

JCDL



# **Sustainability (What is it Good For?)**

## **Absolutely Nothing**

Gregg Gordon  
SSRN President & CEO

# Institutional Repository Good And Bad

## **GOOD**

Excellent for institutions with the vision, commitment, and resources for the long-haul

Possibly the only alternative for smaller subject areas without a DR

Provide institutional control and the “possibility” to change scholarly publishing in the future

## **BAD**

Costs are almost always underestimated

Potential for archival loss



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**SSRN's Approach to Providing Content for the Future**

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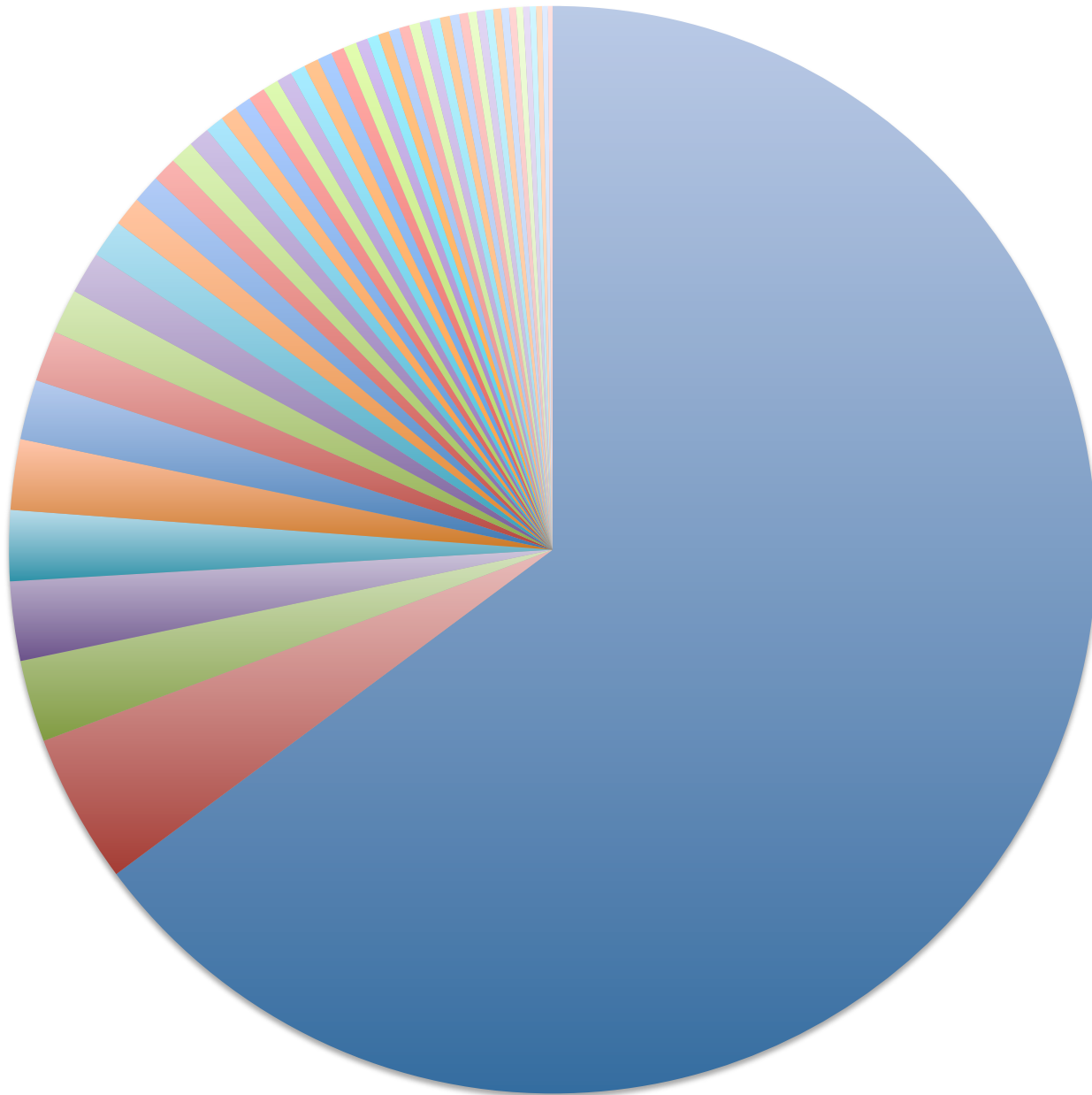




