



Research strategy



Expertise & collaboration



Research funding



Conducting research



Research management



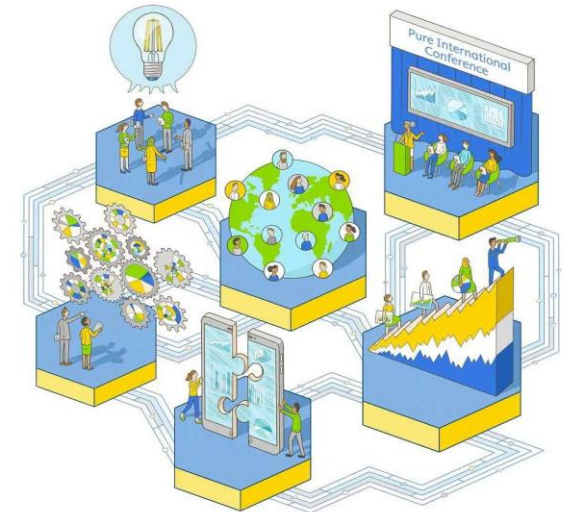
Impact & engagement



# From Bureaucracy to engagement : Transforming Research Management with a Human Centric Approach

Pure – Research Information Management System

Grahame Pearson – APAC Regional Solutions Sales Manager



# From Process centric to Person based

- 1) Research Office function
  - 1) Compliance
  - 2) Multiple masters
  - 3) Risk management
- 2) Research Systems
  - 1) Built for research offices
  - 2) Need to track and monitor
  - 3) Fill in this form



# Researchers

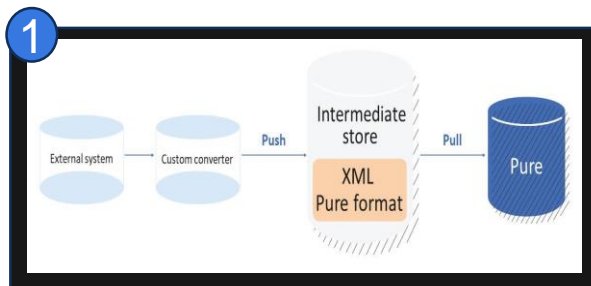
- 1) It's a need for balance!!
  - 1) Leave me alone 😊 !!
  - 2) Provide me income to do my research
  - 3) Don't ask me for that information again!
- 2) How do we evolve?
  - 1) Simplifying
  - 2) Showcasing



# Fostering people centric environment

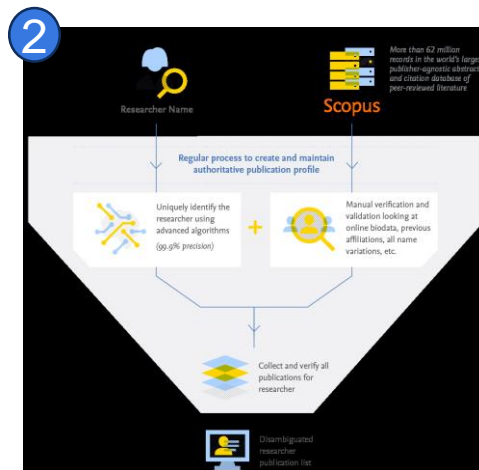


## Data Synchronization



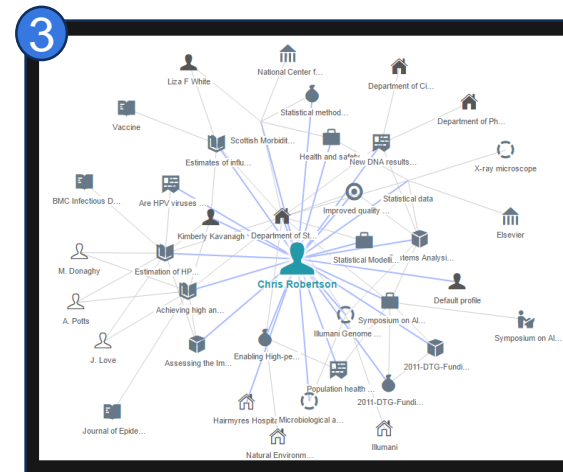
*Process for data synchronization.*

## Profile Refinement Service



*Streamlining Author Profile Management*

## Relational Data Model



*This visualization shows the links between the person Chris Robertson and his related content types, including research outputs, authors he collaborated with, projects he was involved in, activities he undertook, and more.*



