49% in 2011. In India, readership of the journal was up by 60%.

Over the past year, your publishing team has also worked with you to:

- Increase the journal's readership through the inclusion of *SDR* articles in e-newsletters deployed to relevant academics, authors, and students internationally.

- Increase visibility of the journal though a strong international conference presence – *SDR* was displayed at 13 conferences globally during 2011.

- Develop *SDR*'s profile and usage in China by promoting the journal in campaigns to Chinese students and researchers, and ensuring that the journal's content is covered by key Chinese abstracting and indexing services.

Financial summary

We are pleased to report the following results for *SDR* in 2011:

- Excluding income received on behalf of SDS members, the subscription/license income grew by 5.3% over 2010 income from $140,436 to $147,872.

- Meanwhile the non-subscription revenue (e.g. rights) was back on track again with the EBSCO revenue (no EBSCO payment was made during 2010) and reached $35,439 (up from $9540 last time).

Overview of the global library market

We are pleased to report a stable commercial performance for journals published by Wiley-Blackwell during 2011, despite the fact that economic conditions in many established markets have been challenging. We have seen encouraging growth in new and developing markets and our sales team is working with institutional customers globally to ensure that we continue to extend reach and readership for your journal while protecting revenues and subscriptions.

The share of customers buying content under a multi-year license continues to grow, though the increase in institutions converting to a license has slowed compared to the rapid growth we saw in 2009 and 2010. Currently, 64% of subscriptions to our Social Sciences and Humanities journals are licensed. We are also seeing a marked move from purchasing multimedia (print plus online) to online only.

The average renewal rate for 2011 for journals in Social Sciences and Humanities was 94.7%. Underlying this average is a strong renewal performance of subscriptions under license, offset to some degree by larger attrition for titles bought individually than we have seen in the past, as well as some distinct regional variations.

Alongside the many rapid changes in the library market we are experiencing currently, we observe some continuity. Interest from library customers in purchasing our complete journal collection (the 'big deal') was strong in 2011, with most licensed customers buying the full Wiley-Blackwell collection rather than a subject or title-specific collection.

Looking ahead, we recognize the need to offer our customers flexible purchasing options. To this end we have engaged in active discussions with our customers, exploring potential new models that respond to their changing needs. A wide range of options is being explored – looking at individual titles, packages and/or collections of titles as well as investigating and testing new pricing variables such as integrating usage or research-intensity into pricing.

Online readership development

One of our key goals for Wiley Online Library was to make your journal's content more discoverable and, therefore, drive up usage. Last year we were able to report a significant increase in usage following the launch of the Online Library in August 2010. This year, we have a full year's worth of data and are delighted to report that just over 210 million full text articles were downloaded from the Online Library in 2011, an increase of 39% compared with 2010.

As of the end of December 2011, wiley.com was the most visited academic publishing website according to alexa.com - just ahead of ScienceDirect and well ahead of Springer. (c75% of usage on wiley.com is from Wiley Online Library).

Wiley-Blackwell is committed to investing in online development to improve further the research and reading experience of online users.

During 2011, we worked hard to improve Search Engine Optimization (SEO) for your journal to ensure that your content is more easily discoverable.

Continued…

New online features added during 2011

- **Download to PowerPoint:** Images can be downloaded to PowerPoint with an embedded link to the article, which enables users to incorporate images from the Online Library into their PowerPoint presentations quickly and easily.

- **Improved E-alerts**: There is now an option to select frequency of alerts and addition of Citation Alerts to drive up usage; advertising functionality on e-alerts means that your journal can potentially benefit from additional advertising revenue.

- **Bookmark and Share:** An option at the article and chapter level allows users to post a link to the page on social networking sites like Twitter, Facebook, and citeulike.

- **Citation Manager Software:** More citation manager software options have been added, providing researchers with more options for saving and managing articles.

- **Wiley Job Network:** In September, we launched the Wiley Job Network – a custom-built, market-leading job posting board which allows recruitment advertisers to our journal portfolio to target their open positions to job seekers in the research and professional community, while providing financial return and potential technology to our journal partners and their own web offerings.

