- Le Wang
- Fudan University Library

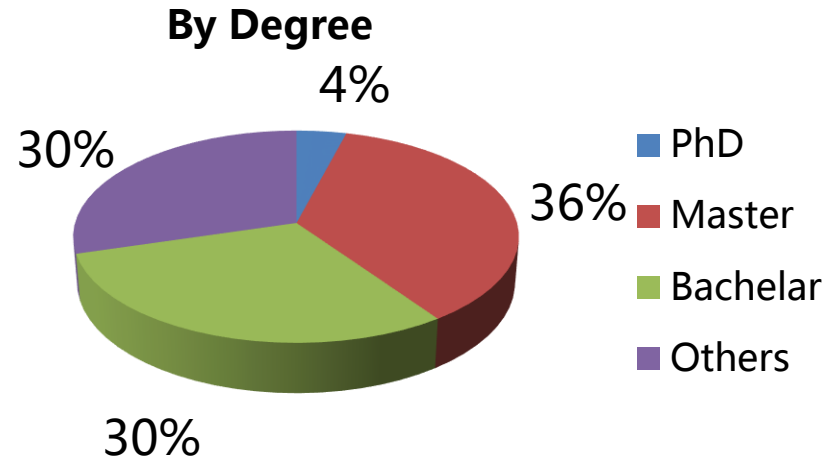Collaboration

on

Competitive
Intelligence Analysis
@FDU

FDU Library at a glance

➢ Established in **1918**, Renamed in **1922**.

➢ **28,900** Students, **2,700** teaching and research staff

➢ 5 library buildings and 1 reading room for Chinese old books on 4 campus.

➢ Total floor space is 57,984 square meters.

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FDU Library at a glance

- A collection with 5.1 million items in total

- 200 staff members

By Degree

- 4% PhD
- 36% Master
- 30% Bachelar
- 30% Others

PRDLA

Outline

- **WHY** do we do?
- **WHOM** do we do it for ?
- **WHAT** can we do ?
- **WHAT** have been done ?
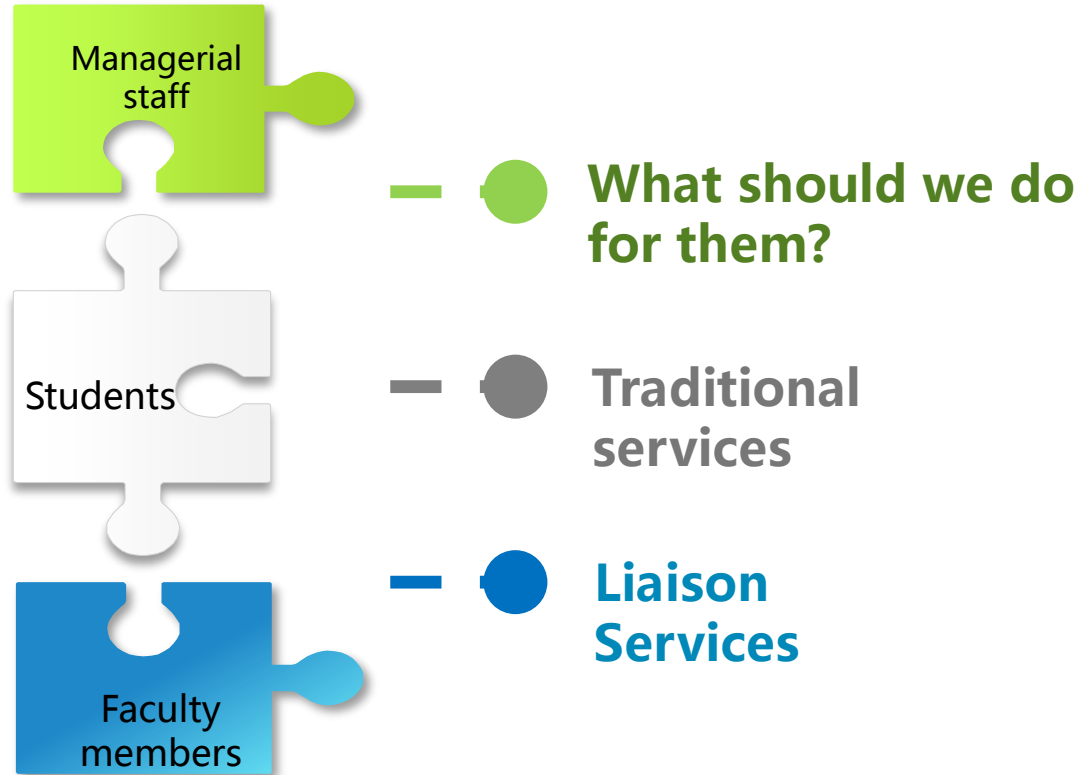- **HOW** do we do ?
- Conclusion

PRDLA

Competitive Intelligence (CI)

A broad definition of **competitive intelligence** is the action of defining, gathering, analyzing, and distributing intelligence about products, customers, competitors and any aspect of the environment needed to support executives and managers in making strategic decisions for an organization.

