

Промотиране и маркетинг на научните списания в социалните мрежи и международното научно пространство

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Директор маркетинг



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Маркетингова „ФУНИЯ“ на **АКТИВНОТО** промотиране



Ръководство за промотиране на списанието



Marketing and promotion guidelines for academic journals

Table of Contents

Getting Started

1. Website (re-)design
2. Search Engine Optimisation (SEO)
3. Press announcement upon launch
4. Social media promotion
5. Inform journal editors
6. Going international

Levels of Promotion

1. Publisher level
2. Journal level
3. Article level
4. Sub-article level

Items for Promotion

Promotional Tools and Platforms

1. Press announcement
2. Blog posts
3. Social media posts
 - A. How to manage your journal's Twitter account?
4. Conferences / symposia / other events attendance

Appendix

1. Sample emails
2. Promotional materials

Нива на промотиране и маркетинг на научните списания

- На ниво издателство (корпоративно промотиране)
- На ниво списание
- На ниво отделна статия
- На ниво отделни елементи от статия
 - Метаданни
 - Изображения, мултимедия
 - Факти
- Работа в социалните мрежи
- Индикатори за резултатите

Два основни начина на промотиране и комуникация

Пасивен

- Разпространение на метаданни и съдържание
- Индексиране и архивиране
- Международен състав на авторите и редакторите
- Престижен изглед, дизайн, качество

Активен

- Маркетингови и ПР кампании
- Социални мрежи
- Реклама и рекламни материали
- Изграждане на съобщетсво около списанието

Промотиране на ниво
списание

The image displays four overlapping screenshots of open access journal websites, illustrating the diversity of open access publishing across different disciplines.

- Zoologia:** An International Journal for Zoology. The website features a dark green header with navigation links (Articles, Issues, About, Author Guidelines, Guidelines for Editors, Guidelines for Reviewers, Editorial Team). The main content area has a large image of a hand typing on a keyboard. It includes a search bar, a list of most visited papers, and a sidebar with social media links and a tweet.
- MAB (Maandblad voor Accountancy en Bedrijfseconomie):** An Open Access journal. The website has a red and white color scheme. It features a search bar, a list of most visited papers, and a sidebar with social media links and a tweet.
- Clinical Psychology in Europe:** The Official Academic Journal of the European Association of Clinical Psychologists. The website has a blue and white color scheme. It features a search bar, a list of most visited papers, and a sidebar with social media links and a tweet.
- One Ecosystem:** Ecology and Sustainability Data Journal. The website has a green and white color scheme. It features a large image of a forest, a search bar, a list of most visited papers, and a sidebar with social media links and a tweet.

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CLINICAL PSYCHOLOGY IN EUROPE

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European Association of Clinical Psychologists

	Most Visited Papers
	Most Active Editors
	Most Active Reviewers
	Most Productive Authors





Recent articles

[EACLPT Task ...](#)
 28.06.2019
 Competences of
Clinical Psychologists

Tweets by @ClinPsychEurope



Clinical Psychology in Europe (CPE)

Retweeted



Keith Petrie
@KeithPetrie

The Dutch media pick up @KateMacKrell's work on how the NZ media induced a nocebo response to an antidepressant

cpe.psychopen.eu/article/29642/

De ontdekking van de negatieve placebo - NRC nrc.nl/nieuws/2019/07...

The open access journal of Clinical Psychology in Europe, covering multiple areas of clinical psychology. The official academic journal of the European Association of Clinical Psychologists.

ISSN 2625-3410 (online)


Publication types:

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- Overviews, Latest Developments
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PR кампании във връзка с важни събития в живота на списанието

public sphere to be monitored in real time. JAMA NETWORK

More in Social & Behavior

Профили на списанието в международни платформи и бази данни

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Advanced Journal list

Journal List > Comp Cytogenet

COMPARATIVE Cytogenetics

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DOAJ DIRECTORY OF OPEN ACCESS JOURNALS

Journal of Hymenoptera Research

JHR 1070-9428 (Print), 1314-2607 (Online)

Homepage

Publisher: Pensoft Publishers

Society/Institution: International Society of Hymenopterists

Country of publisher: Bulgaria

Platform/Host/Aggregator: ARPHA

Date added to DOAJ: 18 Sep 2012

Record Last Updated: 8 Dec 2015

PUBLICATION CHARGES

Article Processing Charges (APCs): Yes: 150EUR

Submission Charges: No

Waiver policy for charges? No

More

Tables of Contents

+ Volume

+ Year

Vol. 12 2018

Vol. 11 2017

Vol. 10 2016

Vol. 9 2015

Vol. 8 2014

Vol. 7 2013

Vol. 6 2012

Vol. 5 2011

Notes on the nesting of three Sarah Kathleen Gess, Peter Alexan Journal of Hymenoptera Research Abstract Full Text

Colemanus keeleyorum (Braconidae: Ichneutinae s. l.): a new genus and species of Eocene wasp from the Green River Formation of western North America

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Research Ideas and Outcomes

Publications

Enter some words to filter items below

166 results Add filter Save search Export

RECORD ABSTRACT ARTICLE

Task-based assessment of visualization tools Erick Mata-Montero, Lilliana Sancho-Chavarria, Daniel Weiskopf

Maintenance and curation of large-sized biological taxonomic interfaces to facilitate analytical reasoning on complex datasets

2 views 0 recommend 0 0

RECORD ABSTRACT ARTICLE

Gravitational Wave Speed: Undefined. Experimental constraints Daniel Russell (2018)

Since changes in all 4 dimensions of spacetime are considered undefined, and that the Theory of Relativity is not completely accurate

0 views 0 recommend 0 0

RECORD ABSTRACT ARTICLE

Transmission Mechanism of Lewy Body-Like Pluripotent Stem Cells Cheng Lin (2018)

Grafting of cells in Parkinson's disease (PD) results in transmission mechanism of Lewy bodies is not completely understood

0 views 0 recommend 0 0

RECORD ABSTRACT ARTICLE

Novel pedagogical tool for simultaneous learning Álvaro Briz-Redón, Ángel Serrano-Aroca (2018)

Programming a computer is an activity that can be used to improve attitudes and levels of engagement in learning. Despite the fact that

0 views 0 recommend 0 0

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последние 3 месяца

последние полгода

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И заканчивая:

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Контакты

ИНФОРМАЦИЯ О ЖУРНАЛЕ

Полное название BIODIVERSITY DATA JOURNAL

Издательство

Год основания Рецензируемый

Выпусков в год Импакт-фактор JCR нет

Статей в выпуске Импакт-фактор РИНЦ 2016 нет

Сокращение Страна

Город София Регион Болгария

Печатная версия журнала

ISSN печатной версии 1314-2828 Подписной индекс Тираж

Электронная онлайн версия журнала

ISSN онлайн версии Вариант представления

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SCOPUS нет Всего выпусков 12 Доступный архив 01.2013 - 01.2018

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Перечень ВАК Цитирований 276 Мультидисциплинарный нет

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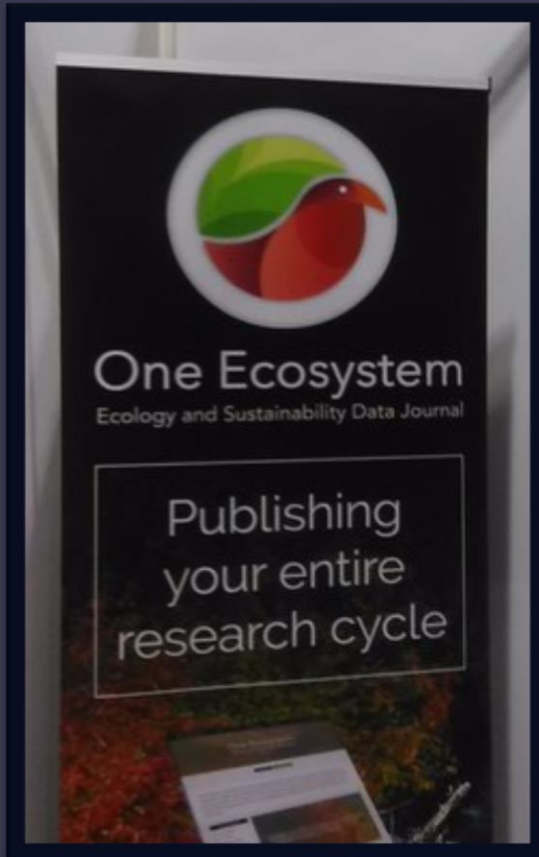
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Aims & Scope The journal will publish papers in biodiversity science containing taxonomic, floristic/faunistic, morphological, genomic, phylogenetic, ecological or environmental data on any taxon of any geological age from any part of the world.

BIUSC article 26006.pdf

BIUSC article 26003.pdf





Развитие на бранда на списанието: брошури, листовки, баннери, стикери, тениски и др.



