



Knowledge Circulation in University Publishing Houses: A Case Study

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PARTICIPATING IN THE PROJECT

Project leadership

Universidad del Rosario, Juan Felipe Córdoba-Restrepo y Claudia Méndez Rativa, Colombia

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Universidad ICESI, Adolfo Abadía Cardona, Colombia

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Researchers representing other universities, institutions or companies

Universidad Católica de Oriente, Cristian Suárez-Giraldo, Colombia

Biblioteca Publica Piloto, Esteban Giraldo González, Colombia

Investigadora independiente, Sofía Calle, Ecuador

Hipertexto, Alberto Ramos, España

Universitat Politècnica de València, Remedios Pérez García, España

Universidad de Guadalajara, Sayri Karp Mitastein, México

Universidad de Guanajuato, Elba Sánchez Rolón, México

Organizations that have contributed by providing data

Hipertexto a través de SIMEH, Colombia

Siglo del Hombre con datos comerciales, Emilia Miranda, Colombia

Organizations contacted that are in the process of joining

OpenBook - Datacite para datos, Alemania

SciELO para datos de editoriales Brasil, Amanda Ramalho, Brasil

e-Libro

Questions

What are the **dynamics of knowledge circulation** in publishing houses?

What and with whom do I publish? How and where do I make it visible?

Academic structures – information
systems availability

To identify trends in
publication, use, and
circulation of knowledge

To detail factors that
influence the projection
and orientation of the
dissemination, visibility,
and marketing of the piece
of writing

Visibility and circulation of pieces of
writing

Objectives

To establish specialties,
opportunities for
collaboration, market
niches, and strategic
alliances

To generate input for
planning, decision-making,
evaluation models, and
market studies in the
publishing sector

