

## NamSor™ for Sciences V3

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### Value proposition

We have combined the know-how of bibliometric experts with our special data mining capability to offer a country/region/scientific cluster/university/private company with a unique capability to assess its competitive environment, improve its **attractiveness** and its **competitiveness**.

Scientific development is critical for countries to create organic growth, as well as to attract Foreign Direct Investments (FDIs). ICT (Information and Communication Technology), Engineering and Life Sciences are sectors of constant innovation: public institutions and private companies need access to local and international talents to thrive and remain competitive.

**Example in Life Sciences/Cancer Research:** Having an accurate picture of a country's local talent is critical to make strong local industries stronger (in BioTech, MedTech, Pharma, AgroTech, Industrial BioTech, ...) Talent in Life Sciences is global: the key people who can help design new products, make scientific or technical breakthroughs are mobile: they may be in the US, Switzerland, Denmark or somewhere else. How do you access international talent? Your best ambassadors to attract world class scientists are the people who are already working in your company or your country today.

We apply our unique data mining technology to extract insights and actionable intelligence from large scientific databases, to help with your priorities and

- recognize where the 'brain juice' flows internationally, who is attracting the best scientists,
- attract international talent, reverse the 'brain drain',
- foster international networks of expertise and open channels between a country and its Diaspora,
- monitor national/regional trends in research & development as well as recognize cultural biases,
- grow economic ecosystems (University, VC, Cluster, Incubator, Big Pharmaceuticals, Start-ups...)

## About Bibliometrics

Bibliometrics is now considered as a tool for science policy providing indicators to measure productivity and scientific quality, thereby supplying a basis for evaluating and orienting R&D. It is also a potential tool for evaluation. It is neutral, allows comparative (national & international) assessment and may select papers in the forefront in all fields.

Bibliometric analysis focus on the scientific performance including impact and collaboration patterns of countries, regions and research performers. Based on a series of indicators it allows to select research leaders and through co-citation links to monitor the development of scientific fields.

## About NamSor

NamSor™ is a European vendor of Name Recognition Software. We offer specialized data mining to recognize the origin of personal names in any alphabet / language, with fine grain and high accuracy. NamSor's mission is to help understand **international flows of money, ideas and people**. NamSor for LifeSciences was featured during the ICOS 2014 (Glasgow University) and IREG 2015 Conference on Scientific Ranking and Academic Excellence:



The screenshot shows the IREG website header with navigation links: HOME | ABOUT US | MEMBERS | INITIATIVES | NEWS | EVENTS | CONTACT. The main banner features the IREG logo and the text "IREG Observatory on Academic Ranking and Excellence". Below the banner is a red button that says "Register here for IREG Forum". The main content area has a background image of a city at night and includes the text "IREG Forum: Subject and Discipline Related Rankings" and "A More Inclusive Approach to University Performance 11-12 June 2015, Aalborg, Denmark organized by Aalborg University and IREG Observatory. more...".

**IREG Initiatives**

■ **Applying onomastics to scientometrics**  
20 February 2015

Analysts uncovered amazing patterns in the way scientists' names correlate with whom they publish, and who they cite in their papers - not just in case of a particular country, but globally. Tania Vichnevskala of the French National Institute for Health (INSERM) presented the paper 'Applying onomastics to scientometrics' at IREG International symposium 2015 organised by University of Maribor and Shanghai Jiao Tong University.

The paper was prepared jointly with NamSor (<http://namsor.com/>), a private start-up company specialized in mapping international Diasporas. NamSor has been solicited in 2014 by a European country to help measure the 'brain drain' affecting its competitiveness in the BioTech sector and to produce a global map of its scientific Diaspora (who are they, where are they and what are they doing). The objective was to build up the country's scientific international cooperation and to engage its Diaspora.

Serendipity led analysts to discover interesting patterns in the way scientists names affect co-authorship and citation - not just for this particular country, but globally.

Last year, during ICOS2014 conference at Glasgow University, NamSor presented how data mining millions of scientific articles in PubMed/PMC LifeSciences database uncovered amazing patterns in the way scientists names correlate with whom they publish, and who they cite in their papers.