Online resources for societies

- **Societypublishing.wiley.com:** In December 2011, we launched our new website for societies, which includes useful information and resources for societies, such as online articles and booklets on topics of interest, as well as discounts on publications and events for society officers.

- **Publishing News:** The February 2012 issue of our bimonthly online newsletter for society officers and journal editors looks back at events and developments during 2011, as well as giving you a preview of new initiatives and opportunities for 2012.

Government relations update

As governments around the world become increasingly more interested in scholarly communications and the role of publishers and societies, it is more important than ever to make sure that our voice is heard in policy discussions that affect our business. Some examples of our activities in this area during 2011 include:

Europe:
- We responded to the EC Consultation on Scientific Information in the Information Age (see the August 2011 issue of Publishing News).

- In June, we held an Executive Seminar on Public Policy in London, attended by about 25 society officers. Speakers included Imran Khan (Director, Campaign for Science & Engineering) and Richard Mollett (CEO of the UK Publishers Association).

- We led a delegation of senior society officers to meet with EC officials in Brussels in September.

- To help educate key stakeholders from government and academia in Denmark, where a national Green Open Access mandate is under discussion, we organized a workshop in September on Scientific Communication – The Changing Landscape.

USA:
- We responded to the OSTP Requests for Information on Public Access to Digital Data and Scientific Publications and shared our response with you.

- In May, we held an Executive Seminar on Public Policy in Washington, DC, attended by about 30 society officers. Speakers included Crispin Taylor (Executive Director, Society of Plant Biologists) and Patrick Clemins (Director, American Association for the Advancement of Science).

Australia:
- We made a number of submissions to the Australian government in relation to the ranked journals list used in the Excellence in Research for Australia (ERA) initiative. Due to extensive lobbying from the academic community, the ranked lists were subsequently removed from the initiative. Further information about the ERA is in the November issue of Publishing News.

KEY RESULTS FOR *SYSTEM DYNAMICS REVIEW*
SALES AND CIRCULATION

1. Circulation trends 2009-2011
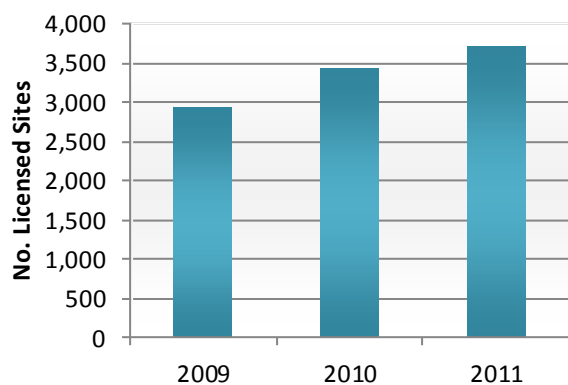
The above graph shows the annual increase in the number of libraries with access to *SDR* through the Wiley licensed sales program. In 2011, these sales made *SDR* available in over 3700 libraries which did not have a full-rate institutional subscription to the journal.
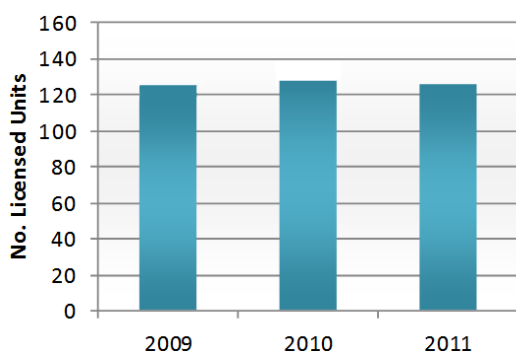
2. Licensed sales by region 2011

The above chart shows the global spread of the 3700 libraries with access to *SDR* through the Wiley licensed sales program in 2011.

