

# *Improving International Rankings of Indian Universities through internationalization*

Ritin Malhotra

Regional Director (South Asia)



# THE's history



1971 → 2017



## Understanding universities across the world



**THE UNIVERSITY  
IMPACT  
RANKINGS**

**THE WORLD  
UNIVERSITY  
RANKINGS**

### Young Universities

### Reputation

### Geographical

- Asia
- Europe
- Latin America
- Emerging Economies
- *Asia Pacific*
- *Arab World*

### Subjects

- Arts and Humanities
- Social Sciences
- Business and Economics
- Clinical and Medical
- Life Sciences
- Physical Sciences
- Engineering
- Computer Sciences
- Psychology
- Law
- Education

**WSJ THE 2018 COLLEGE RANKINGS**



**European Teaching  
Rankings**

**THE WORLD  
UNIVERSITY  
RANKINGS**



2018

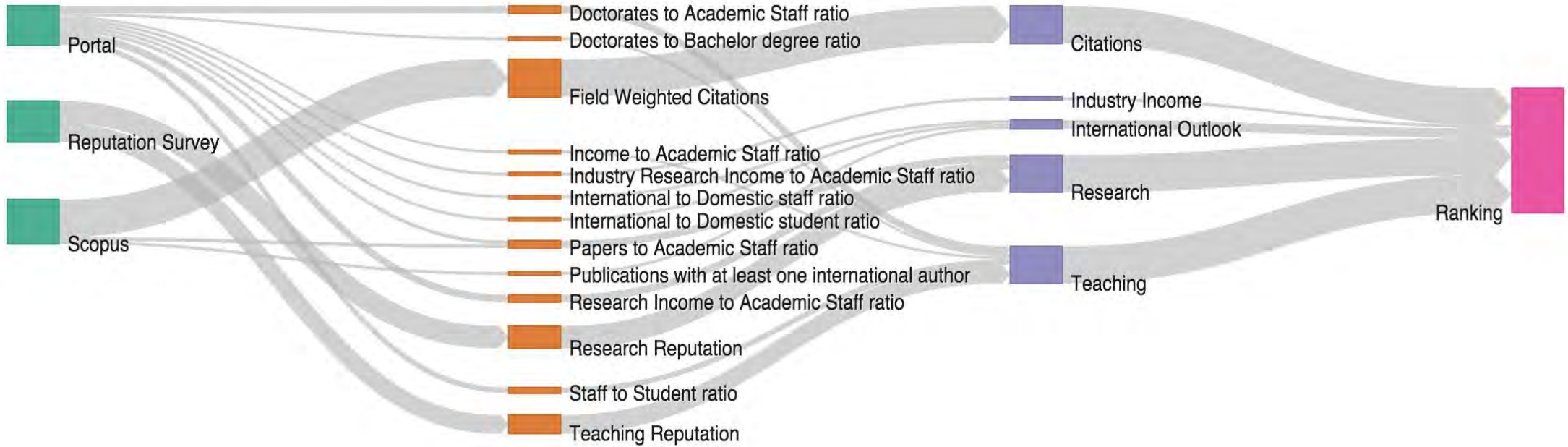
“The most widely respected global ranking”

*Louise Richardson, vice chancellor  
University of Oxford*

The calculation of the *THE* World University Rankings has been independently audited by professional services firm PricewaterhouseCoopers (PwC).



# From foundations to methodology



	Times Higher Education	QS
<b>Teaching environment</b>	Faculty-student ratio 4.5%	Faculty-student ratio 20%
	Institutional income 2.25%	
	Doctorates to academic staff ratio 6%	
	Doctorates to bachelor's ratio 2.25%	
	Reputation Survey 15 %	
<b>Research</b>	Citation impact 30%	Citation per faculty 20%
	Reputation survey 18%	Reputation 40%
	Research income 6%	
	Research productivity 6%	
<b>International Outlook</b>	International students 2.5%	International students 5%
	International faculty 2.5%	International faculty 5%
	International research papers 2.5%	
<b>Knowledge transfer</b>	Industry income 2.5%	
<b>Employer reputation</b>		Employer reputation 10%
<b>Productivity</b>		



Student attraction



Talent attraction



Global partnerships



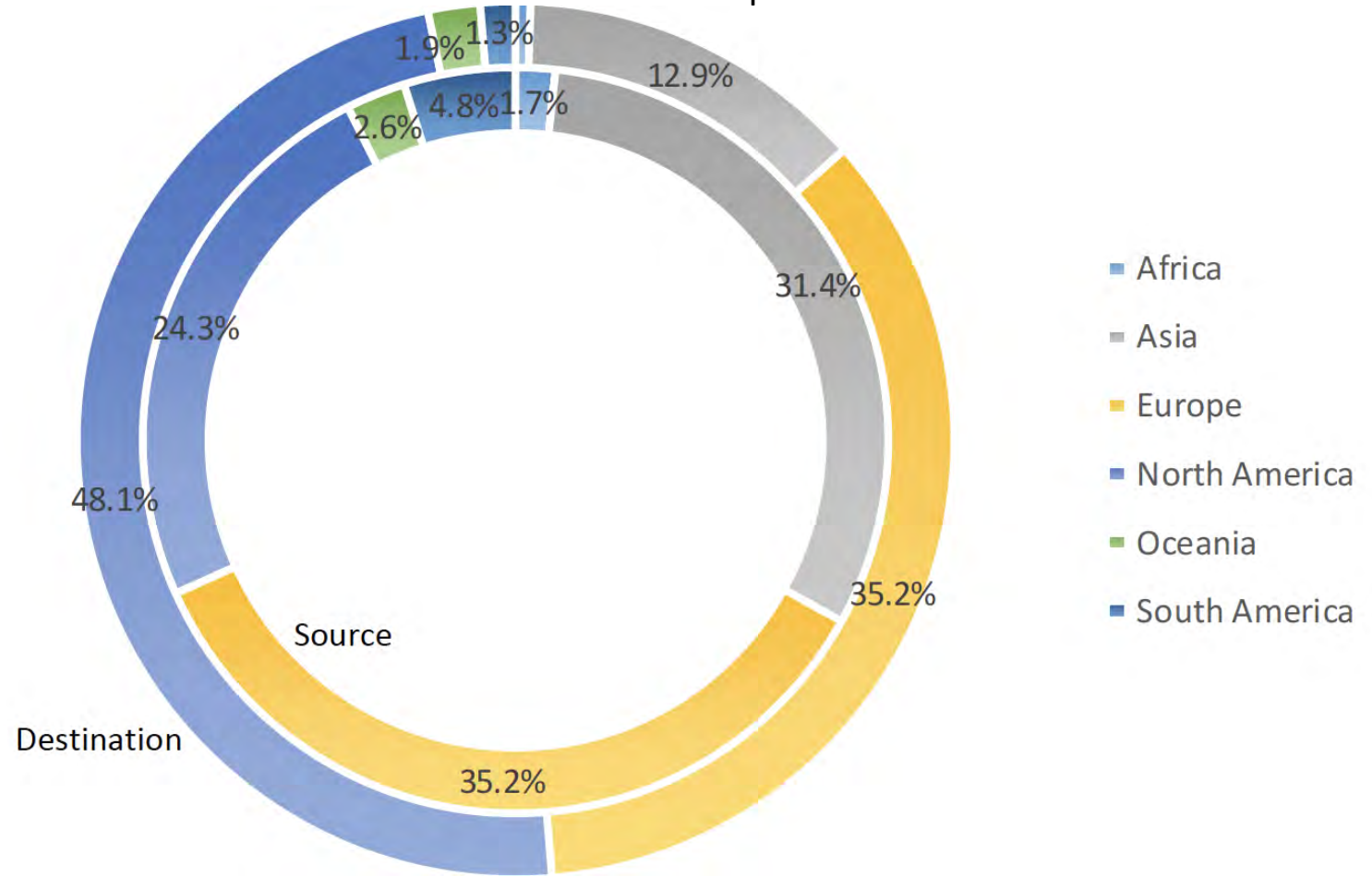
Investment & funding

## THE's Reputation Survey

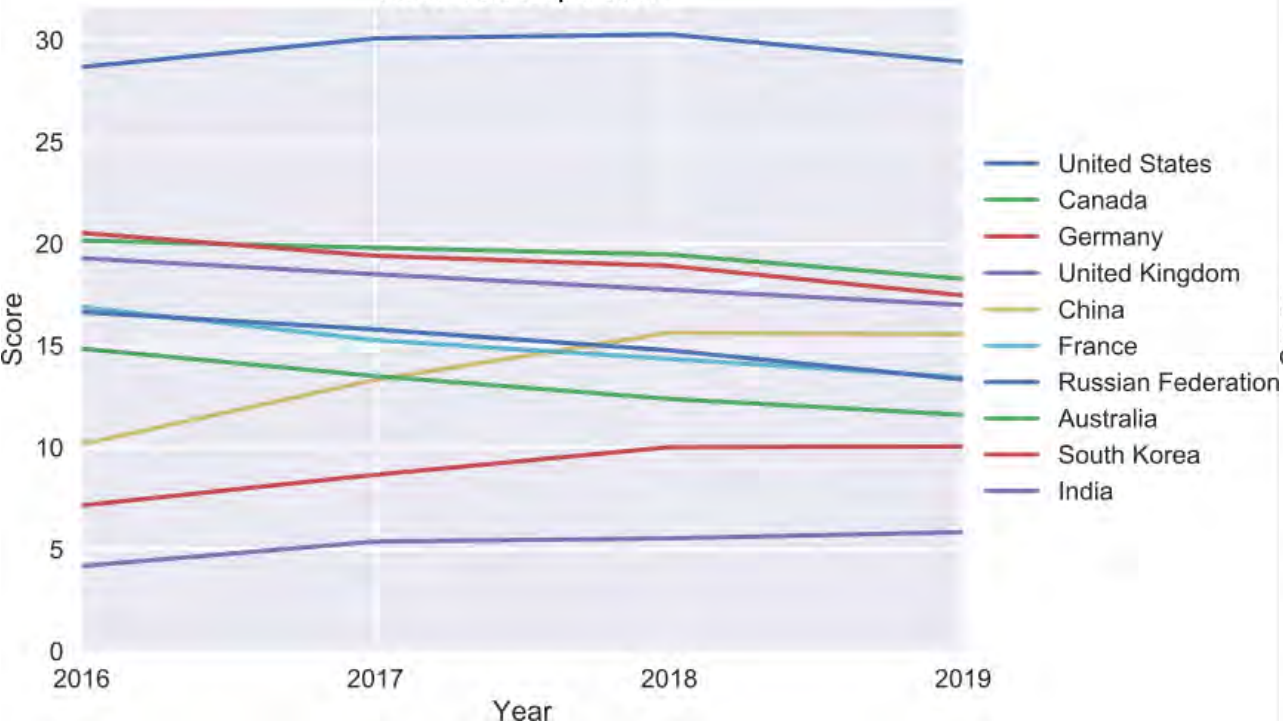
### Accurate and statistically representative

- We chose from the list of active researchers in Elsevier's Scopus database.
  - We chose randomly.
  - No "nominations" are permitted.
  - We balance by geography.
- Using OECD/UNESCO data on the number of researchers by country.
  - Balance survey invites.
  - Additionally weight responses.
- We aim to balance by broad subject category.
- Free text entries are exhaustively evaluated.

