

From Discounts to Decisions: Researchers' Open Access Submission Trends and Library's Promotion Strategies

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Object

Over the past 11 years, researchers at Taipei Medical University (TMU) had increasingly published in open access journals. In response, the library had actively sought methods to secure article processing charge (APC) discounts. This study explored the trends and proportion of open access journal (OAJ) publications by the university's researchers and shared the library's promotion strategies.

Method

This study employed bibliometric analysis to examine the proportion of open access journal articles published annually by Taipei Medical University over the past 11 years. Data had been retrieved from the Web of Science Core Collection (Science Citation Index Expanded, SCI-EXPANDED, and Social Sciences Citation Index, SSCI) on May 27, 2024. The search had been conducted using "Taipei Medical University" in the Affiliation field, with the publication years restricted to 2013–2023. A total of 22,229 records had been identified, of which 12,561 had been classified as fully open access publications..

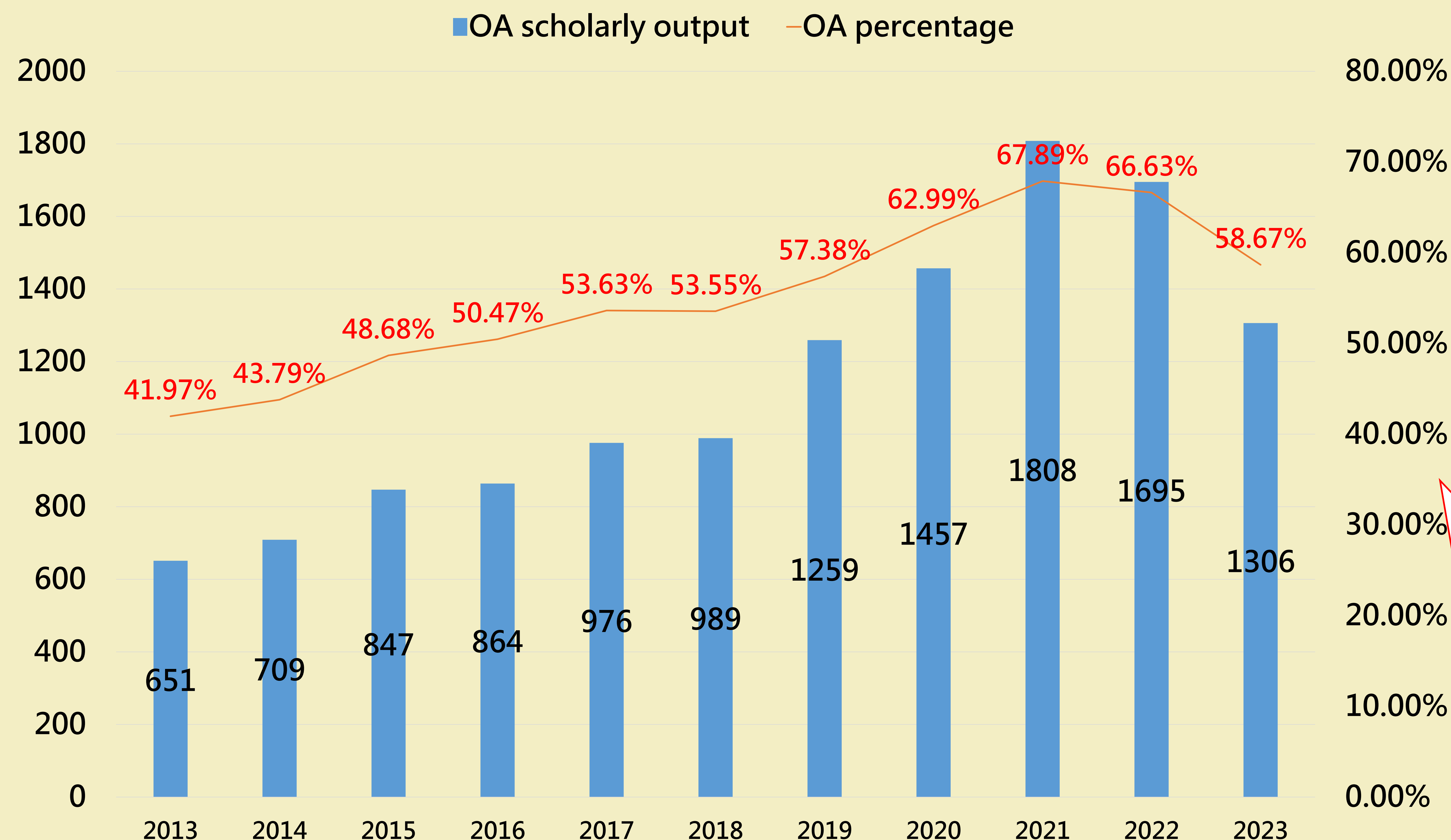


Figure 1. The OA percentage of scholar outputs at TMU

Results

The results indicated that the proportion of open access publications by researchers at Taipei Medical University had risen from 41.97% in 2013, peaking at 66.63% in 2022, with an average of 55.06%. From 2020 to 2022, the proportion had consistently exceeded 60% (Figure 1). In response, the library had joined the BMC membership in 2017, MDPI in 2020, and signed Read & Publish agreements with ACS in 2022 and ScienceDirect in 2023 to offer APC discounts. A dedicated team had promoted these benefits via email, posters, faculty visits, and also assisted researchers with publication-related issues.

Conclusions

This study used Taipei Medical University as an example to illustrate the growth trend of researchers from medical universities submitting papers to Open Access Journals (OAJ). It also presented the strategies and activities implemented by the library to support this trend. It is suggested that future research should explore the correlation between the library's provision of APC (Article Processing Charge) discounts and researchers' submissions to OAJs. This could serve as a reference for libraries in promoting Open Access in the future.