



# The importance of scholarly information in the research process

Eduard Cohen

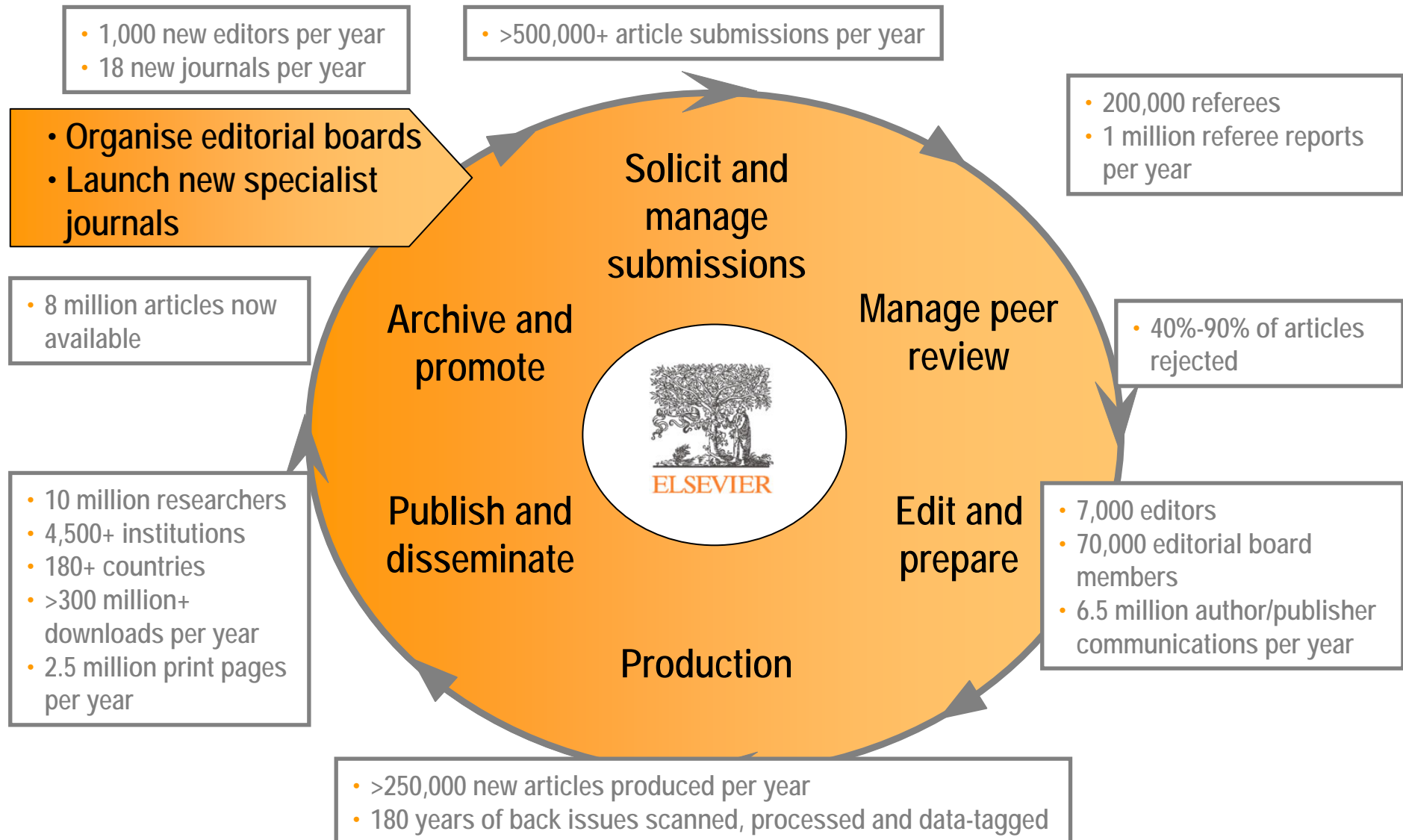
Managing Director International Sales and Marketing