Indicator diversification - assessment
contextualization

Competitiveness and scientific innovation

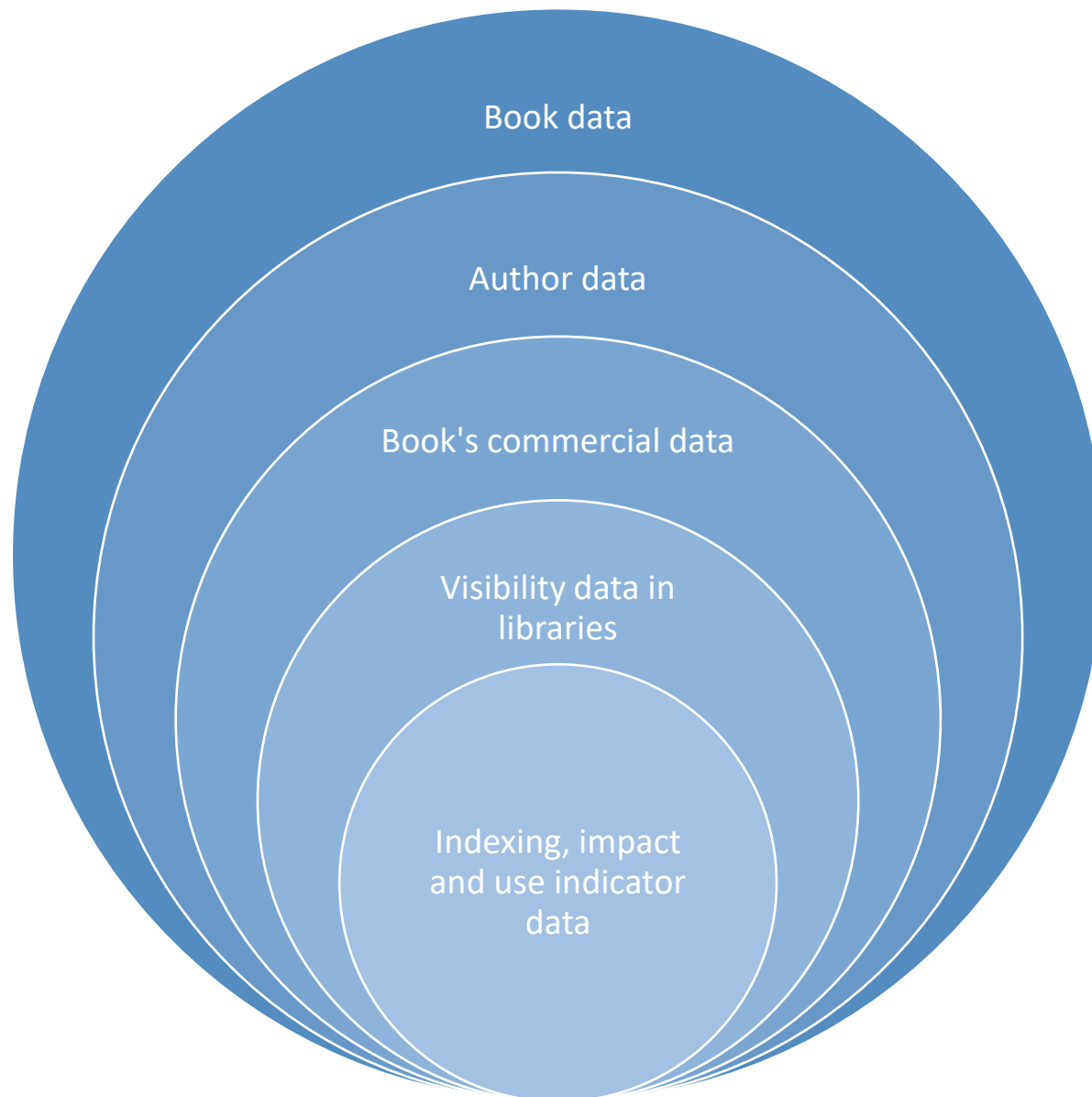
Data dashboard

Do **indicators** strengthen publishing project management and knowledge networks?

