



# Researcher to Reader

23-24 February 2021

Online, Everywhere

## Conference Programme

### Welcome to the Conference

Welcome to the **6th** annual *Researcher to Reader Conference*. The Conference aims to be the premier forum for discussion of the international scholarly content supply chain – bringing knowledge from the *researcher* to the *reader*.

This year, for the first time, everyone is participating in the Researcher to Reader Conference online, rather than at our usual London venue. In February 2020, we were incredibly lucky to be able to hold our conference in a blissful ignorance of the pandemic that was to engulf the globe in the following few weeks. Under these circumstances, we optimistically laid plans for the 2021 Conference to be a hybrid event, enabling people to choose whether to attend physically or online. Regrettably, circumstances have made this impossible, so we are wholly online this year.

Hybrid or online, it was always our ambition that R2R would continue to be an interactive conversation amongst the participants, not a sequence of lectures to a passive audience. We felt we absolutely had to maintain our collaborative ethos in an online environment – that it would be better to simply postpone the 2021 event than to replace it with a few hours of broadcast lectures. We are optimistic that we are, in 2021, delivering on the R2R promise of a real collaborative conference, with high levels of interaction for the participants. Delivering this value has been expensive to do, demanding significant extra work for all our volunteer contributors and paid service providers, and adding technology and production costs similar to the cost of a physical venue. Our participants will judge whether we have provided the value they would expect.

As usual, the Conference programme covers key topics in the area of scholarly communications, with a scope that ranges from content creation by researchers, to the discovery and consumption by the readers who access the content, and beyond into archiving and preservation. This ecosystem involves many intermediaries and enablers, including funders, editors, reviewers, publishers, distributors, librarians and technology providers. All of these are represented amongst the participants and contributors at our Conference, and our conversation is about how we can work together to facilitate scholarly communication.

We would like to thank our sponsors, who provide much-needed financial support for the Conference. An event like this, at a venue or online, is surprisingly expensive to deliver; without our sponsors, registration costs would be significantly higher for our delegates.



# Researcher to Reader Conference 2021

## Tuesday 23 February

<b>9.00</b>	<b>Orientation and Networking</b>
<b>10.00</b>	<b>Welcome</b>
<b>10.10</b>	<b>Live Participant Survey</b> <ul style="list-style-type: none"> <li>• Rob Johnson</li> <li>• Dr Danny Kingsley</li> </ul>
<b>10.30</b>	<b>Panel: Inclusivity</b> <ul style="list-style-type: none"> <li>• Kim Eggleton</li> <li>• Simone Ragavooloo</li> <li>• Dr Katherine Brown</li> <li>• Prof Jon Wilson</li> <li>• Dr Nicola Nugent</li> </ul>
<b>11.10</b>	<b>Break with Networking</b>
<b>11.40</b>	<b>China Interview 1</b> <ul style="list-style-type: none"> <li>• Nicko Goncharoff</li> <li>• Judy Bai</li> </ul>
<b>12.00</b>	<b>Workshops: 1st Meeting</b> <ul style="list-style-type: none"> <li>A: New OA Models</li> <li>B: Academic Writing</li> <li>C: Antiracist Framework</li> <li>D: Usage Metrics</li> <li>E: Peer Review</li> </ul>
<b>1.00</b>	<b>Break with Networking</b>
<b>1.50</b>	<b>Keynote: Research Integrity</b> <ul style="list-style-type: none"> <li>• Dr Ivan Oransky</li> </ul>
<b>2.20</b>	<b>Panel: Research Realities</b> <ul style="list-style-type: none"> <li>• Dr Heather Staines</li> <li>• Osman Aldirdiri</li> <li>• Dr Mariana De Niz</li> <li>• Dr Jona Foster</li> <li>• Beatriz Rey</li> </ul>
<b>3.00</b>	<b>Break with Networking</b>
<b>3.30</b>	<b>Debate (Part 1)</b> <ul style="list-style-type: none"> <li>• Rick Anderson</li> <li>• Prof Brad Fenwick</li> <li>• Dr James Heathers</li> <li>• Alison Mudditt</li> <li>• Dr Tim Vines</li> </ul>
<b>4.10</b>	<b>Workshops 2nd Meeting</b> <ul style="list-style-type: none"> <li>A: Mellins-Cohen &amp; Taylor</li> <li>B: Tulley, Rouhi &amp; Sharman</li> <li>C: Dawson &amp; Kaur</li> <li>D: Estelle &amp; MacCallum</li> <li>E: Puebla &amp; Graf</li> </ul>
<b>5.00</b>	<b>Live Survey (Part 2)</b>
<b>5.20</b>	<b>Break with Networking</b>
<b>6.00</b>	<b>End of day</b>

