

**Thammasat University Library support of academic publishing through
the Read & Publish model**

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Abstract

This study examines Thammasat University Library facilitation of academic publishing by adopting the Read & Publish model. It analyzes the library's support of instructors, researchers, and students to maximize benefits of the model. Recommendations and strategic guidelines are also provided to heighten the effectiveness of library services and ensure their continued relevance as academic publishing evolves.

During the first year of the program, Thammasat University authors published 10 articles. Of the available 186 publication tokens, 141 were used. According to terms of the scheme, the 45 unused tokens could not be carried over to the following year. To maximize token use and further promote benefits of this scheme, the Thammasat University Library will expand outreach efforts to inform more instructors and researchers about the opportunities provided by Read & Publish. The library should also organize more seminars on research support services, such as advanced literature search techniques; selecting suitable journals for publication; and citation and referencing methods.

Keywords: Academic publishing, Open access, Thammasat University, Read & Publish

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Introduction

Access to, and publication of, scholarly knowledge are critical components of global academic progress. Academic publishing transmits research findings, collaboration, and cross-disciplinary innovation, which are required to advance knowledge (MKP Technologies, 2023). Scholarly articles develop fields of study by shaping intellectual scrutiny and innovation. Access to scholarly publications is essential for instructors, researchers, students, and others using them for academic projects and job development (Gaylo, Caingcoy & Mugot, 2020).

It is widely recognized that academic authors have two main venues for publishing research articles: 1) subscription-based journals; and 2) Open Access (OA) periodicals. Subscription-based journals are subscribed to by institutions by agreement with publishers, giving scholars and institutionally affiliated users access to journal content. OA journals may be categorized as Gold, Green, and Diamond OA. In the Gold OA model, if authors wish to make their articles freely and widely available, they are required to pay an additional article publication charge (APC). By contrast, the Green OA model involves an embargo period during which the article is not made available immediately. Diamond OA publication has no APCs, so it is free of charge for readers and authors alike (Informa UK Limited, 2025).

The Thammasat University Library of Life concept promotes learning, research, innovation, and future skills for the academic community and society (Thammasat University Library, 2024). As an essential information resource, the library supports scholarly publishing and knowledge transmission by providing access to relevant materials and guiding instructors, researchers, and students through academic resources. The library also offers online databases, information literacy services, and best practices in academic publishing. Through these initiatives, the library makes scholarly work visible and accessible, supporting the academic community.

In 2024, the Ministry of Higher Education, Science, Research, and Innovation (MHESI), in collaboration with Book Promotion & Service Co., Ltd., launched a national Read & Publish initiative in partnership with the American Chemical Society (ACS). This initiative supports 78 member institutions under MHESI by allowing researchers to publish Open Access (OA) articles without incurring APCs. The Read & Publish model has attracted increasing attention as it combines access to scholarly literature with the opportunity to publish research output in OA format under a single institutional agreement. Among advantages offered by this model is the removal of authorial financial barriers. In many leading journals, APCs exceed 100,000 baht per article. These costs may be a substantial obstacle, particularly for researchers in developing countries or those affiliated with institutions with limited funding for research publications.

The Thammasat University Library has embraced this initiative as part of strategic support for research and scholarly communication. By promoting participation in ACS Read & Publish, the library aims to increase research visibility, support OA practices, and empower the academic community to contribute to global knowledge transmission.

This study examines Thammasat University library's facilitation of academic publishing by adopting Read & Publish. It analyzes library support for instructors, researchers, and students to maximize benefits of the model. Recommendations and strategic guidelines are also provided to heighten the effectiveness of library services and ensure their continued relevance as academic publishing evolves.

Definition and Significance of Read & Publish

Read & Publish is a business model for accessing and publishing scholarly articles. It has become increasingly popular among academic institutions and libraries worldwide. The model integrates two components, journal access and publishing, into a single subscription agreement. Under this model, participating libraries and academic institutions gain unrestricted access to a wide range of research publications. Simultaneously, affiliated authors may publish OA articles without additional APCs (American Chemical Society, 2025). APCs are typically covered by the author, institution, or funding source (John Wiley & Sons, Inc., 2025).

