

April 14, 2007

**STM Annual Spring Conference – 2007**  
**The Next Generation: Endless Choices & Economic Constraints**  
**April 24 -26, 2007**  
**Hyatt Regency Cambridge, Cambridge, Massachusetts**

**Programme**

**Tuesday, April 24**

12:00 p.m. – 5:00 p.m. Registration

6:00 p.m. – 7:30 p.m. Welcome Cocktail Reception, Empress Room, Hyatt Regency Cambridge

Dinner on own

**Wednesday, April 25**

8:00 a.m. – 9:00 a.m. Continental Breakfast

**Sponsored by Proquest CSA**



9:00 a.m. – 9:15 a.m. Welcome and Opening

**Jerry Cowhig**, *Managing Director, Institute of Physics Publishing, Chair, STM Board*

**Morning Module 1: Emerging Behavior**

9:15 a.m. – 9:25 a.m. Moderator: **Ian Bannerman**, *Managing Director, Journals, Taylor & Francis*

9:25 a.m. - 10:05 a.m. **The Information Economy in 2007: Disruptive Technology vs. Disposable – Navigating the next Internet Bubble**

**R. J. Pittman**, CEO, *Venture Factory Partners* most recently the co-founder and CEO of *Groxis* the advanced search engine technology company that created the industry's first graphical information interface to hundreds of prominent content services including *Google, Yahoo, and Amazon*. Mr. Pittman has spent the last two decades building Internet software companies to help accelerate the evolution of a commerce-enabled Web. He has applied this experience to the creation of many pioneering Internet companies and projects in the field of web search social networking e-payments and online trading. Mr. Pittman has an extensive research and academic background with a focus on human-computer interaction, user interface design principles, and information sciences.

10:05 a.m. – 10:45 a.m. **Adapting Digital Information to Scientific Practices**

**Carole L. Palmer**, *Associate Professor of Library and Information Science, Graduate School of Library & Information Science, University of Illinois, Urbana-Champaign*

Patterns and trends in information use are rapidly changing in the digital environment. As research becomes increasingly dependent on digital content and tools, we have an unprecedented opportunity to apply our knowledge of information behavior and research practice to improve information support for scientific inquiry. Yet, we have a limited base of knowledge of the value and impact of information resources on scientific work. Measures of accessing, downloading, linking, and citing behavior tell us very little about the actual activities of reading, experimenting, or problem solving, or about the features of information that effectively fuel new discoveries in the course of scientific research. Palmer will discuss different dimensions of information use in the practice of science and how they are changing. She will also argue that as we add more direct investigation of research practice to our base of user studies, the unrealized potentials of our literature systems as tools and infrastructure for scientific discovery become more apparent.

10:45 a.m. – 11:15 a.m. **Break**

11:15 a.m. – 11:55 a.m. **Enhanced Scholarly Publication: Leveraging Technology to Improve Connections**

**Mackenzie Smith**, Associate Director for Technology, MIT Libraries

New Web technology, and particularly Semantic Web technology, offers ways to link together the outputs of research and scholarship in more effective ways. Articles can be linked to data, new kinds of metadata (e.g. research methodologies), software tools, visualizations, simulations, related articles, and so on. These can then be presented to readers as “webs” of knowledge around particular articles for a more efficient research and learning experience. Current and potential experiments with this new technology will be described.

12:15 p.m. – 1:45 p.m. **Lunch, Empress Room**

## **Afternoon Module 2: Economics and Environment**

2:00 – 2:10 Moderator: **Karen Hunter**, Senior Vice President, Elsevier, Inc.

2:10 p.m. – 3:00 p.m. **Information Worker Productivity in the Digital Organization**

**Erik Brynjolfsson** is the Schussel Professor of Management at MIT Sloan School of Management, the Director of the MIT Center for Digital Business and the Editor of the Information Systems Network

Our research at MIT has systematically studied over 1000 large users of Information Technology (IT) and uncovered a clear pattern. We find that highly productive users of IT have a distinct, measurable set of organizational practices in common. The practices constitute the "Digital Organization". We find systematic differences in these leaders' use of performance monitoring, information flows, decision rights, incentive systems, promotions policies, hiring practices and training systems. Furthermore, detailed analysis of information flows let us identify which strategies are most correlated with higher performance and compensation for individual information workers. We will discuss both the opportunities and the risks for firms and individuals seeking to emulate the practices of the high performance innovators in our sample.