## Wednesday 24 February

<b>9.00</b>	<b>Orientation and Networking</b>
<b>10.00</b>	<b>Welcome</b>
<b>10.10</b>	<b>China Interview 2</b> <ul style="list-style-type: none"> <li>• Nicko Goncharoff</li> <li>• Dr Wu Jinshan</li> </ul>
<b>10.30</b>	<b>Presentations: OA Books Diversifying Readership</b> <ul style="list-style-type: none"> <li>• Mithu Lucraft</li> </ul> <b>New Funding Model</b> <ul style="list-style-type: none"> <li>• Prof Martin Paul Eve</li> <li>• Dr Frances Pinter</li> </ul>
<b>11.10</b>	<b>Break with Networking</b>
<b>11.40</b>	<b>China Interview 3</b> <ul style="list-style-type: none"> <li>• Nicko Goncharoff</li> <li>• Dr Bi Xin</li> </ul>
<b>12.00</b>	<b>Workshops 3rd Meeting</b> <ul style="list-style-type: none"> <li>A: New OA Models</li> <li>B: Academic Writing</li> <li>C: Antiracist Framework</li> <li>D: Usage Metrics</li> <li>E: Peer Review</li> </ul>
<b>1.00</b>	<b>Break with Networking</b>
<b>1.50</b>	<b>Keynote: Rights Retention</b> <ul style="list-style-type: none"> <li>• Prof Johan Rooryck</li> </ul>
<b>2.30</b>	<b>Workshop Feedback</b> <ul style="list-style-type: none"> <li>• Laura Cox</li> <li>• Dr Phill Jones</li> </ul>
<b>3.00</b>	<b>Break with Networking</b>
<b>3.30</b>	<b>Debate (Part 2)</b> <ul style="list-style-type: none"> <li>• Rick Anderson</li> </ul>
<b>4.00</b>	<b>Panel: C19 Rapid Review</b> <ul style="list-style-type: none"> <li>• Dr Sarah Greaves</li> <li>• Dr Daniela Saderi</li> <li>• Phil Hurst</li> <li>• Prof Ludo Waltman</li> </ul>
<b>4.40</b>	<b>Conference Summary</b> <ul style="list-style-type: none"> <li>• Mark Allin</li> </ul>
<b>5.00</b>	<b>Conference Closing</b>
<b>5.10</b>	<b>End of day</b>

## Tuesday 23 February 2021

*Times in the programme are shown as local time in London. The timetable downloadable from the website also shows local times in other selected cities, and the timetable on the online event platform should show the local time for each participant.*

### 9.00 Orientation & Networking

*Orientation sessions are available online to demonstrate the features of the online event platform and the networking environment. Participants are free to join the informal networking before the start of the main conference timetable.*

### 10.00 Welcome & Introduction

#### Mark Carden

- Managing Consultant at Mosaic Search & Selection
- Director of the 2021 Researcher to Reader Conference

*The Conference Director welcomes the participants, introduces the event and thanks the sponsors*



### 10.10 Live Participant Survey

#### Participant Perceptions

*What the R2R Community thinks about the scholarly communications landscape*

#### Rob Johnson

- Founder and Managing Director at Research Consulting
- Member of the 2021 Researcher to Reader Advisory Board

#### Dr Danny Kingsley

- Visiting Fellow, Australian National University
- Member of the 2021 Researcher to Reader Advisory Board