3. Institutional subscriptions by type

Subscription Type	2009	%	2010	%	2011	%
Online	8	5%	8	5%	4	3%
Online Licensed	125	73%	128	80%	126	85%
Print	26	15%	18	10%	13	9%
Print & Online	12	7%	8	5%	5	3%
Grand Total	171		162		148	

In 2011 there were 148 full-rate institutional subscriptions to *SDR*. This represents a renewal rate of 91.3%. [*Note*: In 2010 there were 10 Swedish subs that became erroneously double-counted in last year's Report; there actually were a total of 162 full-rate institutional subscriptions, not 172, and this is now corrected in this Report (the corrected renewal rate for 2009 to 2010 was therefore 94.7%).]
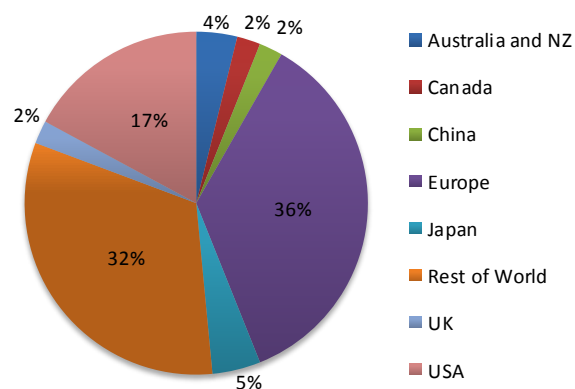
In addition, there were a further 22 'deeply discounted print' subscriptions, which are bought at a heavily reduced rate by customers with online licensed subscriptions.

4. Institutional subscriptions by region

Region	2009	2010	2011
Australia & New Zealand	6	6	6
Canada	1	5	1
China	3	5	5
Europe	46	39	36
Japan	11	11	11
Rest of World	49	43	40
UK	13	13	11
USA	42	40	38
Grand Total	171	162	148

This shows the regional distribution of *SDR*'s full-rate institutional subscriptions. As you can see, the majority of *SDR*'s lapsed subscriptions are located in Europe, where we know that the global recession is having the most impact on university funding.

5. Licensed subscriptions trends 2009-2011

The graph shows the number of *SDR*'s full-rate institutional subscriptions which were held under license between 2009 and 2011. These subscriptions are fixed for the duration of the license – typically 2-3 years – ensuring long term stability for the journal.

6. Libraries accessing via EBSCO by region

Region	2009	2010	2011
Australia & NZ	21	31	37
Canada	47	43	49
China	14	15	16
Europe	127	139	159
Japan	3	4	4
Rest of World	122	132	143
UK	41	44	56
USA	254	257	279
Grand Total	629	665	743

SDR content which is at least a year old is also made available through EBSCOhost databases. The table above shows the number of libraries accessing *SDR* articles through these databases over the past three years. (Due to a timing issue, however, no payment was received from EBSCO during 2010. Payments were made in August 2009 on the old Wiley "Bold Ideas" collection and then in April 2011 as part of the newly negotiated "Wiley-Blackwell" agreement with them.)
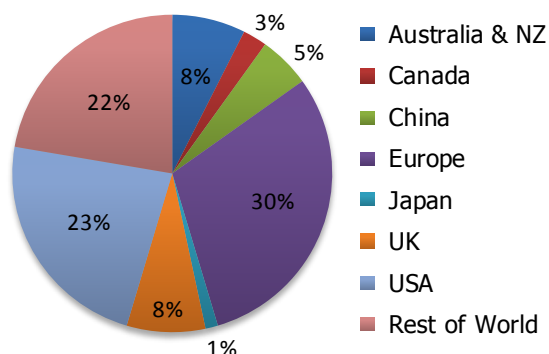
READERSHIP

7. Full text downloads trends 2003-2011
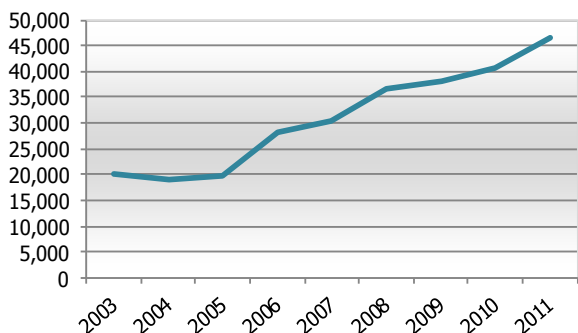
We saw, in 2011, a 14% increase in *SDR*'s readership. Articles published in the journal were downloaded 46,383 times in 2011, compared with 40,597 downloads in 2010.

