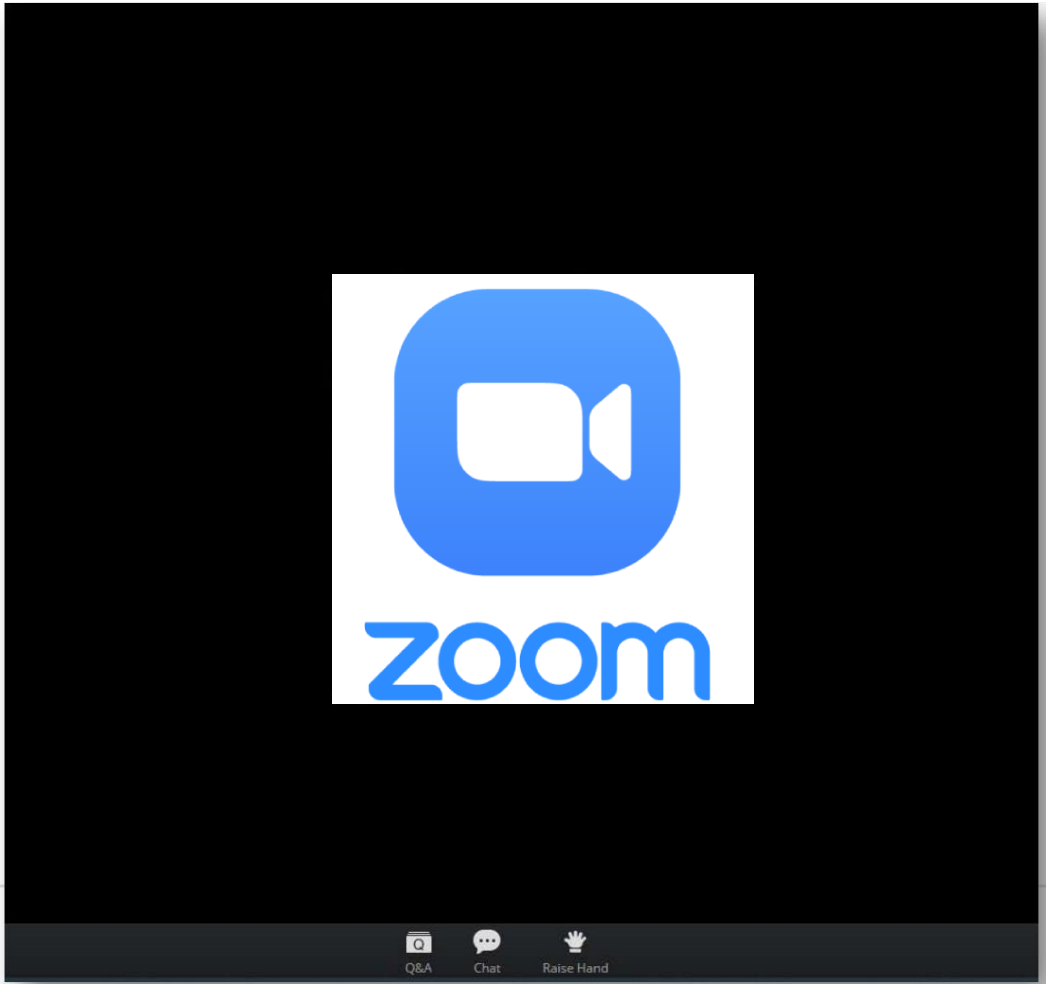
Good Day! We'll start soon!

Elevating University Visibility:
Harnessing the Power of Elsevier RI Solutions (Scopus, SciVal, etc.)

28 November 2023

Bartlomiej Wieckowski, Galina Yakshonak, Kirill Ivanov
Research Intelligence Customer Consultants



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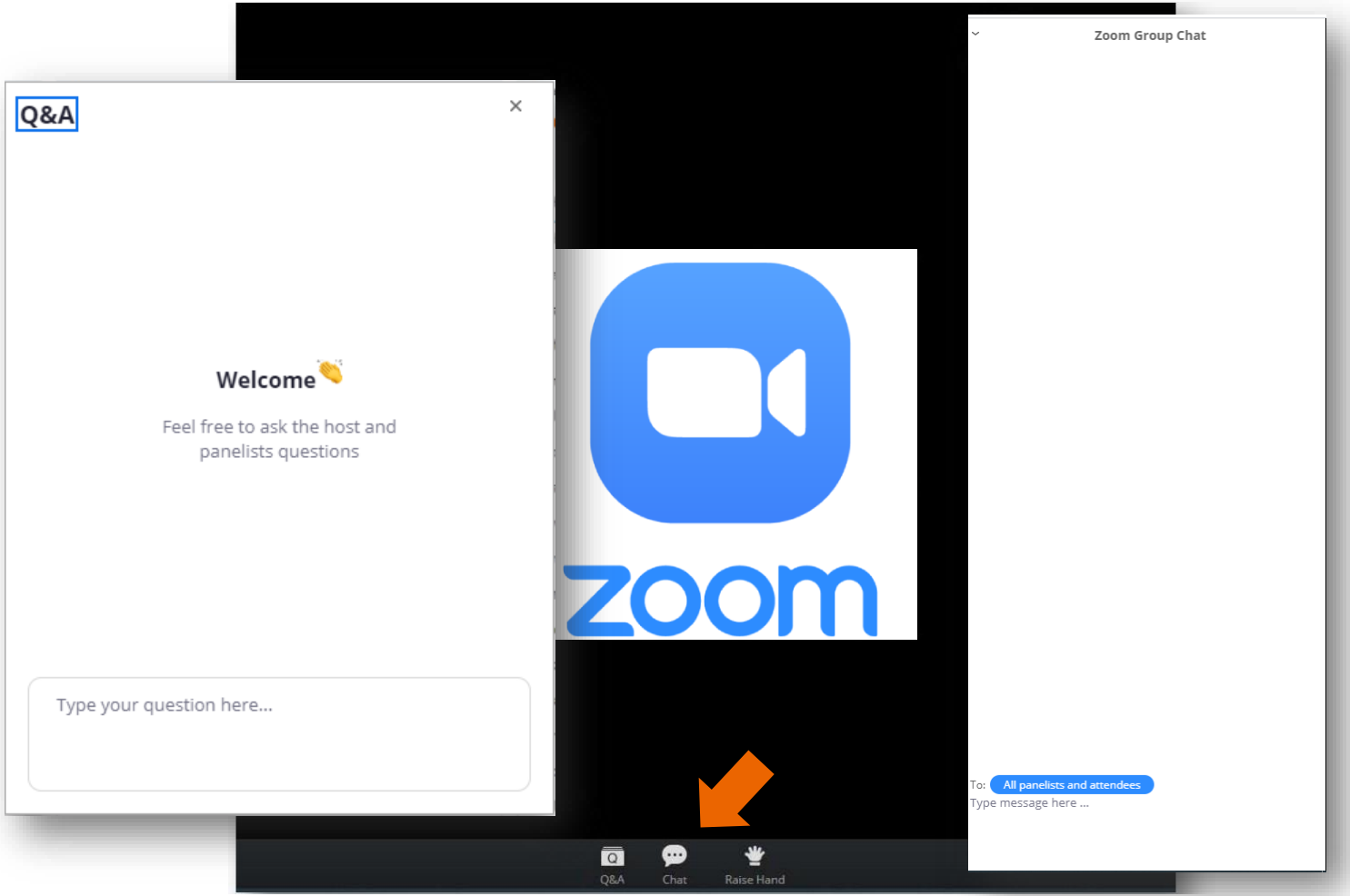
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Type your question here...
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Zoom Group Chat
To: All panelists and attendees
Type message here ...
Q&A
Chat
Raise Hand

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Actuality of elevating University visibility

The rapid growth of the international higher education system has put colleges and universities under pressure

An ever-rising number of institutions are chasing a limited pool of talent and funding

In this competitive environment, raising the profile of an institution is crucial

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Among key areas

Research impact

e.g. Publications in high-quality journals

Research outreach

e.g. research on top-prominent topics

Academia impact

e.g. via University rankings

Publications in high-quality journals

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Why high-quality journals?

