

# EBSCO

Information Services

## Intermediaries and their Services



# Topics to Cover

What are Intermediaries?

Today's challenges

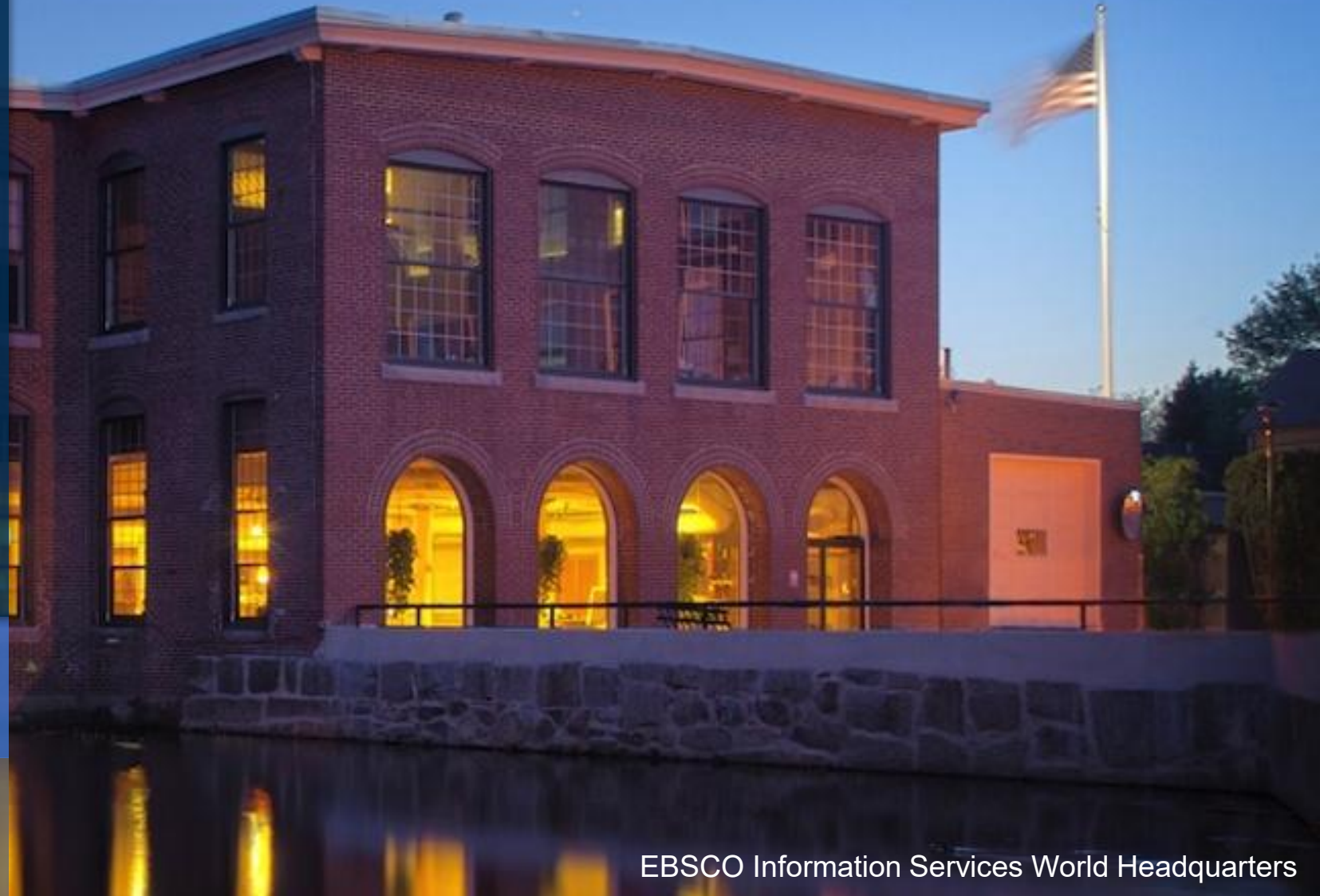
New Intermediaries and the consultative approach

Content curation

Technologies to support the library

# EBSCO Information Services

Family-owned, &  
Dedicated to Libraries,  
serving information  
needs of 100,000+  
institutions.  
80 years Experience  
Financially stable