Data source

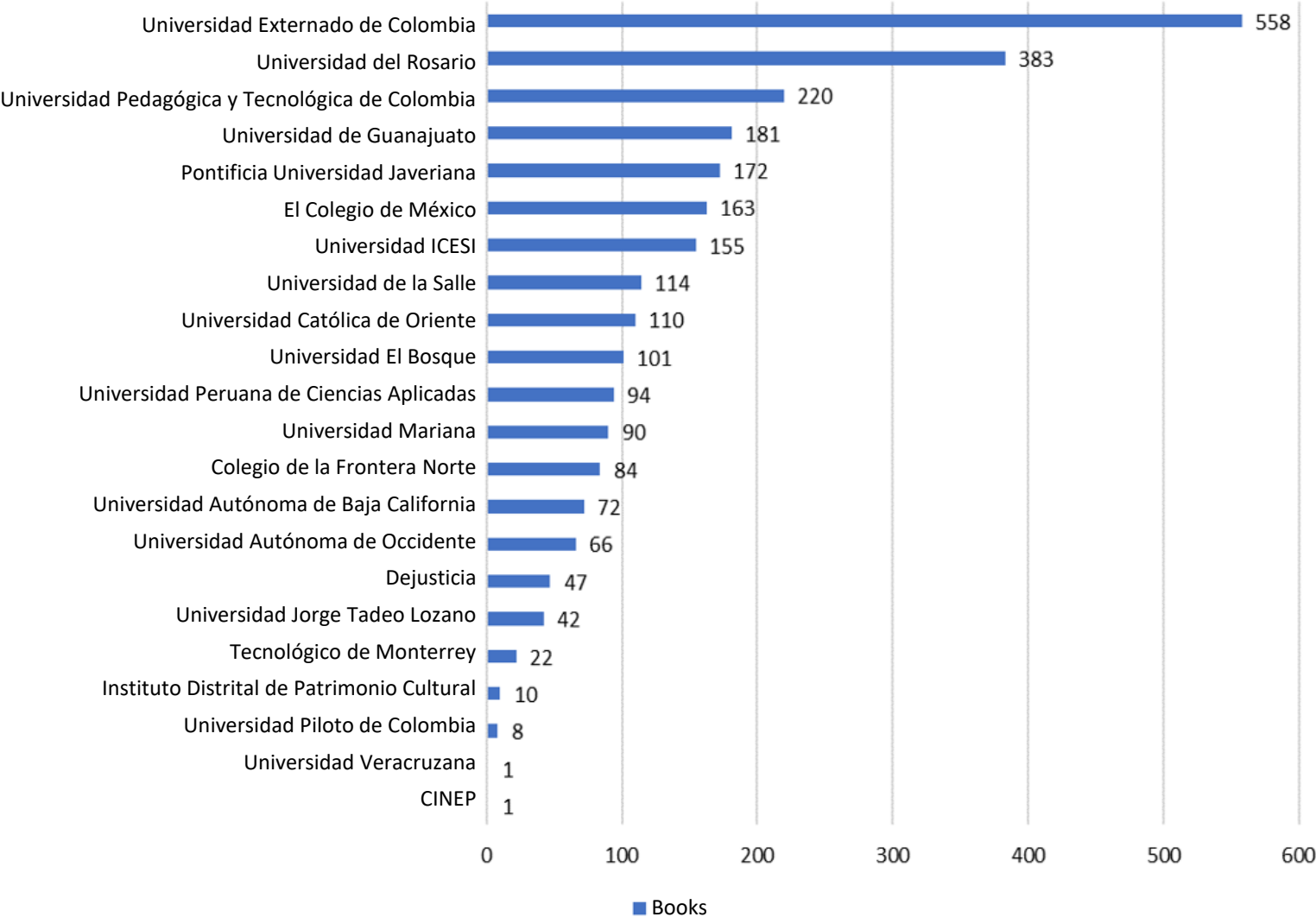
- [Publishing catalogs](#) - SIMEH platform: book's meta-data original source
- ISBN [national agencies](#), academic publishing mapping, CERLALC: agencies that supplement information not available in catalogs
- Siglo [distributor catalog](#): commercial information system that documents the traceability of book distribution across various channels
- [Crossref and OpenAlex](#): open access information systems that harvest meta-data from the DOI registry, supplementing registry information.
- [DIALNET, DOAJ, SciELO Books](#): indexing systems that increase the visibility and circulation of the pieces of writing.
- [Worldcat](#): catalog of information on library collections around the world
- [Integrated Library Management System](#) (several suppliers were invited to provide bulk data on books circulating in libraries) - e-books

Data collection template



Monitored institutions

Publishing houses with partial data on the data dashboard and in the process of supplementing information

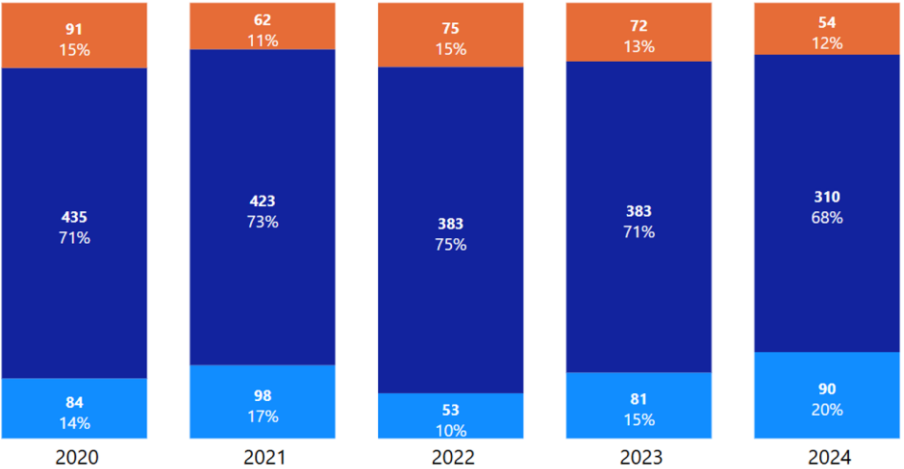


Country	Publishing house	Registered books
Colombia	15	2077
Mexico	6	523
Peru	1	94
Total	22	2694