*Conference participants are asked to share their opinions on key scholarly communications issues in a live interactive survey. The results will be shared live during the session, to give a picture of the views of the R2R community, and to provide qualitative and quantitative information on a range of hot topics. The consolidated survey results will subsequently be made available.*



## 10.30 Panel: Inclusivity

### Becoming Part of the Solution

*How publishers can help to improve inclusivity within academia*

**Kim Eggleton** (moderator)

- Research Integrity & Inclusion Manager at IOP Publishing

**Dr Katherine Brown**

- Executive Editor, Development at the Company of Biologists

**Dr Nicola Nugent**

- Publishing Manager, Quality & Ethics at the Royal Society of Chemistry

**Simone Ragavooloo**

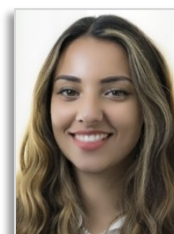
- Research Integrity Co-ordinator at British Medical Journal

**Professor Jon Wilson**

- Editor of the Journal of Islamic Marketing



*It is widely acknowledged that there are considerable diversity problems within the research ecosystem. This panel session will explore the ways that publishers, as privileged and powerful players within that ecosystem, are trying to make their products and practices more inclusive. The session will encourage participants to consider the complex equality, diversity and inclusion challenges we all face, and aims to stimulate a supportive and collegial discussion to address some of those challenges to improve equity of opportunity for all.*



*The session will encourage participants to consider the complex equality, diversity and inclusion challenges we all face, and aims to stimulate a supportive and collegial discussion to address some of those challenges to improve equity of opportunity for all.*

## 11.10 Break: Lightning Poster Sessions and Networking

*Participants have the option to join informal networking or the Lightning Poster sessions (listed elsewhere) during the break in the main programme.*

*The Lightning Poster sessions have been coordinated by Fiona Murphy, Co-founder at MoreBrains Cooperative, and member of the Advisory Board for the 2021 Researcher to Reader Conference.*

## 11.40 The China Interviews (part 1)

### China Research and Publishing

*What to expect in 2021 and beyond*

**Nicko Goncharoff** (moderator)

- Managing Director at Osmanthus Consulting
- Former MD, Business Development, Greater China at Clarivate



### Judy Bai

- Director of Business Development, China at Digital Science

*A China expert interviews thought leaders from the country's scholarly research and communications sector, to get their views on key trends and developments to watch out for in 2021 and beyond, then invites questions from the Conference participants.*



## 12.00 Workshops: First Meeting

### A: New Models for Open Access

### B: Who Decides What is “Good” Academic Writing?

### C: An Antiracist Framework for Scholarly Communications

### D: Usage Metrics for Open Outputs

### E: The Many Shapes of Peer Review



#### Laura Cox (moderator)

- Chief Financial and Operating Officer at Ringgold
- Member of the 2021 Researcher to Reader Advisory Board

#### Dr Phill Jones (moderator)

- Co-founder at MoreBrains Cooperative
- Member of the 2021 Researcher to Reader Advisory Board



*Delegates are invited at registration to select one workshop in which to participate during the Conference. Each workshop group convenes three times during the two-day Conference, typically scoping the topic in the first session, exploring options in the second session, and formulating solutions in the third session.*

### Workshop A:

### New Models for Open Access

*How should we shape the future of and ensure long-term sustainability for transformative agreements?*

#### Tasha Mellins-Cohen (facilitator)

- Founder and Director at Mellins-Cohen Consulting

#### Dr Stuart Taylor (facilitator)

- Publishing Director at the Royal Society



*Transformative agreements – Read-and-Publish, Subscribe-to-Open, and the like – are currently everywhere in the scholarly communications landscape. They purport to be a way to transition journals from the subscription model into a new Open Access world. In this workshop the participants will discuss issues like the sustainability of such deals, the pros and cons of different models and, crucially, what comes next.*



## Workshop B:

### Who Decides What is “Good” Academic Writing?

*How can we reduce barriers and increase diversity by improving the effectiveness of researcher authoring?*

