

2013

## Publisher Profile--Edanz Group Ltd.

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In general, these Chinese authors told us they feel they are not provided enough information during the peer review process to make informed decisions about their submission, and how to proceed after a round of review. They would like journals to provide more details, such as typical times from submission to publication, specific instructions on how to approach referee comments, and the expectations of editors in responding to comments.

**ATG:** *Is Edanz trying to transmit these concerns to journal editors? If so, how have they responded?*

**BS:** This is important as journal editors are in a position to be either obstacles or agents of change. We try to get the author-centric message across whenever we meet with people in STM publishing. Most journal editors react positively and have been forming similar thoughts on their own. There are of course sometimes cynical reactions from people who have what I call a “hordes at the gate” mentality and who might wish they could stem the flood of papers rather than taking on the often challenging constructive steps.

The overwhelming majority of journal editors, anyone in STM publishing for that matter, genuinely want to improve the authorship experience as they see how that advances knowledge. I'd say that applies equally to those at commercial publishers as it does to those at society and mission-driven publishers. It also crosses the open access divide. OA publishers have probably been better at experimenting with author-centric policies and features as they have more of an author-centric outlook built into their model, but being author-centric isn't something that inherently has to be the exclusive domain of OA publishers, nor is an OA journal automatically author-centric.

The sincere hope of all of us at Edanz is that we can raise awareness of the challenges ESL authors face. We want to play a positive role in the scholarly publishing community by advancing concrete ideas that benefit all stakeholders.

**ATG:** *Is there a role for libraries in making journal publishing more author-centric and positive for authors?*

**BS:** Absolutely. Librarians are well placed to be a voice for researchers and to provide broad support to scholars at their institutions in communicating their findings. The entire STM publishing ecosystem will be better off with increased involvement from libraries in creating a positive authorship experience.

**ATG:** *Have you seen examples of this type of library/librarian involvement?*

**BS:** I don't get a chance to spend as much time with librarians as I'd like, but we do see this happening. When we give an author training workshop for example it is often organized by a dedicated librarian who is addressing the needs of their patrons. All stakeholders in scholarly communication can do more to improve the authorship experience. Publishers are already putting a lot of effort into this and would welcome librarians playing a stronger advocacy role.

## against the grain publisher profile

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**ASSOCIATION MEMBERSHIPS:** COPE

**KEY PRODUCTS AND SERVICES:** Assisting scholarly authors whose first language is not English in overcoming barriers to sharing their research findings.

Author services — Language editing. Independent peer review. Journal selection. Point-by-point response check. Cover letter development.

Education — E-learning courses. On-campus training.

Research productivity tools — Author Path. Journal Selector.

**CORE MARKETS/CLIENTELE:** Scholars worldwide whose first language is not English, especially in Asia-Pacific, the Middle East, and Latin America. Examples of primary markets:

China, Japan, South Korea, Brazil, Turkey, Saudi Arabia, Malaysia, and Mexico.

**NUMBER OF EMPLOYEES:** 55+ full-time, 350+ freelancers as of Nov 2013.

**ADDITIONAL ITEMS OF INTEREST TO ATG READERS:** Edanz welcomes anyone passing through Beijing, China, or Fukuoka, Japan to arrange a visit. 🌍

**ATG:** *How do open access journals fit into the equation? How will they impact the need for your services in the future?*

**BS:** Interesting question. Non-Western and Western stakeholders, for lack of better terminology, come from different traditions of scholarly communication. I'm not talking here about cultural traditions like the differences between Confucianism and Western thought but the different ways research programs have developed. Non-Western countries are in a more dynamic stage of development and sometimes have a different emphasis in their approach to scholarly communication. The wider scholarly community has much it can learn from its peers outside of Europe and North America. Something that needs strengthening in Asia and the Middle East in particular is greater emphasis on sharing findings with peers and the importance of discourse for advancing the field. Encouraging a positive scientific culture that values global discourse is a powerful way to address challenges faced by all stakeholders in scholarly publishing. I feel that open access has the *potential* to encourage researchers to place greater value on sharing their findings.

That said, stakeholders outside Europe and North America take a very pragmatic view of OA. While there is growing awareness and

support, you won't find much of an ideological flavor. The great opportunity for OA in Asia and the ME is that it will be judged solely on its merits and benefits to authors, the institution, and national research objectives. My personal feeling is that this pragmatic approach is one of the things those in Europe and North America could stand to learn from their global peers.

From the Edanz viewpoint, regardless of how the publishing landscape develops, we see a bright future as long as the communication of research continues to be important.

**ATG:** *There seems to be a growing awareness of the need for author services with the emergence of other providers like Figshare, Mendeley, etc. What do you think of these efforts? Do you recommend such services to your authors?*

**BS:** Mendeley and Figshare are both fantastic, and there are numerous others to add to the list: Papers, ImpactStory, LabGuru, Kudos, SSRN, Utopia Docs, not to mention the author-centric innovations that publishers are developing, and things like ORCID and CrossCheck that can also be put in the author-centric basket.

*continued on page 51*