3:00 p.m. – 3:30 p.m. **Break**

3:30 p.m. – 5:00 p.m. **Online Advertising Panel: Pipedream or Real Thing?**

Panel will assess the opportunities for online advertising in the STM market. Is this a real source of revenue or a non-starter? Does the international nature of our market a handicap rather than an asset? Should publishers try to partner with the search engines for shared ad revenue or sell on their own?

**Annette Thomas**, Managing Director, Nature Publishing Group

“Classified Advertising: The Naturejobs Freemium Strategy”. The presentation will outline the rationale and preliminary results of the Naturejobs freemium strategy which allows recruiters to post jobs into the Naturejobs database for free.

**Richard Newman**, Director, Journal Sales and Online Business, of the American Medical Association

Scholarly journal readership has moved from print to online at a rapid pace, while the majority of advertising in scholarly journals has remained print-based. Why have advertisers failed to follow their prospects from the print to the online world?

**Marion Delaney**, Associate Publisher/Sales & Advertising Director, IEEE Media

Valuable content - resources - good partners and an open approach can offer publishers a myriad of sales opportunities. Long term financial success can be reached through commitment and the audience behaving properly! But it is not "one size fits all"!

**G. Scott Virkler**, Vice President, Web Search Strategy and Business Development, Elsevier

Advertising is all about who the audience is and your reach and frequency to them. “Who wants to get their message to the audience we have, using our content? “What products do our audience buy and do those companies currently advertise?” In STM markets, it is not cost effective for most organizations to use an ad sales force selling to large consumer brands. But we may be able to sell to providers of scientific equipment in hard sciences or pharmaceutical companies in the medical market. We have to decide which customers we want to own because as soon the ad network sell space on your property, you won't have the same relationship with your customer. In many cases that will be just fine, but in some cases it isn't.

6:30 p.m. – 10:00 p.m. **Cocktails & Banquet Reception at the Hampshire House, Beacon Hill, Boston**

Cocktail Reception Sponsored by



## **Thursday, April 26**

8:00 a.m. – 9:00 a.m. **Continental Breakfast**

### **Morning Module 3: The Next Disrupters**

9:00 a.m. – 9:10 a.m. Moderator: **Howard Ratner**, *Chief Technology Officer, Executive Vice-President, Nature Publishing Group*

Since the arrival of the Internet over a decade ago, disruptive technologies constantly challenge the STM community – publishers, researchers and educators alike. The innovative speakers of this module focus on a few of the disrupters to our information space that are worth watching carefully or embracing entirely.

9:10 a.m. – 9:50 a.m. **Infotopia: How Many Minds Produce Knowledge**

**Cass Sunstein**, *Karl N. Llewellyn Distinguished Professor of Jurisprudence, University of Chicago Law School, Department of Political Science and the College*

The rise of the "information society" offers not only considerable peril but also great promise. Beset from all sides by a never-ending barrage of media, how can we ensure that the most accurate information emerges and is heeded? In this book, Cass Sunstein develops a deeply optimistic understanding of the human potential to pool information, and to use that knowledge to improve our lives. Sunstein will show how people can assimilate aggregated information without succumbing to the dangers of the herd mentality--and when and why the new aggregation techniques are so astoundingly accurate. In a world where opinion and anecdote increasingly compete on equal footing with hard evidence, the on-line effort of many minds coming together might well provide the best path to infotopia.

9:50 – 10:30 a.m. **The Information Commons – a new framework for online research**

**Josh Knauer**, *Director of Advanced Development, MAYA Design*

The Commons makes it easier for scientists to scratch an itch - exploring ideas, questions and correlations without spending the majority of their time downloading, importing and formatting data. Josh Knauer will explain how the Commons unites all the facts and figures of the world into a resource available to everyone. It enables individuals, non-profits and government agencies to fuse their data together into one database through a massive peer-to-peer network. Sharing data in the Commons is seamless between individuals and organizations, offering easy, flexible data integration and reuse across many sectors.

