

# University of Pretoria

Open Access policy development @ the University of Pretoria (South Africa) : why, what and how?

Open Education Week, 11-15 March 2013



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- What is the content of our policy?
- How do we implement it?



# The University of Pretoria, South Africa



University of Pretoria



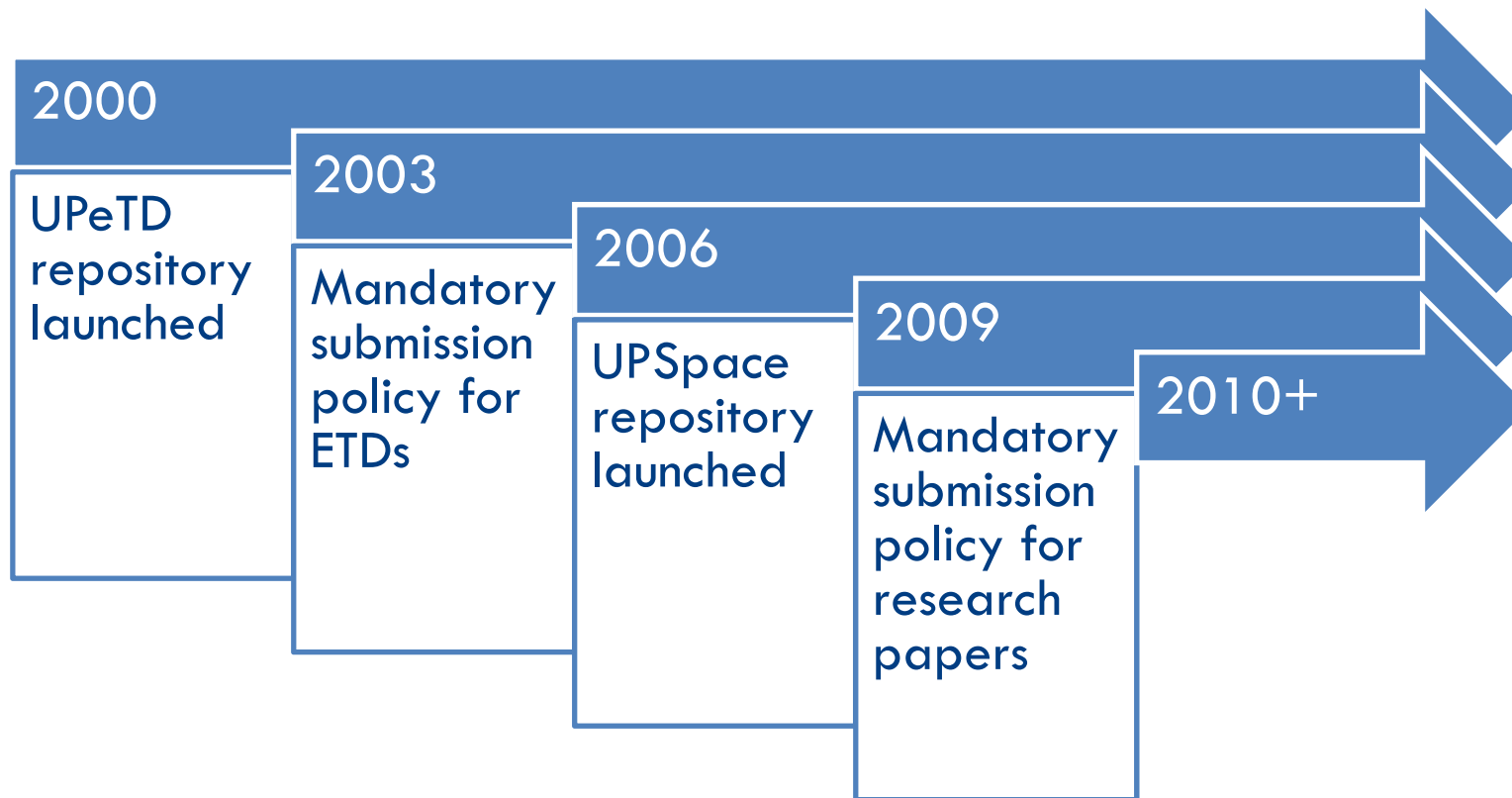
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# More about the University of Pretoria