Date: April 2008

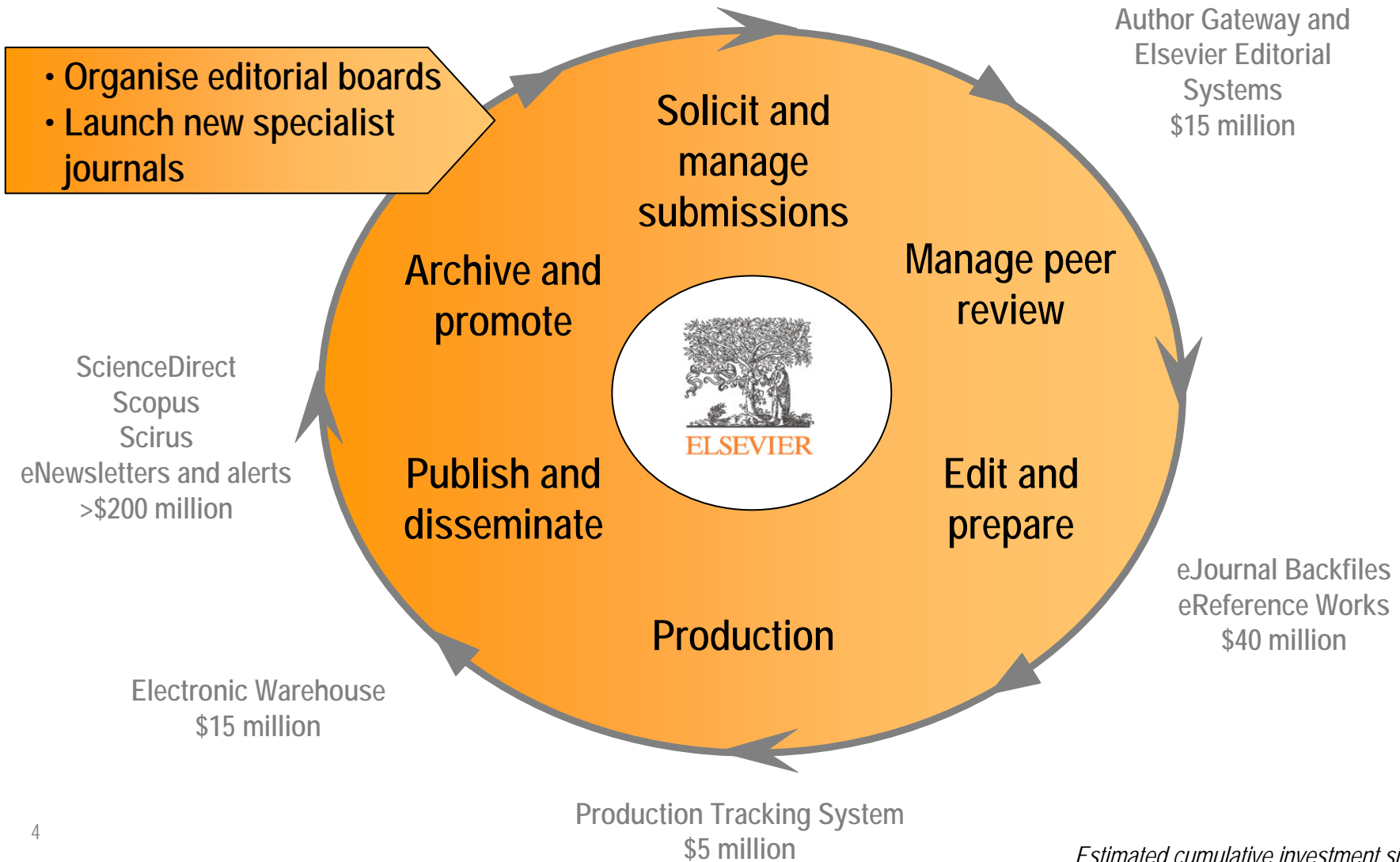
## Introduction

- Dissemination, by scientific publishers, of high quality scientific output across the globe is a crucial part of research
- In recent years the move from paper to electronic content delivery has drastically changed researchers' time-spending
- Researchers are able to spend significantly less time on searching for relevant content and at the same time have access to a wider range of content
- At the same time the increase of usage clearly positively affects the quantity and quality of scientific output
- Comparing macro-economic and demographic data with the uptake of usage and scientific output enables decision-makers to analyze the productivity and efficiency of their investments
- Elsevier has invested heavily in the increase of productivity and efficiency of researchers all over the world through the ScienceDirect platform, Scopus and many other highly specialized products

# Elsevier is the leading S&T publisher with a market share of 20-25%

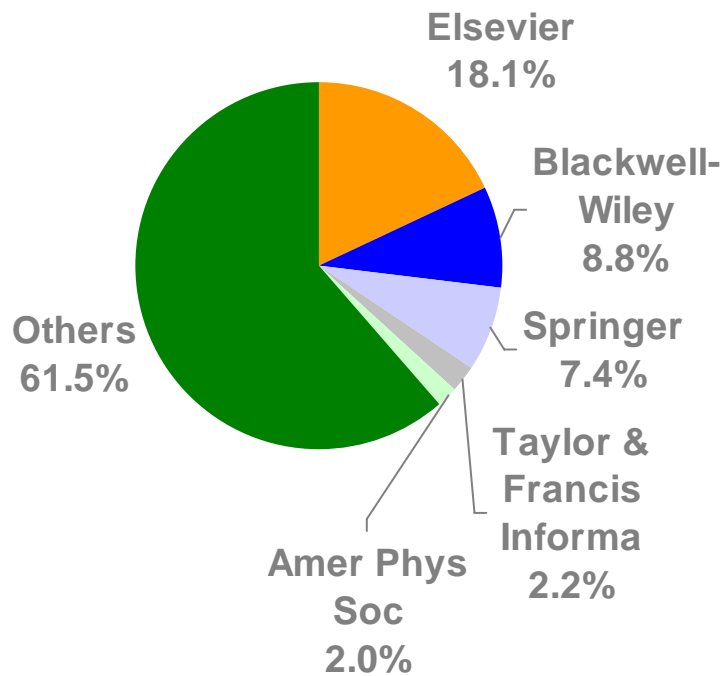


Elsevier invests significantly to service its Academic, Government and Corporate clients in the most efficient way

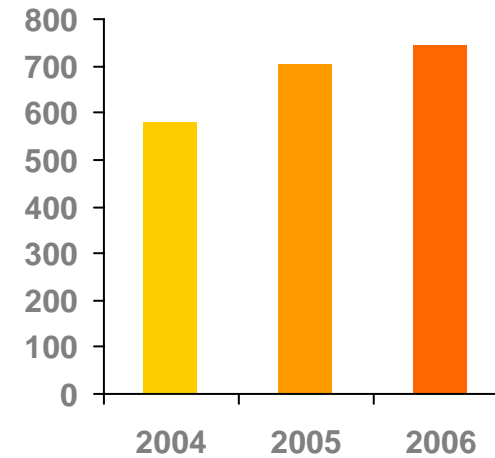


Elsevier is the leading STM journal publisher in Chile with a 18.1% paper market share

