



Serials in the Wild

NC Serials

Chapel Hill NC March 16

Kristin Antelman, NCSU Libraries

a path forward . . .
and 5 ironies

a path forward . . .
and 5 ironies

my perspective

from euphoria to realist with a
stop at obsession in between



irony 1

What we care about is not what
users care about



what we traditionally manage

The Atlantic monthly.

Uniform Title:	Atlantic monthly (Boston, Mass. : 1993)
Published:	Boston, MA : Atlantic Monthly Co., c1993-
Description:	v. : ill. ; 28 cm.
ISSN:	1072-7825 (print) 1072-7825
Frequency:	Monthly (with combined issues for Jan./Feb. and July/Aug.), 2003-
Format:	 Journal or Magazine;  Serial

D.H. Hill Library		Call Number	Summary Holdings
Stacks		AP2 .A8	v.273 (1994)-
Latest Issue received: V. 309 NO. 2 MAR 2012.			
Stacks (3rd floor)	AP2 .A8 v.273 1994	(Browse Shelf)	Available (Library use only)
Stacks (3rd floor)	AP2 .A8 v.274 1994	(Browse Shelf)	Available (Library use only)
Stacks (3rd floor)	AP2 .A8 v.275 1995	(Browse Shelf)	Available (Library use only)
Stacks (3rd floor)	AP2 .A8 v.276 1995	(Browse Shelf)	Available (Library use only)
Stacks (3rd floor)	AP2 .A8 v.277 1996	(Browse Shelf)	Available (Library use only)
Stacks (3rd floor)	AP2 .A8 v.278 1996	(Browse Shelf)	Available (Library use only)
Stacks (3rd floor)	AP2 .A8 v.279 1997	(Browse Shelf)	Available (Library use only)
Stacks (3rd floor)	AP2 .A8 v.280 1997	(Browse Shelf)	Available (Library use only)
Stacks (3rd floor)	AP2 .A8 v.281 1998	(Browse Shelf)	Available (Library use only)
Stacks (3rd floor)	AP2 .A8 v.282 1998	(Browse Shelf)	Available (Library use only)

and the result...



Format: Journal/Newspaper
Online

Electronic resource

Mode of access: World Wide Web.

Published: [New York, NY] : Marcel Dekker

Frequency: Quarterly

Publication history: Print began with vol. 15, no. 1/4 (Jan.-Mar. 1995).

Also known as: (Uniform Title): Journal of receptor and signal transduction research (Online)

Journal of receptor and signal transduction research (Online)

Some providers list issues under a later variant title: Journal of receptors and signal transduction

Related names: Informa Healthcare

Academic Search Complete

Former title: Merged from: Second messengers and phosphoproteins (Online)