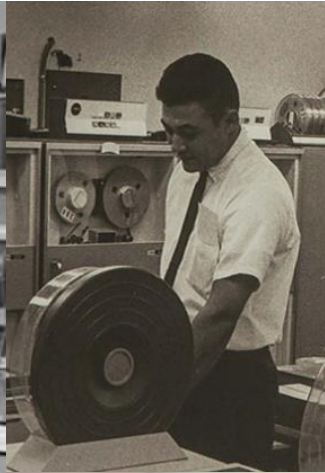


EBSCO Information Services World Headquarters

# Partnering with libraries and publishers for over 80 years.



Order Processing Dept: 1960s



EBSCONET IT Dept: 1980s



Demonstrating EBSCONET: 1980s



Trade Show: 1950s



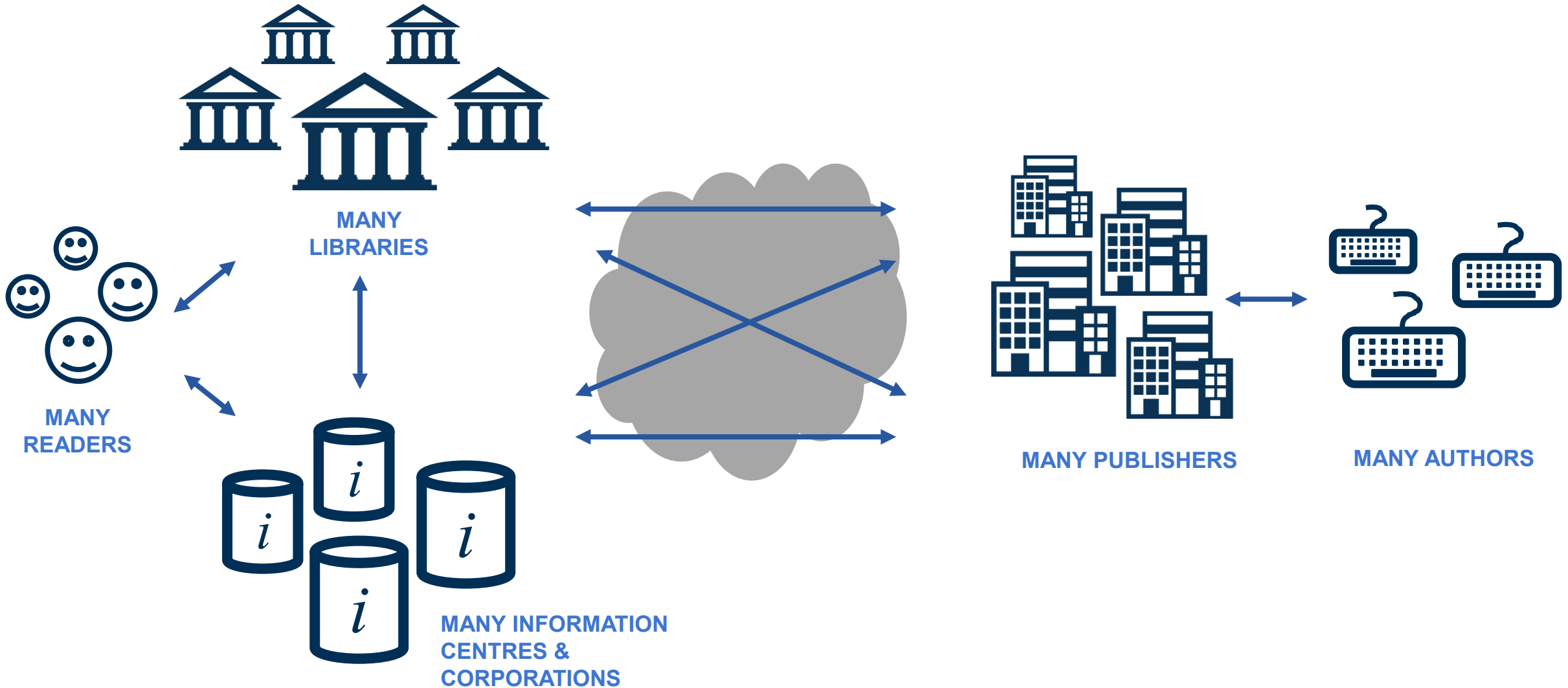
# Traditional Intermediaries

# What are Intermediaries?

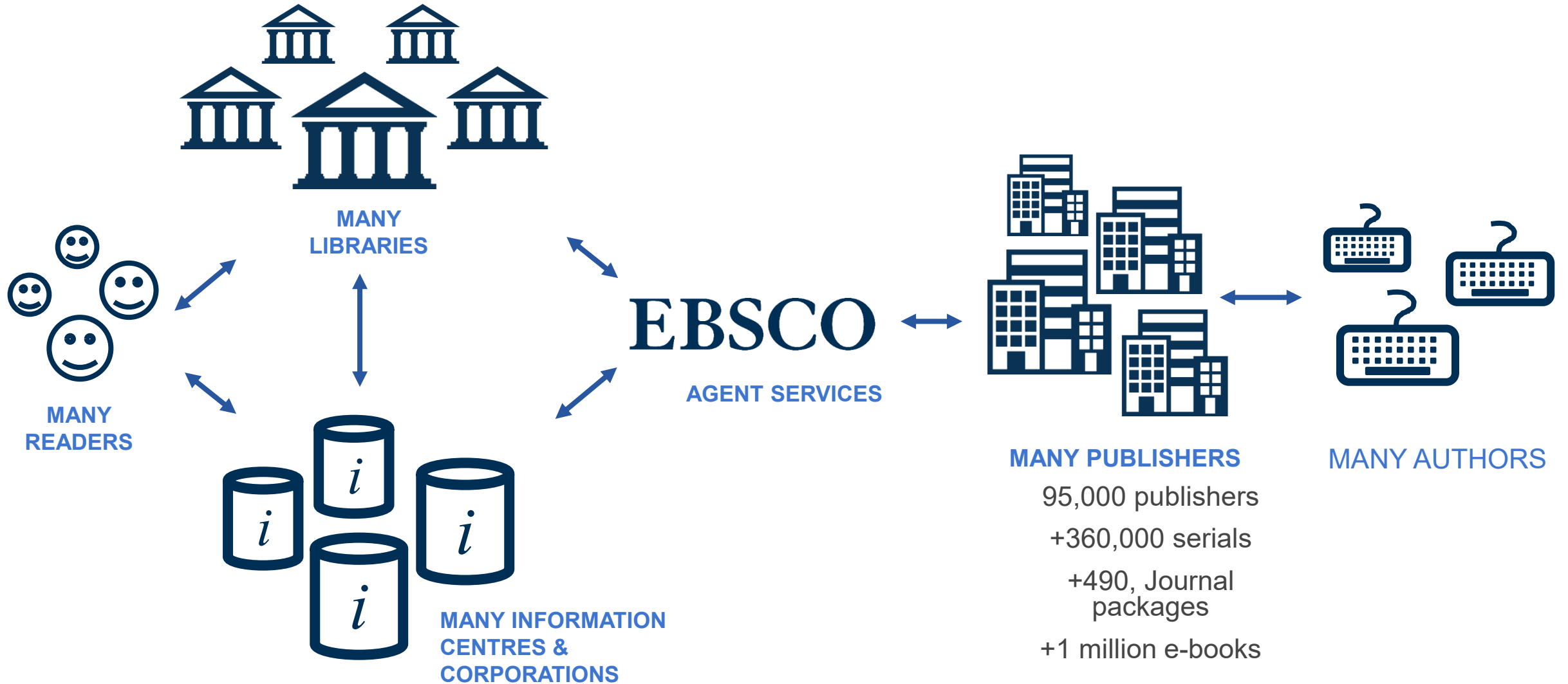
1. go-between: somebody who carries messages between people, or tries to help them reach an agreement
2. means or medium: something that functions as a mean or medium for bringing something about

“Middleman/Agent”

# Why do we need intermediaries?



# Why do we need intermediaries?

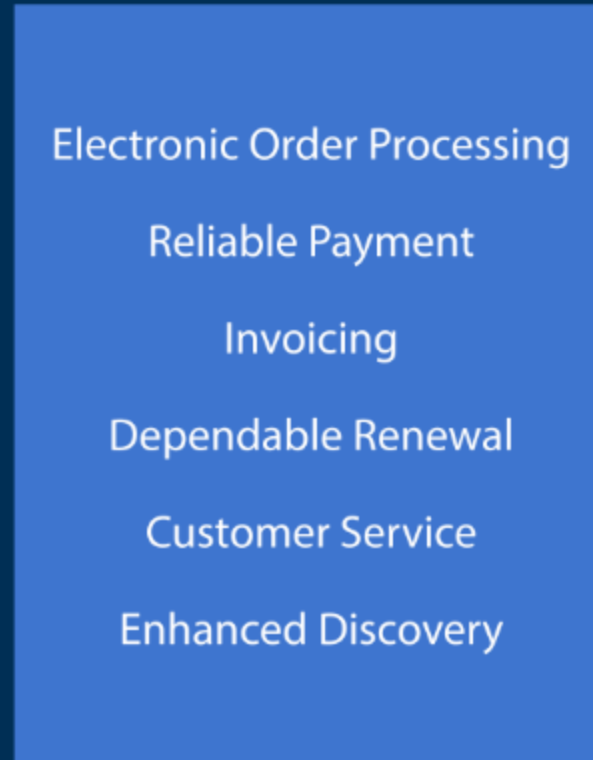




## Subscription management services include:



Publisher



Libraries

# Two Major Intermediary Models

## OWN (via Agents)

- Offers customers items one at a time
- **Benefit:** Selection is much larger than lease model
- **Benefit:** Purchases offer perpetual access for customers
- **Drawback:** Customers cannot afford to own everything

## LEASE (via Aggregators)

- Offers customers a large, fixed subscription collection
- **Drawback:** Selection is limited to particular items negotiated for inclusion
- **Drawback:** The collection does not provide customers with ownership of content
- **Benefit:** The collection greatly expands the breadth of content available

# The Original Intermediaries

## Subscription Agents

- Administrative services for publishers and libraries
- Consolidated orders, invoicing, payments (single currency) = economies of scale
- Business model based on commission from publishers and/or handling charges to institutions
- Traditionally heavily print focused but moved to electronic

# Content Aggregators

## Database Aggregators

- Transform published e-content from **various sources** to create a new product / dataset available via a single platform
- **Simplifies purchasing** and access admin
- Provides added value
- A more affordable alternative to e-journals
- **Subject-focused**
- **Specialist interfaces** with advanced searching

# Content Aggregators continued

## Book Aggregators

- Offer online order systems- **search multiple aggregators** and publishers in one place
- Deliver both **print and eBooks**
- Enhanced Marc Records
- Flexible purchasing models- credit, perpetual, DDA, EBA & Subscription
- Curated Subjects sets

# Who are the Intermediaries?



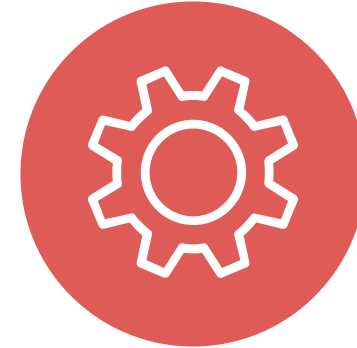
## Subscription Agents

EBSCO  
Prenax  
Harrasowitz  
Regional Agents



## Database Aggregators

EBSCO  
ProQuest/Clarivate  
Gale  
OVID



## Book Aggregators

EBSCO  
ProQuest/Clarivate  
Brown's  
Kortext  
BibliU

Low margin  
business  
(increasingly): shift  
away from a  
discount model

Consolidation in  
the library  
technology industry

Open Access and  
Transformative  
agreements

The role of AI in  
content curation  
and discovery

Drive Change to sustainable Business Models  
and new opportunities.