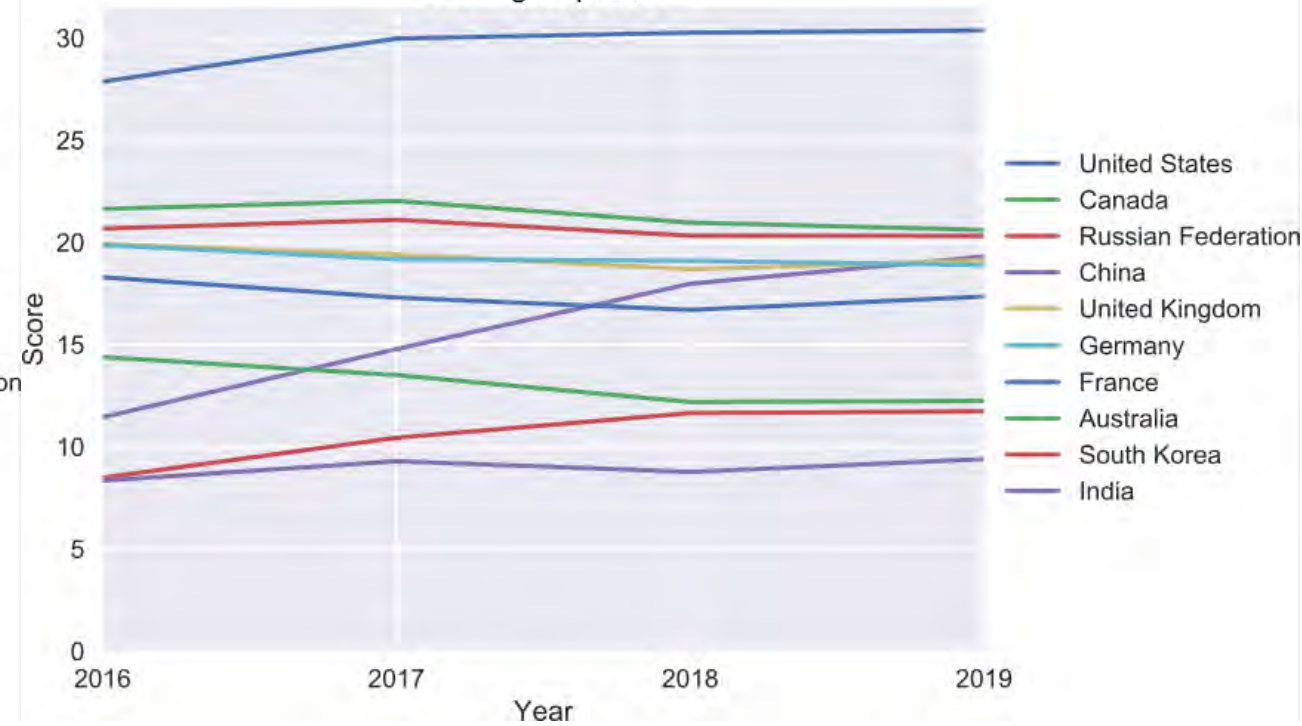
Reputation vote source and destination



## Research Reputation

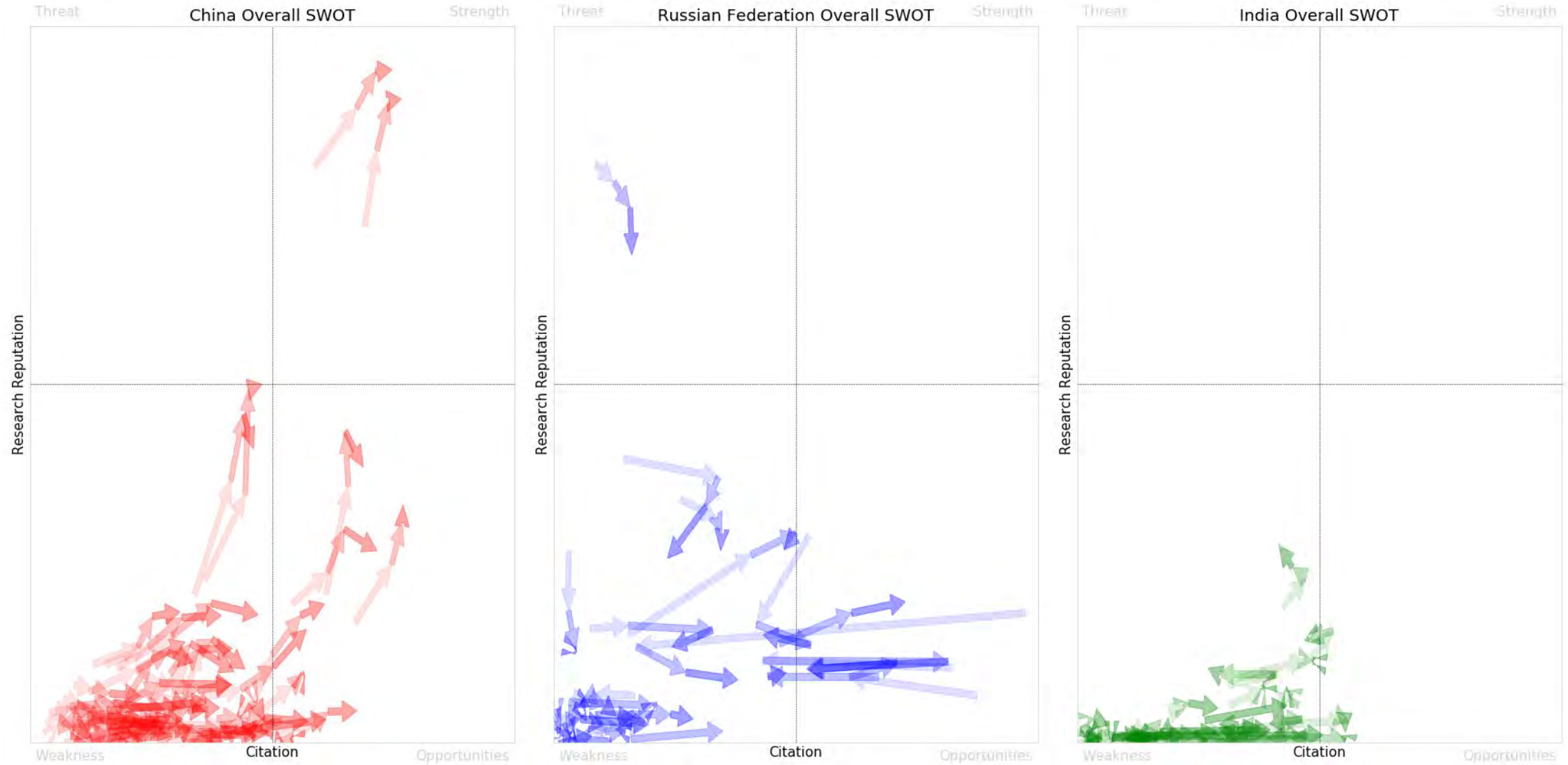


## Teaching Reputation



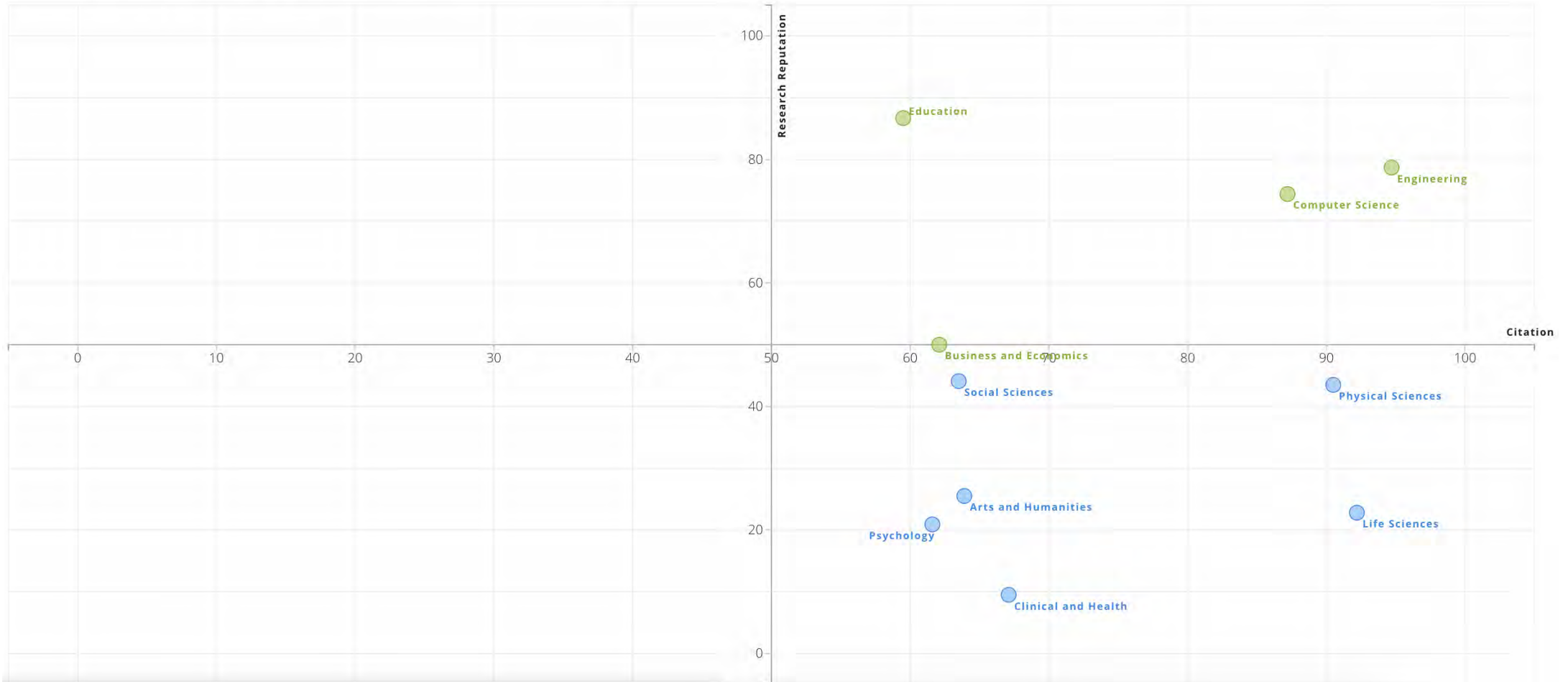


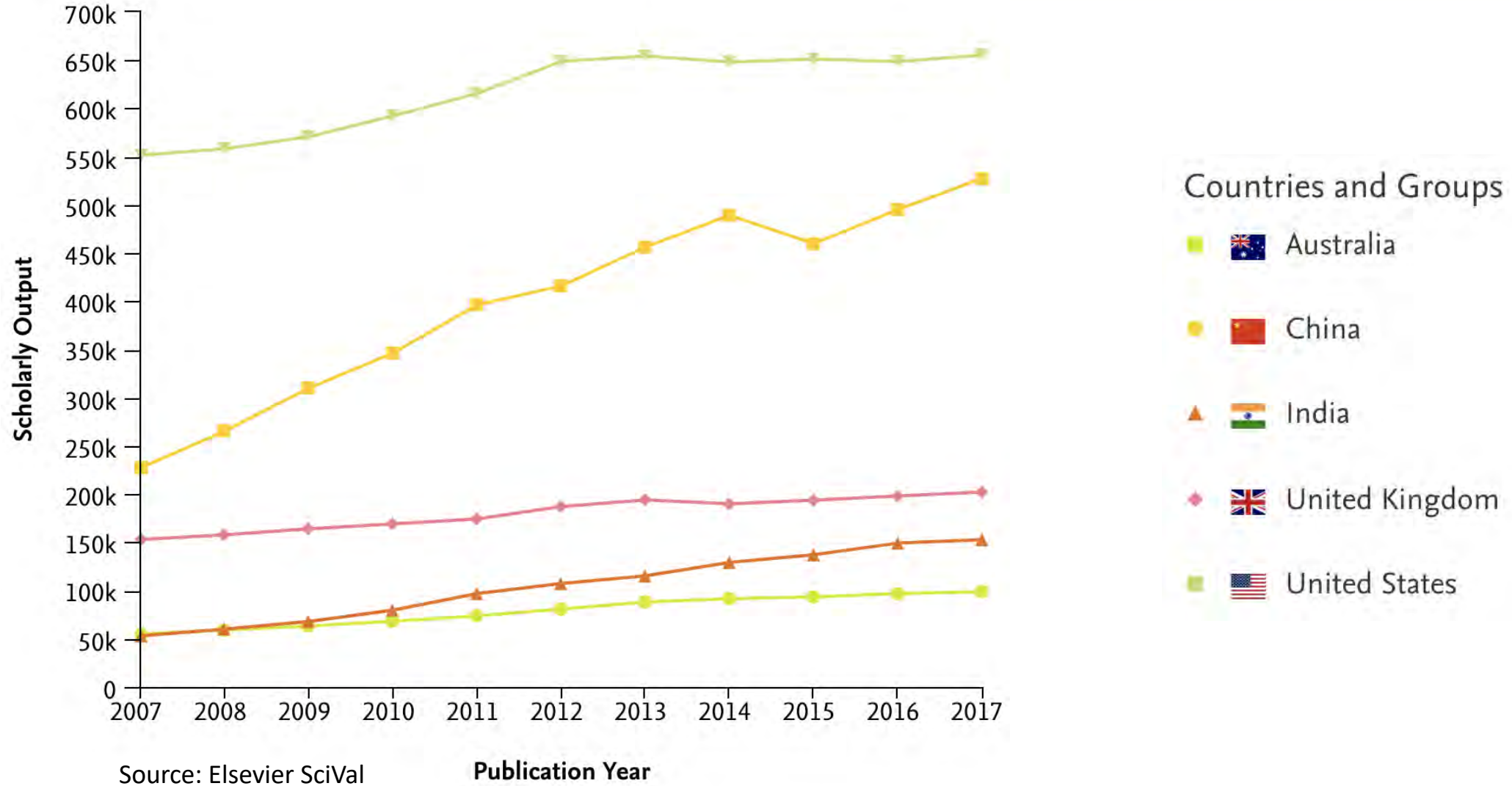
# THE Reputation Management Solutions



## Quadrant Analysis

Institution: Nanyang Technological University, Singapore



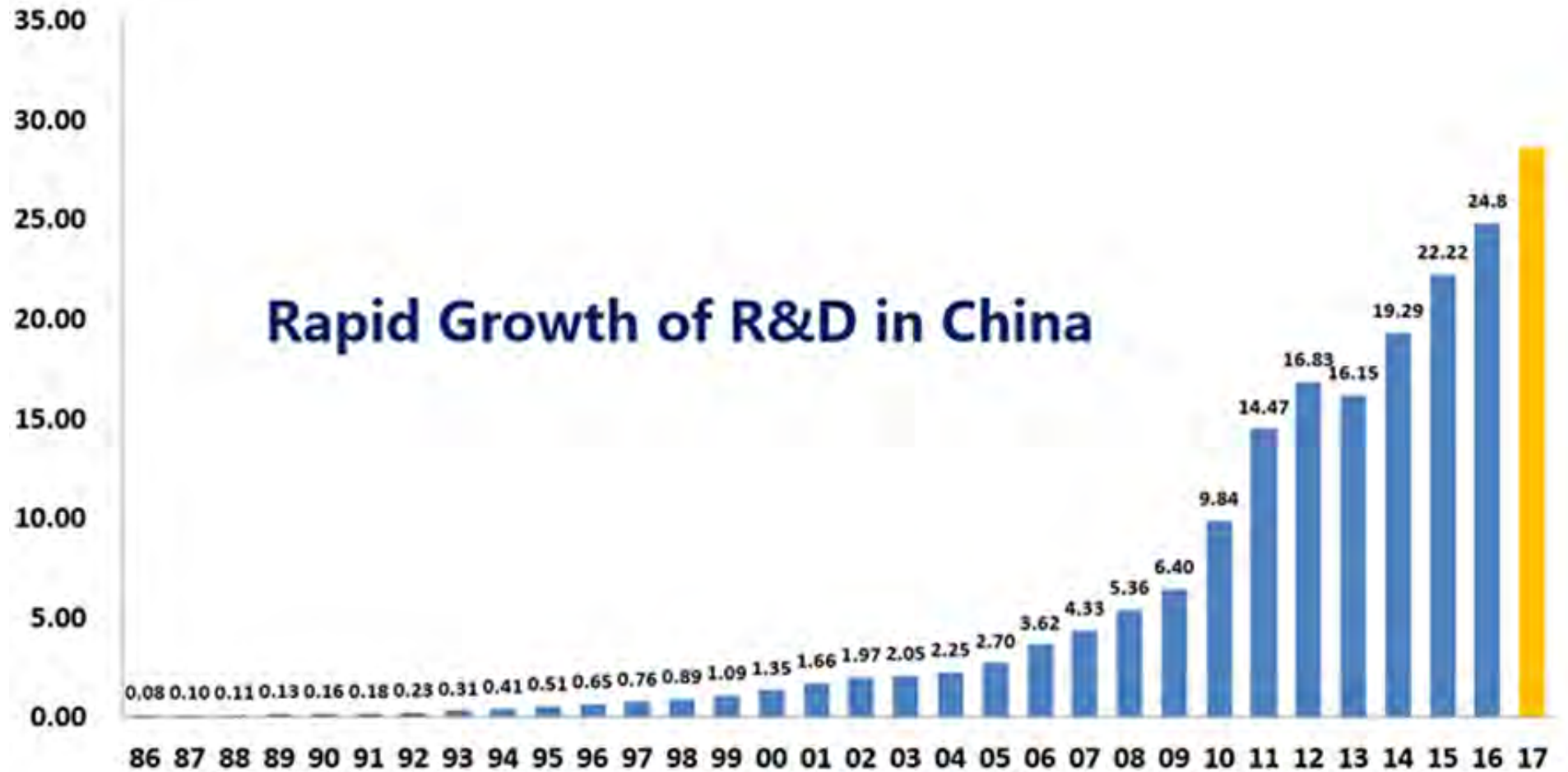


### Exhibit one (funding)

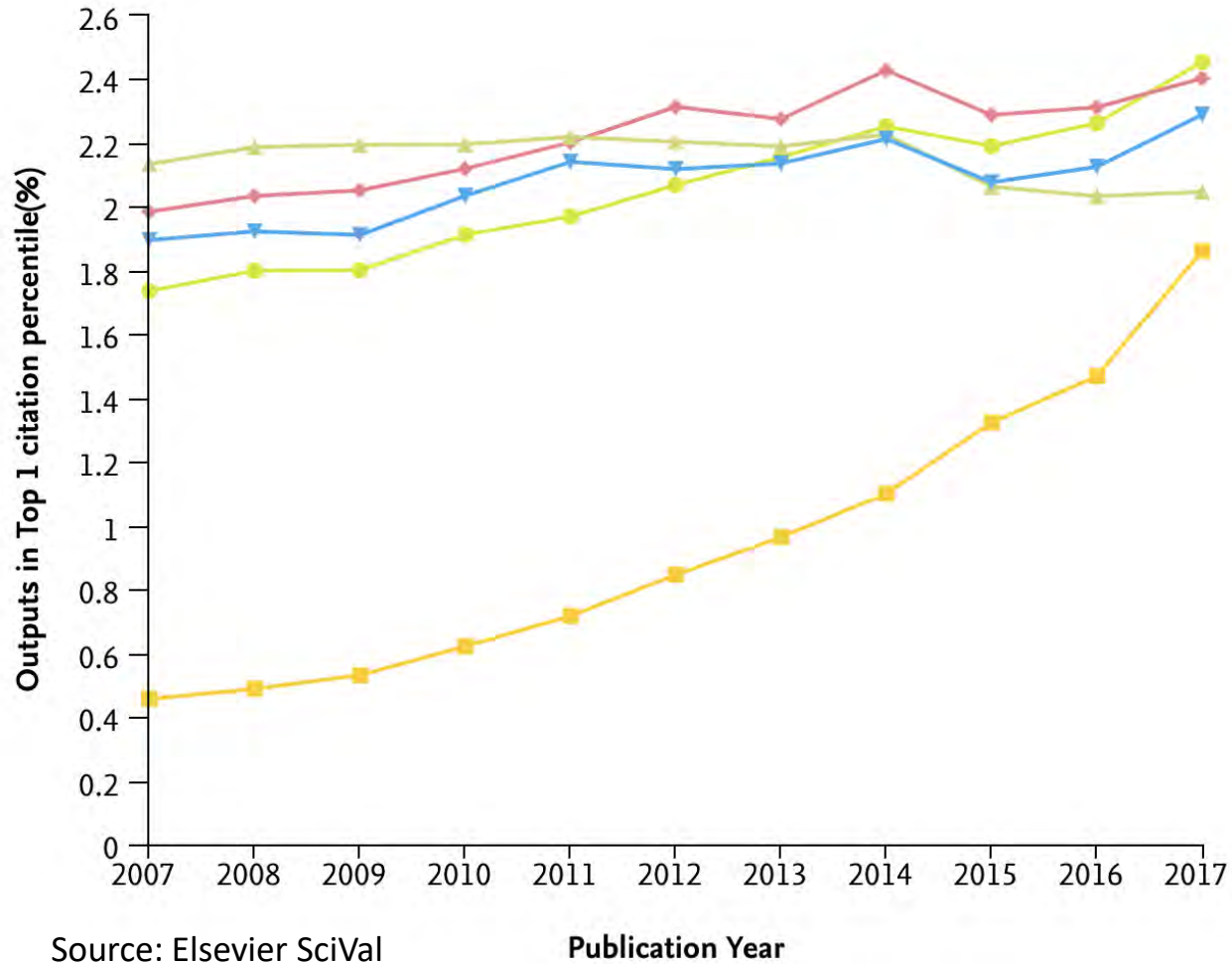
Rapid growth in budget of the National Natural Science Foundation of China.

Funding has increased 360 times in 31 years.

Now stands at 28 billion RMB (£3.2 billion).



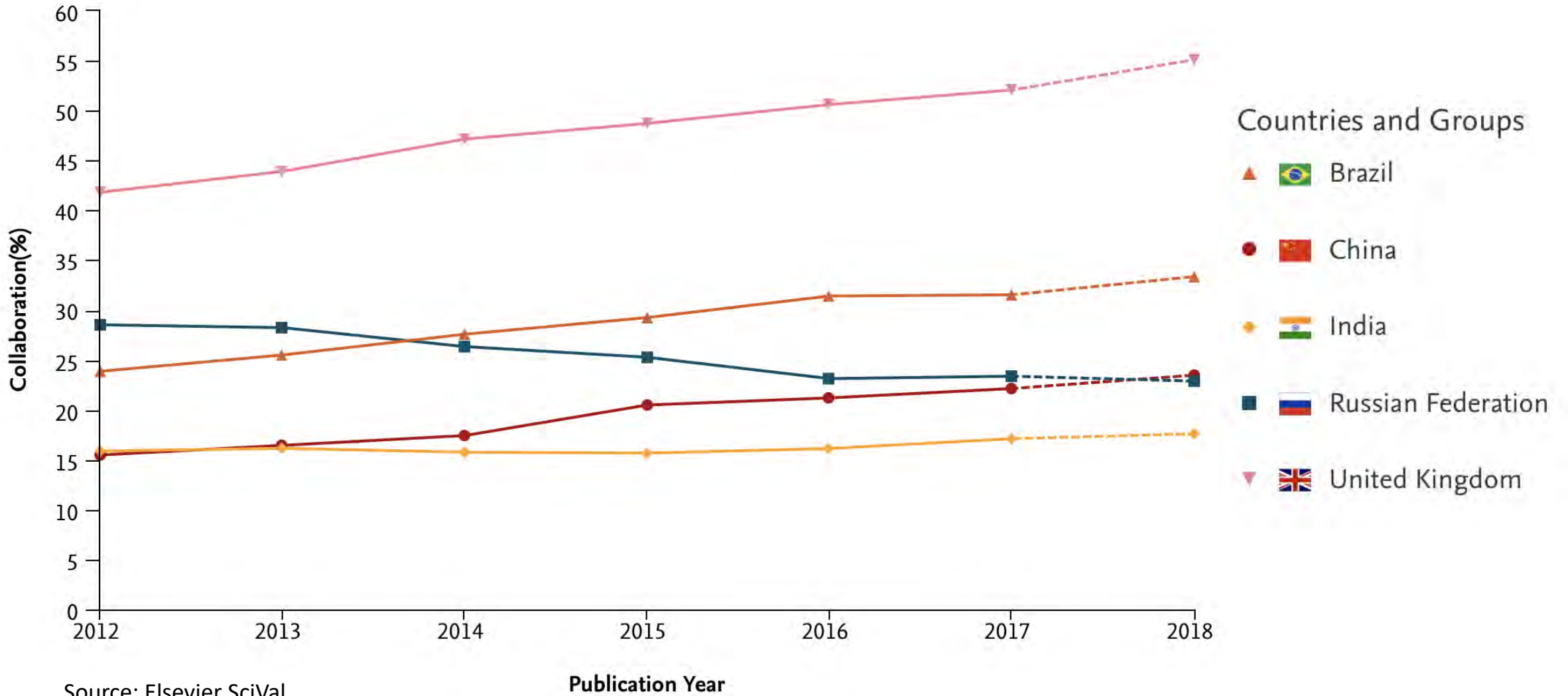
### Exhibit two (quality of output at the top)