## What does SSRN do?

- online repository of non-refereed working and refereed papers
- email/RSS alerts and web access to this content
- non-exclusive license to post/distribute but does not take a copyright

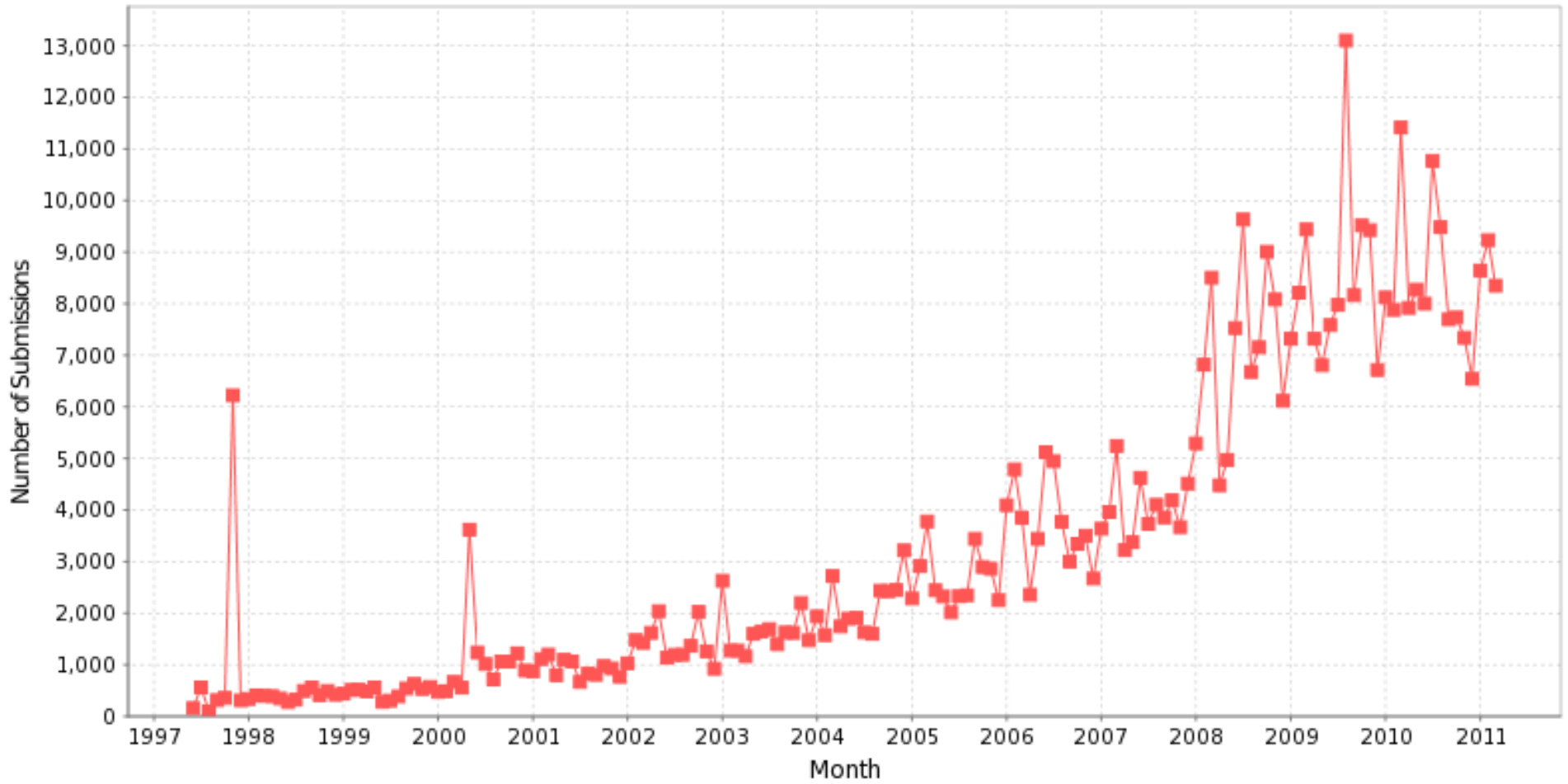
# Users by Top 50 Countries



- United States
- United Kingdom
- Germany
- Canada
- Australia
- India
- China
- Italy
- Indonesia
- France
- Netherlands
- Spain
- Brazil
- Switzerland

