



# EARLY RESEARCH: THE GLOBAL LEADING INDICATOR

Michael Magoulias, Director of Operations & Fulfilment, SSRN

Thursday, 11 November, 16:00 GMT



# A Word From Today's Chairman



**Professor Michael Mainelli**

Executive Chairman

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# Today's Agenda



- 16:00 – 16:05 Chairman's Introduction
- 16:05 – 16:25 Keynote Address - Michael Magoulias
- 16:25 – 16:45 Questions & Answers

# Today's Speaker



**Michael Magoulias**

Director of Operations & Fulfilment

SSRN



# Early Research: The Global Leading Indicator

Michael Magoulias  
[michaelm@ssrn.com](mailto:michaelm@ssrn.com)



## Poll: How familiar are you with preprint research?

- Not at all
- It rings a bell
- Quite familiar, and I have strong opinions



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## Preprints were the beginning

**PHILOSOPHICAL  
TRANSACTIONS:  
GIVING SOME  
A-C-C-O-M-P-T  
OF THE PRESENT  
Undertakings, Studies, and Labours  
OF THE  
I-N-G-E-N-I-O-U-S  
I-N M-A-N-Y  
CONSIDERABLE PARTS  
OF THE  
WORLD.**

*Vol I.*

For *Anno* 1665, and 1666.

In the *SAVOY*,

Printed by *T. N.* for *John Martyn* at the Bell, a little way  
out *Temple-Bar*, and *James Allestry* in *Duck-Lane*,  
Printers to the *Royal Society*.

## It all started as a preprint....

A preprint is a complete manuscript that is uploaded by the author(s) to a public server.

A preprint is...

- Acceptable: for submission to most scholarly journals
- Citable: with DOIs being assigned
- Creditable
- Versionable
- Archivable
- Discoverable

(Adapted from Berg, J.M. et al. (2016) Preprints for the life sciences. *Science* 352(6288), pp. 899-901.)



# Most papers on SSRN are pre-prints, which are articles that have not yet been peer reviewed



Pre-Print



Peer Review Process



Published Article

99% of articles in the Journal of Finance were on SSRN an average of 3.3 years before they were published

Preprints are now in Scopus

## SSRN is a research repository and a community for researchers

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...and a **community** where  
readers and authors can  
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Since 1994, SSRN has been devoted to the rapid worldwide dissemination of research

## SSRN: “The Greatest Website on the Internet!” \_Malcolm Gladwell



Early discoveries of ideas in an open-access, interdisciplinary environment of sharing enables innovation.

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 Research Network



**Launched June 2021!**



Forensic Science  
 Research Network



**Launched September 2021!**

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Support: [support.ssrn.com](https://support.ssrn.com)

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7,806 Following 23.4K Followers

- SSRN's Twitter Audience is predominately law, economics, business, and sustainability but growing in other areas such as medicine.
- 23.4K followers
- Potential to reach 2.7 million Twitter users per month
- Total engagements: 3,800 per month (likes, retweets, post comments)
- Estimated clicks: 4,100 clicks per month
- Impressions: Over 170,000 users see our tweets per month.

SSRN's Twitter:



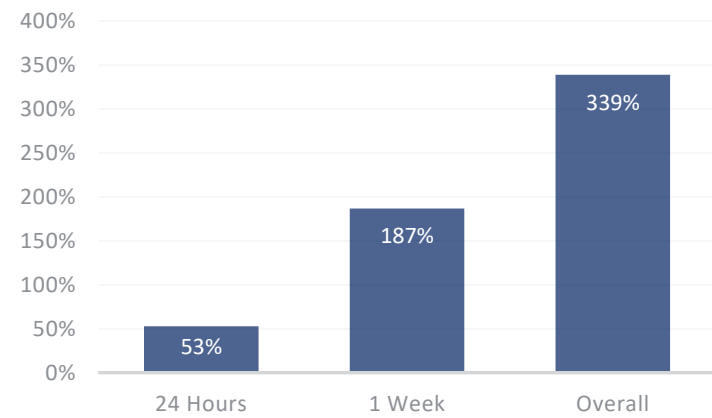
## Social Media: Impact on Research

A Case Study: Bearer-Friend, Jeremy, Colorblind Tax Enforcement (July 20, 2021). 97 NYU L. Rev. \_\_ (2022 Forthcoming), GWU Legal Studies Research Paper No. 2021-48, GWU Law School Public Law Research Paper No. 2021-48, Available at SSRN: <https://ssrn.com/abstract=3890361>



