



## The popularity of Open access Publications

Chandrawathani Panchadcharam\*

*Department of Parasitology, Malaysian Veterinary Research Institute, Malaysia*

The advent of the open access publication may be new to many scientists from the developing world. It is a challenge now to make this system available and known to scientists, especially the obvious advantages. An open access publication is one where the authors and publishers grant a free, worldwide and irrevocable license to share and distribute the work. As the ultimate aim is for the information to be easily available and accessible to all, it must also be in a repository supported by a reputable organisation. In this era of blue ocean strategies, the open access publication is an embodiment of true scientific knowledge shared and accessed with the noblest of intentions. This allows for faster knowledge transfer and an unselfish intention to transform scientific knowledge to application in all circumstances.

Can scientists today take advantage of the open access system for publishing their articles and reach the widest circulation to share their work in the shortest possible time? Yes! Community standards, rather than copyright law, will continue to provide the mechanism for enforcement of proper attribution and responsible use of the published work. The need to get information out to the masses transcends all and the open access system is a True Blue Ocean strategy in action, where a seamless flow of information will be an advantage especially to scientists who do not have access and contacts to conventional publishing sources.

The applications are limitless, and open access journals are now becoming cheaper, faster and more popular. Come join the smart choice in publishing!

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**\*Corresponding author:** Chandrawathani Panchadcharam, Department of Parasitology, Malaysian Veterinary Research Institute, Malaysia, Tel: 012-5887553; Fax: 05-5463368; E-mail: [chandra1959@gmail.com](mailto:chandra1959@gmail.com)

**Received** April 23, 2012; **Accepted** April 23, 2012; **Published** April 26, 2012

**Citation:** Panchadcharam C (2012) The popularity of Open access Publications. J Vet Sci Technol 3:e104. doi:[10.4172/2157-7579.1000e104](https://doi.org/10.4172/2157-7579.1000e104)

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