High-quality journals are a strategic imperative

Reputation and Prestige

Global Visibility

Impact and Influence

Funding Opportunities

Recruitment and Retention

Collaboration and Partnerships

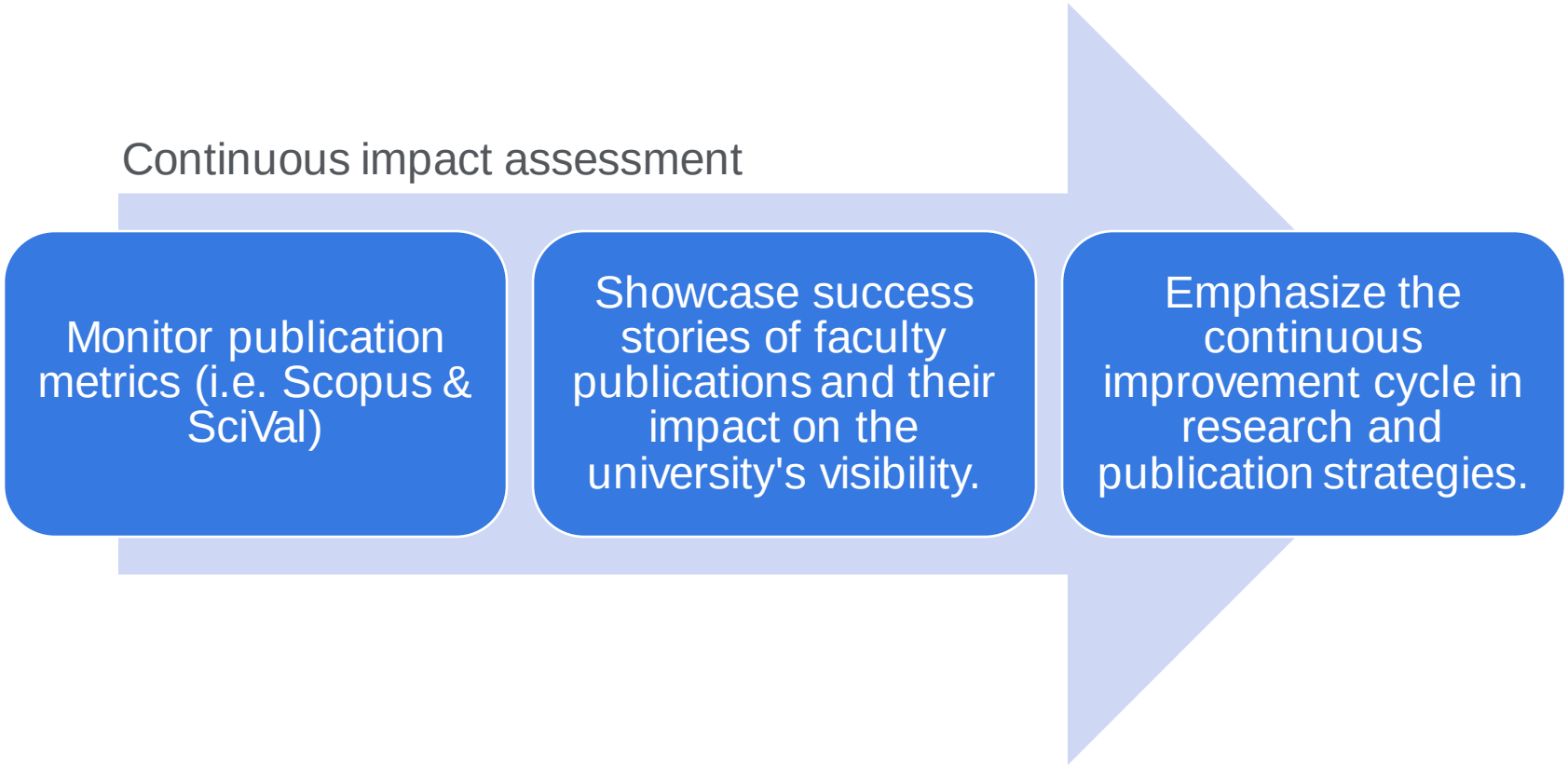
Knowledge Transfer

The acceleration from the perspective of the institution (I)

the implementation phase

- Encourage faculty to engage in cutting-edge research aligned with journal themes.
- Establish support mechanisms such as grants and workshops to facilitate faculty publication efforts.
- Promote collaboration between research centers and industry partners for impactful projects.

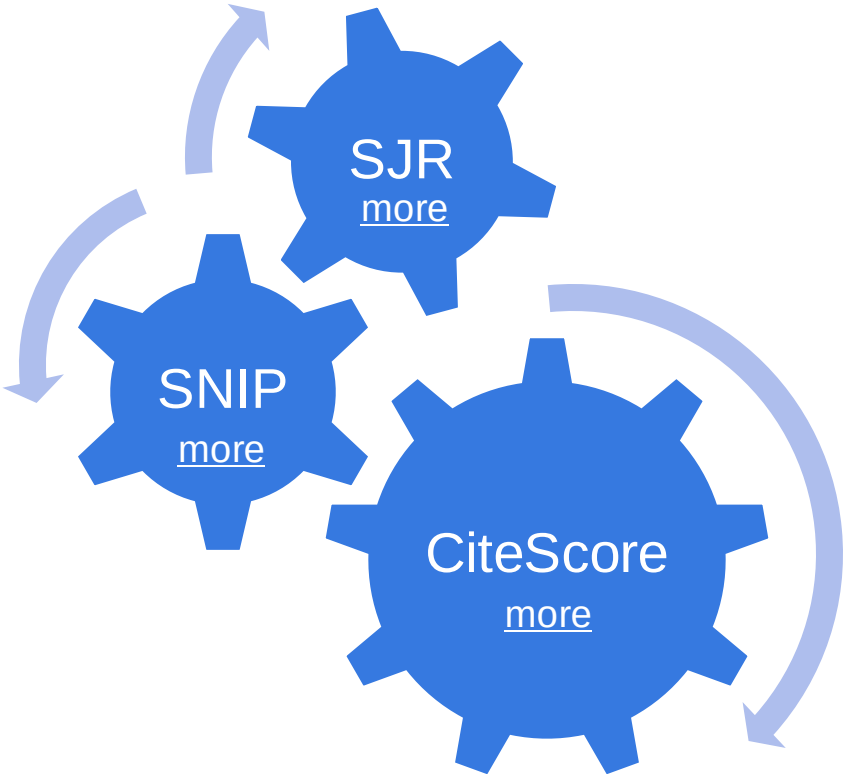
The acceleration from the perspective of the institution (II)



by journal quartiles

the first step

Available metrics for Scopus data



Research on top-prominent topics

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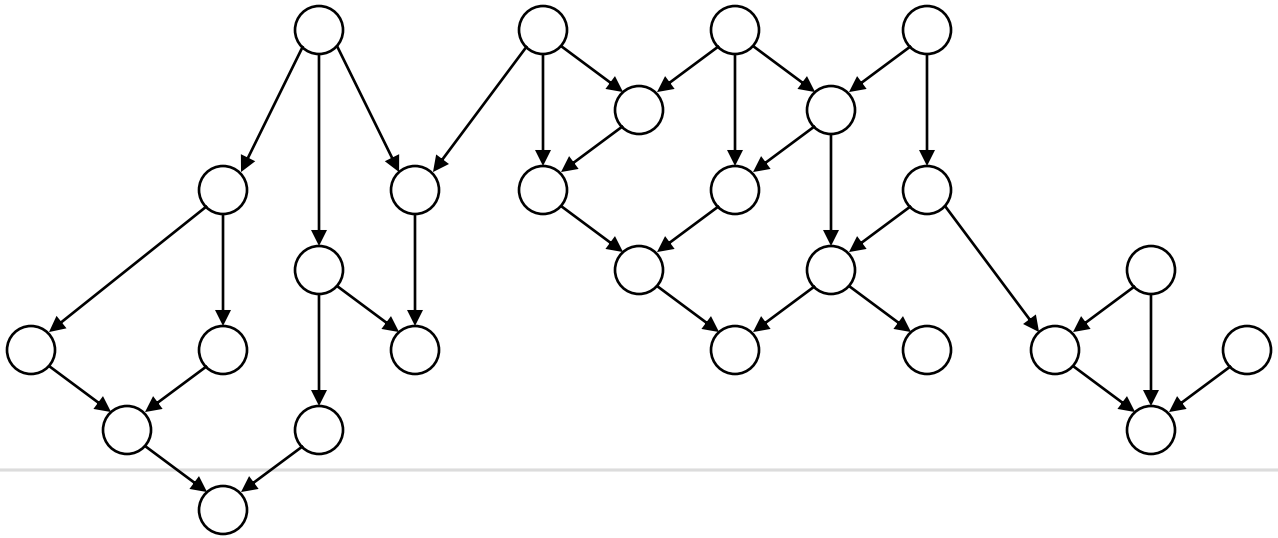
What are Research Topics?