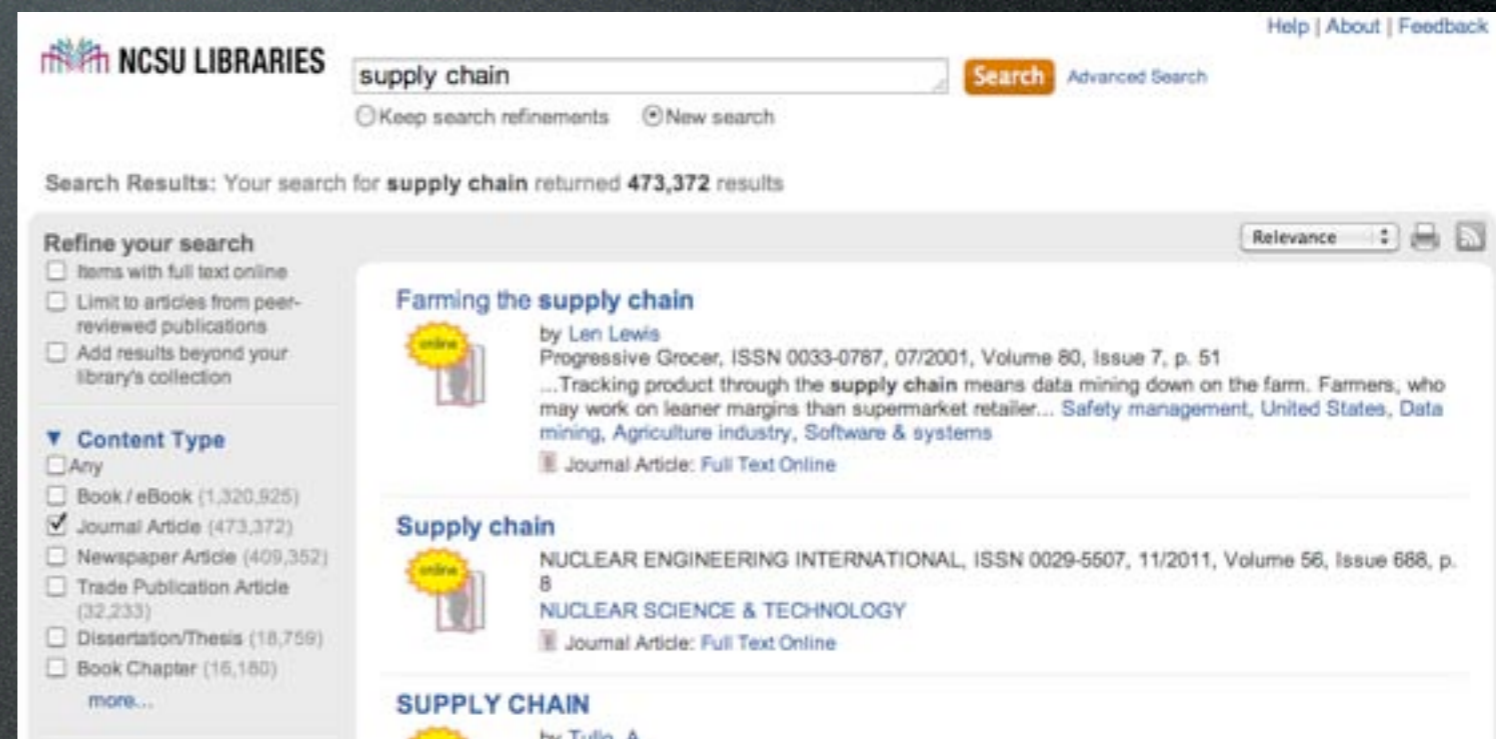
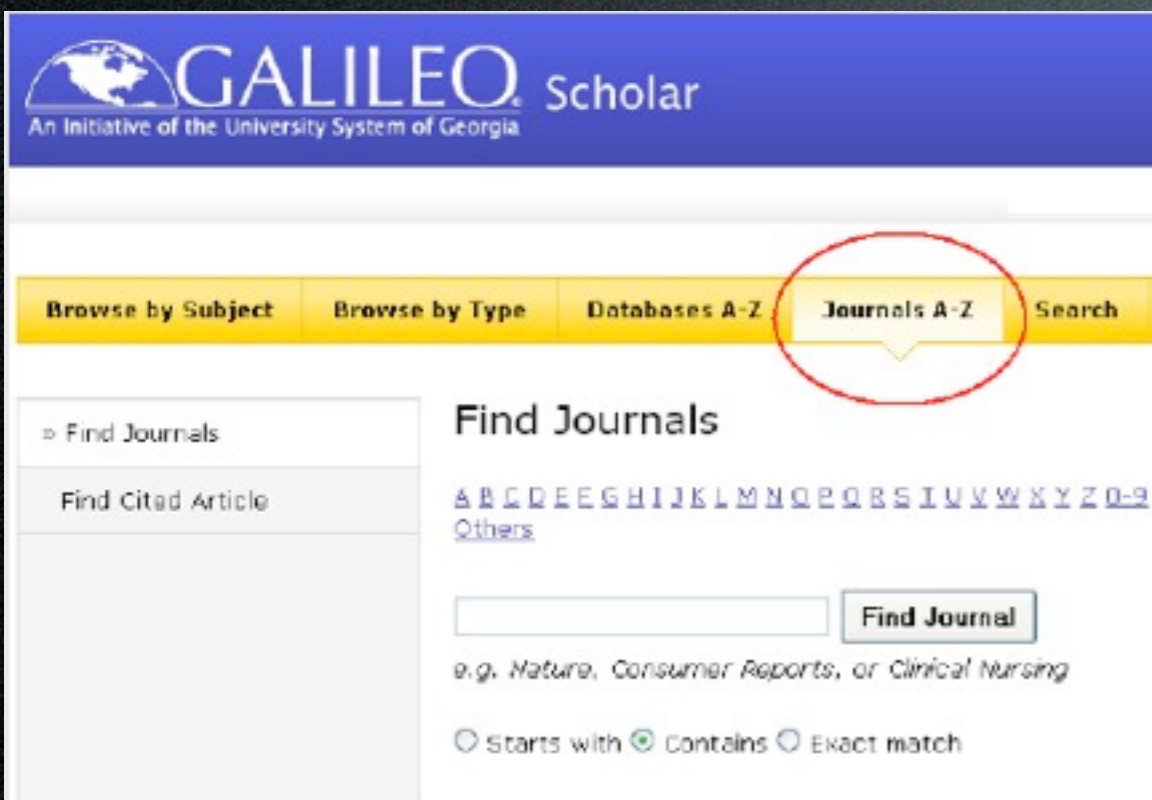
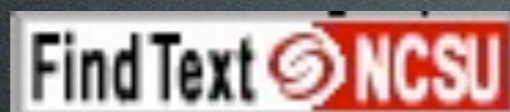
Merged from: Journal of receptor research

ISSN: 1532-4281

1079-9893

1079-9893

10+ years into ejournals



journal as content

journal as content

Pushing or sharing as value-driven strategies for societal change in global **supply chains**: Two case studies in the British–South African fresh fruit **supply chain**.

Authors: Muller, Claribel, Tshwane University of Technology, Pretoria, South Africa, mullerc@tut.ac.za
Vermeulen, Walter J. V., Copernicus Institute for Sustainable Development, Utrecht University, Utrecht, Netherlands
Glasbergen, Pieter, Copernicus Institute for Sustainable Development, Utrecht University, Utrecht, Netherlands

Address: Muller, Claribel, Tshwane University of Technology Private Bag x680, Pretoria, South Africa, mullerc@tut.ac.za

Source: [Business Strategy and the Environment](#), Vol 21(2), Feb, 2012. pp. 127-140.