Участие в конференции, щандове, спонсорство



Създаване и активна работа в профилите на списанието в социалните мрежи



Research Results in Pharmacology

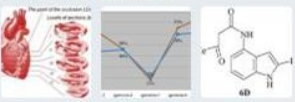
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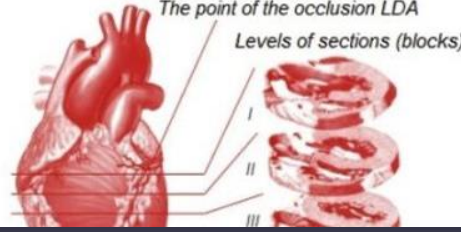


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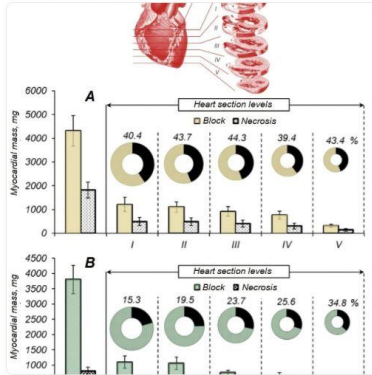
Research Results in Pharmacology

@RRPharmacology

Promising pharmacological agent with a high activity towards various electrophysiological disorders in the heart + significant antiischemic and coronary vasolidating properties

Study: doi.org/10.3897/rrphar...

#Cardiology #CardiovascularDisease #Pharmacology #Medicine



7:45 AM · 3 Sep 2018

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Research Results in Pharmacology
Published by Iva Kostadinova · 1 November at 13:22 ·

While mortality in patients of community-acquired pneumonia is steadily increasing in Russia, scientists from the KNOCAP project tested the knowledge of 110 physicians and 222 medical students



Research Results in Pharmacology
Published by Iva Kostadinova · 28 October ·


Eye fundus image & functional state of the retina completely restored when correcting experimental hypertensive neuroretinopathy with C7070 substance

The study, conducted with white lab rats, aimed to test and compare the efficacy of dimethylaminoethanol derivative 7-16, C7070 and picamilon.

Find more in the paper openly accessible with us at: <https://doi.org/10.3897/rrpharmacology.4.29388>

Белгородский государственный национальный исследовательский университет
#pharmacology #medicine #MedicalScience #retinopathy #neuroretinopathy

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Дигитализация и излагане на цялото публикувано съдържание от списанието



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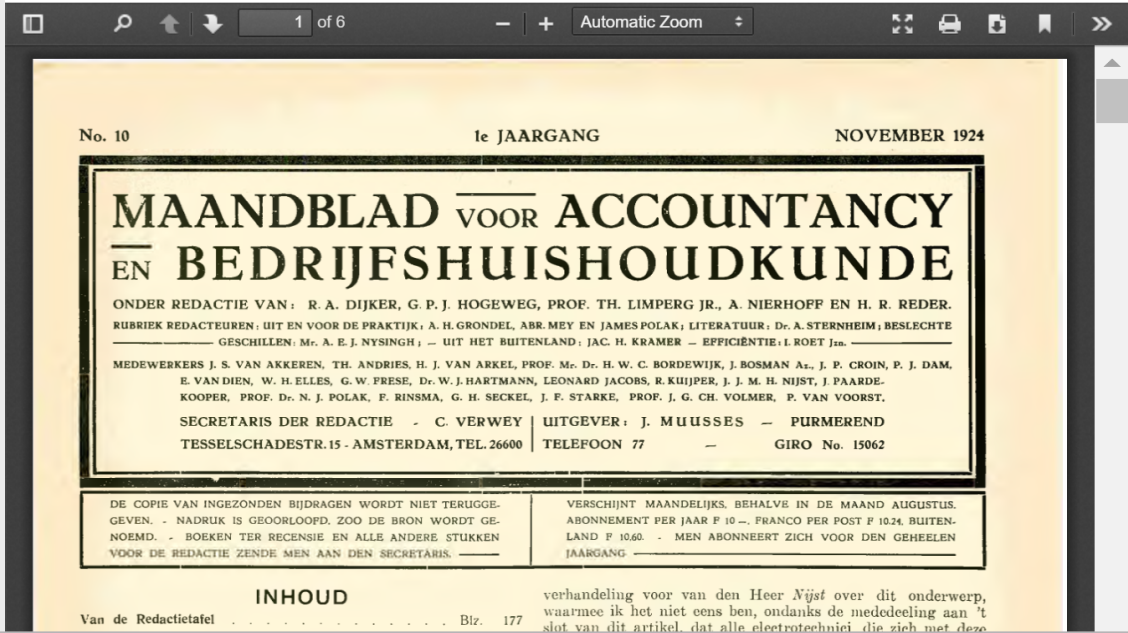
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Article

Maandblad Voor Accountancy en Bedrijfseconomie 1(11): 177-182
<https://doi.org/10.5117/mab.1.11940> (01 Nov 1924)

VERDEELING DER VASTE KOSTEN BIJ DE VASTSTELLING VAN ELECTRICITEITSTARIEVEN (INHOUD: NOVEMBER 1924 NO. 10)

▼ H. A. J. Jansen



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Conflict of interest

The author has declared that no competing interests exist.

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 Research Results in Pharmacology







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Research Article

Research Results in Pharmacology 4(2): 133-150
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What's happening?

[#RRPharmacology: 2-phenyl-1-\(3-pyrrolidin-1-yl-propyl\)-1 H-indole hydrochloride \(SS-68\): Antiarrhythmic and cardioprotective activity and its molecular mechanisms of action \(Part I\)](#)
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ular arrhythmias
ns of intact and infarcted
of atrial cardiac rhythm

Abstract ▲

Introduction. The problem of he
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Materials and methods. To study the anti-arrhythmic activity of SS-68 compound, the following models were used: 1) Models of cardiogenic arrhythmia: aconitine-induced, calcium chloride-induced, barium chloride-induced, cesium chloride-induced, adrenaline model of arrhythmia, strophanthine-induced arrhythmias, as well as arrhythmias caused by electrostimulation and acute myocardial ischemia; 2) neurogenic arrhythmias: arrhythmias caused by administration of aconitine, strophanthine K, cesium chloride into the IV ventricle of the brain and also by applying carbachol on the somatosensory cortex. To assess the antianginal activity of SS-68 in various models, the effect of this drug and comparators on the intact and ischemic myocardium was studied.

The effect of SS-68 on coronary circulation, contractile activity of the myocardium and general hemodynamics in conditions of intact myocardium

The influence of SS-68 compound on coronary circulation, contractile myocardial activity and general hemodynamics in conditions of ischemic myocardium

Discussion

Conclusions

References

Author contributions

Благодарствени писма до авторите, рецензентите и редакторите в деня на публикуване

Dear Mrs Iliyana Kuzmova:

We are pleased to inform you that your paper #24777 "[Dispatch from the field II: the mystery of the red and blue *Opadometa* male \(Araneae, Tetragnathidae, *Opadometa sarawakensis*\)](#)" was published in Biodiversity Data Journal, doi: 10.3897/BDJ.6.e24777.

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☒ and
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Animalia ×

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- ☐ Incertae sedis
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Short Communication doi: 10.3897/zookeys.748.22323

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Julio A. Lemos-Espinal, Geoffrey R. Smith, Hector Gadsden-Esparza, Rosaura Valdez-Lares, Guillermo A. Woolrich-Piña

Checklist doi: 10.3897/zookeys.748.22768

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On a new species of *Micrambe* from Africa (Coleoptera, Cryptophagidae)

José Carlos Otero, José Manuel Pereira

Research Article doi: 10.3897/zookeys.748.23856

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Engagement rate	~10%	~10%	~10%	~10%	~10%	~10%	~10%

Research Results in Pharmacology @RRPharmacology · Nov 6

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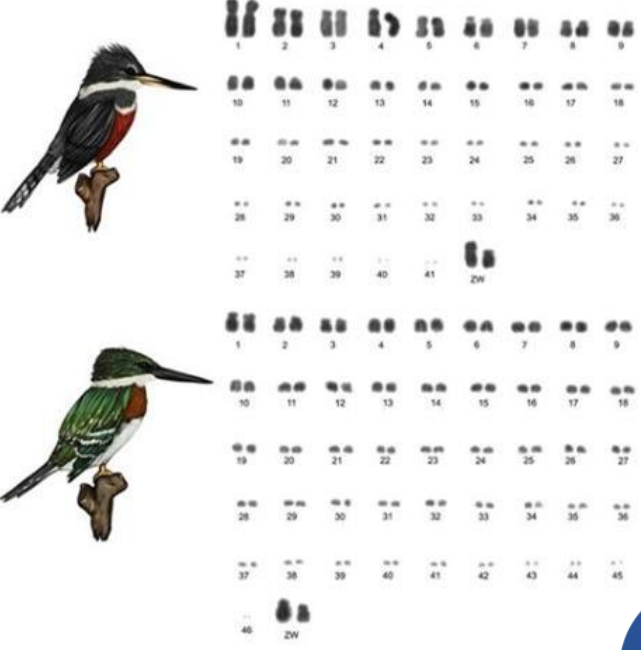
Comparative Cytogenetics
Published by Iva Kostadinova [?] · 10 May ·

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Karyotype description & comparative analysis in Ringed Kingfisher & Green Kingfisher

Kingfishers comprise about 115 species of particular interest in cytogenetics, since they are among the birds with the most heterogeneous karyotypes.