**Dr Christine Tulley (facilitator)**

- Professor of English at the University of Findlay
- Research Adviser at Prolifiko

**Sara Rouhi (facilitator)**

- Director of Strategic Partnerships at PLOS

**Dr Anna Sharman (facilitator)**

- Founder and Director at Cofactor
- Member of the 2021 Researcher to Reader Advisory Board

*Publishers play an important role as gatekeepers and arbiters of “good, well-articulated” research. As questions of equity and inclusion become more pressing in scholarly publishing, it’s valuable to examine the origins of these gatekeeping standards and where they might have consequences that disadvantage emerging fields, communication styles, research outputs, methods, communities on the margins, and readers. Changing the emphasis away from enforcing a strict style and towards encouraging authors to present their research clearly will encourage a wider range of submissions. In this workshop the participants will develop strategies to support researcher authoring in order to increase author diversity.*



## Workshop C:

### An Antiracist Framework for Scholarly Communications

*How do we confront racism, transform workplace culture, and accelerate progress towards inclusion?*

**Jocelyn Dawson (facilitator)**

- Journals Marketing Manager at Duke University Press

**Sabby Kaur (facilitator)**

- Digital Product Manager at Emerald Publishing

*Efforts to advance inclusivity in scholarly communications have gained momentum, yet there is still a lack of effective programs and solutions in place to address how systemic racism impacts our workplaces. How do we disrupt racism (and other -isms) and create work communities where everyone thrives? Workshop participants will identify the structures particular to our industry that maintain systems of white advantage and will explore specific actions to break down barriers and accelerate progress at both the interpersonal and organisational levels.*



## Workshop D: Usage Metrics for Open Outputs

*How can we craft community standards to track the use of open outputs?*

**Lorraine Estelle** (facilitator)

- Executive Director at COUNTER

**Catriona MacCallum** (facilitator)

- Director of Open Science at Hindawi

Participants will explore the principles, technology, governance, and business models needed to create a compelling and level playing field for understanding the use of open articles, books, data, and other scholarly resources. We will examine the value that usage metrics hold for different stakeholders, and explore ways to automate services for gathering usage data and using it to compare and contrast service providers. Outputs will be shared openly and with a COUNTER working group looking at Open Access resources.



## Workshop E: The Many Shapes of Peer Review

*How can we maximise value and visibility of peer review beyond the journal?*

**Iratxe Puebla** (facilitator)

- Associate Director at ASAPbio

**Chris Graf** (facilitator)

- Director, Research Integrity and Publishing Ethics at Wiley

The growth in preprint adoption is bringing with it review activities that happen outside the traditional peer review process at a journal. This opens opportunities for broader representation in peer review and for innovation in review formats, but in the absence of the structure and coordination that a journal provides, where do those activities fit in the research communication space? In this workshop we will explore review activities in the context of preprints, and aim to collaboratively find practical steps that can maximise their value, increase their visibility, and facilitate complementarity with journal review.



### 1.00 Break: Lightning Poster Sessions and Networking

Participants have the option to join informal networking or the Lightning Poster sessions during the break in the main programme.

## 1.50 Keynote

### Research Integrity

*Trends in research integrity, taking into account the lessons from the current pandemic*

#### Dr Ivan Oransky

- Co-founder of Retraction Watch
- Editor In Chief at Spectrum



## 2.20 Panel

### Research Realities in Pictures

*Researchers tell all (about their workflow, process, and priorities)*

#### Dr Heather Staines (moderator)

- Publishing Consultant
- Member of the 2021 Researcher to Reader Advisory Board

#### Osman Aldirdiri

- Faculty of Medicine at the University of Khartoum

#### Dr Mariana De Niz

- Postdoctoral Research Fellow at Instituto de Medicina Molecular

#### Dr Jona Foster

- Lecturer at the University of Sheffield

#### Beatriz Rey

- Research Fellow at the American University (Washington DC)
- PhD Candidate at Syracuse University



