

FOR IMMEDIATE PUBLICATION AND DISTRIBUTION

ScienceOpen and Universiti Utara Malaysia Press work together to connect UUM Press publications to a global audience

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[Universiti Utara Malaysia \(UUM\) Press](#) has strategically partnered with ScienceOpen to enrich its metadata and feature its publications on [ScienceOpen's](#) interactive search and discovery platform. Seven UUM Press open access journals and approximately 400 other titles are now available in [eight featured collections](#) on the platform to increase the global impact of Malaysian research.

UUM, located in Sintok, Kedah, was founded in 1984, and is a highly regarded management university in Malaysia. UUM Press, established in 1988 as a department of the university, is a dedicated and dynamic scholarly publishing house that has published more than 600 books and eight reputable journals. Its publications cover a wide range of peer reviewed, interdisciplinary and research-based titles in business management, accounting, information technology, education, communication, and the social sciences and humanities. Three UUM Press journals, namely the *Journal of Information and Communication Technology (JICT)*, *Malaysian Journal of Learning and Instruction (MJLI)*, and *UUM Journal of Legal Studies (UUMJLS)* are indexed in Scopus. With the addition of its journal and book content on ScienceOpen, UUM Press will be able to make the academic work of its authors known to an even wider population.

ScienceOpen has provided expert technical support with the generation of rich, machine-readable metadata, assigning and depositing Digital Object Identifiers (DOIs) with Crossref, and delivery to indexing services. This represents a new service package that can help publishers get the most from their digital content and free up editorial resources.

In addition to improving the visibility of UUM Press within an open discovery environment of 65 million records, ScienceOpen also provides an engaging online forum for its content. The ScienceOpen customized search engine facilitates the discoverability of journals, articles, and books, while interactive features such as article reviews and community curation encourage public engagement with the authors' research. To reward researcher participation by fully recognizing the contribution of reviewers and ensuring optimal discoverability for authors, ScienceOpen integrates seamlessly with Crossref and ORCID.

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UUM Deputy Vice-Chancellor (Research and Innovation), Prof. Dr. Ayoib Che Ahmad states, "The University has always given its support in introducing the UUM Press brand as an international publisher to enable it to aggressively promote its publications globally."

"I also hope that by accessing ScienceOpen's communication platform, UUM Press can build its own international market and cultivate a stronger reputation to better enhance UUM's academic image in the eyes of the worlds," he adds.

Stephanie Dawson, CEO of ScienceOpen says, "We are excited to partner with UUM Press as it has helped us to better understand the needs of international university presses. We have been able to expand our service portfolio to include a range of metadata services that will increase the discoverability of their content on ScienceOpen and within the infrastructure of scholarly communication."

Through this cooperation, the partners believe that their efforts will not only increase the impact of Malaysian research but also serve to better integrate the scientific community with academic contributions from all corners of the world.

Keywords: university press, academic publishing, management, education, Malaysia

About ScienceOpen:

[ScienceOpen](#) is an interactive discovery platform that puts research in context of millions of articles, books, and texts, and works with publishers and researchers to further increase the dissemination of their work. ScienceOpen is both a promotional and technical partner, with expert capabilities including metadata enhancement, Open Access hosting, social media marketing, and more. ScienceOpen was founded in 2013 by [Alexander Grossmann](#) and [Tibor Tscheke](#) to accelerate academic and scientific communication.

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