Page Count: 14

Publisher: US: John Wiley & Sons.

ISSN: 0964-4733 (Print)
1099-0836 (Electronic)

Language: English

Keywords: value driven strategies; societal change; global **supply chains**; sustainable development

Abstract: Business strategy is linked to organisational values and culture, which is determined to some extent by national culture. This can provide a challenge in a global **supply chain** where culture and values at one end of the **chain** do not correspond with culture at the other end. This paper contends that shared values contribute to effective sustainability changes in **supply chains**. Two case studies from the South African–British fresh fruit export **chain** present two contrasting business strategies for achieving socially sustainable practices: (i) a unilateral, prescriptive approach (pushing), mirroring a paternalistic value system, in which a company prescribes norms of socially responsible behaviour at the ground level (the Tesco case) and; (ii) a bilateral, collaborative approach (sharing) in which business and non-governmental organisations work together to improve working conditions (the Waitrose case). Outcomes of these approaches are observed over a 3-year period. It is concluded that within this specific **supply chain** a shared value approach is a more successful initiative than paternalistic pushing initiatives. (PsycINFO Database Record (c) 2012 APA, all rights reserved)

Subjects: [*Social Change](#); [*Strategies](#); [*Supply Chains](#); [*Sustainable Development](#)

Classification: Organizational Behavior (3660)
Environmental Issues & Attitudes (4070)

journal as content

[Pushing or Sharing as Value-driven Strategies for Societal Change in Global Supply Chains: Two Case Studies in the British–South African Fresh Fruit Supply Chain](#)

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[C Muller, WJV Vermeulen...](#) - [Business Strategy and ...](#), 2011 - [Wiley Online Library](#)

Pushing or Sharing as Value-driven Strategies for Societal Change in Global Supply Chains: Two Case Studies in the British–South African Fresh Fruit Supply Chain-Muller-2011-Business Strategy and the Environment-Wiley Online Library

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Relevance



Pushing or Sharing as Value-driven Strategies for Societal Change in Global Supply Chains: Two Case Studies in the British–South African Fresh Fruit Supply Chain



by Muller, Claribel; Vermeulen, Walter J. V; Glasbergen, Pieter

Business Strategy and the Environment, ISSN 0964-4733, 02/2012, Volume 21, Issue 2, pp. 127 - 140

Business strategy is linked to organisational values and culture, which is determined to some extent by national culture. This can provide a challenge in a glob... [MANAGEMENT](#), [NATIONAL CULTURE](#), [Western Europe](#), [Social trends & culture](#), [Social responsibility](#)

Journal Article: Full Text Online

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 022 |y1072-7825 (print)
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 246 1 |iSome issues have cover image title:|aAtlantic
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 321 |aMonthly,|b1993-2000
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 362 1 |aPrint began with v. 272, no. 5 (Nov. 1993).
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 538 |aMode of access: World Wide Web.
 588 |aDescription based on: Vol. 276 no. 3 (Sept. 1995); title from caption (theatlantic.com website, viewed Nov. 17, 2009).
 588 |aLatest issue consulted: Dec. 2009 (theatlantic.com website, viewed Nov. 17, 2009).
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actually also
 title changes
 in 1857,
 1932, 1971

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journal as a commodity?

journal as a commodity?

- in content and audience, no

journal as a commodity?