This model impacts online database subscription agreements by reducing the overall cost of accessing and publishing academic research. It also advances OA principles by enabling wider readership and more equitable knowledge communication. Authors likewise benefit from increased visibility and global reach, as their work is free from access barriers. A study by the Company of Biologists indicates that institutions in consortia are granted unlimited access to all currently available archival content (The Company of Biologists, 2025) Additionally and Olsson et al. (2020), examines advantages and disadvantages of the Swedish Read & Publish agreement with Springer Nature (Springer Compact). Their findings highlight similar benefits, especially cost-effectiveness, summarized here:

Table 1 Read & Publish: Potential Advantages and Disadvantages

Factor	Advantage	Disadvantage
Cost and subscription fees	Authors may publish articles without APCs.	Switching to a transformative agreement may lead to higher costs, impacting institutions with limited budgets.
Access to scholarly resources	Read & Publish supports OA to published articles.	Some publishers may limit access to certain journal titles among the full range required by users.
Publishing	Authors have greater flexibility in publishing work in high-quality journals without APCs. The model simplifies the publishing process in Read & Publish-affiliated journals, increasing visibility and transmission of scholarly work.	If publishers or subscribing institutions impose restrictions on eligible journals, authors may be limited to publishing only in pre-approved venues.
License agreement management	Combining access and publishing rights in a single agreement streamlines management of institutional publishing contracts.	Negotiating and establishing Read & Publish agreements between libraries and publishers may be complex and time-consuming.

The Role of Thammasat University Library

Thammasat University Library supports teaching, learning, and research through academic services to students, instructors, scholars, and staff in all subject areas and at all study levels. The library's mission is to manage information resources; facilitate access to research facilities; and promote institutional development toward sustainable internationalization.

Academic library services have evolved with rapidly advancing information technology. Otike and Barat (2021) emphasize that higher education libraries must adapt continuously to social trends and user demands by streamlining operations and eliminating redundant functions. As reader behavior and

information needs repeatedly change, innovative strategy must build library user engagement and deliver academic services (Otike & Barat, 2021)

Beyond the traditional roles of lending books and providing study spaces, Thammasat University Library presents a comprehensive range of electronic information resources. These include online databases and e-journals in social sciences, humanities, health sciences, science and technology, and interdisciplinary studies. In addition to extensive digital collections, the library provides specialized online services to support academic and research activity, such as plagiarism detection, interlibrary loan (ILL), English language abstract editing, and research assistance. Through these initiatives, the library bolsters academic productivity and supplies high-quality resources and professional support to meet scholarly needs of students, instructors, and scholars.

“My life, my library,” the innovative concept of Thammasat University Library, suggests that users should embrace the **L-I-F-E** concept as follows (Thammasat University Library, 2025):

L – Learning journey; through printed and online resources, research instruments, and a Library of Things (LoTs) to make didactic experiences more efficient.

I – Infinite inspiration, from a specially designed Life Space with four creative co-working, learning, inspiration, and performative spaces. Users may join activities such as barista intern workshops, job tips, and Writing 101, to network and develop future-ready skills.

F – Friendliness, in supportive partnership through onsite and online service. Our staff deliver high-standard assistance for seamless and convenient access to all library resources.

E – Engaging experience, fostering user engagement through a range of immersive creative content, academic and community events, and year-round activities such as cat therapy. These initiatives balance knowledge acquisition and recreational enjoyment for users.

Implementing Read & Publish

Thammasat University Library collaborates with Read & Publish. Each institution must appoint a coordinator to cooperate with the administrative team and authors. For example, the library must verify that the corresponding author who requests OA publication is university-affiliated. Implementation requires the following steps:

