



# BOBCATSSS 2023 PROCEEDINGS: A New Era— Exploring the Possibilities and Expanding the Boundaries

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## The university press and its new parameters of action as well

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### Abstract

This paper aims to identify whether the updating of workflows carried out by a university press from the perspective of a more associative performance despite harboring institutional, competitive differences related to the investment in publishing content produced by academics in favor of greater interconnectivity of the university press with its peers. It detects the importance of updating the profile of the essentially traditional publisher maintained preferably by supporting the publication of renowned academic authors, link to theing to resources and possibilities of collaborative access through platforms in order to add not simply the improvement in distribution facilitated by technology, suggested by some editors such as the participation of readers in the various stages of publication to foster interest in higher education content permeated by full open access. It should be noted that full open access integrates the other lines of publication and as a characteristic it can reinvigorate the publisher through the association of international academic freedom and the publication of open textbooks disseminated by an agency or association such as the American Association of University Professors, which highlights the work faculty members in content editing activities through the use of open publishing tools. As a general objective, it is intended to know the open access publications presented and distributed by the university press. As a specific objective it is intended to present the offered model of publications assembled by the Portuguese Association of Higher Education Publishers (APEES). The research question suggests that the possible updates added to the service strategy of the university press directly contribute to the offer of open access publications. The qualitative research methodology based on the exploratory approach uses keywords to search for documents in the chronological period from 2018 to 2022 selected from the Library, Information Science & Technology Abstracts database as it contemplates topics related to Information Science. As result the associated structure of APEES and editorial innovations available in open access can be seen as a strong expansion of affiliated publishers in academic editing activities for open science communication initiated in 2006 and reinforced by adherence to the agency to support academic communication open in the Social Sciences and Humanities (SSH). It is concluded that some strategies employed by the university press allow the publisher to advance as a mediating agent of institutional production, however it is clear that many of the publications are supported by models based on paid access.

**Keywords:** University press - mission, workflow, scholarly book, open access