# Database Strategy

Editors and curators ensure quality of content, so libraries don't need to



# 1

*License active full text for journals receiving high usage in reputable subject indexes*

- *AGRICOLA*
- *America: History and Life*
- *Applied Science & Technology Abstracts*
- *Art Abstracts*
- *Avery Index to Architectural Periodicals*
- *BIOSIS Previews*
- *Business Source*
- *CAB Abstracts*
- *CINAHL*
- *Communication Abstracts*
- *Criminal Justice Abstracts*
- *EconLit*
- *Education Abstracts*
- *Environment Index*
- *ERIC*
- *Food Science & Technology Abstracts*
- *GeoRef*
- *Historical Abstracts*
- *Humanities Abstracts*
- *Index Islamicus*
- *Index to Legal Periodicals*
- *Inspec*
- *LGBTLife*
- *MathSciNet*
- *MEDLINE*
- *MLA International Bibliography*
- *Music Index, The*
- *Philosopher's Index*
- *PsycINFO*
- *SocINDEX*
- *SPORTDiscus*
- *Zoological Record*

# 3

*Do NOT license any full text  
for blatantly low quality  
“journals” that corrupt  
research*

## Evaluating Information: The Cornerstone of Civic Online Reasoning



- 7,804 student responses were reviewed, including college students, high school students and middle school students
- The researchers were "shocked" by how many students failed to effectively evaluate the credibility of that information
- Most Stanford students couldn't identify the difference between a mainstream and fringe source

# Jeffrey Beall

- Jeffrey Beall, Librarian
- University of Colorado Denver
- An academic librarian for 22+ years
- Was on the editorial board of *Cataloging & Classification Quarterly*
- Created, maintains and updates:  
“Beall’s List”, was academia’s watchdog list  
for predatory publishers & pseudo science



# 3

*License active full text for as many of the top-ranked journals as possible (with no embargo when feasible)*

## Many EBSCO Databases Contain Journals Which Are Among the Leading Journals in the Field

- EBSCO is by far the leading aggregator in this area
- Many analyses are tracked by Product Managers
  - Journal ranking studies in peer-reviewed journals
  - JCT Journal Citation Reports
  - SJR Scimago Journal Ranking
  - Eigenfactor

# 4

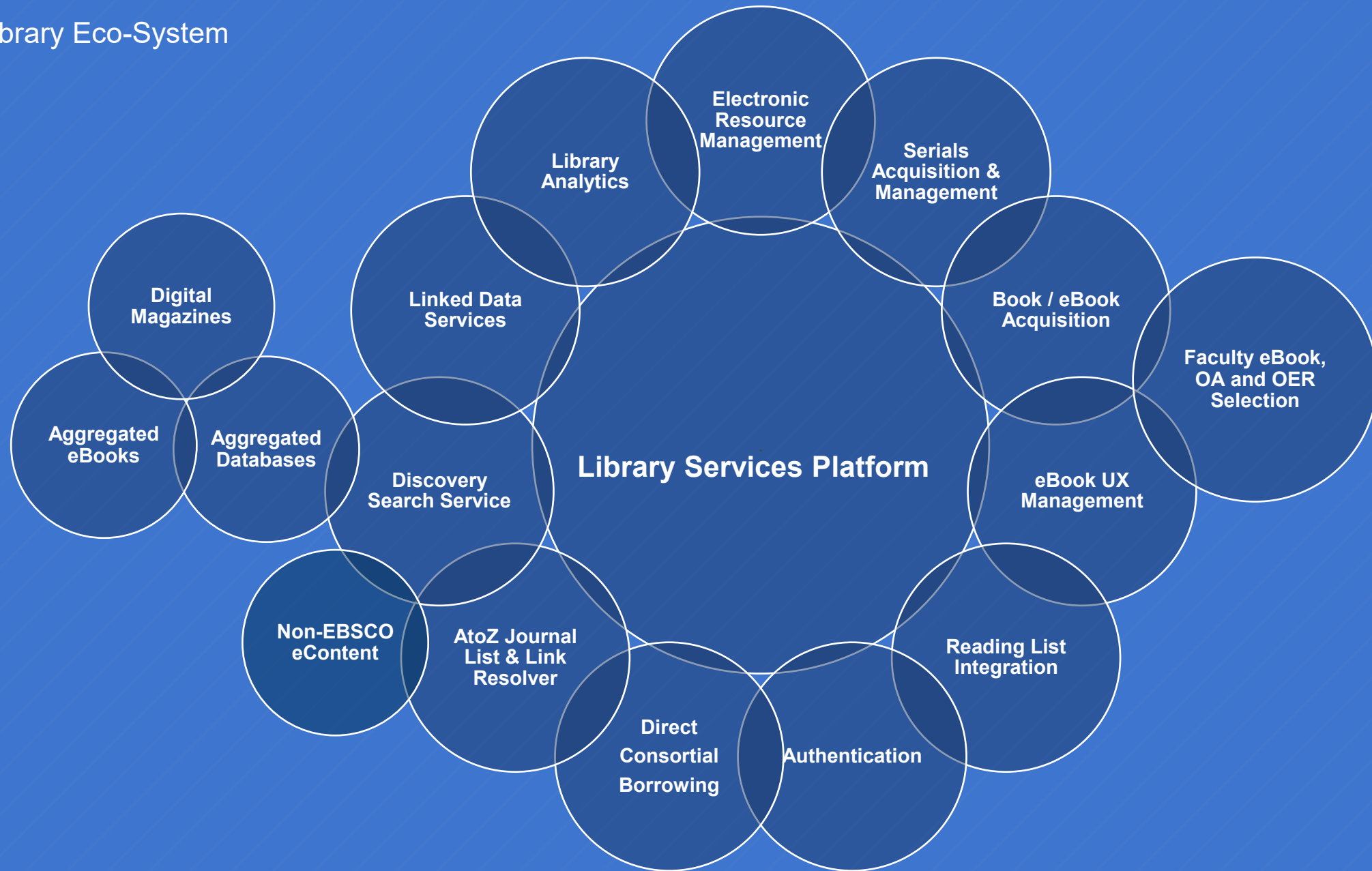
*Include Open Access Journals as Value-Add, while price is not affected by the inclusion of these publications*

## EBSCO's Approach to Comprehensive Databases: Combining Open Access & For-Fee Research Journals

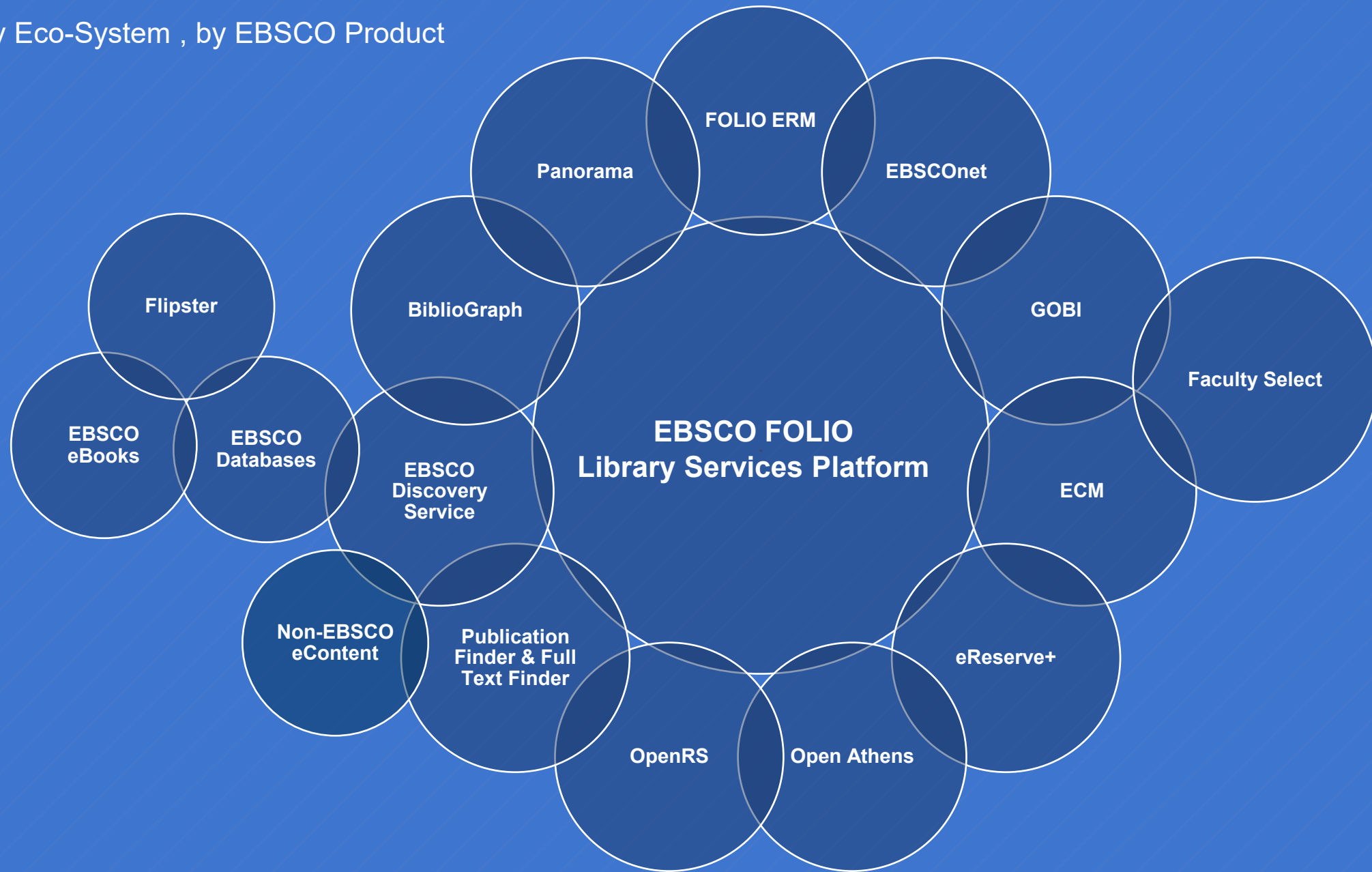
- EBSCO's Product Managers review all journals in each field for inclusion, and select journals based on quality and value regardless of OA or for-free status
- EBSCO also includes full text for selected open access journals in EBSCO databases, and **inclusion has no impact on costs**
- Access is provided to facilitate access and promote usage of this important content as a value-add to these databases and to be sure that we take an unbiased approach to covering the world's best journals