*How much do we really know about the life of researchers in the wild? Particularly early-career researchers, who have grown up and entered the lab/classroom in the midst of information overload, new tools, ever-changing requirements, and more. Researchers from different disciplines will share their stories in response to a fun array of images that they have selected to represent their daily workflow, research processes, and career priorities. We will be hearing some eye-opening insights to trouble the preconceptions of publishers, librarians, funders and all.*





### 3.00 Break: Lightning Poster Sessions and Networking

*Participants have the option to join informal networking or the Lightning Poster sessions during the break in the main programme.*

### 3.30 Debate (Part 1)

#### Paid Peer Review

*Resolved:*

*Journal publishers should pay academics for providing peer review*

##### **Rick Anderson** (moderator)

- University Librarian at Brigham Young University
- Member of the 2021 Researcher to Reader Advisory Board

##### **Professor Brad Fenwick**

- Senior Vice President at Taylor & Francis

##### **Dr James Heathers**

- Chief Scientific Officer at Cipher Skin
- Founder of the 450 Movement

##### **Alison Mudditt**

- CEO at PLOS

##### **Dr Tim Vines**

- Founder at DataSeer



*Two teams argue for and against a proposition in a formal debate, with the result decided by the impact of the arguments on all the Conference participants.*

*On Day 1 of the Conference, an initial 'benchmarking' vote is taken, and then the first two debaters begin each side of the argument. Conference participants will have the opportunity ask questions. The remaining two team-members conclude the debate on Day 2, followed by another vote.*



### 4.10 Workshops: Second Meeting

**A: New Models for Open Access**

**B: Who Decides What is “Good” Academic Writing?**

**C: An Antiracist Framework for Scholarly Communications**

**D: Usage Metrics for Open Outputs**

**E: The Many Shapes of Peer Review**

*The workshop groups reconvene to continue their discussions.*

**5.00 End of Day 1 Main Programme****5.00 Participant Survey (Reprised)****Rob Johnson**

- Founder and Managing Director at Research Consulting

**Dr Danny Kingsley**

- Visiting Fellow, Australian National University

*A re-run of the interactive gathering of both qualitative and quantitative information from our community, for those participants who missed the session at the start of the day.*

**5.20 Break: Networking**

*Participants have the option to continue with informal networking after programme.*

**6.00 End of Day 1 Full Programme****GOLD SPONSOR****Silver Sponsors****ATYPON WILEY**

## Wednesday 24 February 2021

### 9.00 Orientation & Networking

*Orientation sessions are available online to demonstrate the features of the online event platform and the networking environment. Participants are free to join the informal networking before the start of the main conference timetable.*

### 10.00 Welcome & Introduction

#### 10.10 The China Interviews (part 2)

##### China Research and Publishing

*What to expect in 2021 and beyond*

###### Nicko Goncharoff (moderator)

- Managing Director at Osmanthus Consulting
- Former MD, Business Development, Greater China at Clarivate

###### Professor Wu Jinshan

- Professor at the School of Systems Science, Beijing Normal University

*A China expert interviews thought leaders from the country's scholarly research and communications sector, to get their views on key trends and developments to watch out for in 2021 and beyond, and invites questions from the Conference participants.*



#### 10.30 Presentations: Open Access Books

##### Diversifying Readership Through Open Access

*A usage analysis for OA books*

###### Mithu Lucraft

- Director of Content Marketing Strategy at Springer Nature

*One of the attractions of publishing Open Access is the potential for greater reach, but is OA living up to its promise of expanding and diversifying the readership of books? In this session we present findings from the largest ever usage and citation study comparing Open Access and non-OA books, and show that Open Access books are read more, across more countries, than non-OA books, and reach more readers in lower-income countries.*



## New Funding Model For Open-Access Monographs

*A novel business model and approach to publishing OA books through library membership funding*

### Professor Martin Paul Eve

- Project Lead on Work Package 3 at COPIM
- Professor of Literature, Technology and Publishing at Birkbeck, University of London

