

Artificial Intelligence (AI) and Academic Publishing: Current Update and Future Trends

John M. Lee, MD PhD

***Editor-in-Chief, Journal of Neuropathology and Experimental
Neurology Ivan Ciric Chair of Neurosciences, Endeavor
Health/NorthShore University Health System
Clinical Professor, University of Chicago/Pritzker School of Medicine***

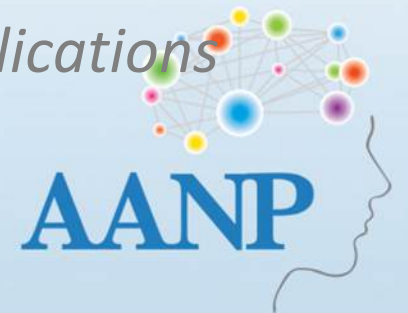
Disclosures

- ***Cornelli Consulting, Milan, Italy:*** Hold a joint patent for a glycosaminoglycan (GAG) for the treatment of Alzheimer's disease and other related neurological disorders (ie. anti-anxiety effects)
- ***Ceremark Pharma LLC:*** Member of the Medical and Science Advisory Board



Learning Objectives

- *Explain how the current use of Artificial Intelligence (AI) is affecting the general academic publishing landscape*
- *Outline the current updated policies of Oxford University Press (OUP) and JNEN in regard to the changing landscape of AI's impact on the publishing landscape.*
- *Interpret how the journal's Impact Factor (IF) and other publication metrics are affected by AI currently and in the future.*
- *Explain how Open Access articles/journals are impacting scholarly publications currently and into the future*

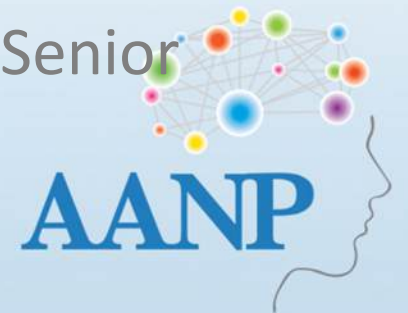


Manuscripts Submitted (2024–2025) 316 399 (~375; 2026)

	2024	2025
Not within scope	23%	29%
Reject on original submission	8%	4%
Reject with possible resubmission	26%	27%
Revise original submission	41%	37%
Acceptance overall	39%	39%
Total reviewers invited	1731	2077
Completed reviews	461 (27%)	588 (28%)
Days to complete review	13.3	12.7
Days from submission to first decision	21	20.8 (down from 26.1 in 2019)
Days from submission to publication for accepted articles	93 (113 in 2020)	

New Oxford University Press (OUP) 5-year Contract Royalties (2026-2030)

- Resigning Bonus: \$50,000
- Net Guaranteed: \$1,333,199 (+12.5%)
- Net Projected: \$1,451,990 (+10.5%)
- Proposed and received:
 - Resigning Bonus
 - Inflation-linked increase in Editorial Stipend component
 - Flat increase in the yearly Guaranteed Royalty component
 - Annual AANP meeting sponsorship (Editorial Board Breakfast/Senior Associate Editors Yearly Meeting; \$4,000)



Institutional Subscriptions

	2021	2022	2023	2024	2025
Total Consortia/Read and Publish	2,469	2,428	2,545	2,534	3,810
Read and Publish Contracts (R&P)	16%	20%	33%	39%	31%

- Total Current OUP Consortia/R&P by Region
 - US and Europe: 49%
 - China and South East Asia: 35%
 - Latin and South America: 8%
 - Japan and Korea: 4%
 - Middle East: 4%



Read and Publish (R &P) contracts which are also known as **transformative agreements**, are single, consolidated packages negotiated between academic publishers and university libraries or research consortia.

They combined two historically separate payment streams into one institutional fee:

1."Read" Access: Institutional members retain unlimited reading access to the publisher's paywalled journal catalog.

2."Publish" Access: Affiliated corresponding authors can publish their papers directly as **Gold Open Access** without paying out-of-pocket **Article Processing Charges (APCs)** hence they are **Open Access (OA)***. The fees are entirely covered or heavily discounted through the library's overarching institutional contract.

** OA is and will have an impact on AI use of and "click-through" information*



AANP Member Subscription Update

- Beginning January 2027 only Online Only subscriptions;
No print subscriptions
 - Currently, 62 AANP members have online/print subscriptions
- By going Online Only in 2027, OUP will be able to support a 40% discount on all JNEN/AANP sponsored Open Access articles



Open Access Update

- In 2025, JNEN/AANP sponsored/supported 27 articles for AANP members
- In 2026, JNEN/AANP will sponsor/support 23 articles
- **Since 2023, JNEN OA articles have 2X the number of citations compared to non-OA articles**
- OA articles and R&P contracts (that sponsor OA) leveled off across industry; new contract types continuously being negotiated and re-negotiated (e.g., R&P contracts with individual Universities and Consortiums in the US)
- Currently, OA articles are approx. 30% of JNEN and 50% of the total articles OUP publishes in Academic Journals



Major Ways JNEN is Accessed (April 2026)

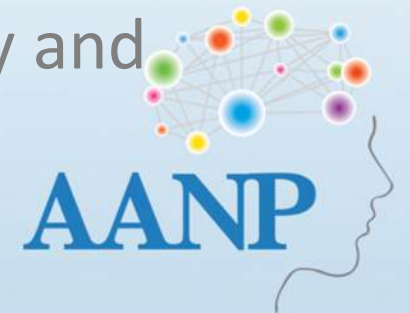
- Direct to JNEN: 47%** (pathways to site not entirely known)
- OUP.com: 20%
- Google: 12%
- PubMed: 10%
- Google Scholar: 8%
- Chat GDP, LinkedIn: 2%



Impact Factor/Citation Score

Impact Factor	Citation Score (CiteScore)
3.1 (2021)	5.3
3.2 (2022)	5.3
3.2 (2023)	5.4
3.0 (2024)	5.5
3.3 (2025)	5.0

- JNEN Impact Factor is ranked 28/90 (31% Percentile) of Pathology Journals.
- JNEN CiteScore is ranked 45/204 (22% Percentile) of Pathology and Forensic Medicine Journals.



Key Updates

- R&P contracts will help with decreasing amount of OA articles JNEN needs to directly support
- Continue to encourage AANP member submissions: Monthly Newsletter, direct contact with Editorial Board and AANP members
- Working with OUP to expand more non-member submissions, Content-Focused *JNEN* Journal Home Page and Digital Metrics (Total items requests, Altmetric scores and Citation counts for Impact Factor Assessment)



Key Updates

- Appointment of Hunter Cai, MD PhD (*University of Texas Southwestern*) as JNEN Associate Editor for Digital Strategy and Promotion
- Appointment of Peter Pytel MD PhD (*University of Chicago*) as JNEN Associate Editor
- Development and exploration for business model and cost of Journal Podcasts-Hunter Cai Pilot Podcasts-Fall 2026
- **Instituted new Authorship Policy (September 2026)**
- **Instituted new Use of Artificial Intelligence (AI) Policy (September 2026)**
- Special Issues on Targeted Topics
 - *CTE Controversies-Clinical correlations/Blast vs. Repetitive Impact*
 - *Digital Neuropathology*
 - *Alzheimer's Disease: Neuropathology of anti-amyloid- β therapies*



About the Individual H-index

The H-index is an index to quantify an individual's scientific research output. Named for physicist Jorge Hirsh who wanted to determine relative worth of theoretical physicist quality of papers.