Find more in the paper openly accessible with us at:
<https://doi.org/10.3897/compcytogen.v12i2.23883> ... See more



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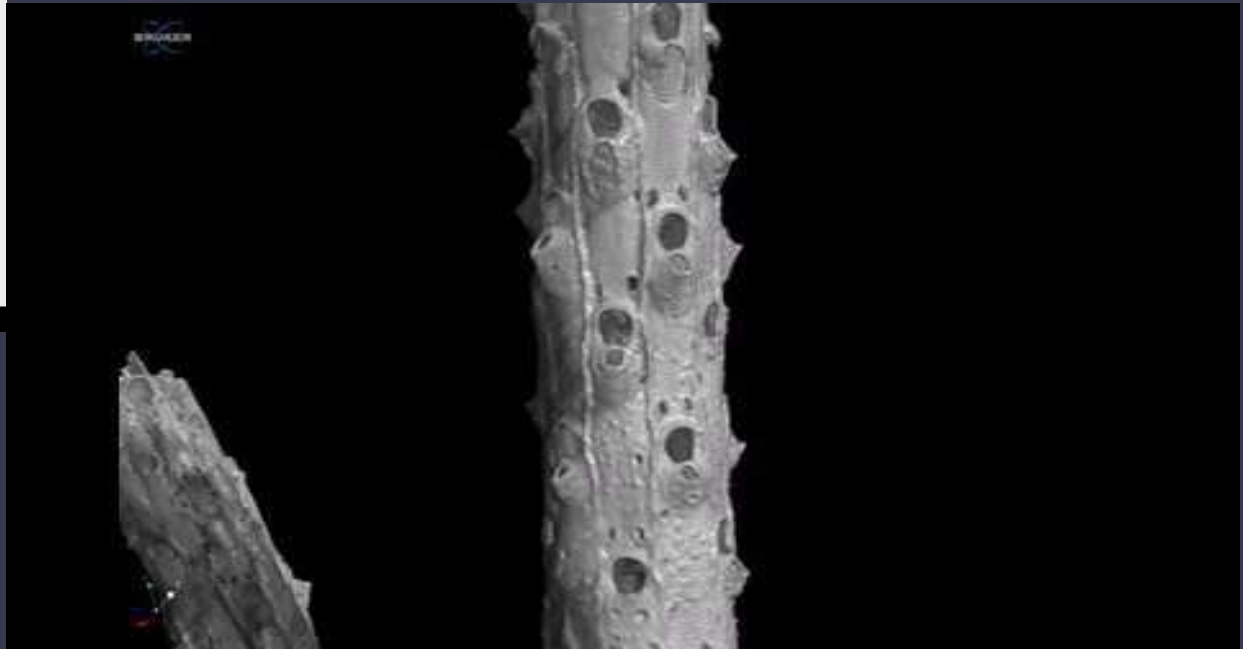
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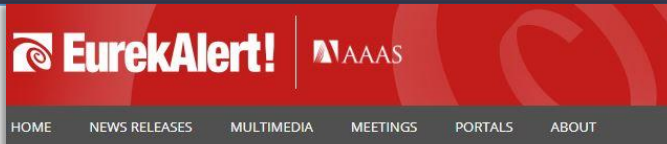
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NEWS RELEASE 16-JUL-2019

Field research in Turkmenistan's highest mountain reveals high biological diversity

New open-access book presents a comprehensive report on the remarkable ecosystems of the Koytendag nature reserve

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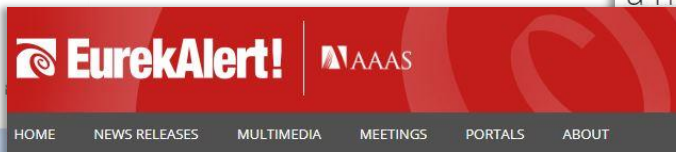


IMAGE: CAMERA TRAP IMAGE OF MALE MARKHOR (CAPRA FALCONERI) AT THE KOYTENDAG STATE NATURE RESERVE. [view more >](#)

CREDIT: KOYTENDAG STATE NATURE RESERVE

Situated in the extreme south-east of Turkmenistan: on the border with Uzbekistan and to the border with Afghanistan, Koytendag presents one of the most distinct landscapes in Central Asia. Reaching elevations of up to 3,137 m, this is also the highest mountain in Turkmenistan.

Koytendag State Nature Reserve and its three Wildlife Sanctuaries: Hojapil, Garlyk and Hojaburjbelent, were established between 1986 and 1990 to protect and preserve the mountain ecosystem of the Koytendag region and maintain the ecological balance between the environment and increasing economic activities.



NEWS RELEASE 5-AUG-2019

Recursive language and modern imagination were acquired simultaneously 70,000 years ago

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A genetic mutation that slowed down the development of the prefrontal cortex (PFC) in two or more children may have triggered a cascade of events leading to acquisition of recursive language and modern imagination 70,000 years ago.

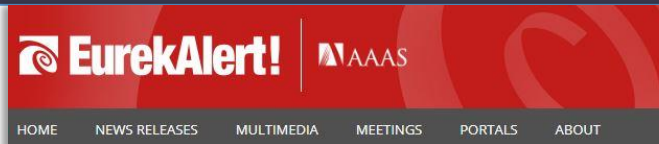
This new hypothesis, called Romulus and Remus and coined by Dr. Vyshedskiy, a neuroscientist from Boston University, might be able to solve the long-standing mystery of language evolution. It is published in the open-science journal *Research Ideas and Outcomes (RIO)*.

Numerous archeological and genetic evidence have already convinced most paleoanthropologists that the speech apparatus has reached essentially modern



IMAGE: THE LION-MAN SCULPTURE FROM GERMANY (DATED TO 37,000 YEARS AGO) MUST HAVE BEEN FIRST IMAGINED BY THE ARTIST BY MENTALLY SYNTHESIZING PARTS OF THE MAN AND BEAST TOGETHER AND THEN... [view more >](#)

CREDIT: JDUCKECK (PUBLIC DOMAIN, <https://commons.wikimedia.org/wiki/>)



PUBLIC RELEASE: 1-APR-2019

Tiger geckos in Vietnam could be the next species sold into extinction, shows a new survey

Exotic reptiles are already proposed to be listed by the Convention on International Trade in Endangered Species of Wild Fauna and Flora

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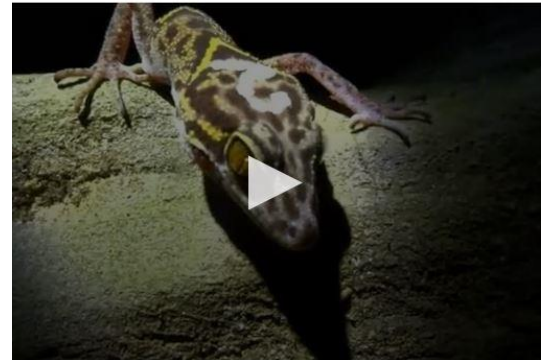
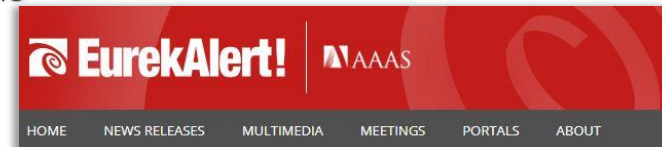


IMAGE: A CAT BA TIGER GECKO (GONIUROSaurus CATBAENSIS) IN ITS NATURAL HABITAT. [view more >](#)
CREDIT: DNA VAN SCHINGEN

Further information about the conservation status of tiger gecko species is largely lacking. These Asian lizards are already particularly vulnerable to extinction, as most of them have a very restricted distribution. Furthermore, they have been facing severe declines in the last two decades, mostly due to overcollection for the international exotic pet trade. This is the case of the Cat Ba Tiger Gecko, whose tiny populations can only be found on Cat Ba Island and a few islands in the Ha Long Bay (Vietnam).

As part of a study, a Vietnamese-German research team, led by PhD candidate Hai Ngoc Ngo



NEWS RELEASE 2-MAY-2019

Dwarfs under dinosaur legs: 99-million-year-old millipede discovered in Burmese amber

A 3D reconstruction of the fossil allowed for the description of an entirely new suborder

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VIDEO: 3D RECONSTRUCTION OF THE NEWLY DESCRIBED SPECIES (BURMANOPETALUM INEXPECTATUM). [view more >](#)

CREDIT: LEIF MORITZ

ПР кампания за отделна статия

PUBLIC RELEASE: 4-FEB-2016

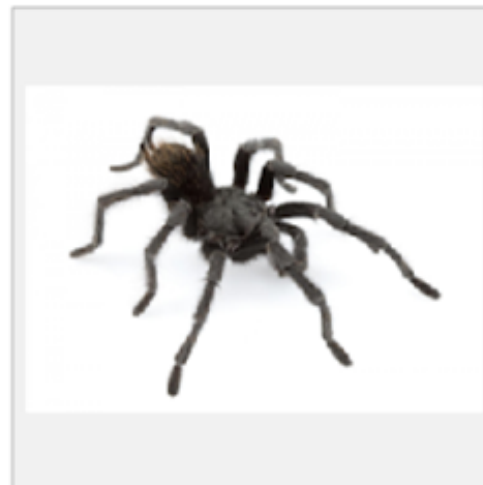
New tarantula named after Johnny Cash among 14 spider species found in the United States

PENSOFT PUBLISHERS



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A new species of tarantula named after the famous singer-songwriter Johnny Cash is one of fourteen new spiders discovered in the southwestern United States. While these charismatic spiders have captured the attention of people around the world, and have been made famous by Hollywood, little was actually known about them. The new descriptions nearly double the number of species known from the region. Biologists at Auburn University and Millsaps College have described these hairy, large-bodied spiders in the open-access journal *ZooKeys*.