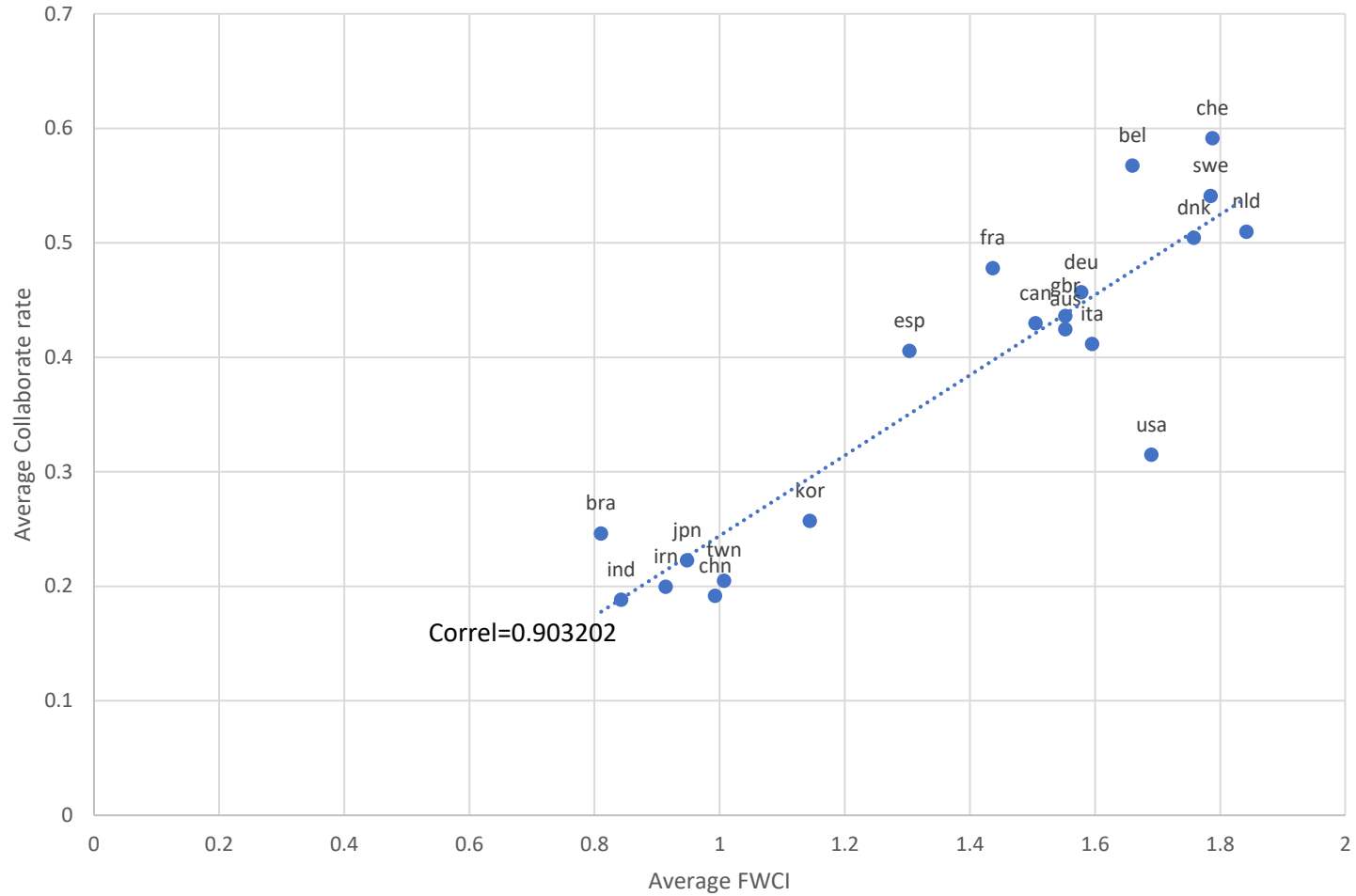
#### Countries and Groups

- Australia
- Canada
- China
- United Kingdom
- United States

The number of publications of a selected entity that are highly cited, having reached a particular threshold of citations received.



### Citation impact vs International Collaboration



# THE Reputation Management Solutions

## THE Metrics

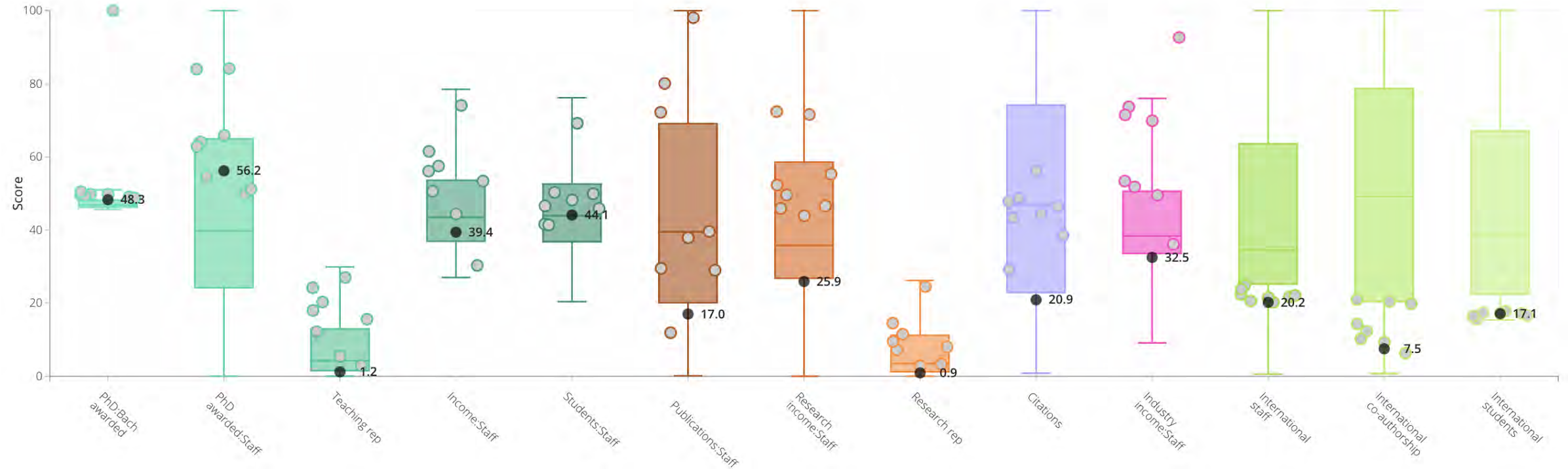
Selected peer institutions to show:

- Indian Institute of Science
- Indian Institute of Technology Bombay
- Indian Institute of Technology Delhi
- Indian Institute of Technology Guwahati
- Indian Institute of Technology Kanpur
- Indian Institute of Technology Kharagpur
- Indian Institute of Technology Madras
- Indian Institute of Technology Roorkee

CLEAR LIST

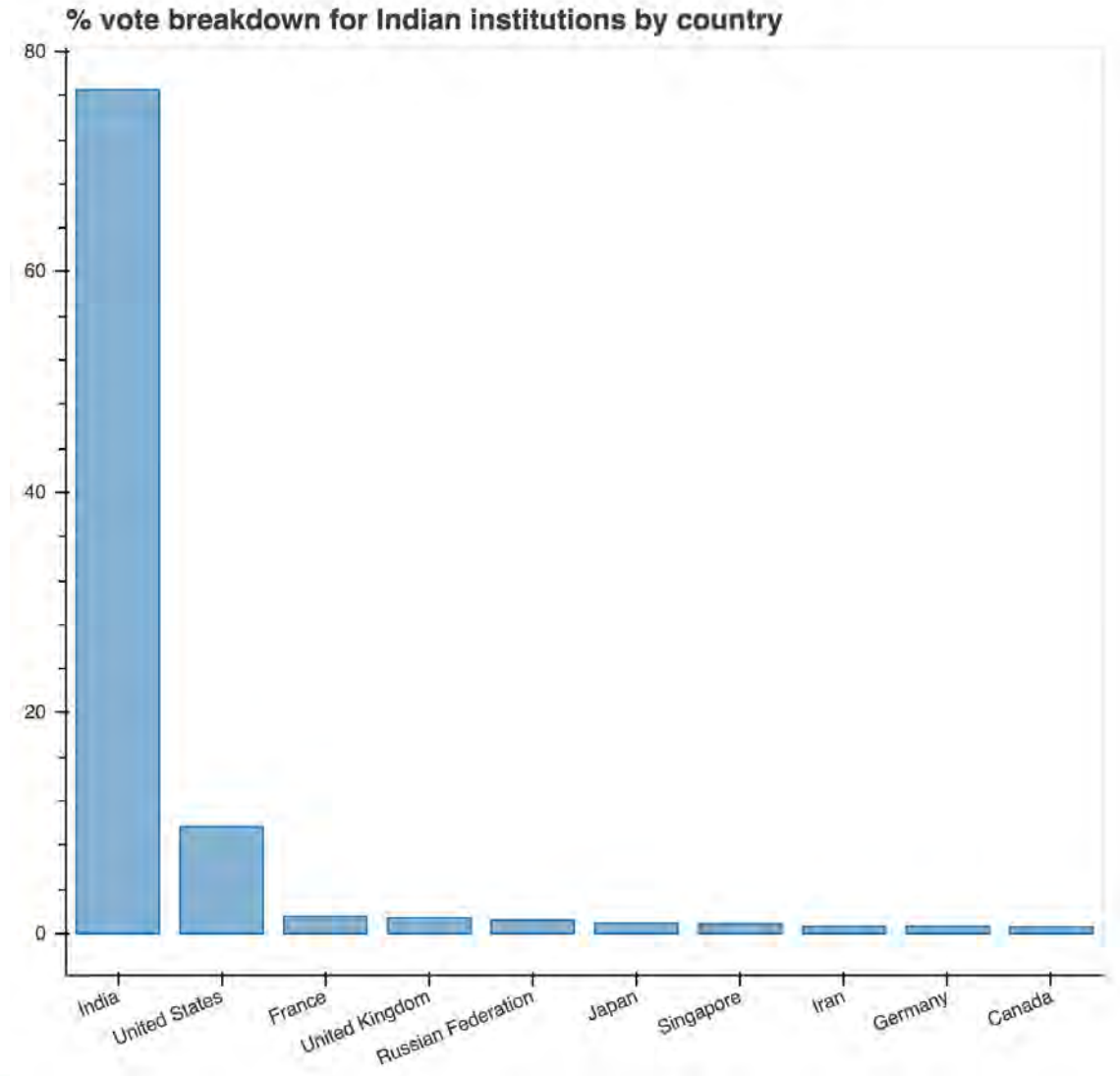
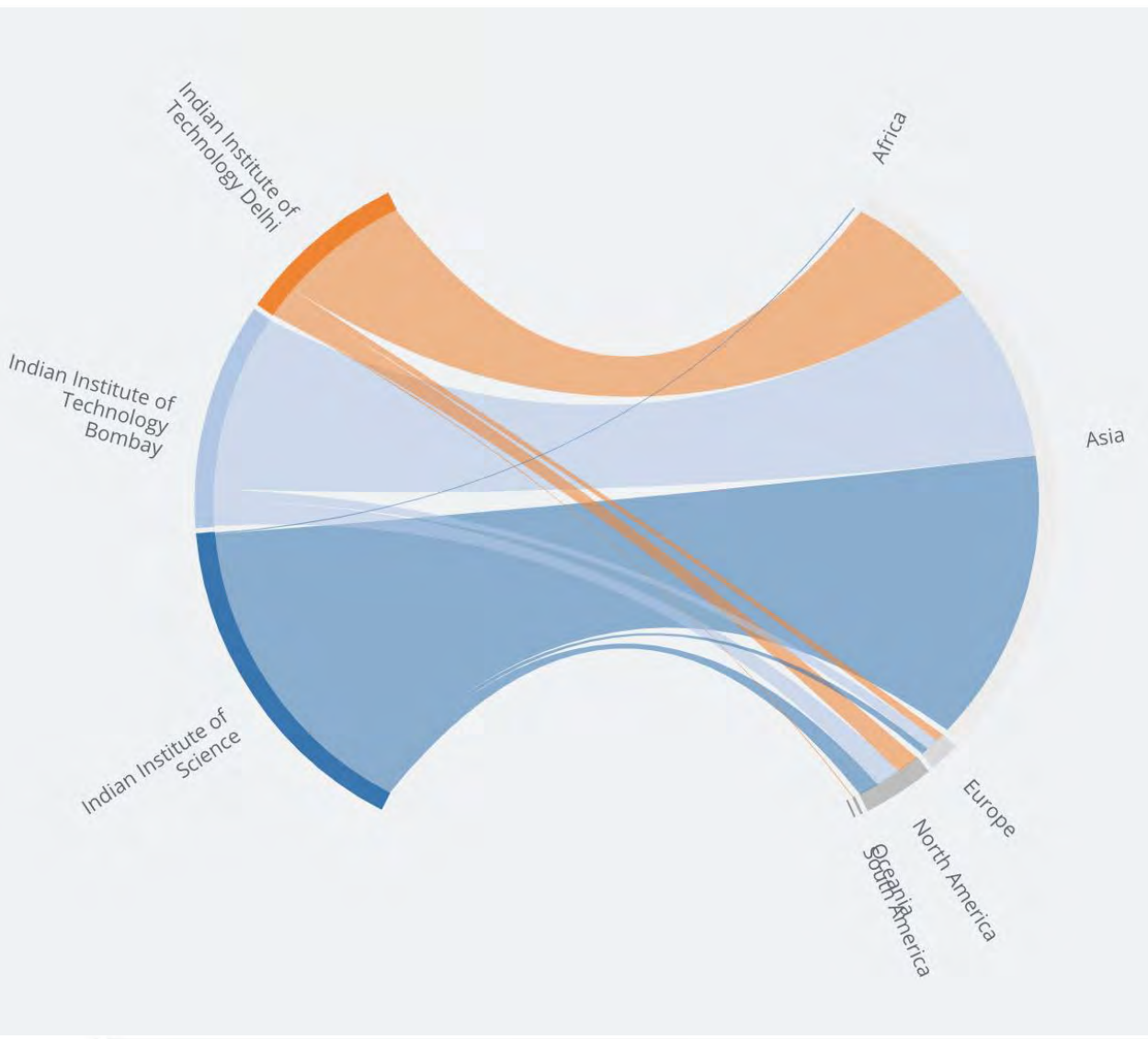
ADD ALL PEERS