8. Full text downloads by region 2011

The pie chart above shows the regional distribution of *SDR*'s readership via Wiley Online Library.

9. Most downloaded articles

	Authors	Article Title	Vol	Iss	No. of Accesses
1	Navid Ghaffarzadegan, John Lyneis, George P. Richardson	How small system dynamics models can help the public policy process	27	1	1746
2	Mark Paich, Corey Peck, Jason Valant	Pharmaceutical market dynamics and strategic planning: a system dynamics perspective	27	1	1524
3	Etiënne A. J. A. Rouwette, Hubert Korzilius, Jac A. M. Vennix, Eric Jacobs	Modeling as persuasion: the impact of group model building on attitudes and behavior	27	1	1094
4	Burcu Tan, Edward G. Anderson, James S. Dyer, Geoffrey G. Parker	Evaluating system dynamics models of risky projects using decision trees: alternative energy projects as an illustrative example	26	1	962
5	Carlos Capelo, João Ferreira Dias	A system dynamics-based simulation experiment for testing mental model and performance effects of using the balanced scorecard	25	1	814

For a list of the top 20 most downloaded articles, please see Appendix 1.
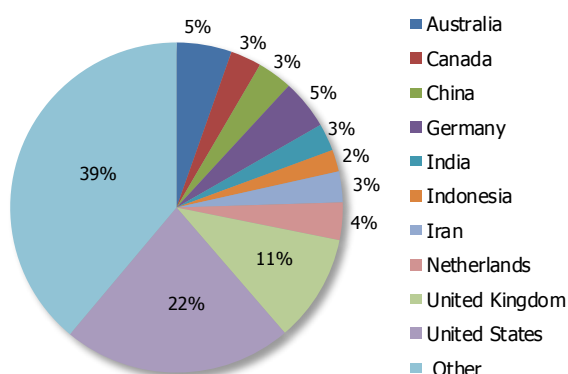
10. Online traffic by country 2011

Chart showing the global distribution of traffic to *SDR*'s Wiley Online Library site. The top ten countries visiting the site in 2011 are shown.
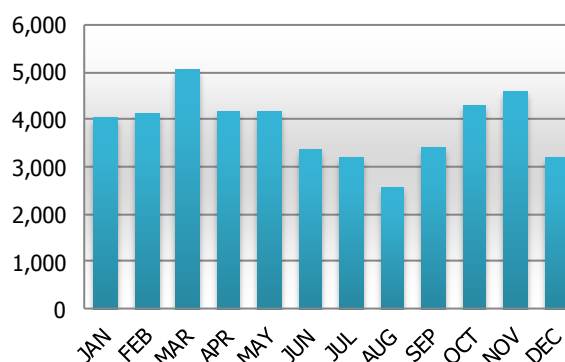
11. Unique visitors by month 2011

Chart showing the number of 'unique visitors' to *SDR*'s pages online. A 'unique visitor' is counted only once regardless of the number of separate visits.

12. Registrants to Content Alerts in 2011

In 2011, 333 individuals were registered to receive automatic content alerts for *SDR*, 18% more than in 2010, when there were 282 registrants.

MARKETING

13. Key marketing initiatives

Our marketing campaigns for *SDR* serve to support our sales strategy, and raise the profile and usage the journal among the reader, author and reviewer communities. Highlights of marketing activities undertaken for *SDR* in 2011 are listed below.

Maximizing Readership and Profile

E-Campaign to ISI-listed Authors

In June 2011, to raise the profile of *SDR* within the author community, and encourage readership and citations to the journal, we promoted *SDR*'s 2011 sample issue in an e-campaign to ISI-listed authors. The message included links to each article in the issue, highlighted the benefits of submitting to *SDR*, and also promoted the System Dynamic Society's 29th International Conference, with a link to the conference page.

Results

- o Delivered: 3153 contacts
- o Opened: 992 individuals (31% of recipients)
- o Clicked-through: 354 individuals (36% of those who opened the email)

Top Article Newsletter

In December 2011, *SDR* was featured in an e-newsletter which promoted our most popular management articles of the year. The email was sent to 142,658 Management academics, authors, and students from the Wiley database.