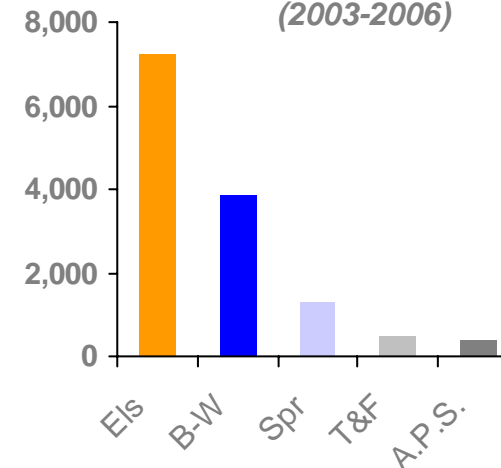
2006 Market share of Articles in Chile Indexed on Scopus



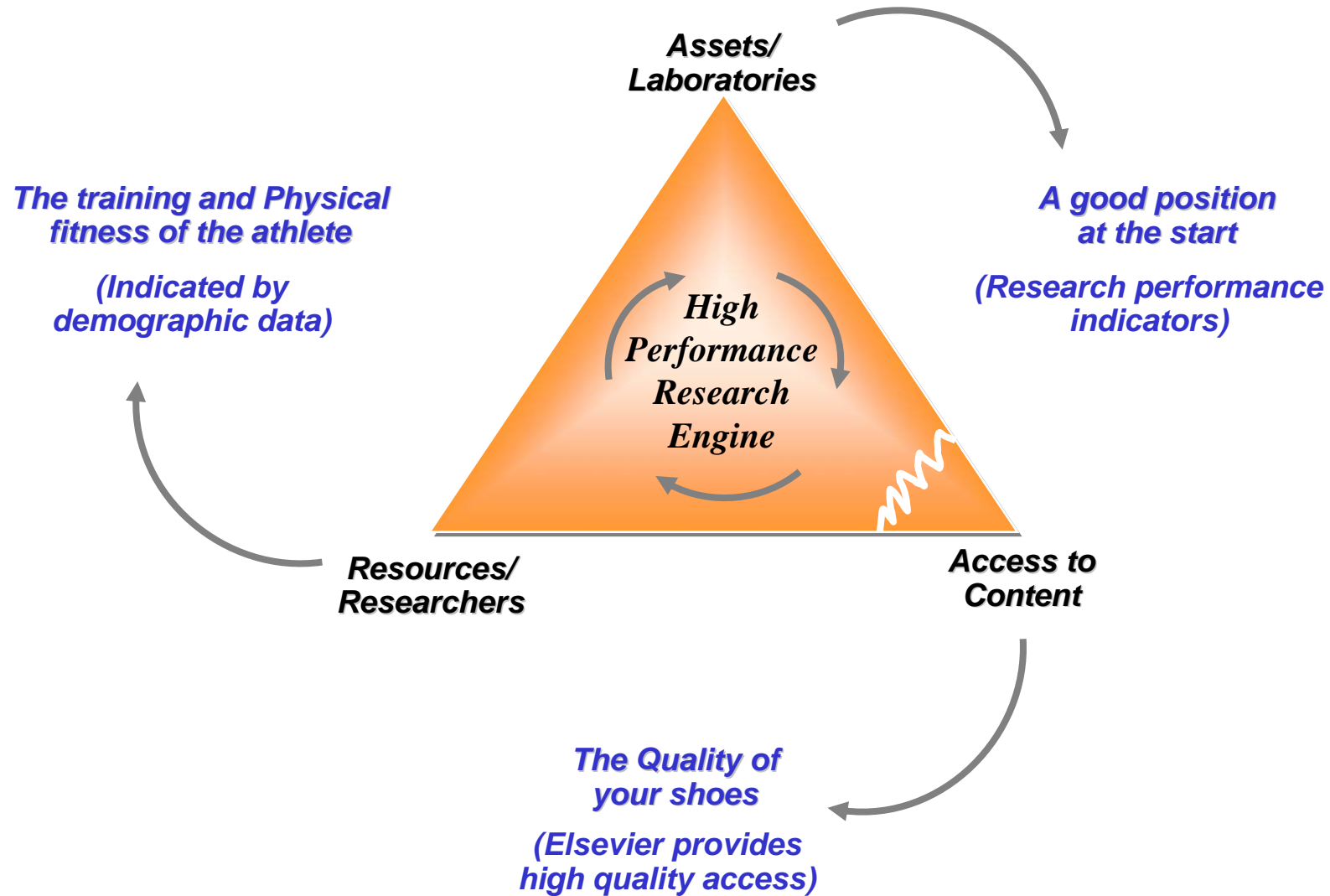
# Publications at Elsevier in Chile



# Citations received (2003-2006)



# Research is like running a marathon...