Region: Worldwide

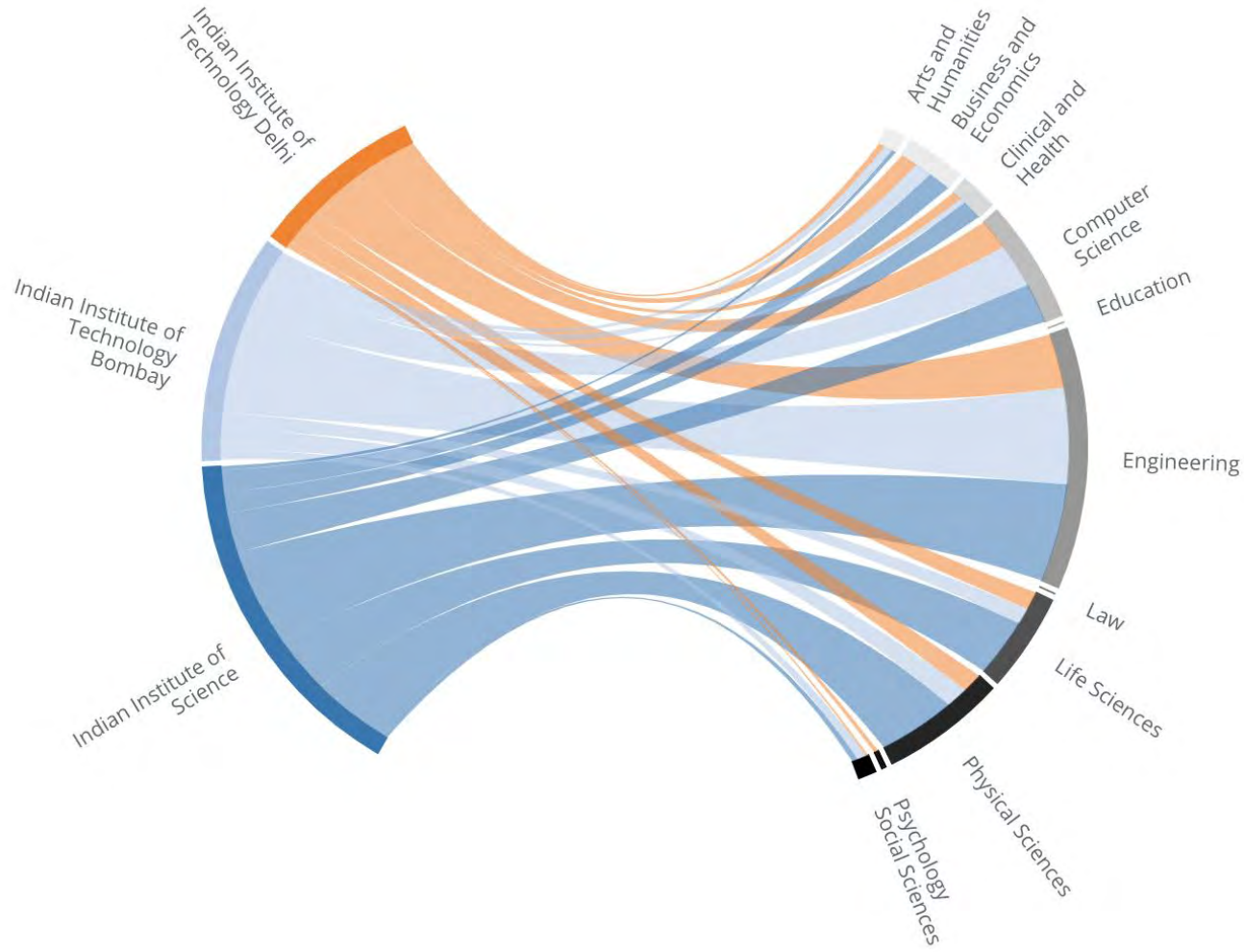




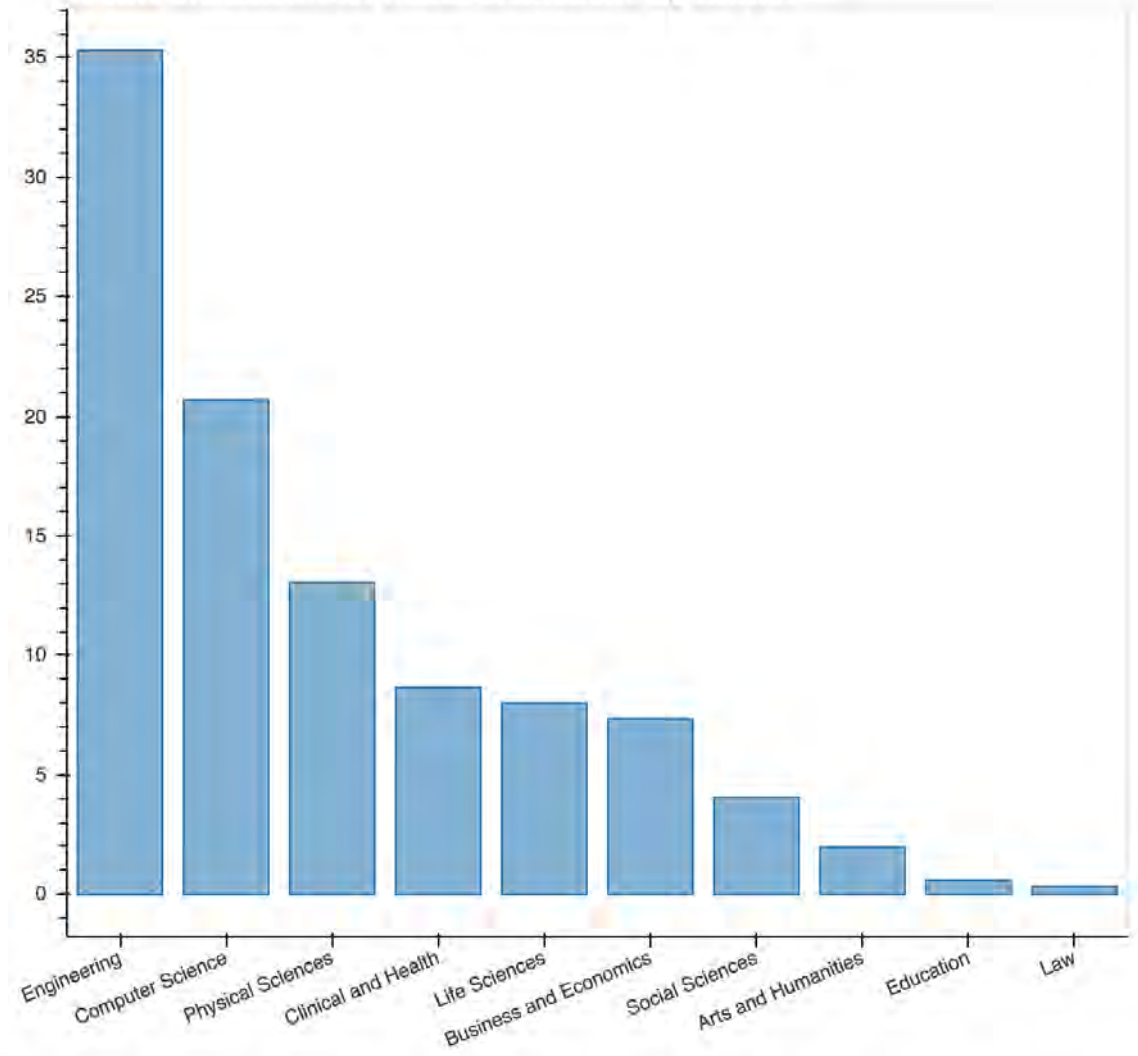
# THE Reputation Management Solutions



# THE Reputation Management Solutions

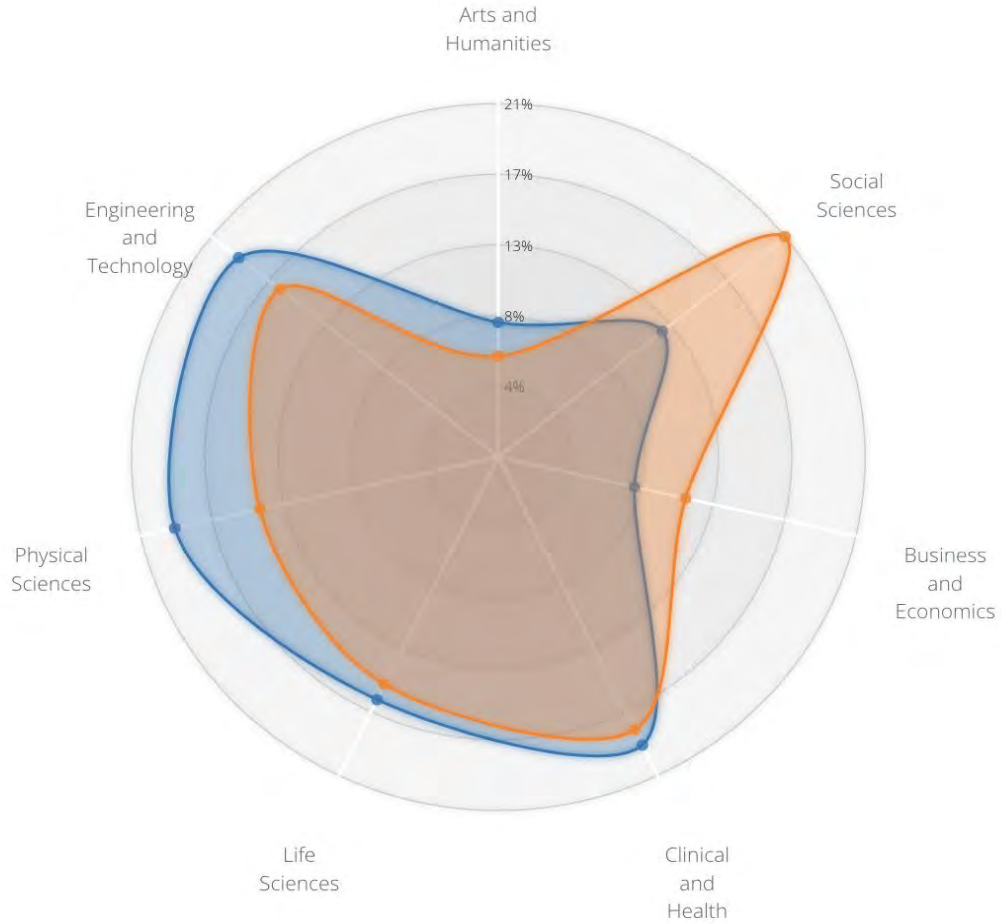


% vote breakdown for Indian institutions by subject

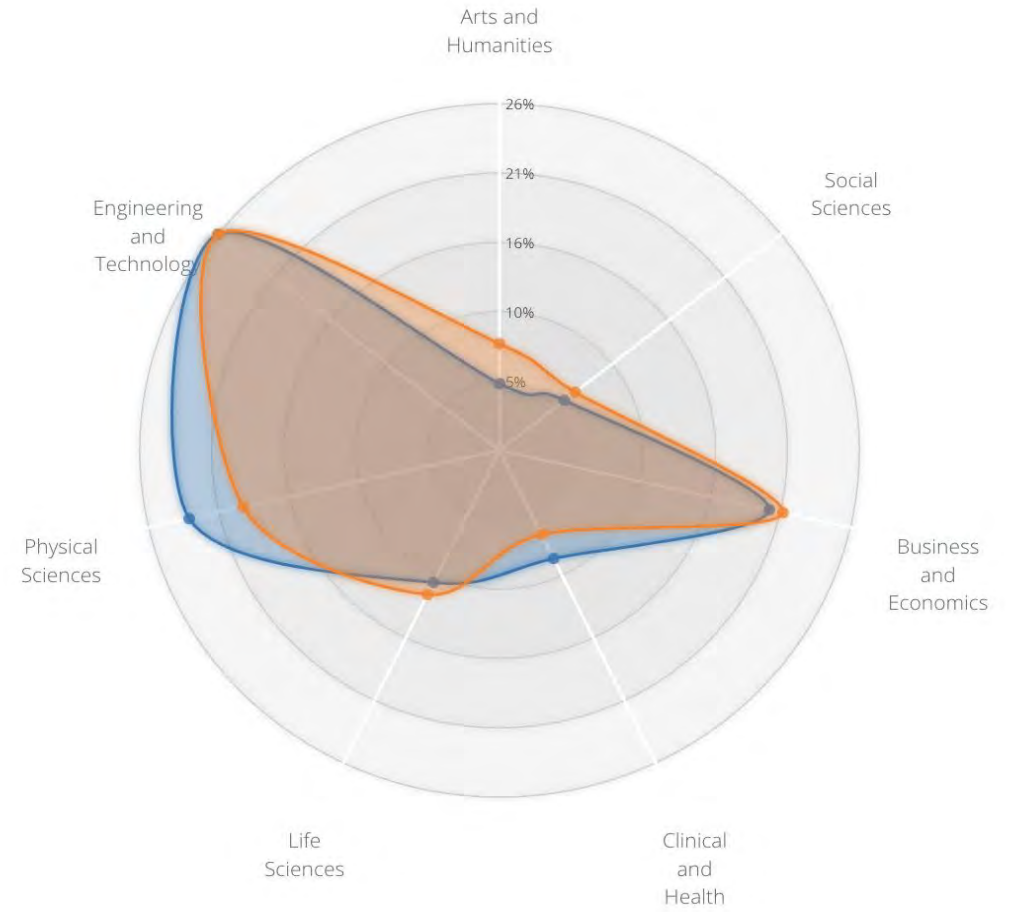


# THE Reputation Management Solutions

Compare:  
University of Washington



with:  
Massachusetts Institute of Technology



# THE Reputation Management Solutions

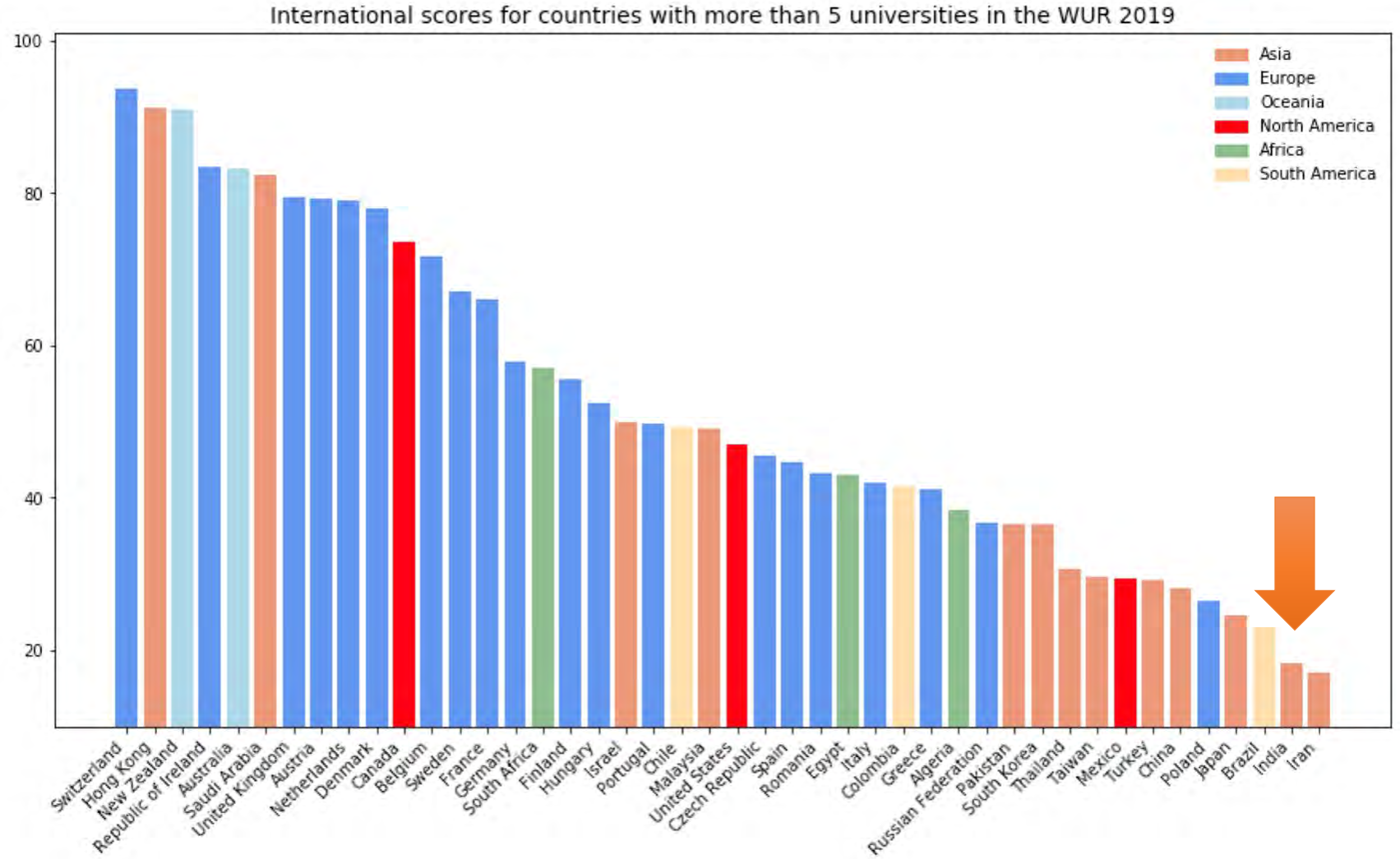


University Name	2011	2012	2013	2014	2015	2016	2017	2018	Rank
University of Chicago	15	14	14	14	11	11	9	9	7
École Polytechnique Fédérale de Lausanne	71	61	51	49	48	48	45	43	8
Columbia University	23	15	13	12	10	9	12	12	9
Duke University	36	33	31	30	34	28	28	29	10
London School of Economics and Political Science	37	29	25	24	22	24	20	25	11
Tsinghua University	35	30	35	36	26	18	14	14	12
Stanford University	5	4	6	3	5	3	3	3	13
Peking University	43	38	45	41	32	21	17	17	14
University of Pennsylvania	22	19	18	22	23	16	19	16	15
University of Wisconsin									16
University of Washington									17
National University of Singapore									18
Carnegie Mellon University									19
McGill University									20
University of California, San Diego									21
University of British Columbia (+25)									22
University of Wisconsin-Madison									23
University of Washington									24
University of Toronto (+27)									25
University of Washington (+27)									26
New York University									27
University of Wisconsin-Madison									28
Carnegie Mellon University									29
University of Edinburgh									30
University of Illinois at Urbana-Champaign									31
University of Illinois at Urbana-Champaign (+30)									32

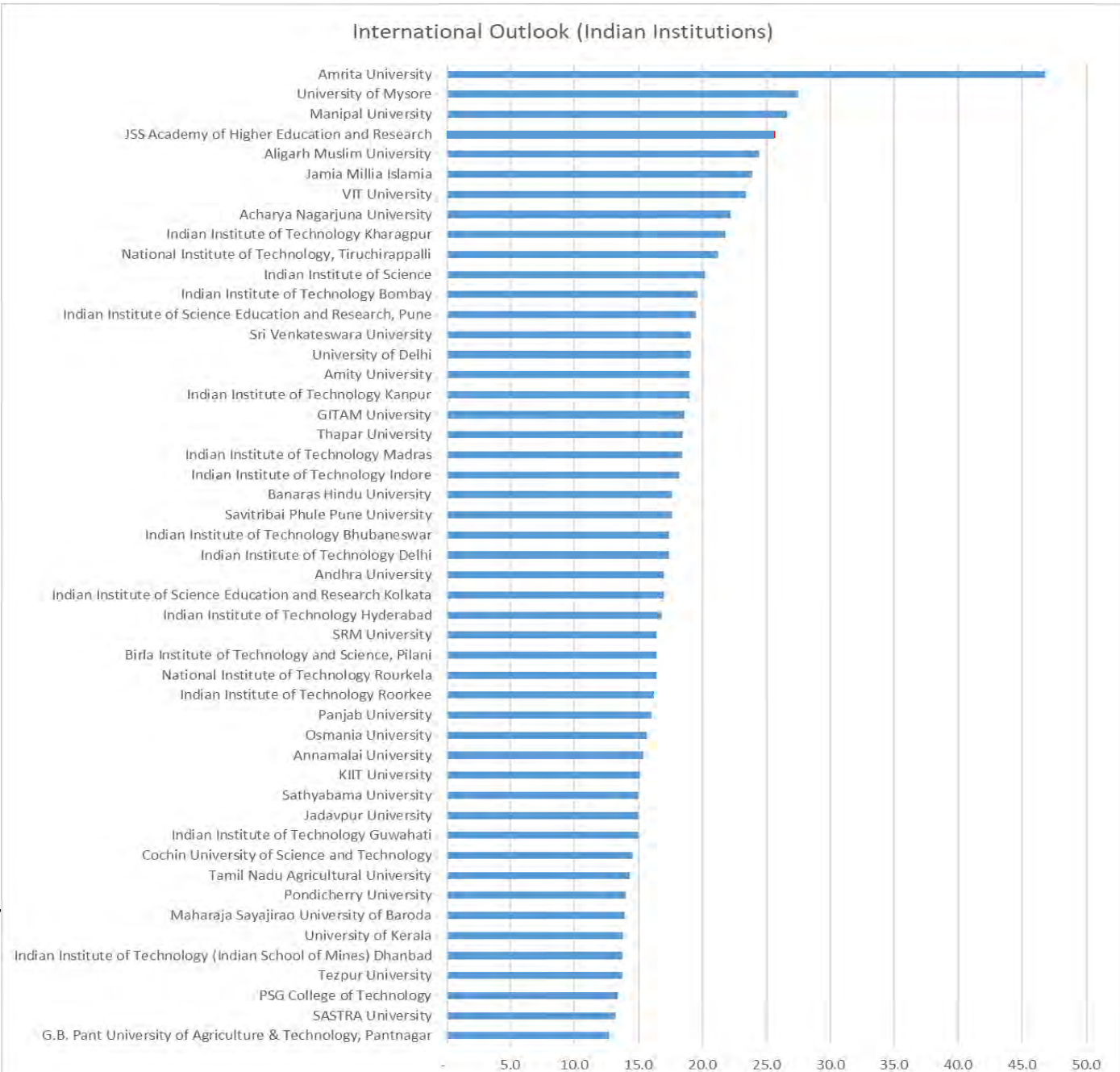


Countries / regions with the most internationalised universities (n>5)

