

Workshop Science 2.0: Konkurrenz durch Science 2.0-Tools?

Wie könnte eine Science 2.0-Strategie für Bibliotheken aussehen?

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104. Bibliothekartag

Nürnberg, 29.05.2015

Geschäftsmodell

Was ist ein Geschäftsmodell?










Haben Bibliotheken ein Geschäftsmodell?

Business Model Canvas

The Business Model Canvas

Designed for: _____ Designed by: _____

On: _____
Iteration: _____

<p>Key Partners</p>  <p>Who are our Key Partners? Who are our key suppliers? Which Key Resources are we acquiring from partners? Which Key Activities do partners perform? <small>Identify the activities that you cannot do well on your own. Which activities do you need to outsource? Which Key Resources do you need to acquire from partners?</small></p>	<p>Key Activities</p>  <p>What Key Activities do our Value Propositions require? Our Distribution Channels? Customer Relationship? Revenue Streams? <small>Identify the most important activities to perform. Do you need to do things differently? Do you need special equipment? Do you need special skills?</small></p>	<p>Value Propositions</p>  <p>What value do we deliver to the customer? Which one of our customer's problems are we helping to solve? What bundles of products and services are we offering to each Customer Segment? Which customer needs are we satisfying? <small>Identify the value proposition that you are offering to each customer segment. What is the benefit to the customer? What is the pain relief? What is the gain creation? What is the pain avoidance? What is the risk reduction? What is the performance improvement? What is the convenience? What is the cost reduction? What is the time saving? What is the risk reduction? What is the performance improvement? What is the convenience? What is the cost reduction? What is the time saving?</small></p>	<p>Customer Relationships</p>  <p>What type of relationship does each of our Customer Segments expect us to establish and maintain with them? Which ones have we established? How are they integrated with the rest of our business model? How costly are they? <small>Identify the type of relationship you would like to establish with each customer segment. How do you plan to establish these relationships? How are they integrated with the rest of your business model? How costly are they?</small></p>	<p>Customer Segments</p>  <p>For whom are we creating value? Who are our most important customers? <small>Identify the segments of the market that you intend to serve. Who are your most important customers? How are you going to reach them? How are you going to serve them? How are you going to charge them?</small></p>
	<p>Key Resources</p>  <p>What Key Resources do our Value Propositions require? Our Distribution Channels? Customer Relationships? Revenue Streams? <small>Identify the most important resources to perform. Do you need special equipment? Do you need special skills? Do you need special channels? Do you need special relationships? Do you need special revenue streams?</small></p>		<p>Channels</p>  <p>Through which Channels do our Customer Segments want to be reached? How are we reaching them now? How are our Channels integrated? Which ones work best? Which ones are most cost-efficient? How are we integrating them with customer routines? <small>Identify the channels that you would like to use to reach each customer segment. How are you planning to reach these segments? How are your channels integrated? Which ones work best? Which ones are most cost-efficient? How are you integrating them with customer routines?</small></p>	
<p>Cost Structure</p>  <p>What are the most important costs inherent in our business model? Which Key Resources are most expensive? <small>Identify the most important costs inherent in your business model. Which Key Resources are most expensive? Can you reduce costs by automating, outsourcing, or sharing resources? Can you reduce costs by changing your business model? Can you reduce costs by changing your distribution channels? Can you reduce costs by changing your customer relationships? Can you reduce costs by changing your revenue streams?</small></p>	<p>Revenue Streams</p>  <p>For what value are our customers really willing to pay? For what do they currently pay? How are they currently paying? How would they prefer to pay? How much does each Revenue Stream contribute to overall revenues? <small>Identify the revenue streams that you are currently generating. For what value are our customers really willing to pay? For what do they currently pay? How are they currently paying? How would they prefer to pay? How much does each Revenue Stream contribute to overall revenues?</small></p>			