--from Wikipedea

PRDL

Q1: WHY should we do competitive Intelligence analysis for the university?

Our stakeholders inside the university

Academic Competitive intelligence

Decision making support!

PRDLA

Academic CI demand
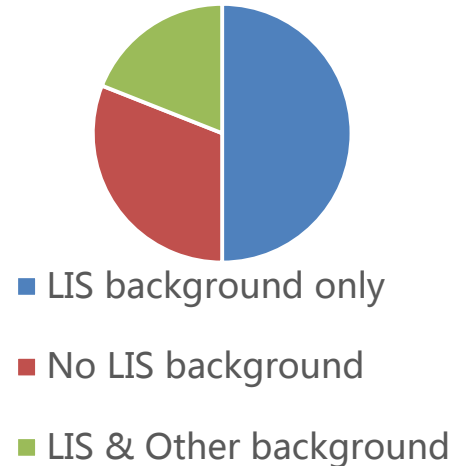
- Get the information about the peer institutions(competitors)
- Get the facts of higher education environment(competitive environment)
- Keep abreast of the discipline developments
- Make discipline strategy
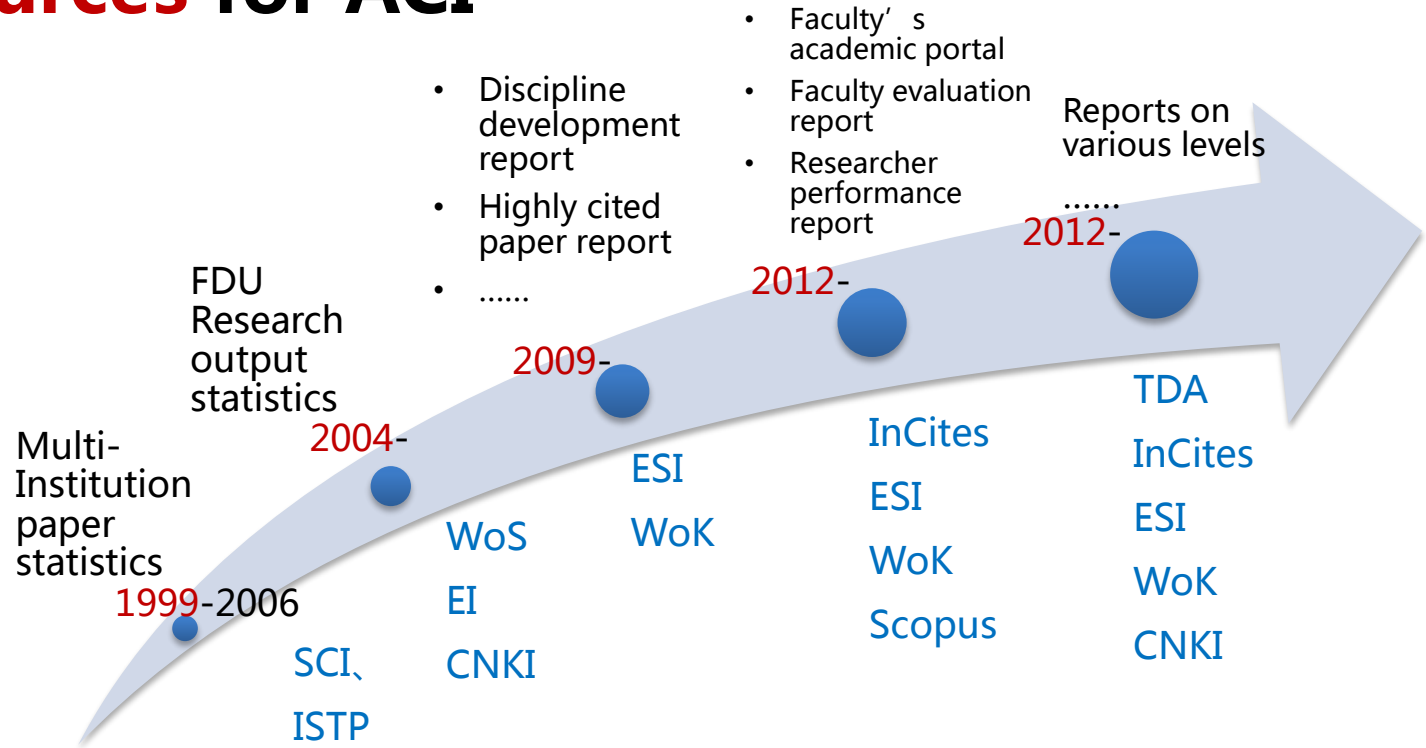- Make budget decision

PRDLA

Library's need

Challenges of Reference Librarians

– Background in LIS only
– Background in other subjects
– Background in both LIS and another one

Subject background

■ LIS background only

■ No LIS background

■ LIS & Other background

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Data **Sources** for ACI

Multi-Institution paper statistics

1999-2006

FDU Research output statistics

2004-

SCI、
ISTP

WoS
EI
CNKI

- Discipline development report
- Highly cited paper report
- ......