# The training and physical fitness of the athlete



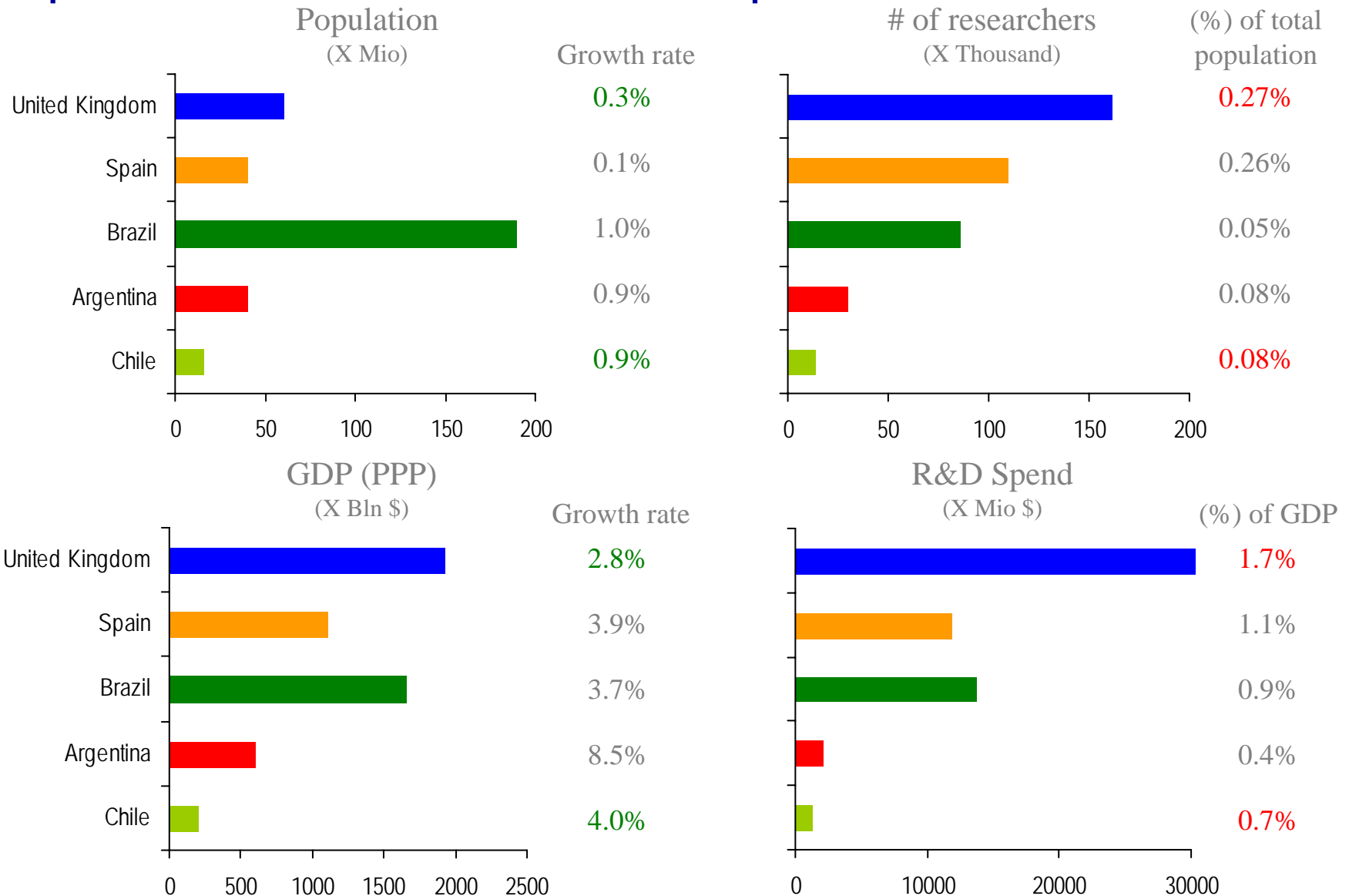
Haile finishing first in the 2007 marathon of Berlin in a new world-record of 2 hours 4 minutes and 26 seconds