www.businessmodelgeneration.com

Geschäftsmodell

<p>Schlüssel-partner</p> <p><i>Wer sind zentrale Partner & Lieferanten? Welche Schlüssel-ressourcen liefern sie, welche Schlüssel-aktivitäten führen sie aus?</i></p>	<p>Schlüssel-aktivitäten</p> <p><i>Welche Aktivitäten sind von zentraler Bedeutung?</i></p> <p>Schlüssel-ressourcen</p> <p><i>Welche Ressourcen sind von zentraler Bedeutung?</i></p>	<p>Angebotener Wert</p> <p><i>Wie lautet Ihr Nutzenversprechen? Welches Kundenproblem lösen Sie? Was bieten Sie den verschiedenen Kundengruppen an?</i></p>	<p>Kunden-beziehungen</p> <p><i>Wie gestalten Sie sie? Was wünschen Kunden?</i></p> <p>Kanäle</p> <p><i>Wie lernt man Sie kennen, wie liefern Sie? Was wünschen Kunden?</i></p>	<p>Kunden</p> <p><i>Wem helfen Sie? Wer sind Ihre wichtigsten Kunden?</i></p>
<p>Kosten</p> <p><i>Welche Kosten sind bei Ihrem Geschäftsmodell zentral? Welche Schlüsselressourcen und –aktivitäten sind am teuersten?</i></p>		<p>Einnahmen</p> <p><i>Woher und wofür bekommen Sie welche Einnahmen?</i></p>		

Wissenschaftliche Bibliothek - ZBW

Schlüssel-partner Verlage GBV Wissenschaft Andere Bibliotheken	Schlüssel-aktivitäten Content-Akquise Infrastrukturentwicklung Kundenservice Beratung	Angebotener Wert Forschungs- und Lernprozess unterstützen, Konzentration auf wiss. Arbeit ermöglichen Informationen möglichst jederzeit und überall frei verfügbar, Publikationen sichtbar machen	Kundenbeziehungen Online z.T. lokal z.T. persönlich	Kunden Wirtschaftswissenschaftler/-innen und Studierende weltweit (B2C) Wirtschaftswiss. Forschungseinrichtungen (B2B)
	Schlüssel-ressourcen Content Personal IT-Ausstattung		Kanäle Social Media Eigene Zeitschriften	
Kosten Personal Erwerbung von Publikationen, Lizenzen IT-Infrastruktur		Einnahmen Bund-Länder-Finanzierung Drittmittelprojekte		



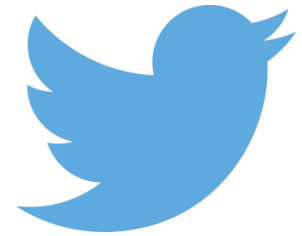
Twitter als Science 2.0-Tool

The screenshot shows a Twitter thread with three tweets. The first tweet is from Amanda L. Goodman (@godaisies) and the second is from Michael Rodriguez (@topshelver). Both tweets mention #icanhazpdf and discuss library access issues. A large orange text box is overlaid on the bottom of the screenshot, containing a title and a URL.

Amanda L. Goodman @godaisies · 16 Std.
Check out #icanhazpdf where people ask for access to the documents they need but can't get through their library. @eGathering2015

Michael Rodriguez @topshelver · 16 Std. Übersetzung anzeigen
#icanhazpdf - guerilla interlibrary loan. delighted @griffey mentioned this! #eGathering

Gardner, Carolyn Caffrey; Gardner, Gabriel J.;
Bypassing Interlibrary Loan Via Twitter: An Exploration of #icanhazpdf Requests; 2015:
<http://www.ala.org/acrl/sites/ala.org.acrl/files/content/conferences/confsandpreconfs/2015/Gardner.pdf>



Twitter als Science 2.0-Tool

Schlüssel-partner Twitter-User Investoren/ Aktionäre	Schlüssel-aktivitäten Plattform entwickeln, Kunden & Werbekunden gewinnen	Angebotener Wert Ideen und Informationen sofort und ohne Barrieren teilen Kontakte knüpfen & pflegen Austausch über Themen	Kunden-beziehungen Twitter selbst Beratung von Werbekunden	Kunden Twitter-Endkunden (B2C) = potentiell alle Twitter-Werbekunden (B2B) = Unternehmen
	Schlüssel-ressourcen Stabile & innovative Plattform/App Personal Netzwerkeffekt		Kanäle Durch Twitter direkt Andere Social Media-Plattformen Berichterstattung	
Kosten Personal IT-Infrastruktur		Einnahmen Sammlung personenbezogener Daten Werbung Aktien/Investoren		

ResearchGate

The screenshot shows the ResearchGate website interface. At the top, there is a navigation bar with tabs for Home, Q&A, Publications (highlighted), and Jobs. A search bar and user profile icon are also present. Below the navigation bar, there is a section for adding publications to a profile, featuring a user profile picture and a green button labeled "Add your publications".