Collaboration started between NamSor and bibliometric experts at INSERM - the French National Institute for Health- to evaluate and visualize the effects of migration, Diaspora engagement and possibly cultural biases in Science.

**Tania Vichnevskala's presentation at the conference:**  
[https://namesorts.files.wordpress.com/2015/01/20150119\\_ireg2015\\_inserm\\_namsor\\_vf.pdf](https://namesorts.files.wordpress.com/2015/01/20150119_ireg2015_inserm_namsor_vf.pdf)  
<http://www.slideshare.net/nomtrinamsor/20150119-ireg2015-insermnamsorvf>

**IREG Ranking Audit**

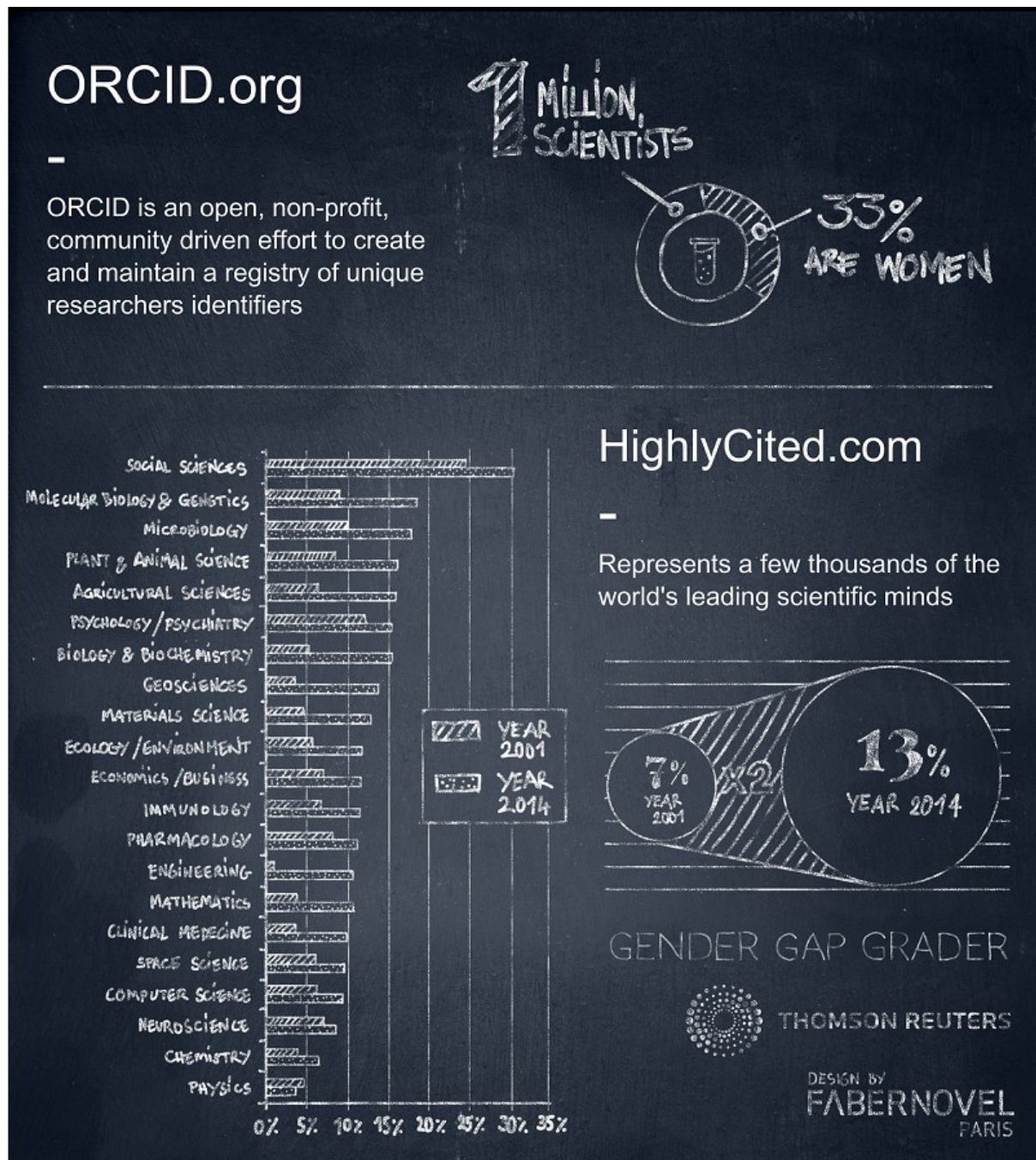
The purpose of the IREG Ranking Audit, conducted by independent experts, is to verify and attest that ranking under review is done professionally, with a transparent methodology, observes good practices and responds to a need for relevant information of various stakeholders, in particular students, higher education institutions, employers and policy makers. more...