# Fostering Collaborative environment

## Capture & Align UN Sustainable Development Goals



Support SDG's through collaboration with other countries , promoting best practices & data publication

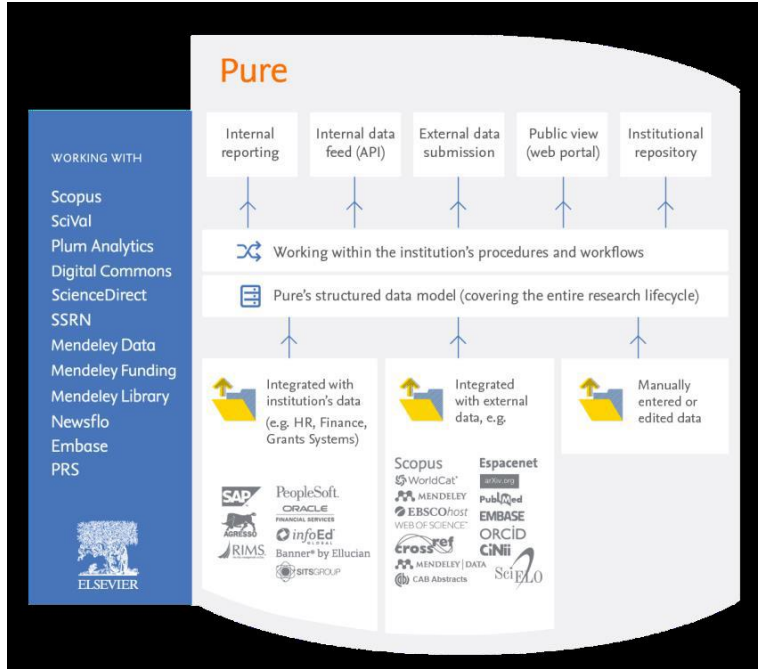
## Collaborations & Top research areas from last 5 years



Collaboration map showing the locations around the world where an institution has shared research outputs.

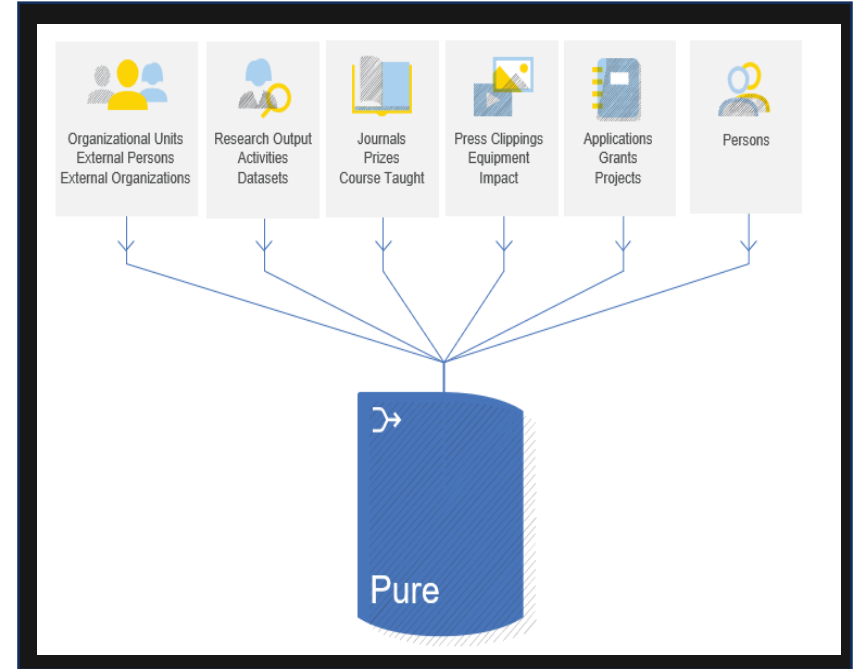
# Humanizing Research Management

## Capturing research information



*Integration possibilities for Pure. Designed to be system agnostic, Pure can integrate with multiple third-party systems.*

