Bringing research to life – the library as the 21st century research hub

研究即生活: 圖書館 - 21世紀知識庫的代名詞

Presented by Chris Grandy

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Here's what we know about authors



Image courtesy of kmbresearcher.wordpress.com



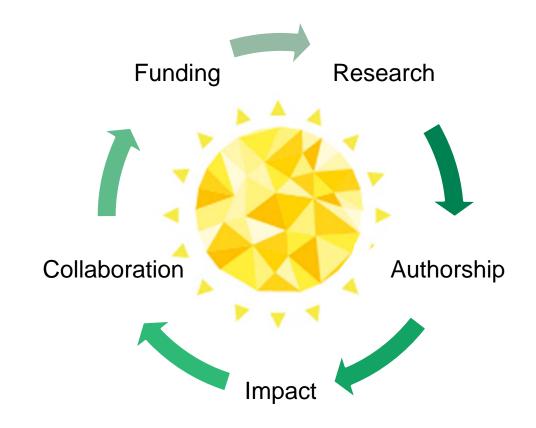
Challenges authors face

- number of months researchers spend applying for grants
- % of applicants to major research councils are successful
- 90 % of papers are not cited and
- % are not read Lokman Meho, 2007
- % of EU-funded projects have no article outputs
- million person hours spent on unpublished research yearly Rubrig, 2013
- people on average read a peer-reviewed paper Biswas and Kirchherr, 2015



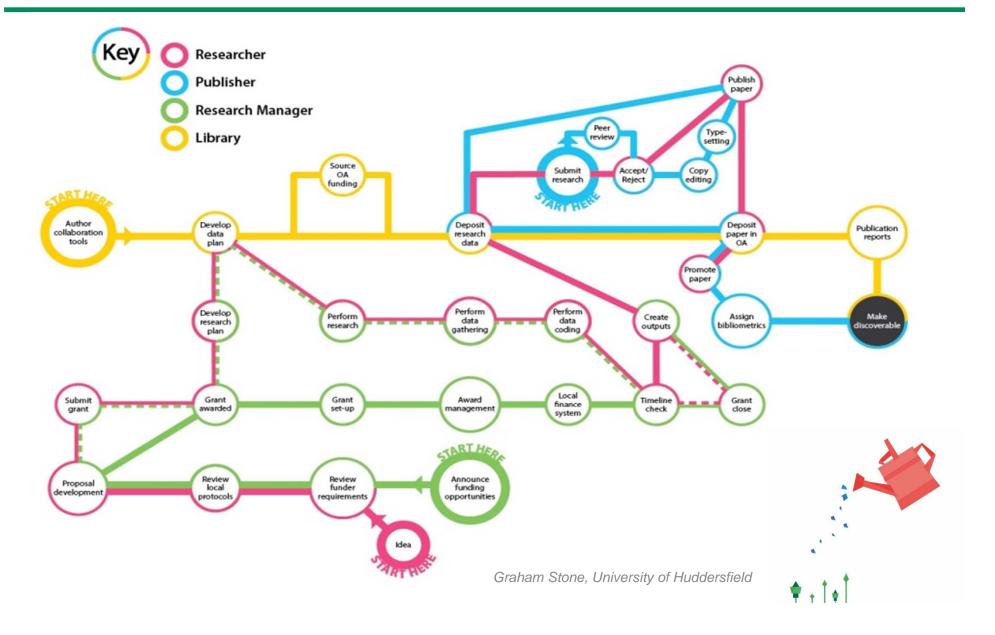
Funding to research cycle

How can the library support the competitive and tough cycle from funding to research?



The library's role in supporting the author with research





What does the author of the future want?





What does the author of the future want?

