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Introducing Morton V. Malin, Ph.D.,
ISI®'s Vice President for
Corporate Planning & International Relations

In previous editorials<sup>1,2</sup> I've introduced readers of Current Contents<sup>®</sup> to some members of ISI's management team. To continue this series on the people who make ISI work, I should like now to introduce Morton V. Malin, ISI's Vice President for Corporate Planning and International Relations.

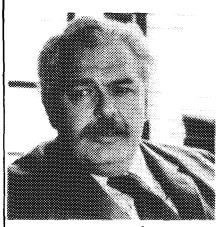
Dr. Malin's title reflects no accidental conjunction of separable responsibilities in the case of ISI. Our corporate planning has recognized and is building on the fact that optimum science information services must be as international in input, application, and feedback as science itself.

Like many other professionals in information science, Dr. Malin came to the discipline from another field. His education and experience, however, have suited him in a probably unique way to meet the demanding requirements of planning for ISI's contemplated growth.

Dr. Malin received his doctorate in 1954 for research in the history of economic and diplomatic relations between the United States and China. He had intended an academic career, but a temporary postponement of its beginning has turned out to be permanent involvement in science information aspects of science policy and planning. He worked first in research analysis and operations evaluation at the University of Pittsburgh and then at MIT. In 1961 he joined the National Science Founda-

April 26, 1972 tion as Special Assistant to the Head of the Office of Science Information Service. In that capacity he was responsible for development of a program plan for the Foundation's mandated support of science libraries and of curriculum development in science librarianship and information science. That job successfully accomplished, he accepted an appointment as Deputy Head of the Foundation's University Studies Program, where he specialized in analysis of government-university interaction. He left the Foundation in 1966 to join ISI as Director of our Washington Office.

The 1960's saw a peak of government involvement in study and support of science information work. Dr. Malin's representation of ISI in Washington proved crucial to our ability to react



Dr. M.V. Malin

constructively not only to the government's growing scientific needs as a user of information services, but also to proposals generated in the government's hasty and sometimes unbalanced investigation of the nation's science information potential. Many problems remain from those years, particularly as affects the due scope of private initiative and operation in relation to the government's funding of information activities. ISI is fortunate to have in a key position a man with Dr. Malin's knowledge and experience of this background in Washington. Washington consultations still require a good part of his time.

Within a year or so, Dr. Malin had delineated ISI's posture in Washington and established procedures for our liaison with government in its dual role of information user and policy maker across a multitude of departments, agencies, libraries, research centers, etc. In other ways, and in many other areas besides Washington, ISI was at this same time faced with a growth in customer needs and demands that advised a review of our organizational structure and operational methods. To improve our ability to respond, Dr. Malin was reassigned from our Washington Office to ISI's headquarters in Philadelphia, where he undertook the planning and implementation of changes dictated by our management review. This work included brief but fruitful occupancy of the vice presidencies of both ISI's marketing and production divisions.

Fortunately, he has since been able

to give his full attention to the international relations which I believe will be of paramount importance in ISI's further corporate development. "International relations" is a concisely impressive but unavoidably vague description; it gives little idea of the variety and demands of the functions it includes-everything from a seminar on ISI products in Bangkok, to contract negotiations in Madrid, conferences on science information policy in Moscow, and assessment of medical library potential in Seoul. The settings are frequently historic and exotic, but the work is basically a continuing analysis of opportunities, and an evaluation of ISI's present and future ability to make the most of them. It is particularly gratifying to me that as a result of Dr. Malin's efforts ISI services are already the basis of a national science information program established by the Ministry of Education in Spain, and that a similar national program is in final development in Japan.

Away from the job, Dr. Malin's major interests are study, photography, and fishing. His work and the travel it now entails have for the time forced him to depend upon his wife and three sons for enjoyment of hobbies he intends eventually to reclaim from them. As it is, it's Mrs. Malin who's now studying for the family's second Ph.D., and it's the boys who are using the cameras and fishing gear. No doubt he regrets more often than not that business travel really allows little time for anything but business.

- Garfield, E. A.E. Cawkell, information detective-and ISI's man in the U.K. Current Contents No. 40, October 6, 1971, p. 5-6.
- Introducing Herbert S. White, ISI's Senior Vice President for Operations and Administration. Current Contents No. 4, January 26, 1972, p. 5-6.