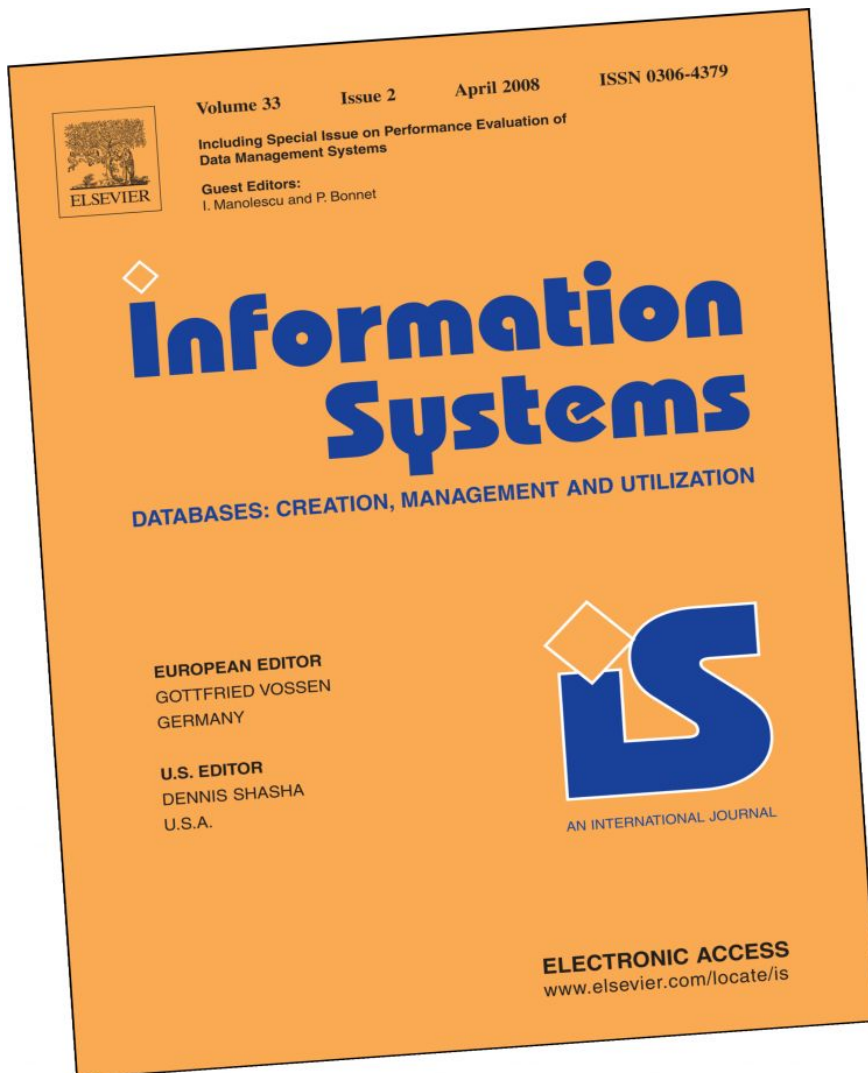




# Computer Science



## Information Systems Marketing Overview





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The following document provides an overview of marketing activities for Information Systems. As an Elsevier editor, you will receive an annual update on the marketing carried out for the journal. If at any time you would like further information, or would like to discuss marketing issues, please get in touch with your marketing contact listed below.

## Marketing Contact

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Elsevier  
360 Park Avenue South  
New York, NY 10010, USA  
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Email: [j.awerdick@elsevier.com](mailto:j.awerdick@elsevier.com)

## Marketing Communications Strategy

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The marketing communications team is focussed on supporting editors and editorial teams in increasing journal quality and providing an excellent service for authors and readers.

In marketing the journal, we use a combination of online, physical and print approaches which are outlined in this overview. A definite trend in marketing communications is electronic marketing and we are increasingly using websites, search tools, RSS feeds, alerts and e-mail communications in our marketing campaigns.

