

The landscape of scholarly book publishing in Croatia: finding pathways for sustainable open access models

Melinščak Zlodi, Iva

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Sveučilište u Zagrebu
Filozofski fakultet
University of Zagreb
Faculty of Humanities
and Social Sciences

Repository / Repozitorij:

[ODRAZ - open repository of the University of Zagreb
Faculty of Humanities and Social Sciences](#)



The landscape of scholarly book publishing in Croatia: finding pathways for sustainable open access models

Iva Melinščak Zlodi

Faculty of Humanities and Social Sciences, University of Zagreb

Motivation

Internationally: searching for a sustainable business model(s) for OA books

- OPERAS SIG on OA business models

Nationally: defining a future Croatian national OS plan that would also address books

- HR-OOZ working group on OS plan & policy

Need for an achievable transition!

- Considerations on the most appropriate models of transition should rely on accurate and detailed insights into individual national and regional specifics
- Description of the current state of scholarly book publishing in Croatia:
 - key stakeholders and their characteristics
 - current level of OA to scholarly books
 - based on existing data from two different sources (MSE data and CROSB data) for period 2018-2021

Data sources

- MSE data
 - Direct MSE subsidies are the main source of funding of scholarly book publishing in Croatia
 - data on grant recipients are publicly available
- CROSBİ data
 - additional information about currently active book publishers
 - existence of e-editions, and especially e-editions in OA
 - different models of OA (on publisher platforms and in open repositories)
 - for OA books on publisher platforms - do they meet the standards of digital publishing (standardized metadata and discoverability)?

Previous research

Supply side of academic publishing in Croatia
(Horvat & Velagić, 2020)

- Stressing the difference between journals and books
 - OA journals vs. Non-OA books
 - For-profit vs. Non-profit publishers
- Only 1.25% of titles available in digital format
- Publishers do not see e-books as a viable business
- Lack of expertise on peer-review, database indexing and OA availability among private publishers
- Current subsidy system for books is not developmental

Public subsidies to book publishing

In 2018-2021 period varies from 1 to 1,5 mil EUR

Between 550 and 610 titles per year

200+ publishers

Top 3 publisher (by titles count & by total amount):

- Filozofski fakultet u Zagreb (118 titles)
- Medicinska naklada d.o.o. (103 titles)
- Hrvatska sveučilišna naklada d.o.o. (100 titles)

SME	53.12%
RPO - HEI	23.95%
RPO - inst	8.14%
PUB ORG	6.74%
SOC	5.77%
OTH	2.29%

Commercial publishers & OA / paywalled e-books?

Only two OA titles in the sample!

- One from small niche publisher: pdf on publisher's website, without metadata
- One from larger publisher specialized for textbooks: self-archived copy in an institutional repository
- Both initiated by the authors/editor

Only two publishers offer paywalled e-books!

- One only for individual purchases (prevalently popular titles)
- One offer institutional subscriptions but without the usual access control mechanisms (business and economics titles)

Publishers of OA titles?

Top 5:

- Filozofski fakultet Sveučilišta u Zagrebu (35): *FF Open Press, Stilistika*
- Sveučilište u Zadru (21): *Morepress*
- Filozofski fakultet Sveučilišta u Rijeci (14): *Izdavaštvo FFRI*
- Sveučilište Jurja Dobrile u Puli (13): *institutional repository*
- *vlastita naklada* (12) + some GOV offices and NGOs

Platforms:

- besides OMP and Dabar repositories, most use institutional websites or services like Academia or RG

Only 32 titles have DOIs registered by Croatian publishers

- From 3 institutional publishers (2 : 5 : 25)

Conclusions?

Importance of public, available and reliable publishing infrastructures

Importance of public policies and conditional funding

To be sustainable, public funding models need to be developmental!