- in content and audience, no
- but from a marketing perspective, maybe yes



=



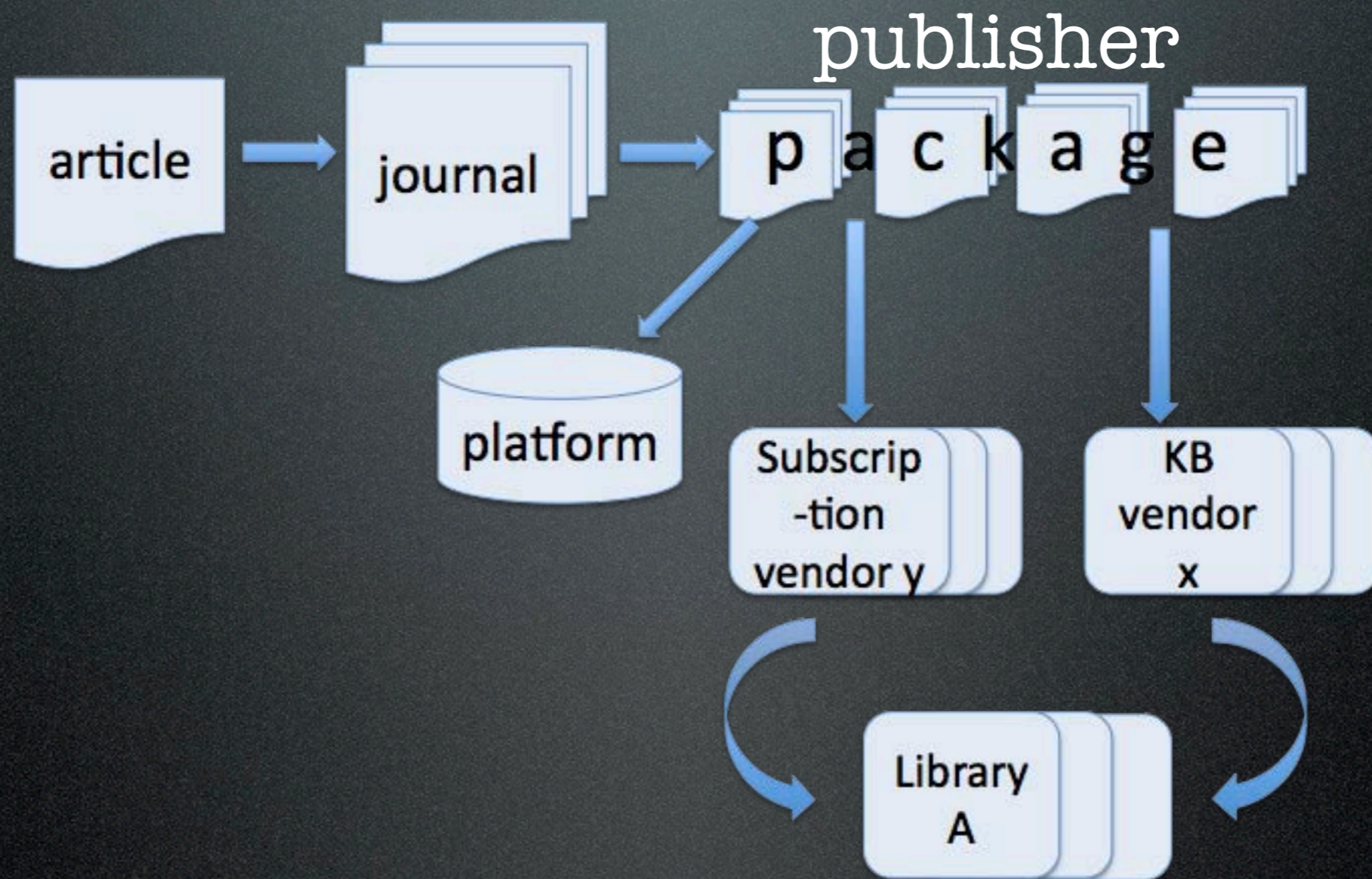
?

journal as commodity: what does it mean for us?

- Manage what we haven't managed so far and do it better
 - modeling the data
 - data quality
 - change management