Results

- o **Opened:** 13,559 individuals (10% of recipients).
- o **Clicked-through:** 2630 individuals (2% of those who opened the email).
- o **Clicks to *SDR*:** 109 clicks to the *SDR* paper 'Pharmaceutical market dynamics and strategic planning: a system dynamics perspective'
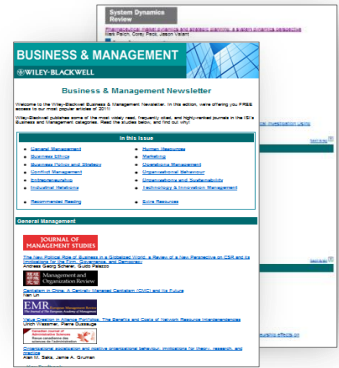
Free Trial to Wiley Management Journals
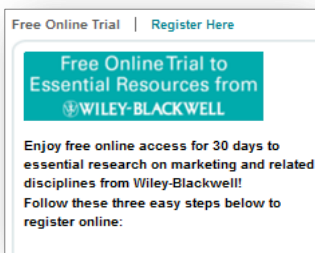
In order to encourage readership of *SDR* from within non-subscribing institutions, the journal was included in a 30-day free trial to all Wiley's management journals. The trial was promoted via the @WB_Business Twitter feed, advertised via leaflets at the AoM and BAM conferences, and highlighted on Wiley Online Library's Business and Management subject page.

Results

- o **Number of registrants to trial:** 361

@WB_Business Twitter Feed

Social media is becoming an increasingly valuable source of promotion for academic journals. In December 2010, Wiley-Blackwell launched our Business Twitter feed, @WB_Business. Throughout 2011, we promoted *SDR* to our followers by tweeting a selection of the journal's key articles and special issues.

Results

- o **Number of followers**: 782
- o **Number of clicks to tweets posted in 2011**: 2055
- o **Top *SDR* tweet:** 11 clicks to 'Attending #ISDC2011? You'll love this free issue of System Dynamics Review'

Encouraging Article Submissions

Calls for Papers

We continue to promote *SDR's* special issue call for papers via notices on *Wiley Online Library*, and posts on listservs used by the Management community.

Operations Research Leaflet

Throughout 2011, *SDR* was advertised in a leaflet promoting Wiley's collection of journals and books in System Science and Operations Research. The leaflet contained a brief overview of every title, and a list of key reasons to submit to each journal.

This leaflet was available from the Wiley stand during the IFORS conference, and was inserted into delegate packs at the EurOMA, ISSS, and OR53 conferences.

Developing Profile in China

Enhancing Online Discoverability in China

We have worked to enhance the online discoverability of *SDR* in China by ensuring that the journal's content is well covered by Chinese abstracting and indexing services. In September 2011 we negotiated a deal with the China National Knowledge Infrastructure (CNKI) to provide their 10,000 institutional members with access to abstracts from all Wiley-Blackwell journals.

Chinese Education Research Network (CERN) E-Campaign

A Chinese-language email, promoting Wiley-Blackwell's Finance, Business, and Economics, journals was sent to 137,106 contacts from the CERN database. The email highlighted collections of themed articles, and encouraged recipients to register for email contents alerts.

Results:

- o   The email was read by 13,717 individuals (10% of recipients).

Conferences

SDR was advertised at a range of Management conferences throughout 2011. Promotional activities included the insertion of the Operations Research leaflet into delegate packs, and the display of sample copies of the journal, at the Wiley-Blackwell stand.

Conferences at which *SDR* was showcased are listed shown below.

Conference	Month	Location
Production and Operations Management Conference	Apr	Reno, USA
11th European Academy of Management Conference	Jun	Tallinn, Estonia
International Annual EurOMA Conference	Jul	Cambridge, UK
IFORS Triennial Conference	Jul	Melbourne, Australia
System Dynamics Society Conference	Jul	Washington D.C., USA
Meeting of the International Society for the Systems Sciences	Jul	Hull, UK
Academy of Management 2011	Aug	San Antonio, USA
OR53 Annual Conference	Aug	London, UK
BAM 25th Anniversary Conference	Sep	Birmingham, UK
Strategic Management Society Conference	Nov	Miami, USA
INFORMS Conference	Nov	Charlotte, USA
Decision Sciences Institute	Nov	Boston, USA
26th International Conference on Information Systems	Dec	Shanghai, China

PRODUCTION

13. Publication and submission statistics

Production of *System Dynamics Review* continues to run smoothly in 2011. All issues were published on schedule. The total number of pages published was 448, maximizing the 2011 total page budget (448pp).