## Structuring research information



*Using Pure, institutions can aggregate their research data from multiple systems in a structured format.*

# Its all about the **data!**

## DATA in = DATA out, but really, its **1+1 > 2**

- 1) Quality – CERIF Model for Standardisation
  - 1) Merging and matching
  - 2) Automatic updates
- 2) Enrichment – Build on existing data data points
  - 1) SDG's (auto-assignment)
  - 2) Citation metrics (out-of-the-box linking)
  - 3) Journal Open Access classification (Sherpa Romeo)

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- 4) Leading edge indicators (PlumX and Altmetrics)

# Research Management – Equipping Effectiveness

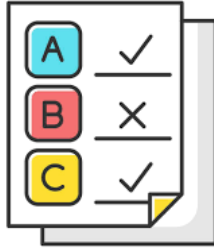
## DATA CHARACTERISTICS

### Complete



Reduces an institution's risk of missing research data.

### Correct



Functionalities to support duplication handling ensure data is accurate

### Current



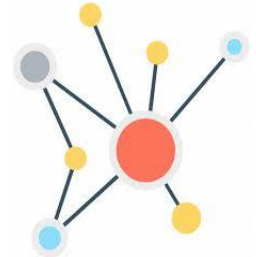
System pulls the most up to date data thus Institute own relevant information

### Compliant



With accurate Publication metadata, institutions to report on open access embargos and preprint information.

### Connected

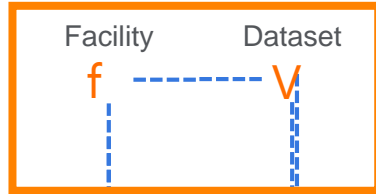


Structured data model simplifies the process of connecting an institution's research data.