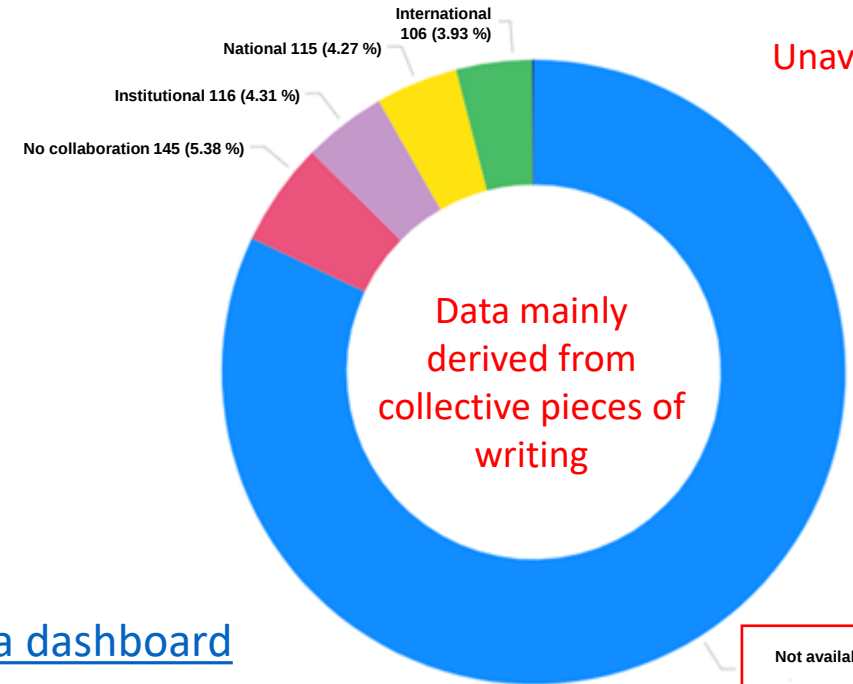
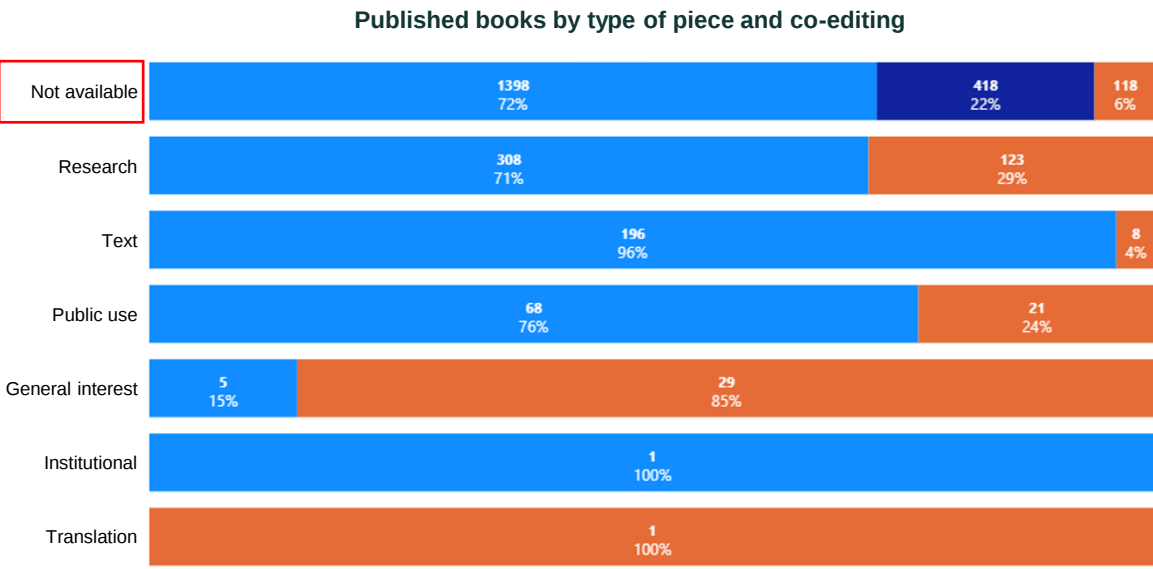
21 monitored publishing houses
II meta-phase - 50 publishing houses