At present, there are four articles in the production pipeline – one paper is published in Early View on the journal website.

2011 Publication (calendar days)

Vol: Issue	Cover month	Print pub date	Online pub date	Number of pages	Number of articles	Print run	Average days from acceptance to receipt at WB	Average days from receipt at WB to Early View pub	Average days from receipt at WB to online issue pub	Average days from receipt at WB to print pub
27:1	Jan/Mar 2011	09 Mar 2011	25 Feb 2011	120	6	1,029	2	195	296	308
27:2	Apr/Jun 2011	06 Jun 2011	25 May 2011	116	6	949	16	172	232	244
27:3	Jul/Sep 2011	28 Sep 2011	28 Sep 2011	116	5	949	4	188	244	244
27:4	Oct/Dec 2011	09 Dec 2011	24 Nov 2011	96	7	932	13	95	119	134
Summary				**448**	**24**	**3859**	**9** (ave.)	**162** (ave.)	**223** (ave.)	**232** (ave.)

Year by Year

Year	Volume	Number of issues	Number of pages	Number of articles	Average days from receipt at WB to Early View publication	Average days from receipt at WB to print publication
2011	27	4	488	24	162	232
2010	26	4	392	18	170	205

Contributing Countries 2011

Country	Number of articles
United States	10
United Kingdom	3
Australia	2
Netherlands	2
Cyprus	1
Norway	1
Slovenia	1
Spain	1
Switzerland	1
Unknown – data not available *	2
Summary	**24**

* includes document types without a country of origin

14. Finances

The total royalty payable to the Society for *SDR* 2011 comes to US$64,371.

System Dynamics Review (The Journal of The System Dynamics Society)
Accounts for the Year Ended 31st December 2011

Year	2010	2011
Volume	26	27
Currency	US Dollars	US Dollars
Print Only	15,437	12,214
Print & Online	6,093	4,299
Online Only	5,800	3,216
Online Licensed (subscribed)	91,160	100,530
Online Licensed (unsubscribed)	21,477	27,515
Members	26,244	25,001
Back Issues	469	98
Total Subscription Revenue	**166,680**	**172,873**
Rights	2,766	31,546
Electronic Backfiles	4,655	2,708
Article Sales/Pay Per View	1,077	1,185
Advertising	1,042	0
Total Non-Subscription Revenue	**9,540**	**35,439**
Miscellaneous	0	603
Total Other Revenue	**0**	**603**
Total Revenue	**176,220**	**208,915**
35% non-member income due to Society	52,491	64,371
Amount due to Society	**52,491**	**64,371**

Excluding income received on behalf of SDS members, the subscription/license income grew by 5.3% in 2011 over the 2010 income figure, moving from $140,436 to $147,872. The continued movement away from print is borne out with these figures.

Meanwhile the non-subscription revenue (especially the 'rights' line) was back on track again with the EBSCO revenue and reached $35,439 (up from $9540 last time). Due to a timing issue, no payment was received from EBSCO during 2010. Payments were made in August 2009 on the old Wiley "Bold Ideas" collection and then in April 2011 as part of the newly negotiated "Wiley-Blackwell" agreement with them.

The total cost of membership copies overall came down in this period by 4.7% ($1243).

GLOSSARY OF TERMS

AGORA – Launched in 2003, AGORA (Access to Global Online Research in Agriculture) is managed by the Food and Agriculture Organization in partnership with Cornell University and more than 40 publishers. More than 1600 institutions have registered for access to AGORA. The journal can be searched using a special subset of CAB Abstracts.