Haile Gebrselassie  
 Born: 18-04-1973  
 Nat.: Ethiopian

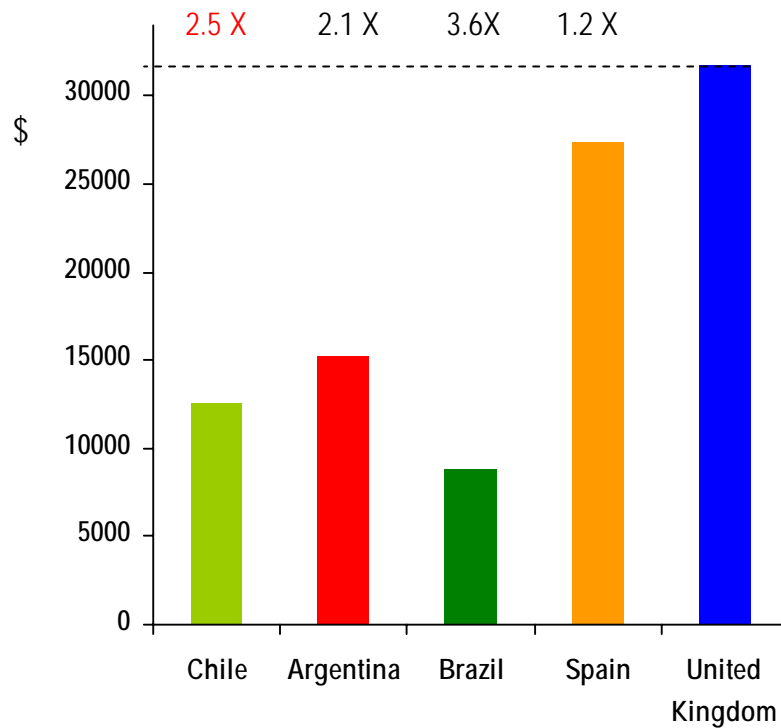


# Economic and Population growth in Chile are high, however R&D Spend and # of researchers can be improved

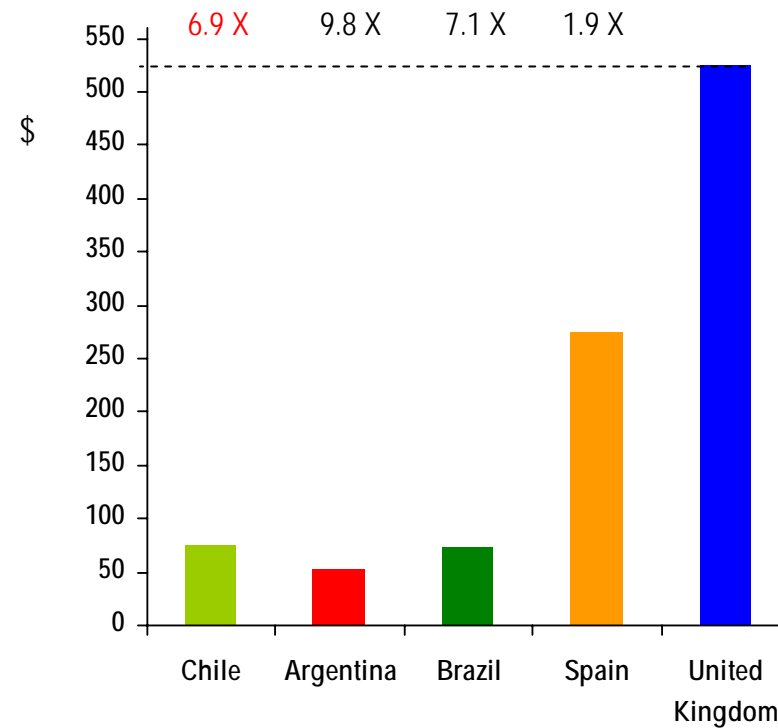


# The per capita R&D spend shows room for improvement

2006 – GDP/Capita



2006 – R&D-spend/Capita

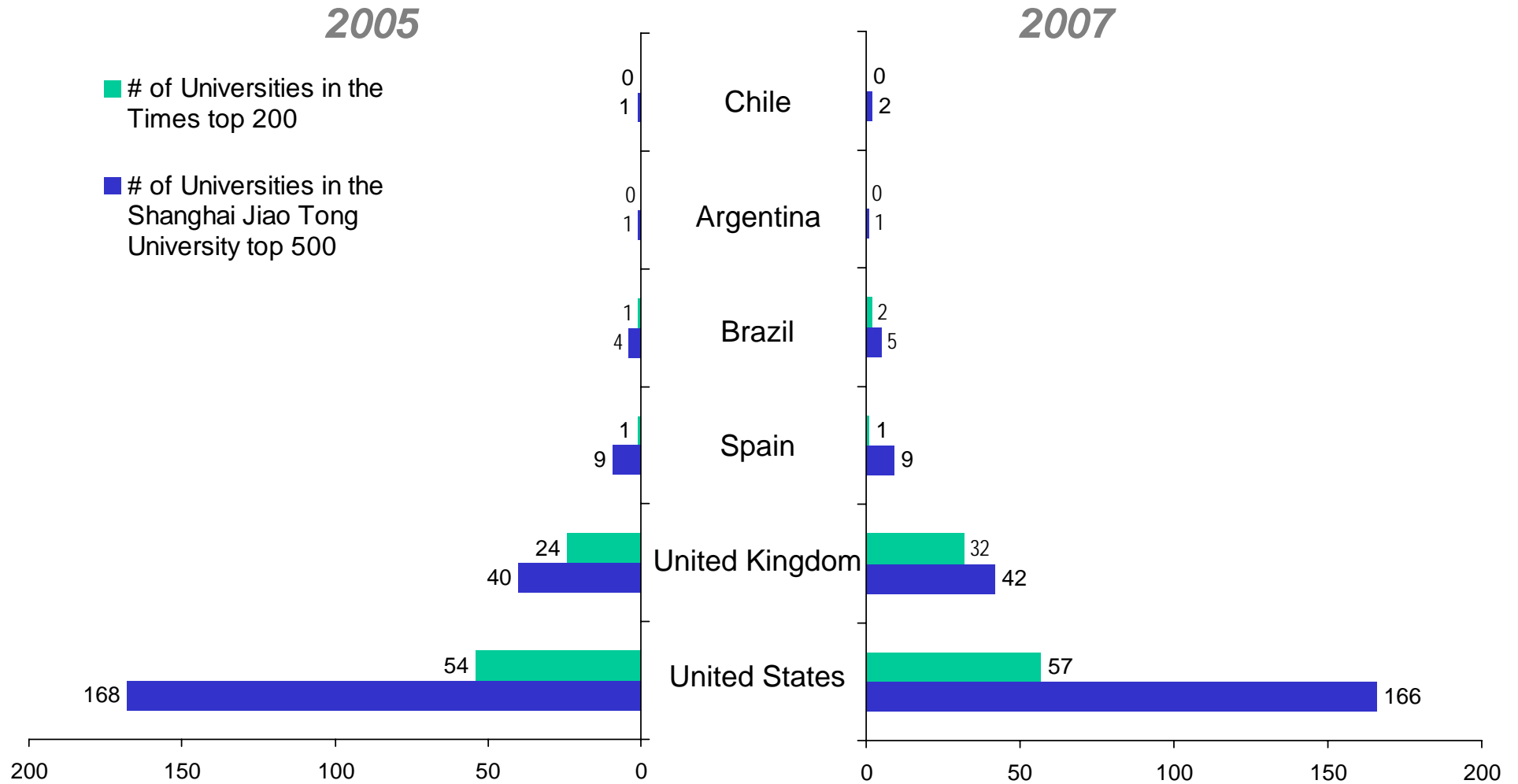


Low and Medium developed countries can significantly increase their performance in R&D by increasing their investment per Capita to the UK-GDP/Capita ratio

To win a marathon a good position at the start is crucial



# International rankings still show a huge lead for UK and US universities



# The quality of your shoes

Fresh air for your feet  
 Plastic elements (green) from  
 BASF allow fresh air in and  
 heat and moisture out.



# To win in R&D, Elsevier provides the best equipment

The image shows two overlapping screenshots of Elsevier's research databases. The top screenshot is the ScienceDirect homepage, featuring a navigation menu, a search bar, and a sidebar with subject categories. The bottom screenshot is the Scopus search results page for the query 'AFFIL(india)'. It displays a 'Refine Results' table and a list of search results.