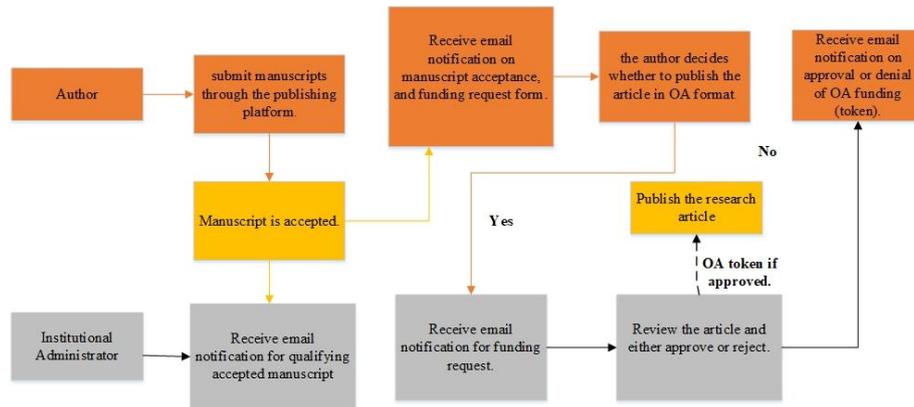


Figure 1 Read and Publish Workflow (author-involved), (American Chemical Society, 2025)

First, authors submit manuscripts through the publishing platform. After the manuscript is accepted for publication, a notification is emailed to the author and institutional administrator. Then the author decides whether to publish the article in OA format. If so, the institutional administrator emails to the institutional coordinator to verify authorial affiliation. The coordinator verifies author information through the integrated library system (ILS). Key details checked include the author's name, faculty, department, and the status of their account to determine that it is still active. After confirming authorial identity, the institutional administrator grants a token for OA publication. The institutional administrator then reviews the request and renders judgment on it. Finally, the OA article is published following the publisher's procedures.

In addition, Thammasat University Library actively promotes training activities related to Read & Publish agreements through its official Facebook page, which is also used to regularly communicate information about token usage and remaining publishing quotas. This ensures that faculty members and researchers are informed about the availability and benefits of publishing under the Read & Publish model.

After being notified of remaining publishing quotas by the representative or institutional administrator, the library creates and transmits promotional graphics to apprise authors. This allows researchers to manage manuscript submission, meeting the 30 December 2024 deadline for accepted articles to be finalized.



Figure 2 Promotional content related to Read & Publish published on the Thammasat University Library Facebook page, (Thammasat University Library, 2024)

Thammasat University Library promoted Read & Publish to instructors, researchers, and the academic community through the library’s Facebook page, LINE, and faculty group emails. In 2024, Thammasat University authors published 10 articles through Read & Publish, from the following research divisions:

Table 2 Thammasat University Read & Publish Articles by Faculty

Faculty	Article
Sirindhorn International Institute of Technology (SIIT)	3
Faculty of Science and Technology	2
Faculty of Allied Health Sciences	1
Chulabhorn International College of Medicine	1
Faculty of Pharmacy	1
Faculty of Dentistry	1
Faculty of Learning Sciences and Education	1
Total	10

ACS database use analysis from 2022 to 2024 indicates that in 2024, post-Read & Publish adoption, the number of full-text article downloads at Thammasat University increased by 46.46% from the previous year, pre-Read & Publish model implementation.

Table 3 Number of ACS database full-text article downloads at the Thammasat University Library

Database	Full text article downloads		
	2022	2023	2024
American Chemical Society (ACS)	18,580	20,565	30,119

This growth correlates with implementation of the Read & Publish model, raising awareness of the ACS database among instructors and researchers and emphasizing dual benefits of reading and publishing through the model. Pre-implementation, ACS was mainly seen as a reading resource. With organized training sessions, timely updates, and active communication on social media channels, the library broadcast the benefits of accessing scholarly content and the opportunity to publish in reputable journals without APCs. These efforts have increased database usage. The rising number of downloads reflects a growing interest in quality academic resources and results of library outreach and user engagement strategies. Planned future informational initiatives are described below.

Conclusion and Recommendations

Read & Publish integrates access to scholarly articles and publishing research in a single agreement, enabling participating libraries and academic institutions to access academic articles unrestrictedly, while allowing authors to publish OA work without APCs.

Thammasat University Library supports research publication through Read & Publish by conveying information about the model to instructors, researchers, and the university community through diverse communication channels. Financial support from the MHESI and the Thammasat Research Administration Division facilitates sustainable long-term benefits for the institution and the academic community.

In 2024, Thammasat University staff published 10 articles under Read & Publish. Of the available 186 publication tokens, 141 were used. According to terms of the scheme, the 45 unused tokens could not

be transferred to the following year. To maximize token use and further promote corresponding benefits, Thammasat University Library expanded outreach efforts to inform more instructors and researchers about opportunities provided by Read & Publish.