### Dr Frances Pinter

- Executive Chair at Central European University Press

*A partnership between Central European University Press (CEUP) and the COPIM Project (Community-led Open Publication Infrastructures for Monographs) explores an innovative revenue model to fund Open Access monographs at CEUP. Building on library journal subscription models (eg: OLH) and Knowledge Unlatched's approach to monograph funding, we present a sustainable OA publishing model that gives members exclusive access to a backlist, with the revenue then used to make the frontlist openly accessible. The model can be emulated by other scholarly presses who wish to take advantage of the opportunities that Open Access publishing affords.*



## 11.20 Break: Lightning Poster Sessions and Networking

*Participants have the option to join informal networking or the Lightning Poster sessions (listed elsewhere) during the break in the main programme.*

## 11.40 The China Interviews (part 3)

### China Research and Publishing

*What to expect in 2021 and beyond*

#### Nicko Goncharoff (moderator)

- Managing Director at Osmanthus Consulting

#### Dr Bi Xin

- Director of the Knowledge and Information Center at Xi'an Jiaotong-Liverpool University

*A China expert interviews thought leaders from the country's scholarly research and communications sector, to get their views on key trends and developments to watch out for in 2021 and beyond, and invites questions from the Conference participants.*



## 12.00 Workshops: Third Meeting

- A: New Models for Open Access**
- B: Who Decides What is “Good” Academic Writing?**
- C: An Antiracist Framework for Scholarly Communications**
- D: Usage Metrics for Open Outputs**
- E: The Many Shapes of Peer Review**

*The workshop groups reconvene to conclude their discussions.*

## 1.00 Break: Lightning Poster Sessions and Networking

*Participants have the option to join informal networking or the Lightning Poster sessions during the break in the main programme.*

## 1.50 Debate (Part 2)

### Paid Peer Review

*Resolved:*

*Journal publishers should pay academics for providing peer review*

**Rick Anderson** (moderator)

**Professor Brad Fenwick**

**Dr James Heathers**

**Alison Mudditt**

**Dr Tim Vines**



*The remaining two team-members provide rebuttal arguments in the debate, followed by questions from the Conference participants, and the concluding vote.*

## 2.30 Keynote

### cOAlition S Rights Retention Strategy

*Helping researchers retain their rights and increase immediate Open Access*

**Professor Johan Rooryck**

- Executive Director at cOAlition S
- Professor of French Linguistics at Leiden University



*A Rights Retention Strategy has been developed by cOAlition S, to enable researchers to publish in a wide array of journals, including subscription journals, whilst adhering to the Plan S principles of immediate OA under an open licence. It does this by requiring funded researchers to assign a licence to their accepted manuscripts. Such a bold move provokes change; possibly disruption. This presentation describes modifications in scholarly*



*publishing that have ensued as observed by cOAlition S funders, reactions they have noted by researchers, publishers, and librarians, and describes future developments for cOAlition S in this space.*

### 3.00 Break: Lightning Poster Sessions and Networking

*Participants have the option to join informal networking or the Lightning Poster sessions during the break in the main programme.*

### 3.30 Workshop Feedback

**A: New Models for Open Access**

**B: Who Decides What is “Good” Academic Writing?**

**C: An Antiracist Framework for Scholarly Communications**

**D: Usage Metrics for Open Outputs**

**E: The Many Shapes of Peer Review**

**Laura Cox** (*moderator*)

**Dr Phill Jones** (*moderator*)

*Each workshop will provide a very brief overview of their discussions, describing any resolutions achieved and the action points to be taken forward.*



### 4.00 Panel

#### COVID-19 Rapid Review & Preprints

*The long-term impact of the C19 cross-publisher rapid review group and interaction with preprints*

**Dr Sarah Greaves** (*moderator*)

- STM Publishing Consultant

**Phil Hurst**

- Publisher at The Royal Society

**Dr Daniela Saderi**

- Co-Founder and Director at PREreview

**Professor Ludo Waltman**

- Associate Director at the Research on Research Institute
- Deputy Director at the Centre for Science and Technology Studies at Leiden University