- Tweeted on 7/23/21
- Mentioned in TaxProf Blog on 7/27/21
- Mentioned in The Atlantic on 7/27/21
- 53% increase in traffic to research within 24 hours
- 187% increase in traffic to research within 1 week
- 339% increase in traffic to research within 1 month

Percentage Increase in Traffic




# Social Media: Impact on Research

**A Case Study: Bearer-Friend, Jeremy, Colorblind Tax Enforcement (July 20, 2021). 97 NYU L. Rev. \_\_\_ (2022 Forthcoming), GWU Legal Studies Research Paper No. 2021-48, GWU Law School Public Law Research Paper No. 2021-48, Available at SSRN: <https://ssrn.com/abstract=3890361>**

Metrics Details	
<b>USAGE</b> 942	
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<a href="#">SSRN ↗</a>	812
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Blog Mentions	1
<a href="#">Blog</a>	1
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<a href="#">News</a>	1
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**Jeremy Bearer-Friend**  
@bearerfriend

Replying to @Narfnapil @clintwallace and 9 others

Sounds phenomenal! Let me know how I can help as you build it out. Here is the working draft of my Colorblind Tax Enforcement piece in case relevant [papers.ssrn.com/sol3/papers.cf...](https://papers.ssrn.com/sol3/papers.cfm?abstract_id=3890361)

10:08 AM · Aug 9, 2021

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**Brown: How Race Plays Into Tax Policing**

July 27, 2021 | [TaxProf Blog](#)

The Atlantic: The IRS Is Targeting the Poorest Americans, by Dorothy Brown (Emory): Senate Republicans recently killed a proposed increase in funding for the IRS that would have helped pay for the Biden administration's infrastructure bill. The beneficiaries of that omission will be wealthy taxpayers, who regularly manage to stay...

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**The IRS Is Targeting the Poorest Americans**

July 27, 2021 | [The Atlantic](#)

Senate Republicans recently killed a proposed increase in funding for the IRS that would have helped pay for the Biden administration's infrastructure bill. The beneficiaries of that omission will be wealthy taxpayers, who regularly manage to stay just beyond the law's reach with their tax-avoidance strategies. This is all too familiar. As my research shows, rich white Americans tend to get tax ru

Paper Description

The United States Internal Revenue Service ("IRS") has repeatedly taken the position that, because the IRS does not ask taxpayers to identify their race or ethnicity on submitted tax returns, IRS enforcement actions are not affected by taxpayers' race or ethnicity. This claim, which I call "colorblind tax enforcement," has been made by multiple IRS Commissioners serving in multiple Administrations (both Democratic and Republican). This claim has been made to members of Congress and to members of the press. In this article, I refute the IRS position that racial bias cannot occur under current IRS practices. I do so by identifying the conditions under which race and ethnicity could determine tax enforcement outcomes under three separate models of racial bias: racial animus, implicit bias, and transmitted bias. I then demonstrate how such conditions can be present across seven distinct tax enforcement settings regardless of whether IRS asks about race or ethnicity. The enforcement settings analyzed include summonses, civil penalty assessments, colle

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SSRN ID: [3890361](#)

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**AUTHOR(S):**  
Jeremy Bearer-Friend

**TAG(S):**  
Tax; Race; Tax Administration; Tax Data; Tax Enforcement

Provide Feedback

Have ideas for a new metric? Would you like to see something else here? [Let us know](#)

# Data Analytics Dashboard: An Overview

## What's the Data Analytics Dashboard?

It's a customized, IP address-driven online tool that enables insights into the institutions viewing and downloading a client's research posted to SSRN. The tool provides a wide range of data that can help a client understand how its research contributions to the international research community are being consumed by SSRN's network, including granular usage statistics that track the institutions that are viewing and downloading papers. These institutions include:

- Corporations and other mid-size businesses
- Government departments
- NGOs (associations, organizations, societies)
- Research institutes
- Universities, colleges, and other institutions of higher learning

