

INTERNATIONAL STRATEGIC MANAGEMENT ASSOCIATION

A NON-PROFIT, NON-GOVERNMENTAL SCIENTIFIC ASSOCIATION

Established: 1993

VAT REGISTRATION NUMBER: GR-090196953

Publisher's Business Model

Business Overview:

Company Name: International Strategic Management Association (ISMA)

Industry: Academic & Scientific Publishing

Target Audience: Professors, Researchers, Universities, Academic Institutions, Libraries, Governments, Industry Professionals

Publishing Format: Open Access (OA), Subscription-based, Hybrid Model

Distribution Channels: Website, Research Databases (e.g., PubMed, Scopus, Web of Science), Institutional Repositories

Revenue Streams

Author-Paid Model (Open Access):

Article Processing Charges (APCs): Authors or institutions pay to publish articles with free access to readers.

Submission Fees: No submission fees.

Membership Fees: Yearly membership for individuals and legal entities.

Reader-Paid Model (Subscription):

Institutional Subscriptions: Universities and research institutions can pay a membership for full access to all research activities organized by the Publisher such as: publications, international conferences, workshops, seminars, round table discussions.

Individual Subscriptions: Researchers and professionals can pay a membership for full access to all research activities organized by the Publisher.

Pay-per-View: No one-time payments for individual article access.

Hybrid Publishing Model:

A mix of Open Access (authors pay APCs) and membership to the association.

Licensing & Syndication:

There is no option for licensing and syndication. On the contrary, partnerships with similar associations are possible for the organization of similar activities.

Advertising, Donations & Sponsorships:

Selling ad space to universities, scientific product companies, and conference organizers. Donations from private and public entities to finance certain activities, sponsorships to young researchers and graduate students for post-doc research.

Partnerships & Grants:

Collaborating with academic institutions, research organizations, and funding agencies. Grants for free publication and conference participation at a rate of 10% for colleagues from low-income countries.

Cost Structure

Editorial & Peer Review Management – Payments for editors, reviewers, and plagiarism checks.

Technology & Platform Maintenance – Website hosting, digital security, DOI registration, and journal management systems (e.g., OJS).

Production & Formatting – Typesetting, graphic design, and PDF/HTML/XML formatting.

Marketing & Outreach – SEO, academic networking, conference participation, and email campaigns.

Indexing & Archiving – Fees for databases like Scopus, Web of Science, DOAJ, and CrossRef (DOI registration).

Legal & Compliance – Copyright handling, licensing (e.g., Creative Commons), and open-access mandates.

Operational Expenses – Staff salaries, office rent (if applicable), and administrative costs.

Key Partnerships

Universities & Research Institutions – For research submissions and funding support.

Libraries & Subscription Services – Institutional access agreements.

Scientific Databases & Indexing Services – To improve journal visibility (e.g., PubMed, Scopus).

Academic Societies & Conferences – Sponsorships and article promotion.

Technology Providers – Hosting platforms, plagiarism detection software (e.g., Turnitin, iThenticate).

Customer Segments

Researchers & Academics – Primary content contributors and audience.

Universities & Libraries – Institutional subscribers.

Government & Policy Institutions – For research-based decision-making.

Corporate R&D Departments – Access for industry research and innovation.

Funding Agencies & NGOs – Interested in research dissemination.

Competitive Advantage

Number of memberships – Global Diversity

High-Impact, Peer-Reviewed Content – Ensures credibility and trust.

Strong Digital Presence & Indexing – Enhances article visibility.

Efficient Open Access & Subscription Models – Provides multiple revenue streams.

Partnerships with Academia & Industry – Expands reach and funding.

Compliance with Research Ethics & Standards – Increases trust and credibility.