**IREG Inventory of national rankings**

National and International academic rankings play ever increasing role as a barometer of quality of higher education institutions. The purpose of "IREG Inventory of National Rankings" is to collect and make available on the IREG Observatory website information on the current state and scope of this important group of rankings. more...

## Scientific Databases

We can analyse the following databases: ThomsonReuters IP&Science, PUBMED/MEDLINE, SCOPUS, ORCID, PUBMED, ARXIV, DBLP, ... as well as patent databases and corporate databases.



Sources : orcid.org, highlycited.com | Genderizer: api.namsor.com | License: CC-BY-ND 4.0 - ©2015 gendergapgrader.com

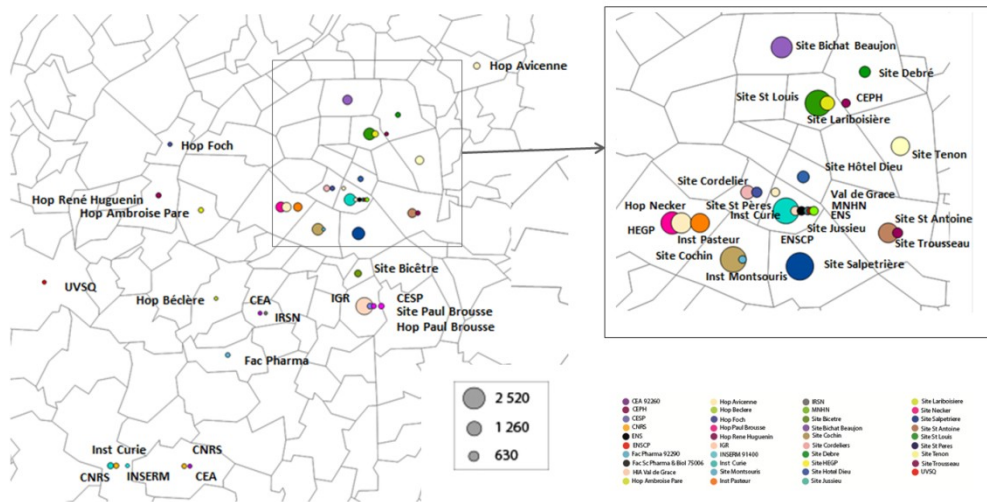


Fig 2. Number of publications devoted to cancer research (article, review, letter, proceedings) in Paris Region