*COVID-19 motivated a group of publishers and other industry stakeholders to collaborate on a cross-publisher rapid reviewer pool alongside manuscript transfers. The panel will focus on the C19RR initiative itself (including the rapid review database, manuscript transfers, links with preprints and mandating data sharing) and the conclusions on the project a year after its launch. Key questions around the impact of the initiative on open science including closing the loop with preprints, creating collaboration, challenging the peer review model, and lessons learned will all be discussed.*



## 4.00 Conference Summary

### Mark Allin

- Principal at ContentAll
- Member of the 2021 Researcher to Reader Advisory Board

*The presenter attempts to condense the entire content of this year's Researcher to Reader Conference into an informal and opinionated, yet coherent and plausible summary.*



## 5.00 Conference Closing

### 5.10 End of Conference



## Conference Contributors

The outstanding Programme of the Researcher to Reader Conference is the result of the enthusiastic participation and hard work of over 50 people who have been contributors to the development and delivery of the event. These include the speakers, moderators, panellists, debaters and board members whose biographies appear below. The Conference is very grateful indeed for their contribution, and also grateful for those who are offering Lightning Poster sessions. We would like to thank all those who put forward proposals in response to the Call for Papers, whether we were able to include them in the programme or not.

**Osman ALDIRDIRI** is a member of the Medical Faculty at the University of Khartoum. He is an early career medical researcher in the areas of general surgery and anaesthesiology. He is interested in increasing African research visibility and output through open research and publication practices. He is an advocate for diversity and inclusion in scholarly communications. Osman serves on the executive board of SPARC Africa (the Scholarly Publishing and Academic Resources Coalition – Africa) and on the board of directors for FORCE11 (the Future of Research Communications and e-Scholarship).



**Mark ALLIN** is a Board member, advisor and consultant in publishing and software, and is also pursuing interests in Higher Education. He has over 30 years' experience in the publishing industry, and has worked in Asia, the United States and Europe across educational, academic and trade publishing. He has worked as an entrepreneur and for large global businesses; spending 17 years at John Wiley & Sons, latterly as COO and then CEO. He is a member of the Advisory Board for the 2021 Researcher to Reader Conference.



**Rick ANDERSON** is University Librarian at Brigham Young University. He has worked previously as Associate Dean for Collections and Scholarly Communication at J. Willard Marriott Library, University of Utah, and at the University of North Carolina and the University of Nevada. He serves on several boards and is a contributor to the Scholarly Kitchen. He has been President of the North American Serials Interest Group and of SSP. He received the Harrassowitz Leadership in Library Acquisitions award, and is the author of 'Scholarly Communication: What Everyone Needs to Know'. He is a member of the Advisory Board for the 2021 Researcher to Reader Conference.



**Judy BAI** is Director of Business Development, China at Digital Science, where she is responsible for shaping the company's strategy and delivering products, services and thought leadership to customers and partners in Greater China. She has 15 years' experience in scholarly publishing and is an expert in scholarly communications and research workflow in China. Before joining Digital Science, she headed the society publishing program for China at Springer Nature, where she played a key role in expanding the partner journal programme, developing partnerships with a wide range of leading Chinese universities and institutes. Prior to that, she spent seven years at Elsevier.



**BI Xin** is the Director of the Knowledge and Information Center at Xi'an Jiaotong Liverpool University, which employs nearly 150 staff across five departments including marketing, information technology management, education technology, the university library and the museum. Dr Bi is an active member of the research community, acting as the DOAJ China representative, as well serving on the advisory committees of Cambridge University Press, ProQuest, Wiley, de Gruyter, and EBSCO. He holds a PhD in psychology from the Soochow University School of Education, as well as a Master's degree in information systems from the University of Liverpool.



**Katherine BROWN** is Executive Editor, Development at The Company of Biologists. A developmental biologist by training, Katherine spent three years at The EMBO Journal before joining The Company of Biologists in 2011, where she works with the Academic Editors and in-house team on the content and strategy of the journal Development. She is particularly interested in how publishers can better support the diverse community of researchers that contribute to the journal – as authors, reviewers and readers.