Embargoed Access – Current content (typically the current plus previous volume) is not included in an aggregated database (such as those published by EBSCOHost), in order to protect against potential cancellation

HINARI – Launched in 2002, HINARI (the Access to Research Initiative) is managed by the World Health Organization in partnership with Yale University Library and over 100 publishers. 3300 public institutions in 108 eligible countries have already registered for access to HINARI.

INASP – the International Network for the Availability of Scientific Publications runs the PERI initiative (Programme for the Enhancement of Research Information), providing discounted access to Wiley-Blackwell journals to library consortia in developing countries. Wiley are strong supporters of the initiative and provide ongoing management expertise to the program.

Library consortium – A cooperative association of libraries whose purpose is to share human and information resources so that the collective strengths of the institutions facilitate the research and learning of the members' constituents. A consortium supports resource sharing and provides services to users through programs in cooperative acquisition, access to electronic resources, access to physical collections, enhanced interlibrary loan, and document delivery

Licensed sales program – Rather than buying subscriptions to journals (in print and/or online), many libraries and consortia prefer to license content from us. Our sales team negotiates license terms (access rights, coverage, duration, etc.), with the emphasis on protecting/growing existing revenue and increasing reach, in order to drive up usage.

OARE – Launched in 2006, OARE (Online Access to Research in the Environment) is managed by the United Nations Environment Program in partnership with Yale University and more than 50 publishers. More than 1500 institutions have registered for OARE.

Research4Life philanthropic program – The collective name for three public-private partnerships which seek to help achieve the UN's Millennium Development Goals by providing the developing world with access to critical scientific and social science research. Beginning in 2002, the three programs: Health Access to Research Initiative (HINARI); Access to Global Online Research in Agriculture (AGORA); and Online Access to Research in the Environment (OARE), have given researchers at 4500 institutions in 108 developing countries free or low cost access to over 7000 journals provided by the world's leading academic and professional publishers. Case studies from Research4Life are available at http://www.research4life.org/Documents/R4L_Making_a_differenceJanuary2012.pdf

RSS feeds –"Really Simple Syndication" is the name given to a family of web feed formats used to publish frequently updated works in a standardized format. Web feeds benefit publishers by letting them syndicate content automatically, and they benefit readers who want to get timely updates from favored websites or to aggregate feeds from many sites into one place.

World Publishing Corporation (WPC) – WPC is a division of China National Publishing Import and Export Corporation (CNPIEC). CNPIEC is the largest journal importer and distributor in the country. Our arrangement with them provides low-cost print subscriptions at 60% of the full subscription rate – a level aimed at both countering potential piracy and allowing journal penetration into the small- to medium-sized library market (larger libraries are excluded from this program).

APPENDIX 1

Rank	Authors	Article Title	Vol	Iss	No. of accesses
1	Navid Ghaffarzadegan, John Lyneis, George P. Richardson	How small system dynamics models can help the public policy process	27	1	1,746
2	Mark Paich, Corey Peck, Jason Valant	Pharmaceutical market dynamics and strategic planning: a system dynamics perspective	27	1	1,524
3	Etiënne A. J. A. Rouwette, Hubert Korzilius, Jac A. M. Vennix, Eric Jacobs	Modeling as persuasion: the impact of group model building on attitudes and behavior	27	1	1,094
4	Burcu Tan, Edward G. Anderson, James S. Dyer, Geoffrey G. Parker	Evaluating system dynamics models of risky projects using decision trees: alternative energy projects as an illustrative example	26	1	962
5	Carlos Capelo, João Ferreira Dias	A system dynamics-based simulation experiment for testing mental model and performance effects of using the balanced scorecard	25	1	814
6	James Hines, Thomas Malone, Paulo Gonçalves, George Herman, John Quimby, Mary Murphy-Hoye, James Rice, James Patten, Hiroshi Ishii	Construction by replacement: a new approach to simulation modeling	27	1	693
7	Jack Harich	Change resistance as the crux of the environmental sustainability problem	26	1	586
8	Richard Plate	Assessing individuals' understanding of nonlinear causal structures in complex systems	26	1	506
9	George P. Richardson	Reflections on the foundations of system dynamics	27	3	478
10	Edward G. Anderson	A dynamic model of counterinsurgency policy including the effects of intelligence, public security, popular support, and insurgent experience	27	2	449
11	Paul Pfaffenbichler, Günter Emberger, Simon Shepherd	A system dynamics approach to land use transport interaction modelling: the strategic model MARS and its application	26	3	410
12	Hakan Yasarcan	Stock management in the presence of significant measurement delays	27	1	403
13	Timothy R. B. Taylor, David N. Ford, Andrew Ford	Improving model understanding using statistical screening	26	1	355
14	James M. Lyneis, David N. Ford	System dynamics applied to project management: a survey, assessment, and directions for future research	23	2-3	355
15	James M. Lyneis, Kenneth G. Cooper, Sharon A. Els	Strategic management of complex projects: a case study using system dynamics	17	3	355
16	John D. Sterman	All models are wrong: reflections on becoming a systems scientist	18	4	351
17	Michael Shayne Gary, Martin Kunc, John D. W. Morecroft, Scott F. Rockart	System dynamics and strategy	24	4	340
18	Mike C. Jackson	Critical systems thinking: Beyond the fragments	10	2-3	340
19	Henry Birdseye Weil	Application of system dynamics to corporate strategy: an evolution of issues and frameworks	23	2-3	338
20	Birgit Kopainsky, Agata Sawicka	Simulator-supported descriptions of complex dynamic problems: experimental results on task performance and system understanding	27	2	311