- ❑ Founded in 1908
- ❑ One of the leading & largest universities
- ❑ 9 faculties & Business School spread over 6 campuses
- ❑ Three official languages: Afrikaans, English & Sepedi
- ❑ Culturally diverse students
- ❑ Offers 230 qualifications
- ❑ In 2011 - 1343 postgraduate programmes
- ❑ 62 500 Students - 45 000 contact students
- ❑ 1281 Permanent staff members



# Open access timeline



# Why do we have a policy in place?

We want to change scholarship practice at UP towards becoming an

## **Open Scholarship institution**




based on the philosophy

..the job of research is only half-done if the results of that research cannot reach the widest audience  
(Wellcome Trust)



# Characteristics of an Open scholarship institution 1



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# Characteristics of an Open scholarship institution 2



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INSTITUTIONAL REPOSITORY

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- Wingfield, Michael J. (164)
- Jansen, Jonathan D. (163)
- Swanepoel, Rosa (162)
- Kirsten, Johann F. (155)
- Eaton, Norman, 1902-1966 (149)
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- Gupta, Rangan (119)
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# Characteristics of an Open scholarship institution 3



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# Characteristics of an Open scholarship institution 4




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**PULP (Pretoria University Law Press)**

The Pretoria University Law Press (PULP) is based at the Faculty of Law, University of Pretoria, South Africa. PULP endeavours to publish and make available innovative, high-quality scholarly texts on law in Africa. PULP also publishes a series of collections of legal documents related to public law in Africa, as well as text books from African countries other than South Africa.

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# Characteristics of an Open scholarship institution 5



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**AUTHOR'S ADDENDUM TO PUBLICATION AGREEMENT**

1. THIS ADDENDUM hereby modifies and supplements the attached Publication Agreement concerning the following Article:

\_\_\_\_\_

(manuscript title)

\_\_\_\_\_

(journal name)

2. The parties to the Publication Agreement as modified and supplemented by this Addendum are:

\_\_\_\_\_ (the Publisher)

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

(corresponding author, Individually or, if more than more author, collectively, Author)

## The advantages of a policy

- Provides direction for an institution's open access initiatives
- Indicates an organization's commitment to Open Access
- Ensures more dedication
- Reduces barriers to sharing scientific research
- Asserts researcher control over their publications
- Recognizes an institution's responsibility for dissemination of its own research



# What is the content of the UP OA policies?



## □ UPeTD

### 3. Policy statement

3.1 Each student should submit paper and electronic copies of his/her thesis/dissertation to the Postgraduate Office of the relevant faculty (Yearbook General Regulation G57.4(i)). Alternatively students may self-submit their theses/dissertations to the UPeTD system (<http://upetd.up.ac.za>).

## □ UPSpace

### 3. Policy statement

1. To assist the University of Pretoria in providing open access to scholarly articles and conference papers resulting from research done at the University, and which are wholly or in part supported by public funding, staff and students are **required** to
  - submit peer-reviewed postprints\* of their articles and published conference papers to UPSpace, the University's institutional repository (<https://www.up.ac.za/dspace/>), **AND**
  - give the University permission to a) make the content freely available and b) to take necessary steps to preserve files in perpetuity.

## How is the policy implemented?

- Implementation does not follow automatically
- A Policy does not necessarily result in adoption
- Plan your implementation strategy carefully
- Pro-active approach
- Policy was accepted by Deans of the faculties
- But followed by little action from researchers
- Advice:
  - Find partners & involve as many as possible
  - Think creatively!



# Implementation strategy 1: Research Report



## Faculty Research Output

### Taxation

#### Chapters in books

Nel R, Nienaber DG. 2011. Prospects of South African vehicle tax reducing CO<sub>2</sub> emissions. In Environmental taxation in China and Asia-Pacific: achieving environmental sustainability through fiscal policy. Edward Elgar. pp 164-182.