Media Contact

Chris A. Hamilton
chris@8legs2fangs.com

@Pensoft

<http://www.pensoft.net>

More on this News

New tarantula
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PENSOFT PUBLISHERS

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Black tarantula named after John

By Jonathan Webb
Science reporter, BBC News

4 Feb

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Life ain't easy for a spider named Johnny Cash

Scientists name species of tarantula discovered near Folsom prison in honour of country music legend

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Speaking of Science

New species of tarantula found near Folsom Prison named for Johnny Cash

By Rachel Feltman February 5, 2016

CNN


Regions U.S. Africa Americas Asia China Europe Middle East Opinion

International Edition

New tarantula species found near Folsom Prison named for Johnny Cash

By Emanuella Grinberg, CNN

Updated 0001 GMT (0801 HKT) February 6, 2016



Aphonopelma johnnycashi is named for its stumbling grounds near California's Folsom Prison.

Story highlights

(CNN) — An expansive, decade-long survey of tarantulas in the United States has uncovered 14 new species, including one named after the "Man in Black."

Aphonopelma johnnycashi, named for Johnny Cash, can be found around Folsom State Prison in California, where Cash made a famous recording and

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Биология История Космос Медицина Мракобесие Наука и власть Социал

Новый вид тарантула назван в честь Джонни Кэша

05.02.2016 | 14:21

Американские биологи описали новый вид паука и назвали его в честь Джонни Кэша. Это один из 14 новых видов пауков, открытых в юго-западе США. Их описание опубликовано в журнале ZooKeys.

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Nachrichten > Wissenschaft > Natur > Spinnen > Aphonopelma johnnycashi: Spinne nach Johnny Cash benannt

Neue Spinnenart entdeckt

Aphonopelma johnnycashi

In den USA gibt es 50 verschiedene Arten von Vogelspinnen, dachten Forscher. Als sie nachzählten, fanden sie viele davon nicht - aber dafür 14 neue Spezies. Eine davon trägt nun einen berühmten Namen.



Aphonopelma johnnycashi: Schwarzes Prachtstück

Dr. Chris A. Hamilton

Отразяване на статията във водещите световни медии

Taxonomic revision of the tarantula genus *Aphonopelma* Pocock, 1901 (Araneae, Mygalomorphae, Theraphosidae) within the United States

Overview of attention for article published in *ZooKeys*, February 2016



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Newsweek, 29 Dec 2016

Humans have made their way to the moon, landed rovers on Mars and sent spacecraft to the outer reaches of the solar system.

EurekAlert!

Publishing platform ARPHA partners with Altmetric to track online attention to research

EurekAlert!, 30 Nov 2016

With a research output mentioned online every 1.8 seconds, it only makes sense for the science community to grow curious of how...

CNN

The plant named after Bond. James Bond,

CNN News, 04 May 2016

Sure, it's not as exciting to Bond fans, but sometimes in life you get the Bond girl, and sometimes you get the Bond plant.

WMUR

Is there a plant named after James Bond? Kinda

ABC News WMUR 9, 04 May 2016

James Bond is getting his very own plant! Well, sort of. A new subgenus of Caribbean plant has been officially named Jamesbondia.

noodls

Tarantula named in honor of Virginia Tech entomologist Paul Marek

Noodls, 26 Feb 2016

Virginia Tech - Virginia Polytechnic Institute [...] (via noodles) / BLACKSBURG, Va., Feb.

San Jose Mercury News

New tarantula species found near Folsom prison named after singer Johnny Cash

San Jose Mercury, 16 Feb 2016

A tarantula named after singer Johnny Cash is among 14 new species identified by scientists who spent a decade collecting the...

Winnipeg Free Press

New tarantula species named after singer Johnny Cash

Winnipeg Free Press, 16 Feb 2016

A tarantula named after singer Johnny Cash is among 14 new species identified by scientists who

The Chronicle Herald

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A tarantula named after singer Johnny Cash is among 14 new species identified by scientists who

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johnny cash tarantula

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Tarantula Species Named After Johnny Cash

The *aphonopelma johnnycashi* was discovered near Folsom Prison, which the music icon made famous with his song Folsom Prison Blues.

🕒 Friday 5 February 2016 01:17, UK

sky NEWS



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Once an article is published...

Research Results in Pharmacology 4(2): 133-150
<https://doi.org/10.3897/rrpharmacology.4.28592> (31 Aug 2018)

2-phenyl-1-(3-pyrrolidin-1-yl-propyl)-1 H-indole hydrochloride (SS-68): Antiarrhythmic and cardioprotective activity and its molecular mechanisms of action (Part I)

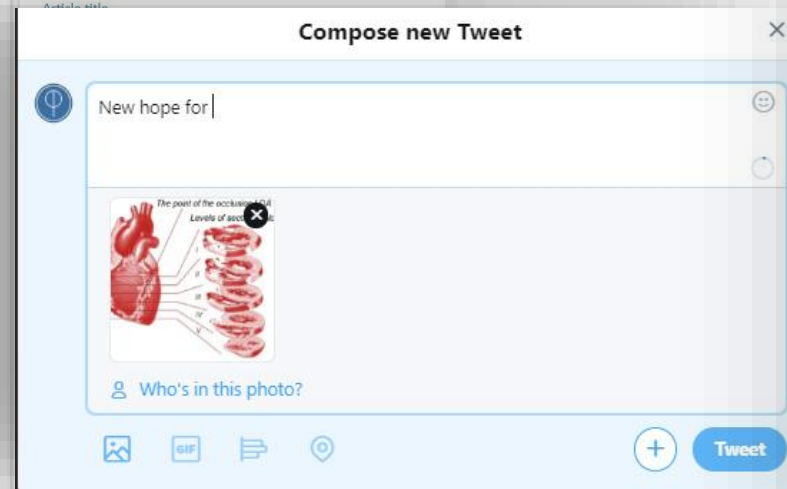
▼ Saida K. Bogus, Pavel A. Galenko-Yaroshevsky, Konstantin F. Suzdalev, Galina V. Sukoyan, Valery G. Abushkevich

Abstract

Introduction. The problem of heart rhythm disturbances is one of the most urgent topics of modern cardiology. According to the currently available concepts, 1,2- and 1,3-disubstituted aminolindole derivatives, which compound 2-phenyl-1-(3-pyrrolidin-1-yl-propyl)-1H-indole hydrochloride (SS-68) belongs to, are a promising chemical group in terms of their cardio-pharmacological activity.

Materials and methods. To study the anti-arrhythmic activity of SS-68 compound, the following models were used: 1) Models of cardiogenic arrhythmia: aconitine-induced, calcium chloride-induced, barium chloride-induced, cesium chloride-induced, adrenaline model of arrhythmia, strophanthine-induced arrhythmias, as well as arrhythmias caused by electrostimulation and acute myocardial ischemia; 2) neurogenic arrhythmias: arrhythmias caused by administration of aconitine, strophanthine K, cesium chloride into the IV ventricle of the brain and also by applying carbachol on the somatosensory cortex. To assess the antianginal activity of SS-68 in various models, the effect of this drug and comparators on the intact and ischemic myocardium was studied.

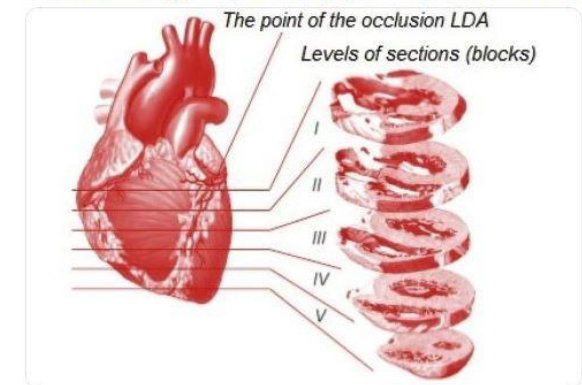
Results. It was found that with cardiogenic arrhythmias, SS-68 compound exhibits a pronounced antiarrhythmic effect and brings to normal the electrophysiological pattern of the heart, in most cases exceeding the analogous effect of reference drugs (amiodarone, lidocaine, aymaline, ethacizine, etmozine, quinidine anaprilin). In neurogenic arrhythmias, SS-68 also had a stopping effect, and, in addition, reduced the epileptiform activity of the brain in the model with the application of carbachol on the somatosensory cortex. In the study of antianginal and coronary vasodilating activities, SS-68 demonstrated pronounced thrombolytic and anti-ischemic activities, manifested in an increase in the coronary blood flow, a positive effect on ST-segment depression, and a decrease in the area of necrosis in experimental myocardial infarction.



Research Results in Pharmacology
@RRPharmacology

New hope for a wide range of #HeartRhythm disorders (incl #arrhythmias & #AtrialFibrillation), following promising tests of a new pharmacological agent (indole derivative).