A H-index of 35 if it has published at least 35 articles that have each received a minimum of 35 citations

The H-index is an index that attempts to measure both the scientific productivity and the apparent scientific impact of a scientist. The index is based on the set of the researcher's most cited papers and the number of citations that they have received in other people's publications. A scientist has index h if h of [his/her] N_p papers have at least h citations each, and the other $(N_p - h)$ papers have at most h citations each. The h -factor is primarily related to **number of publications** in relation to a **derived function of citations per article**.

For a 20 year career, a H-index of 20 would be considered “successful”, 30 is very good; 40 is outstanding and 60 is “truly exceptional”

Median H-index National Academy of Science members: 57

Nobel winner Dr. Baltimore H-index: 191

Measuring Your Impact: Impact Factor, Citation Analysis, and other Metrics

<https://researchguides.uic.edu/if/impact>



JNEN Journal Demographics

Journal Title:	Journal of Neuropathology and Experimental Neurology
Publisher:	Oxford University Press
ISSN:	15546578, 00223069
Journal Scope:	Medicine; Neuroscience
Country of Publisher:	United Kingdom
Scopus CiteScore:	5
Scopus Coverage:	1942-2026
H-Index:	187
SJR:	1.337
Quartile:	* Medicine (miscellaneous) (Q1); Neurology (Q1); Neurology (clinical) (Q1); Pathology and Forensic Medicine (Q1); Cellular and Molecular Neuroscience (Q2)
Open Access:	No (Hybrid Journal)
Diamond Open Access:	No

* Medicine (miscellaneous) (Q1); Neurology (Q1); Neurology (clinical) (Q1); Pathology and Forensic Medicine (Q1); Cellular and Molecular Neuroscience (Q2)



H-Index

JNEN H-Index: 187

A journal with a H-index of 187 has published at least 187 articles that have each received a minimum of 187 citations

187 a very strong upper-middle or leading in a specialized tier; outstanding/top-tier journals H-index are 200-250 or greater

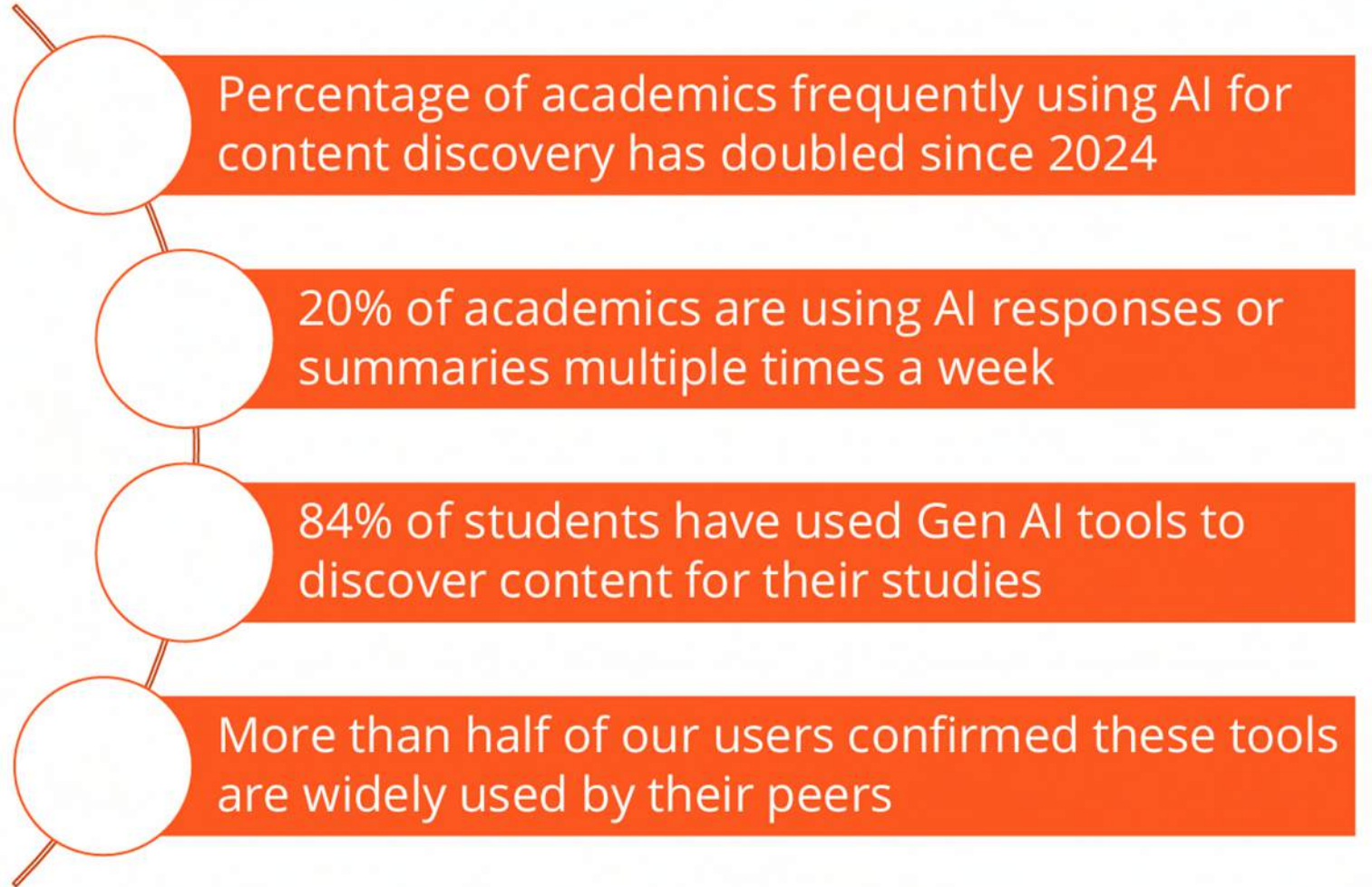


EFFECTS of AI on CURRENT ACADEMIC PUBLISHING LANDSCAPE



Use of Gen AI

OUP research¹ suggests **more than half** of our core audience are now **using generative AI** for their work or study

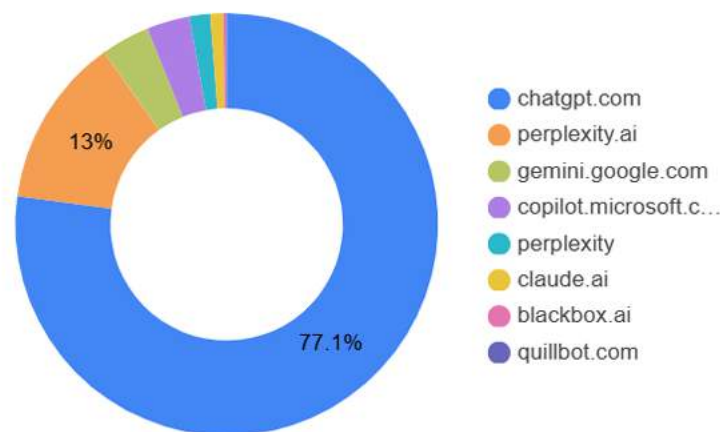


ChatGPT dominance

ChatGPT is by far the most used AI tool by our users; responsible for **77%**¹ of our AI referrals and used most by **70%**² of our users