## What type of data does the Data Analytics Dashboard furnish?

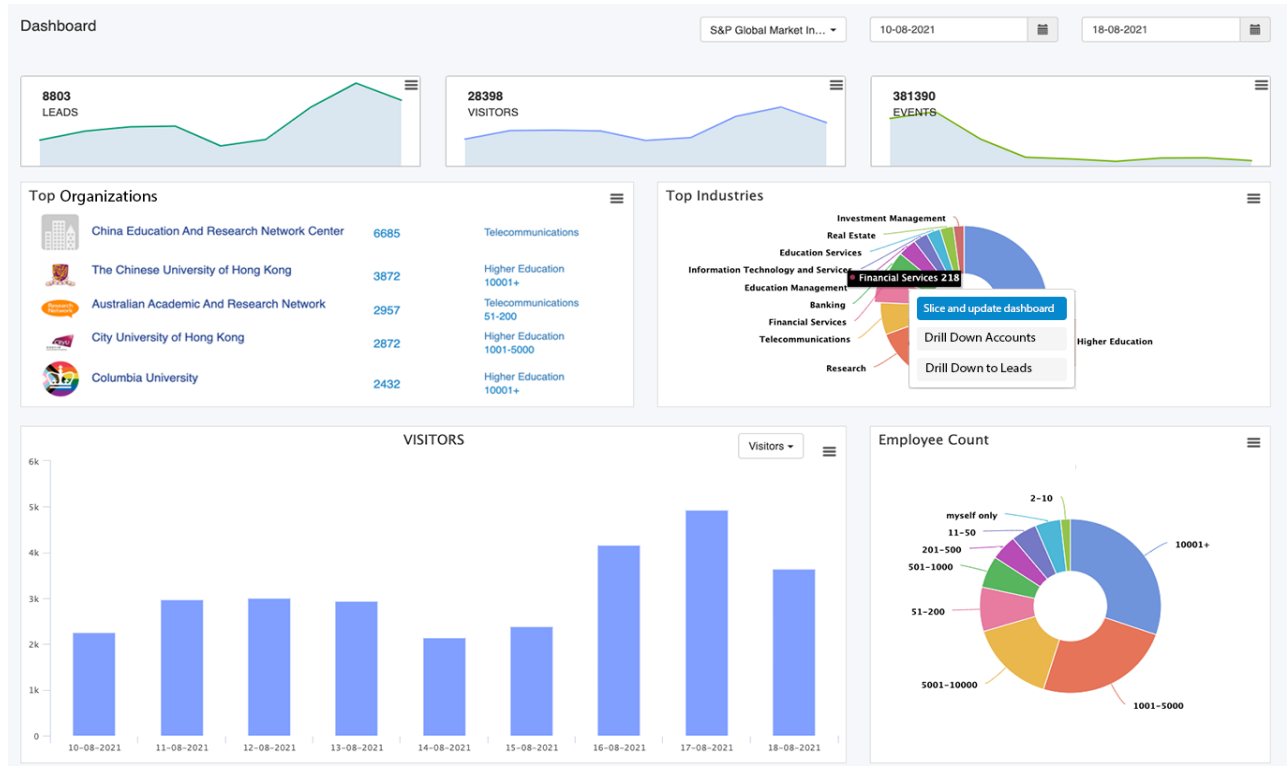
- The names of top organizations that are interacting with a client's data on SSRN. Included are organizational details like industry, location, size, domain, and social profiles.
- Graphical representations of the industries these top organizations represent.
- Scoring "drill downs" that assign weight based on engagement with a particular piece of research and profile engagement (number of persons, number of events events).
- Individual's activities within an organization who are frequent viewers or downloaders of client's research on SSRN – potential leads for sales and marketing. The entire interaction with your content starting with their first visit, all the pages they've viewed, and all the links they've clicked over time, are easily viewable.

# S&P Data Analytics Dashboard

Upon successful login, you are greeted with the dashboard overview with a default view of last week's activities.

Multiple ways to view the presented data which refreshes the dashboard view based upon your selections:

- Slice by industry
- Slice by size of organization
- Slice by industry and size of organization
- Etc.