2009-

ESI
WoK

- Faculty's academic portal
- Faculty evaluation report
- Researcher performance report

2012-

InCites
ESI
WoK
Scopus

Reports on various levels
......

2012-

TDA
InCites
ESI
WoK
CNKI

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Q3: WHAT can we do？

Approach

Outcome-based: Research papers

Levels

➢Macro——Institution

➢middle——Faculty /Discipline

➢Micro——

　　Researcher/Research Group

Contents

➢Developing state

➢Influence analysis

➢Collaboration analysis

➢Hot research topics

➢Trends forecast

➢……

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Q4: WHAT have been done?

1998-2006 : Multi-Institution research paper statistics(bimonthly)

2005- : Research paper statistics in FDU (annually)

2009 : Report on specific faculty development level

2010 : Report on FDU social sciences performance in
 recent 20 years

Project: Comparison on scientific research output among
multi universities

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Q4: WHAT have been done?

2011-2012 : Pre-research project sponsored *by CALIS(China Academic Library & Information System*): research on evaluation system of discipline competency

2012 :   Report on research competency of Physics Department
Report on Highly cited paper analysis based on ESI
Report on specific researcher's academic influence
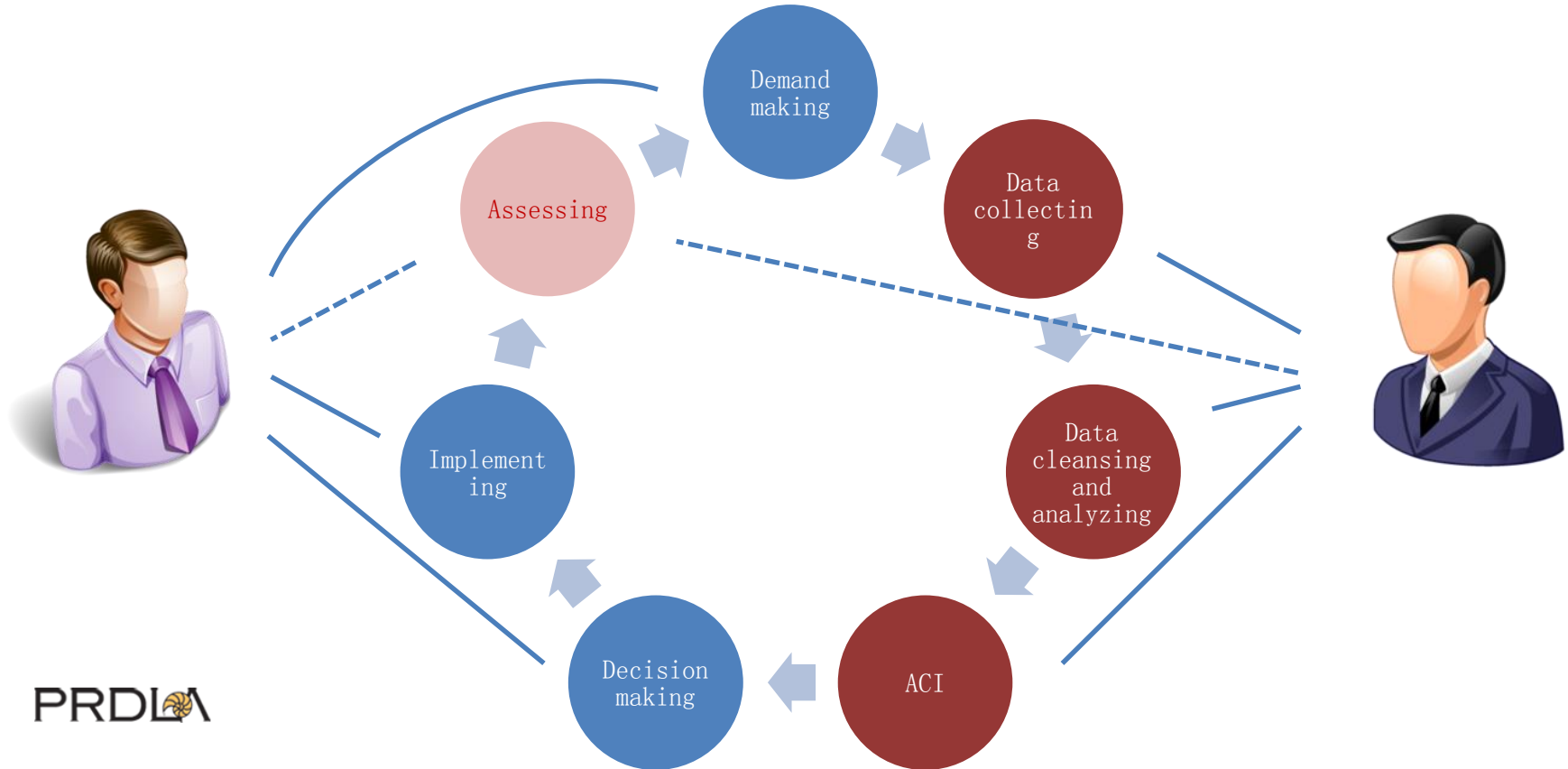...

