

Building Influential Brands with Textbook and Academic Publishing

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□ Could you please share with us TUP's strategies and experiences in topic selection and brand building for academic works?

■ TUP has carved its path in academic publishing by building a systemic set of strategies and practical approaches all the while staying true to its core values: quality, expertise, digital growth, and global collaboration. We try to ensure our books maintain forefront positions in academic circles. For example, in the last few years, we've prioritized publication of original and pioneering research outputs in fast-moving fields like AI and chip design.

Quality assurance lies at the heart of our operations. We've implemented a rigorous three-tier review process, where every academic work must be reviewed by editors, disciplinary committees, and external experts, formulated development plan integrating standardized workflows and refined evaluation metrics to guide the systematic growth of academic publishing, and developed *Evaluation Guidelines for Academic Works*, assessing submissions based on scholarly rigor, author's authority, and innovative value – a practice that guarantees our titles deliver both academic impact and societal relevance.

We attach great importance to the synergy between industry, academia and the research community. During the past five years, we have established 76 strategic alliances with premier institutions, industry leaders, and academic associations, pioneering a unique model named "academic leadership + industry collaboration". Our Huawei Intelligent Computing Technology Series is a good example: by assembling teams of renowned scholars and Huawei's R&D experts as contributors, we not only accelerate technology commercialization but also position our press as an active contributor to societal advancement.

Embracing the digital era, we've built a multi-channel engagement matrix integrating flagship academic conferences, social media platforms, livestreamed lectures, and interactive knowledge communities. For example, our "Book Circle" WeChat account, dedicated to the fields of computer science and electronics education, has amassed 1.5 million followers. Furthermore, our editors leverage advanced analytics to track reader preferences and forecast market trends, enabling data-driven decision-making in project selection and brand development.

Finally, we've deeply invested in the growth of our editorial team, cultivating a culture of continuous learning and nurturing subject-matter experts and globally-minded academic editors, which lays the foundational talent needed to produce scholarly masterworks that resonate with audiences worldwide.

□ How exactly does TUP serve the academic and research goals of Tsinghua University, and contribute to the Press itself?

■ Tsinghua University is the primary source of academic content for TUP. We've continuously launched the Tsinghua University Liberal Arts Publishing Fund to address the perennial challenges of funding shortages and limited market interest in humanities and social sciences publishing. Since its inception in 2012, the project has funded over 200 pioneering academic works, and significantly boosted the academic influence of TUP. These supported works have significantly contributed to laying a solid foundation for the future development of their disciplines. The *Tsinghua University Excellent Doctoral Dissertation Series*, a collaborative effort between Tsinghua University Graduate School and TUP initiated in 2015, have published nearly 200 titles and through a partnership with Springer Nature, released approximately 20 exceptional doctor-

al dissertations in English, significantly broadening the global reach and impact of Tsinghua scholars.

High-level academic works are essential for boosting TUP's academic reputation, guiding the development of teaching materials, and helping us build valuable relationships with authors. Books like *Machine Learning* and *Business Ethics*, originally published as scholarly works, have later been adopted as textbooks by colleges and universities. TUP also ensures timely revisions of its academic works to align with the style and standards of textbooks, building several classic bestsellers, achieving educational impact and good economic benefits as well.

Overall, our strategy seamlessly blends textbook and academic publishing, strives to transform Tsinghua's academic and scholar brands into influential publishing brands.

□ How does TUP build digital publishing platform for STM journals?

■ SciOpen exemplifies the open access theme highlighted at this year's London Book Fair. As an international digital publishing platform for STM journals developed and operated by TUP, SciOpen responds to the global trend towards OA, promoting the global dissemination of academic resources, providing equal access opportunities for scholars worldwide, and fostering the sharing and innovation of scientific research outcomes. Since its launch in June 2022, it has published 144 academic journals and nearly 40,000 scholarly papers, attracting readers from over 180 countries and regions. Eighty-five percent of its journals are in English, and approximately two-thirds of its traffic comes from Europe and the US, showcasing its international reach and the broad impact of the OA model.