Below this, there is a list of publications. The first one is by Oliveira, titled "Decision making at the front end of innovation: the hidden influence of knowledge and decision criteria". The article details include the authors (Macon Gouvêa de Oliveira, Henrique Rozenfeld, Robert Phaal, David Probert), the journal (R&D Management 03/2014; 45(2)), and the DOI (10.1111/radm.12058). There are buttons for "Request full-text", "Follow", and "Share".

The second publication is by Plüschke, titled "Market defined Innovation Success". The details include the authors (Boris Daniel Plüschke, Markus Grottko), the conference (77. Jahrestagung des Verbandes der Hochschullehrer für Betriebswirtschaft, Wien; 05/2015), and a "Show abstract" link.

On the right side, there is a section for "Browse publications from" with options: "RECENTLY PUBLISHED", "YOUR NETWORK", "YOUR FIELD OF RESEARCH" (selected), and "PUBLICATIONS YOU FOLLOW · 1".

At the bottom right, there is a modal window titled "Resend your requests to get full-texts faster". It indicates that one full-text request is still pending for the article "Project Management Theory and the Management of Research Projects". There are buttons for "View request" and "Resend request".

ResearchGate

Schlüssel-partner Wissenschaftler/-innen Investoren	Schlüssel-aktivitäten Plattform entwickeln, Content einwerben, Kunden gewinnen	Angebotener Wert Wissenschaftler vernetzen, Wissen, Publikationen, Daten, ... austauschen, wiss. Fortschritt fördern, Bibliometrie,	Kunden-beziehungen Automatisch angelegte Profile, Automatisch, Zuordnung von Publikationen	Kunden Wissenschaftler/-innen weltweit (B2C)
	Schlüssel-ressourcen Stabile & innovative Plattform, Content Personal Netzwerkeffekt		Kanäle Direkt auf RG E-Mail Automatische „Einladungen“ an Co-Autoren, ... Medienberichte	
Kosten Personal IT-Infrastruktur			Einnahmen Investoren	

figshare



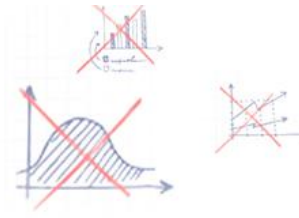
1GB of private space

taggable and easily filtered, your research data is better managed and easy to locate