## Top 20 Organizations in Germany (month of October)

Organization Name	Total Pages Viewed	Organization Industry
European Central Bank	383	Banking
RWTH Aachen University	41	Research
ScanMos Imaging GmbH	65	Computer Networking
Universität Duisburg-Essen	62	Research
ADIDAS	51	Sporting Goods
FIZ Karlsruhe - Leibniz Institute for Information Infrastructure	36	Information Services
Union Investment	44	Investment Management
GREY Germany	22	Marketing and Advertising
RWE Supply & Trading GmbH	98	Oil & Energy
Engels Informatik GmbH	11	Information Technology and Services
Wortmann AG	9	Computer Hardware
Deutsche Bank	22	Investment Banking
Fachhochschule Bielefeld	9	Design
Eberhard Karls Universität Tübingen	76	Internet
Hubert Burda Media	29	Media Production
Berlin Partner GmbH	40	International Trade and Development
DFV Deutsche Familienversicherung AG	11	Insurance
The Linde Group	6	Chemicals
Luther Rechtsanwaltsgesellschaft mbH	9	Legal Services

# Medical preprints – The pandemic changed things!

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**Sneak Peek**  
A PREVIEW OF PAPERS UNDER REVIEW

## Cell Press Sneak Peek

Cell Press Sneak Peek is an author opt-in preview of the papers under review in our primary research journals. An invitation to submit to Sneak Peek is provided to all authors of primary research articles at the time they are first sent for peer review. Sneak Peek makes papers discoverable earlier in the publication process.

DATE POSTED (click to see all Cell Press Sneak Peek papers sorted by DOWNLOADS)

Search within papers  
Rebecca Payne

Displaying 1-9 of 9 papers



### [Sustained T Cell Immunity, Protection and Boosting Using Extended Dosing Intervals of BNT162b2 mRNA Vaccine](#)

Number of pages: 93 • Posted 21 Jul 2021

Publication Status: **Under Review**

Rebecca P. Payne, Stephanie Longet, James A. Austin, Donal Skelly, Wanwisa Dejnirattisai, Sandra Adele, Naomi Meardon, Sian Faustini, Saly Al-Taei, Shona Moore, Tom Tipton, Luisa M. Hering, Adrienn Angyal, Rebecca Brown, Natalie Gillson, Sue L. Dobson, Ali Amini, Piyada Supasa, Andrew Cross, Gurjinder Sandhar, Jonathan A. Kilby, Jessica K. Tyerman, Alexander R. Nicols, Thomas Altmann, Hailey Hornsby, Rachel Whitham, Eloise Phillips, Tom Malone, Alexander Hargreaves, Adrian Shields

Newcastle University - Translational and Clinical Research Institute Immunity and Inflammation Theme, University of Oxford - Wellcome Trust Centre for Human Genetics, University of Liverpool - NIHR Health Protection Research Unit in Emerging and Zoonotic Infections, University of Oxford - Nuffield Department of Clinical Neurosciences, University of Oxford - Wellcome Centre for Human Genetics, University of Oxford - Peter Medawar Building for Pathogen Research, Sheffield

Downloads  
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28 Jul

## Covid-19: Eight-week gap between Pfizer's first and second vaccine shot boosts immunity – UK study

health24 Zakiyah Ebrahim

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**Covid-19 vaccines: Pfizer fast facts**  
Are you one of the people in line for South Africa's Covid-19 vaccination roll-out? Brush up on your knowledge of the Pfizer vaccine.



- An eight-week gap between the first and second doses of the Pfizer vaccine results in stronger immunity against all variants of concern.

[Download This Paper](#)[Open PDF in Browser](#)[Add Paper to My Library](#)Share: [f](#) [t](#) [e](#) [s](#)

# Contracting for On-Time Delivery in the U.S. Influenza Vaccine Supply Chain

*Manufacturing & Service Operations Management, Vol. 18, No. 3, pp. 332–346, Summer 2016*

34 Pages • Posted: 20 Nov 2012 • Last revised: 20 Apr 2017

[Tinglong Dai](#)

Johns Hopkins University - Carey Business School

[Soo-Haeng Cho](#)

Carnegie Mellon University - Tepper School of Business

[Fuqiang Zhang](#)