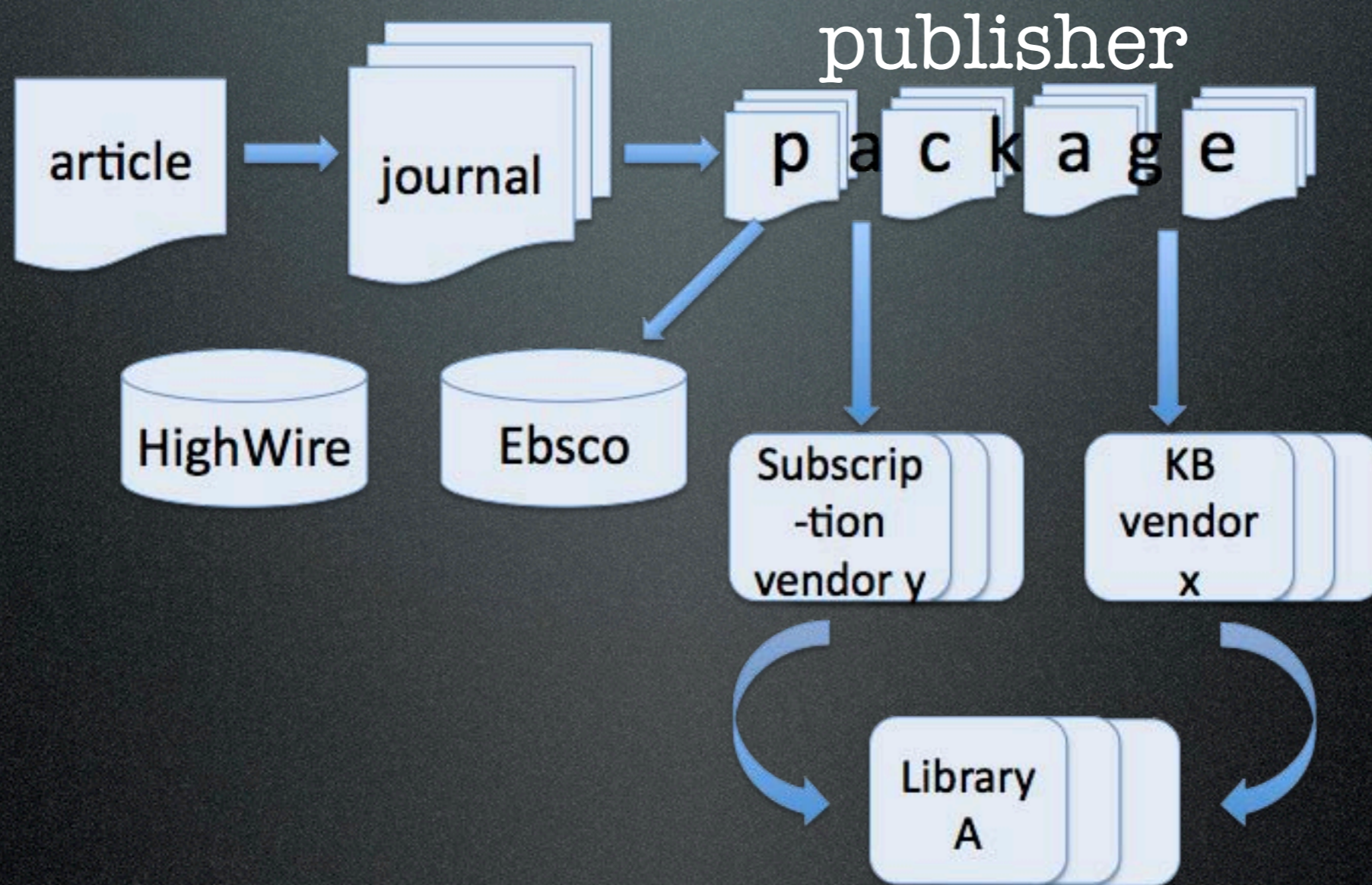
1. data model

journal supply chain



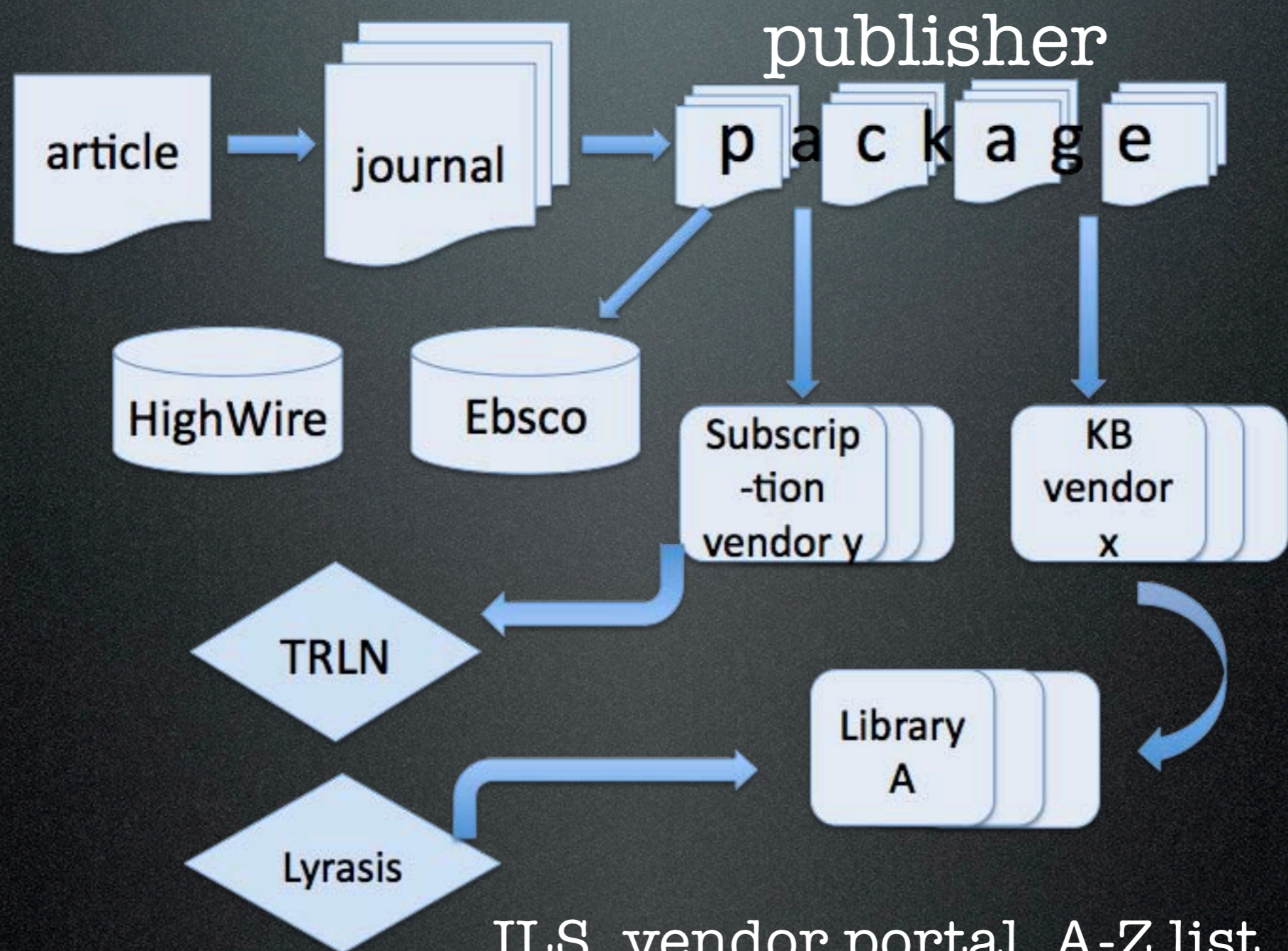
ILS, vendor portal, A-Z list, link resolver, integrated discovery