Topics and their characteristics

- A topic is a collection of documents with a common intellectual interest
- Topics can be large or small, new or old, growing or declining
- Topics are dynamic and can evolve
- New topics can be born
- Many topics are inherently multidisciplinary
- Old topics may be dormant, but still exist
- Researchers have mobility and can contribute to multiple topics

How Topics are identified

- All Scopus publications are clustered into topics using citation links
- ~68 million publications (1996-present) in ~96,000 topics



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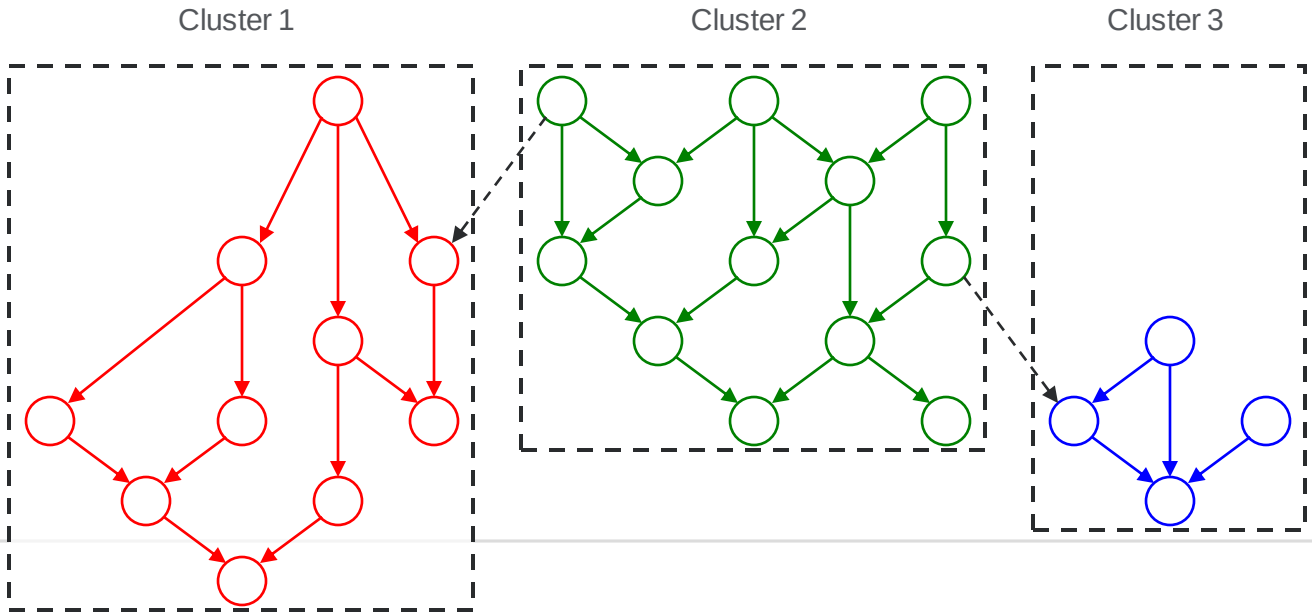

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Why so many?

- Fine-grained topics define the problem-level structure of science
- Topics really are different from each other
- Dynamics are far easier to discern with fine-grained topics than coarse-grained fields

Topic attributes

- ID (T.XXXX for Topics and TC.YYYY for Topic Clusters)
- Topic name: most frequently used keywords
- Prominence

Prominence

A measurement of **visibility**

New indicator: Topic prominence

- Prominence combines 3 metrics to indicate the momentum of the topic
  - **Citation Count** in year n to papers published in n and n-1
  - Scopus **Views Count** in year n to papers published in n and n-1
  - Average **CiteScore** for year n

- Why call it “Prominence”
  - Prominence ≠ Importance (Topics can be important but not prominent)
  - Prominence ~ Visibility

For papers, high topic prominence means...

- More likely to be found, read, and cited
- Higher chances to be accepted in a top journal
- Better success rate for grant applications

Why should we care?

(about Topics, and how to use them to grow your visibility)

Why should we care (regarding visibility)?

Topics facilitate a granular and up-to-date view of research trends: understand, how your portfolio appears in the global context

Topics can inform your outreach activities: reach relevant audience

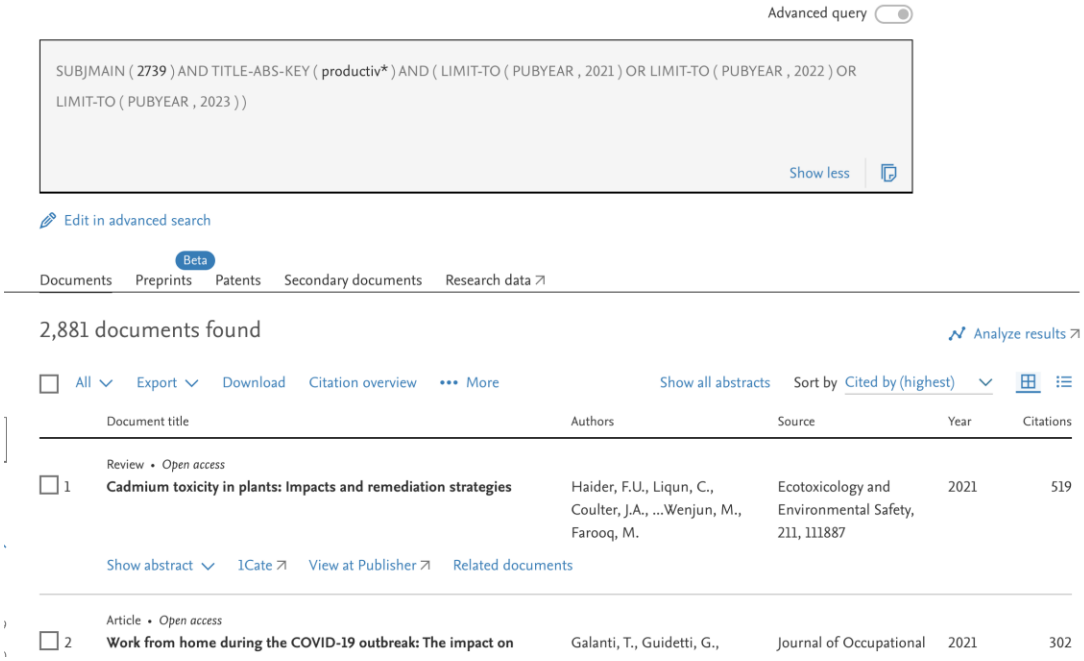
Topics can inform your strategic decisions: focus on what will resonate

Topics can help your research get more intelligible: speak the terms accepted worldwide

Example

Utilising Topics for better visibility of your research in Public Health

Dfining the area of interest



ASJC field codes for "SUBJMAIN" are available https://www.scopus.com/sources.uri – Download Scopus Source List – last sheet

Identifying exemplary papers

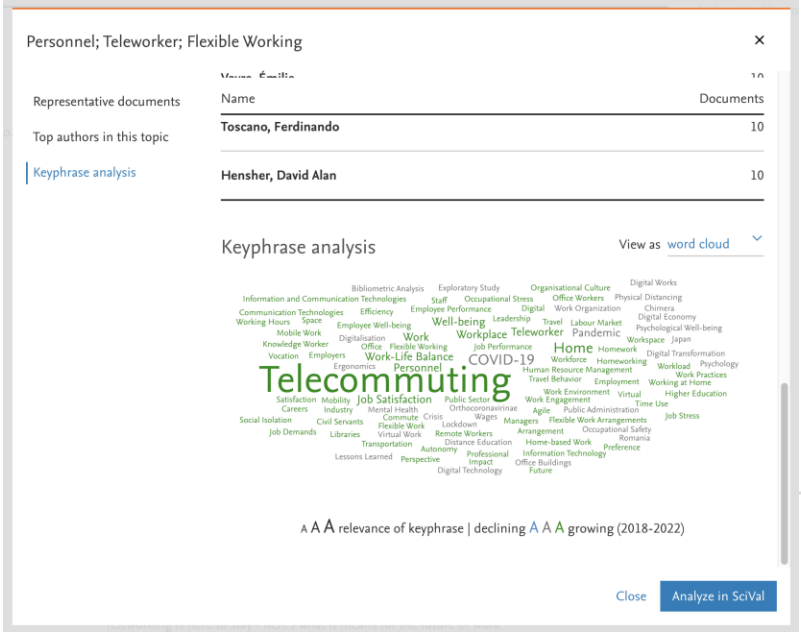
☐ 2	Article • *Open access* **Work from home during the COVID-19 outbreak: The impact on employees' remote work productivity, engagement, and stress** Show abstract ⌄ 1Cate ↗ View at Publisher ↗ Related documents	Galanti, T., Guidetti, G., Mazzei, E., Zappalà, S., Toscano, F.	Journal of Occupational and Environmental Medicine, 63(7), pp. E426–E432	2021	302
☐ 3	Article • *Open access* **Early impacts of the COVID-19 pandemic on the United States construction industry** Show abstract ⌄ 1Cate ↗ View at Publisher ↗ Related documents	Alsharef, A., Banerjee, S., Uddin, S.M.J., Albert, A., Jaselskis, E.	International Journal of Environmental Research and Public Health, 18(4), pp. 1–21, 1559	2021	201
☐ 4	Article • *Open access* **Six key advantages and disadvantages of working from home in europe during covid-19** Show abstract ⌄ 1Cate ↗ View at Publisher ↗ Related documents	Ipsen, C., van Veldhoven, M., Kirchner, K., Hansen, J.P.	International Journal of Environmental Research and Public Health, 18(4), pp. 1–19, 1826	2021	185
☐ 5	Review • *Open access* **A state–of–the-art review on indoor air pollution and strategies for indoor air pollution control** Show abstract ⌄ 1Cate ↗ View at Publisher ↗ Related documents	González-Martín, J., Kraakman, N.J.R., Pérez, C., Lebrero, R., Muñoz, R.	Chemosphere, 262, 128376	2021	182
☐ 6	Review • *Open access* **Use of antimicrobials in food animals and impact of transmission of antimicrobial resistance on humans**	Ma, F., Xu, S., Tang, Z., Li, Z. , Zhang, L.	Biosafety and Health, 3(1), pp. 32–38	2021	156

