

Welcome

Shadi Awwad

Regional Director - RI & Engineering Solutions Sales
Elsevier



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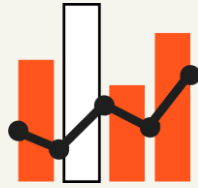
Advancing human progress together

Research impact – what does that mean for your institution/country?

- Strengthening innovation ecosystems & economic impact
- Societal and policy impact
- Regional / International visibility
- Capacity building
- ‘Traditional’ academic impact

AI in research: from phenomenon to *necessity*

AI adoption in academic research has accelerated rapidly. Institutions are investing at scale, and researchers are integrating AI into their workflows faster than ever.



The shift is real

84% of academic leaders prioritize digital transformation. 58% of researchers now use AI tools regularly - up from 37% in 2024. 9 in 10 researchers have tried AI for professional work.



But trust hasn't caught up

Only 22% believe AI tools are trustworthy. 86% believe AI can cause critical errors or mistakes.



What researchers need

59% say transparency and clear citations are the #1 trust marker. 55% want AI-generated responses rooted in peer-reviewed content.

This isn't just a researcher problem. It's institutional risk.

- Misuse of AI in scientific settings can generate negative news coverage, which in turn can decrease public support of the institution¹. It also leads to as much as **a third of retractions**², which can reduce chances of gaining funding.

Research credibility

When researchers use unverified AI tools, institutional reputation is on the line.

Funding at stake

Grant agencies and research funders increasingly scrutinize research integrity.

Skills & ownership

Poorly-designed AI can diminish critical thinking³ and reduce researcher satisfaction.

¹Kim, Sei-Hill, John P. Carvalho, and Christy E. Cooksey. 2007. "Exploring the Effects of Negative Publicity: News Coverage and Public Perceptions of a University.

²Kocyigit, Burhan Fatih, Ramazan Azim Okyay, Birzhan Seiil, Ainur B. Kumar, and Hilmi Erdem Sumbul. "Analysis of Retracted Publications on Artificial Intelligence: Trends, Ethical Concerns, and Scientific Integrity." *Journal of Korean Medical Science*

³Niu, Weihua. 2025. "Facilitator or Terminator? How Does Generative Artificial Intelligence Affect Critical Thinking, and What We Can Do About It?" In *Critical Thinking Across Disciplines, Vol. 2: Applications in the Digital Age*

Some Regional Examples

Hungarian AI Coalition (Mesterséges Intelligencia Koalíció) & Hungary's Renewed AI Strategy 2025-2030

Estonia's Data and Artificial Intelligence White Paper 2024–2030, Kratt Initiative & public AI literacy

Poland's Policy for the Development of Artificial Intelligence, the GovTech Polska ecosystem & AI Schools & Academy program

Bulgaria's INSAIT (Institute for Computer Science, Artificial Intelligence and Technology) rapidly became one of the most visible AI research centers in EE

Responsible use of AI– what does that mean for you and your institution?

- Transparency
- Safety and security: factual accuracy and confidentiality
- Accountability for the information which AI provides
- Regular review by experts
- Build-up of AI literacy