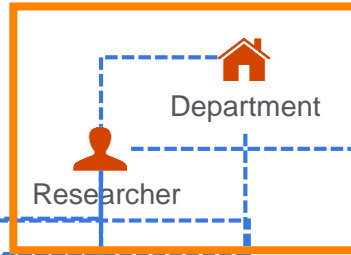


# Data connectivity!

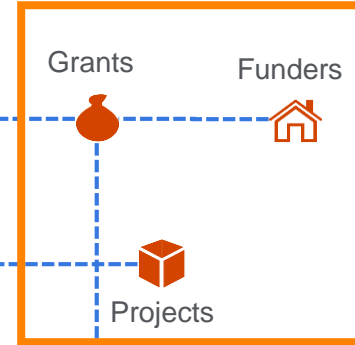
Facilities & Research Data



HR Data Sources

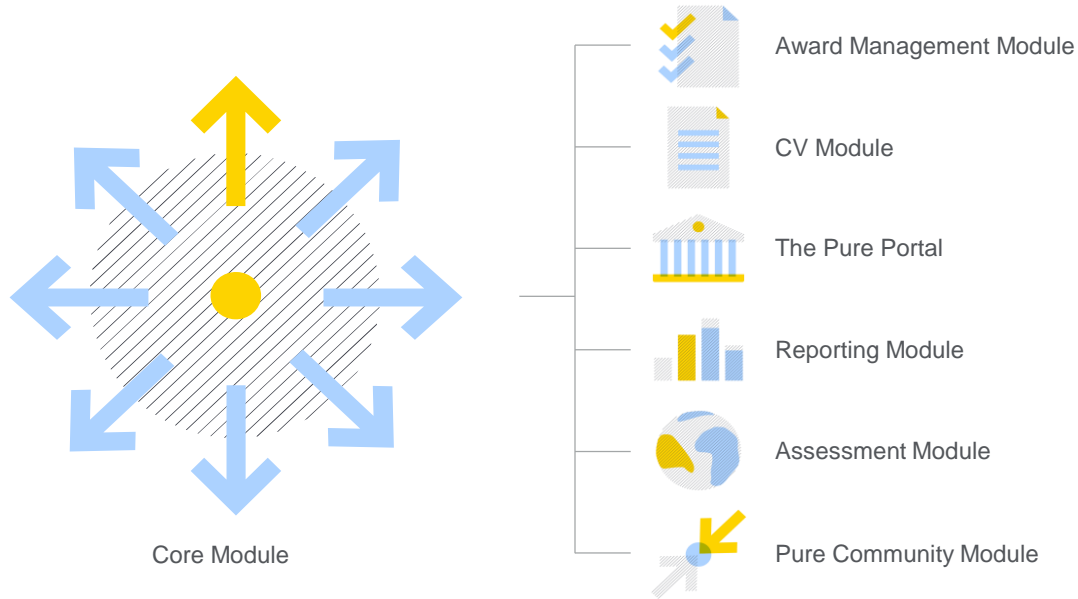


Awards & Projects Content



Publication Content

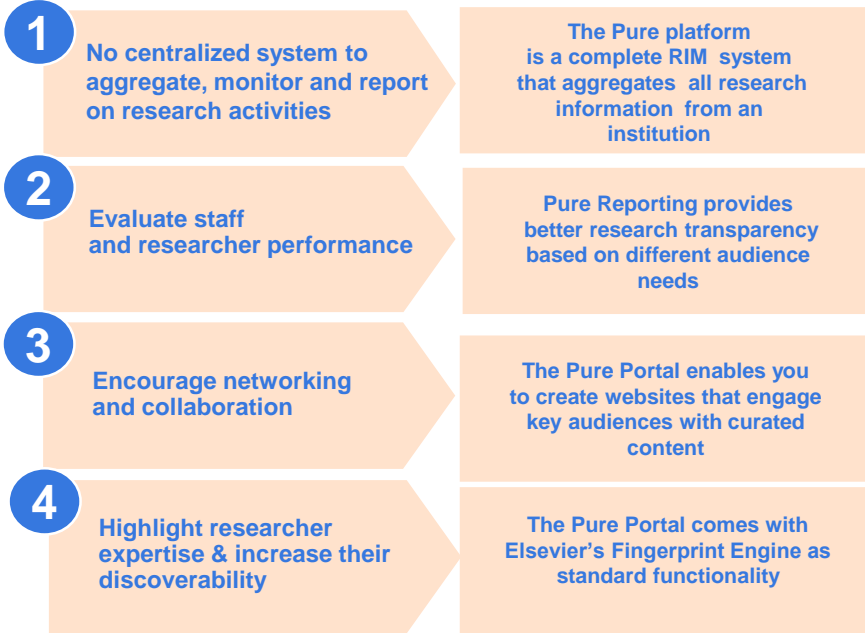
# Pure Overview



Scalable and Future Proof

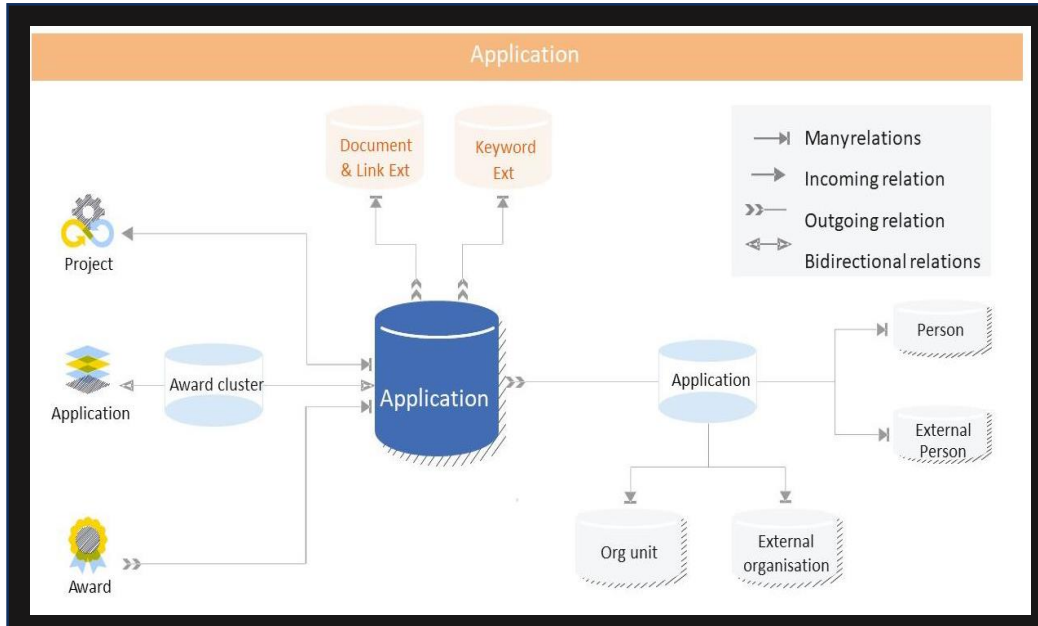
# What can Pure do for you

## Pure Use Cases



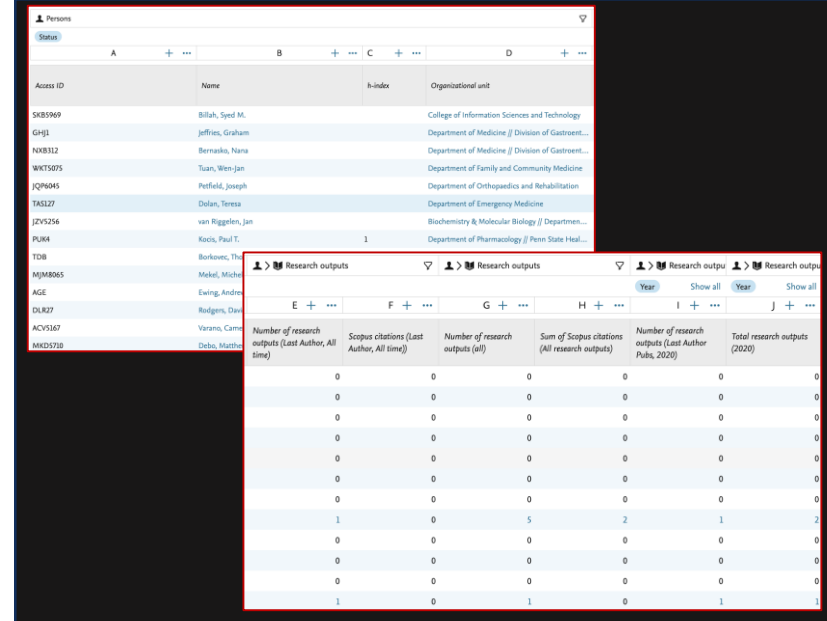
# Combating rigid bureaucratic processes

## End to end Award Management Process



Configurable workflow & approval routes brings efficiency into management

## Customize Reports to reflect assessment



The screenshot shows a 'Persons' table with columns for Access ID, Name, h-index, and Organizational unit. Below it is a 'Research outputs' report with columns for various metrics and years.

Access ID	Name	h-index	Organizational unit
SKBS969	Billah, Syed M.		College of Information Sciences and Technology
GH91	Jeffries, Graham		Department of Medicine / Division of Gastro...
NXB312	Bernabe, Nana		Department of Medicine / Division of Gastro...