In 2025, ACS increased the frequency of training sessions and promotional activities. These included ACS database workshops and academic publishing events, such as an ACS on Campus seminar at Mahidol University to discuss scientific collaboration, scholarly writing, and publishing. In addition, ACS launched trial access to other ACS databases beyond those subscribed to by MHESI, to familiarize faculty members and researchers with ACS academic content and widen access to scholarly resources. The library should also organize more seminars on research support services, such as advanced literature search techniques; selecting suitable journals for publication; and citation and referencing methods.

Based on implementation of the Read & Publish model over the past year, a strengths, weaknesses, opportunities and threats (SWOT) analysis and threats, opportunities, weaknesses, and strengths (TOWS) matrix were identified to propose strategic directions to potentially guide other institutions in adopting or refining similar initiatives in future:

Table 4 SWOT Analysis: Thammasat University Library - Read & Publish Initiative

Strengths	Weaknesses
<ol style="list-style-type: none"> 1. Strong institutional support from MHESI, Book Promotion & Service Co., Ltd. and ACS. 2. Proactive library communication (social media, training). 3. No APC costs for authors increases publishing opportunities. 4. Increased visibility and use of scholarly databases. 	<ol style="list-style-type: none"> 1. Public relations activities may not reach the target group of authors. 2. Dependence on institutional administrator for timely quota updates.
Opportunities	Threats
<ol style="list-style-type: none"> 1. Expanding the model to other publishers. 2. Growing demand for OA publishing. 3. Strengthened institutional research output and reputation. 	<ol style="list-style-type: none"> 1. Unsustainable funding and partnerships. 2. Misunderstanding or underuse of token-based quota. 3. Competition from other academic platforms and resources.

Table 5 TOWS Matrix

	Strength (S)	Weakness (W)
Opportunity (O)	<p>S-O Strategy</p> <ol style="list-style-type: none"> 1. Leverage library expertise and partnerships to expand Read & Publish model to more publishers. 2. Organize more training and consultations to support increased OA publishing using existing communication strengths. 	<p>W-O Strategy</p> <ol style="list-style-type: none"> 1. Develop targeted awareness campaigns for faculties and communicate information to specific communication channels of the faculties. 2. Build internal tools/channel to monitor quotas in real time and reduce overreliance on vendor communication.
Threats (T)	<p>S-T Strategy</p> <ol style="list-style-type: none"> 1. Emphasize library cost-saving measures to justify continued funding. 2. Maintain frequent updates and transparent communication to reduce confusion about quotas and conditions 	<p>W-T Strategy</p> <ol style="list-style-type: none"> 1. Advocate for more flexible or scalable quota models. 2. Improve internal workflows to minimize delays and miscommunication with authors.

From the TOWS Matrix, the library possesses strong disciplinary expertise and maintains extensive collaborations, which should be leveraged to expand the Read & Publish model to additional publishers, maximizing benefits for authors and readers. The library should also organize training programs and consultation services to support academic publishing, using its communication strengths to enhance outreach and engagement. Likewise, the library should develop targeted awareness campaigns for individual faculties and transmit information through communication channels for timely delivery. Additionally, the library should improve internal workflows to minimize delays and reduce miscommunication with authors. Streamlining these processes will boost service efficiency and ensure prompt support throughout the publication cycle.

In addition to promoting OA publishing through the Read & Publish model, authors must consider the quality and credibility of journals targeted for publication. Scholars are encouraged to choose journals demonstrating transparent editorial and publishing practices. Key indicators include a peer review process, clear information about the editorial board, licensing and copyright policies, and long-term archiving planning. The Directory of Open Access Journals (DOAJ) is a trusted platform that evaluates OA journals against a set of best practice principles. Authors may consult the DOAJ website to verify information such as editorial policies, publisher contact details, licensing terms, and publication ethics. By adhering to ethical publishing standards, institutions and researchers may avoid predatory publishing and help globally advance scholarly communication (Directory of Open Access Journals, 2025).

Finally, for other higher education institutions considering adoption of Read & Publish, a thorough analysis of relevant factors is advised, including subscription budget, the list of database journals available, publication requirements, and how to promote the initiative to university staff. A well-planned approach to implementing Read & Publish will strengthen academic publishing efficiency and benefit institutions as well as the wider academic community in future.

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