More information on our marketing communications strategy, a downloadable marketing information pack, and links to the Editors' Home webpage, our online information resource for editors, can be found at:

**<http://www.elsevier.com/editors/marketing>**



## **Electronic Marketing**

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**Journal Homepage - <http://www.elsevier.com>**

Information Systems has its own homepage on **<http://www.elsevier.com>** and can be accessed from the Computer Science subject page. Every journal homepage contains information on the journal aims and scope, editorial board and how to submit a paper. There are also direct links to full-text articles on SciVerse ScienceDirect, alerts for most downloaded articles and resources for authors, editors and readers.

Both the journal homepage and subject area urls are used in promotional campaigns.

Journal homepage url: **<http://www.elsevier.com/locate/is>**

Computer Science page url:  
**<http://www.elsevier.com/computerscience>**

### ***E-mail Campaigns***

E-mail campaigns are carried out periodically and feature a cluster of journals. Typical campaigns can cover calls for papers, highly downloaded or cited articles and special issues for example.



## **Impact Factor Campaigns**

Upon the release of the new yearly Impact Factors by Thomson Reuters, we produce campaigns to promote the latest results to the community. Promotions consist of html webpages, and e-mails to authors, editors, and reviewers.

Overview of campaigns featuring Information Systems:

Campaign Name	Date	Sent to... addresses	Open Rate	Click Through Rate
Computer Science Impact Factor Emailing	July 7th, 2011	33265	20.9%	6.3%

Find out more about Impact Factors and other journal metrics at:  
<http://www.elsevier.com/editors/journalmeasures>

## **Computer Science Social Media**

We increasingly communicate via social media channels with existing and new audiences about our journals and the research published within them. Elsevier's computer science journals have an active presence in this form of communication via Twitter and LinkedIn.

As of 14 April 2012, [twitter.com/comp\\_science](https://twitter.com/comp_science) had a total audience of 3,896 individual users and **Elsevier Computer Science** on LinkedIn has 1,574 group members.

These are some of the ways in which social media marketing can benefit your journals:

- Reach new audiences with the journal's best content
- Engage directly with individual users
- Amplify the reach of the research published in the journal
- Share journal news with a wide community
- Increase traffic to the journal articles and featured content

We encourage you to be part of an active community of like-minded individuals

- Join in and initiate discussions
- Contact us with queries and comments
- Be kept up to date with the latest industry developments, such as video interviews and calls for papers



## ***Search Engine Optimisation***

On an average month, visits to the Elsevier.com website total over 3 million and over 7 million page views. Over 60% come from search engines such as Google or Yahoo.

Elsevier is working on optimising the content within our websites to ensure that we are listed on the first page of a search engine.

## **Promotion at Conferences**

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Our presence at conferences can range from a physical stand, to sponsoring an event, or flyer inserts in the delegate bags, displaying flyers at relevant session, poster campaigns throughout the venue, or an advert in the conference programme.

Overview of Conferences:

<b>Conference Name</b>	<b>Place and date</b>	<b>Activity type</b>	<b>Description</b>
IPDPS 2011	Anchorage, Alaska, USA May 16th, 2011 to May 20th, 2011	Booth	Flyer

To find out at which conferences Elsevier is exhibiting, please visit:

**<http://www.elsevier.com/exhibitions>**



## Elsevier Organised Conferences

Elsevier organises a wide range of academic and scientific conferences, and these events are supported by our journals.

Each event receives an extensive multi-channelled marketing campaign to engage with an international audience, involving print mailings, e-marketing activities, and a dedicated website.



[www.elsevier.com/CiteAlert](http://www.elsevier.com/CiteAlert)

**CiteAlert** is an initiative from Elsevier which notifies authors when their articles are cited in Elsevier articles on SciVerse ScienceDirect. Authors receive an e-mail notification soon after the citing article is published on SciVerse ScienceDirect offering them insight into how their article has influenced the work of other researchers.



In 2011, 295 articles were cited in Information Systems. Corresponding authors of these articles received a CiteAlert e-mail once their article had been cited. The total number of citing articles for the journal is 599.