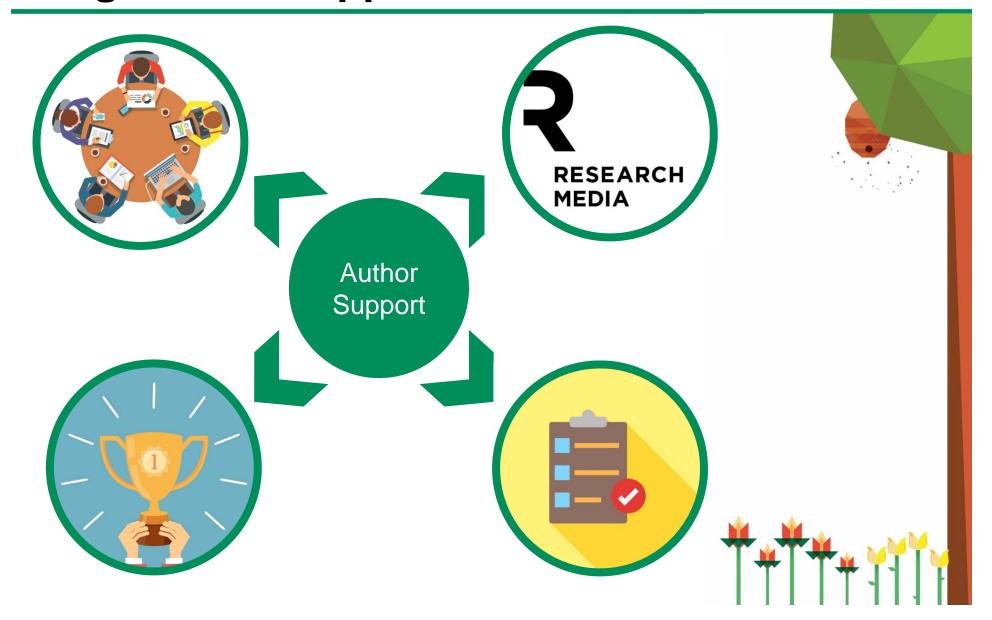


- International collaboration
- Support for early career researchers
- Speedy publishing
- Clear information in a changing world
- End-to-end support
- Discovery and impact of research
- Close working relationships with publishing and editorial staff
- Close working relationships with other researchers, librarians, administrators and institutions



Librarians and publishers working together to support the researcher





Librarians and publishers working together to support the researcher



Emerald is committed to working with you, to develop research for the future...

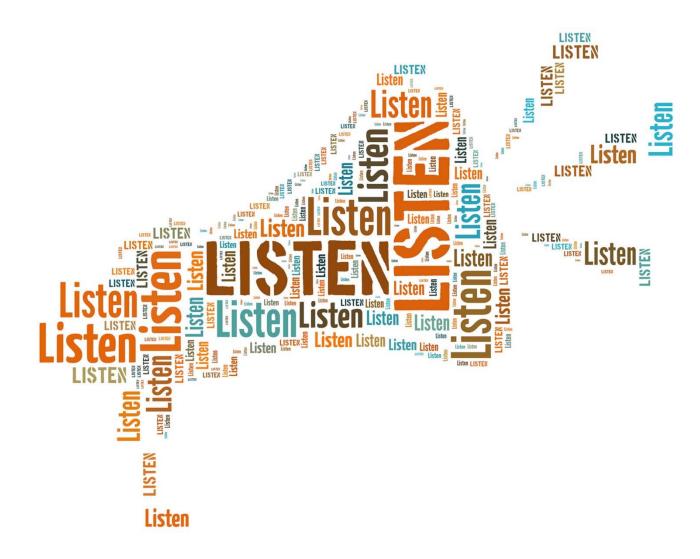
- Interviews and surveys
- Meeting regularly to gain insight
- Awards programme
- Author services
- Speaking with the next generation
- Reducing barriers to submission
- Research Media
- Relaunch of our Literati Network





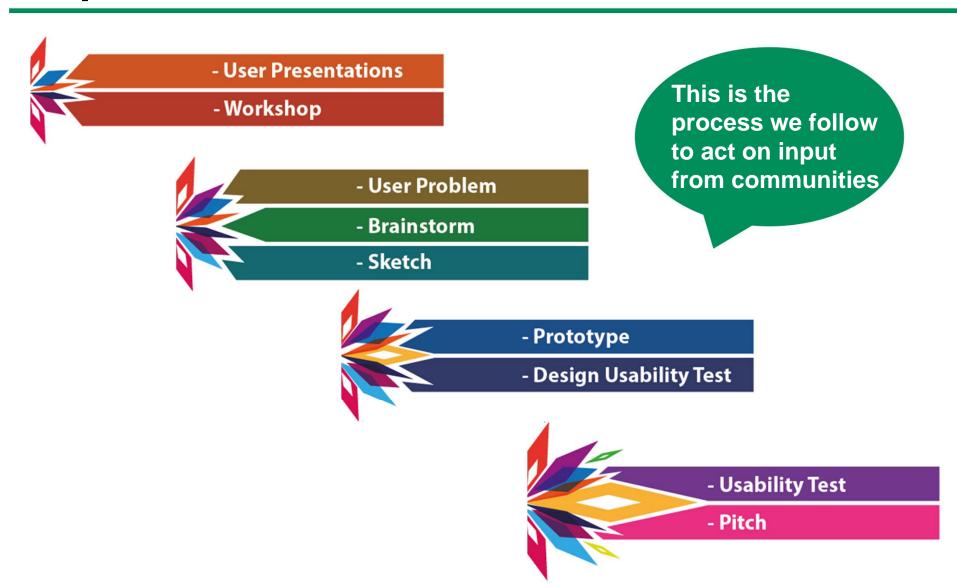
Listening to the librarian and researcher communities