**ScienceDirect**

Brought to you by: The ScienceDirect Team

Home Browse Search Abstract Databases My Settings Alerts Help

Quick Search Title, abstract, keywords Author e.g. j s smith

search tips Journal/book title Volume Issue Page Clear Go

Browse 7,978,311 Articles

Browse by title A|B|C|D|E|F|G|H|I|J|K|L|M N|O|P|Q|R|S|T|U|V|W|X|Y|Z

Browse by subject

- Physical Sciences and Engineering
  - Chemical Engineering
  - Chemistry
  - Computer Science
  - Earth and Planetary Sciences
  - Energy
  - Engineering
  - Materials Science
  - Mathematics
  - Physics and Astronomy
- Life Sciences
  - Agricultural and Biological Sciences
  - Biochemistry, Genetics and Molecular Biology
  - Environmental Science
  - Immunology and Microbiology
  - Neuroscience
- Health Sciences
  - Medicine and Dentistry
  - Nursing and Health Professions
  - Pharmacology, Toxicology and Pharmaceutical Science
  - Veterinary Science and Veterinary Medicine
- Social Sciences and Humanities
  - Arts and Humanities
  - Business, Management and Accounting
  - Decision Sciences
  - Economics, Econometrics and Finance
  - Psychology
  - Social Sciences

Why Register? Register for Personalization and Alerting Services

If you are a registered user and logged in, all of the major actions you do can be stored on this page. For example, it can store the title home pages you have visited recently, recent searches, and full articles viewed. You can easily link back to them with one click. Likewise you can access directly all saved searches, email alerts and set up your own quick links on ScienceDirect and other sites on the web.

Quick Links

Favorite Journals / Books Manage Favorites

Quick Links in ScienceDirect Alerts

ScienceDirect celebrates

1 billion full-text downloads

1,000,000,000 full-text downloads

1 billion articles stacked on top of each other would reach Space Shuttle Discovery in orbit.

---

**SCOPUS** Register | Login

Search Sources My Alerts My List My Profile

Live Chat Help Scopus Labs

Brought to you by Scopus Team Library catalogue

Quick Search Go

Scopus: 427,927 Web (1) Patents (11,787) SelectedSources (0) Search your library

Your query: AFFIL(india) Edit Save Save as Alert RSS

**Refine Results** Close

Source Title	Author Name	Year	Document Type	Subject Area
<input type="checkbox"/> Indian Journal of Experimental Biology (5,674)	<input type="checkbox"/> Yadav, J.S. (537)	<input type="checkbox"/> 2007 (431)	<input type="checkbox"/> Article (366,529)	<input type="checkbox"/> Medicine (106,811)
<input type="checkbox"/> Current Science (4,783)	<input type="checkbox"/> Ganguly, N.K. (510)	<input type="checkbox"/> 2006 (30,205)	<input type="checkbox"/> Review (12,461)	<input type="checkbox"/> Engineering (59,543)
<input type="checkbox"/> Indian Journal of Medical Research (4,558)	<input type="checkbox"/> Rao, C.N.R. (492)	<input type="checkbox"/> 2005 (35,153)	<input type="checkbox"/> Letter (8,992)	<input type="checkbox"/> Biochemistry, Genetics and Molecular Biology (57,751)

More... More... More... More... More...