Exploring the Topics associated with the papers

SciVal Topics

Topic name Personnel; Teleworker; Flexible Working

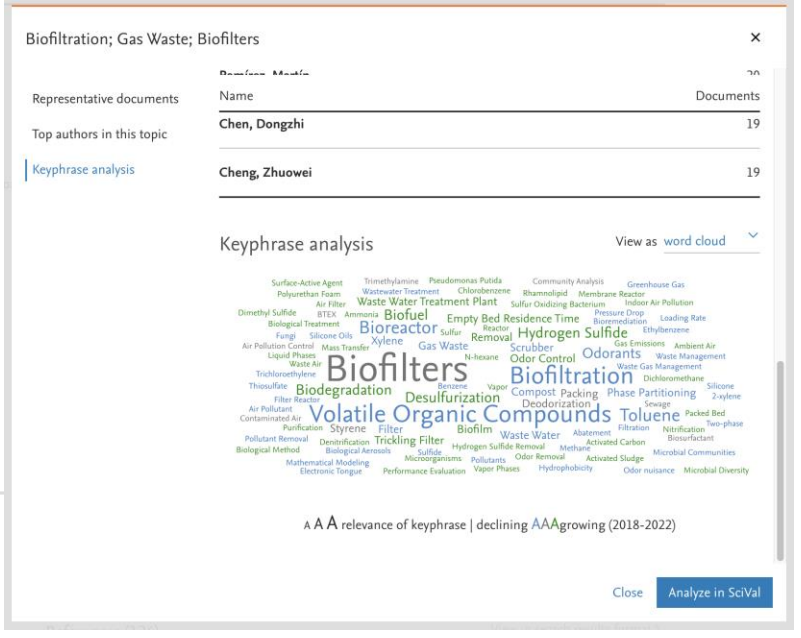
Prominence percentile 99.684



SciVal Topics

Topic name Biofiltration; Gas Waste; Biofilters

Prominence percentile 96.661



More

The nearest future of Topics and and their full functionality

Our plans for Topics for 2024

- **We expect to launch the new SciVal Topics in the first half of 2024.**
- Drawing upon recent methodological advancements the new updated set of Topics will be more precise and cohesive.
  - A significantly higher proportion of publications will be strongly linked to a Topic, providing greater relevance and precise insights.
- Other benefits:
  - More granularity and precision for Topics that have grown very large over time
  - Improved names for Topics and Topic Clusters
  - Future introduction of new Topic metrics
  - Future developments on Topic growth rate predictions
  - With the launch of the new SciVal Topics, the current Topics will no longer be available.

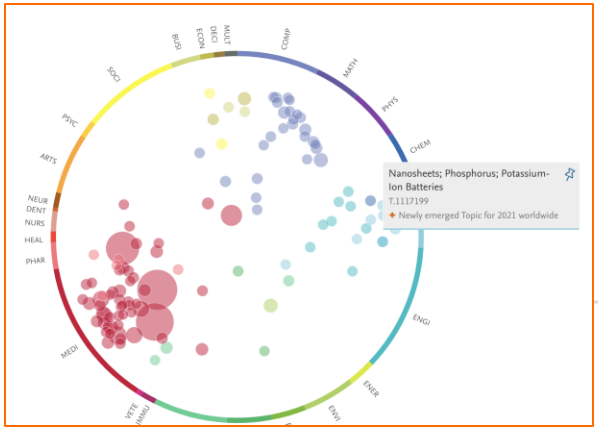
SciVal: using Topics at full swing

Informing strategic decisions

Expert search

Staying up-to-date on hot topics

And more...



	Author	Affiliation	Scholarly Output	Views Count	Field-Weighted Citation Impact	Citation Count
1.	Lambert, James H.	USA University of Virginia	22	649	0.86	70
2.	Pennetti, Cody A.	USA University of Virginia	10	207	0.52	26
3.	Polmateer, Thomas L.	USA University of Virginia	10	376	1.04	47
4.	Andrews, Daniel J.	USA University of Virginia	7	254	1.08	40
5.	Collier, Zachary A.	USA Radford University	6	190	0.67	17
6.	Linkov, Igor	USA United States Army Engineer Research and Development Center	5	164	0.57	9

University rankings

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What are University Rankings?

University rankings ***aggregate large amounts of information into consistent and comparable formats*****,** making them an important resource for decision-makers.

Rankings aim to ***highlight and compare an institution's relative strengths*** in key areas as supportive information and guidance, not only for potential students, but also for researchers and faculty.

A university's reputation and its global visibility are ***important indicators for supporting academic and institutional goals.***

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Quick guide to 7 major ranking reports

This quick reference table provides a look into 7 major and influential ranking reports. Use the information to quickly compare and identify what each of the 7 reports focuses on, and what contributes to their methodologies.

Report: Shanghai Rankings
Focus: Global
Scope: 1800+ institutions are ranked annually, top 1000 are published
Timing: Annually (August)

Report: World University Rankings
Focus: Global
Scope: 1,500+ institutions
Timing: Annually (September)

Report: World University Rankings
Focus: Global
Scope: 1,000 institutions
Timing: Annually (Spring)

Report: Best University Rankings
Focus: Global
Scope: 1,500 institutions across more than 80 countries
Timing: Annually (October)

Report: Impact Rankings
Focus: United Nations' Sustainable Development Goals (SDGs)
Scope: 768 institutions (changes annually)
Timing: Annually April

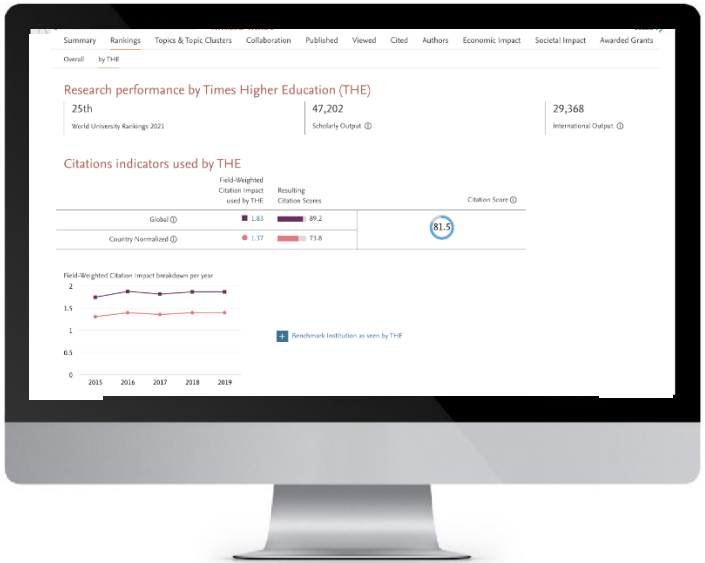
Report: WUR by Subject
Focus: Individual subject areas (48)
Scope: 1,000 institutions
Timing: Annually (Spring)

Report: CWTS Leiden Rankings
Focus: Research-intensive universities
Scope: 1,000 institutions
Timing: Annually (June)

Analytical Services, SciVal & Scopus:

Providing research information and bibliometric data underpinning significant portions of rankings

Over the past decade, ranking organizations have increasingly turned to Scopus and SciVal for the research information and bibliometric data used to implement their ranking methodologies.



QS WORLD UNIVERSITY RANKINGS

THE WORLD UNIVERSITY RANKINGS

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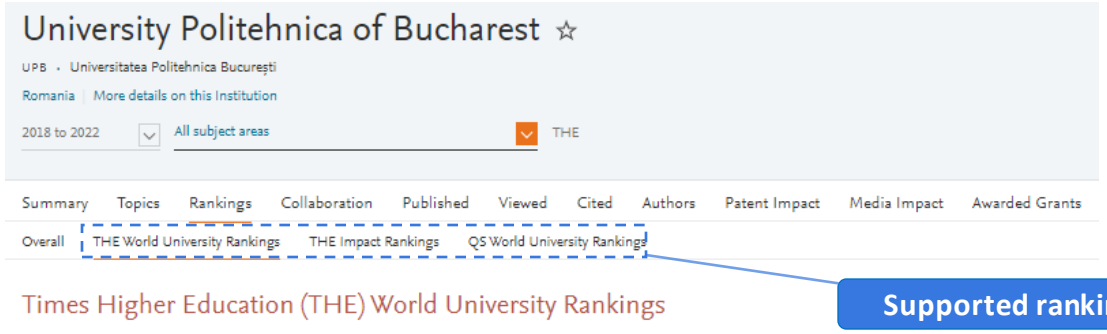
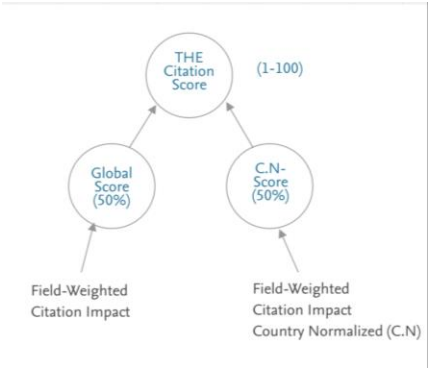
Note: Dataset draws upon the more than 23,400 titles indexed in Scopus & analyzes over 77 million citations to 12.8 million articles, reviews, conference proceedings, books and book chapters.