We are currently in the process of inviting new publishers and compiling data to upload to the data dashboard.

Discussion findings

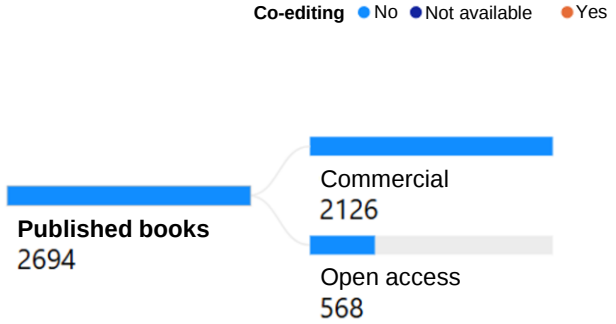


Type of piece ● Monographic ● Not available ● Collective piece



Data mainly derived from collective pieces of writing

Unavailable information



Language	Pub. books	% of pub. books
Spanish	2508	93,1%
Not available	153	5,7%
English	30	1,1%
French	2	0,1%
Portuguese	1	0,0%
Total	2694	100,0%

22	2694	918	2096	1034	1381
Publishing house	Published books	Assigned DOI	ISBN (printed)	ISBN (E-pub)	ISBN (Pdf)
10	16	242	592	11652	
Publishing houses with commercial data	Channels	Stores	Sold books	Sold units	