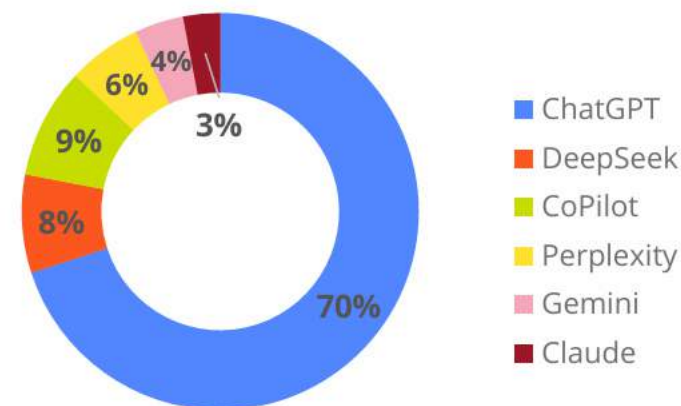
Open AI, Google, and Anthropic all have the **academic market in their sights**; their education specific products offer customisation and better privacy

Views Referred by AI Tools



Gemini is underrepresented here as it's also embedded in Google search.

Most Used AI Tools from Those Surveyed



Click-through rates (To article contents; not just Abstract/Summary)

Google's AI Overviews and AI Mode offer further evidence of a **trend of asymmetric change**.

Alongside these launches we have seen a **surge in impressions** (citation) in Google search results – which aligns with Google's claims of higher search volume.

However, that growth has been countered by a **reduction in resulting clicks**; in the US our click through rate is now only 0.5%, down from 1.5% a year ago¹.

Ultimately, a growing proportion of our users search queries are being satisfied directly by Google.

69%

of Google searches now result in no click-through to content²

80%

of searches where the result features an AI overview are zero-click³

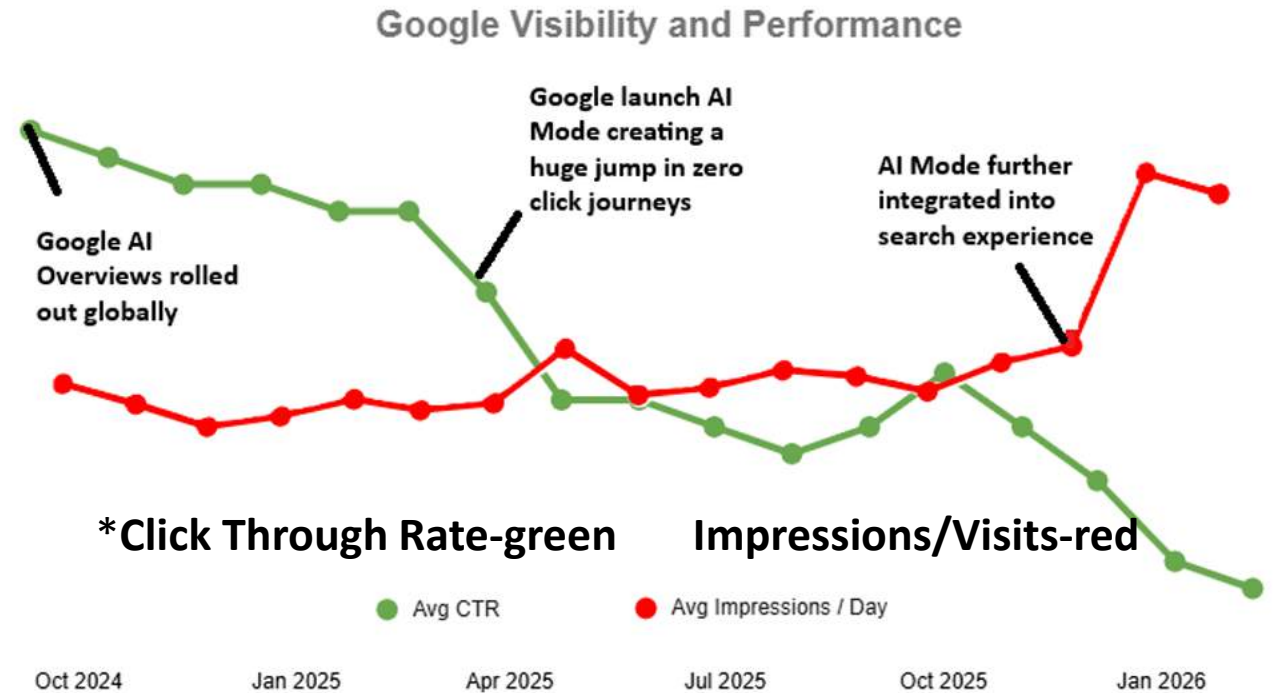
The crocodile effect

Reference content has been a **leading indicator** for the impact from AI and zero click for OUP.

The shift: increased impressions on Google but declining clicks through to content.

This corresponds with an **industry trend referred to as 'the crocodile effect'** that is present across our formats and products.

Various industry initiatives looking at the scale of this impact as well as practical responses to **meet user needs while still demonstrating impact.**



Above: Google Search Console Impressions (Red) charted against Click Through Rate (Green). This shows the rise in interest alongside a change in place of engagement.