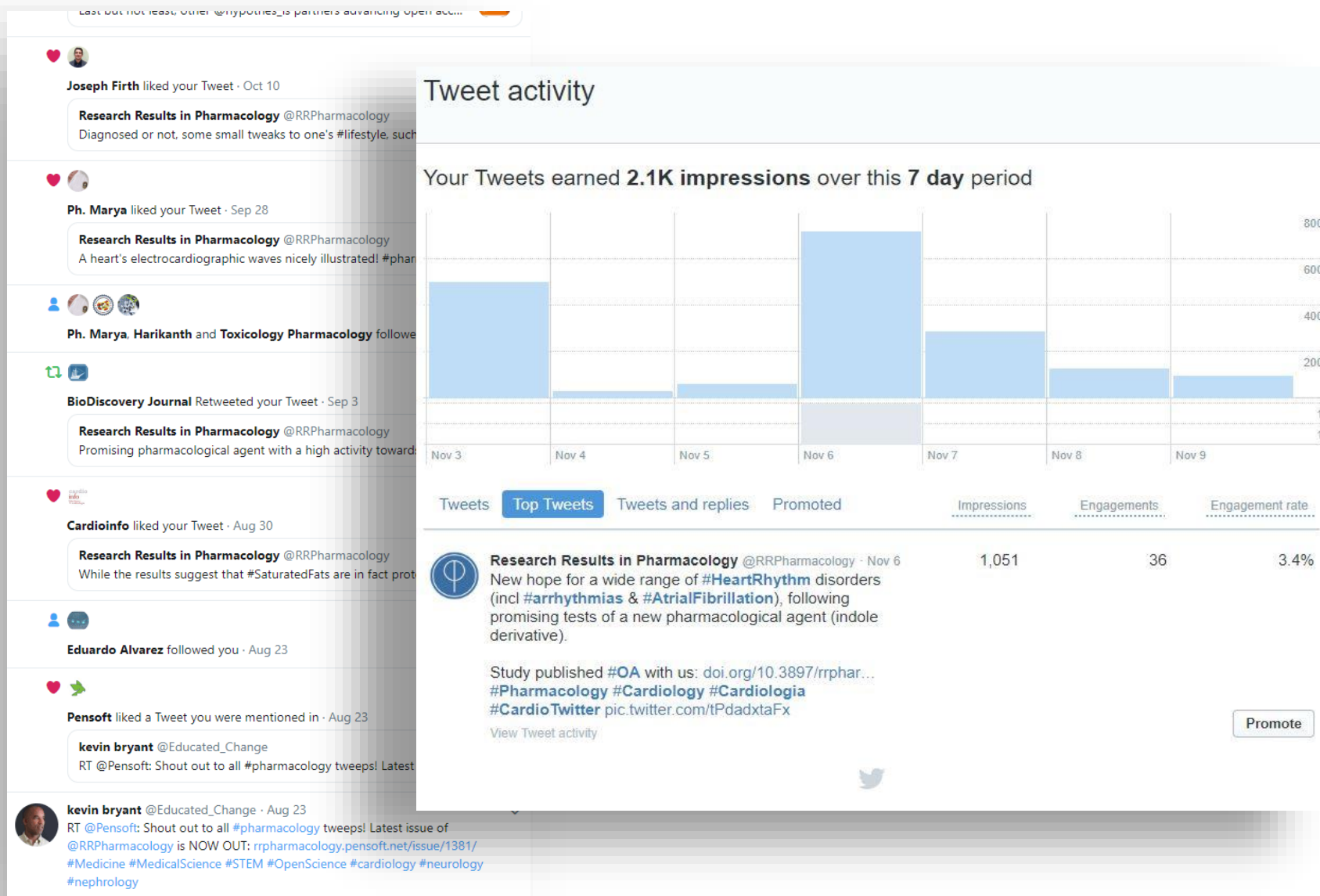
Study published #OA with us:
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3:16 AM - 6 Nov 2018

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Развитие и ефект от постове



Персонализация на постове

RuJE @RuJEconomics

"Russia is one of the largest contributors in the world to [#CO2](#) [#emissions](#) after the US and India in total kilotons. In terms of kilogram of CO2 emission per 2010 dollars of GDP in 2014, Russia left behind ..."

Study: doi.org/10.3897/j.ruje...

Russia is one of the largest contributors in the world to carbon dioxide (CO₂) emissions and India in total kilotons (kt). However, in terms of kilogram of CO₂ emission per 2010 dollars of GDP in 2014, Russia left the US far behind with 0.99 kg compared to 0.33 kg in the US. The tendency of decline in CO₂ emissions among developed countries, CO₂ emissions have declined since 1998. Russia has increased CO₂ emissions by 14 percent, making an 8 percent increase since 2009. The changes are in favor of the environment, however, if GDP is taken into account, per 2010 dollars of GDP declined by 45.6 percent in 2014 from 1998 levels and by 50.6 percent in 2014 from 1998 levels. This is explained by the use of more environmentally-friendly equipment in the growth of the Russian economy.

In 2015, the Russian Federation declared, as its target of intended nationally determined contribution (INDC), a decrease in the level of greenhouse gas (GHG) emissions by 25–30 percent by 2030. However, this target is criticized in literature on the grounds that, in 2012, Russia already 68 percent of the 1990 level (Korppoo and Kokorin, 2017). Even though Russia is working to maintain it for the next decade, it continues to be one of the largest CO₂ emissions in the world.

8:04 AM - 16 Oct 2018

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Veli-Pekka Tynkkynen, Marco Siddi, Laurent Coumel and 7 others

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Veli-Pekka Tynkkynen @VPTynkkynen · Oct 17

Replying to @RuJEconomics @MarcoSiddi and 8 others

Interesting. But pretty odd way to put it: "Russia left the US say as it is: "Russia is three time less effective when it come per GDP dollar"?"

RuJE @RuJEconomics · Oct 17

We can assume that the Author used this hyperbole to stress the point.

ImSerious @conditionAppleJ · Oct 16

Replying to @RuJEconomics @VPTynkkynen and 9 others

Sorry I didn't read it to find the answer myself, but it looked like My question is, how much manufacturing has been outsourced comparable to US outsourcing?

RuJE @RuJEconomics · Oct 17

Good question! The simple answer is: not comparable. The Author mentions this

RuJE @RuJEconomics · Oct 10

Has the era of big innovative theoretical ideas in [#economics](#) passed? "Economic science began with trying to become like physics but actually has become like medical statistics", writes prof. Kapelyushnikov in his essay. doi.org/10.3897/j.ruje... [#BehavioralEconomics](#) [#epistemology](#)

Whither modern economics? Subjective semi-sociological observations*

Rostislav Kapelyushnikov

Abstract

The paper summarizes main recent sociological, epistemological, methodological and ideological trends in modern economics and tries to evaluate its current state and further perspectives. Special attention has been paid to a change in economists' methodological ideal: economic science began with trying to become like physics but, actually has become like medical statistics. The paper's general conclusion is that what we are witnessing today in modern economics is simply an ordinary working state rather than a triumph or a crisis. However, that state is not very promising since the period of new large theoretical ideas seems to be over for economics, the new atheoretical tendency in it is becoming stronger and in the very near future, economics is most likely to become more and more interventionist.

Keywords

econometrics, epistemology, experiments, behavioral economics, methodology, Ideology.

Economic Sociology & Political Economy, Robert Dur, Carolina Alves and Robert Lepenies

Carolina Alves @cacrisalves · Oct 10

This looks interesting. Thanks for sharing!

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You are very welcome!

8:59 AM - 10 Oct 2018

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Rational for [#openbanking](#) as identified by [#DavidBearmore](#) of @odiHQ: *increasing competition in the banking sector; *stimulating innovation; *increasing customer access to data; *financial inclusion/reducing poverty

1:32 AM - 20 Sep 2018

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Примери за разпространение на отделни елементи от статията

Australutica africana n. sp.

urn:lsid:zoobank.org:act:40BD6CA4-1A94-445F-9CDA-BE42EFF39DB6

Figures 1-7

Description Male: total length 5.00 mm; carapace 2.68 mm long, 1.88 mm wide, TI + PI: 1.92.

Colour: carapace yellow, darkened along margin and with two black longitudinal bands and a black spot behind the fovea (Figs 1, 7); fovea orange. Sternum pale yellow, slightly suffused with black along lateral margins. Chelicerae brownish yellow. Legs yellow except femora with broad dark distal rings on all pairs and smaller dark patches at the base of posterior pairs; tibiae with faint darker suffusion on sides. Abdomen pale; dorsum with faint darker pattern delimiting pale chevrons on posterior part. Spinnerets pale yellow.



Type material Holotype: male: South Africa, Limpopo Province, Soutpansberg, Lajuma, 23°02'29"S 029°26'45"E, 17.XI.2004, pitfalls in woodland, M. Mafadza (NCA 2006/1002).

Paratypes: 4 ♂: together with holotype (1 ♂ in MRAC 223765).

Other material examined None.