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WHAT have been done?

2012-

➢Researchers' personal data center (collaborated with *Information Center*)

➢Project of Science and technology faculty performance evaluation
（ collaborated with *PPIRC, Research Institute of Higher Education, Office of Science and Technology*)

2013

➢Project of academic influence evaluation of Disciplines in FDU （ collaborated with the *Office of Development Planning* ）

➢Report on the discipline competency of Chemistry at Fudan University

PRDLA

Phases of collaboration on Academic CI

物理系拟引进人员 Antonino Marciano 评估报告

编号：2013-1-01

复旦大学图书馆

2013 年 9 月 24 日

Q5:How did we do?

Principles:

➢Macro and Micro

➢Theory and Practice

➢Common needs and Key needs

➢Independently and Collaboratively
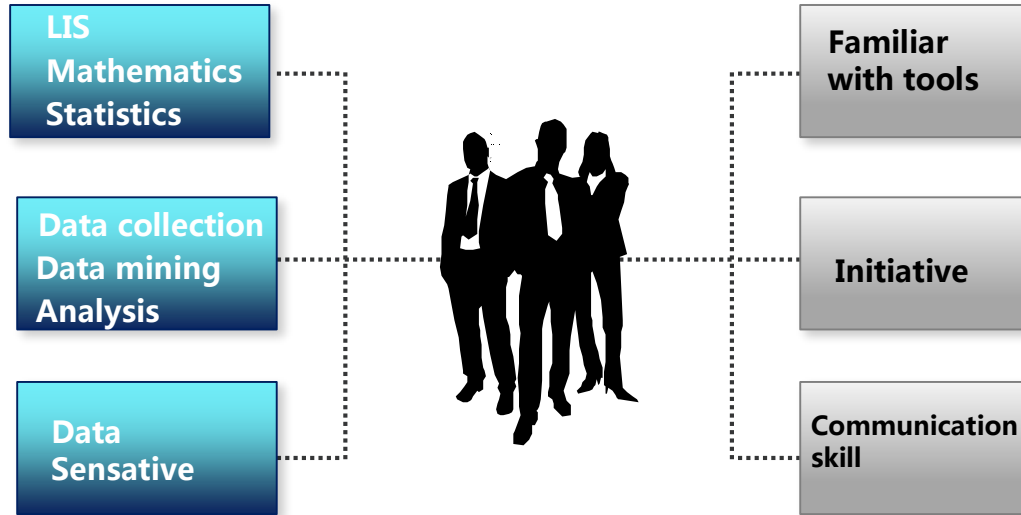
Q5: How did we do?

Formats:

➤data

➤tools

➤Reports

➤Data pushing platform(LibGuides)

➤Workshop/training

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Q5: How did we do?

LIS
Mathematics
Statistics

Data collection
Data mining
Analysis

Data
Sensative

Familiar
with tools

Initiative

Communication
skill

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How did we do? Tools!

Thomson Data Analyzer

1.Data cleansing and standardization	1. Large scale data storage	Frequently used functions :	Processing format of text:	Developed sofeware : unify the vocabulary
2.Data analysis（List、matrix analysis）	2.Create relevant database	vlookup、countif		
3.Create report		Pivot table :		

PR

NEXT...

➤**Information Center**

　　　　Building IR based on the researchers' personal data center(platform)

➤ **Office of Development Planning**

　　　　research fronts and hot topics analysis

　　　　report on faculty academic performance of FDU (2007-2012)

　　　　report on scientists with highly influence

➤**Office of Science and Technology**

　　　　Report on Key Labs performance

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Conclusion

➢ Data sources

➢ Build a professional team

➢ Follow up the university's strategy

➢ Cooperation, All-win

PR

Communicating Value

Academic libraries must prove the value they provide to the academic enterprise.

——ACRL , *2012 Top 10 Trends in Academic Libraries*

PRDLA

Thank you !

谢谢！

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