**Mark CARDEN** is a Managing Consultant at Mosaic Search & Selection, an executive recruitment firm, specialising in the scholarly communications sector, and is also the director of the Researcher to Reader Conference. Previously, he was head of global sales and marketing at Publishing Technology (now Ingenta), and has worked in the publishing and libraries sector for over 20 years, including holding senior sales and marketing positions at Ingram, Innovative Interfaces and Dynix. Earlier in his career, he worked in commercial information technology and project management, notably at Barclays and Accenture. He has a degree in Philosophy & Psychology from Oxford University.





**Laura COX** is Chief Financial and Operating Officer at Ringgold, leading finance, production & operations, and also remains active in Ringgold's outward-facing activities. She was a publishing consultant for ten years, working with international clients including publishers, intermediaries and trade associations. Laura has extensive experience in strategic decision-making, consultancy and data analysis. She created the Consortium Directory Online which was acquired by Ringgold, along with her consulting business, in 2011. She is on the ISNI Board and is a member of the Advisory Board for the 2021 Researcher to Reader Conference.



**Jocelyn DAWSON** is Journals Marketing Manager at Duke University Press. She has served on committees of the Association of University Presses and the Society for Scholarly Publishing and is a previous member of the SSP's Board of Directors. She serves on SSP's Diversity, Equity and Inclusion Committee, plays an active role in E&I efforts at Duke University Press, and has authored several pieces on inclusion topics for the Scholarly Kitchen. She co-leads the cross-organisational Toolkits of Equity project to develop antiracism guides for scholarly publishing (c4disc.org).



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**Phil HURST** is Publisher at the Royal Society. He has over 25 years of experience in the publishing industry with both commercial publishers and learned societies. At Current Science he was a Senior Editor on electronic products. Later at the Royal Society he successfully transitioned the journals and peer review online. He has launched both subscription and Open Access journals including Royal Society Open Science. He leads on open science initiatives such as open peer review, open data and preprints. In the editorial sphere he is responsible for the Society portfolio of journals including publishing service, ethical issues and diversity.



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**WU Jinshan** is a Professor at the School of Systems Science at Beijing Normal University. His research has spanned several disciplines, including quantum transport, quantum foundation, game theory, general input-output analysis, scientometrics, teaching & learning and systems science. He is a relational and critical thinker who explores and exploits the relationships among things to identify, understand and solve problems. He believes that while disciplines need boundaries to delineate their methods, data and analytical approaches, there should be no boundaries in researchers' minds when tackling real-world problems. Professor Wu is a graduate of University of British Columbia and BNU.





## Advisory Board

The Advisory Board for the 2021 Researcher to Reader Conference provided outstanding guidance in the development of this year's Conference Programme, recommending relevant topics and talented speakers, and reviewing responses to our call for papers. They have also provided a great deal of operational assistance throughout the planning and delivery of the event. We also gratefully acknowledge the past and continuing support of our Board Members Emeritus.

### **2021 Conference Advisory Board**

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Anyone interested in volunteering to support the 2022 Conference should review the governance page on the website, and contact the Conference Director.

## Event Management and Conference Services

The Conference is excellently supported by the team from The Events Hub, who handle all our event management, communications and administration: Ruby Sweeney, Cat Bibby, Emily Watters and Priscilla Brunet.



**The Events Hub**



We are also grateful for the expertise and hard work of the Giggabox team, who have held our hands and delivered outstanding AV services as we embraced new online technology, including: Paul Musselle, Claire Heath and David Robertson.

Despite being online this year, we would like to thank the BMA House team, particularly Hannah Anderson, who have been flexible and supportive throughout our hybrid intentions during 2020, and provided photographs to help us feel at home in 2021.



The challenging task of workshop management was performed by Laura Cox of Ringgold and Phill Jones of MoreBrains. Fiona Murphy of MoreBrains took on the daunting and last-minute task of organising our new Lightning Poster sessions. R2R is very grateful for their fine work.

Design, logos, graphics and printing were by Mark Carden, Helen Bowers and Wades Print.

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We gratefully acknowledge the support of the Sponsors of the Conference, who have helped to make the event financially viable and to keep the ticket prices for delegates as low as possible.

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