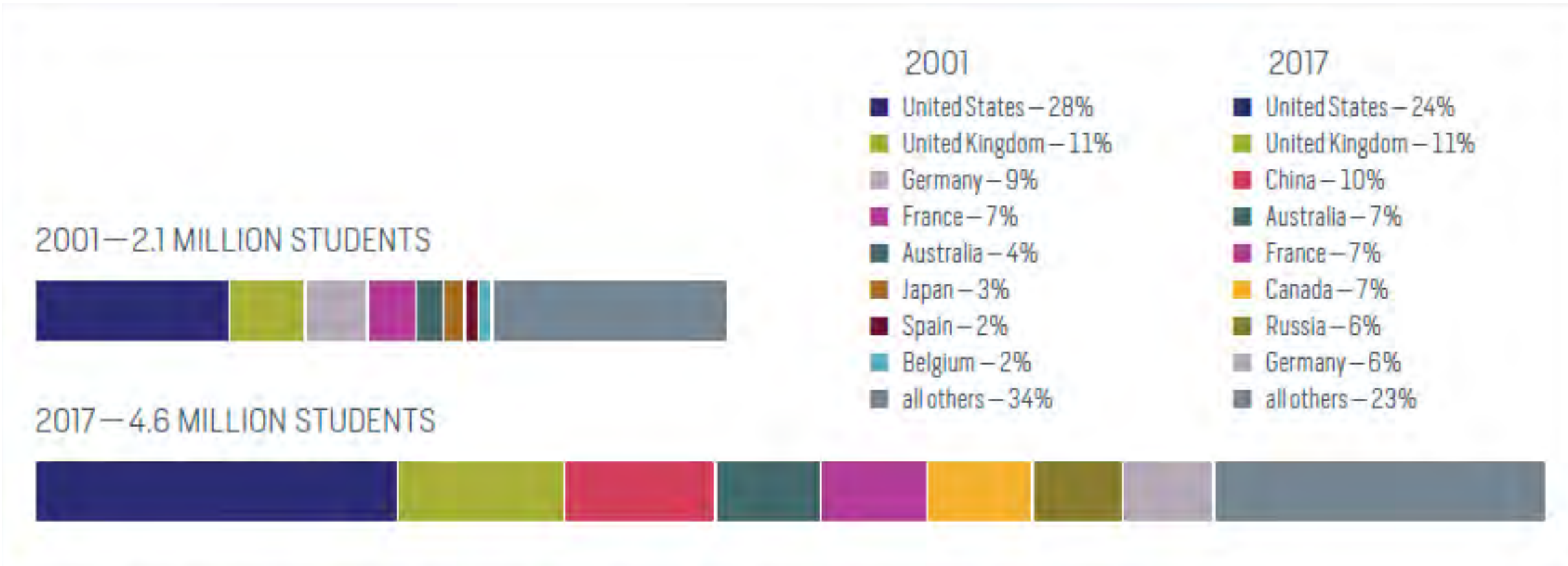
- Smaller countries / regions are generally more international
- But national/regional-level policy objectives also matter (e.g. Australia, EU countries)



Most international Indian universities according to *THE's* WUR 2019 rankings.

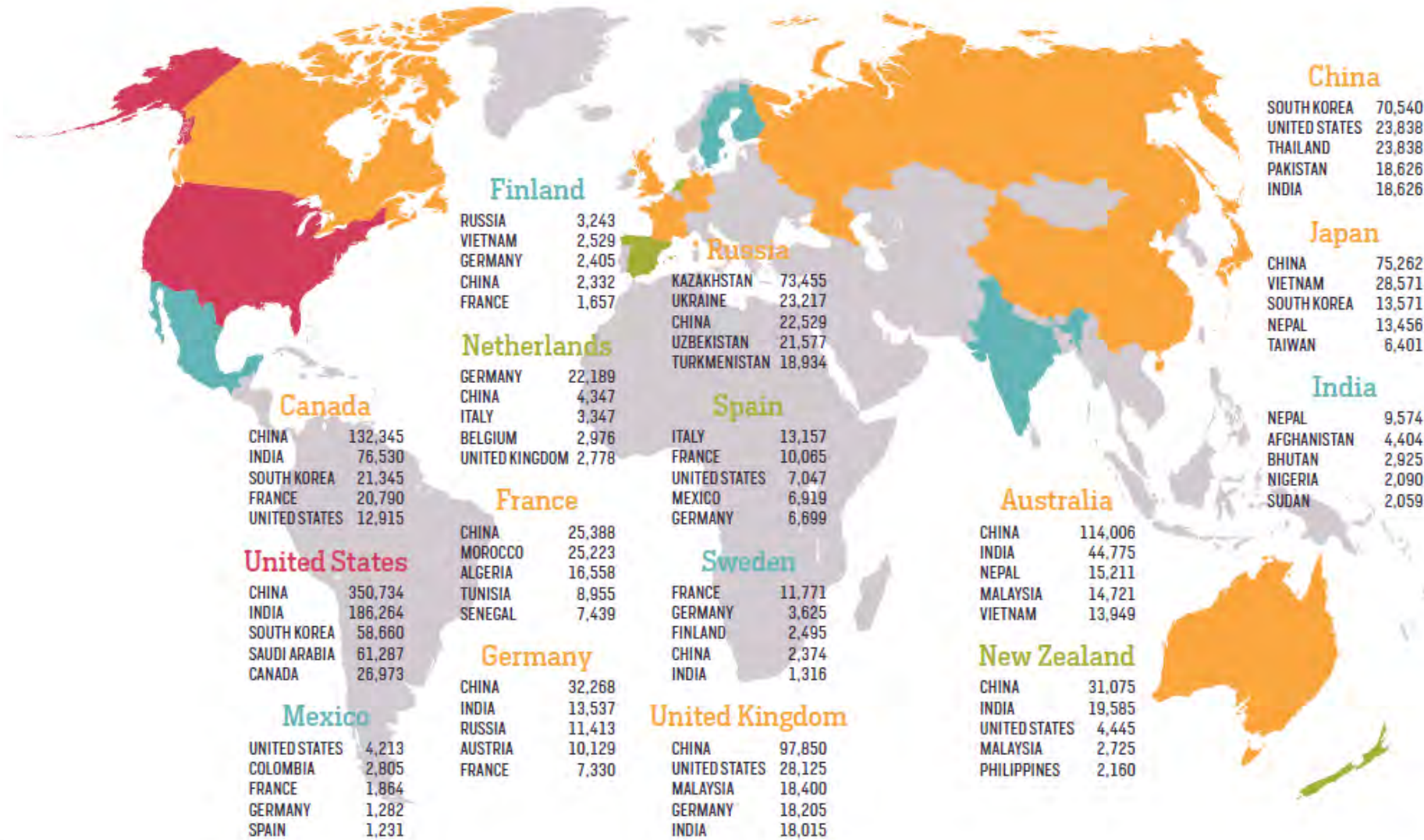


International student mobility has been growing and can be expected to continue



Source: Project Atlas 2017, UNESCO, 2017

Leading places of origin of international students by host country



Number of international students in host country:  
 0-100,000    100,001-500,000    50,001-100,000    20,001-50,000    ≤20,000





RUSSIAN ACADEMIC EXCELLENCE PROJECT

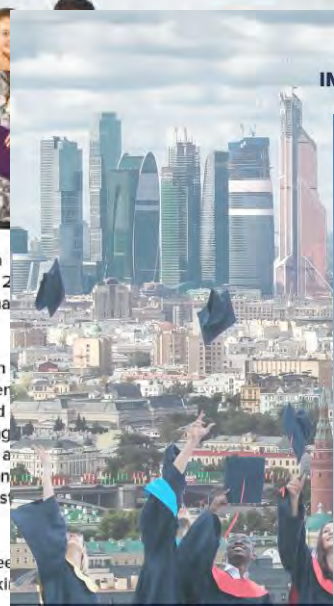
The 5-100 project partners with *THE* to build awareness around the initiative, as well as to provide support directly to its participating universities in the areas of internationalisation, engagement, research, education and reputation.

[www.5top100.com](http://www.5top100.com)



[5-100@5top100.ru](mailto:5-100@5top100.ru)

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**5100**  
RUSSIAN ACADEMIC EXCELLENCE PROJECT

STUDY IN RUSSIA

The Russian Academic Excellence Project (Project 5-100) is a comprehensive academic excellence initiative that unites now 21 top-tier Russian universities behind the goal of deep transformation of the institutions according to the best international practices.

**Waldemar Siwinski**, vice-president of the IREG Observatory on Academic Ranking and Excellence: «Russian Academic Excellence Project 5-100 – one of the most ambitious projects in the world at pushing a group of Russian universities up the global ranking. Since advancing up the ranking for an institution as a whole is an extremely difficult task, the university leadership started to identify strengths and the fields where the university could advance faster».

**Michael Crow**, president of Arizona State University: «I think what is one looking for now is how you build faster speed highly adaptive research universities. And I think Russia is making good progress in that direction».

The Russian Academic Excellence Project (Project 5-100) is a comprehensive academic excellence initiative that involves 21 top Russian universities to provide for profound transformation of the institutions in accordance with the best international practices.

- Over 3,000 education programs
- Globally competitive graduates
- 25 Nobel Laureates
- Partnership agreements and double diplomas
- World-class teaching and outstanding student experience
- Learning, research, work or community-focused activities

STUDY IN RUSSIA

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STUDY IN RUSSIA





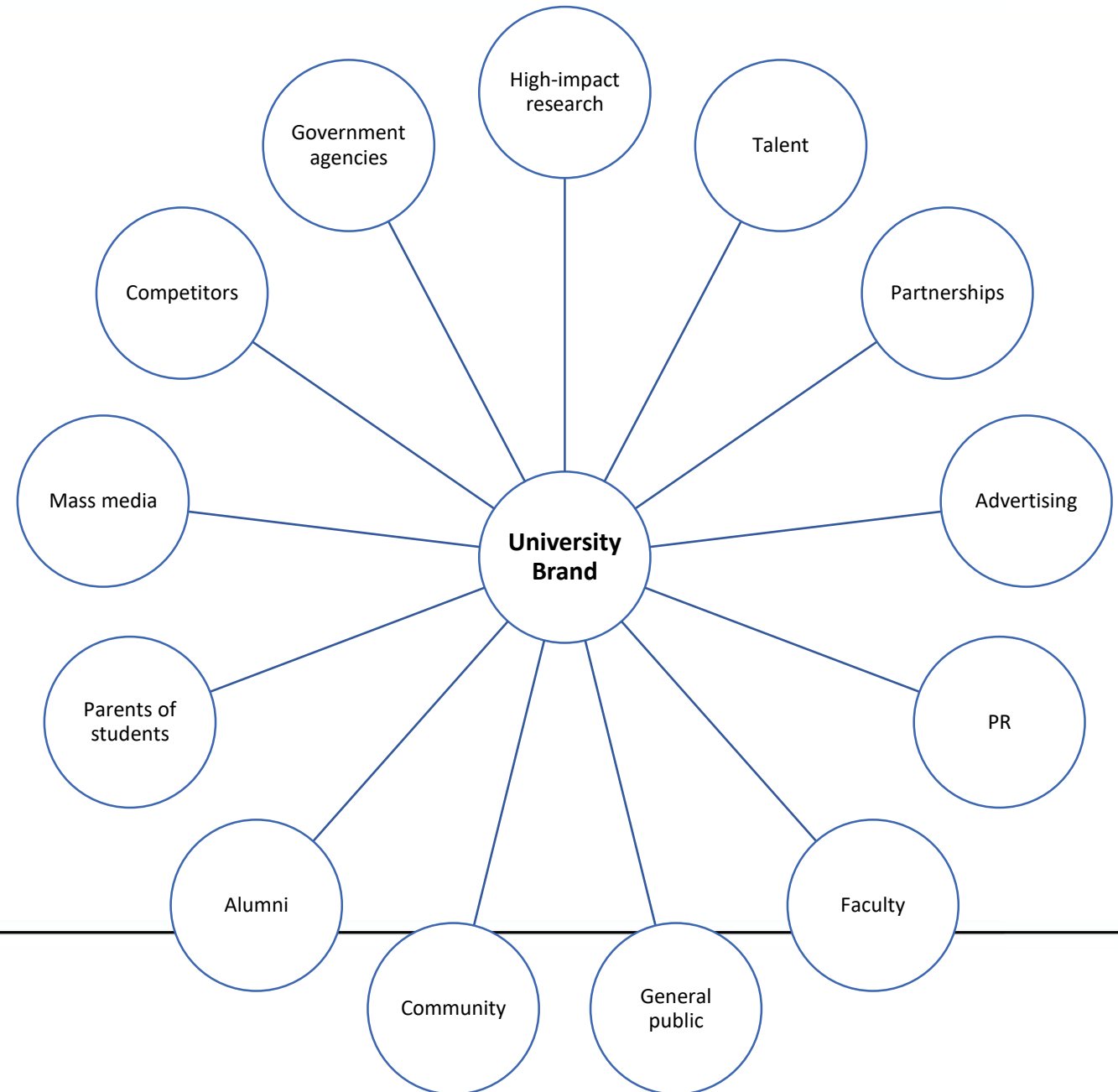
RUSSIAN ACADEMIC  
EXCELLENCE PROJECT

Since its inception, the 5-100 group of universities have significantly outperformed the average of Russian universities in research output and quality, attracting an unprecedented number of international students, international talent, partnerships and also developing global recognition.



What are key factors that contribute to your institution's reputation?

- There is no 'magic bullet'.
- A holistic approach is necessary.
- Seek outside expertise if you are lacking internal resources.





## THE RANKING INFLUENCERS

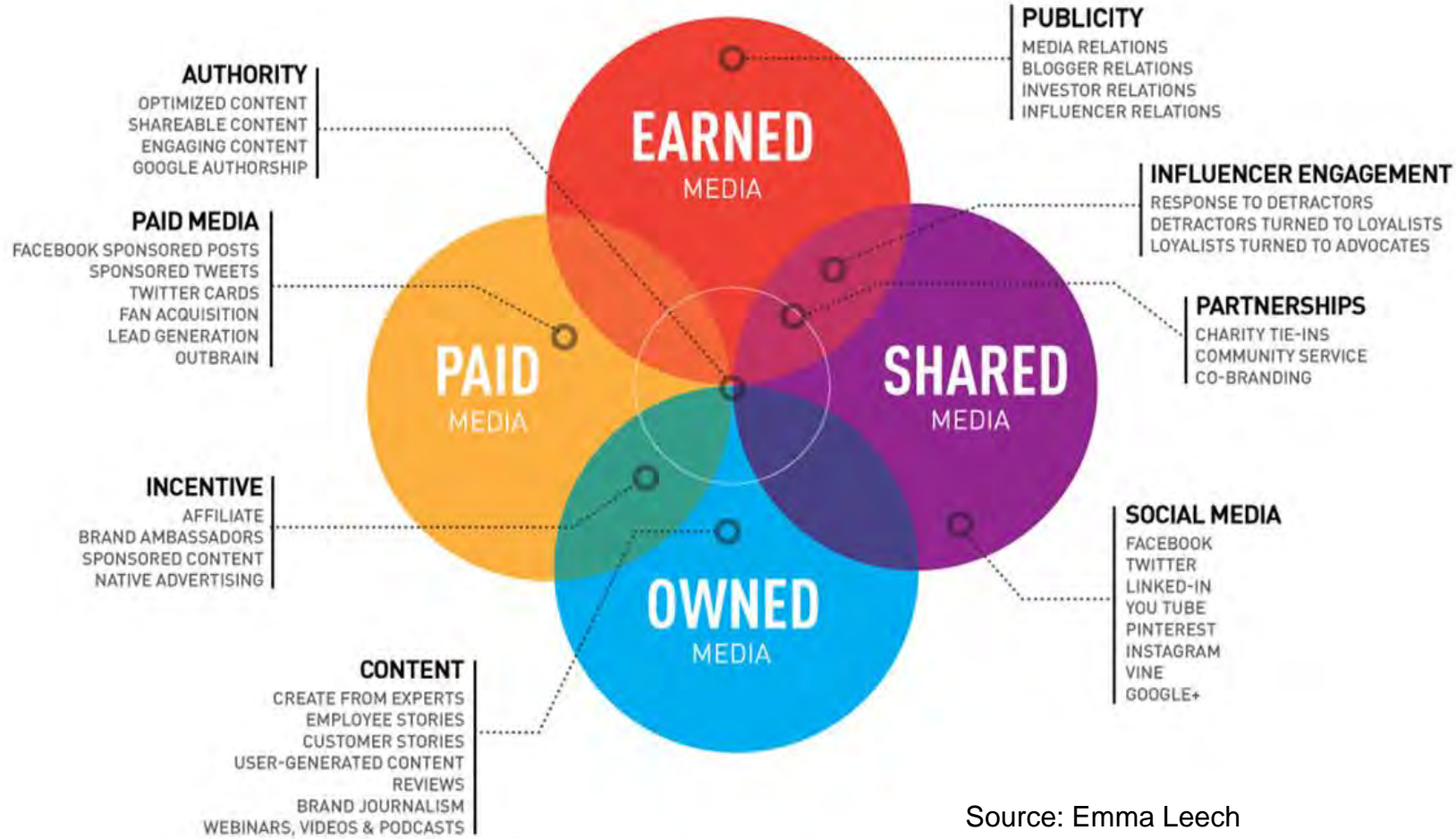
### How academics and employers determine the best universities

According to research undertaken by the World 100 Reputation Network who surveyed and interviewed academics who had completed reputation surveys, **“many cited news and online media as how they had heard of universities that had impressed them”**.