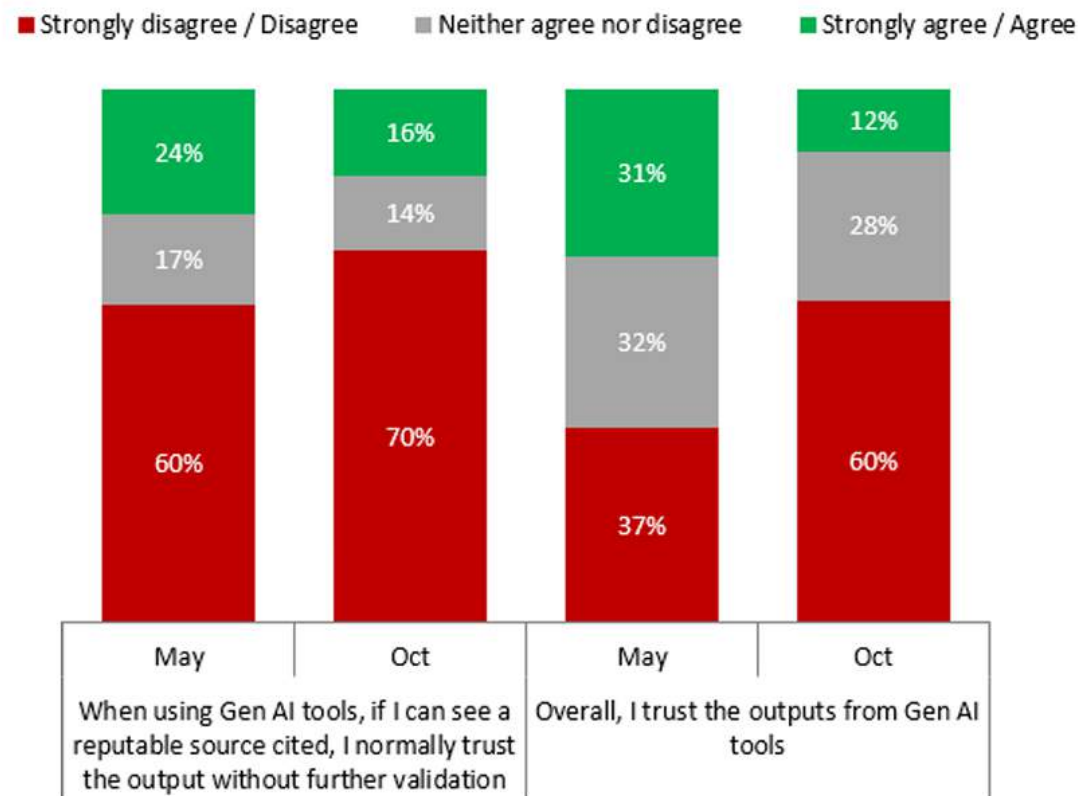
Trusted experiences OUP Readers

The benefits of AI are clear but there remain significant issues around trust.

69% of our users still click through to cited sources¹; the majority click through even when the source cited is reputable.

This highlights the need for trusted publisher-supported experiences and the importance of being discoverable through these new channels.

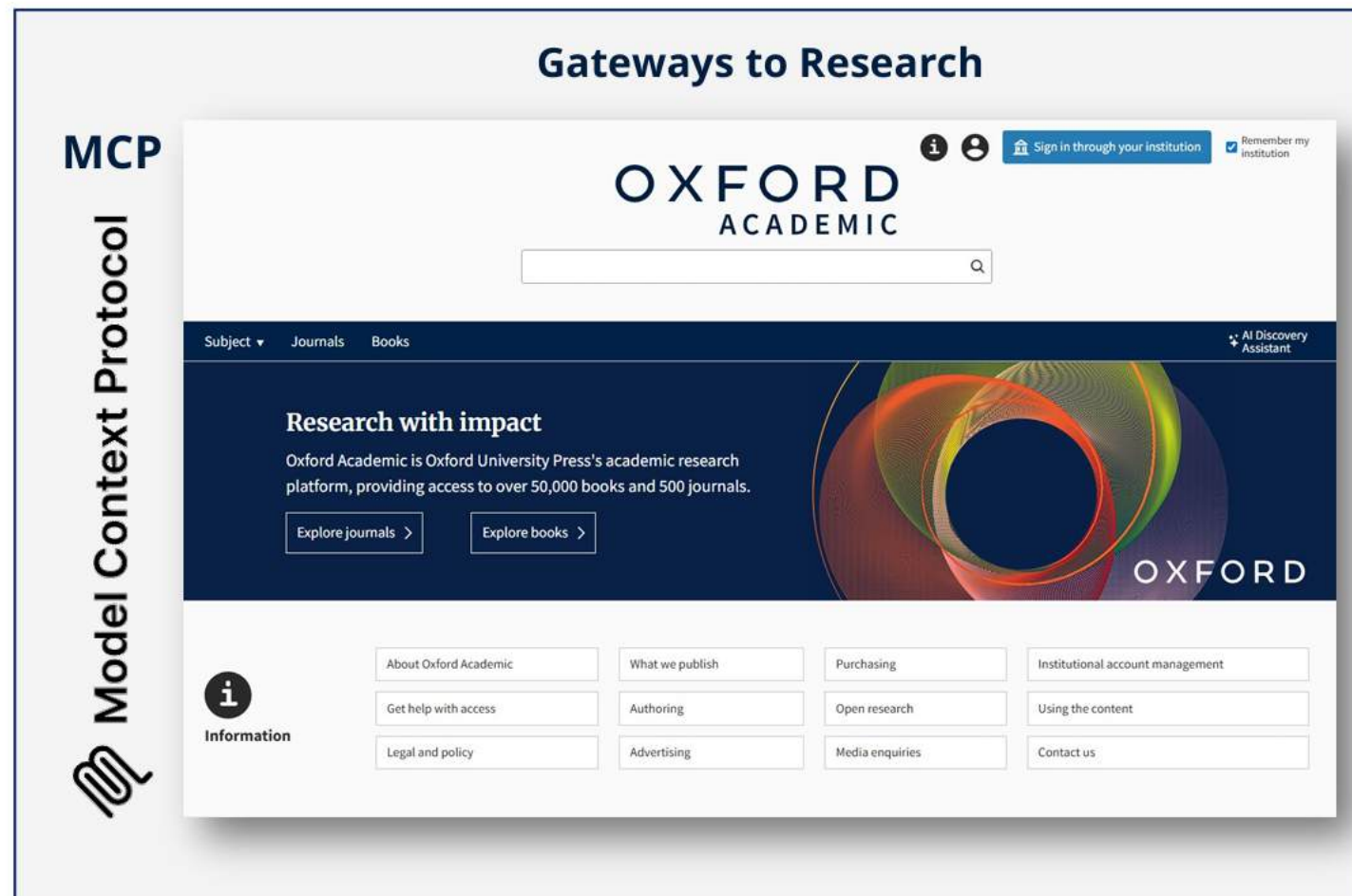
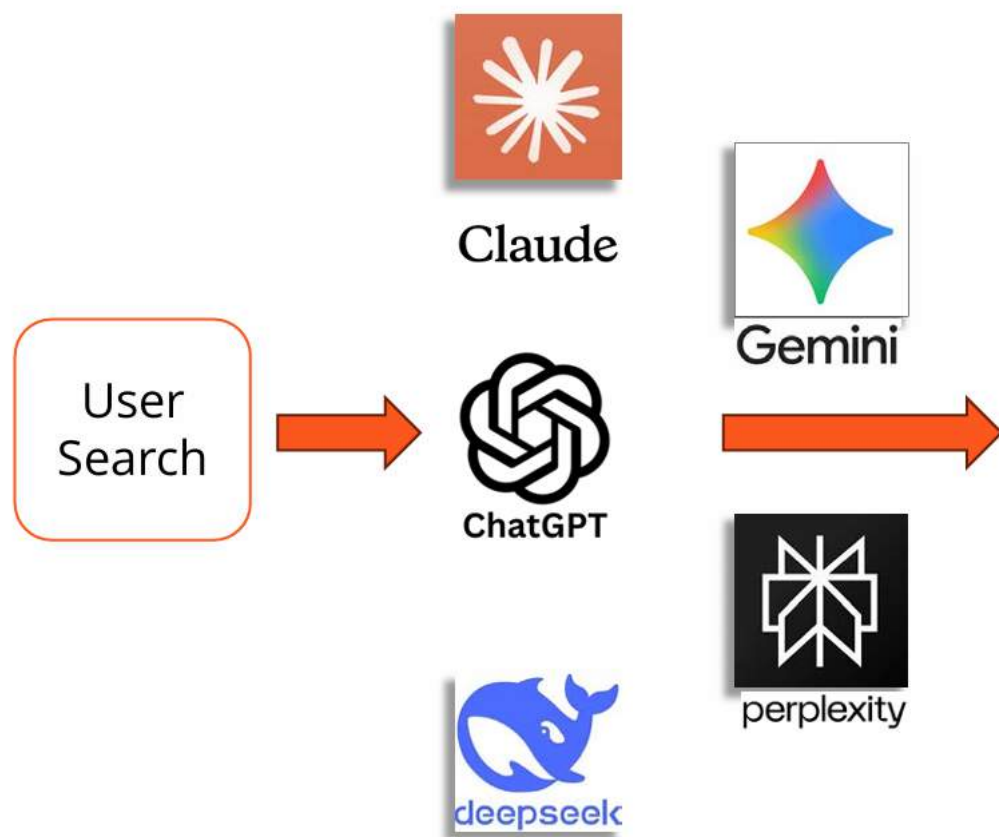
Between May and October 2025, there has been a decrease in levels of trust in Gen AI tools