Nomenclature

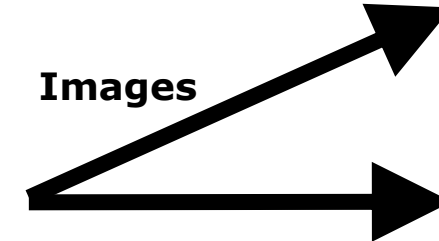


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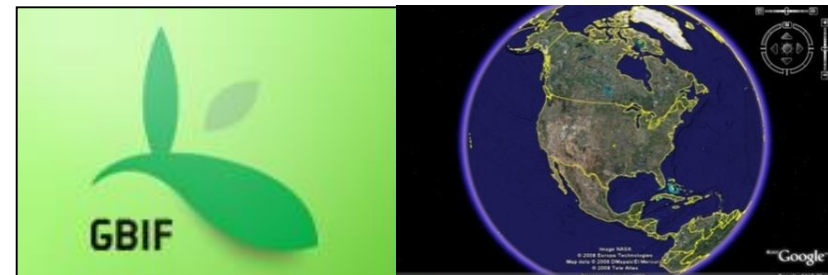
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Статистика на ниво статия

Eupolybothrus cavernicolus Komerički & Stoev sp. n.
(Chilopoda: Lithobiomorpha: Lithobiidae): the first
eukaryotic species description combining
transcriptomic, DNA barcoding and micro-CT imaging
data

▼ Pavel Stoev, Ana Komericki, Nesrine Akkari, Shanlin Liu, Xin Zhou, Alexander M. Weigand, Jeroen Hostens, Christopher I. Hunter, Scott C. Edmunds, David Porco, Marzio Zapparo, Teodor Georgiev, Daniel Mietchen, David Roberts, Sarah Faulwetter, Vincent Smith, Lyubomir Penev

Abstract

We demonstrate how a classical taxonomic description of a new species can be enhanced by applying new generation molecular methods, and novel computing and imaging technologies. A cave-dwelling centipede, *Eupolybothrus cavernicolus* Komerički & Stoev sp. n. (Chilopoda: Lithobiomorpha: Lithobiidae), found in a remote karst region in Knin, Croatia, is the first eukaryotic species for which, in addition to the traditional morphological description, we provide a fully sequenced transcriptome, a DNA barcode, detailed anatomical X-ray microtomography (micro-CT) scans, and a movie of the living specimen to document important traits of its ex-situ behaviour. By employing micro-CT scanning in a new species for the first time, we create a high-resolution morphological and anatomical dataset that allows virtual reconstructions of the specimen and subsequent interactive manipulation to test the recently introduced ‘cybertype’ notion. In addition, the transcriptome was recorded with a total of 67,785 scaffolds, having an average length of 812 bp and N50 of 1,448 bp (see GigaDB). Subsequent annotation of 22,866 scaffolds was conducted by tracing homologs against current available databases, including Nr, SwissProt and COG. This pilot project illustrates a workflow of producing, storing, publishing and disseminating large data sets associated with a description of a new taxon. All data have been deposited in publicly accessible repositories, such as GigaScience GigaDB, NCBI, BOLD, Morphbank and Morphosource, and the respective open licenses used ensure their accessibility and re-usability.

Keywords

Cybertaxonomy, gene sequence data, micro-CT, data integration, molecular systematics, caves, Croatia, biospeleology

Introduction

While 13,494 new animal species were discovered by taxonomists in 2012 ([Index of Organism Names](#)), animal diversity on the planet continues to decline with unprecedented speed ([Palmford et al. 2003](#)).

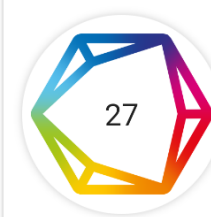






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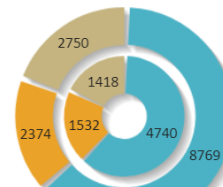
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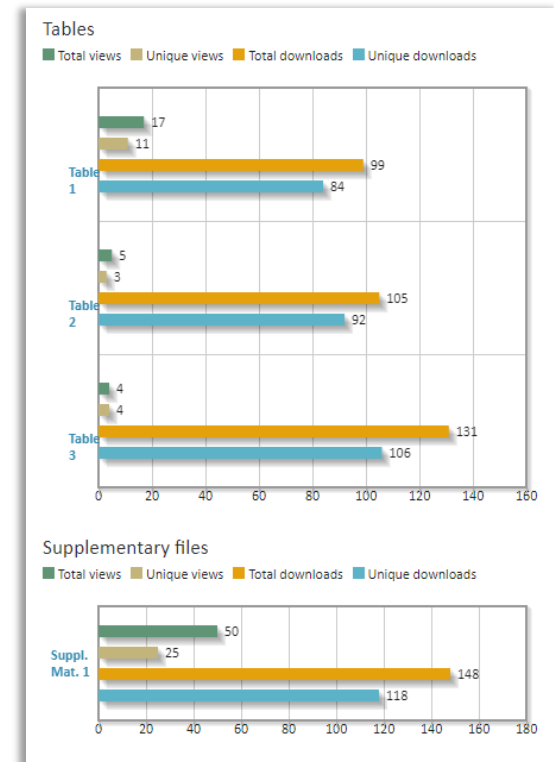
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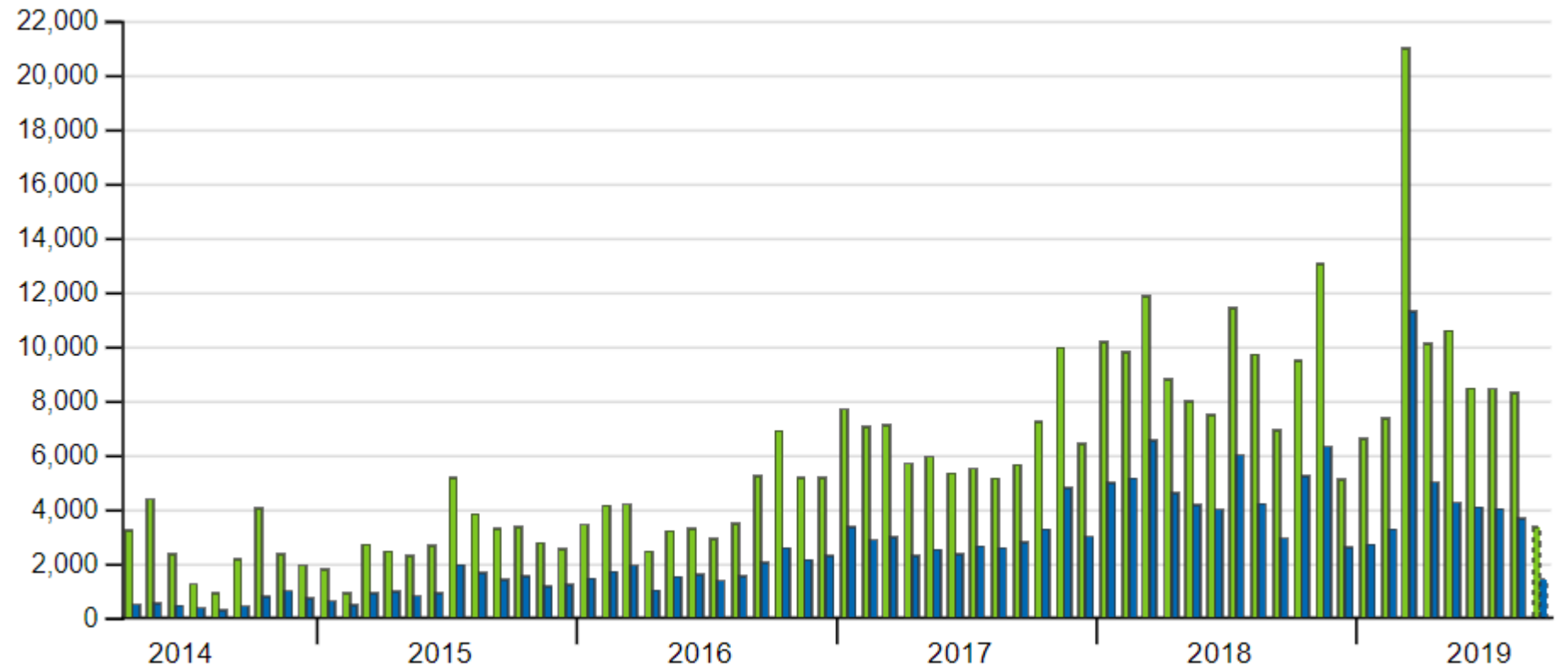
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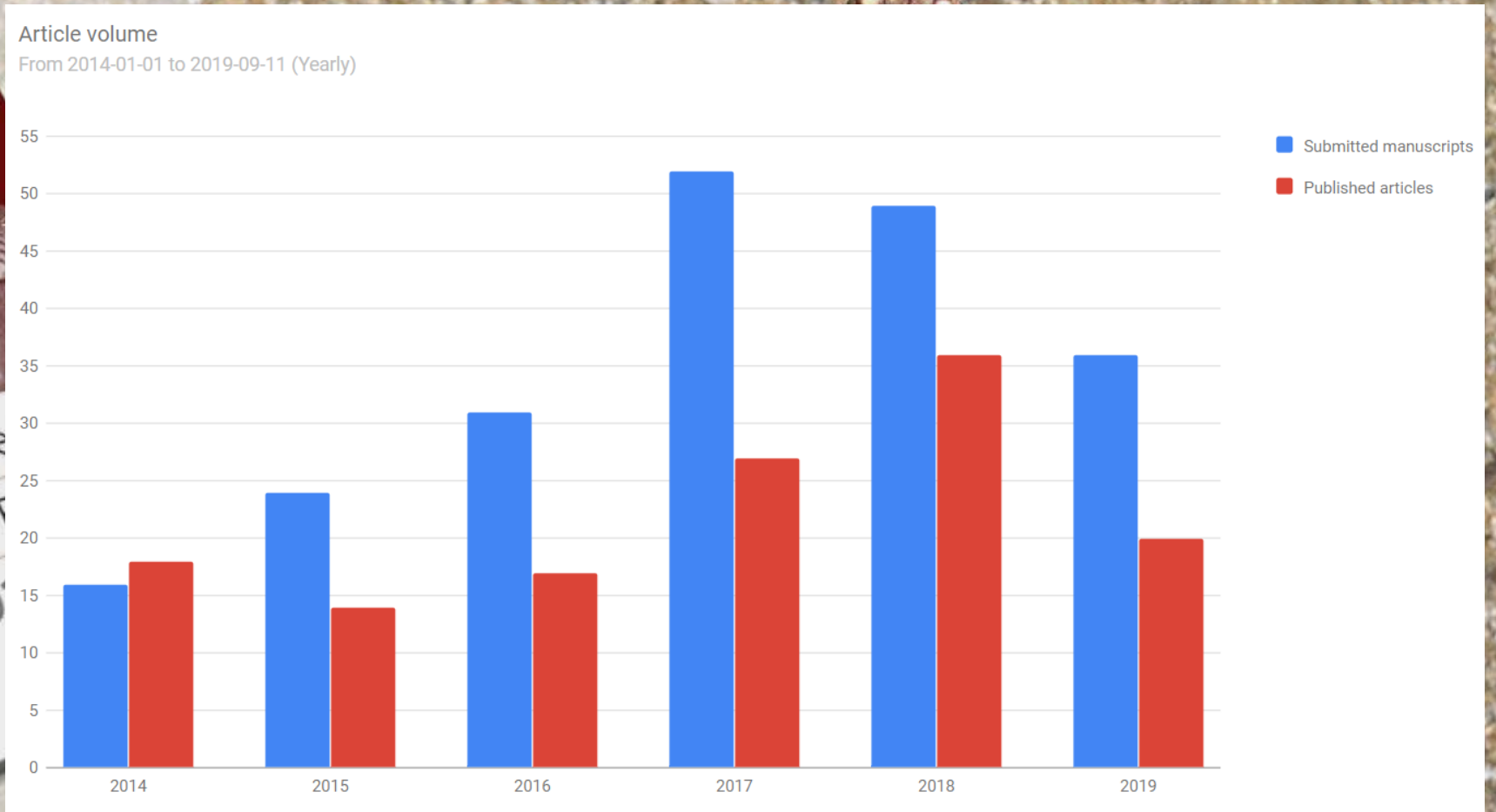
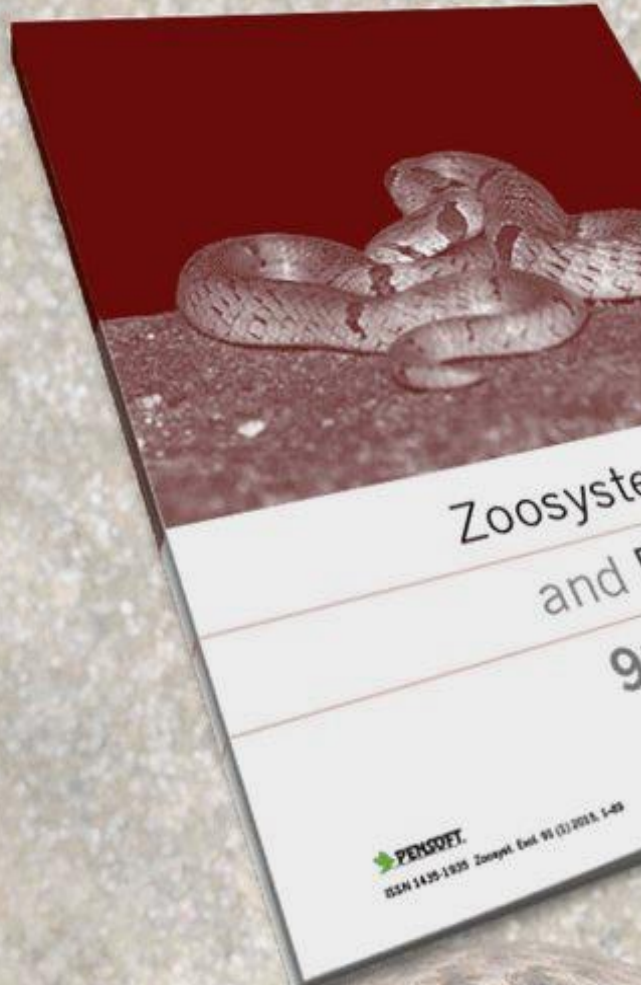