# New Intermediaries

# The Library Eco-System



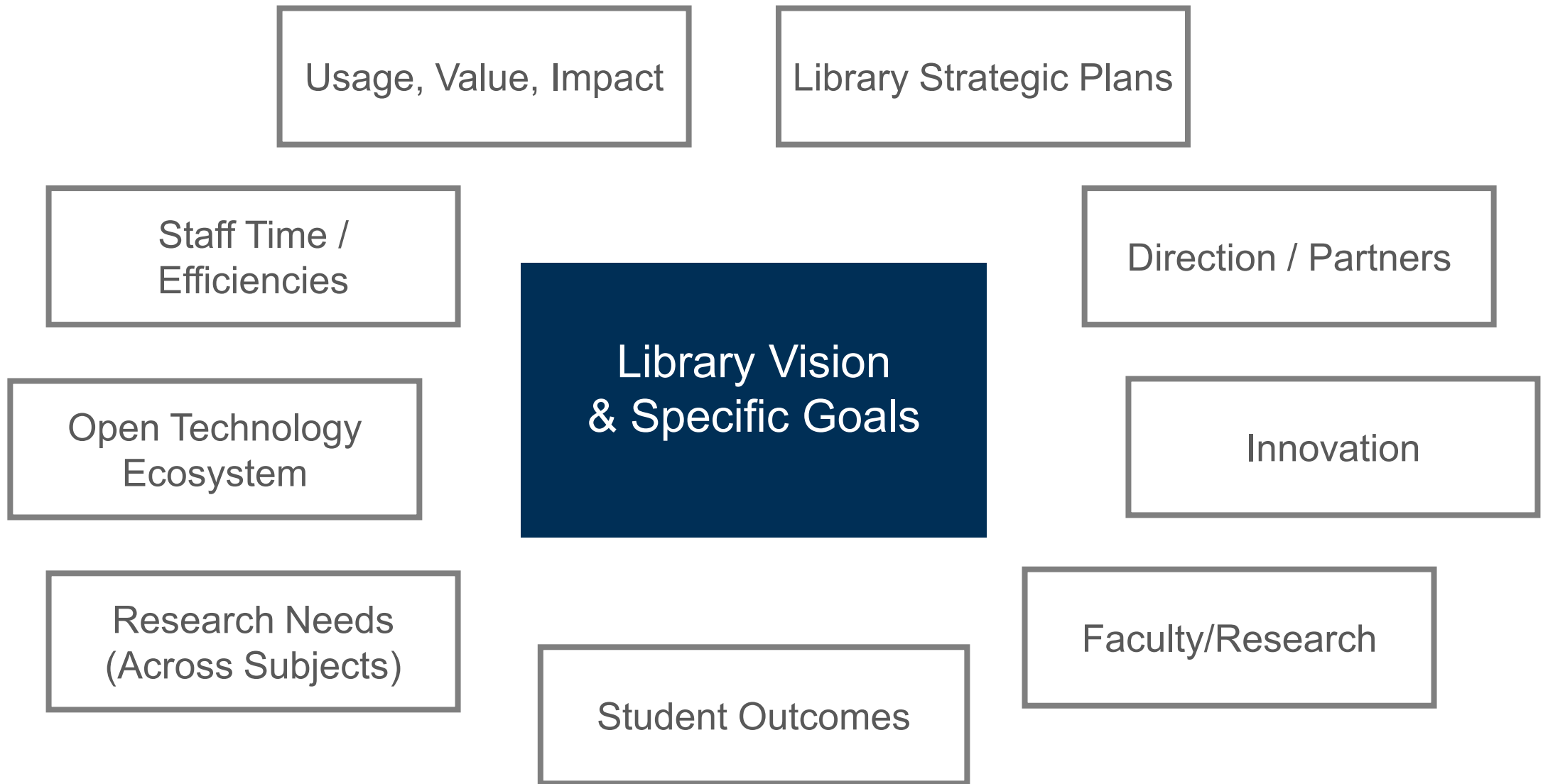
# Library Eco-System , by EBSCO Product





# Open Technologies

Invest in new technologies with open APIs, avoiding forced bundling, and allowing best of breed purchases by customers



## Areas of Importance

Maximise budgets



Bigger / better collections



Technologies to support library  
management & improve workflows



End user experience



Greater Library Impact, Value & Perception



# TECHNOLOGY

**Discovery**

Community/Collaboration

**LMS**

**Authentication**

**APIs**

Underlying platform and  
technology ecosystem

**Linking**

**Interoperability**

Personalisation

Workflows and  
Efficiencies

Open Source

**Choice**

Search and  
Relevance

Vision & Focus

# COLLECTION DEVELOPMENT

**Reduce / Eliminate Duplication**

Open Access Content

**Regional Content Licensing**

Workflows and Tools

Resource Sharing  
(ILL & Document Delivery)