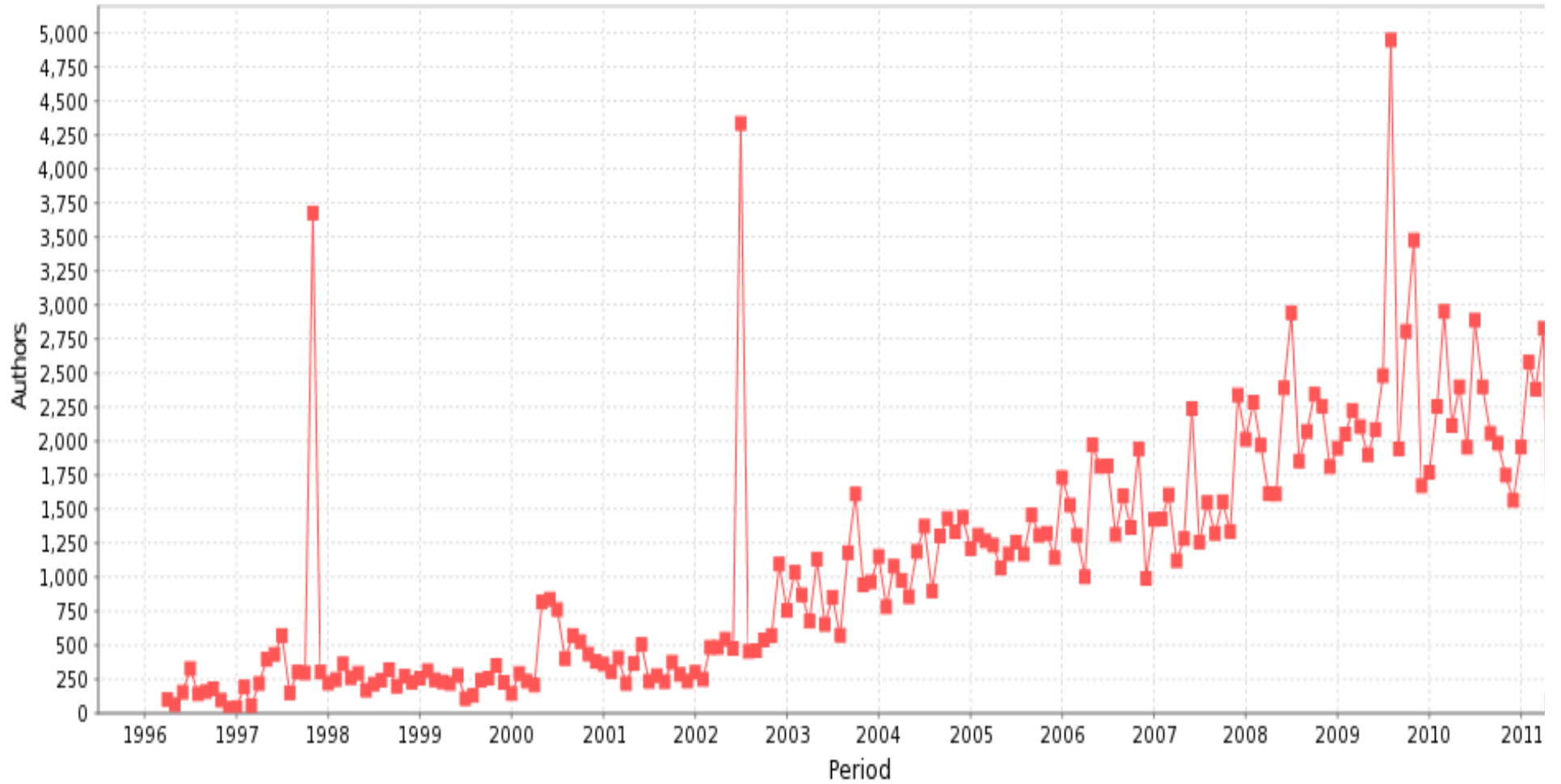


# Monthly Submissions

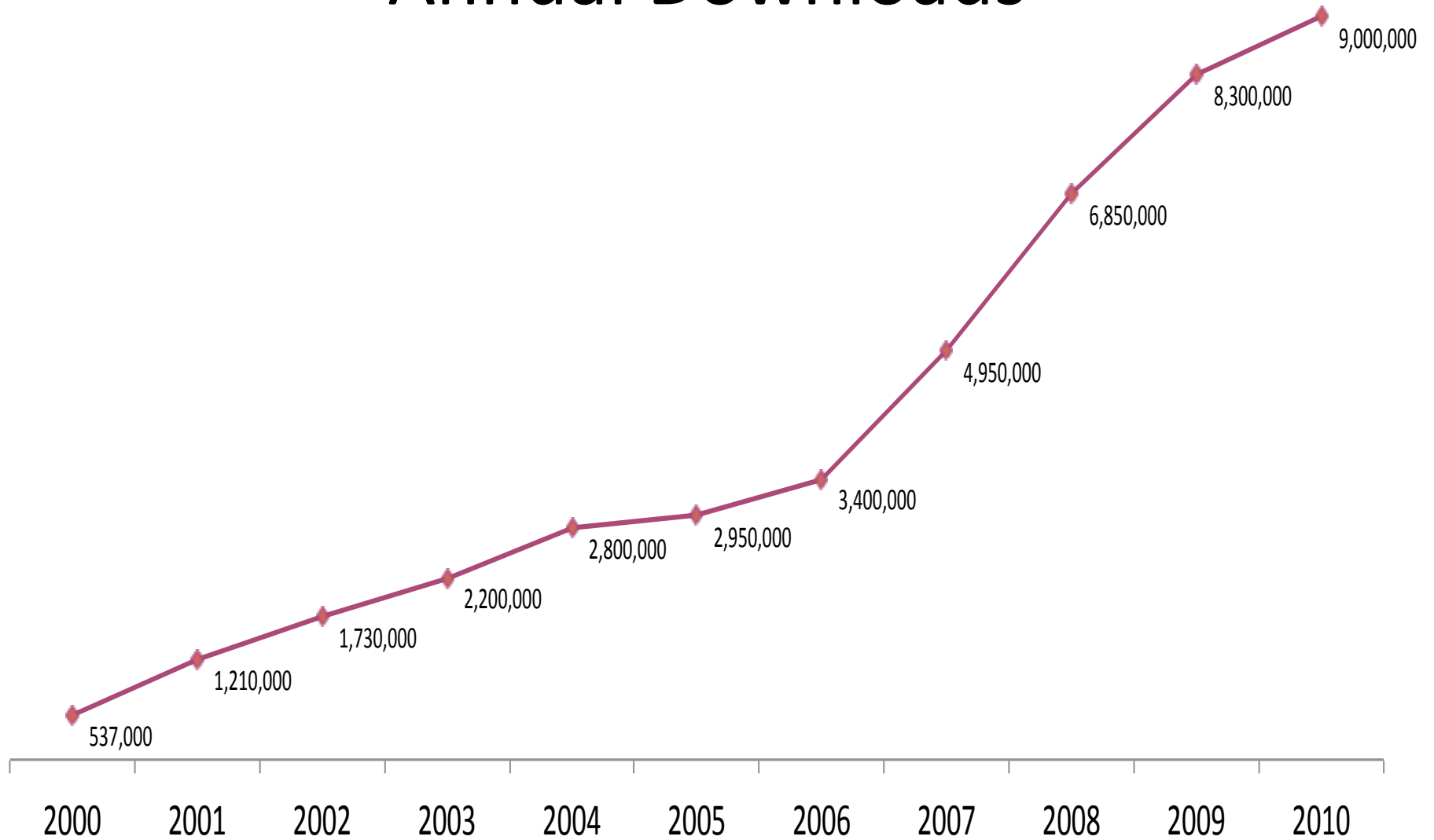




# New Authors




# Annual Downloads



Scarcity is no longer an issue







*scholarly journals doubling every 20+ years*

*90% of all scientists are alive today*

There is  
a growing  
abundance  
of scholarship



Access to earlier stage research  
increases the relevant research





From Wikipedia:

**Freemium** is a business model that works by offering a game, product or service free of charge (such as software, web services or other) while charging a premium for advanced features, functionality, or related products and services.

The word "freemium" is a *portmanteau* combining the two aspects of the business model: “**FREE**” and “**PREMIUM**”.





FREE as  
in a Puppy



What is the  
incentive?



Why your  
repository?



What do I want?



Why do I want to submit to you?







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