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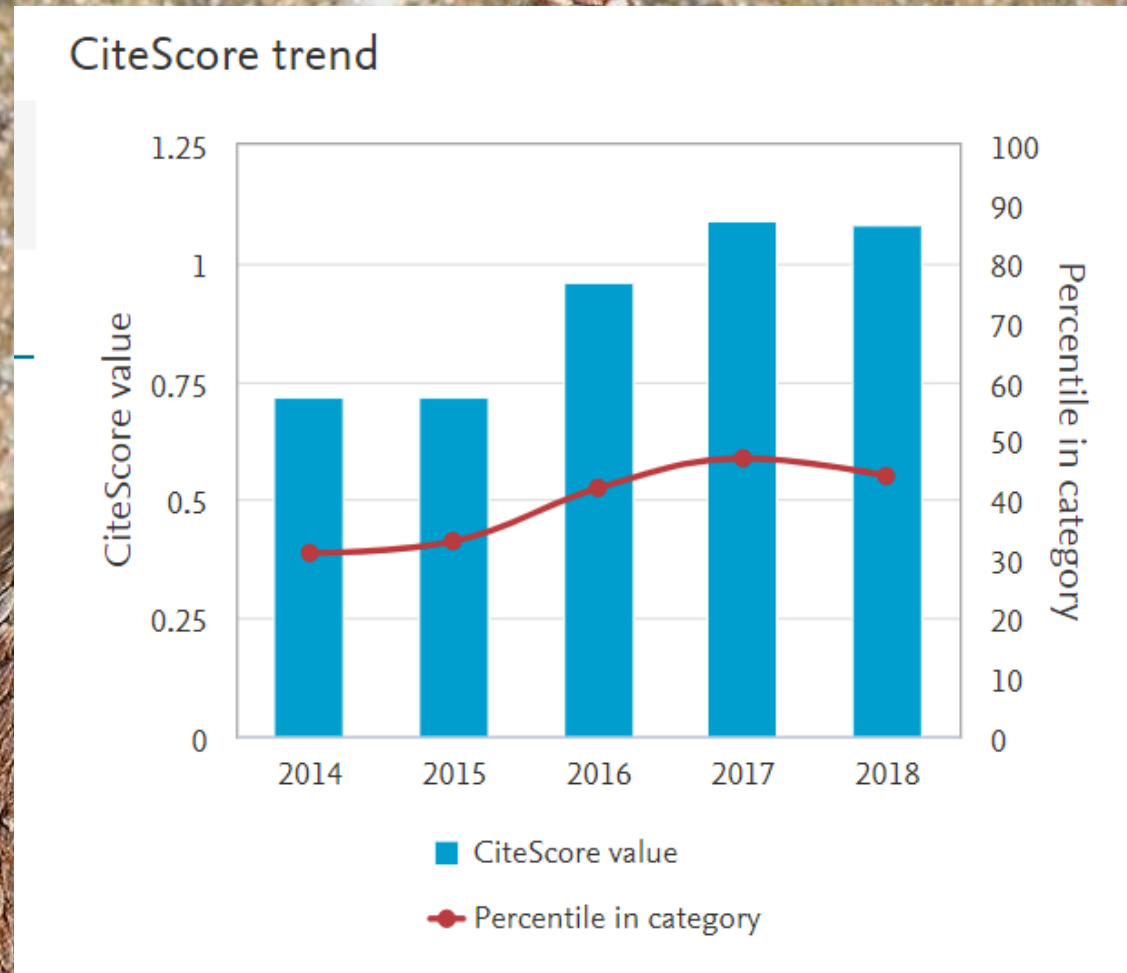
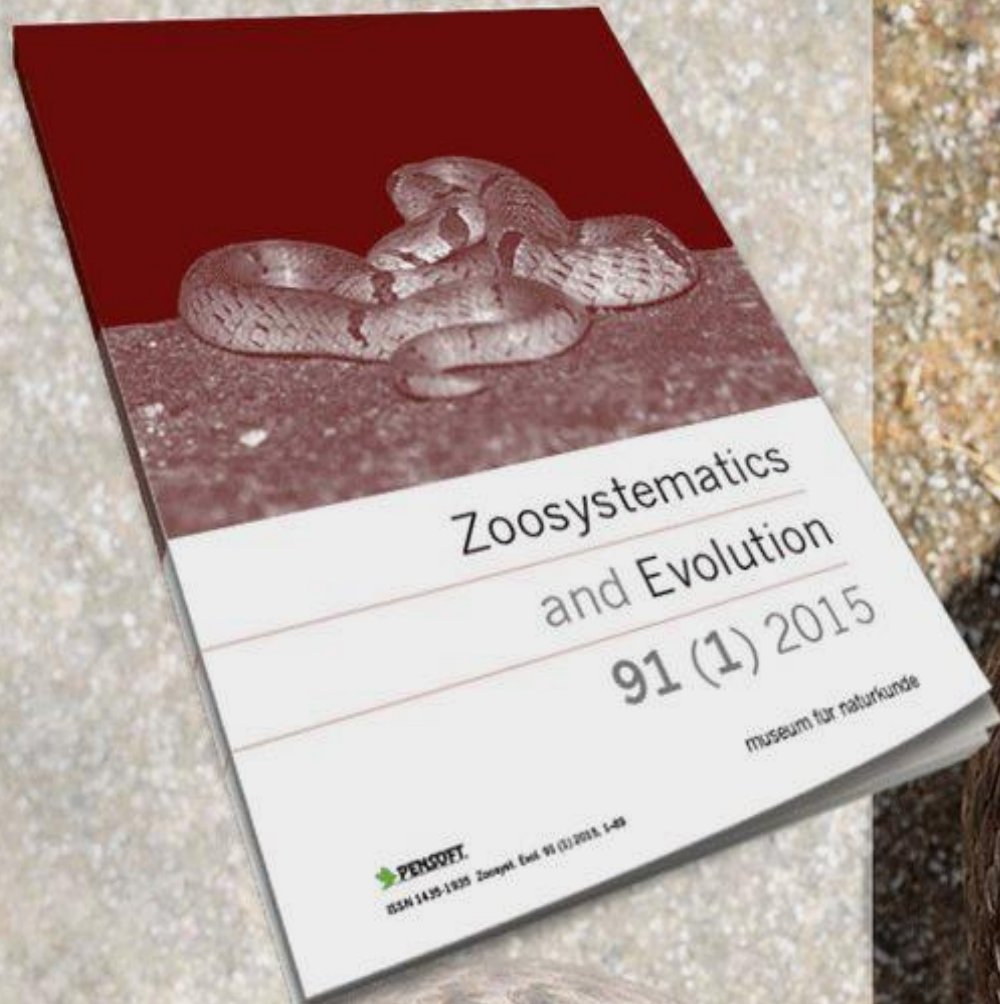
Zoosystematics and Evolution