#### Papers published

Oosthuizen R. 2011. Income tax deductions available to South African taxpayers in respect of payments for intellectual property. In Conference proceedings of the 2011 Biennial Conference of the Southern African Accounting Association – SAAA International Conference, 27-29 June, CIMA, pp 1-29.

Du Preez H. 2011. Interactive qualitative analysis of taxation students' perceptions of open-book assessment. In Conference proceedings of the 2011 Biennial Conference of the Southern African Accounting Association – SAAA International Conference, 27-29 June, CIMA, pp 1-29.

Nel Pj. 2011. The allocation of expenses by an entity enjoying partial exemption from SA normal tax for purposes of calculating its taxable income. In Conference proceedings of the 2011 Biennial Conference of the Southern African Accounting Association – SAAA International Conference, 27-29 June, CIMA, pp 1-21.

Hills T, Pienaar SJ. 2011. Facebook as a tool for communication with undergraduate taxation students. In Conference proceedings of the 2011 Biennial Conference of the Southern African Accounting Association – SAAA International Conference, CIMA.

Stiglitz M. 2011. A conceptual e-service quality model for the South African tax collection agency. In The 2nd International Conference on Society and Information Technologies, International Institute of Informatics and Systemics, pp 112-117.

Oberholzer R, Zicki EM. 2011. A customized scale for the measurement of taxpayers' perceptions. In The proceedings of E-LEADER, 6-8 June, Chinese American Scholars Association Inc. pp 1-29.

### Marketing and Communication Management

#### Journal articles

Shiri A, Puth G. 2011. Customer satisfaction, brand trust and variety seeking as determinants of brand loyalty. In African Journal of Business Management, 5(30), pp 11899-11915.

Etta JH, Jordaan AC, Jordaan Y. 2011. An econometric analysis of the determinants impacting on businesses in the tourism industry. In African Journal of Business Management, 5(3), pp 666-675.

Jordaan Y, Ewert L, Crowe JM. 2011. Advertising credibility across media channels: perceptions of Generation Y consumers. In Communicare: Journal for Communication Sciences in Southern Africa/Tydskrif vir Kommunikasiewetenskappe in Suid-Afrika, 30(1), pp 1-20.

Rensburg RS, De Beer E. 2011. Stakeholder engagement: a crucial element in the governance of corporate reputation. In Communicare: Journal for Communication Sciences in Southern Africa/Tydskrif vir Kommunikasiewetenskappe in Suid-Afrika, 30(1), pp 121-169.

Raynska M, Barthon P, Pitt L. 2011. Luxury wine brand visibility in social media: an exploratory study. In International Journal of Wine Business Research, 23(1), pp 21-35.

Raynska M, Barthon P, Pitt L, Parent M. 2011. Luxury wine brands as gifts: ontological and aesthetic perspectives. In International Journal of Wine Business Research, 23(1), pp 259-270.

African Journal of Business Management Vol. 5(30), pp. 11899-11915, 30 November, 2011  
Available online at <http://www.academicjournals.org/AJBM>  
DOI: 10.5897/AJBM112328  
ISSN 1993-8233 ©2011 Academic Journals

#### Full Length Research Paper

### Customer satisfaction, brand trust and variety seeking as determinants of brand loyalty

Artym Shirin and Gustav Puth\*

Department of Marketing and Communication Management, University of Pretoria, South Africa.

Accepted 24 August, 2011

Loyalty is without doubt a crucial construct in marketing and has major implications for any businesses, since in the modern world it is not sufficient to merely attract new customers – retention and re-purchase is a key component of success. One of the most common determinants of loyalty is customer satisfaction and although it plays a major role, there are other variables, especially intrinsic to the consumer, which also affect loyalty and repurchase behaviour. This paper shows that customer loyalty can be explained by customer satisfaction, perceived value, trust and variety seeking, and shows the direct and indirect effects among those constructs and other constructs. The model suggested by this study may be seen as an extension of the American/European customer satisfaction index (CSI) model. Within the limitations of the study, the theoretical and managerial implications of these findings are discussed.

Key words: Customer loyalty, customer satisfaction, perceived value, brand trust, variety seeking, brand switching, structural equation modeling (SEM).