Discussion findings

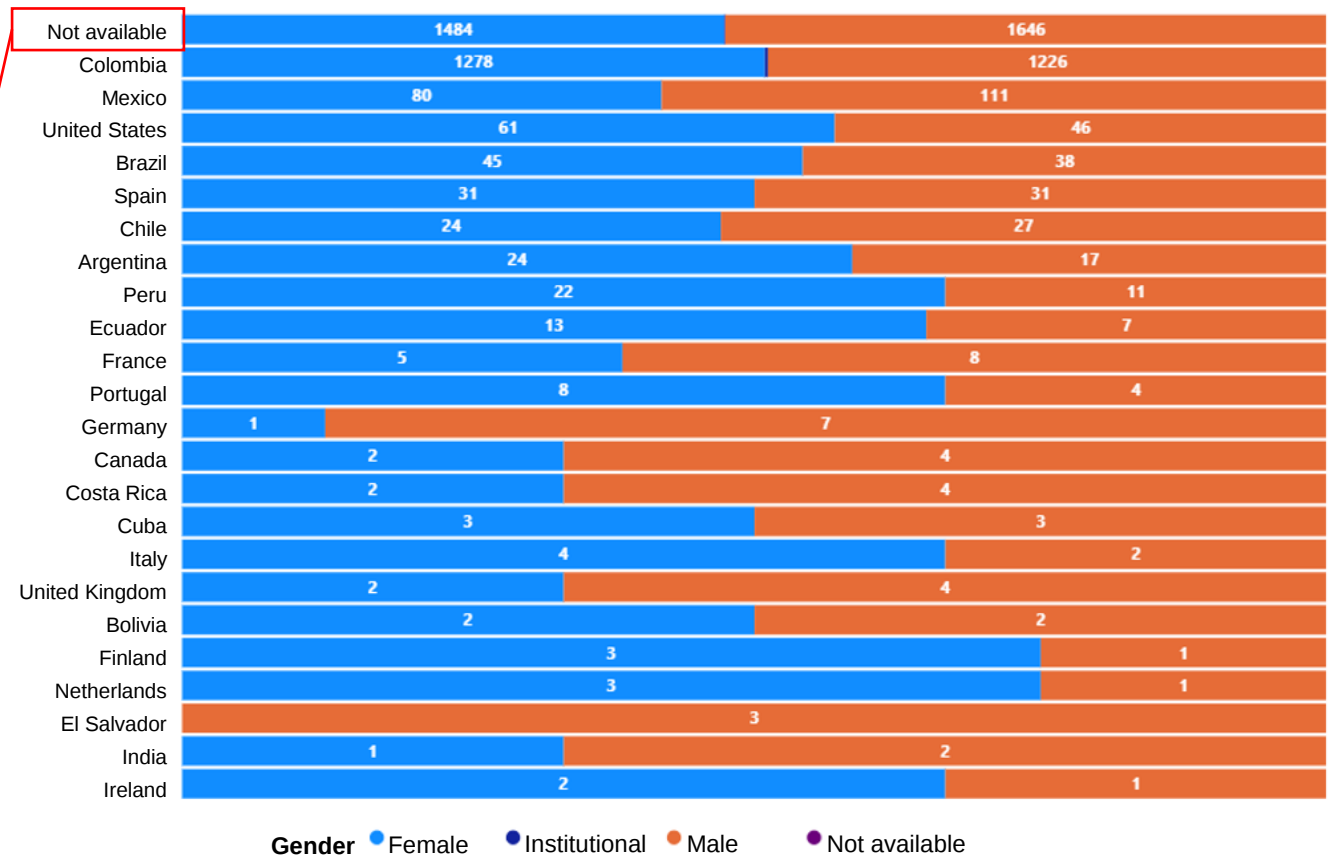
Affiliation	Authors	Books
Not available	3595	1162
Universidad ICESI	302	118
Universidad Mariana	243	92
Universidad Católica de Oriente	117	87
Universidad del Rosario	327	82
Universidad Nacional de Colombia	68	52
Universidad del Valle	89	40
Universidad de Antioquia	57	37
Pontificia Universidad Javeriana	69	31
Universidad de los Andes	60	31
Independent	39	28
Tecnológico de Monterrey	90	17
Universidad EAFIT	24	17
Universidad del Norte	23	16
Universidad Autónoma de Occidente	29	15
Universidad de San Buenaventura	20	14
Universidad de Buenos Aires	15	13
Universidad del Cauca	20	11
Total	6132	1545

Role	n.º
Author	3312
Not available	2329
Author	535
Editor and author	125
Editor	51
Compiler	38
Publishing coordinator	16
Author, compiler	2
Translator	2
Text adapter	1
Illustrator	1
Translator	1
Text adapter	1
Author, coordinator	1
Total	6132

Unavailable information

Gender	Authors	Books
Male	4038	1252
Female	3610	993
Institutional	11	10
Not available	5	5
Total	7664	1545