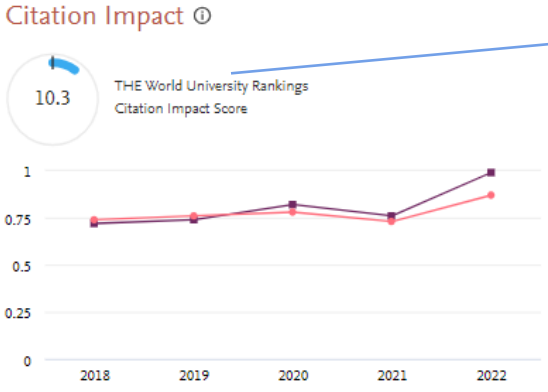
Analyze the drivers behind the THE





Supported rankings

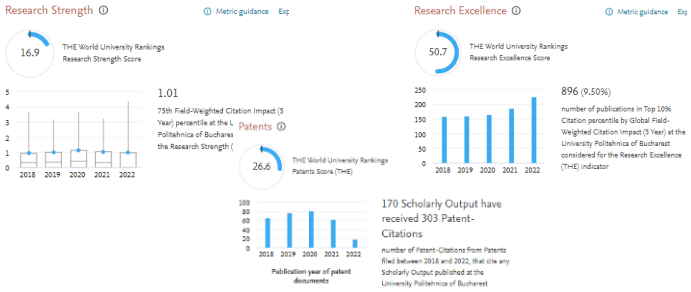
Citation Impact with the underlying:
- **Global citations** scores &
- **Country-normalised** scores



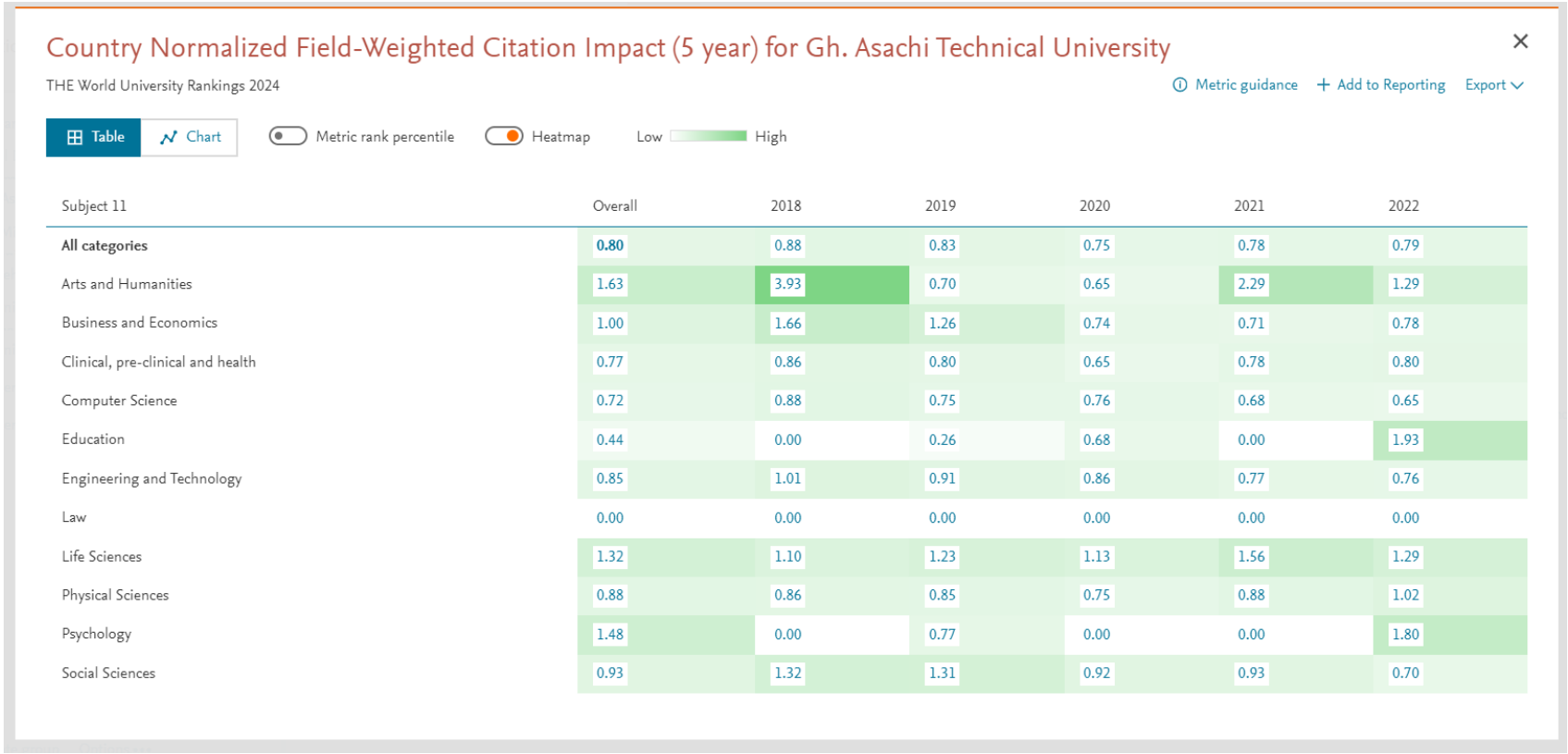
Global and Country Normalized metrics at the University Politehnica of Bucharest considered for the Citation Impact (THE) indicator

Metric type	Field-Weighted Citation Impact (5 year)	Resulting Citations Score
Global	0.80	11.66
Country Normalized	0.77	9.03

Ranking years comparison



Impact and potential at subject area level (1)



Country Normalized Field-Weighted Citation Impact (5 year) for Gh. Asachi Technical University