journal supply chain



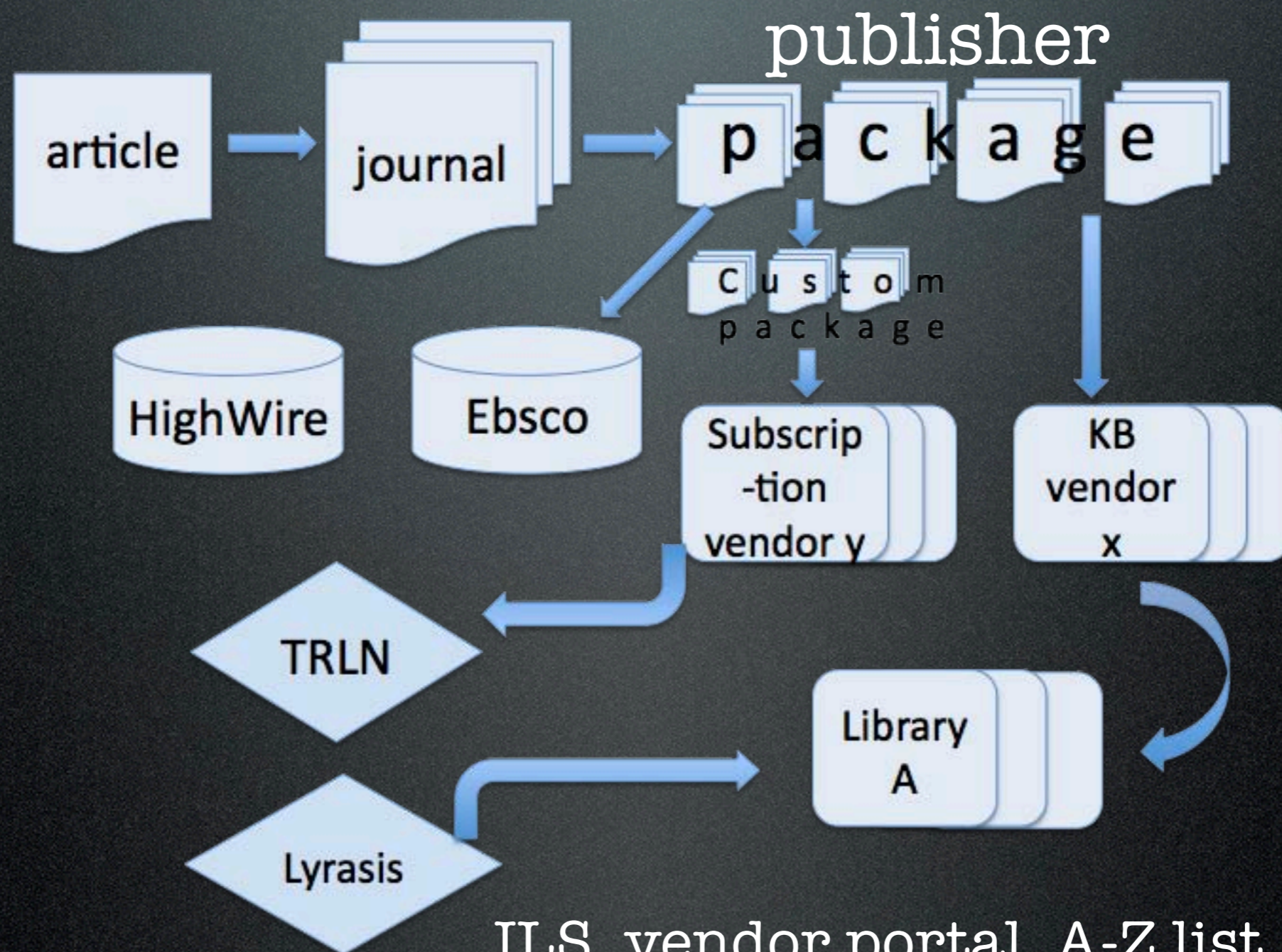
ILS, vendor portal, A-Z list, link resolver, integrated discovery

journal supply chain



ILS, vendor portal, A-Z list, link resolver, integrated discovery

journal supply chain



ILS, vendor portal, A-Z list, link resolver, integrated discovery

2. data quality



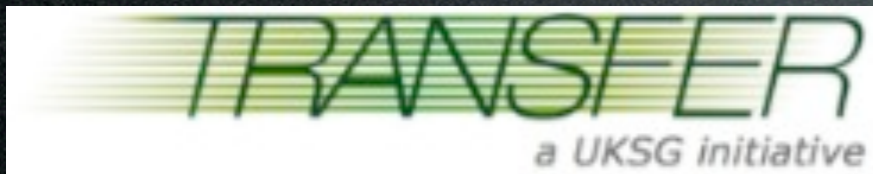
OpenURL Quality







EDItEUR


poor change management

poor change management



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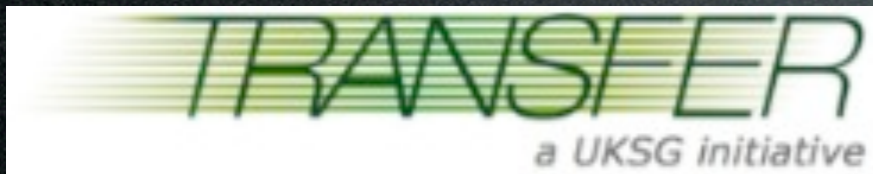
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Global Open KnowledgeBase