## Additional Marketing

In addition to promotion at conferences and online promotion, we have various ways of bringing Information Systems to the attention of the community.



## ***Print Material for Editors***

We are able to provide promotional material for all our journals on request. If you are attending a conference and would like to take some promotional material to distribute, please get in touch with your publishing contact.

## ***Flash Media Alert***



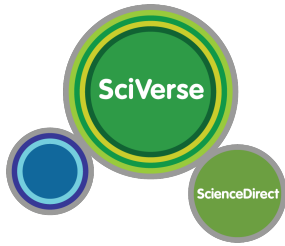
Elsevier offers over 300 international journalists a free bi-weekly news alert with a selection of our latest research. Our goal is to generate broader interest in science and health stories. Flash also offers this select group of journalists courtesy access to SciVerse ScienceDirect.

Visit: <http://www.elsevier.com/flash> for:

- **Flash Archive** – a listing of articles that have appeared in Flash.
- **Flash Podcasts** – conversations with authors on recent research.

If an article is accepted for publication in Information Systems which you feel would be of interest to mainstream media or you would like some more information on Flash, please ask your publishing contact.





## [www.sciencedirect.com](http://www.sciencedirect.com)

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Information Systems is hosted on SciVerse ScienceDirect, one of the world's most advanced web delivery systems for scientific, technical and medical (STM) information.

On SciVerse ScienceDirect, the first issue of the current year of almost every journal has free online access.



### ***SciVerse ScienceDirect E-mail Alerts and RSS Feeds***

SciVerse ScienceDirect offers the following e-mail alerts and RSS feeds:

- Search – alerts when a stored search retrieves new results
- Volume/Issue – alerts when new issues of selected journals are available on SciVerse ScienceDirect
- Citation – alerts when a selected journal article is cited by new articles added to SciVerse ScienceDirect
- Topic – alerts when new journal articles matching a particular topic are available

There are currently 130 registrants subscribed to the SciVerse ScienceDirect Volume/Issue alert for Information Systems.



**SciVerse ScienceDirect 'Top 25 Hottest Articles'**  
**<http://top25.sciencedirect.com>**

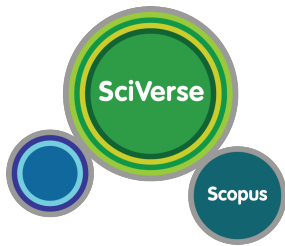
## Top 25 Hottest Articles

SciVerse ScienceDirect also offers a Top 25 Hottest Articles alert report, which lists the articles that have been most downloaded at a journal and subject level. The reports are generated quarterly in order to accurately reflect usage patterns.

The Top 5 Hottest Articles for Information Systems for the last quarter of available data were:

1. **On social Web sites**  
Information Systems, Volume 35, Issue 2, April 2010, Pages 215-236 & Kim, W.; Jeong, O.R.; Lee, S.W.
2. **The dark side of the Internet: Attacks, costs and responses**  
Information Systems, Volume 36, Issue 3, May 2011, Pages 675-705 & Kim, W.; Jeong, O.R.; Kim, C.; So, J.
3. **A practical model on controlling the ERP implementation risks**  
Information Systems, Volume 35, Issue 2, April 2010, Pages 204-214 & Hakim, A.; Hakim, H.
4. **Towards requirements-driven information systems engineering: the Tropos project**  
Information Systems, Volume 27, Issue 6, September 2002, Pages 365-389 & Castro, J.; Kolp, M.; Mylopoulos, J.
5. **Business process mining: An industrial application**  
Information Systems, Volume 32, Issue 5, July 2007, Pages 713-732 & van der Aalst, W.M.P.; Reijers, H.A.; Weijters, A.J.M.M.; van Dongen, B.F.; Alves de Medeiros, A.K.; Song, M.; Verbeek, H.M.W.

View the full list of the Top25 at a journal and subject level at:  
**<http://top25.sciencedirect.com>**



## [www.scopus.com](http://www.scopus.com)

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Information Systems is included on SciVerse Scopus, the largest abstract and citation database of peer-reviewed literature and quality web sources with smart tools to track, analyze and visualize research. We offer all our editors unlimited access, and our reviewers 30-day access, to SciVerse Scopus.