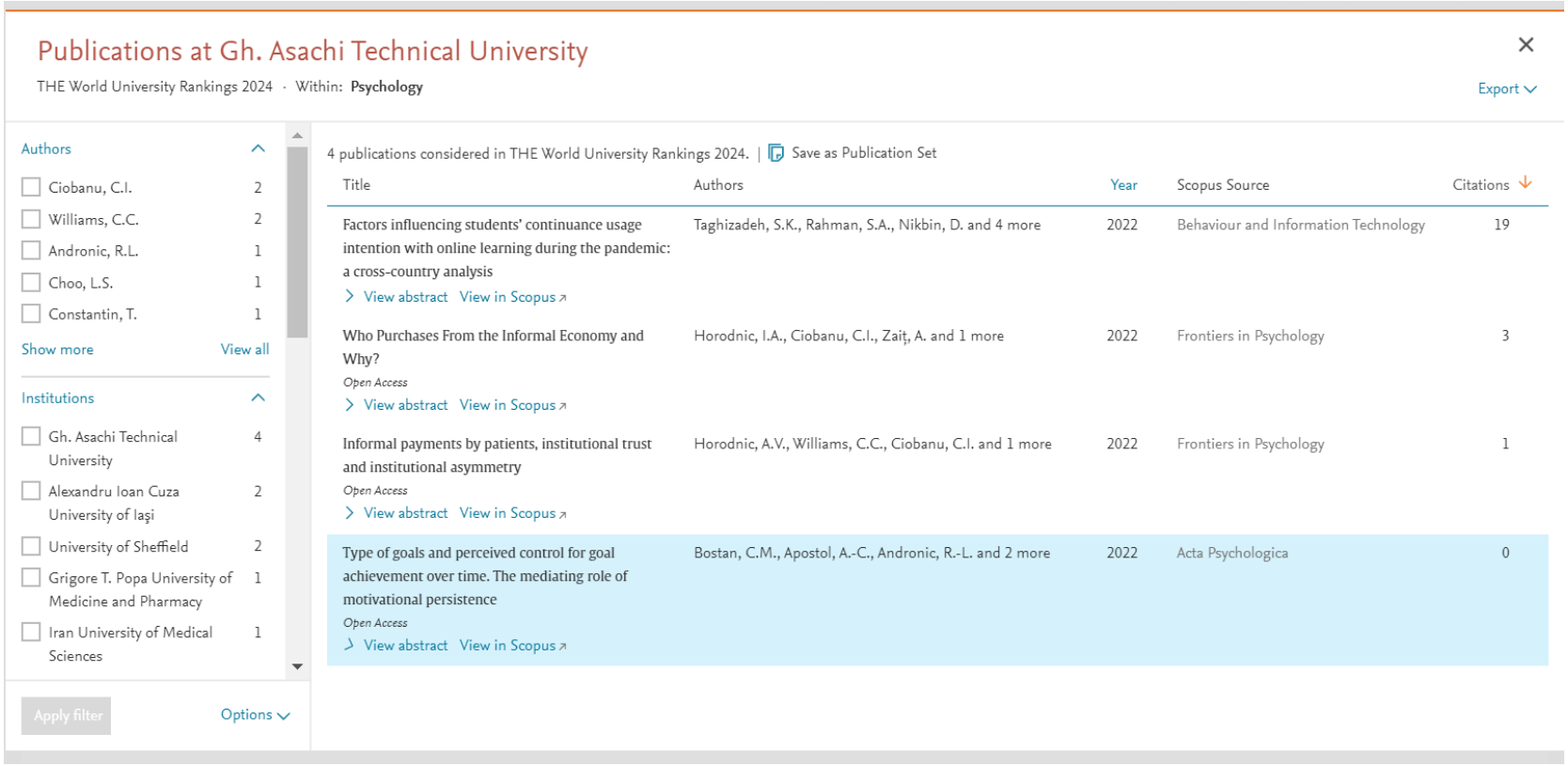
THE World University Rankings 2024

Metric guidance | + Add to Reporting | Export

Table | Chart | Metric rank percentile | Heatmap | Low — High

Subject 11	Overall	2018	2019	2020	2021	2022
All categories	**0.80**	0.88	0.83	0.75	0.78	0.79
Arts and Humanities	1.63	3.93	0.70	0.65	2.29	1.29
Business and Economics	1.00	1.66	1.26	0.74	0.71	0.78
Clinical, pre-clinical and health	0.77	0.86	0.80	0.65	0.78	0.80
Computer Science	0.72	0.88	0.75	0.76	0.68	0.65
Education	0.44	0.00	0.26	0.68	0.00	1.93
Engineering and Technology	0.85	1.01	0.91	0.86	0.77	0.76
Law	0.00	0.00	0.00	0.00	0.00	0.00
Life Sciences	1.32	1.10	1.23	1.13	1.56	1.29
Physical Sciences	0.88	0.86	0.85	0.75	0.88	1.02
Psychology	1.48	0.00	0.77	0.00	0.00	1.80
Social Sciences	0.93	1.32	1.31	0.92	0.93	0.70

Impact and potential at subject area level (2)



Publications at Gh. Asachi Technical University

THE World University Rankings 2024 · Within: **Psychology**

Export

Authors

- Ciobanu, C.I. 2
- Williams, C.C. 2
- Andronic, R.L. 1
- Choo, L.S. 1
- Constantin, T. 1

Show more View all

Institutions

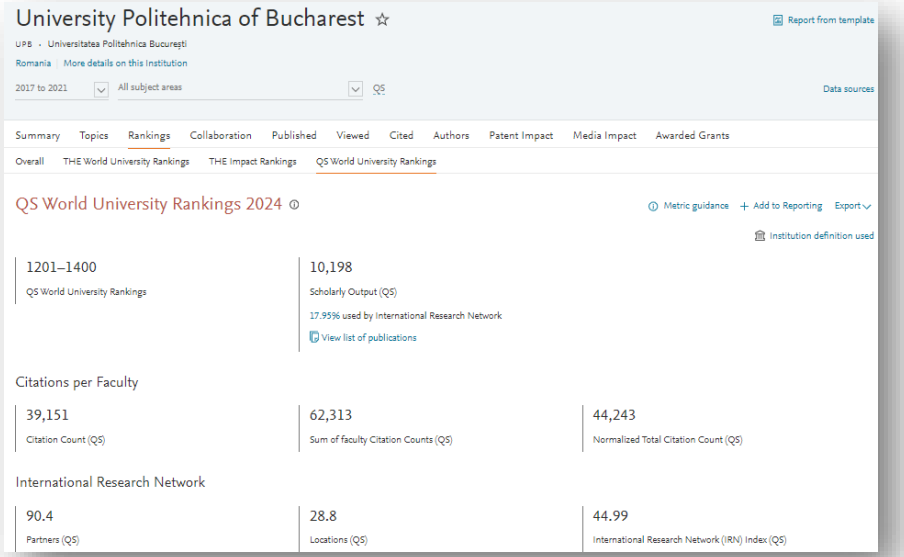
- Gh. Asachi Technical University 4
- Alexandru Ioan Cuza University of Iași 2
- University of Sheffield 2
- Grigore T. Popa University of Medicine and Pharmacy 1
- Iran University of Medical Sciences 1

Apply filter Options

4 publications considered in THE World University Rankings 2024. | Save as Publication Set

Title	Authors	Year	Scopus Source	Citations
Factors influencing students' continuance usage intention with online learning during the pandemic: a cross-country analysis View abstract View in Scopus	Taghizadeh, S.K., Rahman, S.A., Nikbin, D. and 4 more	2022	Behaviour and Information Technology	19
Who Purchases From the Informal Economy and Why? *Open Access* View abstract View in Scopus	Horodnic, I.A., Ciobanu, C.I., Zait, A. and 1 more	2022	Frontiers in Psychology	3
Informal payments by patients, institutional trust and institutional asymmetry *Open Access* View abstract View in Scopus	Horodnic, A.V., Williams, C.C., Ciobanu, C.I. and 1 more	2022	Frontiers in Psychology	1
Type of goals and perceived control for goal achievement over time. The mediating role of motivational persistence *Open Access* View abstract View in Scopus	Bostan, C.M., Apostol, A.-C., Andronic, R.-L. and 2 more	2022	Acta Psychologica	0

or on QS Rankings



University Politehnica of Bucharest ☆

Report from template

UPB · Universitatea Politehnica București

Romania | More details on this Institution

2017 to 2021 | All subject areas | QS | Data sources

Summary | Topics | Rankings | Collaboration | Published | Viewed | Cited | Authors | Patent Impact | Media Impact | Awarded Grants

Overall | THE World University Rankings | THE Impact Rankings | QS World University Rankings

QS World University Rankings 2024

Metric guidance | + Add to Reporting | Export

Institution definition used

1201–1400
QS World University Rankings

10,198
Scholarly Output (QS)
17.95% used by International Research Network
View list of publications

Citations per Faculty

39,151
Citation Count (QS)

62,313
Sum of faculty Citation Counts (QS)

44,243
Normalized Total Citation Count (QS)

International Research Network

90.4
Partners (QS)

28.8
Locations (QS)

44.99
International Research Network (IRN) Index (QS)

Citations per Faculty

Metric guidance

Metrics	Arts & Humanities	Engineering & Technology	Life Sciences & Medicine	Natural Sciences	Social Sciences & Management	Total	Deduplicated Count
Scholarly Output (QS)	92	8,701	1,027	5,534	1,063	16,417	10,198
Excluded Scholarly Output	0	229	156	249	6	640	467
Total Scholarly Output	92	8,930	1,183	5,783	1,069	17,057	10,665
Citations (QS)	321	30,729	7,314	20,358	3,591	62,313	39,151
Excluded self-citations	132	11,012	1,643	8,753	1,024	22,564	14,198
Total Citations	453	41,741	8,957	29,111	4,615	84,877	53,349
Normalized Total Citation Count (QS)	2,309	26,427	6,033	23,266	3,139	44,243	N/A
Weighting Factor (QS)	15.33	0.63	0.61	0.84	1.98	N/A	N/A
Weighting Adjustment Ratio (QS)	0.47	1.36	1.36	1.36	0.44	N/A	N/A

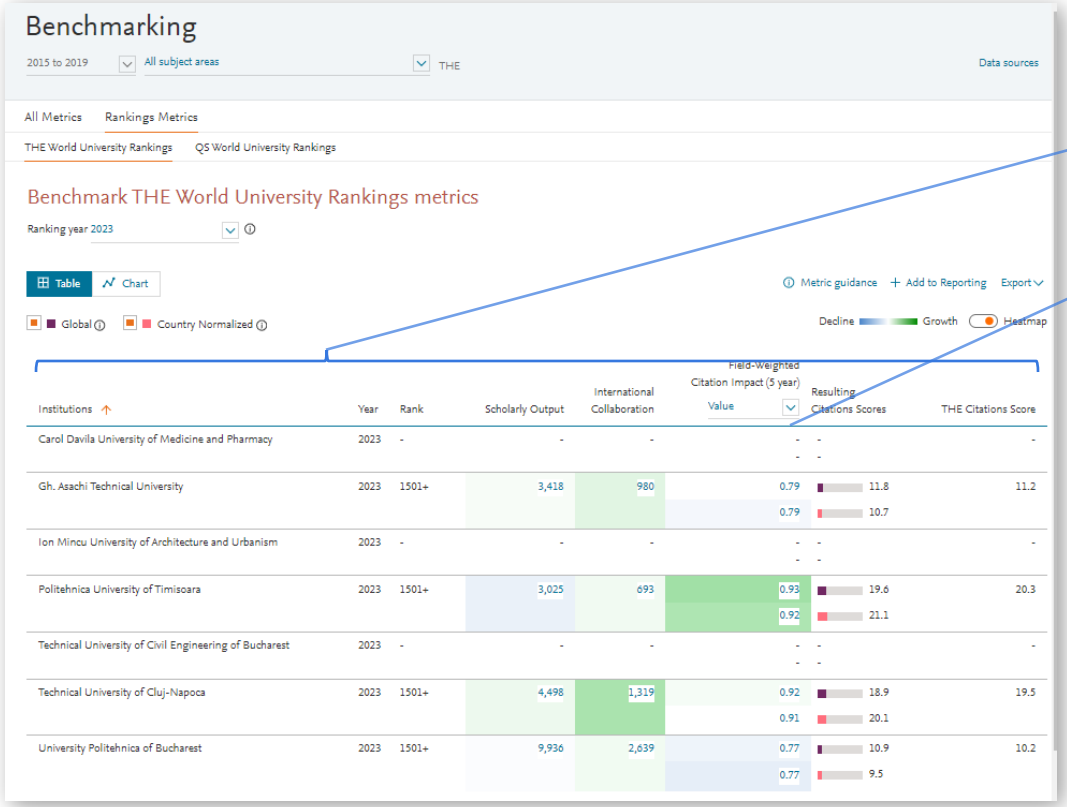
International Research Network (IRN)