Faculty Support

Sustainable Approaches

Reduce Cost to Access

Highest Quality Content  
& Publisher Relationships

Maximise Budgets

Increase Return on Investment

Best Practices

**Analytics**

Text Book Affordability

Shelf Space

Business Models

Data Driven Decisions

New, Unique Full Text

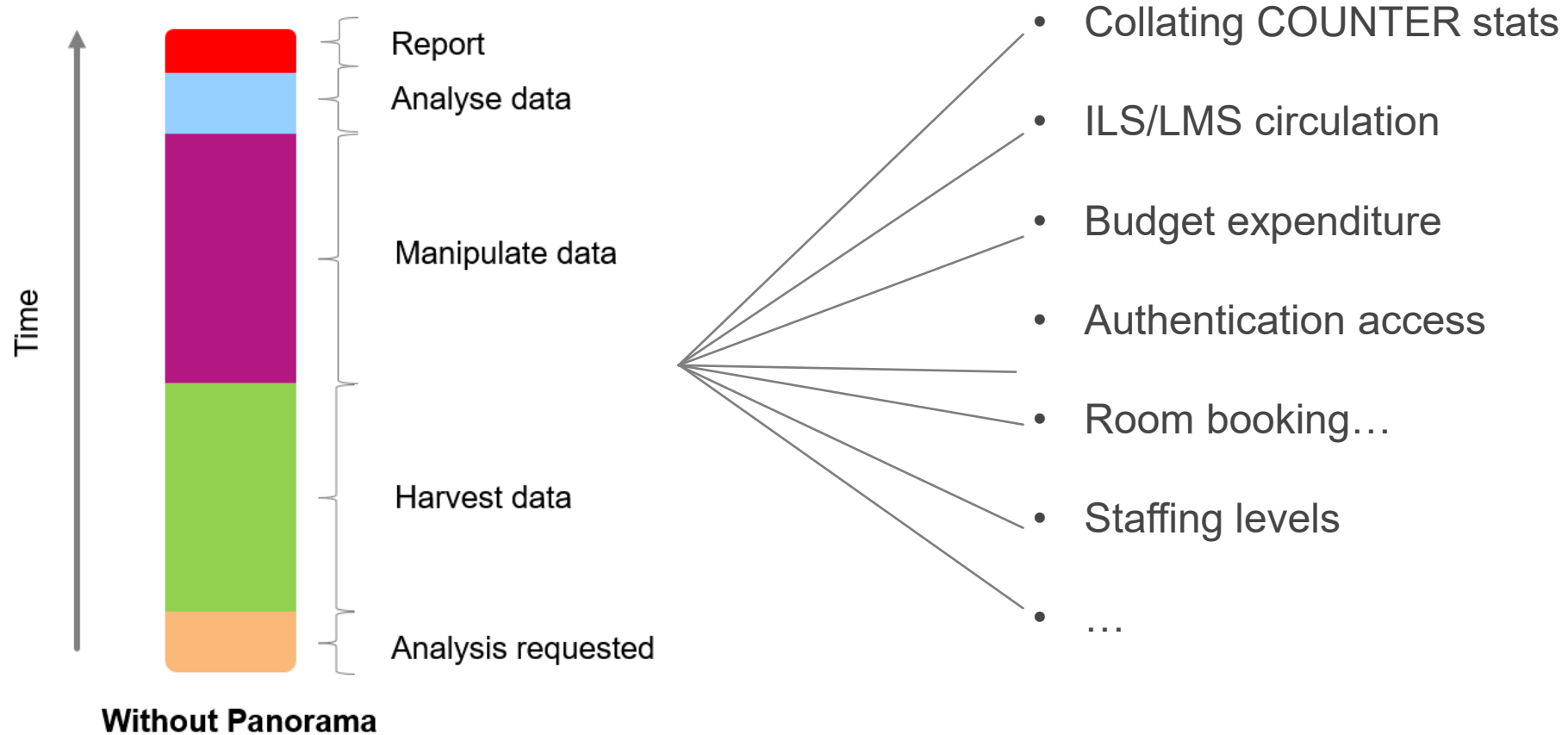
Preservation

Vision & Focus

# We surveyed\* 196 academic libraries on library analytics:

- Over half noted that:
  - lack of time (**61%**), lack of expertise (**54%**), and lack of personnel (**52%**)....were the top barriers to data analysis
- The top impediments to effective data management are
  - data collection, data cleaning, and the siloing of data
- **58%** of respondents (and **75%** of administrators) feel there are too few tools available for use at their library

# Reporting on resources separately....





# Panorama Features



A self-service  
platform for data  
discovery



Default and  
custom visual  
dashboards



Automated data  
connections



Customizable  
data sources

# Panorama Features



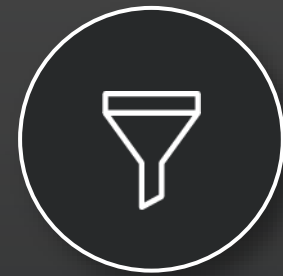
Automated data feeds with import/export capabilities



Hosted data lake and data warehouse to aggregate all data into a single repository



Extends to non-library data sources (e.g., student information systems)



Dynamic dashboards with filtering capabilities

# Library Overview

Start Date

1/1/2020

End Date

12/31/2020

Info

Refreshed on Feb 24, 2021 07:26 AM

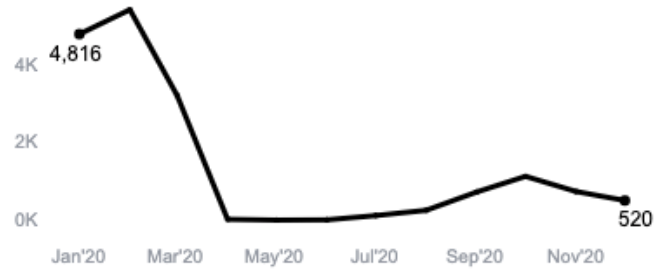
## LOANS for Selected Time Period

**17,122**

# of Loans

**6,367**

# of Renewals



## PHYSICAL COLLECTION for Selected Time Period

**2,849,997**

Selected Time Period

**0.006**

Turnover rate



A default dashboard showing high-level metrics about the library

## E-RESOURCES USAGE from COUNTER Reports

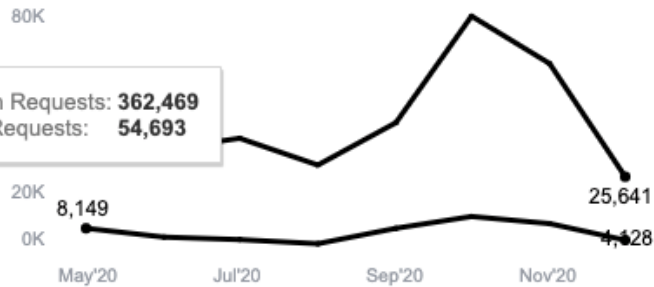
**362,469**

eJournal Total Item Requests

**54,693**

eBook Total Item Requests

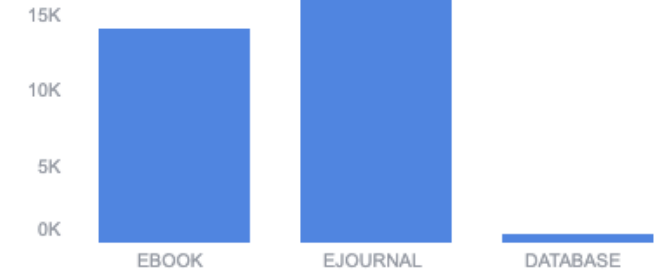
eJournal Total Item Requests: **362,469**  
eBook Total Item Requests: **54,693**