Unlimited public space

upload to your heart's content
the more - the better



Publish negative data

all published research is citable

Desktop uploader



Upload all formats



Quick & simple upload



Cloud based

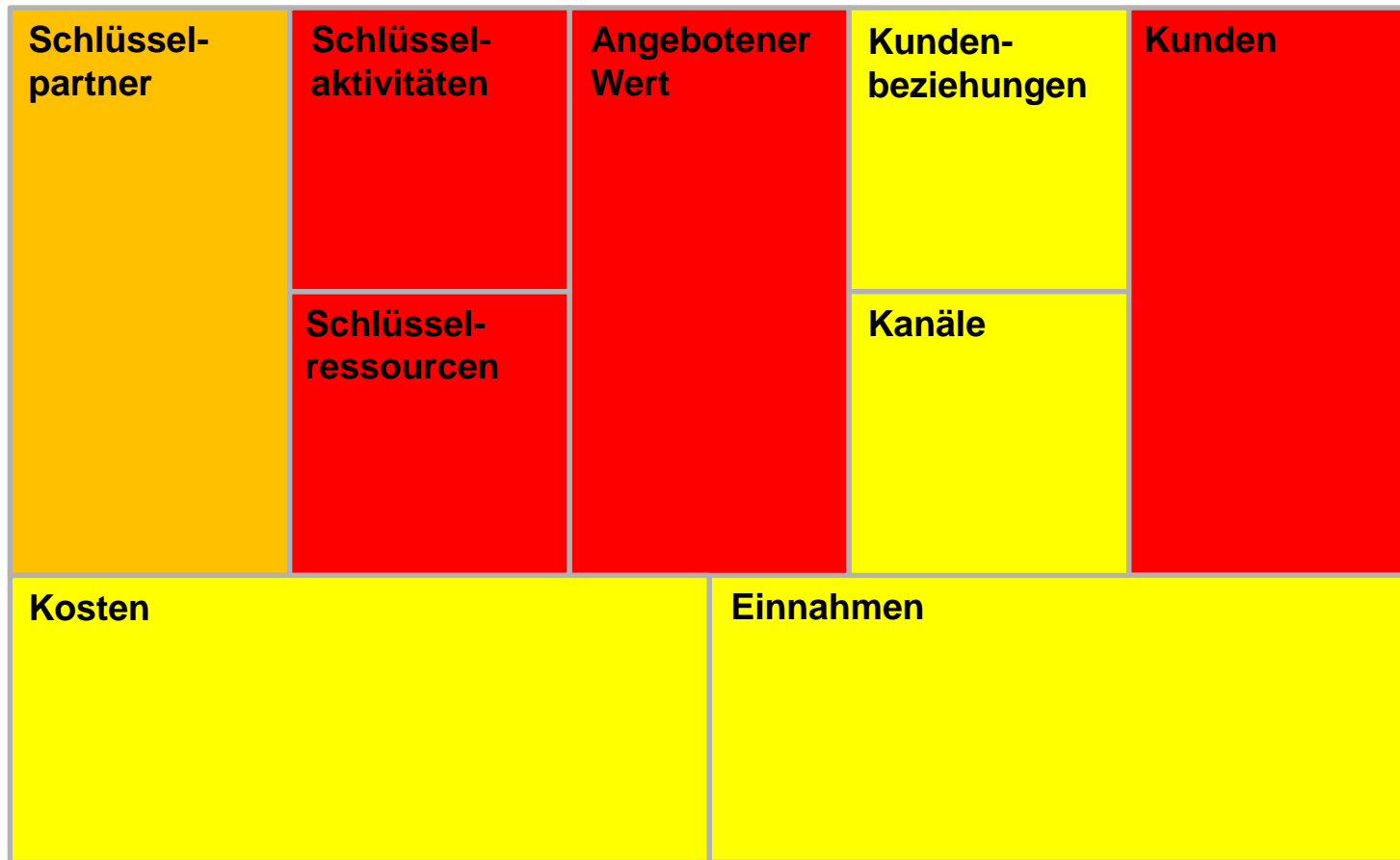
API



Collaborative spaces

<p>Schlüssel-partner</p> <p>Wissenschaftler/-innen Verlag (Macmillan Publishers)</p>	<p>Schlüssel-aktivitäten</p> <p>Plattform entwickeln, Content einwerben, Kunden gewinnen</p>	<p>Angebotener Wert</p> <p>Forschung managen & teilen Ansehen für alle Forschungsarbeit und alle Arten von Output, nicht nur Papers. Institutional repository Schneller und effektiver Wissen teilen</p>	<p>Kunden-beziehungen</p> <p>Figshare selbst Beratung von B2B-Kunden</p>	<p>Kunden</p> <p>Wissenschaftler/innen weltweit (B2C)</p> <p>Verlage Wiss. Institutionen (B2B)</p>
<p>Schlüssel-ressourcen</p> <p>Stabile & innovative Plattform, Content Personal Netzwerkeffekt</p>			<p>Kanäle</p> <p>Direkt auf figshare Andere Social Media-Plattformen Berichterstattung</p>	
<p>Kosten</p> <p>Personal IT-Infrastruktur</p>			<p>Einnahmen</p> <p>Investor (Macmillan Publishers)</p> <ol style="list-style-type: none"> 1.) Gebühr für Premium-Version 2.) Forschungsdaten-Hosting für Verlage 3.) Figshare for Institutions last year to securely host research data in the cloud, privately or publicly. 	

Geschäftsmodell-Vergleich wiss. Bibliotheken vs. Science 2.0-Tools



Unterscheidung von öffentlichen/Open Source vs. kommerziellen Science 2.0-Tools