#### INTRODUCTION

The world is changing. Instantaneous availability of information, globalisation of businesses, cross-border competition, and interdependence of economies – all have a profound effect on the requirements for business success. In today's world, companies have to fight harder in order to win and keep a share of the global profit pie. The rules of the game are simple: understand what customers want better than the competition can and then make them want to come back for more. In marketing terms, the two rules translate into customer acquisition and customer retention.

Brand loyal customers are often considered the cornerstone of long-term business success. Loyalty of customers is extremely important to any business because it is considered to be one of the main determinants of the business success, particularly because loyal customers exhibit repurchase behaviour and consequently, spend more money with the organisation (Divett et al., 2003). Due to this reason, one of the main goals of

a business entity is to retain its customers and keep them loyal in order to maximise and benefit from customer lifetime value.

New customer acquisition will not ensure long-term success if it is not backed up with customer retention. More specifically, it is imperative that acquisition is balanced with customer retention and customer development in order to optimise performance and value in the long run (Duffy, 2003). In view of that, marketers heavily utilise all available resources to attract, interact, offer value, build and maintain a profitable and coherent relationship with customers all with one purpose – to breed a loyal customer. It is therefore important for a marketing practitioner to understand the factors that have an effect on loyalty of a particular individual or a group of people in order to be able to leverage those factors.

Numerous authors state that there is a positive relationship between loyalty and customer satisfaction (Anderson and Fornell, 2000; Edvardsson et al., 2000; Cassel and Ekström, 2001; Fornell, 1992). This relationship will be one of the factors to consider in the proposed research. Customer satisfaction and loyalty studies are plenty in the United States and Europe, and the results

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# Implementation strategy 2: Prominent researchers




Jonathan Jansen Collection (197 items)

**Browse by**

- By Issue Date
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Search within this community and its collections:

A portrait of Jonathan Jansen, a man with glasses wearing a suit and tie, standing in front of a bookshelf.

<http://repository.up.ac.za/handle/2263/108>

# Implementation strategy 3: Personalise approach



Mail	Properties	Personalize	Discussion Thread
<b>From:</b> Elsabe Olivier <span style="float: right;">2013/02/18 03:25:05 F</span>			
<b>To:</b> Sheryl Hendriks			
<b>Subject:</b> Requesting the final accepted version of Will Renewed Attention and Investment in African Agriculture Ensure Sound Nutrition?			
Dear Researcher			
According to the records of the Open Scholarship Office the above-mentioned article was either authored or co-authored by you and a UP researcher and published in 2013 and you are indicated as the corresponding author.			
In 2009 the University of Pretoria accepted a policy of <a href="#">mandatory submission of research articles</a> requiring all UP researchers to submit the post-print versions of their article/s to the repository UPSpace <a href="http://repository.up.ac.za/">http://repository.up.ac.za/</a> , but if you forward the post-print of this article to me (including all graphics, figures and tables), my office will submit it on your behalf.			
The post-print is the accepted version that incorporates all amendments made during peer review, but it is the version prior to the publisher's copyediting and stylistic edits, online and print formatting, citation and other linking (please note, the post-print is <b>not</b> the final, publisher-generated PDF version). Publishers do allow post-print versions in institutional repositories and the Open Scholarship Office has checked this already, but you are welcome to do this yourself if in doubt: <a href="http://www.sherpa.ac.uk/romeo/">http://www.sherpa.ac.uk/romeo/</a>			
Please forward the final submitted manuscript to me and assist us in enhancing your research impact!			
Regards			
Elsabé			

# Implementation strategy 4: Simplify processes





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- Please visit DOAJ or the specific journal's web site for the possible fees paid by the author(s)
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- Please check DHET, IBSS and the 3 ISI lists additionally to this list
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A - B - C - D - E - F - G - H - I - J - K - L - M - N - O - P - Q - R - S - T - U - V - W - Y - Z

Title	ISSN	Publisher	Subject	Start	Index
Acta Academica <span style="color: red;">New</span>	0587-2405	SUNMedia Bloemfontein, South Africa	History of scholarship and learning. The humanities	2001	DHET
Acta Biologica Cracoviensia Series Botanica	0001-5296	Polish Academy of Sciences Publishing	plant anatomy botany morphology cytology genetics	2005	Science Citation Index Expanded

# Implementation strategy 5: Manage resistance



Dear Carien

In the mathematical world your scheme cannot work. Articles are submitted electronically and processed electronically. Finally a pdf-version of the published article is what you end up with, and that after the paper had been published electronically. There is no such thing as a final draft. The formatting takes place when the paper is written.