## TOTAL E-RESOURCES from COUNTER Reports

**31,476**

# of E-resources Accessed



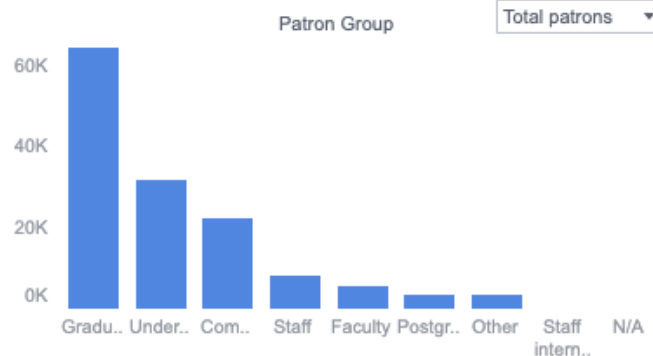
## UNIQUE PATRONS by Patron Group

**139,260**

Total # of Patrons

**1,224**

# of Active Patrons



## EXPENDITURES for Selected Time Period

**\$5,910,633**

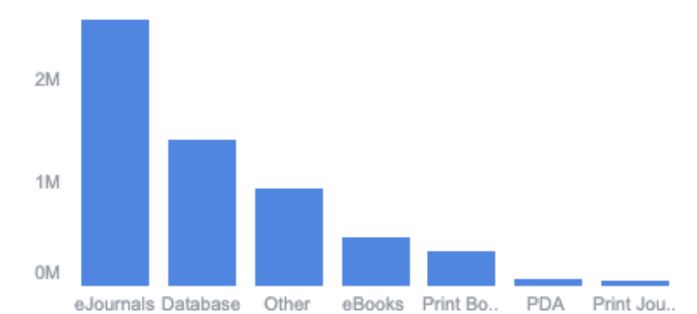
Selected Time Period

**9,586**

Physical Items Purchased

**1,955**

Electronic Items Purchased



# Collections Budget Overview

Fiscal Year

2020

Info

Refreshed on Feb 24, 2021 07:26 AM

## ALLOCATED BUDGET AND ACTUAL EXPENDITURES

Plan Budget and Actual Expenses

**\$6,836,303**

Allocated Budget

**\$7,251,981**

Expenditures

**-\$415,678**

Available balance

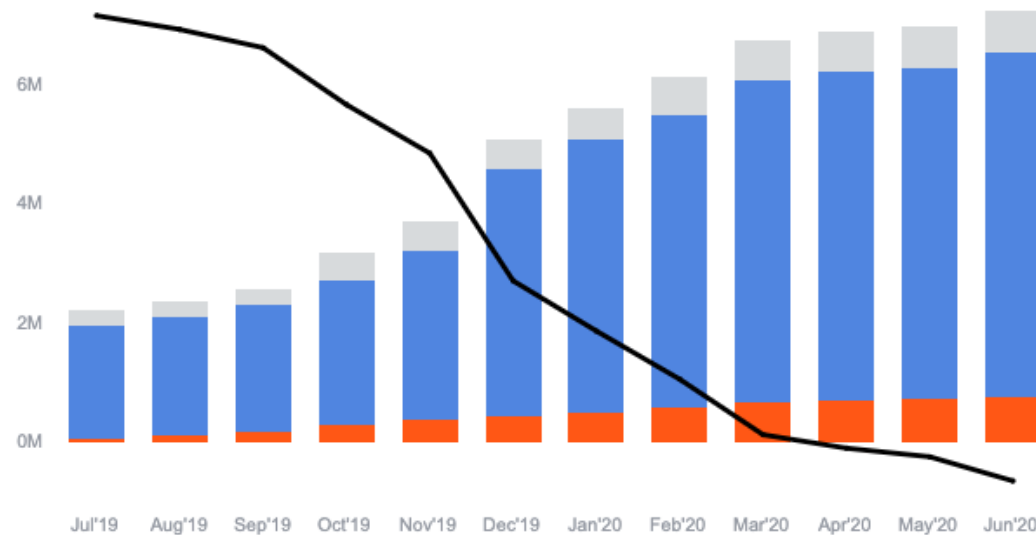
**106%**

Budget Used

## EXPENDITURES TREND

Physical and Electronic

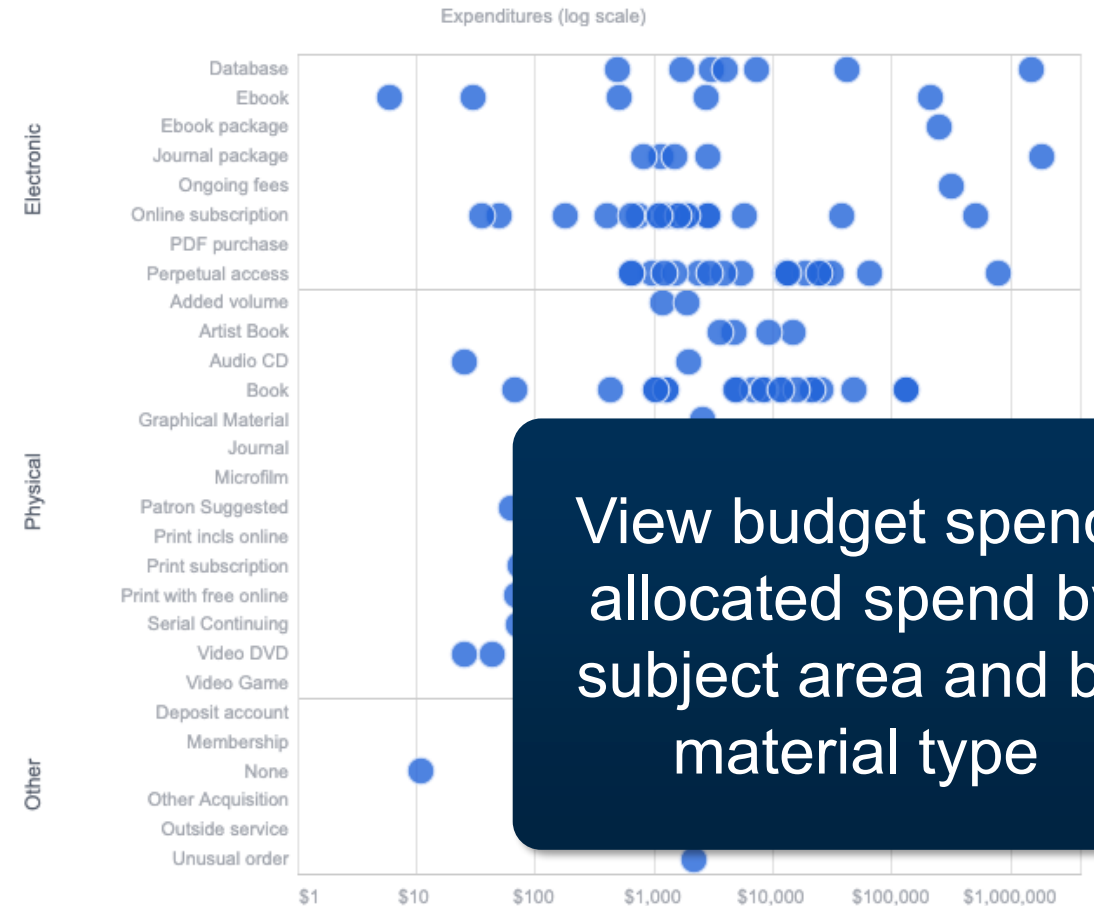
■ Budget Left
 ■ Expenses (physical)
 ■ Expenses (electronic)
 ■ Other



## TOP REPORTING FUNDS

For Physical and Electronic Type of Funds

Subject Areas



## TOP ALLOCATED FUNDS AND SUBJECT AREAS

[Open full list →](#)

Fund Name ■ Expenditures ■ Allocated budget

## COLLECTION BUDGET SPLIT BY CATEGORY

Hover over the bar to see the value

Allocated Fund ..	Allocated Fund ..	Allocation vs Expenditures	% of Budget Used	Available balance
-------------------	-------------------	----------------------------	------------------	-------------------

# Circulation Statistics of Physical Items

Start Date

1/1/2020

End Date

10/31/2020

Material Type

(All)

Patron Group

(All)

Info

Refreshed on Feb 24, 2021 07:26 AM

## LOANS

vs. Previous Year

**1,648**

Total # of Loans

**-2308**

Difference from Previous Year

**576**

Total # of Renewals

## CIRCULATION PER MONTH

Number of loans per month

Selected Year

Previous Year

# of Renewals



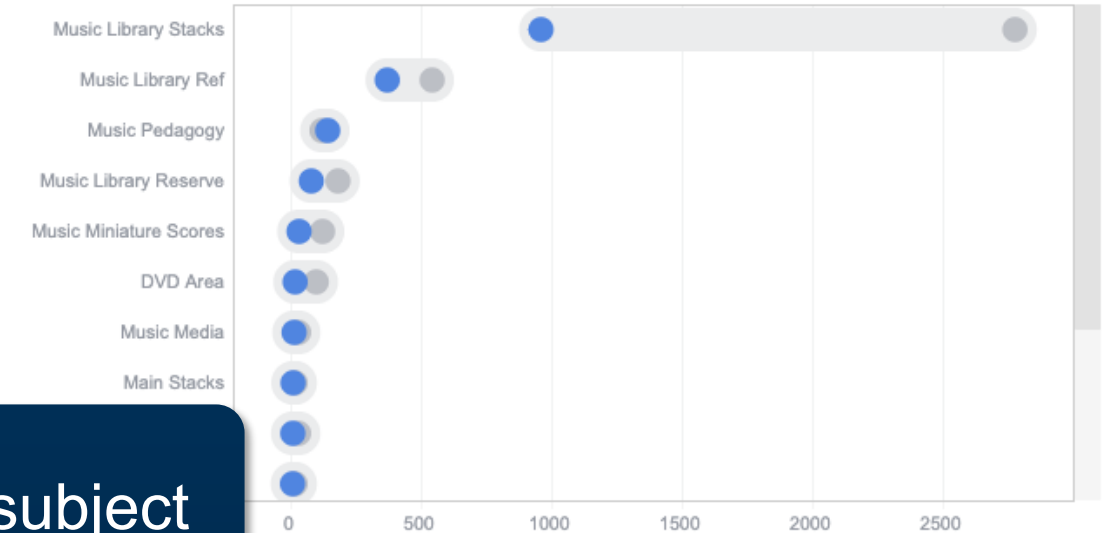
## TOP LOCATIONS BY LOANS

Hover over a dot to see the details

Selected Year

Previous Year

Total Number of Loans



## TOP SUBJECT AREAS BY LOANS

Select subject area(s) to apply filter

Subject Area	Number of Loans
N/A	
Language and Literature	
<b>Music and Books On Music</b>	
Social Sciences	
Fine Arts	
Philosophy. Psychology. Religion	
History: General and Old World	
History: America	

Drill down into subject areas by loans, top loan locations and top borrowed items

✓ Keep Only    ⊗ Exclude    ☰  
2 Items selected · SUM of AGG(Sum Current): 1,648  
Music and Books On Music

## ITEMS

Selected Year

Previous Year

Amount of Borrowed Items

Item	Amount of Borrowed Items
...ry : learning, reasoni..	32
...	27
Piano literature of the 17th, 18th and 19th..	23
Celebrate theory /	21
Contemporary piano literature /	17
Norton recorded anthology of western mu..	15
Basics of vocal pedagogy : the foundatio..	14
Norton anthology of western music /	12