Q: To what extent do you agree or disagree with the following statements about Gen AI tools?
May N=77-82; Oct N=199-225

The Rise of Agentic* Bot Traffic

* Someone or something capable of acting independently, making decisions, and taking initiative to achieve a specific goal



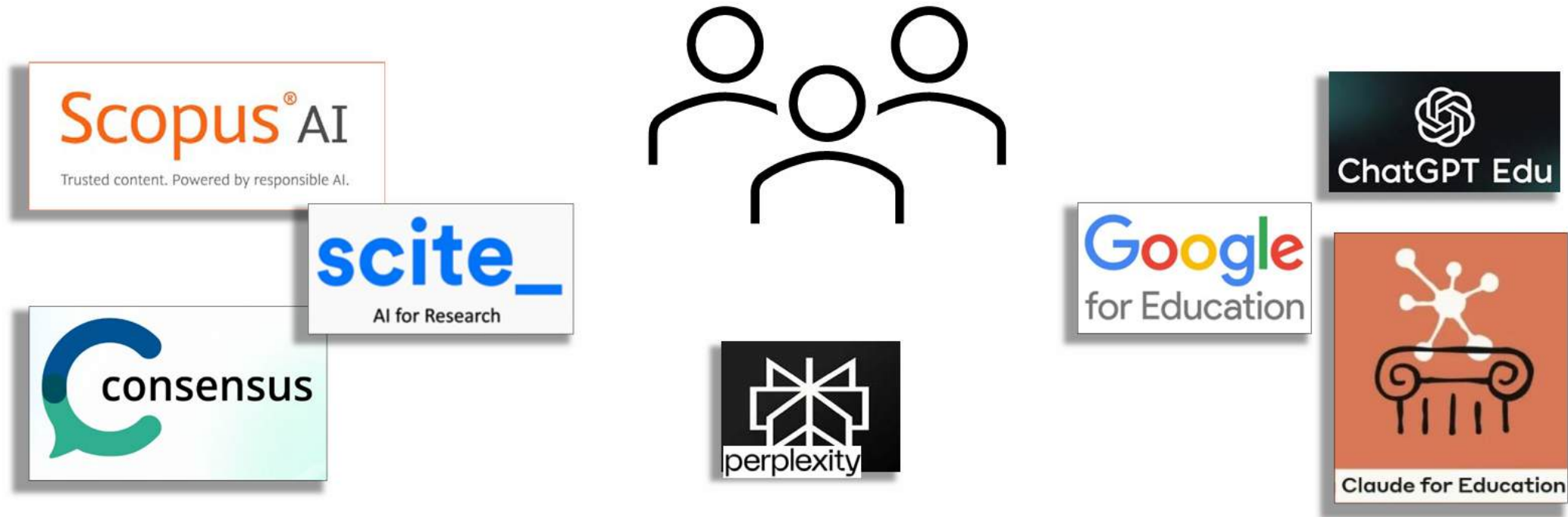
Agentic AI

- Operates autonomously, making decisions and pursuing goals, asking for human guidance when needed
- Analyzes situations and finds the best path for moving forward
- Designs, executes, and optimizes workflows to achieve specific objectives
- Adapts to changes and continuously self-improves

Traditional AI

- Provides valuable insights based on data
- Automates or assists with specific, simple tasks
- Often requires manual retraining to adapt to changes in its environment
- Is a key ingredient to the more sometimes “sophistic” Agentic AI systems*





**In this new discovery landscape, publishers need to meet the user where they are,
through partnering and harnessing emerging technologies like MCP**

Licensing strategic aims



Amplify discoverability

To ensure OUP content is more visible and accessible across platforms, meeting users where they are and drive traffic back to the full-text hosted on Oxford Academic.



Keep pace with technology

To keep OUP content relevant as AI-driven knowledge ecosystem evolve and reshape user expectations. **OUP/JNEN New Policies*



Expand markets

To reach new sectors and audiences beyond our traditional channels, driving impact and value.



Unlock new revenue streams

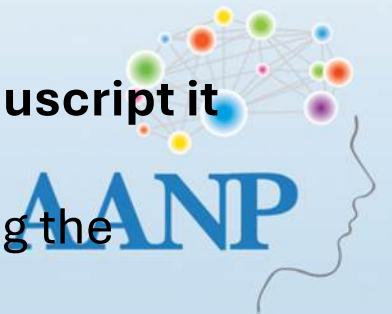
To generate recurring revenue through new use cases, helping to stabilize finances in a fast-moving landscape.

OUP/JNEN New AI Submission Policy (Sept 2026)

Key points of the policy

- **AI tools cannot be listed as authors.** Consistent with COPE guidance, authorship remains a human responsibility.
- **Authors remain fully accountable** for accuracy, originality, ethical compliance, and any AI-assisted content included in their work.
- **Clear disclosure is required** when generative AI tools are used for content creation, data processing, image generation, coding, or translation.
- **No disclosure is required** for limited language-clarity tools (e.g. spell-checkers or grammar-checkers) and reference formatting, aligned with STM guidance.
- **AI-generated or manipulated images** are restricted: generative AI may not be used for primary factual, scientific, clinical, or documentary images.

Disclosure must specify the tool used, how it was used, and where in the manuscript it applies. Disclosure must be included in the submission cover letter and in the Acknowledgments section of the manuscript. Authors will be asked to attest during the submission process, that they have read and followed the policy.



Alignment with Industry Standards

This policy is aligned with established industry guidance, including [STM Recommendations for a Classification of AI Use in Scholarly Manuscript Preparation](#), [COPE guidance on authorship and AI tools](#), and [ICMJE recommendations on authorship and accountability](#). It is also consistent with the approach taken by other major scholarly publishers, including [Elsevier](#), [Wiley](#), [T&F](#), [Sage](#), and [Springer Nature](#).



We will have the following text added to each journal's Author Guidelines with the aim of go-live on September 1, 2026.

