Publisher Item Identifier

- A Publisher Item Identifier (PII) is a standard identifier number system which identifies a published document. It was created in 1996, agreed and developed by many of international societies like
  - the American Chemical Society,
  - the American Institute of Physics,
  - the American Physical Society,
  - the IEEE.

Although, PII has currently been included in Digital Object Identifier (DOI) system (as a syntax in the DOI suffix) for Crossref publishers using De facto identifier method, but many of publishers like AMS, still rely on original, facil and free of charge method of creating the Article Unique Identifiers like PII.

Digital Object Identifier (DOI): A name (not a location) for an entity on digital networks. DOI names are used to provide current information, including where they (or information about them) can be found on the Internet.

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http://en.wikipedia.org/wiki/Publisher_Item_Identifier.