WKT5075	Tuan, Wen-jan		Department of Family and Community Medicine
JQW045	Perfield, Joseph		Department of Orthopedics and Rehabilitation
TAS127	Dolan, Teresa		Department of Emergency Medicine
JZY256	van Riggelen, Jan		Biochemistry & Molecular Biology / Departmen...
PUM4	Kocis, Paul T.	1	Department of Pharmacology / Penn State Heal...
TDB	Borkowicz, Th...		
MJM8065	Makel, Micho		
AGE	Ewing, Andre		
DLK27	Rodgers, Dav		
ACV367	Varano, Camr		
MKZ5719	Dabo, Mhath		

	E + ...	F + ...	G + ...	H + ...	I + ...	J + ...
Number of research outputs (Last Author, All time)	0	0	0	0	0	0
Scopus citations (Last Author, All time)	0	0	0	0	0	0
Number of research outputs (all)	0	0	0	0	0	0
Sum of Scopus citations (All research outputs)	0	0	0	0	0	0
Number of research outputs (Last Author Pubs, 2020)	1	0	5	2	1	2
Total research outputs (2020)	0	0	0	0	0	0
	0	0	0	0	0	0
	0	0	0	0	0	0
	0	0	0	0	0	0
	0	0	0	0	0	0
	0	0	0	0	0	0
	0	0	0	0	0	0
	1	0	1	0	1	1

collect, manage and report on research information, thereby supporting them with their reporting and compliance requirements.