QS metrics	Arts & Humanities	Engineering & Technology	Life Sciences & Medicine	Natural Sciences	Social Sciences & Management	Total
IRN Scholarly Output (QS)	19	1,453	214	1,013	160	1,831 [a]
Locations (QS)	2	59	20	52	11	28.8 [b]
Partners (QS)	2	223	34	175	18	90.4 [b]
Non-Scaled International Research Network (IRN) Index (QS)	2.89	10.91	5.67	10.07	3.81	N/A
International Research Network (IRN) Index (QS)	28.12	77.98	28.74	63.34	26.75	44.99 [b]

[a] Total deduplicated count
[b] Total average between Faculty areas

Benchmark with peers and analyze ranking trends:

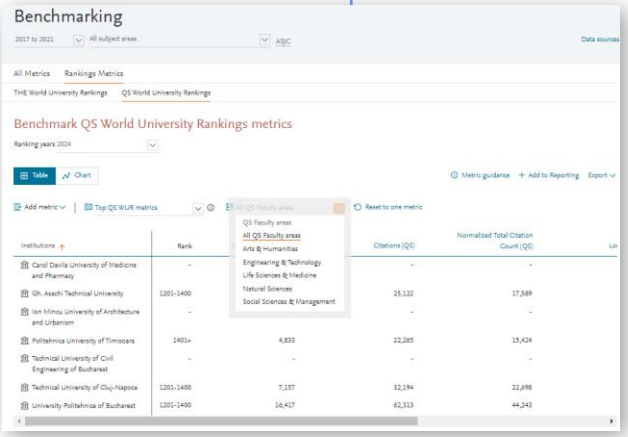
Analyses and information to understand performance and inform plans



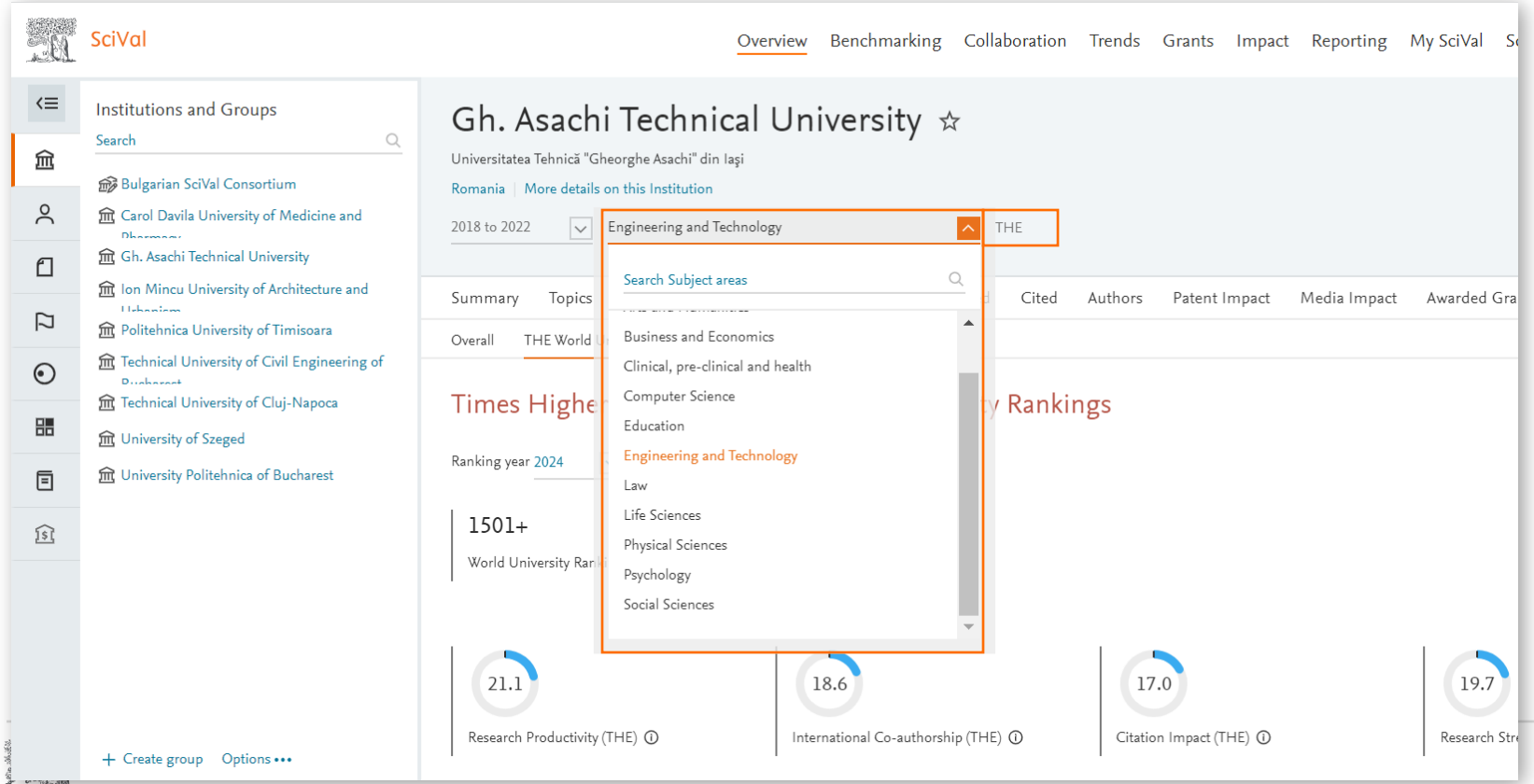
Benchmark with peers across all bibliometric drivers

Heatmap visualizing trends

Compare on QS ranking



Exploring new opportunities



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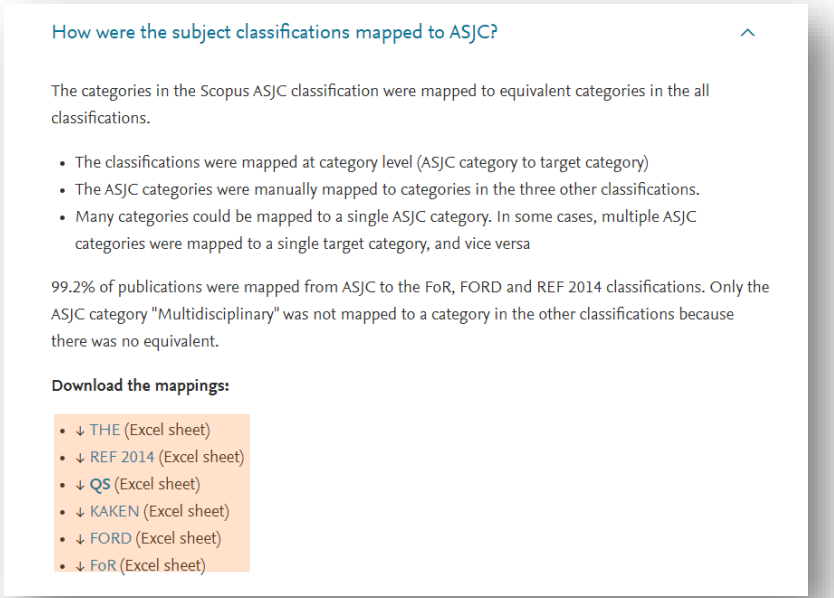
Mapped subject classifications to ASJC

In some cases: the reports according to international classifications (e.g. FORD – Fields of Research and Development) are required.

Together with experts we did mapping. You can find some mappings (including QS, THE) here: https://service.elsevier.com/app/answers/detail/a_id/21717/supporthub/scival/kw/qs/#panel3b



How were the subject classifications mapped to ASJC?

The categories in the Scopus ASJC classification were mapped to equivalent categories in the all classifications.

- The classifications were mapped at category level (ASJC category to target category)
- The ASJC categories were manually mapped to categories in the three other classifications.
- Many categories could be mapped to a single ASJC category. In some cases, multiple ASJC categories were mapped to a single target category, and vice versa

99.2% of publications were mapped from ASJC to the FoR, FORD and REF 2014 classifications. Only the ASJC category "Multidisciplinary" was not mapped to a category in the other classifications because there was no equivalent.

