

How is my Institution performing & what research strategies could help us?

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 Institution performing & what research strategies could help us?

Our insights help you

- Appreciate your research portfolio, identify areas of research strength and areas that need additional support
- Get insight into ranking performance
- See how your institute compares to others and determine appropriate benchmarks to evaluate performance

So you can

- Understand and define a successful research strategy, based on meaningful measures
- Showcase your research institute to attract funding, collaborators, and researchers

Case Studies

The challenge

A Dean at a University asked us to help them assess their cancer research portfolio to meet their strategic goals.

Our approach

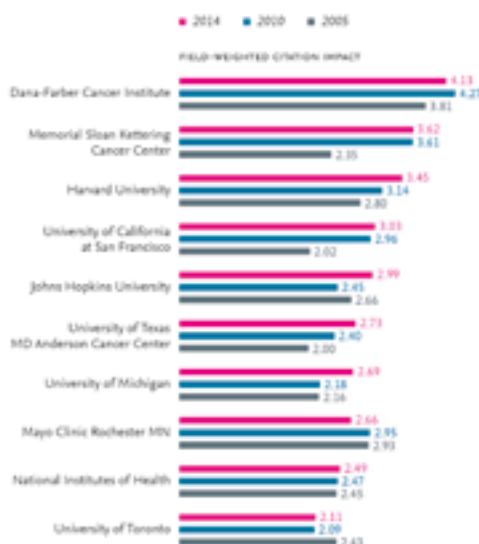
We firstly defined the specific subject area and then applied the appropriate metrics to assess performance in this subject area.

The result

The university had a clear view of the development of the specific subject area. In turn, this helped them to allocate their budget distribution, strategic plan for subject development, and talent recruitment.

Reference: Cancer Research Current Trends and Future Directions, Elsevier 2016. <https://www.elsevier.com/?a=230374>

Citation based impact of cancer research at the most prolific cancer research institutions



Source: Scopus and SciVal

The challenge

A university asked us to help them develop and assess their research strategy.

Our approach

One way we did this was through analyzing the research focus of the university. We pinpointed areas of high focus compared to national trends and identified areas for potential development.

The result

The university had clarity around areas of high focus and areas that would benefit from mid-sized investment.

Measuring research focus at a leading university

This chart shows how much research from the institution is focused on each subject relative to the national averages.







Source: Scopus



Worldwide trends show that publication output has been rising as funding for research has increased. However, publication output does not always correlate with measures of impact based on citations. Understanding the impact of research requires a clear knowledge of your goals.

Seeing your research portfolio from a new perspective: output, growth and impact analytics

The main benefits of this analysis:

-  Identify strengths and weaknesses in your research portfolio
-  Evaluate trends over time and understand the impact of changes in policy and strategy
-  Understand how your research supports practical application and innovation
-  Determine who is accessing research and how

Questions we can help you answer

- What are the areas of highest impact and excellence at my institution?
- Are we specialized or lagging in any areas?
- What are the recent trends in research at my institution and similar institutions?
- Has there been a return on investment resulting from our recent strategic planning exercise?

Our dedicated team of consultants work closely with you to understand your goals and provide insights to help you better determine areas of research excellence, growth and decline. Our analysis can also identify opportunities for specialization and draw comparisons between your research performance and those of peers and aspirational institutes.

Our approach

Using Scopus data, we use metrics such as publication count, citation impact and number of publications to assess an institution's performance. Trends can also be analyzed over a period of time to provide further insight.

Opportunities for additional customization

To fit your needs, we can further customize our analysis. For example, we can work with you to assess a specific research area of interest, defined by you, or consider specific additional metrics that are either publicly available or are specific to your institution, such as the number of researchers, buzz on social media and funding dollars received.

Tools and data sources readily available to our teams

Scopus®

The largest abstract and citation database and premier source of author profiles in the world, offering high quality data and tools for analyzing the research landscape – so you can advance your research, keep an eye on key and emerging trends, increase research visibility, and discover new collaborators.

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Research assessment has moved to include new types and measurements of impact alongside traditional citation metrics. Elsevier offers a balanced, multi-dimensional basket of metrics to help universities, researchers and funders to showcase the research and assess the impact at the journal, article and author levels. On article level metrics specifically, Plum Analytics gathers metrics about research from dozens of scholarly sources, media channels and social media tools, and categorizes them into Usage, Captures, Mentions, Social Media and Citations.

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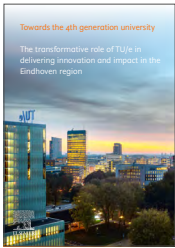
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Towards the 4th generation university - The transformative role of TU/e in delivering innovation and impact in the Eindhoven region



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](#)

Interested in reading our public reports?

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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