Reputations are built primarily on the foundation of high-quality activities, outputs and achievements, but professional communications, marketing and stakeholder engagement can play an important role in building a clear and distinctive identity and a compelling narrative for the University.





Source: Emma Leech  
Loughborough University

## PR is **'PERFORMANCE RECOGNITION'**

- Regular, engaging press releases about your institutional excellence will help build awareness.
- Consider language. Who do you distribute to?
- Positive impacts on your SEO and visibility.
- Use your faculty as resources and have experts ready to comment.
- Make your media easy to find on your website.



- Powerful intro description and title.
- Indexed news helps influence what's shown when they are searched.
- This helps to support the narrative and brand that they want to portray whilst reducing the chance of possible bad press.
- UniMelb utilises their own platform to proactively publish news about their research and insightful commentary.

Google university of melbourne

All Maps Images News Videos More Settings Tools

About 369,000,000 results (0.88 seconds)

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Results from unimelb.edu.au

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Information for international students.

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... your first degree at university. ... study areas at Melbourne ...

**Library**  
Researcher@library · eScholarship Research Centre ...

**Students**  
Students page in the Students website. ... Students. Menu.

**University of Melbourne - Wikipedia**  
https://en.wikipedia.org/wiki/University\_of\_Melbourne ▾  
The University of Melbourne (informally Melbourne University) is a public research university located in Melbourne, Australia. Founded in 1853, it is Australia's ...  
History · Campus · Academia · Student life

Top stories

**Restoring one of the world's rarest maps**  
Pursuit · 2 days ago

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Pursuit · 10 hours ago

THE UNIVERSITY OF MELBOURNE

See photos See inside

**University of Melbourne** ★  
Public university in Melbourne, Victoria Website Directions

The University of Melbourne is a public research university located in Melbourne, Australia. Founded in 1853, it is Australia's second oldest university and the oldest in Victoria. Wikipedia

**Address:** Parkville VIC 3010, Australia  
**Endowment:** 1.978 billion AUD  
**Total enrollment:** 42,653 (2014)  
**Phone:** +61 3 9035 5511  
**Vice-chancellor:** Glyn Davis  
**Undergraduate tuition and fees:** 9,050 AUD (2017), International tuition: 39,168 AUD (2017)  
**Subsidiaries:** University of Melbourne Student Union, MORE

Suggest an edit

**Know this place?** Answer quick questions

Send to your phone Send







*“What matters most is how you see yourself...”*

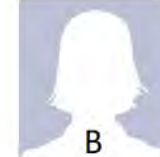
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- It should differentiate you.
- It should be authentic.
- If you don't do it, it will be done for you.



"a leading University with significant international impact and strong local commitment"



"a leading global University excelling in research and professional education"



"a leading institution in education and the creation of new knowledge, offering innovative approaches to help address critical issues challenging Hong Kong, the region and beyond"



"committed to creating new knowledge, nurturing student talent and cultivating cutting edge research that will positively impact the world"



"a forward-looking comprehensive research university with a global vision and a mission to combine tradition with modernity, and to bring together China and the West"



"devoted to excellence in teaching, learning, and research, and to developing leaders in many disciplines who make a difference globally."  
"



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City University of Hong Kong

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For The World



College of Veterinary Medicine and Life Sciences  
in collaboration with Cornell University





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City University of Hong Kong

專業 創新 胸懷全球  
Professional · Creative  
For The World



香港城市大學  
City University of Hong Kong  
School of  
**Law**



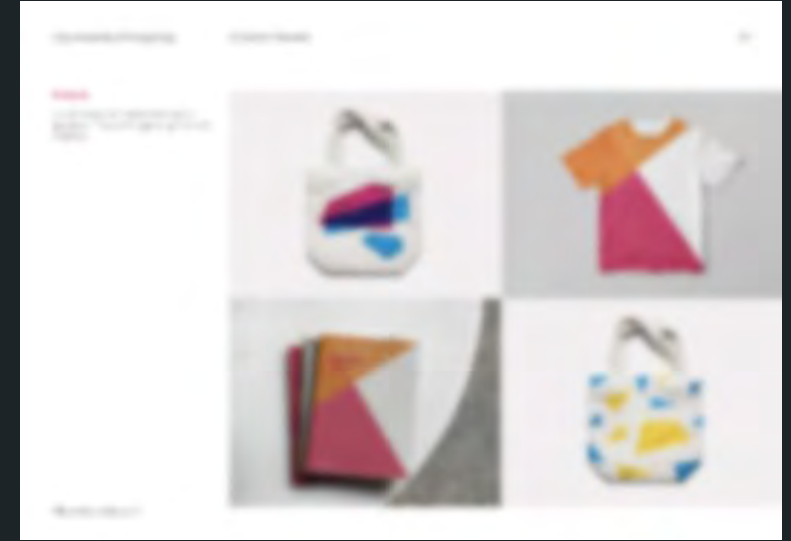
香港城市大學  
City University of Hong Kong  
College of  
**Business**



香港城市大學  
City University of Hong Kong  
Department of  
**Economics & Finance**



香港城市大學  
City University of Hong Kong  
Department of  
**Linguistics and Translation**



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CORPORATE / MASTER BRAND



'Monolithic' brand architecture

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LIFE SCIENCES



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AND PHYSICAL  
SCIENCES



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COMPUTER SCIENCE



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UNIVERSITY  
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SCHOOL OF  
LAW



QUEEN'S  
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**“START HERE. GET THERE.”**

**“GOING ANYWHERE STARTS HERE!”**

Brand distinctiveness is very difficult!



Typical university marketing collateral showing students of mixed diversities and green trees.



Brand distinctiveness is very difficult!



Typical university marketing portraying university research with scientists in lab coats.

Brand distinctiveness is very difficult!



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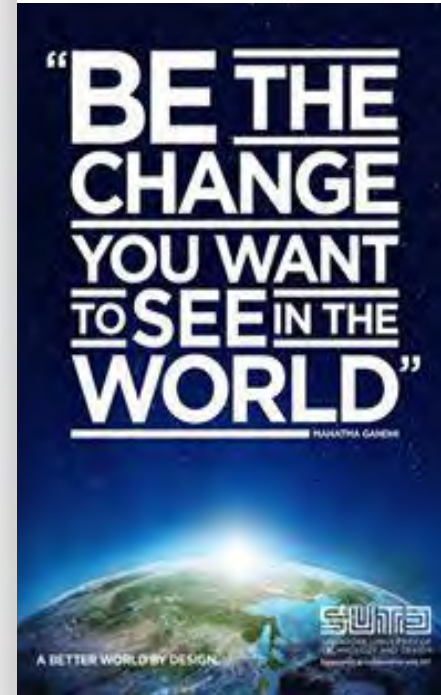
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\*Academic Ranking of World Universities 2017. \*\*Excellence in Research Australia 2015.

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with 



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建立自我，追求无我 Building up oneself for pursuit of selflessness

—李燕斌 Li Ka-shing



Brand distinctiveness is very difficult!

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**24<sup>th</sup>**  
THE Asia University Rankings 2018

**113<sup>th</sup>**  
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**1,009**  
Number of international partner universities

**2,174**  
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Kathmandu, Nepal

Making educational connections across the globe

Located at altitude of up to 2500m (8000ft) Tribhuvan University is Nepal's oldest and largest university established in 1959 which caters the educational need of more than 370000 students serving at least 10 percent of the student population of a Himalayan country covering all geographical regions and ecological zones from near to distant places. This is a wonderful educational institution with its unique features of ethnic diversity and multiculturalism.

As a seriously engaged educational institution, TU is committed to providing quality education at a significantly low cost to people of all communities – males and females, privileged and underprivileged, national and international – who later become essential experts in various fields of public policy making and result-oriented actions of research and development and contribute to the nation and society as a whole. TU is dedicated to excellence in teaching and research.

TU administers nine Institutes/ Faculties and four Research Centers. Forty departments in various disciplines are currently running 292 programs. The programs range from Arts and Humanities to Physical/Natural Sciences to Business/ Management Studies to Law and Education as well as Medicine, Engineering, Agriculture, and Forestry. It is really a beautiful educational hub where many students would like to come and join from home and abroad.

[www.tu.edu.np](http://www.tu.edu.np)

**CYPRUS UNIVERSITY OF TECHNOLOGY**

"A young University committed to academic excellence, cutting-edge research and innovation"

- Faculty of Communication and Media Studies**
  - Department of Communication and Internet Studies
  - Department of Public Communication
- Faculty of Geotechnical Sciences and Environmental Management**
  - Department of Agricultural Sciences, Biotechnology and Food Science
  - Department of Environmental Science and Technology
- Faculty of Management and Economics**
  - Department of Hotel and Tourism Management
  - Department of Commerce, Finance and Shipping
- Faculty of Health Sciences**
  - Department of Nursing
  - Department of Rehabilitation Sciences
  - Cyprus International Institute for Environmental and Public Health
- Faculty of Fine and Applied Arts**
  - Department of Multimedia and Graphic Arts
  - Department of Fine Arts
- Faculty of Engineering and Technology**
  - Department of Civil Engineering and Geomatics
  - Department of Electrical Engineering, Computer Engineering and Informatics
  - Department of Mechanical Engineering and Materials Science and Engineering

"Simos Menardos" Language Centre

**University Rankings**

- Among the 351-400 top universities (Times Higher Education World University Rankings 2017-18)
- 59th in THE Young University Rankings 2018
- 12th in THE Millennial Universities Rankings 2018
- 2nd best university among THE New Europe University Rankings 2018

[www.cyprusuniversity.ac.cy](http://www.cyprusuniversity.ac.cy)



## Promoting your research impact

- Promote key beacons of your research excellence.
- Talk about the impact of your research – how is it making the world a better place?
- Celebrate your faculty and their work.
- Make it relevant, dynamic and engaging.

**DELIVERING TARGETED**

University of Melbourne researchers are open to work to improve the prognoses of patients with cancer across Australia. Oncology pioneers are revolutionising personalised medicine – targeted therapy for effective anaesthesia, the right cancer treatment drugs that are used for each individual. This collaboration between researchers, hospital clinicians and industry leaders in the fields of medicine, genetics and biotechnology is making a difference.

BIOMEDICALSCIENCES.UNIMELB.EDU.AU

**WHEN ACCOUNTANTS COLLIDE WITH BOTANISTS**

**HELPING CITIES BREATHE**

Accountants and botanists at the University of Melbourne are working together to find the way we plan our cities of tomorrow. Our groundbreaking research has led to the development of a tool that predicts exactly how much CO<sub>2</sub> is absorbed by trees in urban and climatically similar cities. This allows us to calculate the precise amount of carbon that will be removed from the atmosphere by planting certain trees, shrubs and grasses. Capturing and reporting this information in meaningful ways will lead to better policy by regulators, better decision-making by governments, investors and businesses. This collaboration between researchers, hospital clinicians and industry leaders in the fields of medicine, genetics and biotechnology is making a difference.

COLLISION.UNIMELB.EDU.AU

**WHEN FORESTRY COLLIDES WITH SOFTWARE MAPPING**

**PREDICTING THE PATH OF BUSHFIRES**

PHOENIX RapidFire is a revolutionary computer program that helps protect homes and lives during bushfire season. Designed by University of Melbourne researchers, it can predict how hot a bushfire might burn, how high the flames will go, and where the embers might land – all within two minutes of the bushfire being reported. The program delivers crucial information to trained fire analysts, allowing them to plan an effective emergency response; giving people a better and earlier assessment of the risks to their safety.

COLLISION.UNIMELB.EDU.AU



# Creative Services.

Supporting and advising your university's marketing department via:

- Digital and print design work.
- Editorial-style writing and editing.
- Copy and ad-writing.
- Creating a compelling narrative for your university.



## Research Focused ads

- Promote your specific research strengths.
- Celebrate your faculty and their work.
- Talk about the impact of your research – how is it making the world a better place?
- Keep it relevant and engaging.



# THE WORLD NEEDS NEW



Right this second, 200 million people are exposed to high levels of arsenic in their drinking water. Meet Professor Ravi Naidu and his team at the University of Newcastle. They're on a mission to help remove the 250 gigatons of life-threatening contaminants polluting the world's soil, water and air. The impact of Professor Naidu's research is nothing short of remarkable. His team's work has already improved the lives of thousands of people in Bangladesh by making their water safe.

## THE UNIVERSITY OF NEWCASTLE, AUSTRALIA

Now, more than ever the world needs new. New thinking, new ideas, new approaches to face the challenges of tomorrow.

The University of Newcastle (UON) is a place where our students and researchers are inspired to bring new into the world.

For the last 50 years, UON has specialised in delivering superior education to talented students from all walks of life. Our degrees are shaped

around global learning, work placements and entrepreneurial approaches to study.

UON has world-class research and innovation that creates new thinking, new ideas and new breakthroughs, not just in Australia, but around the world. We're proud that our researchers are among the world's best.

[Get involved at newcastle.edu.au/new](http://newcastle.edu.au/new)

© 2014 The University of Newcastle. All rights reserved.

The University of Newcastle:

- UoN are continuing this campaign across multiple media platforms.

UONnews Retweeted

**UON Sydney** @uonsydney · Dec 13

Presented by US Political expert, Harry Melkonian, this course will examine newly released documents relating to the JFK Assassination - see [sydney.newcastle.edu.au/course/JFKA](http://sydney.newcastle.edu.au/course/JFKA) for details. #JFKfiles #Politics #sydneycourses

**POLITICS: JFK - THE NEW FILES**

1 1 2

**THE WORLD NEEDS NEW**

**THE UNIVERSITY OF NEWCASTLE, AUSTRALIA**

Now, more than ever the world needs new. New thinking, new ideas, new approaches to face the challenges of tomorrow. The University of Newcastle (UoN) is a place where our students and researchers are inspired to bring new into the world. For the last 50 years, UoN has specialised in delivering superior education to talented students from all walks of life. Our degrees are shaped around global learning, work placements and entrepreneurial approaches to study. UoN has world-class research and innovation that creates new thinking, new ideas and new breakthroughs, not just in Australia, but around the world. We're proud that our researchers are among the world's best. [Get involved at newcastle.edu.au/new](http://newcastle.edu.au/new)

funding  
By Chris Havergal 29 December

New hub puts scientists on front line against disease outbreaks  
By Holly Else 27 December

Czech university urged to bar new dean over 'junk journal' papers  
By Jack Grove 23 December

majority of nation's youth greeted with scepticism by university sector  
By Jack Grove 28 December

Have English reforms led to universities fishing in same pool?  
By Simon Baker 26 December

Russian universities excel in Kremlin-backed rankings  
By Jack Grove 23 December

political challenges'  
By Chris Havergal 27 December

Denmark moves from quantity to quality in Nobel prize plan  
By David Matthews 24 December

Journal apologises for review's 'lady author' slur  
By Rachael Pells 22 December



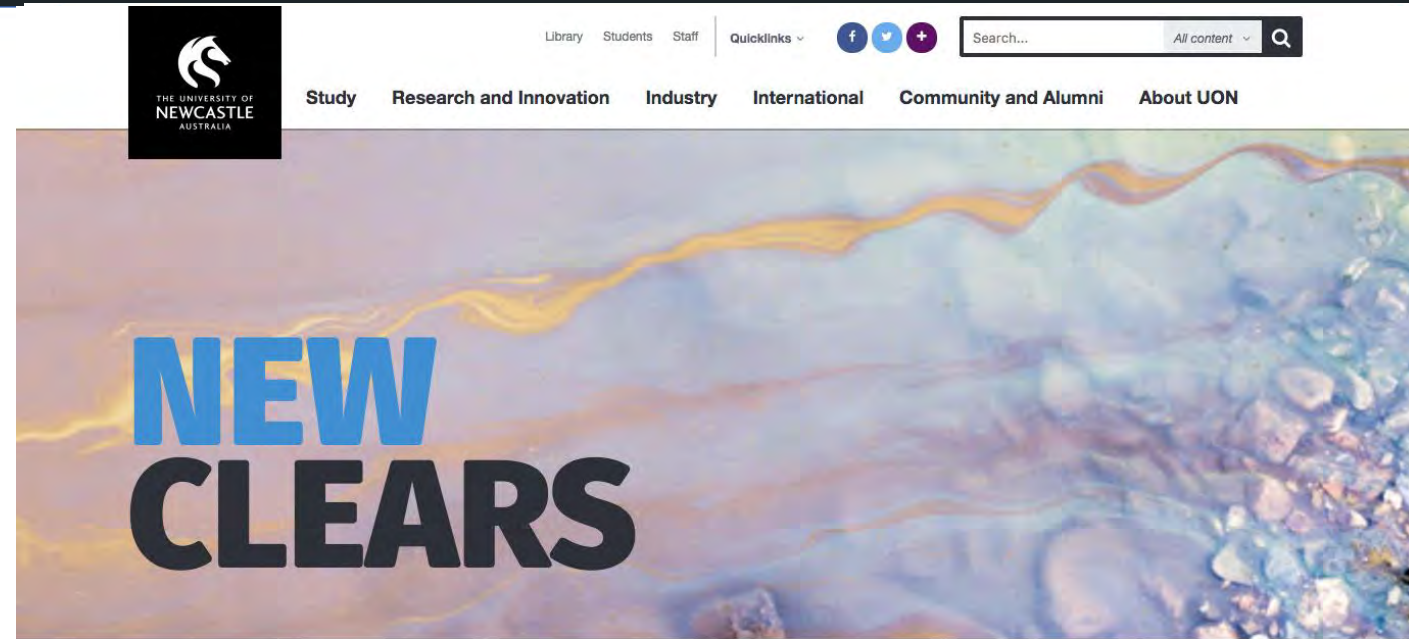
Varwick scraps 10th campus plan  
Expresses concern about aints and 'global

**THE WORLD NEEDS NEW**



## University of Newcastle, Australia:

- Use your **web presence** to your advantage by promoting your research and teaching excellence.
- Create **visually dynamic** and **engaging** content.
- Focus on your research strengths, and **impact** on society.
- Use and promote your **faculty** to help tell the story.
- Universities in emerging economies are generally not promoting their research effectively.
- Partner with *THE* to host and promote your content on **THE's Research Hub**.