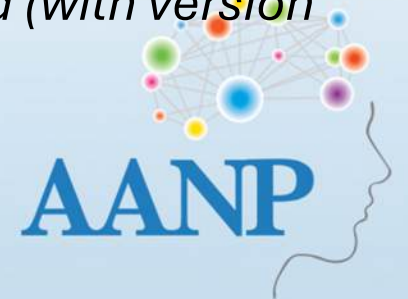
Disclosure of AI Use in Published Content

OUP provides guidance on the responsible use of generative artificial intelligence (Gen AI) and AI-assisted technologies in developing content for publication in our journals. Authors should consult the central Policy on AI Use & Disclosure for Oxford Journals Authors for detailed requirements. Authors must adhere to Policy guidance as well as any journal-specific policy variations if specified.

Adding the standard policy to submission systems

The following text will be added to the submission systems.

I confirm that I have complied with the Policy on AI Use & Disclosure for Oxford Journals Authors as well as any journal-specific policy variations. I confirm that in accordance with the policy, if I have used Generative AI tools at any point in the preparation of my manuscript, I have clearly disclosed their use in the Acknowledgements section of the paper, including the full name of the tool used (with version number), how it was used, and my role in directing or reviewing its output.



JNEN Authorship Changes Policy (Effective September 2026)

After manuscript submission, no authorship changes (including the authorship list, author order, and who is designated as the corresponding author) should be made unless there is a substantive reason in writing to the JNEN Editor-in-Chief to do so. In the written request, documentation that all co-authors agree to the change(s). Neither the Journal nor the publisher mediates authorship disputes. If individuals cannot agree on the authorship of a submitted manuscript, contact the editorial office. The dispute must be resolved among the individuals and their institution(s) before the manuscript can be accepted for publication. If an authorship dispute or change arises after a paper is accepted, contact our Author Support team (journals.corrections@oup.com). COPE provides [guidance for authors on resolving authorship disputes](#).

Particularly note, that after submission, changing who is designated as the corresponding author or designating a co-corresponding author will be permitted only where there is a substantive reason to do so and that changing the corresponding author in order to access Read and Publish funding is not permissible. For more information on Read and Publish funding, see the Open Access charges section.



OUP's AI in peer review strategy

AI is already being used to support peer review – we need to provide trusted tools

Tools need to be integrated into submission systems

Live pilots

- Hum Alchemist Review
- Editor AI Console

Next steps

- Solution assessments beyond ScholarOne
- Vendor roadmaps for integrations
- Partner input/prioritization

Prioritized list of use cases

- Initial assessment/triage support for editors
- AI-supported peer reviews (reviewer 0/2/3)
- AI support for reviewers
- Reviewer recommendations

**OUP Profy Program*

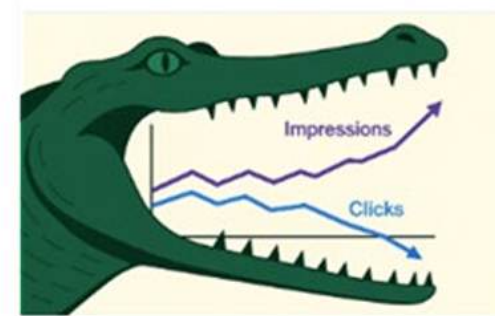
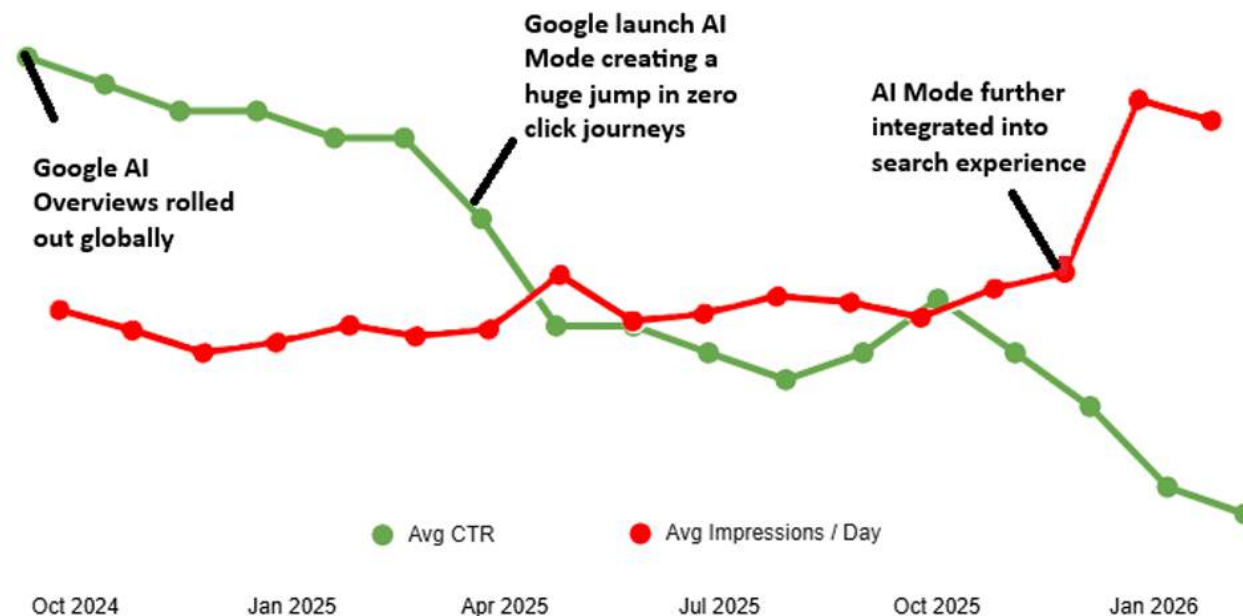
Suggested reviewers based on published content in area of submitted article

Brainhard, J **Ready for the Robot Reviewers?** *Science* 393 (Sept 3):963-987; 2026

The rise in zero-click journeys

- Google continues to weave AI into the search experience with AI Mode now interchangeable with traditional search.
- By answering queries in search results Google has decreased clicks through to websites even while visibility of our site has skyrocketed – this is especially true for casual searches looking for surface level answers.
- Users who do come through to the platform from Google are now more engaged as they have clear intent to learn more about their query – with average session duration up 30% YoY.

Google Visibility and Performance



Clicks-Through to Article Content

Pilot objective: Increase value of institutional subscriptions

Problem

Researchers at institutions with **Enterprise AI solutions** (e.g., ChatGPT Edu, Claude Edu) **do not have visibility** of the institution's OUP **entitlements** within their chosen AI solution, negatively impacting **discovery and engagement**.

Pilot

Undertake a Model Context Protocol (**MCP**) pilot with 3-4 institutional customers. The MCP server will allow partnering institutions to **pull content from their subscriptions into their enterprise AI solutions** via a MCP bridge.

Objectives

- Advance **scholarly research** by ensuring that the content published by OUP and its society partners is surfaced in research environments
- Support institutional customers by **improving the trustworthiness** of their chosen AI tools
- **Increase citations and usage of content**, thereby demonstrating impact
- Increase **value** of subscriptions
- **Help our customers** in their AI journey and implementation

Objective: Visibility in AI Chatbots / Hyperscalers

Problem

Researchers are increasingly using popular AI assistants to conduct their research. Our policy to **block all AI bots** made our content practically **invisible** within those assistants, which goes against our mission of global dissemination and discovery.

Pilot

Unblocked leading chatbot user and search bots (OpenAI, Perplexity, and Claude) on Oxford Academic for 45 days, allowing them to access the **free content layer**.