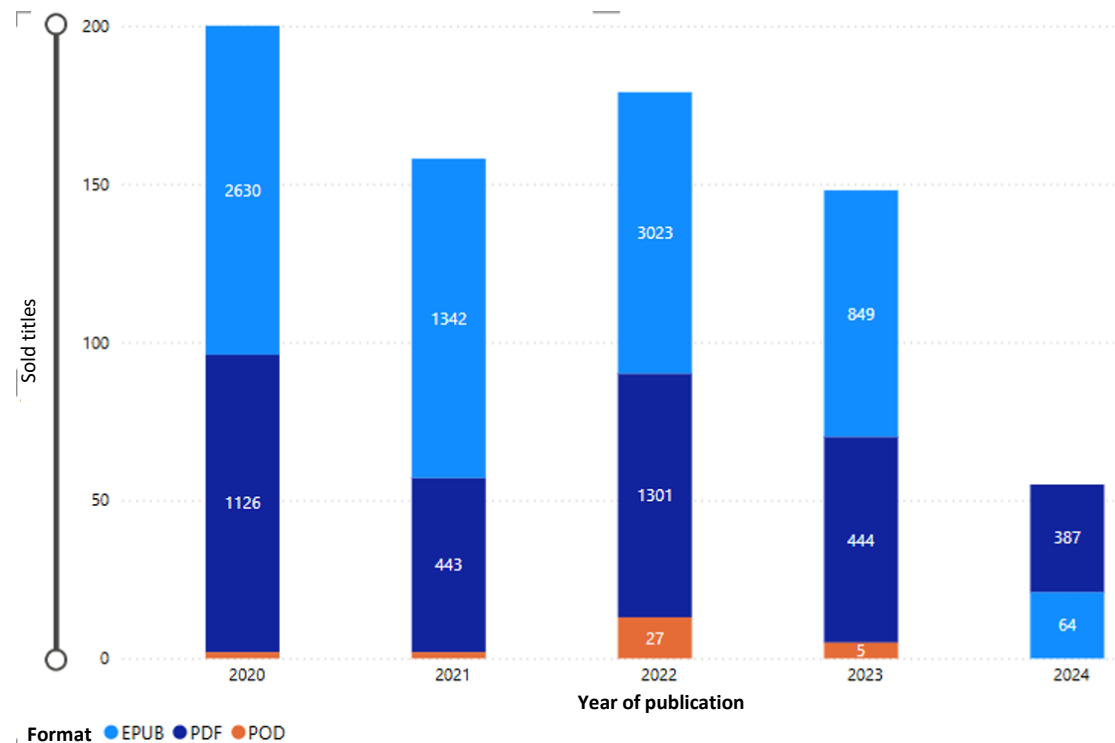
Authors per country and gender



For institution authors, not individual authors

[Data dashboard](#)