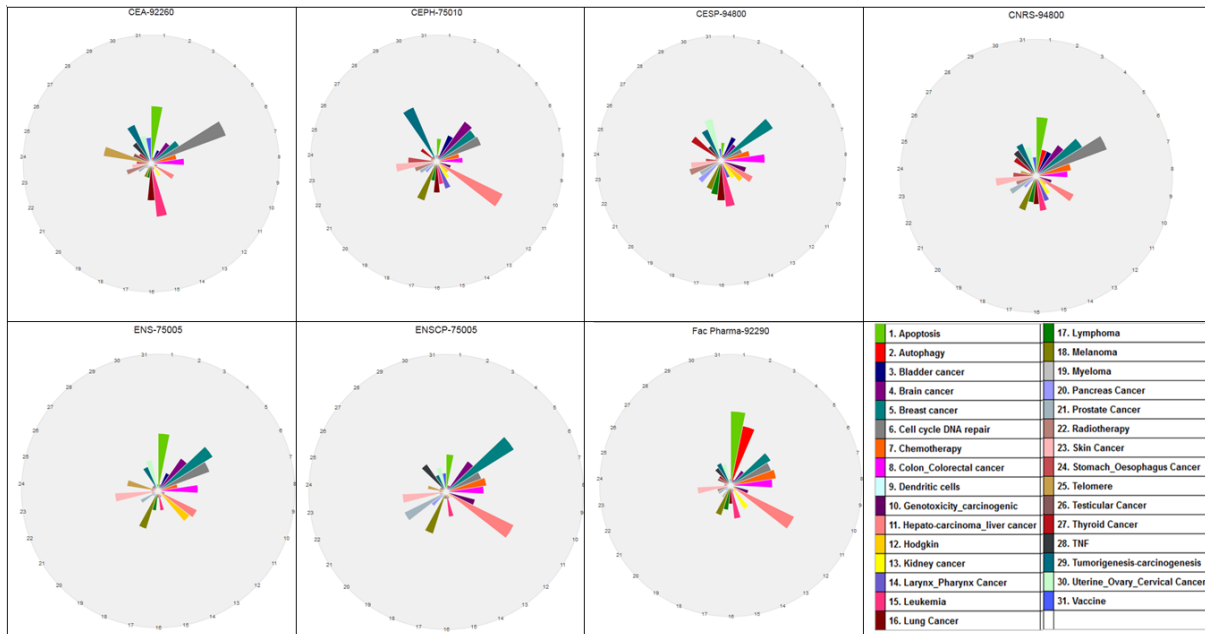


Fig 3. Site specialization (% publications by cancer sub-fields)



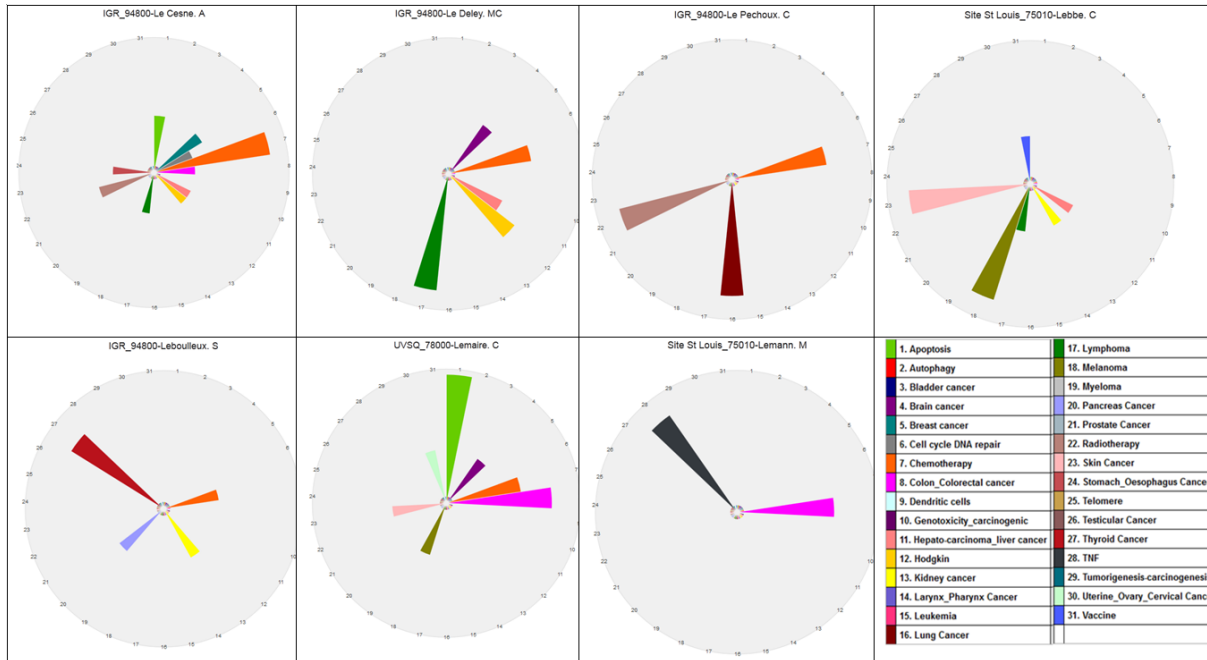


Fig 4. Author specialization (% publications by cancer sub-fields)