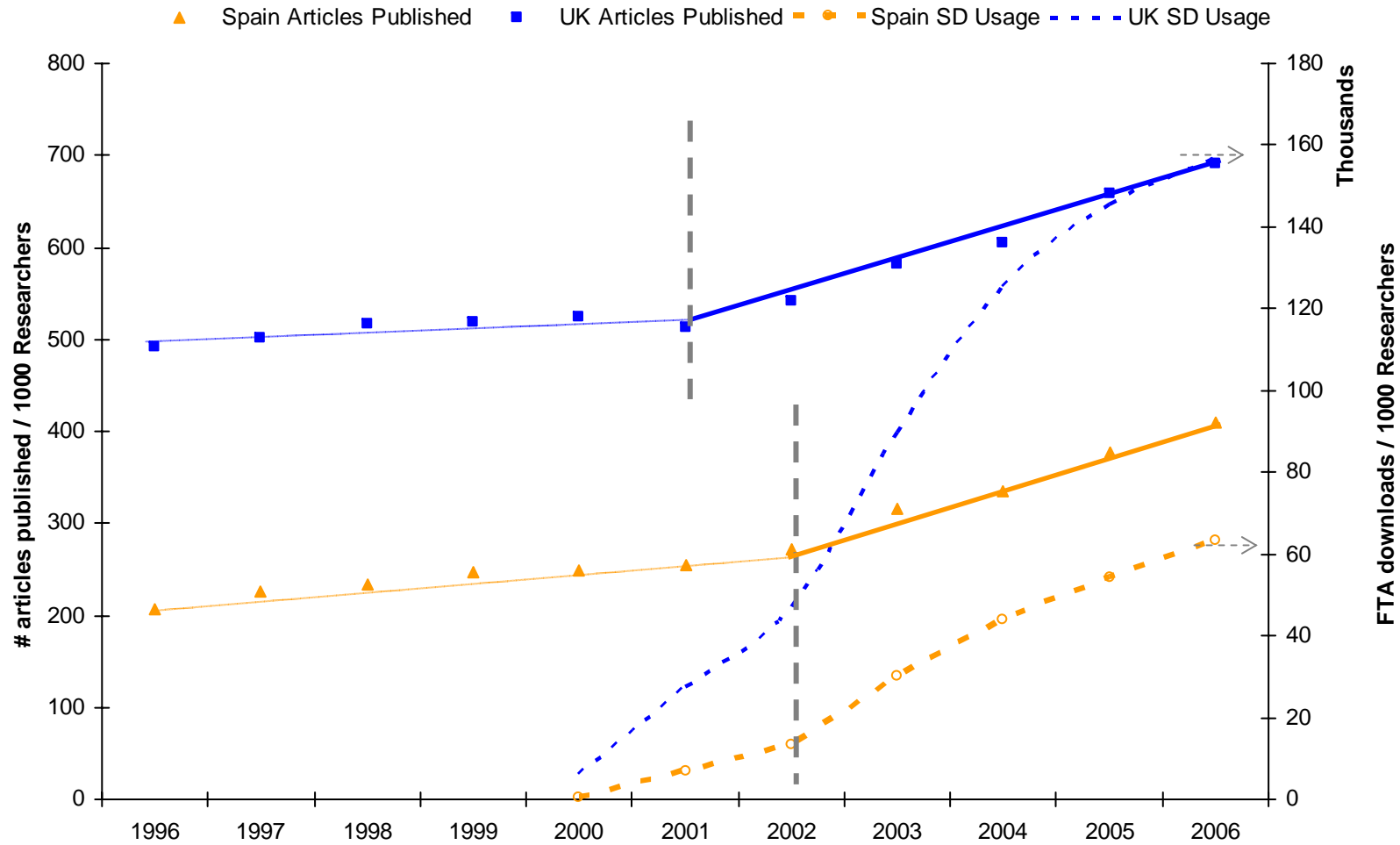
Limit to Exclude

**Results:** 427,927 Search within results Go

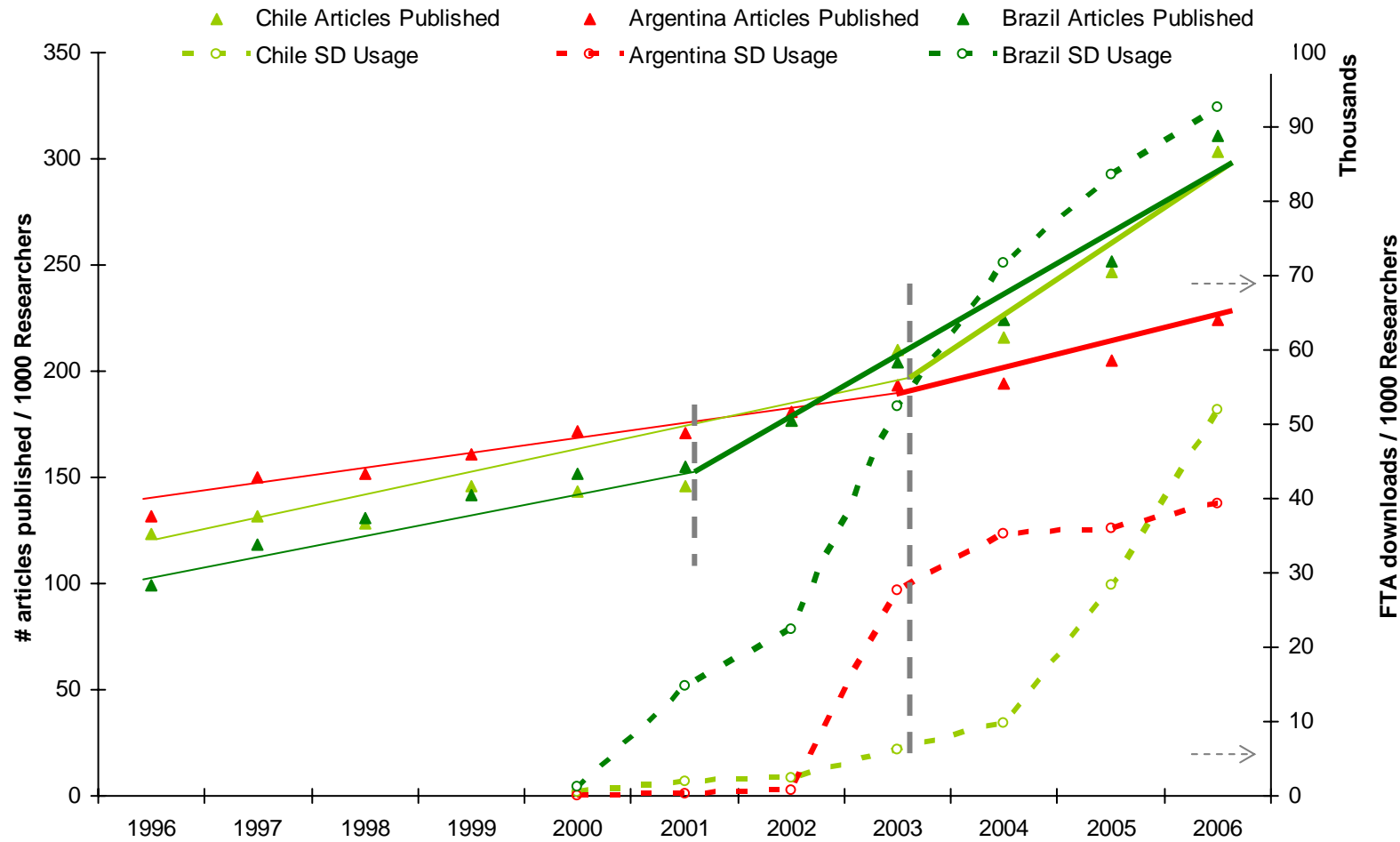
Output Citation tracker Add to list Select: All Page 1 to 20 Next

Document (sort by relevance)	Author(s)	Date	Source Title	Cited By
1. <input type="checkbox"/> Selection of logistics service provider: An analytic network process (ANP) approach <a href="#">Abstract + Refs</a> <a href="#">View at Publisher</a>	<a href="#">Jharkharia, S., Shankar, R.</a>	2007	Omega 35 (3), pp. 274-289	0
2. <input type="checkbox"/> An opinion survey based assessment of renewable energy technology development in India	<a href="#">Chandrasekar, B., Kandpal, Tara.C.</a>	2007	Renewable and Sustainable Energy Reviews 11 (4), pp. 688-701	0