SciOpen not only integrates high-quality journals from TUP, but also attracts more than 100 journals from other universities and research institutions globally. Covering varied disciplines, it offers a diverse academic exchange platform for researchers worldwide. The release of SciOpen 2.0 in June 2024 introduced significant upgrades, including an AI-powered reading model that features bilingual full-text interpretation and multilingual Q&A function, making it more reader-friendly for non-native English speakers.

In its efforts to curate and organize academic resources, SciOpen places a strong emphasis on clarifying copyright matters. This rigorous approach not only safeguards the legitimate rights and interests of authors and journals, but also establishes a solid foundation for the platform's sustainable growth. By enhancing resource efficiency, SciOpen has reduced operational costs for scientific journals and supported global education and research initiatives. This has been achieved through the development of a robust journal supply chain system that promotes resource sharing and streamlines operations.

□ How does TUP stay attuned to the evolving trends in the specific needs of each academic discipline? What's TUP's publishing and marketing strategy for digital textbooks?

■ The fundamental purpose of establishing these disciplines is to nurture top innovative talents. Over the years, TUP has been keeping pace with the evolving trends in "popular disciplines", remaining attentive to the advancements and changes within "less popular discipline". TUP boldly ventures into less explored domains, actively exploring cutting-edge interdisciplinary fields while aligning closely with national strategies and societal needs. Many emerging interdisciplinary disciplines begin as niche areas but evolve into mainstream or even popular fields. The development of TUP's computer science and economics textbooks

exemplifies this foresight.

In order to develop excellent educational materials, TUP forms joint editorial boards, transforms pioneering teaching concepts into practical resources, ensuring to stay ahead of the curve in every field. For established disciplines, we invest in flagship projects that focus on interdisciplinary integration, breaking down traditional academic barriers. This has resulted in widely acclaimed general education textbooks.

TUP has developed a digital textbook platform offering diverse usage scenarios for both teachers and students. Our expertise lies in the deep integration of print, electronic, and digital formats. These digital textbooks have been successfully distributed and sold in provinces like Hebei and Anhui, marking a significant milestone in opening up the entire digital textbook distribution chain. Looking ahead, we plan to continuously upgrade our platform services, refine publishing technologies and workflows, and expand our catalogue.

University textbooks face significant challenges in the rights licensing market. To overcome these hurdles, we've adopted a strategic approach focusing on key disciplines and emphasizing English translations as a bridge to minority language markets. By leveraging TUP's strengths in STM areas, as well as our connections with leading authors, we've partnered with international publishers to develop English-language textbooks that embody the latest technologies and proven practices. A prime example is the English edition of *Machine Learning Methods*, which has attracted more than 70,000 online visits via global distribution channels. At the same time, we are deeply engaged in partnerships with publishers from the Belt and Road partner countries. We encourage our partners to adopt localization strategies, such as incorporating local case studies and integrating culturally relevant elements, which help us shift from a one-way flow of information to a collaborative innovation process.

□ What new advancements has TUP achieved in the realm of digital publishing? Do you have any fresh idea for deepening international collaborations in academic publishing?

■ TUP has ramped up its efforts on the WisFount Academy portal, fast-tracking the launch of digital textbooks with a keen eye on the future learning hubs at universities. The WisFount Academy Knowledge-Base features e-books from 32 university presses and serves a network of 153 colleges and universities. TUP also set up an AI Workshop for Publishing, laying the groundwork for implementing Tsinghua Society's broader AI strategy and creating an AI-driven WisFount Assistant.

TUP plans to allocate more resources towards enhancing academic publishing in interdisciplinary fields. Our ability to bring together experts from a diverse range of fields, combined with our editorial team's broad expertise, positions us to excel in interdisciplinary publishing. Moreover, TUP intends to strengthen its partnerships with leading international publishers, exploring the use of AI technology to increase the efficiency of translation and publishing processes, alongside experimenting with OA models. By doing so, we aim not only to boost the availability of scholarly works in English and other languages, but also to deepen our integration into the global academic community.

