

Editorial

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DBS Business Review has emerged from recent developments in peer reviewed academic journal publishing at Dublin Business School (DBS). DBS Library and the SAH Kartel (comprising DBS faculty and faculty from across the higher education sector) have already published a successful peer reviewed, open access academic journal, Studies in Arts and Humanities (sahjournal.com), which is indexed on the Directory of Open Access Journals and on an international EBSCO research database. A key aspect of this publishing endeavour has been the library-academic partnership. Buoyed by this success, DBS Library staff, along with Alan Morgan, Course Director - Marketing, at Dublin Business School and a cohort of lecturers in the business school, identified an opportunity to replicate this model in the discipline of business.

Scholarly Publishing and Academic Resources Coalition (SPARC) defines open access as the 'free, immediate, online availability of research articles, coupled with the rights to use these articles fully in the digital environment.' The open access journal publishing sphere is heavily dominated by the arts and sciences. The publication of an open access journal in the discipline of business might appear contradictory in a field dominated by the practice and semantics of marketing and sales, but in the discipline of business it is no less critical to have a range of scholarly communication channels which also encompass the free and open dissemination of high quality business research. The need for freely available peer reviewed business research is equally important for the public, the business community, start-ups, academic institutions and established brands.

An appetite for open access publishing in the business sphere in the Irish higher academic landscape and beyond was immediately apparent as academics, senior academic managers, practitioners and librarians from across the sector from a variety of university, institute of technology and private higher education institutions joined the Editorial and Advisory Boards of the journal. Editorial Board and Advisory Board members are drawn from Dublin Business School, Alliance Manchester

Business School - University of Manchester, Cork Institute of Technology, Waterford Institute of Technology, Institute of Technology Tallaght, Dublin Institute of Technology, London Metropolitan University, Dun Laoghaire Institute of Art, Design and Technology, Dublin City University, Griffith College Dublin, Ulster University, the Bar Council of Ireland, IReL, ALBA Graduate Business School, Greece and University College Dublin.

Many of the scholars who have joined DBS Business Review have traditionally published in proprietary journals but have been eager to embrace the open access publishing model for a variety of reasons. The Irish Government has published its [National Principles for Open Access Policy Statement](#) which states that:

“Open Access adds value to research, to the economy and to society. The outputs from publicly-funded research should be publicly available to researchers, but also to potential users in education, business, charitable and public sectors, and to the general public.”

One of the statement's three key principles also illustrates the impact that open access publishing can have on the dissemination of research output internationally, on research informed teaching and innovation.

“This policy is designed to support the free flow of information across national and international research communities; to support the principle of research-enabled teaching and learning and the generation of Open Educational Resources (OER); to contribute to Open Innovation through richer and more effective knowledge transfer and diffusion”

As far back as 2001, the beneficial impact of open access publishing on citation impact was being reported in the academic literature. Lawrence's 2001 study in *Nature*, reviewed 119,924 computer science articles, reporting a 157% increase (2.5 times more likely) in the mean number of citations of open access articles over non-open access articles. Hajjen, Harnad and Gingras (2005) executed a ten-year cross-disciplinary comparison of the growth of open access and its impact on research citation impact. The study researched 1.3 million articles across 12 years in 10 disciplines. Findings indicated that open access articles received 25%-250% more citations than non-open access articles.

McCabe and Snyder (2013) caution against the crude methodologies of early studies which do not account for article quality or journal ranking. Methodologically refined studies continue to emerge, however, that still reinforce a powerful correlation between open access publishing and enhanced citation impact. Donovan, Watson and Osborne (2014) found that open access law articles enjoy a 53% higher citation rate. The benefit was lower (11.4%) for top tiered ranking journals due to the attention such prestigious works routinely receive regardless of the format, but for new scholarship the aggregated advantage rose to 60.2%.

A key goal of DBS Business Review is to facilitate a robust and dynamic scholarly communication across business schools in Ireland and beyond, including non-cognate disciplines. The journal also aims to infuse these conversations with ideas and submissions from professionals, practitioners and industry experts. It is intended that the cross-fertilisation of this broader conversation will spark new insights and innovations as well as foster enthusiasm, humanity and creativity within the business

community. DBS Business Review also seeks to dismantle some of the boundaries that exist between disciplines such as business and arts. The journal welcomes submissions with an interdisciplinary focus.

The inaugural issue of DBS Business Review has achieved this goal. In keeping with the journal's aim of incorporating high quality student research, the inaugural issue contains cutting edge articles on entrepreneurialism in the public sector and production planning and lean management which have been co-authored by senior academic faculty and postgraduate students and graduates from Waterford Institute of Technology. An article co-authored by researchers at Dublin Business School and Ulster University on consumer behaviour and online auctions, as well as an article on visual literacy training in the business curriculum at Dublin Business School co-authored by a member of the DBS Library team and a member of DBS faculty, are interdisciplinary in focus, spanning the disciplines of psychology, business, IT and media. A submission from a post-doctoral researcher at University College Dublin on the commodification of health care was particularly welcome in light of the journal's goal to foster 'enthusiasm, humanity and creativity in the business community'.

The inaugural issue also contains an insightful and dynamic interview with brewing company, The Wicklow Wolf, capturing real world business practice on the ground in relation to corporate strategy, marketing and other key business practices. Content also includes book reviews, an opinion piece, a conference report and an industry update from an Emeritus Professor, the proprietor of a private higher education institution, a librarian and lecturers spanning diverse topics such as General Data Protection Regulation (GDPR), the Cassells Report, Dublin Tech Summit, emotional intelligence and Gross Domestic Product.

Submissions to the journal have emanated from Dublin Business School, University College Dublin, and Institute of Technology Tallaght, Trinity College Dublin, College of Computing Technology, Ulster University and more. Peer reviewers have been sourced from Trinity College Dublin, Dublin Institute of Technology, the University of Limerick and others. The publication of DBS Business Review has been a powerfully collaborative endeavour.

DBS has a rapidly expanding research culture with faculty at various stages of their research journey. Some faculty members are seasoned researchers publishing independently and with the university sector in highly ranked journals. Some of these researchers have submitted to the inaugural issue of this journal. With the publication of DBS Business Review, DBS evolves its own research journey further - engaging students, librarians, practitioners and research stalwarts from across the sector. The publication of DBS Business Review demonstrates that the private higher education sector can be a key stimulator as well as contributor to the research output of the higher education sector in Ireland and beyond in new and exciting ways.

SPARC (2016) states that:

"Over the past decade, Open Access has become central to advancing the interests of researchers, scholars, students, businesses, and the public — as well as librarians. Increasingly, institutions that support research - from public and private research funders to higher education institutions".

DBS Business Review provides a new open access publishing platform within disciplines of business and law for the diverse range of research-active agents across the sector: students, faculty, librarians, academic management and practitioners.

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