# Electronic access to large volumes of content has significant influence on the article output growth of countries worldwide

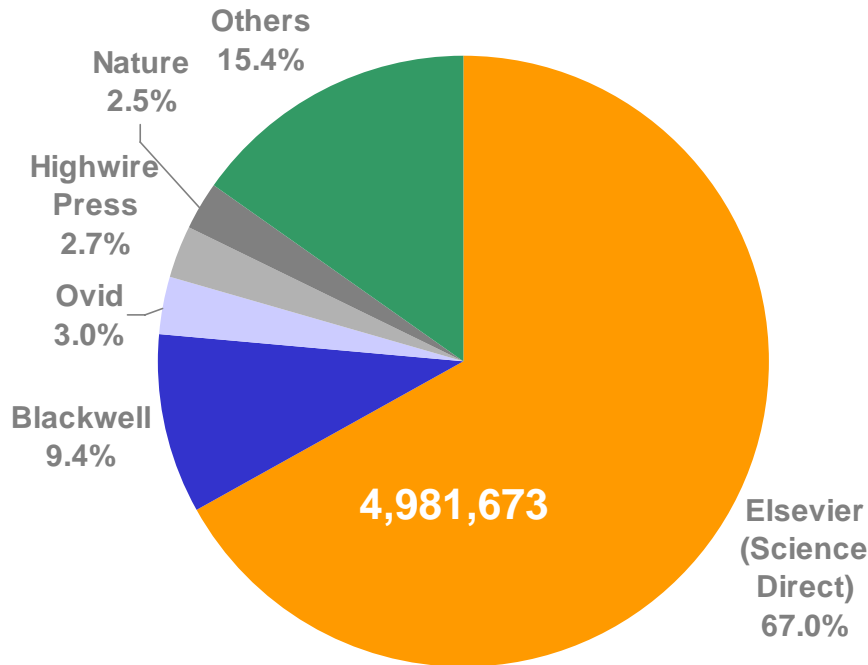


# The rapidly increasing usage of SD explains the sharp increase in # of articles published from Latin American countries

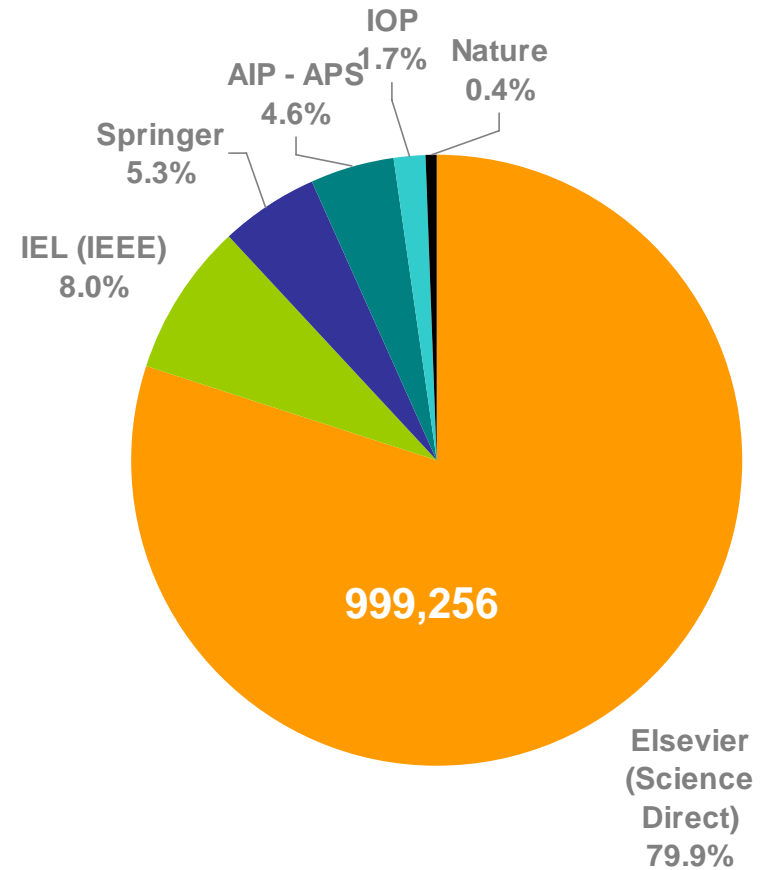


# In Latin American consortia, Elsevier is the leading provider of electronic full text articles

Jan-Jun 2007 FTA usage at CAPES (Brazil)



2005 FTA usage at SECYT (Argentina)



Electronic access to large volumes of content is expected to have contributed to publication of 340 extra articles in Chile in 2007

<b>Chile</b>	<b>2006</b>
R & D Budget	\$ 1,240,300,000
Total International Articles Published	4127
Average Spend per International Article	\$ 150,267

<b>Chile</b>	<b>Growth</b>	<b>Expected Art. Published 2007</b>	<b>Expected R &amp; D Spend per Article</b>
Av. Growth Articles Publ. P.Y. '96-'01	6.51 %	4396	\$ 141,082
Av. Growth Articles Publ. P.Y. '02-'06	14.75 %	4736	\$ 130,951
<b>Difference</b>	<b>2.3 x</b>	<b>340</b>	

Investment In Elsevier E-Library		\$ 1,200,000
R&D Value Extra Elsevier Articles Published	340 x \$ 130,951 x 60% =	\$ 26,719,142

# Which shoes to wear?



ELSEVIER



Golf



Running



Basketball





ELSEVIER

Thank You