Spark Lab Process

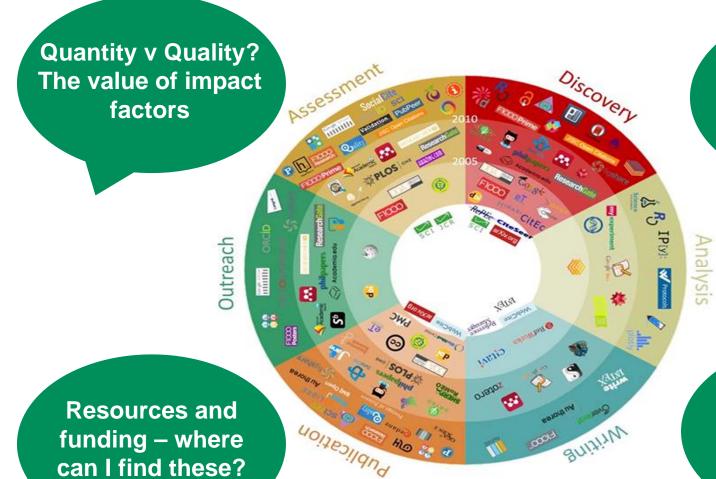




Suzi Muchmore Doctoral Researcher Loughborough University



Insight from an author



Where do I publish and find collaborators for my work?

What adds value to my research?



Helen Adey
Librarian
Nottingham Trent University



Insight from a librarian



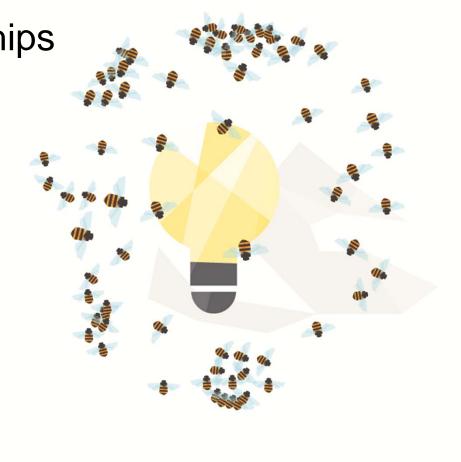
Key influencers include academics and library customers

Discoverability – synchronization with discovery tools



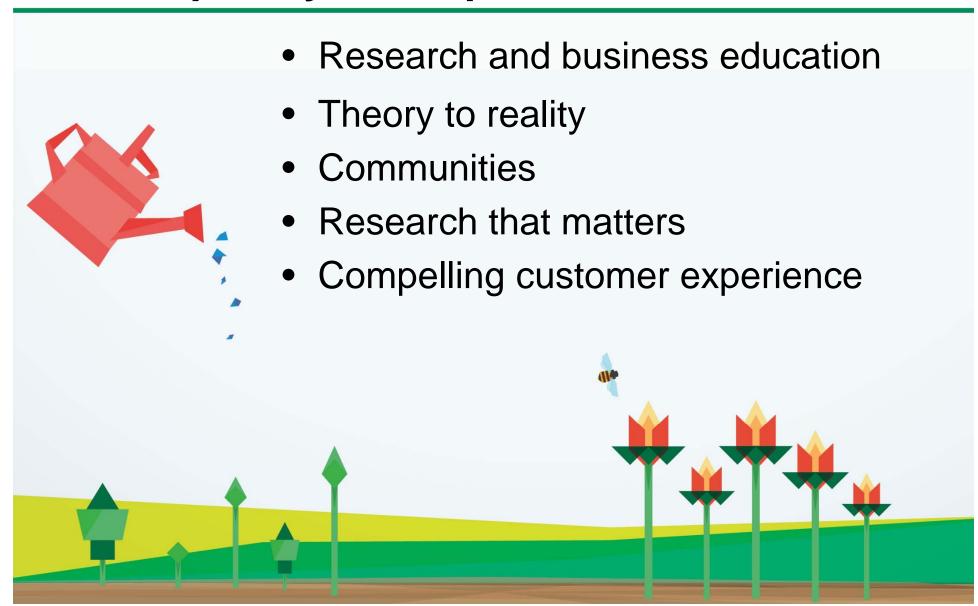
Supporting the librarian and author

- Product concepts
- Continued user relationships
- Support and investment
- Solving user problems
- Collaboration
- Use of experts



