

Elsevier's Webinar: How can Research Analytics help funding bodies shape strategy and measure ROI?

(29 September 2021)

Dear All,

We cordially invite you to join the following webinar:



elsevier.com

**TOOLS FOR FUNDERS.
HOW CAN RESEARCH
ANALYTICS HELP FUNDING
BODIES SHAPE STRATEGY
AND MEASURE ROI?**

An this webinar, Alexander talks about different data, analyses and tools, that can help funders answer the perennial question of ROI. How can this information help shape strategy?

PLATFORM:



**29th SEPTEMBER 2021
(WEDNESDAY)**



10 - 11 am

PRESENTER:



Alexander van Servellen
Senior Consultant, Research
Intelligence Elsevier

Alexander Van Servellen is a Senior Consultant for Research Intelligence at Elsevier. He has over 10 years of experience in field of research analytics, and works closely with academic and government institutions to help them use information and analytics to improve the efficiency and impact of research. He is originally from the Netherlands, and has been living and working in Singapore since 2013, where he serves institutions in South East Asia. Alexander has a MSc in Developmental Psychology, from University of Amsterdam, and has worked with Elsevier since 2008.

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Please scan the **QR Code** in the poster or click the link <https://qr.go.page.link/xF4Ge> for pre-registration, with your UTAR email.

For any further enquiries, please contact Mr Chang (changtc@utar.edu.my) / Mr Nasrul (nasrul@utar.edu.my) for Kampar Campus or Pn Suraya (surayayu@utar.edu.my) / Pn Siti Zuliana (zuliana@utar.edu.my) for Sungai Long Campus.

Thank you.

Regards,

UTAR Library
23 September 2021