New can be hiding right under your nose. But it takes someone special to find it. Meet Professor Ravi Naidu and his team at the University of Newcastle. They're on a mission to help remove the 250 gigatons of life-threatening contaminants polluting the world's soil, water and air.



**Professor Ravi Naidu**

Professor Ravi Naidu leads the Global Centre for Environmental Remediation (GCER).



“I hope that I have contributed to a cleaner, safer environment. More specifically, I believe my work will help to build capacity in developing countries, so that they are equipped to prevent, manage and clean up their



68%

of academics who had voted for UoN said they had seen the UoN brand in media stories or adverts in the last 6-months.

Global 'yes' average is 55%.

A screenshot of a survey question. At the top left is the 'THE WORLD UNIVERSITY RANKINGS' logo, and at the top right is the Elsevier logo. The question text is: 'Can you recall seeing any adverts and/or media stories in the last six months about the universities you've just selected?'. Below the question are two radio button options: 'Yes' (selected) and 'No'. At the bottom of the survey window are navigation arrows '<<' and '>>'. Below the survey window, it says 'Charities supported by this study: UNICEF'.

THE WORLD UNIVERSITY RANKINGS

ELSEVIER

Can you recall seeing any adverts and/or media stories in the last six months about the universities you've just selected?

Yes

No

<< >>

Charities supported by this study: UNICEF





## The importance of a good university website.

*“There is substantial reputation risk as well. A poorly designed website reflects negatively on the institution and it goes beyond brand and messaging. Having broken links, content that is out of date, misspelled words, etc. are symptoms of a site that doesn’t receive the proper care and feeding, and it hurts credibility.”*

*“Students are relying on **University websites as their one-stop-shop to learn about a university.** Universities need to make sure the content on their websites is up-to-date and enables students to get the information they need to see themselves becoming a student at the university. Students aren’t going to reach out to fill in any gaps.”*

**A good website is critical, a bad website will damage your brand. It’s your strongest marketing tool and a digital representation of your university. External stakeholders will judge you on it.**

**Sell your destination.**

- Selling your destination is just as important as selling your product.
- Will academics be willing to relocate their families?
- Why should students be excited about studying and living in your region?
- What cultural experiences are available?
- Every city/country in the world has something unique to offer. Promote what you're proud of.





# THE Reputation Management Solutions c

Home Moments Notifications Messages

## #inthisgen

Top Latest People Photos Videos News Broadcasts

Search filters · Show

Who to follow · Refresh · View all

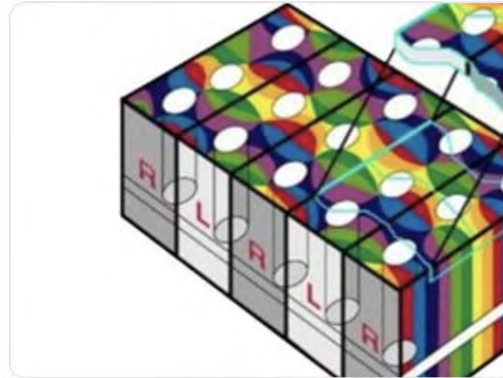
- Wollongong City @Wollo... Follow
- UTS @UTSEngage Follow
- Western Sydney Uni @... Follow

Find people you know

Trends for you · Change

- #AppleEvent**  
Watch live at 5 pm  
Promoted by Apple
- Schengen**  
4,204 Tweets
- Scott Walker**  
Experimental pop star Scott Walker dies aged 76
- #MondayMotivation**  
UOW Research is Tweeting about this
- Pringles**  
People are really quite upset about how crisps were ranked in a Channel 5 show.
- Dusseldorf**  
Flight due for Germany lands in Scotland
- #FBLI2019**

**UC Berkeley** @UCBerkeley · 22 Oct 2017  
ICYMI: \$13.4M grant to build next-gen MRI #brain scanr  
[bit.ly/2zE6gVf](https://bit.ly/2zE6gVf) #InThisGen



2 4 15

**UC Berkeley** @UCBerkeley · 20 Oct 2017  
Berkeley experts on how to build more secure, faster AI  
#InThisGen



2 2 14

**UC Berkeley** @UCBerkeley · 30  
What can we change in a single ge...  
to climate, energy to economic equ...  
advocacy projects that we hope will...  
#InThisGen #BerkeleyResearch bit.



7 16

**michelle** @michelle\_ebooks · 2  
idk cal day was the best :-  
#sharec



UC Berkeley liked

**Kasey Klimes** @KaseyKlimes · 1 Jun 2018  
The unapologetically bold optimism of @UCBerkeley's "Remember when..." campaign is almost shocking in the current cultural climate. I love it.

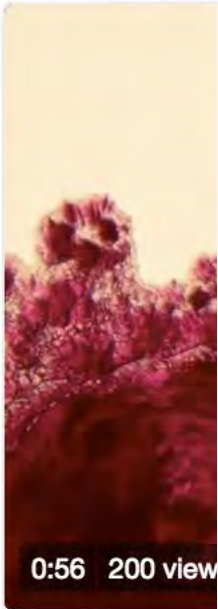
#inthisgen



1 5 22



Tsinghua Unive  
Art from chemist  
are creating bea  
chemical reactio  
#Tsinghuaalumn



0:56 200 view

1 1



UOW Research @uowre  
"These animals are natur  
in @NatGeo nationalgeo  
#ValentinesDay 🌸



These animals are na  
For Valentine's Day, w  
nationalgeographic.co

1



UTS Research @UTSResearch · Aug 10  
You know #smoking whilst pregnant is bad  
@UTS\_Science , @KollingINST & collabora



5 3



Harvard Business @HarvardHBS · Oct 17  
New faculty research finds that waiting periods for handgun purchases prevent about 750 gun deaths each year



Handgun Waiting Periods Save Hundreds of Lives a Year, Study Finds  
The policies, which are supported even by many gun owners, would prevent more deaths if they were in place nationwide, researchers conc...  
nytimes.com

9 13

Harvard Business Retweeted



Deepak Malhotra @Prof\_Malhotra · Oct 17  
Our latest research shows we can reduce gun deaths without limiting gun rights. RT #WaitingPeriodsWork #Bipartisan



Handgun Waiting Periods Save Hundreds of Lives a Year, Study Finds  
The policies, which are supported even by many gun owners, would prevent more deaths if they were in place nationwide, researchers conc...  
nytimes.com



Ryerson University in Canada is often associated with its polytechnic past. Ryerson has seen huge growth in its research, but its reputation has failed to keep up with the caliber of its academics. This campaign was designed to build the reputation of its research, to increase future funding and industry partnership opportunities.

- Strong yet simple visuals.
- Writing is cohesive and effective.
- Strong incorporation of research staff into the story-telling.
- Delivered across multiple platforms.

## Social Ads

LinkedIn (paid and organic posts)



Facebook (paid and organic posts)



Twitter (organic only)







**ZHEJIANG UNIVERSITY**  
A LEADING UNIVERSITY IN ASIA

**1897**

Founded

**24,878**

Undergraduate students

**6,843**

International students

**\$638.2M**

Research funding

**28,795**

Postgraduate students

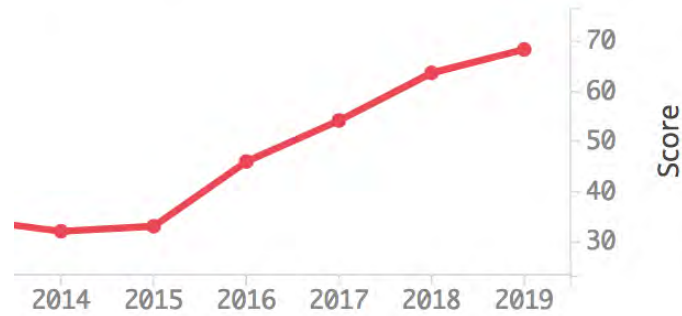
**3,500**

Academics

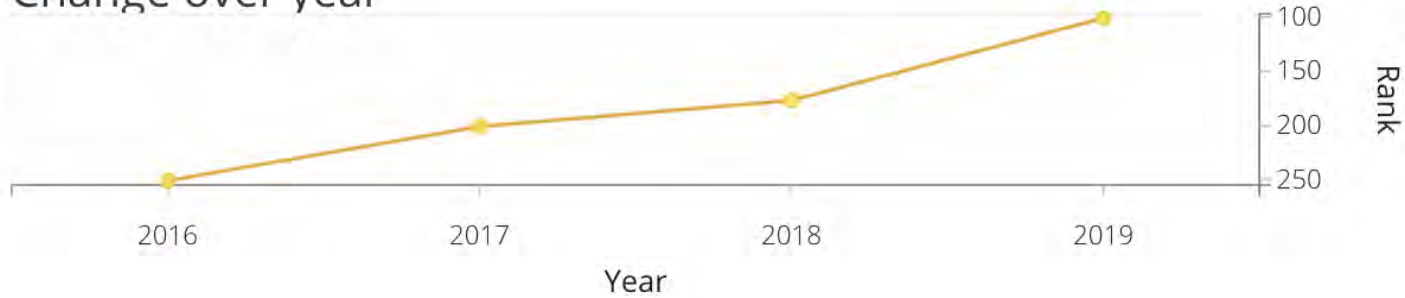
2015 WUR = **301-350**

2019 WUR = **101** ↑

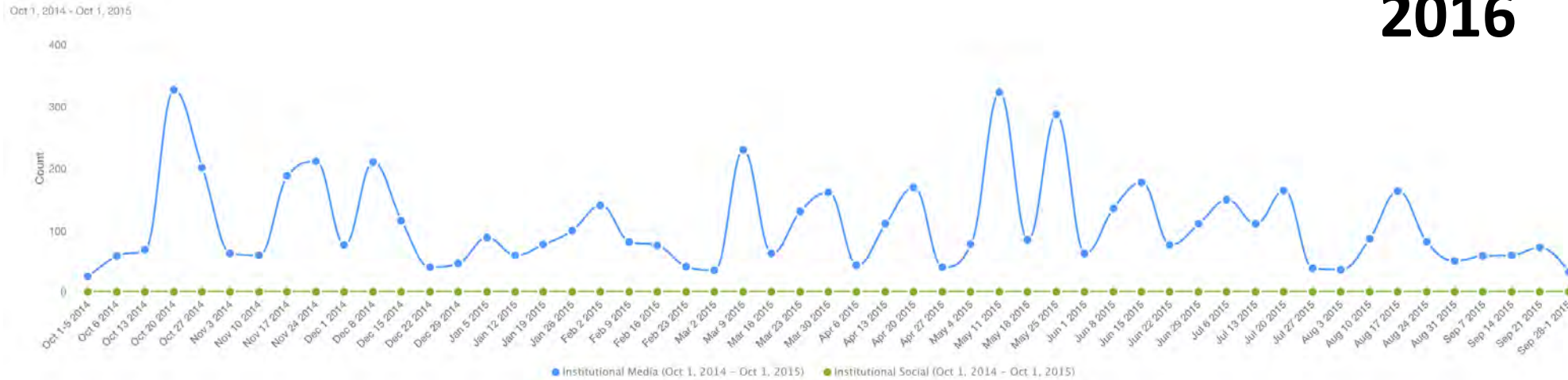
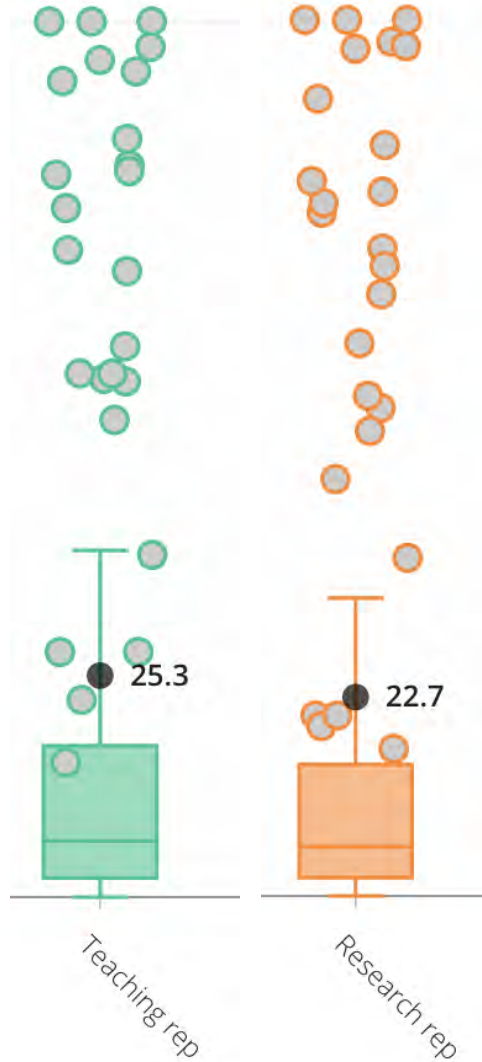
RESEARCH



Change over year

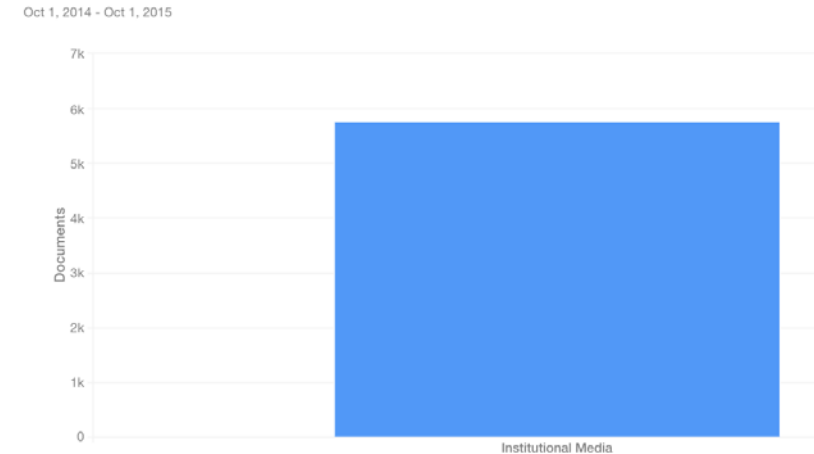


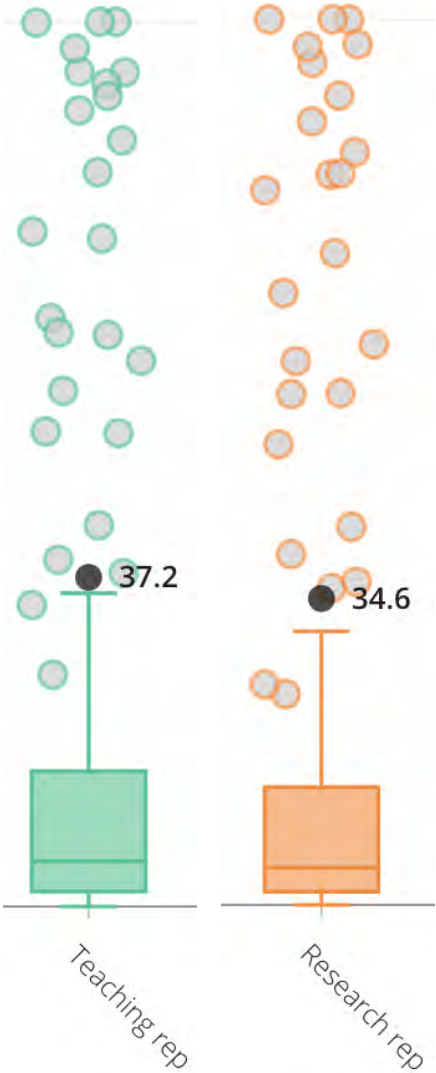
2016



5,755 media mentions

The box and whiskers plot on the left reflects ZJU's performance in the teaching and research reputation metrics in the 2016 *THE* World University Rankings. Above, is their media mentions (blue) over the same ranking period. Note that the chart caps at **400** mentions, and totals **5,755** media mentions over that 12-month period. There are zero social media mentions (green).