Marketing and accessibility

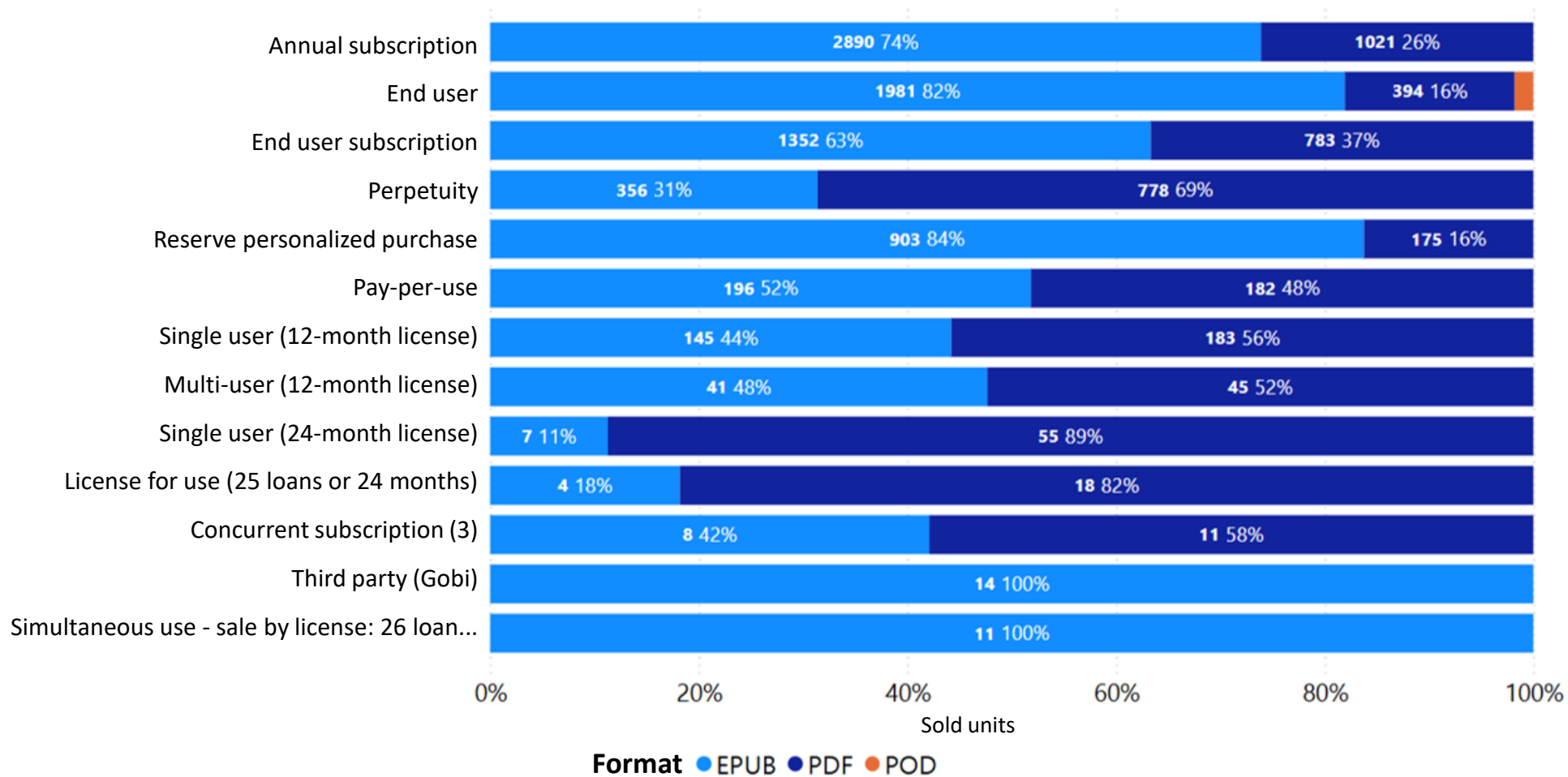


Which formats are in highest demand?

Channel / Store	Sold books	Sold units
Bookwire	341	3193
Ebsco	251	1771
Bibliotechnia	212	1120
Project Muse	193	1092
Iowa State University	180	544
North Texas, Univ Of	103	369
Northwestern	62	147
University Of Pennsylvania	10	11
Getty Research	5	7
Stanford University	5	14
Jstor	172	713
Ebooks 7-24	124	539
Google Books	123	613
Perlego	101	808
Digitalia	77	440

In which store and channel is it sold?

Marketing models and access formats



[Data dashboard](#)

Data Dashboard

- [Data dashboard](#)



Strategic usefulness of the information obtained

Dimension	Conceptualization
OKR (Objectives and Key Results)	Strategic alignment of the publishing house over a period of time with measurable results
Objective	Clear objective focused on a dimension of the publishing process (publication, marketing, visibility, management)
Indicator - metric	Quantitative or qualitative tool that allows the level of achievement of the objective to be measured
Strategy	Actions or approaches that are designed and executed to achieve the objective and key results
Source of information	Reference for taking the information that will be measured in the indicator
Follow-up period	Frequency of evaluation

Preliminary findings

- Currently, 21 publishers from Colombia, Mexico, and Peru are linked, with a reach of no more than 40 % of the meta-data linked to the data model
- The symbolic value of editorial work goes beyond the sale of a copy or title; it has value in the academic and social spheres
- There are limitations in data collection due to the odds in meta-data registration on the available platforms
- Considering metrics and meta-data processing standards allows us to understand the collaboration in our publications and the scope of information circulation.
- Data such as collaboration, co-editing, gender, and others are not regularly recorded in databases and represent key information that explains the dynamics of publication and disciplinary knowledge networks