Appendix 2 – 2012 release of new Impact Factors

We are pleased to report that the standard (2-year) Impact Factor figure for *SDR* 2011 is now 0.867, up very promisingly again on last year's number of 0.667. (In fact, apart from the 50th Anniversary boost from a few years back, this is really one of the journal's best ever.) This now puts *SDR* 25th out of 45 titles in the SOCIAL SCIENCES, MATHEMATICAL METHODS category (compared to 42nd out of 43 last time), and also now ranks it 108th out of 166 titles in MANAGEMENT (110th out of 144 last year).

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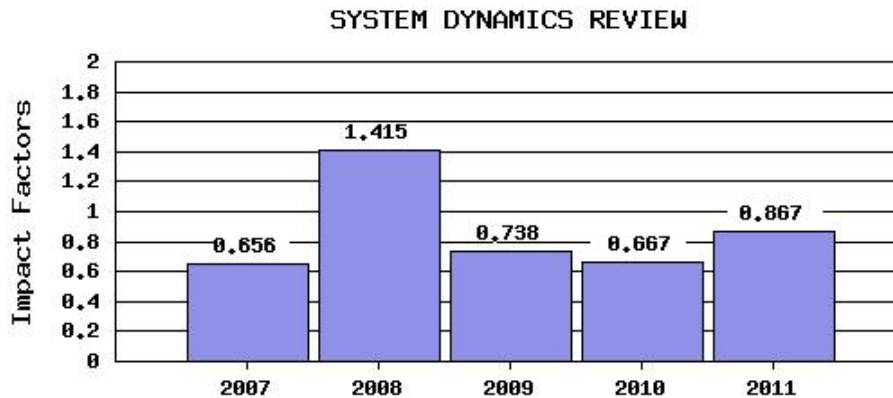
SYSTEM DYNAMICS REVIEW

Journal Impact Factor ⓘ

Cites in 2011 to items published in:		Number of items published in:	
2010	=11	2010	=17
2009	=15	2009	=13
Sum:	26	Sum:	30

Calculation: Cites to recent items / Number of recent items = 26/30 = **0.867**

Meanwhile *SDR*'s **5-year Impact Factor** had been particularly good in last year's release – standing at 1.586 for 2010 – and it has now come back somewhat from this peak to **1.227**. (Yet this still compares very well to the 2009 figure which was 1.011).

5-Year Journal Impact Factor ⓘ

Cites in {2011} to items published in:		Number of items published in:	
2010	=11	2010	=17
2009	=15	2009	=13
2008	=18	2008	=17
2007	=39	2007	=25
2006	=25	2006	=16
Sum:	108	Sum:	88

Calculation: Cites to recent items / Number of recent items = 108/88 = **1.227**

WILEY-BLACKWELL
Unlocking Potential