### ***Citations on SciVerse Scopus – <http://www.scopus.com>***

As an editor, you are able to analyze citations for Information Systems via SciVerse Scopus by journal issue, volume or year, enabling you to find out how many citations an article has received.

The 5 Most Cited\* Information Systems articles on SciVerse Scopus from 2006 to-date are:

1. **Error:** RSS Data for **this feed** is not available.

\*This list contains the 5 most-cited articles listed on SciVerse Scopus.

By clicking on the journal name when searching on SciVerse Scopus, you can also find information on metrics such as the SCImago Journal Rank (SJR) and the Source Normalized<sup>2</sup>. Impact per Paper (SNIP).



## Resources for Editors

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### ***Editors' Home –<http://www.elsevier.com/editors>***

Elsevier.com has a dedicated page for editors called Editors' Home, where you can find links to a number of support services, including information on:

- Article Tracking/OASIS
- Editorial Research Tools
- Elsevier Editorial System (EES)
- Frequently Asked Questions
- Information for New Editors
- Links to your Journal Homepage
- Measuring Journal Performance
- On Scientific Publishing
- Publishing Ethics Resource Kit (PERK)
- Societies
- Training Desk
- Editors' Update: newsletter for editors

Also accessible from the Editors' Home page is a link to Marketing for Editors. Here you can view a more detailed outline of our marketing strategy and information on how you, as the editor, can help raise the profile and increase usage of the journal. The webpage includes a downloadable marketing information pack. Find out more at <http://www.elsevier.com/editors/marketing>

### ***Editors' Conferences***

Each year, Elsevier organizes a series of Editors' Conferences. This gathering of experts gives editors a chance to share knowledge and learn more about how Elsevier is managing processes and services to assist the editing role. It is also an opportunity to review past experiences and prepare for future challenges within journal publishing. Senior Elsevier staff attend to provide insight on topics such as trends in research publishing and Elsevier's strategy. If you have not previously attended an Elsevier Editors' Conference and are interested in doing so, please contact your Publisher.

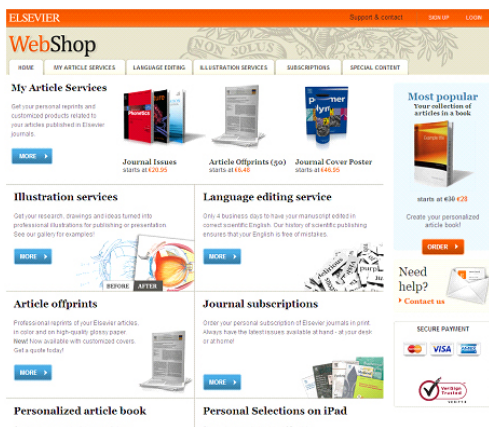
Conferences are held globally and subject fields are rotated in order to ensure information shared is as applicable as possible. These events are popular amongst our editor community and can fill up very quickly. However, we do run several events a year so please contact your Publisher as soon as possible. Elsevier will cover travel and accommodation expenses. Further support can be found on <http://www.elsevier.com/editors>



## Resources for Authors

### **Author Orders –<http://webshop.elsevier.com>**

Elsevier Author Orders (<http://webshop.elsevier.com>) is the web shop for authors, which offers customized, on-demand products and services to Elsevier's community of one million authors and reviewers who publish and work with us every year.