Furthermore, one should take cognisance of the following:

1. Upon submission an author agrees that the paper will not be submitted elsewhere.
2. Once the paper is submitted the copyright of it is signed over to the publishers. If I even gave you the pdf-version, the University and I could be liable to copyright infringements.

I have serious personal ethical and moral issues with the pre-publishing of papers by the university.

# Implementation strategy 6: Ongoing advocacy



<http://hdl.handle.net/2263/17461>



 **Elsabé Olivier** @elsabeolivier Oct 26  
#upoa Open Access publishing is disrupting the dominant subscription-based model of scientific publishing according to Laakso & Bjork.  
Expand

 **Elsabé Olivier** shared a link. Sunday

I will be presenting a webinar on Open Access policy development @ the University of Pretoria during the Open Education Week on Thursday.

 **Open Education Week 2013 Schedule**  
[openeducationweek2013.sched.org](http://openeducationweek2013.sched.org)  
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# Implementation strategy 7: Dedicated team



# Implementation strategy 8: Involve staff/students



<http://vimeo.com/24171277>

# Implementation strategy 9: Training & tools



**Step 2: Start a New Submission**

**Quick guide to submitting your research articles to USpace**

**Welcome to openUP!**  
openUP is the official collection of UP research articles in open access mode on UFSpace (<http://repository.up.ac.za/upspace/>). The university is committed to provide open access to our scholarly outputs. A policy of submission of research articles by all staff and students has been adopted in May 2009. We would like to help you with this self-submission in an easy process if you follow the simple guidelines stipulated below.

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4. Author's: Copy and paste your surname and names and the name/s of the co-author/s of the article, e.g. Gupta, Kingan
5. Publisher: Enter the name of the publisher, e.g. Elsevier
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7. Citation: Enter the standard citation by using the Harvard method, e.g. Snyman, JR & Wessels, F 2009, 'Perindopril : do renin-inhibitor, controlled trials support an ACE inhibitor class effect?', Cardiovascular Journal of Africa, vol. 20, no. 2, pp. 127-134. [<http://www.cjpa.co.za>]
8. ISSN: Add the ISSN number of the journal, e.g. 0041-4751
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16. Inquirer: Add your e-mail address, e.g. john.smith@up.ac.za and click on Next to move to the next screen.
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Sunday - June 19, 2011 4:53 PM

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Hallo Elsabe,

Een van die 3 artikels waaroor ek vir jou hieronder geskryf het, is pas gepubliseer in die Mei 2011 uitgawe van African Journal of Psychiatry:

Kruger C & Lewis C. Patient and social work factors related to successful placement of long-term psychiatric in-patients from Weskoppies Hospital.

Wanneer jy dit laai, sal jy dit asb 'Ink' na 'Christa Kruger'...

Baie dankie en groete,  
Christa

# Implementation strategy 10: Network & read



## Final word on implementation

“Implementing open access is a tough job. Legitimate authority, sufficient resources and the right timing are crucial. Pioneers, role models and flagship institutions all have faced considerable challenges in meeting their own aims and achieving a recognized success. Professionals charged with implementing policy typically need several years to accomplish significant progress” (Armbruster 2010)



## In conclusion

- A mandatory policy encourages participation
- Implementation however is multi-faceted
- Focus on
  - Your ultimate goal
  - Involve the right role players
  - Be creative
  - Be patient
  - Try different strategies
  - Be persistent and most of all
  - Be passionate about what you believe in!



# References

1. Armbruster, C. 2010 Implementing Open Access: Policy Case Studies. Available at SSRN: <http://ssrn.com/abstract=1685855> or <http://dx.doi.org/10.2139/ssrn.1685855>



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