Key Performance Indicators (KPIs)

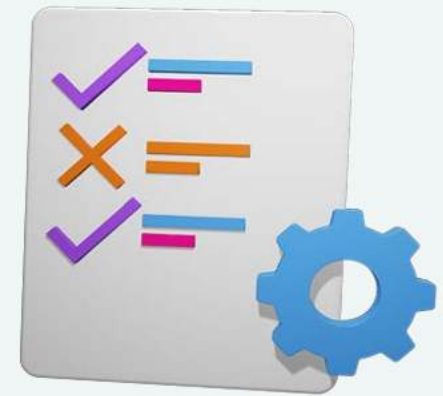
Traffic

A Google Analytics dashboard was stood up to monitor:

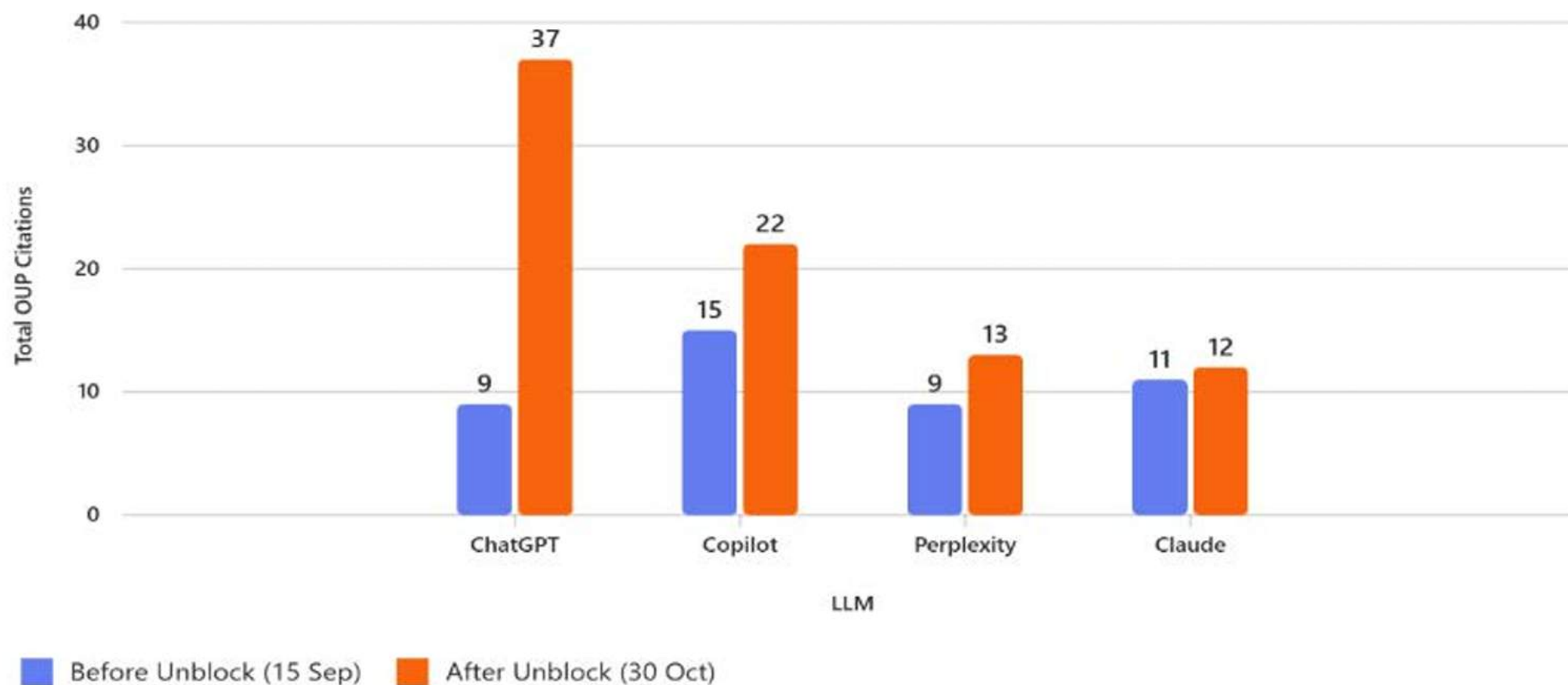
- Number of referrals broken down by referrer and region
- Number and ratio of authenticated views resulting from referral
- Number of articles accessed

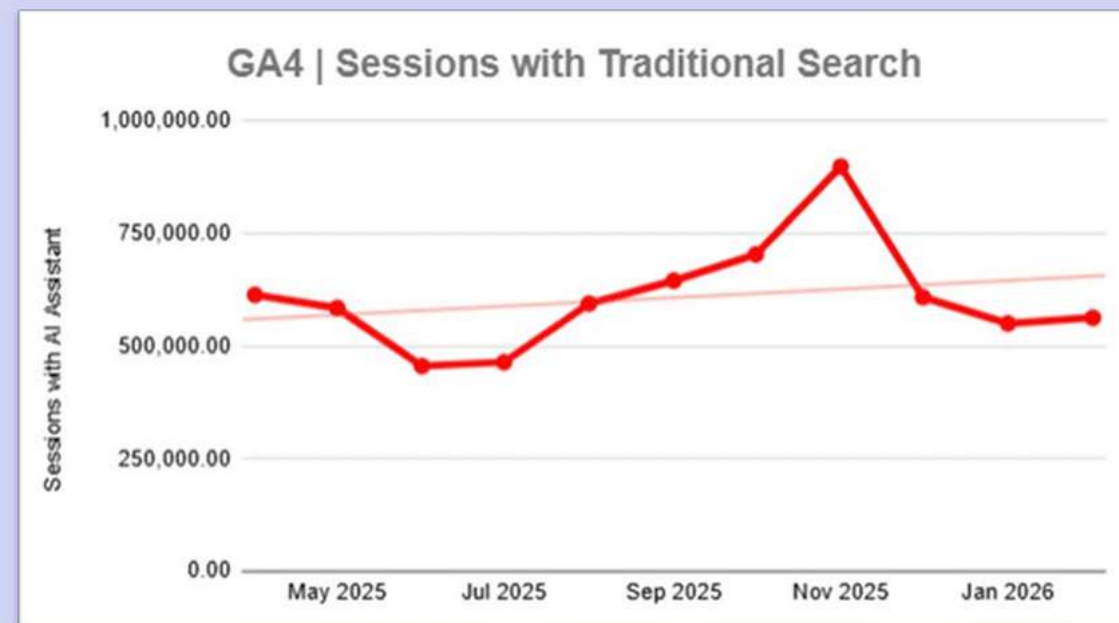
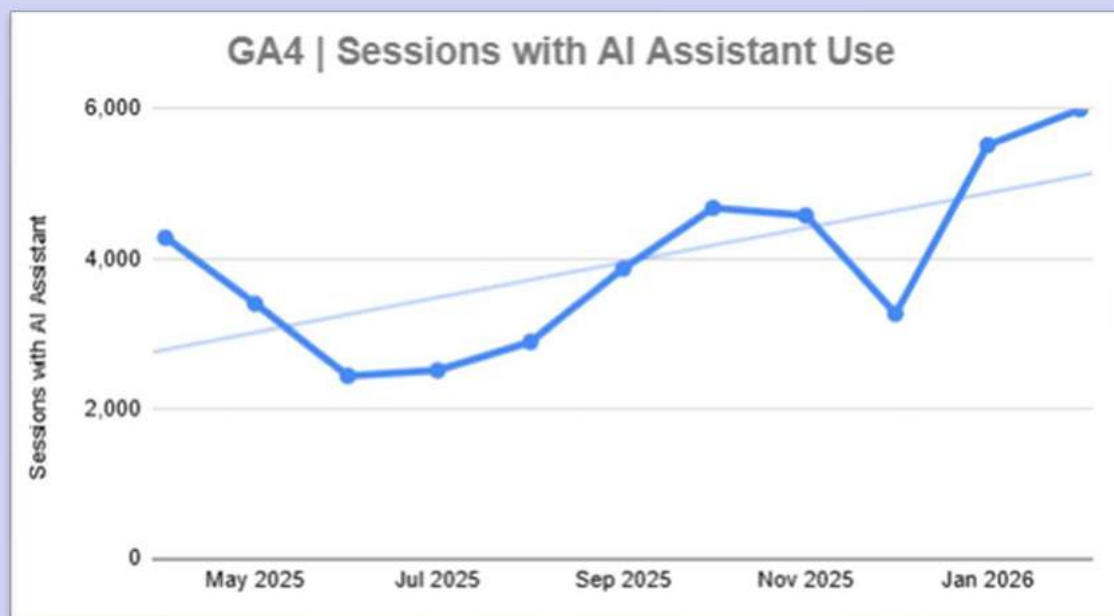
Presence

