A205: Transforming Scholarly Publishing with Blockchain Tech & AI

Five Developments to Watch

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Today’s Agenda

• Introduction Overview
• Blockchain 5W’s
• 5 Developments to Watch
• Summation
• Discussion
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• Executive
  • Dow Jones & Co.
  • Elsevier
  • Collexis
  • AIP

• Gunter Media Group, Inc. 2011
  • Strategy, Commercialization, & Digital Product Ideation
  • M&A
  • High Performance Team development
Without Further Ado: Every/Any Industry -

• Information-sharing across organizations — trust, transparency, and efficiency
• Supply Chain Management — With FlureeDB, a consortium of stakeholders in a supply chain can own, operate and enforce rules for their own shared blockchain.
• Coordinate logistics, payments, financial terms, and contract rules
• End-to-End visibility and tracking of supply chain process in real-time
• Auditing — Records can be instantly independently verified.
• Compliance — Track processes against regulations with pre-defined rules
• Business Contracts — Set pre-defined rules for transactions between two or more companies engaged in a partnership

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History of Blockchain → Blockchain

**cryptography**

/kripˈtägrəfē/

*noun*

the art of writing or solving codes.

**cryptocurrency**

/ˈkriːpˌtɔrərənsi/ (krip-ərənsē)

*noun*

plural noun: cryptocurrencies

a digital currency in which encryption techniques are used to regulate the generation of units of currency and verify the transfer of funds, operating independently of a central bank.

"decentralized cryptocurrencies such as bitcoin now provide an outlet for personal wealth that is beyond restriction and confiscation"
The five W’s + H of Blockchain –

What is Blockchain?
The five W’s + H of Blockchain
Why did Blockchain start?
The five W’s + H of Blockchain –

Who started Blockchain?

When did Blockchain begin?
The five W’s + H of Blockchain

Where did it start?
Blockchain Possibilities

• MIT Interview: Professor

Interviews

CHRISTIAN CATALINI
Entrepreneurship, and Strategic Management
Founder | MIT Cryptoeconomics Lab

ERIK BRYNJOLFSSON
Professor | MIT Sloan School of Management
Director and Co-Founder | MIT Initiative on the Digital Economy
The five W’s + H of Blockchain
How is Blockchain being used?

Asset Management: Trade Processing and Settlement

Insurance: Claims processing

Payments: Cross-Border Payments

Smart Property

Blockchain Internet-of-Things (IoT)
5 Developments To Watch For Scholarly Publishing

- Administrative matters
- Research collaboration
- Digital Rights Management
- Interlibrary loan
- Smart Contracts
5 Developments To Watch For Scholarly Publishing
Blockchain – Case Study #1 – Smart Contracts

1. An option contract between parties is written as code into the blockchain. The individuals involved are anonymous, but the contact is the public ledger.

2. A triggering event like an expiration date and strike price is hit and the contract executes itself according to the coded terms.

3. Regulators can use the blockchain to understand the activity in the market while maintaining the privacy of individual actors’ positions.

Source: Blockgeeks

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Blockchain – Case Study #2 – Blockchain Govt

Source: Blockgeeks

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Blockchain Summation:

- Drive new processes
- Improving efficiencies
- Reducing cost
- Increase accessibility
- Blockchain addresses an exciting and topical set of business challenges, across the scholarly publishing industry
- Linux Foundation Hyperledger project developing open source, open standards shared ledger technology
- Leadership with Darrell W Gunter WSOU 89.5 FM / wsou.net Sat 8am
  - Podcast iTunes: https://podcasts.apple.com/us/podcast/wsou-leadership-with-darrell-w-gunter/id508534295 Show #’s 224, 225, 226, 234, 236, 239, 244, 245, 246,
THANK YOU!

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References and Citations

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- History of Blockchain #2
- Slides 11 – 13 – Source Blockgeeks
- MIT Blockchain Online Course
- Merkle tree
- LBRY - https://lbry.com/
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- IOS Press Labs Article