

How is my research helping society?

Analytical Services for Academic Executives





We help the world's leading universities evaluate their research performance and benchmark against selected peer institutions.

The world of research is increasingly competitive. It's more global, more interdisciplinary and more resource-constrained than ever before. Evidence-based insights that complement institutional knowledge and expertise enable you to develop research strategies that better position your institution to get - and stay - ahead.

Elsevier's Analytical Services team is experienced in serving policy makers, funders, and academic and corporate research institutions around the world. In order to provide the best solution, our team takes a consultative approach to understand your goals and interests.

The team uses data and insights from inside and outside Elsevier to give consultative reporting that facilitates knowledge-based decision-making. We can create a mutual link between Scopus data and your institution's or country's researcher database, in order to improve the accuracy of author profiles and help researchers demonstrate a more comprehensive picture of their distinctive expertise. Scopus Custom Data is selected by policy makers, funders, and academic and corporate research institutions for its breadth of coverage and rich structured data, being the data source for Times Higher Education and QS rankings, as well as being used by 84% of the top 100 universities.



Not just data, but insights

To provide you with the best solution, Analytical Services takes a consultative approach to understand your information needs. Taking the time to fully appreciate your goals and interests and provide the most appropriate analysis, our team combines high quality data sources with technical and research metrics expertise accrued over Elsevier's 140 years in academic publishing.

From simple, targeted reports to comprehensive multidimensional studies, as well as data delivery and web integration services, we provide a range of offerings to meet your research management needs.

Our dedicated consultants move beyond data to provide powerful insights when measuring research performance. The resulting insights answer pressing research management questions and inform decisions related to funding allocations, research policies and strategies.

How is my research helping society?

Our insights help you

- Examine the economic and social impact of research
- Supplement your institution's qualitative evaluations with additional analyses

So you can

- Measure the impact of research
- Showcase the value that your institution is bringing to its local community

Case Studies

The challenge

A university asked us to help them identify the far-reaching effects of their research to better understand who is reading it, where it is being cited, and how it supports real world applications.

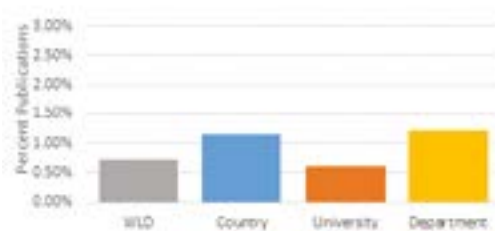
Our approach

We carried out analysis that primarily showed the university to be lagging behind the national average in terms of the percentage of cited publications in WIPO patents.

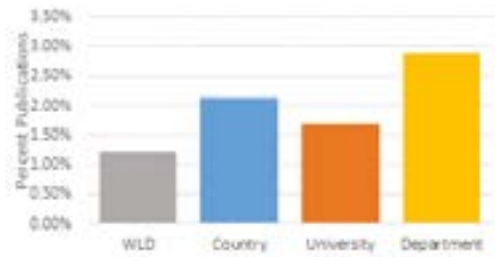
The result

The university engaged in a review of policies and practices, with the aim of helping increase citations in patents.

WIPO cited publications



USPTO cited publications



Source: Scopus and LexisNexis

The challenge

An institution asked us to help them show the distribution of their research, from basic research to applied technology.

Our approach

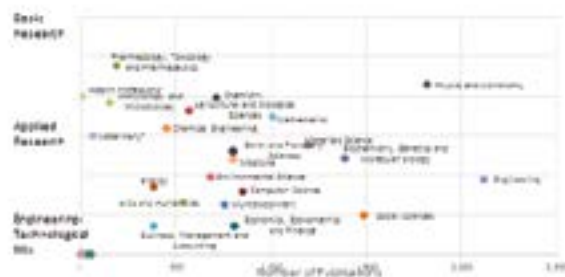
We carried out analysis that primarily showed the distribution of research across the research levels.

The result

The findings helped the institution assess the level at which their research might be relevant for innovation and tech transfer. Additionally, researchers can be identified who publish in multiple research levels, since these might be more capable of moving their work along translational pathways than researchers who only publish at a single level.

Scatterplot of number of publications vs. research level, per subject, 2012-2016

The below scatterplot shows a portfolio level analysis of the research level (basic, applied, or engineering/technological) and number of publications for each subject at an institution.



Source: Scopus



Universities strive to make an impact beyond the walls of their institution. Understanding how research is connected to the corporate sector and supports innovation is crucial at helping you understand the impact it has on advancing humanity.

Seeing how your research supports real world applications: economic impact and knowledge exchange analytics

The main benefits of this analysis:



Understand the extent of collaboration with corporate entities



Learn how your research is supporting practical applications and innovations

Questions we can help you answer

- To what extent do our researchers collaborate with the corporate sector?
- How does our research support practical applications and innovation?
- How much is the corporate sector accessing our research?

Our Analytical Services team shares insights to provide academic institutions with knowledge about the ways they work with and support the corporate sector. They do this by looking at the impact of their collaboration with corporate institutions, how their research is supporting innovation and patents, and assessing usage of their output by the industry sector. Institutions can then use these findings to identify industry partners to fund mutually beneficial projects, or commercialize academic research and showcase how their research is being translated into real-world applications.

Our approach

By connecting institutions to their sector, we can assess cross-sector partnerships and research usage by the corporate sector. We can assess citations in patents filed in a number of patent offices including from the United States Patent and Trademark Office (USPTO), the European Patent Office (EPO), the Japanese Patent Office (JPO), the Patent Cooperation Treaty (PCT) of the World Intellectual Property Organization (WIPO), and the UK Intellectual Property Office (UKIPO).

Opportunities for additional customization

We can work with you to explore opportunities for additional customization. This may include: assessing a specific area of interest or conducting a deep dive analysis of publications cited in clinical guidelines or policy documents. We can also incorporate additional metrics that are either publicly available or specific to your institution.

Tools and data sources readily available to our teams

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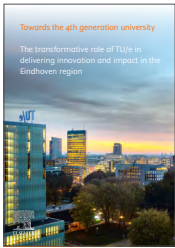
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Towards the 4th generation university - The transformative role of TU/e in delivering innovation and impact in the Eindhoven region



The report aims to provide insights about the transition to the 4th generation university model, offering an initial framework for comparative analysis with peer institutions. To do so, it assesses the development of the Eindhoven University of Technology (TU/e) as a 4th generation university using quantitative measures, highlighting the transformative role of TU/e in fostering innovation ecosystems and societal development in the Eindhoven area.

[Read the report](#)

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Analytical Services reports answer pressing questions relevant to research management and inform decisions related to funding allocations, research policies and strategies.

Driving Innovation in the Guangdong-Hong Kong-Macao Greater Bay Area: Research Impact and Contribution by the Chinese University of Hong Kong



In response to collaborative regional initiatives, this report assesses The Chinese University of Hong Kong's pivotal role in driving research and innovation development within the Guangdong - Hong Kong - Macao Greater Bay Area. Through bibliometric analysis and impact case studies, this report highlights the university's contributions to regional advancement and global competitiveness.

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