Динамика на постъпилите и публикувани статии



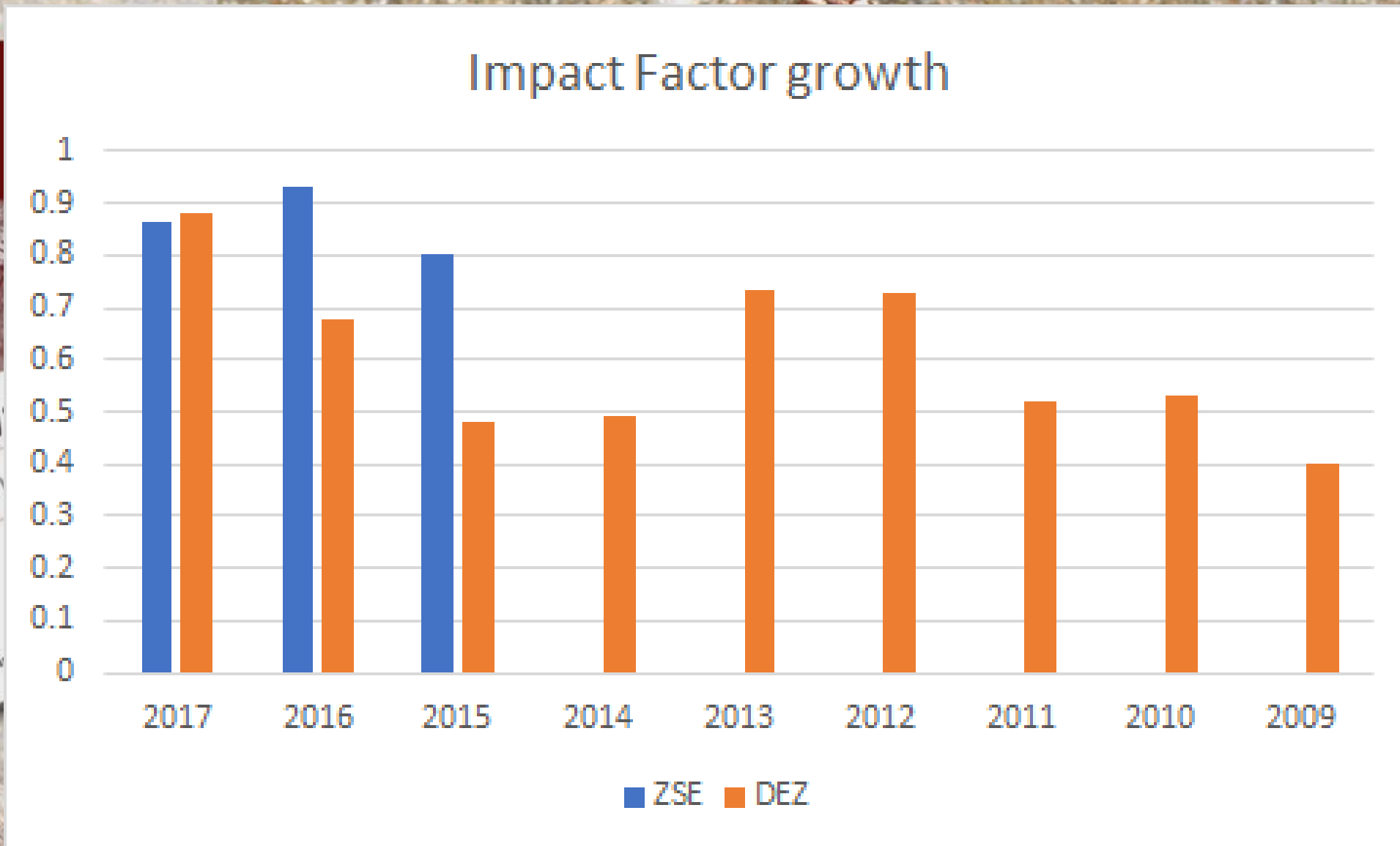
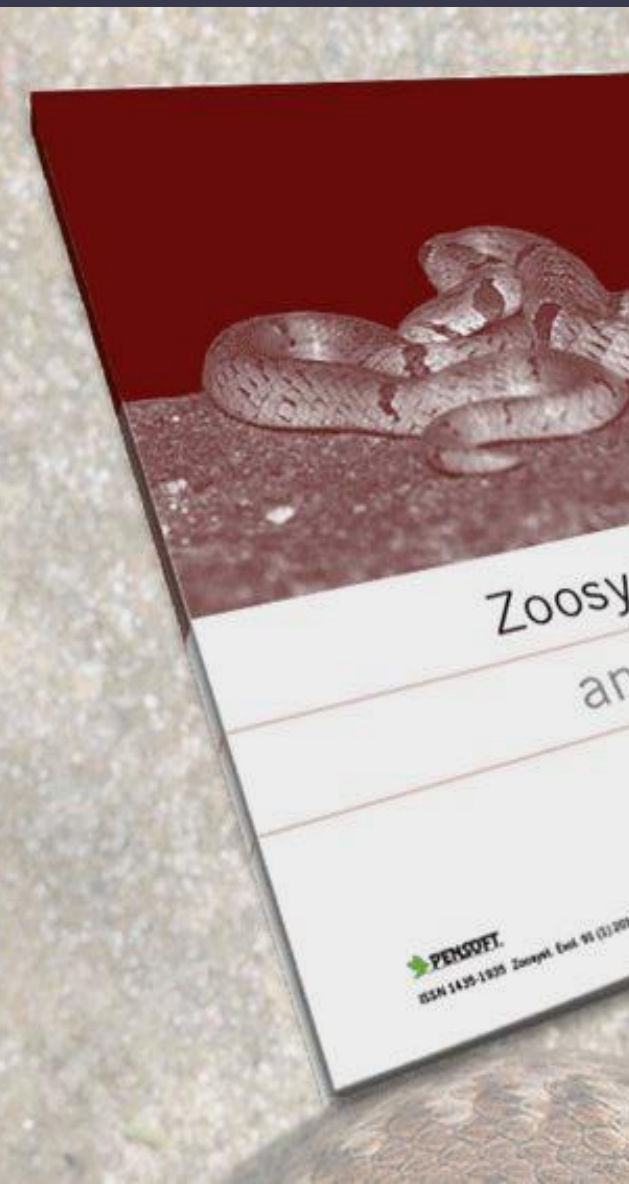
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Импакт фактор



И така, кое е най-важното?

- Отново и отново – качественото съдържание на списанието!
- Маркетингова стратегия и изработването на конкретен промоционален план
- Познания и опит (ARPHА) и наличие на човек и желание в редакцията за активно сътрудничество в това направление



Благодаря за вниманието!

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