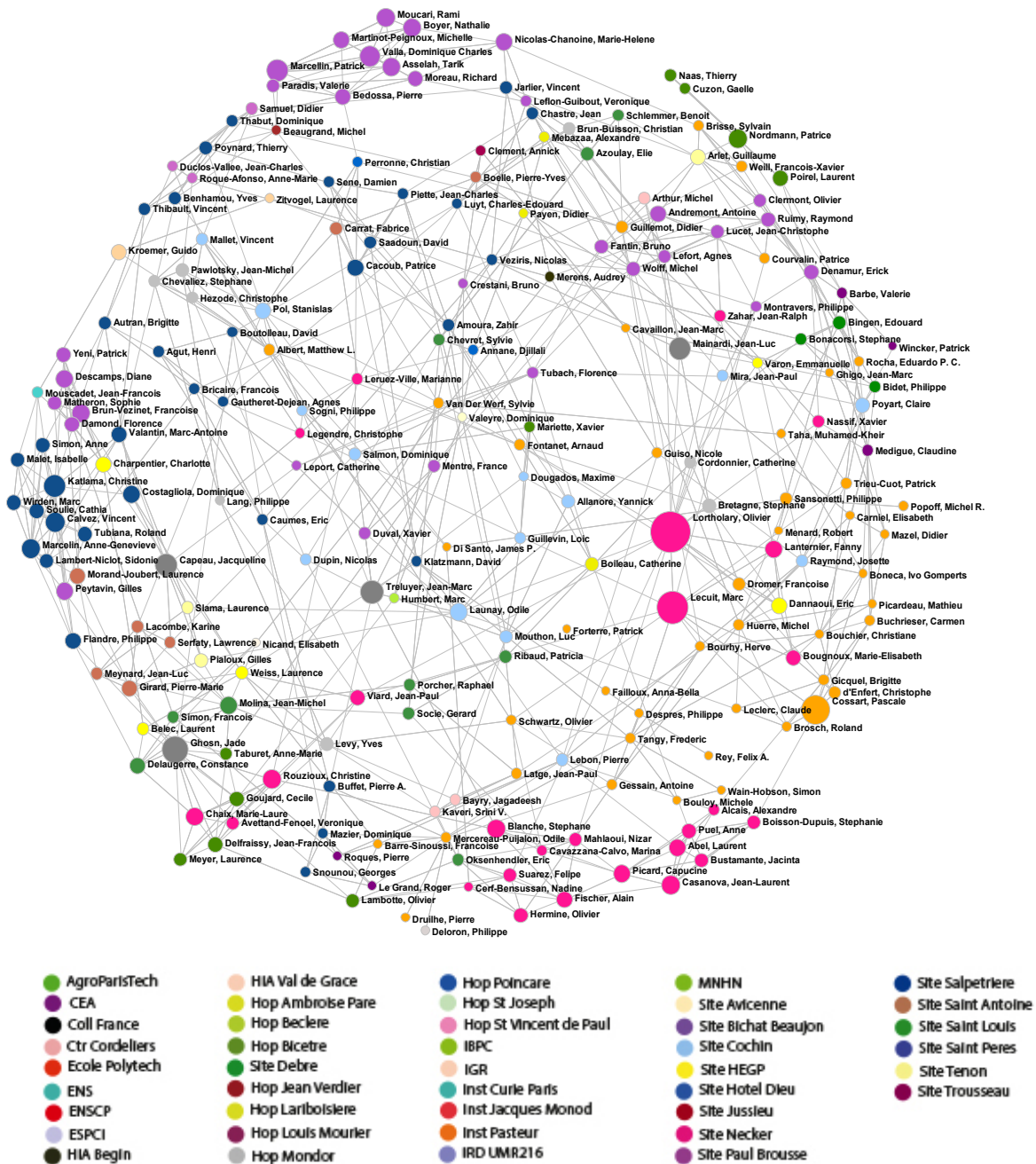


Fig 5. Author collaborations network (size of the node is dependent on the number of links)

## Sample Project

Below, a real project idea for a leading BioTech Cluster

[http://namesorts.files.wordpress.com/2014/02/2014\\_namsor\\_lifesciences\\_sampleproject.pdf](http://namesorts.files.wordpress.com/2014/02/2014_namsor_lifesciences_sampleproject.pdf)