Washington University in St. Louis - John M. Olin Business School

Date Written: November 17, 2015

## Abstract

Although influenza vaccine shortage is often attributed to low supply, it has been observed that even with abundant supply, a major shortage can still occur due to late delivery. In this paper, motivated by the influenza vaccine industry, we study a supply chain contracting problem in the presence of uncertainties surrounding design, delivery, and demand of influenza vaccine. In this supply chain, a manufacturer has insufficient incentive to initiate at-risk early production prior to the design freeze because it is a retailer who reaps the most benefits from selling more vaccines delivered on time. Anticipating that late delivery will lead

## Paper statistics

DOWNLOADS	ABSTRACT VIEWS	RANK
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11 [Citations](#) ⓘ ▾

35 [References](#)

PlumX Metrics



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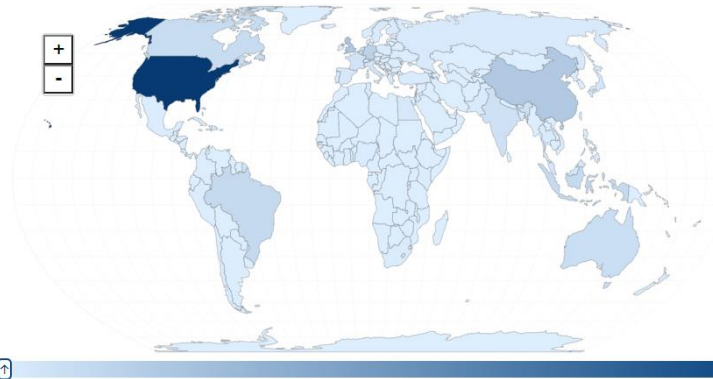
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### Areas of Study

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  - SPGMI: Compustat Fundamentals (Topic)
  - SPGMI: Leveraged Commentary & Data (LCD) (Topic)
  - SPGMI: Panjiva (Topic)
  - SPGMI: RateWatch (Topic)
  - SPGMI: SNL Energy Data (Topic)
  - SPGMI: SNL Metals & Mining Data (Topic)
  - SPGMI: SNL Media & Telecommunications (Kagan) Data (Topic)
  - SPGMI: SNL Insurance Data (Topic)
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  - SPGMI: Trucost ESG Data (Topic)



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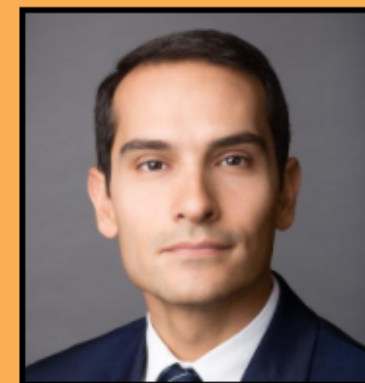
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# George Serafeim

## CHARLES M. WILLIAMS PROFESSOR OF BUSINESS ADMINISTRATION

George Serafeim is the Charles M. Williams Professor of Business Administration and the Faculty Chair of the [Impact-Weighted Accounts Project](#) at Harvard Business School. He has presented his research in over 60 countries around the world, including to world leaders in government and business at events such as the World Economic Forum at Davos and the Aspen Ideas Festival. He ranks among the top 10 most popular authors out of over 12,000 business authors on the [Social Science Research Network](#). He is currently teaching the course "Risks, Opportunities and Investments in an Era of Climate Change" that he designed for the elective curriculum of the MBA program and the course "Financial Reporting and Control" in the required



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# Place Your Bets? The Market Consequences of Investment Research on **Reddit's** Wallstreetbets

63 Pages • Posted: 22 Mar 2021 • Last revised: 3 Nov 2021

**Daniel Bradley**

University of South Florida

**Jan Hanousek Jr.**

University of South Florida; Mendel University in Brno - Mendel University in Brno

**Russell Jame**

University of Kentucky - Gatton College of Business and Economics

**Zicheng Xiao**

University of South Florida

Date Written: March 15, 2021

## **Abstract**

We examine the market consequences of due diligence (DD) reports on **Reddit's** Wallstreetbets (WSB) platform. Over the 2018-2020 sample, we find that DD recommendations are significant predictors of one-month ahead returns, earnings forecast revisions, and earnings surprises. In addition, user comments are incrementally useful for predicting returns, and small retail trade informativeness increases following DD reports. However, all of these benefits reverse in the first half of 2021. Our findings are consistent with the surge in new WSB users following the Gamestop short squeeze significantly deteriorating its investment quality and usefulness for smaller investors.