Global Open KnowledgeBase



Knowledge Base+

KBs and next-generation ILSSs

- KB-centric rather than bib-centric;
metadata statement rather than record
- ebooks behaving like serials

Irony 2

just when we need to manage
things more as they really are . . .
it's harder because there are no
things

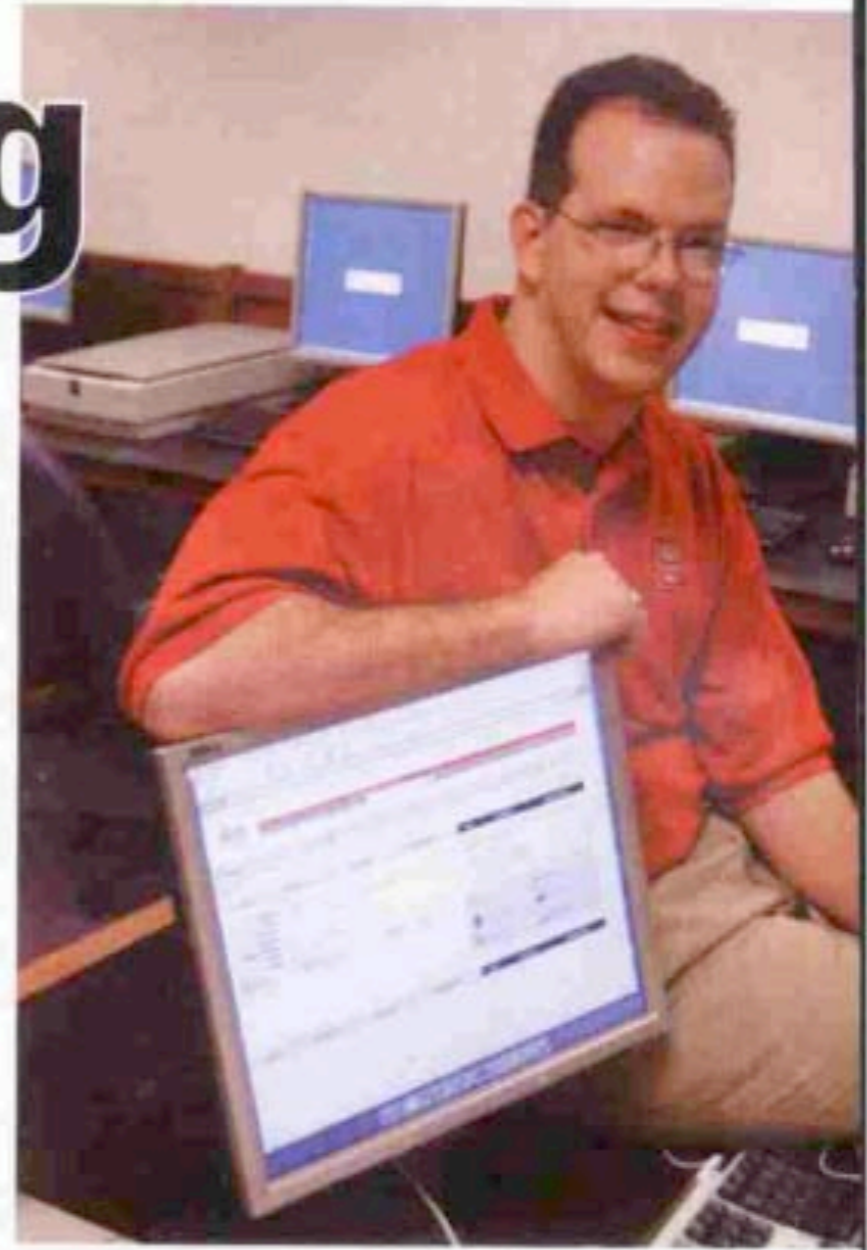
KBs and next-generation ILSSs

- KB-centric rather than bib-centric;
metadata statement rather than record
- ebooks behaving like serials
- systems must also be workflow-centric

