

Making Smart Publishing Choices to Achieve YOUR Scholarly Goals

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WARMUP

**Do you own any
copyrights?**



1. Yes



2. No

**Do you need a
publication?**



1. Yes



2. No

**Have you ever paid a fee
to get a publication?**



1. Yes



2. No

Your Rights

Back Porch Painter CC by Mo Riza



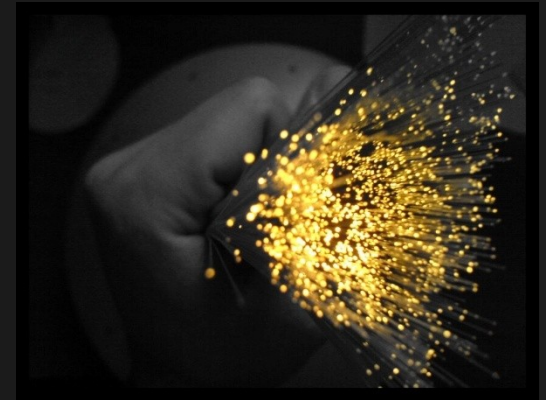
A young child with dark hair and a surprised expression is sitting at a table, painting a colorful picture. The child is wearing a blue patterned shirt. The table is covered with a white sheet of paper and various painting supplies, including a palette and brushes. The background is a dark wooden wall.

**Copyright is
*automatic***

Copyright owners have...

Rights to do/authorize others to: 17 USC §106

- Reproduce (make copies)
- Distribute (sell, rent, lend copies)
- Perform or display publicly
- Prepare derivative works (translations, adaptations)



Optic CC BY-SA Germán Meyer

If you create a work today, and die in 2035, when will the copyright in that work expire?

1. 2039

2. 2067

3. 2085

4. 2105

Life + 70

**Are you a UMN employee
when creating
publications?**



1. Yes



2. No



UNIVERSITY OF MINNESOTA



U of M Copyright Policy - Nuts & Bolts

- Faculty and faculty-like individuals own their academic works.
 - Works produced “on the clock” by non-faculty individuals are owned by the University.
- University owns all administrative works.



Open Access Publishing

- Publications that are online, free of cost for all readers
 - (reuse rights)
- MANY “business models”
 - Gold/Green
 - “Hybrid”
 - “Author Pays”/APC
- Most fields see some OA citation advantage

Your GOALS when publishing

Journal of Marketing Communications
Vol. 14, No. 5, December 2008, 367–385



Receptivity to advertising messages and desired shopping values

Hye-Young Kim^a and Youn-Kyung Kim^{b*}

^a*Retail Merchandising, University of Minnesota, USA;* ^b*Retail and Consumer Sciences, University of Tennessee, Knoxville, USA*

Advertising designed around the 'value' notion represents a way to deal with widespread retail competition and knowledgeable, empowered consumers. This study empirically examines the influence of receptivity to advertising messages (RTAM) on desired shopping values and assesses whether this relationship is moderated by gender, age, and income. The structural model indicates that, compared to low-RTAM shoppers, high-RTAM shoppers tend to perceive each of the six value dimensions, (i.e. monetary cost saving, time cost saving, energy cost saving, post-sale customer support, engaging store environment, and personal leisure experience) as more important in making a retail patronage decision. Further analysis shows that the links from RTAM to monetary cost saving and to post-sale customer support are stronger for younger male shoppers. Another interesting finding is that the link from RTAM to monetary cost saving is stronger for high-income shoppers whereas the link from RTAM to engaging store environment is stronger for low- and middle-income shoppers. If retail advertisers are aware of the value dimensions that are crucial to the high-RTAM segment within specific target markets, they could achieve advertising goals more effectively and efficiently through tailored advertising messages.

Keywords: retail advertising; shopping value; gender; age; income

Introduction

Consumer value perceptions play an important role in predicting shopping behavior. In fact, perceived shopping value has been shown to positively influence shopping satisfaction, word-of-mouth communication, and repeat patronage intentions, all of which ultimately affect retailing success (Eroglu et al. 2005; Paridon 2006; Stod et al. 2005). To date, however, shopping value has been typically operationalized as a transaction-specific outcome. Babin et al. (1994), for example, developed a post-purchase scale based on the explicit assumption that consumers may receive utilitarian and/or hedonic value from a given shopping experience, that is, a single store visit.

Of late, however, there have been attempts to move beyond a 'transaction-specific' outcome in explaining how consumers perceive value (e.g. Overby et al. 2005; Payne and Holt 2001; Sweeney and Soutar 2001). Findings from these recent efforts suggest that: (a) value is created and changed over time as a result of an ongoing series of transactions; (b) perceptions of value will be updated as new information and experiences are integrated into a consumer's existing memory schema; and (c) perceived value occurs at various stages of the purchase process and thus it can be generated even prior to the product or service acquisition and use.

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 - Get citations
 - Etc
- Build on own/others' work

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- Think about the bundle
 - Teaching rights
 - Derivative works
 - Sharing online
- Check publisher policies
 - Many allow authors significant re-use
 - Publishers have discretion to change anything not in a contract

PREDATORY PUBLISHERS

**When authors do not
pay a fee prior to
publication, how is the
publication paid for?**

**Have you gotten a
publishing invitation that
seemed to good to be
true?**



1. Yes



2. No

Assessing a questionable publisher

- “Too good to be true” invitations!
- Check existing content
- Editor contactability
 - Editorial board
- Review processes
 - Fee timing
- Do they run schmancy conferences?

Assessing a questionable publisher: questionable assessment points

- Visual design
- Heavily/solely developing-nations scholars
- Impact Factor
- Highly similar to other journal names
- (BEALL)

Assessing a questionable publisher: RESOURCES

- Directory of Open Access Journals
- Open Access Scholarly Publishers Association
- Committee on Publication Ethics
- INANE/NA&E Directory of Nursing Journals
- “Assessing a Publisher” -
<https://www.lib.umn.edu/publishing/choices/assessing>
- Think Check Submit -
<http://thinkchecksubmit.org/>

QUESTIONS?