**Keywords:** **Reddit**, Wallstreetbets, WSB, retail trading, social media, Gamestop, AMC

## Paper statistics

DOWNLOADS	ABSTRACT VIEWS	RANK
8,729	42,047	805

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## Contracting for On-Time Delivery in the U.S. Influenza Vaccine Supply Chain

Citation Data: SSRN Electronic Journal  
 Publication Year: 2015

11

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4,237

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December 16, 2020 | Salon ↗  
 by Tinglong Dai

The initial rollout of Pfizer's COVID-19 vaccine has begun, and vaccines

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December 16, 2020 | Quartz ↗

The initial rollout of Pfizer's Covid-19 vaccine has begun, and vaccines

How to distribute the COVID-19 vaccine: Lessons from Amazon and Walmart ↗

December 16, 2020 | Fast Company ↗

Supply-chain ideas practiced by Amazon and Walmart can help reduce



## Medical Preprints at SSRN



Clare Stone PhD. Previous Editor-in-Chief of Genome Biology, BMC's flagship journal and former Chief Editor of PLOS Medicine, with extensive editorial experience and knowledge of medical reporting norms and issues, including COPE, ICMJE standards and guidelines and also policy issues, including petitioning of FDA with Dr Fiona Godlee (Editor-in- Chief of The BMJ) on drug review standards.

### Why does SSRN screen medical submissions?

## Prevention of public harm and protection of patients.

#### What we screen for?



- Ethical studies
- Funding statement
- Competing interests
- Trial registration number
- Potential for public harm

# Science Publisher Retracts 44 Papers for Being Utter Nonsense

Unadulterated gibberish snuck into Springer Nature's Arabian Journal of Geosciences, and not for the first time.

By Isaac Schultz | Friday 12:50PM | Comments (23) | Alerts



A 2017 drought in Spain cracked the mud where a reservoir once was. Photo: David Ramos (Getty Images)

The publisher Springer Nature was forced to retract over 40 papers from its Arabian Journal of Geosciences after realizing they were nothing more than

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RESEARCH NEWS

# Open-Access Journals Hit By Journalist's Sting

October 4, 2013 · 4:00 AM ET  
Heard on [Morning Edition](#)

[5-Minute Listen](#)[+ PLAYLIST](#)

Although many open-access scientific journals claim the articles they publish are subject to peer review, that doesn't always happen. *Science* magazine contributor John Bohannon sent out bogus papers about a fictitious cancer experiment, papers that should have raised red flags. But more than 150 journals offered to publish his work. Bohannon talks to Renee Montagne about the implications of his sting operation.

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# The Epistemology of the Internet and the Regulation of Speech in America

41 Pages • Posted: 11 Oct 2021

**Brian Leiter**

University of Chicago

Date Written: October 10, 2021

## **Abstract**

The Internet is the epistemological crisis of the 21st-century: it has fundamentally altered the social epistemology of societies with relative freedom to access it. Most of what we think we know about the world is due to reliance on epistemic authorities, individuals or institutions that tell us what we ought to believe about Newtonian mechanics, evolution by natural selection, climate change, resurrection from the dead, or the Holocaust. The most practically fruitful epistemic norm of modernity, empiricism, demands that knowledge be grounded in sensory experience, but almost no one who believes in evolution by natural selection or the reality of the Holocaust has any sensory evidence in support of those beliefs. Instead, we rely on epistemic authorities—biologists and historians, for example. Epistemic authority cannot be sustained by empiricist criteria, for obvious reasons: salient anecdotal evidence, the favorite tool of propagandists, appeals to ordinary faith in the senses, but is easily exploited given that most people understand neither the perils of induction nor the finer points of sampling and Bayesian inference. Sustaining epistemic authority depends,

## Paper statistics

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500	1,415	71,871

PlumX Metrics



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Michael Magoulias, Director of Operations  
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- Wed, 17 Nov (16:00-16:45) This Is How They Tell Me The World Ends: The Cyberweapons Arms Race
- Thu, 18 Nov (11:00-11:45) Esop Sofa: Hot Topics In Employee Share Ownership – Newspad Review IV
- Wed, 24 Nov (15:00-15:45) Digital Operational Resilience - Are You Ready?

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