Dismantling Integrated Library Systems

By Andrew K. Pace

NO ONE INTENDED to dismantle the integrated li-



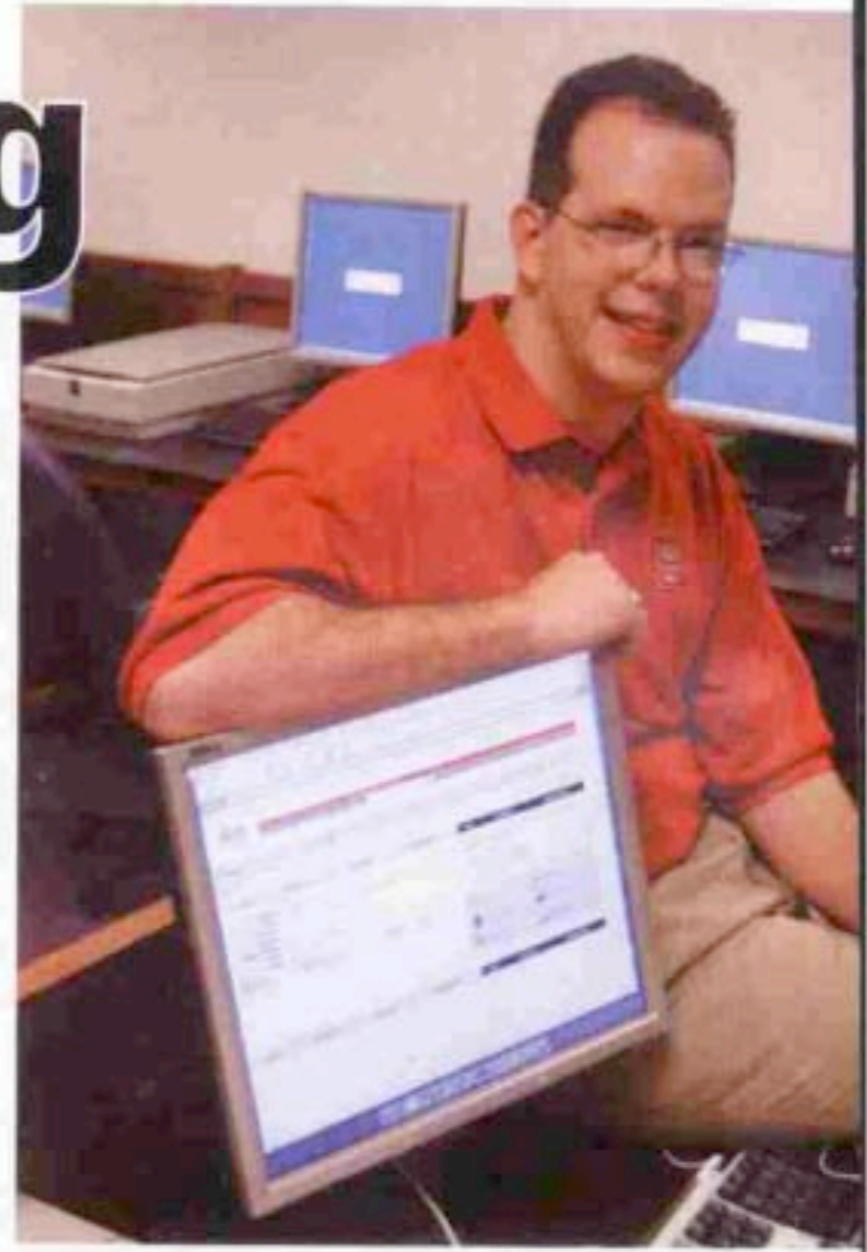
Librarians and their vendors have created a tougher world for themselves, with interoperability the only solution

By Andrew K. Pace -- Library Journal, 02/01/2004

Dismantling Integrated Library Systems

By Andrew K. Pace

NO ONE INTENDED to dismantle the integrated li-



Librarians and their vendors have created a tougher world for themselves, with interoperability the only solution

By Andrew K. Pace -- Library Journal, 02/01/2004

Irony 3

Integration will be successful
(for now anyway)

Irony 3.1

Presenter:

Andrew Pace, OCLC Executive Director for Networked Library Services

Web-scale cooperative library management services, network-level tools for managing library collections through circulation and delivery, print and licensed acquisitions, and license management. These services complement existing OCLC Web-scale services, such as cataloging, resource sharing, and integrated discovery.



13 July 2009

OCLC Web-scale Management Services



Andrew K. Pace

Executive Director, Networked Library Services



Irony 3.2

does this situation remind you of something?

Irony 3.2

does this situation remind you of something?



Irony 3.2

does this situation remind you of something?



OR



what's wrong with
integration?

what's wrong with integration?

- no one player will have all your data

what's wrong with integration?

- no one player will have all your data
- data+ software creates problems downstream

what's wrong with integration?

- no one player will have all your data
- data+ software creates problems downstream
 - lack of pressure for data interchange standards from libraries

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 - vendor lock-in is even stronger

what's wrong with integration?

- no one player will have all your data
- data+ software creates problems downstream
 - lack of pressure for data interchange standards from libraries
 - vendor lock-in is even stronger
 - is search objective?

but open access is
coming so why should we
put much energy into
our tools now?

or . . . are we investing in
the losing horse?



researchers are mad

researchers are mad

- researchers are mad. does that mean open access journals will come sooner?



researchers are mad

- researchers are mad. does that mean open access journals will come sooner?



The Cost of Knowledge

8070 Researchers Taking a Stand. [See the list](#)

Update: [Elsevier drops support for the Research Works Act.](#)

Add

First and Last Name

Irony 4

young tech-savvy scholars are the
most conservative in where they
publish

heard this before at a
library meeting?

“the more things change the more
they stay the same”

Irony 5

we embrace the endgame

thank you.
any questions?