- Utilize generated questions to assess brand visibility in chat outputs.



Pilot Findings: Brand Prominence





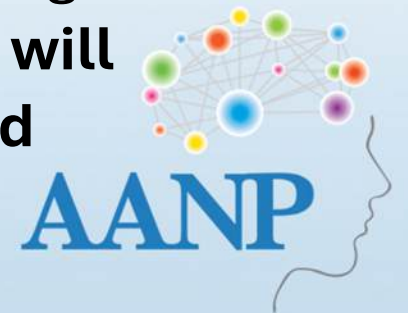
Feb 2026	Result clicks	Results clickthrough rate
AI Search, single prompt	504	14%
AI Search, multiprompt chat	935	39%
Traditional search	19,522	9%

JNEN Discoverability and Licensing Update

- Content surfaced verbatim in search results typically includes a citation to the original source, providing visibility and recognition for your authors, and for your journal. This presentation reinforces society and journal brands, enhancing your reputation and authority and demonstrating the value of the version of record.
- This visibility is important not just for journals, but also for users, as these citations make clear that the AI-generated response is based on a trusted source and it can be easily validated against the original.
- **Where possible, we will include a click-through journey to the full text often hosted on the Oxford Academic platform, driving traffic, awareness, usage, and citation rates/impact to the version of record.**
- **Due to AI “Zero Click Through” information from OUP and discussions at Editorial Board Meetings (June 2026), JNEN Abstract Word Count will increase from current 200 words to 300**



- AI-discovery platforms can expand your journal's exposure and accessibility beyond its core readership, including to non-traditional audiences (e.g., industry, policy makers, and clinical users) who might not otherwise access academic databases.
- **Active Licensing** can extend the lifecycle of content within your journal. These arrangements, when powered by AI-based searches, facilitate the surfacing of older content, further enhancing discoverability and value of your content.
- Through **Active Licensing** we can better influence where and how data are being represented, attribution standards and, by extension, citations to your journal's articles.
- In at least some cases, we expect to be able to obtain aggregated usage data. **As user journeys change and content engagement shifts, it will be important to have these new metrics to better understand and document the overall reach and impact of a journal.**



Traditional vs. Active Licensing

In traditional subscription publishing, authors often transfer full copyright to the publisher, which can limit reuse and require permission for any new use. **With active licensing, especially in open access, the author retains rights and licenses the work under a defined, open terms — making the permissions “active” for anyone, not just the publisher**

Common forms in academia

Creative Commons licenses (e.g., CC-BY, CC-BY-SA, CC-BY-NC) that set clear, machine-readable terms for reuse

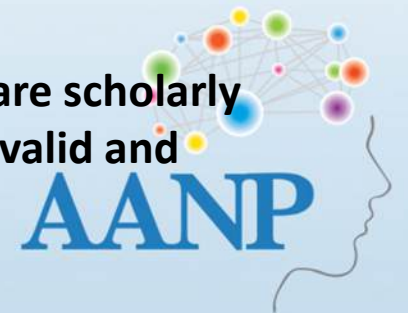
Gold Open Access models, where the final published version is freely available and licensed for reuse

Green Open Access arrangements, where authors retain rights and deposit a version of the work in a repository under an active license

Active Licensing:

Ensures legal clarity for authors, publishers, and users Maximizes reach and reuse of research by allowing broad, lawful access Supports open science by making content reusable for teaching, translation, and further research without extra permissions

In short, Active Licensing in academic publishing is the explicit, ongoing grant of rights to use and share scholarly works under agreed terms, most often through open licenses ensuring that the permissions remain valid and accessible after publication.



WHY NOW

Three trends reshaping how research is understood

TRUST FRAGILE

2026 Edelman Trust Barometer
finds people reluctant to trust
people "not like them"

Public debate reveals
growing questioning of
scientific advice

AI USAGE RISING

ChatGPT has 900M weekly users
as of Feb 2026, up from 400M
12 months earlier

49% of usage is asking
questions. General research
is largest use case

JOURNALISM DECLINING

Newsroom employment down
23% (2008-2019), closures and
reductions continue

Decline in specialist
journalists



CONTEXT IS BEING LOST



WHY SOCIETIES

Your unique role in providing context

- **Long-term stewardship:** Your mission and community focus give your voice a different weight
- **Context that's being lost:** The "what does this really mean" layer – disciplinary expertise only you can provide
- **Credibility and reach:** Being visible across channels builds domain authority that AI systems and stakeholders recognise

"If we don't do a better job of communicating science to broader stakeholders, we are creating a vacuum for misinformation."

-- SSP 2025 Annual Meeting discussion

WHERE TO FOCUS

Start where you are and build

Level 3: Systematic

- Research communication strategy
- Optimised content programme
- Measurement and improvement

Level 2: Active engagement

- Build media relationships
- Member support and training
- Rapid response to misinformation

Level 1: Foundation

- Website as authoritative source
- Train spokespeople
- Social media with context

Some possible tactics for growth...

*

*

*

Aims and scope
refresh or
clarification

Introducing new
article types

Calls for papers
focused on key topics

Commissioning
content from leading
or rising scholars

Editorial board
refresh and
diversification

*

*

*

Empowering board
members to act as
ambassadors

Expanding peer
reviewer pool

Creating transfer
networks among
journals or portfolios

Targeted author
marketing

Leveraging
society/organizational
networks

*

Regional editors
and/or language
support

Community
engagement –
webinars, blogs, etc.

Simplifying
submission and
author experience

Analyzing
bibliometric data for
emerging or
important topics

Identifying top-cited
researchers from
key regions