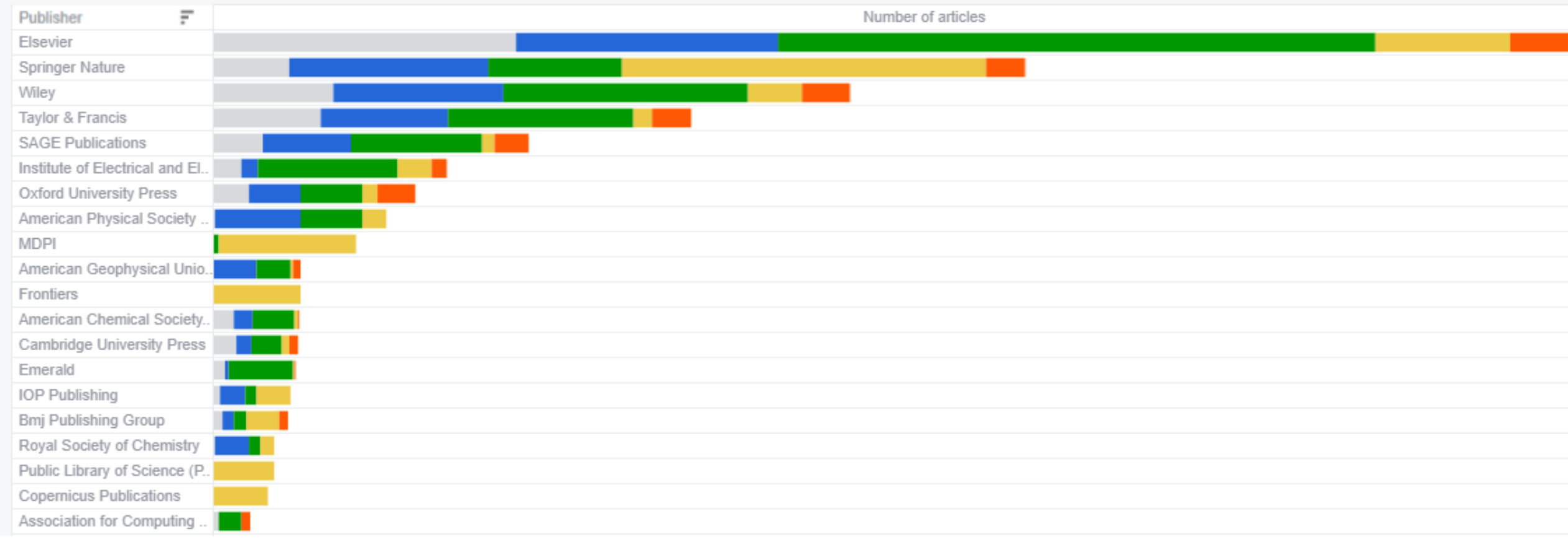
# Read & Publish: Publishers details

Publication year 
 Publisher 
 Open Access model 
 Corresponding author

Updated on

## Publishers by titles

Hover the elements to see the details



Data Connections for SCONUL

- Alma
- Gate Count
- ePrints (IR)
- COUNTER / JUSP / Usage Consolidation
- SpringShare LibChat
- SpringShare LibCal
- RapidIII (Inter-library loan)

Library physical acquisition
Library electronic acquisition

## SCONUL report

Updated on

**Library physical acquisition**

- Book acquisitions
- Print serial titles purchased
- Archive/manuscript acquisitions (m)

---

**Library circulation**

- Total physical circulation

---

**Interlibrary loan**

- ILL (Interlibrary loans)
- ILL applications satisfied
- ILL to other libraries

---

**Full time users**

- FTE academic staff
- FTE students
- External users
- Other university staff
- Total FTE users
- Total FTE students

General library information	
No. of Libraries (including stores)	0
No. of libraries (excl. stores)	1
Number of other areas	0
No. of stores	0
Library floor area	13,456
Library floor area (excl. stores)	0
Stores floor space	0
Total study places	1,300
Open access workstations	240
Network connections	0
Study places covered by wireless	0

---

**Library physical collection**

Books (Item count)	0
Books (Title count)	0
Media	0
Serials	0
Archives & manuscripts (m)	272

**Library electronic collection**

---

**Library physical acquisition**

Book acquisitions	24,725
Print serial titles purchased	53,061
Archive/manuscript acquisitions (m)	0

**Library electronic acquisition**

	One-Time	Subscription
E-books acquisition	287,025	125,282
E-serials purchased	202,906	1,739,227
Database purchased	413,465	458,590