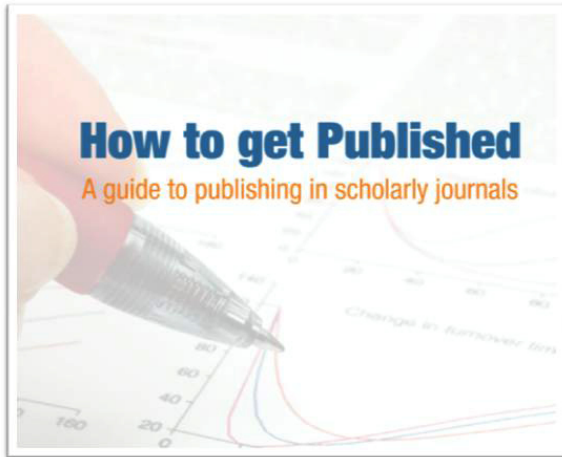
Current offerings include:

- Personal print copies of the issue containing the author's article
- Two types of article-related posters
- Framed publication certificates
- Article offprints, post-publication
- Single copies of Special Issues

### **How to get Published –A guide to publishing in scholarly journals**

In order to help new authors get their work published, Elsevier has put together a **free online guide about publishing in scholarly journals**. The guide contains information written by experts within Elsevier. The 'How to get Published' guide is also used during author workshops held throughout the year in many subject disciplines.

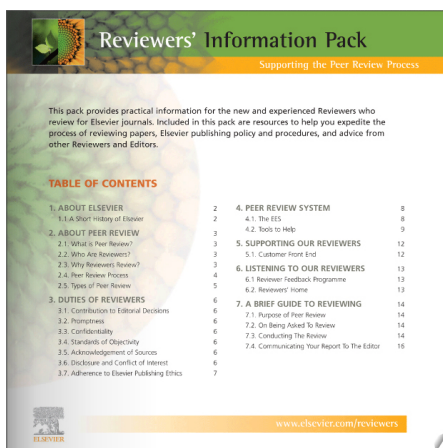
More information on the How to get Published guide can be found at [http://www.elsevier.com/wps/find/authorsview.authors/author\\_packs](http://www.elsevier.com/wps/find/authorsview.authors/author_packs)



## Resources for Reviewers

### Reviewer Pack -

<http://www.elsevier.com/reviewers/infopack>



Elsevier provides a pack containing resources to assist the often time-consuming process of reviewing scientific papers. The Pack includes information on Elsevier publishing policies and procedures and advice gathered from other reviewers and editors.

The Reviewer Pack is also used during reviewer workshops held throughout the year in many subject disciplines.

More information can be found at

<http://www.elsevier.com/reviewers>



## Corporate Responsibility

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[http://www.elsevier.com/wps/find/intro.cws\\_home/responsibility](http://www.elsevier.com/wps/find/intro.cws_home/responsibility)

As a global leader in science, technical and medical publishing, we channel our knowledge and strengths to help communities around the world improve science and healthcare.

### ***Information Philanthropy***

Elsevier has an important role to play in the developing world where information resources are scarce and scientific knowledge is critical to advancing economic development and human welfare. With this in mind, we have developed an "information philanthropy" approach to ensure that as the world's largest science and health publisher, we provide access to research for the countries that need it most.

Through several programs, including **Research4Life**, we ensure that clinicians, researchers, and policymakers in resource-constrained countries have access to the information they need to address challenges in health, nutrition, agriculture, the environment and economic development in the developing world.

### ***The Elsevier Foundation***

The Elsevier Foundation provides support for institutions in the global health and science communities working to advance scholarship and improve lives through scientific, technical and medical knowledge. In support of this mission, the Foundation focuses its grant-making on support for the world's libraries and for scholars in the early stages of their careers.

The Foundation has awarded more than 50 grants worth over a million dollars to non-profit organizations working in these fields since its inception. Through gift-matching, the Foundation also supports the local and global fundraising activities of Elsevier employees.

### ***RE Cares***

RE Cares, our parent company Reed Elsevier's global community program, encourages all Elsevier employees to become involved as volunteers. Corporate responsibility is not only about grants, it is about being part of the community. Through local community champions and programs, we support our employees in their volunteering activities. This interrelationship is expressed in our company's Latin motto, Non Solus, "not alone".

### ***Environment***

Caring for the environment is a fundamental objective for Elsevier and we are committed to making continuous improvements to reduce our impact on all aspects of the environment, through good management practices and by meeting all applicable legislation.