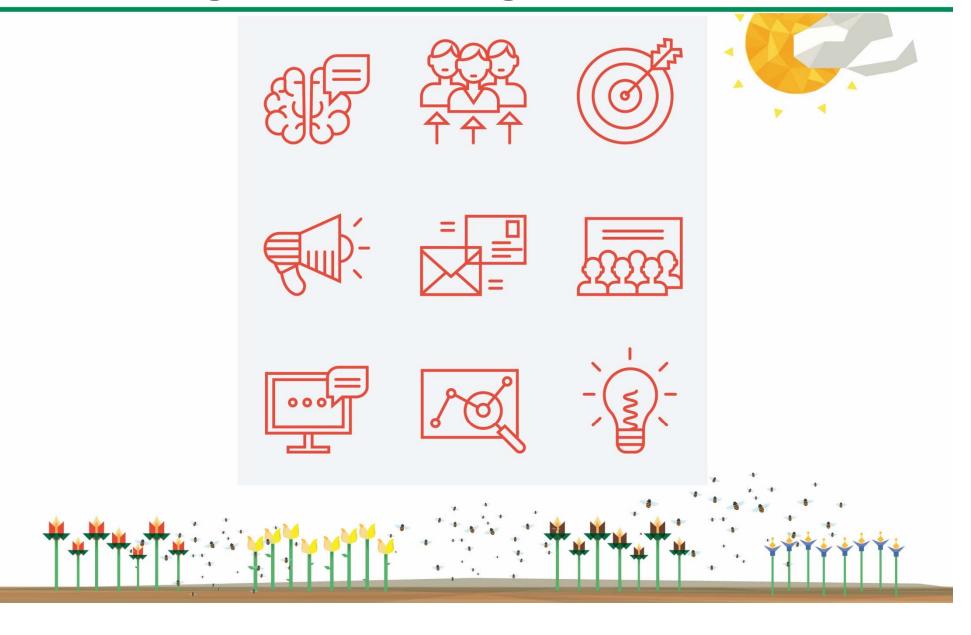
Emerald's future strategy is developed by this input







Nurturing fresh thinking





Nurturing fresh thinking

- High-quality, applied research remains at the heart of what we do
- Our vision for the future is to make research more engaging, digestible and easy to apply by students and professionals
- We are making our research more discoverable across all channels and devices, improving the user experience and acting as a platform for our communities to collaborate internationally
- We believe that connected and informed communities create change



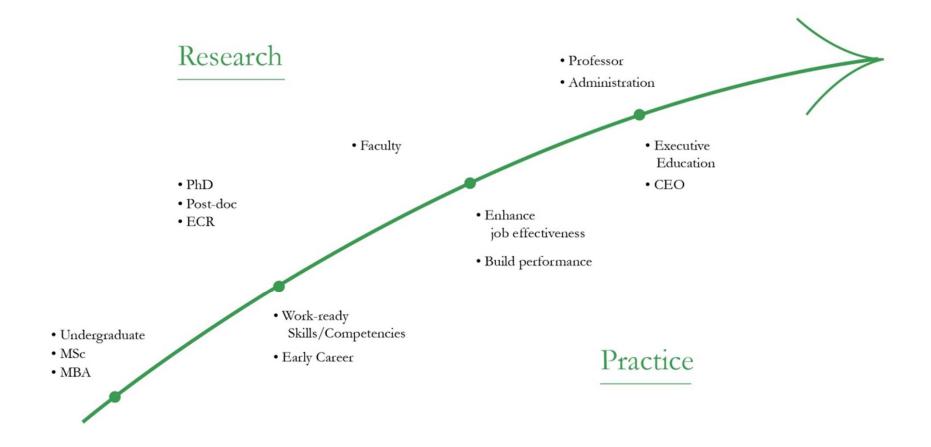
Connecting with our customers

- Our customer first approach is more important than ever to gain a deep understanding of the needs of the communities we serve
- We continue and develop our support for authors and institutions to demonstrate impact, through our relaunched Literati Network and support systems and services
- We want your library user to have the best user experience through any digital setting – collaborating and sharing





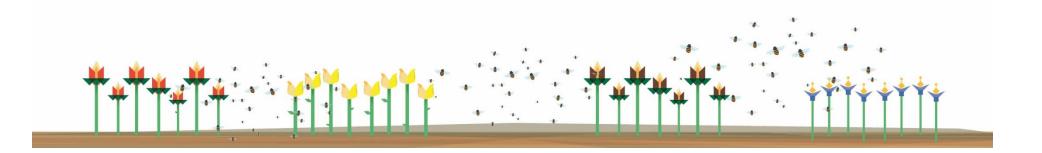
The lifelong learning arc





The lifelong learning arc

- Emerald is continually building on a range of products that meet our customer's needs at specific stages along their journey – from undergraduate to professor or CEO
- Our research bridges the gap between theory and reality
- We are not only offering customers access to content, but a rich learning experience





And our journey explained here...