Step 1: Define e-books set

eBooks

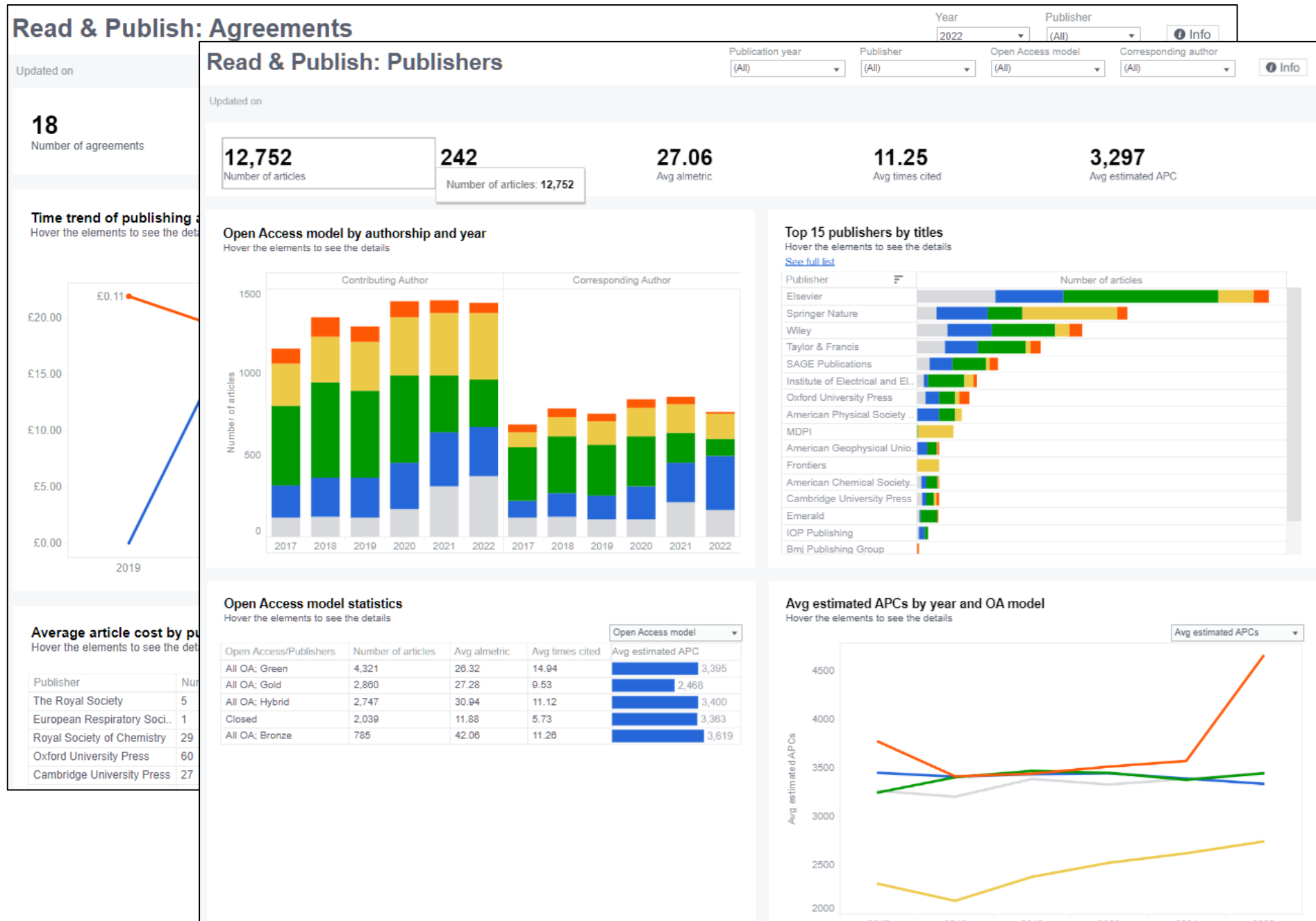
Step 2: Define serials set

eJournals

Step 3: Define database set

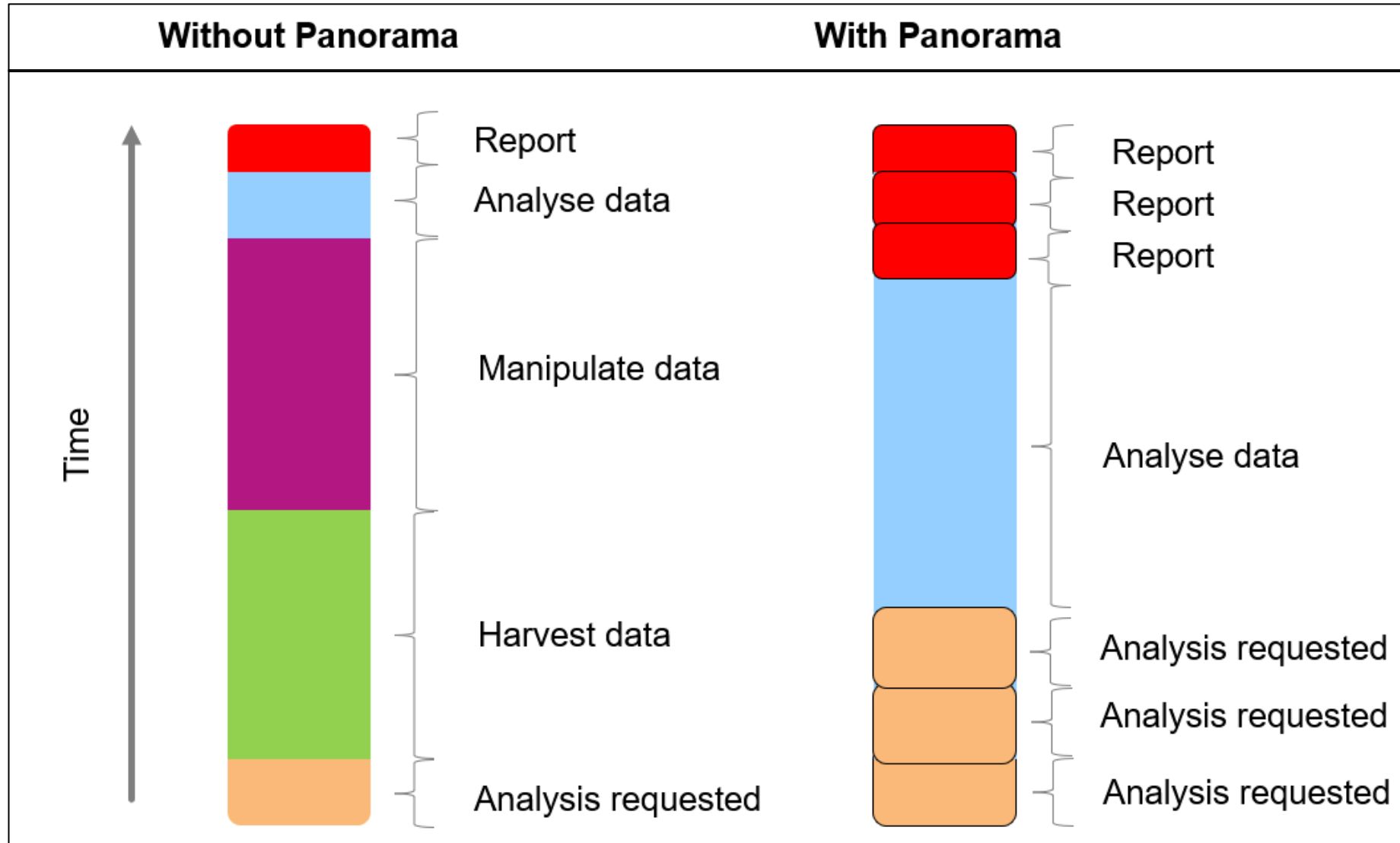
Database

# Open Access (R&P) Dashboards





# No longer reporting on resources separately



# USER EXPERIENCE & LIBRARY PERCEPTION

User Interface / User-Centric

**Ease of Use**

**Reliable Linking**

Privacy

Mobile Experience

Search and Relevancy

Authentication

**Accessibility**

Faculty/Research Support Services

User Satisfaction

Vision & Focus

NEW

# Business Searching Interface

- Offers a clean, modern look
- Makes business research more intuitive and efficient
- Features improved navigation and a visually appealing design
- Offers browsable access to leading business journals and magazines
- Promotes searching by specific topics
- Provides easy to locate country economic data, company profiles, industry information and market research

The screenshot displays the Business Source Premier search interface. At the top, it shows the search bar with the text "Searching: Business Source Premier (and 4 more)" and the MyEBSCO logo. Below the search bar, there are filters for "Full Text", "Peer Reviewed", and "All time". The main heading is "Business Source", followed by the sub-heading "Leading Publications in this Database". There are five circular icons representing different categories: "Business Magazines", "Accounting & Finance Journals", "Management Journals", "Marketing & Sales Journals", and "MIS & POM Journals". Below this, there is a section titled "Explore featured content" with ten dark blue tiles: "Company Profiles by Country", "Company Profiles by Industry", "Country Reports", "Industry Reports", "SWOT Analyses", "Case Studies", "Executive Interview Transcripts", "Pathways to Research: Business & Economics", "Ahead-of-Print Articles", and "News". At the bottom, there is a large banner for "Business Continuity" with the text "Explore research in business planning for the unexpected". Below the banner, there is a section titled "Discover popular topics" with several tags: "AI in Business", "Leadership", "Remote & Hybrid Work", "Social Media", "Greenwashing", and "Sports Marketing".

# Natural Language Search on EBSCOhost


Searching: Business Source Ultimate MyEBSCO

How are companies using AI to gain a competitive advantage? ✕ 🔍

All filters (1) Full Text Peer Reviewed All time Source type Advanced search

Natural language Natural language search enhances ease of use and is continuously improving to deliver more contextual results. ((artificial intelligence OR AI) AND (companies OR businesses) AND (competitive advantage OR advantage OR benefit)) [Show less](#)

Results: 4,410 Show: 10 Relevance

1  Periodical 🔖 ⋮

**Turn Generative AI from an Existential Threat into a Competitive Advantage.**


By: [Cook, Scott](#); [Hagiu, Andrei](#); [Wright, Julian](#) • In: Harvard *Business Review*, Jan/Feb2024 • Business Source Ultimate

By making it vastly easier and cheaper to improve or create products and services that previously required significant human labor and creativity, generative AI has the potential to disrupt or even commoditize many **businesses**. Some **companies** will be able to... [Show more](#)

Subjects: [Artificial intelligence](#); [Business enterprises](#); [Competitive advantage in business](#); [Business planning](#)

Access options Generate AI Insights <sup>beta</sup>

---

2  Periodical 🔖 ⋮

**Turn Generative AI from an Existential Threat into a Competitive Advantage.**

By: [COOK, SCOTT](#); [HAGIU, ANDREI](#); [WRIGHT, JULIAN](#) • In: Harvard *Business Review*, Fall2024 Special Issue • Business Source Ultimate

By making it vastly easier and cheaper to improve or create products and services that previously required significant human labor and creativity, generative AI has the potential to disrupt or even commoditize many **businesses**. Some **companies** will be able to... [Show more](#)

Subjects: [Competitive advantage in business](#); [Technology](#); [Business planning](#); [Customization](#); [+4 more](#)

# Considering a future with Artificial Intelligence



Quality

Providing credible research resources



Privacy and Data Protection

Safeguarding user privacy



Transparency

Clearly labelling AI-driven technology



Equity

Promoting equitable access to information and resources



Information Literacy

Experts overseeing development and validating of all applications of AI



Publisher Integrity

Protecting the rights of publishers



End-user Value

Delivering incremental value to users



## A TALE OF TWO SIGNALS: PARTNER CSR VERSUS CSI AND ALLIANCE FORMATION.

By: YU, QIWEN; WANG, ILYA R. P.; WANG, HELI • In: Academy of Management Journal, Feb2025 • Business Source Premier

This study outlines **two** signaling mechanisms—trust and spillover—through which a potential partner's corporate social responsibility (CSR) and corporate social irresponsibility (CSI) affect alliance formation. Extending a key insight in signalir... [Show more](#)

Subjects: STRATEGIC alliances (Business); SOCIAL responsibility of business; SIGNALING (Psychology); TRUST; +1 more

Access options



🔗 Generate AI Insights beta

### Insights

- The study explores how a potential partner's corporate social responsibility (CSR) and corporate social irresponsibility (CSI) affect alliance formation through distinct signaling mechanisms.
- CSR primarily influences alliance formation through the trust mechanism, signaling a partner's moral character and trustworthiness to stakeholders, while CSI affects it through the spillover mechanism, signaling negative information about the partner's moral character to stakeholders.
- The study identifies two contingency factors, proximity and media coverage, which help verify the dominant signaling roles of partner CSR and CSI, showing that proximity weakens the positive relationship between CSR and alliance formation, while strengthening the negative relationship between CSI and alliance formation.
- Media coverage weakens the positive relationship between CSR and alliance formation, while also strengthening the negative relationship between CSI and alliance formation, indicating that media exposure increases the salience of negative information and the potential for spillover effects.
- The findings highlight the importance of distinguishing between positive and negative signals in strategic decision-making, particularly in alliance formation, and suggest that the valence of the signal determines the dominant signaling mechanism.

*Disclaimer: These insights are generated by AI based on the content of the source document. Information quality may vary and AI Insights should be validated for accuracy. Insights are newly generated with each request and are not reproducible.*

AI Insights  
on EBSCOhost

# In Summary

- The role of the intermediary has changed
- Consultation and Partnership is critical
- You are working with one of these intermediaries so ask questions of them

# EBSCO

## Questions?



[rbramwell@ebSCO.com](mailto:rbramwell@ebSCO.com)



07989 933766