Download the mappings:

- ↓ THE (Excel sheet)
- ↓ REF 2014 (Excel sheet)
- ↓ QS (Excel sheet)
- ↓ KAKEN (Excel sheet)
- ↓ FORD (Excel sheet)
- ↓ FoR (Excel sheet)

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Mapping file

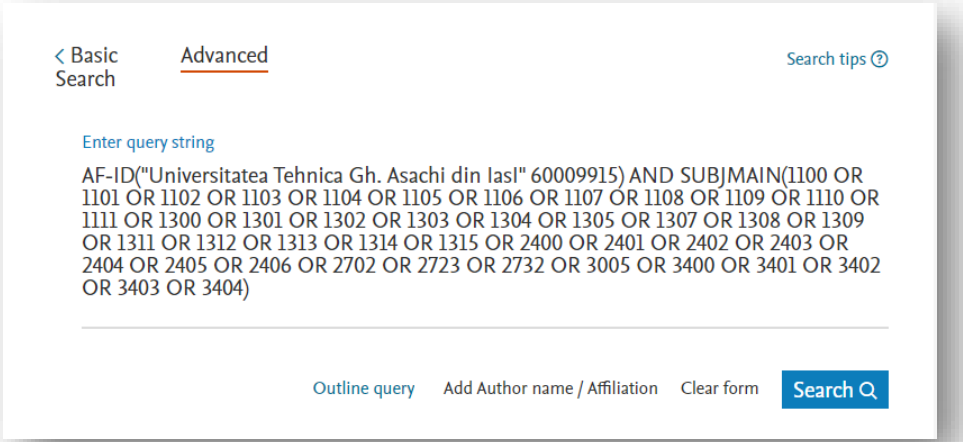
Example: «THE to ASJC mapping». Life Sciences in THE classification – 32, in ASJC subject categories accordingly: 1100 or 1101 or 1102 or 1103 or 1104 or 1105 or 1106 or 1107 or 1108 or 1109 or 1110 or 1111 or 1300 or 1301 or 1302 or 1303 or 1304 or 1305 or 1307 or 1308 or 1309 or 1311 or 1312 or 1313 or 1314 or 1315 or 2400 or 2401 or 2402 or 2403 or 2404 or 2405 or 2406 or 2702 or 2723 or 2732 or 3005 or 3400 or 3401 or 3402 or 3403 or 3404

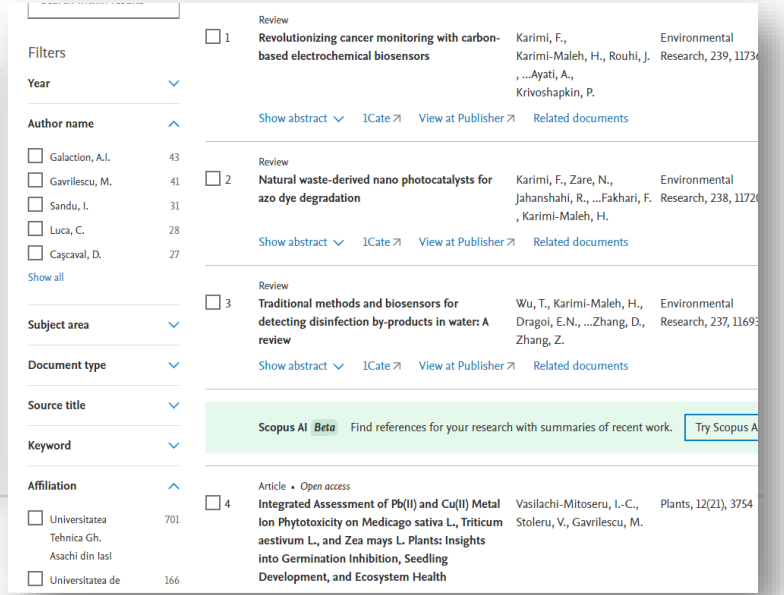
THE_subject_i	THE_subject_area	asjc334
32	Life Sciences	1100
32	Life Sciences	1101
32	Life Sciences	1102
32	Life Sciences	1103
32	Life Sciences	1104
32	Life Sciences	1105
32	Life Sciences	1106
32	Life Sciences	1107
32	Life Sciences	1108
32	Life Sciences	1109
32	Life Sciences	1110
32	Life Sciences	1111
32	Life Sciences	1300

How to use in Scopus

In “Advanced search” create a query with these subject categories codes, using search field SUBJMAIN and add affiliation profile’s ID or author profile’s ID.

Example: number of publications on Life Sciences (THE classification) for Universitatea Tehnica Gh. Asachi din Iasl:
AF-ID (60009915) AND SUBJMAIN (1100 or 1101 or 1102 or 1103 or 1104 or 1105 or 1106 or 1107 or 1108 or 1109 or 1110 or 1111 or 1300 or 1301 or 1302 or 1303 or 1304 or 1305 or 1307 or 1308 or 1309 or 1311 or 1312 or 1313 or 1314 or 1315 or 2400 or 2401 or 2402 or 2403 or 2404 or 2405 or 2406 or 2702 or 2723 or 2732 or 3005 or 3400 or 3401 or 3402 or 3403 or 3404)





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- Contact us if you have any questions on reporting by Scopus or SciVal

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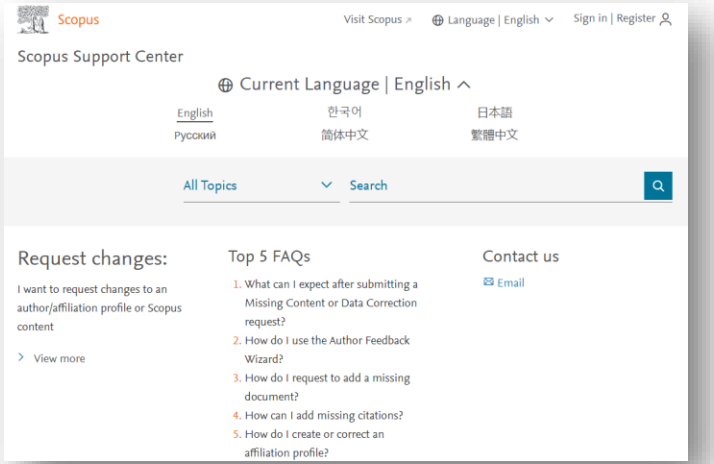

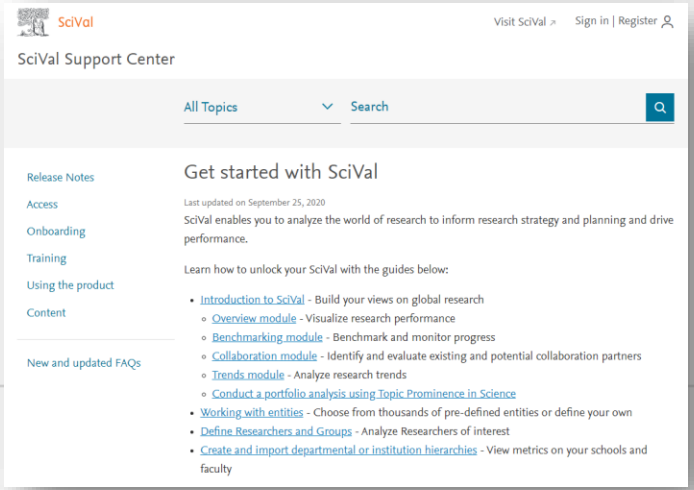

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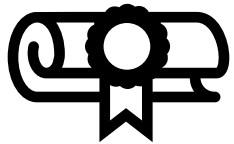

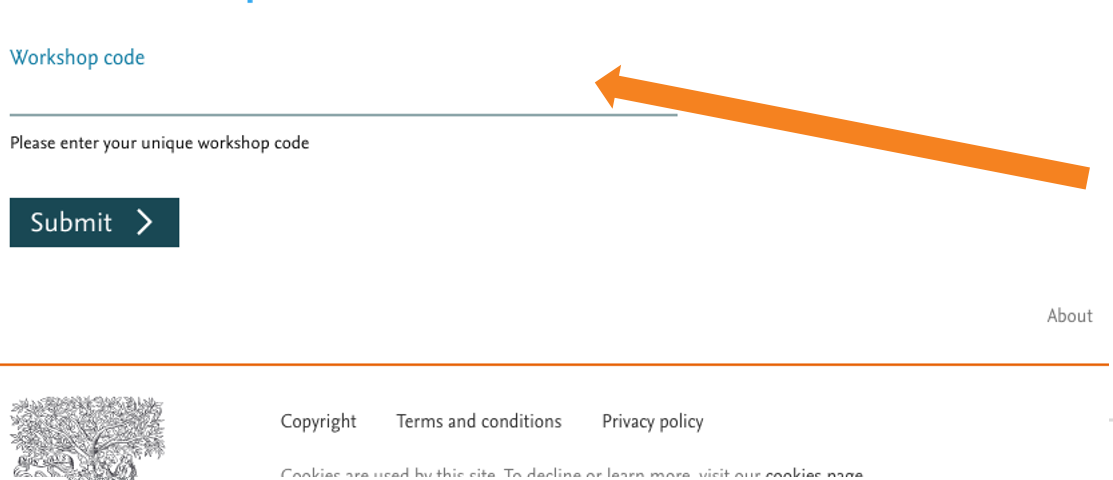

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Thank you