## Key Requirements

- ✓ Need for data on its research productivity and accomplishments
- ✓ Help build reputation, deliver impact data for government reporting,
- ✓ Provide insights during faculty career advancement reviews.

## Key Challenges

- ✓ Records for academic faculty and department productivity, (including FWC counts, H-indices and awarded grants) were out of sync with actual performance
- ✓ Lack of resources to see the rate of impact between their research inputs, (i.e funding and time of staff) , and their academic outputs (i.e research impact) measures

## Key Solution

- ✓ CityU embarked on an effort to implement CityU Scholars, a performance system for academic achievement based on Elsevier's Pure, in 2016,
- ✓ configuring the Pure system towards CityU's specific reporting interests, refining performance records during a complete review of CityU researcher identities and their outputs.

## Key Result

- ✓ CityU Scholars, powered by Elsevier Pure, ensured the accuracy of CityU's academic performance data.
- ✓ With this increased accuracy, the launch of CityU Scholars in mid-2017 raised average faculty publication counts by 21, citation counts by 580, and h-indices by 3.5



CityU Scholars  
A Research Hub of Excellence

RESEARCHER LOGIN

Home Researchers Research Units Research Output Projects Activities Prizes/Honours Student Theses Datasets Impact Press/Media



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Publications, projects and researchers

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## Publications

Most Cited (Scopus)

Latest publications

Guidelines for the use and interpretation of assays for monitoring autophagy (3rd edition)  
2,462 authors, including, 2. A. I., Klionsky, D. J., Lu, Y. & Yue, J., 2016. In : *Autophagy*. 12, 1, p. 1-222.

Scopus citations  
3041

Surface modification of titanium, titanium alloys, and related materials for biomedical applications  
Liu, X., Chu, P. K. & Ding, C., 24 Dec 2004. In : *Materials Science and Engineering R: Reports*. 47, 3-4, p. 49-121

Scopus citations  
2398

Bulk metallic glasses  
Wang, W. H., Dong, C. & Shek, C. H., 1 Jun 2004. In : *Materials Science and Engineering R: Reports*. 44, 2-3,

Scopus citations  
217

## News

Research

CityU researcher: desexing cats before 4 months can reduce the number of unwanted kittens (04 Feb 2021)

Big-data research led by a CityU researcher has found that although more than 80% of cats in Australia were desexed, only a fraction have had surgery before reaching puberty, thus creating a "pregnancy gap". It is recommended that the age of desexing is before four months.

Study suggests safety is why crowds synch footsteps (01 Feb 2021)

Research co-led by academics at CityU has discovered that the

"Working with Elsevier, we were able to create a solution that shows CityU's research outputs most comprehensively, showcasing its true academic performance. The success of CityU Scholars, powered by Elsevier's Pure, stems from its data accuracy, ease of use, and the benefits it creates for all CityU stakeholders."

**Christian Wagner**  
CIO and Associate Provost  
of Quality Assurance,  
City University of Hong Kong



## Key Requirements

- ✓ Create more visibility for their researcher's profile , showcasing all metrics
- ✓ Automate data importing system to manage efficiency of the process
- ✓ Increase reliability of reports

## Key Challenges

- ✓ Manual data entry required by their in house "RMS" system was time consuming & prone to errors , leading to untrustworthy creation of reports
- ✓ Their in-house "RMS" solution was designed for internal purposes and did not allow the university to make their researchers' profiles visible and accessible for potential partners



## Key Solution

- ✓ In 2017, MAHE decided to implement Pure with the aim to address these challenges. In particular they introduced Pure Portal
- ✓ Pure's tools for automating data import from research information sources like Scopus was also perceived as a key step towards reducing errors and improving the reliability of reports
- ✓ They went on to add Pure Reporting and Pure Award Management Module to manage their processed more accurately



## Key Result

- ✓ MAHE saved time and reduced errors by accessing pure to automate their Data entry process
- ✓ MAHE research faculty achieved higher global visibility for their work and also witnessed increasing collaborative opportunities.



"On a smaller level our home-grown system was fine, but to scale it to all faculty members we needed a solution that could automate the work and ensure data becomes fully trustworthy for reports and our public profiles."



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Conducting research



Research management



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## Questions

(<https://www.elsevier.com/en-au/products/pure>)

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