10:30 a.m. – 11:00 a.m. **Break**

11:00 a.m. – 11:40 a.m. **Second Life: Collapsing Geography**

**Cory Ondrejka**, *Chief Technology Officer, Linden Lab*

In an increasingly technologically linked yet socially fragmented world, virtual worlds demonstrate the power to bring people together, bypassing historic geographic, professional, and generational distances to allow their residents to create knowledge and identity in collaborative spaces. Second Life demonstrates myriad ways the technology can be applied to innovation, education, healthcare, and media. This talk will provide an introduction to Second Life and then focus on specific examples demonstrating what its residents have accomplished together.

### **Information Exchange: Current Issues for STM**

11:45 a. m. – 12:15 p.m. **Mark Seeley**, *Senior Vice President & General Counsel, Elsevier & Chair, STM Copyright & Legal Affairs Committee*

12:15 p.m. . – 12:45 p. m. Wrap-up

**Michael Mabe**, *Chief Executive Officer, STM*

#### **Programme committee members**

Geoffrey Bilder, *Director of Strategic Initiatives, CrossRef*

Charlotte Brabants, *Editorial Director, Oxford Journals, Oxford University Press*

Michael T. Clarke, *Director, International Business, American Medical Association*

\*Nigel Fletcher-Jones, *Executive Vice President and Publishing Director, Blackwell Publishing*

Karen Hunter, *Senior Vice President, Elsevier, Inc.*

Pat Kelly, *Vice President and Publishing Director, Science, Wiley STM*

Jim Pringle, *Vice President, Product Development, ISI Thomson Scientific*

Howard Ratner, *Chief Technology Officer, Executive Vice President, Nature Publishing Group*

\*Diane Scott-Lichter, *Senior Director, Publications, The Endocrine Society*

\*2007 STM Spring Conference Meeting Co-Chairs

For quick registration, register online at <http://www.stm-processing.org>

### REGISTRATION FORM

**STM Annual Spring Conference, 24 – 26 April 2007**  
**The Next Generation: Endless Choices & Economic Constraints**  
Cambridge, Massachusetts, US, Hyatt Regency Cambridge

Name \_\_\_\_\_  
Business Title \_\_\_\_\_  
Company/Institution \_\_\_\_\_  
Street Address \_\_\_\_\_  
City \_\_\_\_\_ Postal Code \_\_\_\_\_ Country \_\_\_\_\_  
Phone \_\_\_\_\_ Fax \_\_\_\_\_ E-mail \_\_\_\_\_

#### Registration Fees

**Member**  € 800

**Non-Member**  € 1100

#### Payment

Enclosed is a check, a bank draft or a postal order for € \_\_\_\_\_  
(Please make payable to the International Association of STM Publishers)

Please charge my credit card for € \_\_\_\_\_

Visa  MasterCard  American Express \*

Card No. \_\_\_\_\_ Expiration date \_\_\_\_\_

CVC (digits code from front/back of your credit card) \_\_\_\_\_

Name of Cardholder \_\_\_\_\_ Signature \_\_\_\_\_

*\*Please note that due to higher AMEX credit card charges we will have to charge you an additional 4%.*

Payment must be received in full at the time of registration. Cancellations must be made in writing up to 30 days before the seminar for a 50% refund. No phone cancellations or refunds will be accepted or made after that deadline. Substitutions may be made at any time. Registration form should be faxed to Sofie Peeters at +31 70 314 09 40. Questions, please e-mail [info@stm-assoc.org](mailto:info@stm-assoc.org)

#### Hotel information

The Hyatt Regency. In U. S. Toll Free 1-888-421-1442. You can also make hotel reservations online through the STM website <http://www.stm-assoc.org/stm-conferences>  
Hyatt Regency Cambridge, 57 Memorial Drive, Cambridge, Massachusetts 02139 - 4896