

Research on the Construction of Academic Publishing Platforms in the Context of Open Access and Media Convergence

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Abstract: How to build an academic publishing platform under open access and media convergence has become a common concern of the domestic academic community. In this paper we describe the specific measures taken by international publishing companies in the past decade, including acquisition of industrial technology companies, development of intelligent computing technology, implementation open access related publishing model and serving more users through media convergence. We analyze the current situation and existing problems of domestic academic publishing platforms. We make three suggestions, one is to encourage our English academic journals back to domestic platforms, the other is to develop intelligent computing technologies under our algorithm governance system, and the third is to enhance academic content dissemination and become the access portal of academic users.

Keywords: Open Access; Media Convergence; Publishing Platform; Academic Publishing

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■ 书 讯 ■

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