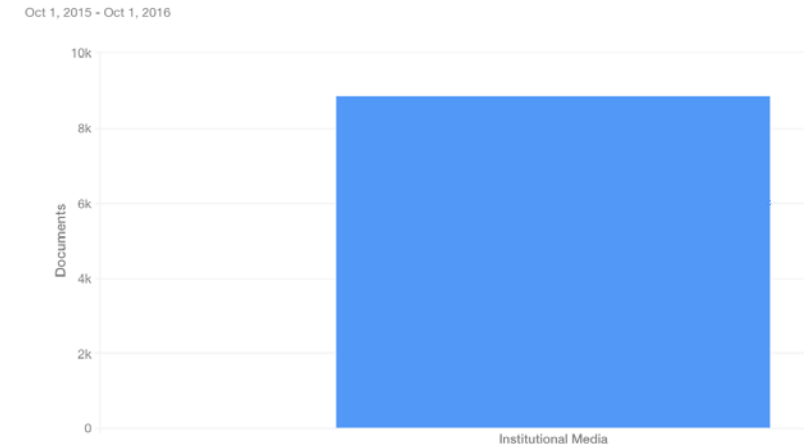


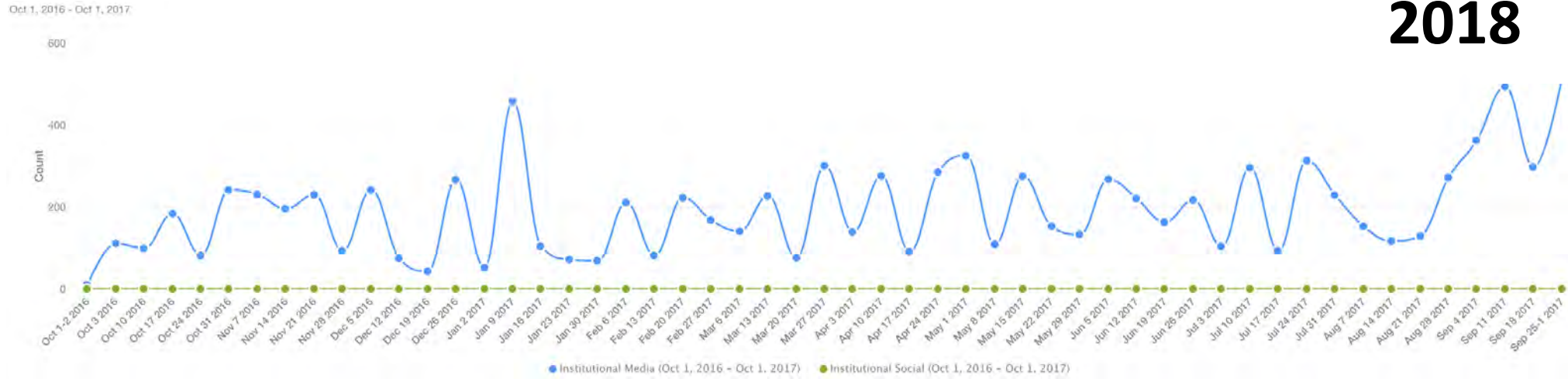
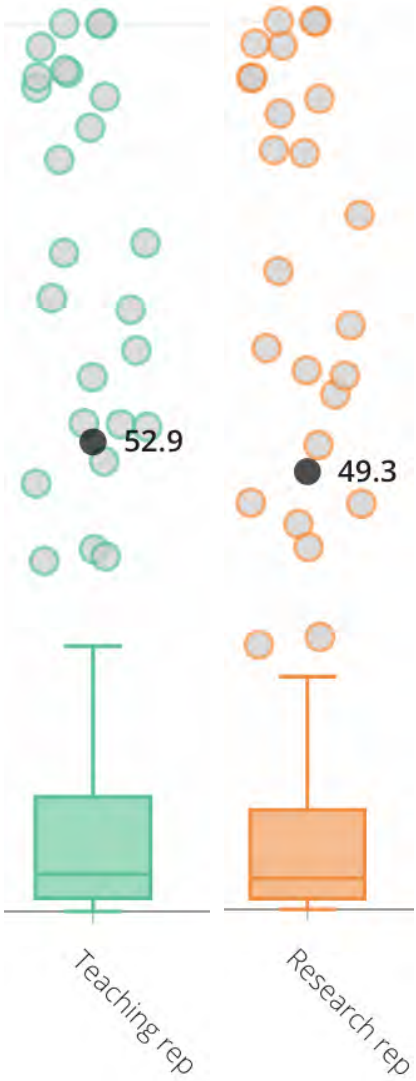


## 2017

**8,892 media mentions**

In the 2017 *THE* World University Rankings, ZJU improved their teaching and research reputation metric scores by approximately **12 points** each. During this time, their media mentions also increased to **8,892**, with a cap of **500** on the chart above. This is an increase of over **3,000** media mentions over the same period last year. There are still zero social media mentions at this time.

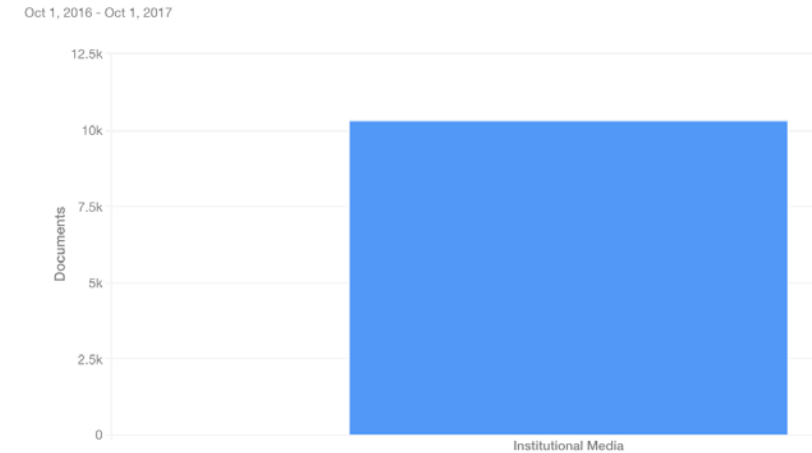


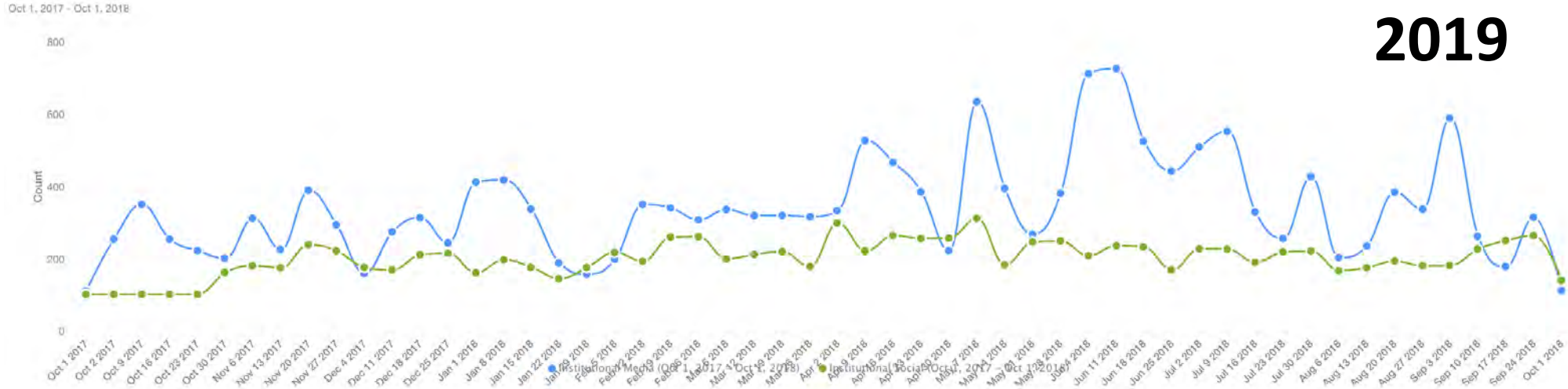
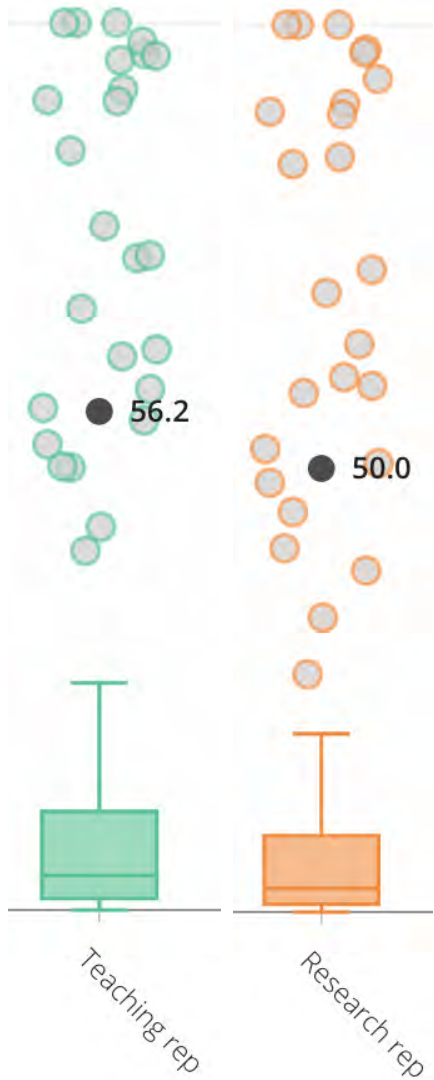


2018

10,320 media mentions

In the 2018 *THE* World University Rankings, ZJU again improved their teaching and research reputation metric scores significantly to reach a score of **50**, overtaking a number of their benchmark peers in the process. Their media mentions also increased to **10,320** for the year. There are still zero social media mentions at this time.

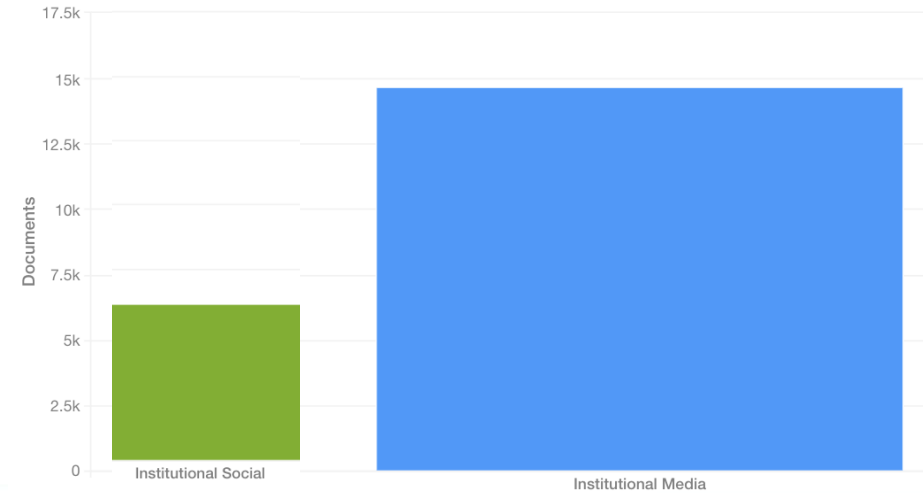


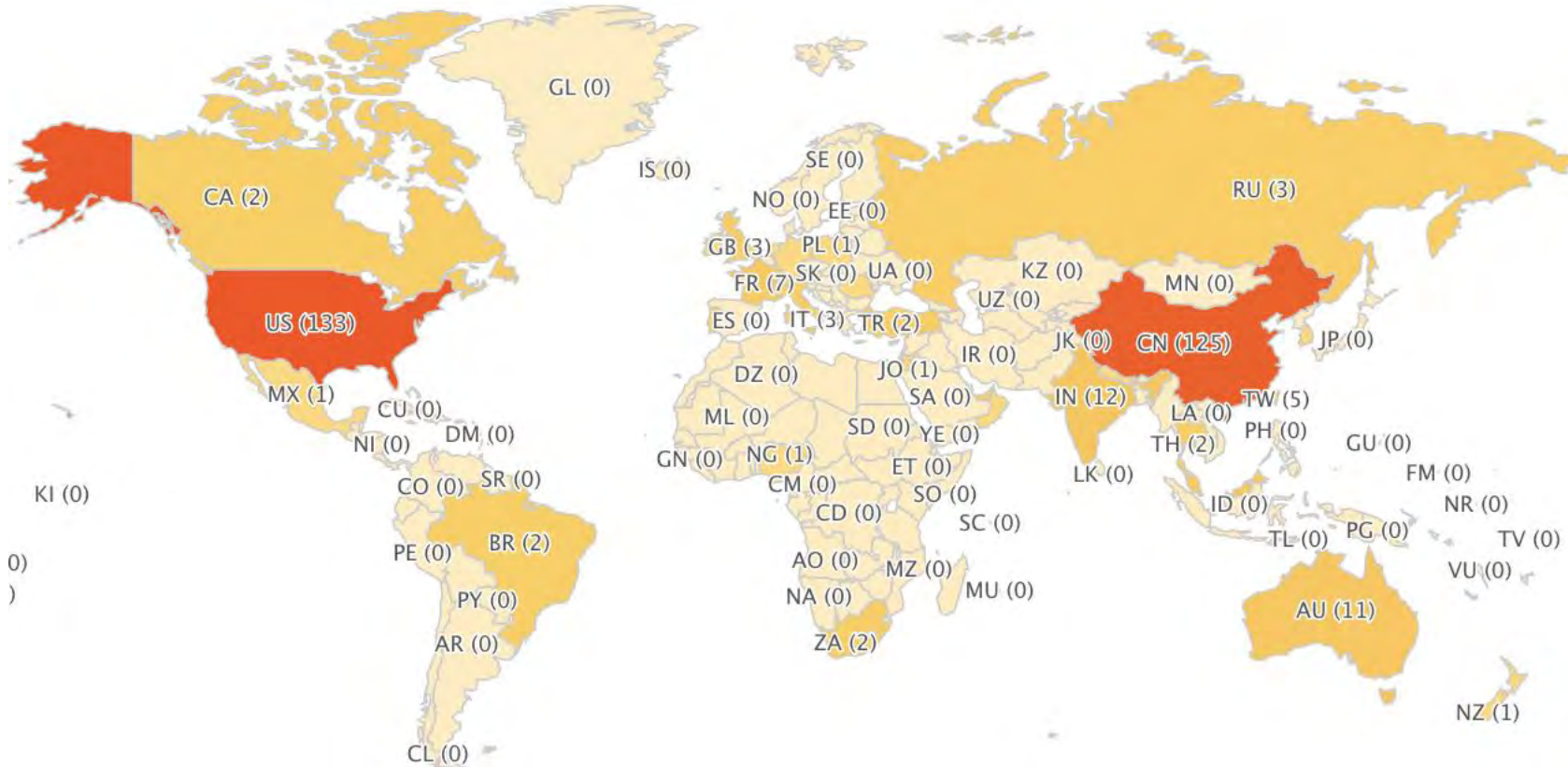


## 2019

**20,838 media mentions** (6,136 of which from Social Media)

In the current 2019 *THE* World University Rankings, ZJU improved their reputation metrics further and overtook even more peers. This advancement is in line with their much stronger media and brand awareness, which now caps at **800** in the chart above, at **20,838** total mentions. This also includes **6,136** mentions from Social Media which ZJU had begun to adopt actively.





In 2013, Zhejiang University’s media coverage was primarily isolated in China and the US (making up just over **70%** of all media mentions).

In 2019, Zhejiang University has a much wider global footprint (with China and US accounting for **<50%**), resulting in greater awareness around its excellence and its brand amongst key HE stakeholders (students, parents, academics, researchers, industry, government, leadership), around the world.

## Examples of media run with THE



**LEADING THROUGH INNOVATION**

[FIND OUT MORE](#)



### Transformation

#### Building for the future

Over the last 10 years, Zhejiang University has made huge capital investments in its infrastructure and facilities.



### Research

#### Microsatellites

Multidisciplinary innovations in aerospace, electronics, machinery, and control science at ZJU have contributed to the development of Chinese...

Promoted by Zhejiang University  
SPONSORED



### Innovation

#### Global Grand Challenges Summit

An 'air faucet system' developed by students at Zhejiang University won first prize in the 2015 Global Grand Challenges Summit. Although...

Promoted by Zhejiang University  
SPONSORED



PROFESSIONAL JOBS SUMMITS RANKINGS STUDENT ABOUT US



## Zhejiang University



Laying claim to several areas of research strength, ZJU currently ranks within the top 100 universities in the *Times Higher Education World Reputation Rankings*.

The institution prides itself on a culture of innovation and creativity, and has significantly invested in the development of cutting-edge specialisms in order to encourage both. Manned spaceflight, assembly technology for large aircraft, clean energy, marine technology, industrial control technology, and global public health initiatives related to the prevention and treatment of infectious diseases, have all benefitted from the recent investment.

ZJU is also renowned for the number of business start-ups it gives rise to. Over 100 of its alumni sit at the helm of domestic or overseas listed companies, while a further 200 have been elected members of the prestigious Chinese Academy of Sciences and the Chinese Academy of Engineering, making Zhejiang University synonymous with entrepreneurship and leadership.

Other innovative developments include the creation of a high-level platform for intellectual property exchange, as well as the formation of a number of think-tanks, including the China Academy of Western Region Development, the National Research Center for Agricultural and Rural Development, and the Institute for Public Policy, which exists to extend the scope of ZJU's social sciences' research.

Brought to you by

Zhejiang University



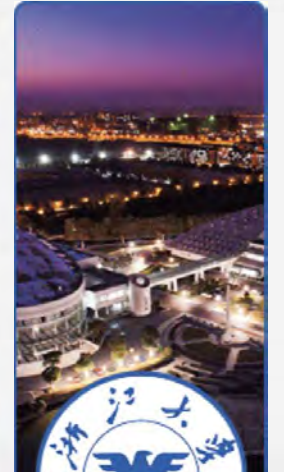
Seven campuses

Promoted by Zhejiang University



Innovation

Promoted by Zhejiang University



**LEADING THROUGH INNOVATION**

[FIND OUT MORE](#)



# THE's Audience.

- 30 million strong. Global audience.
- Editorial content gives us an influential audience of academics, researchers, university leadership and government.
- Rankings gives us an audience of international students and parents.
- Print & Digital.

DEMOGRAPHICS

## A growing global audience

As a leading publisher in higher education for almost 50 years, and author of one of the world's most renowned and respected rankings systems, *Times Higher Education* is in the unique position of commanding an expansive academic and student audience from around the world. Approximately 75 per cent of *THE*'s rankings audience is students, and *THE*'s professional section is almost exclusively made up of academics, researchers and university leaders. Below is a geographical breakdown of our professional and student audience segments.



	ACADEMIC	STUDENT
<b>NORTH AMERICA</b>	<b>42%</b>	<b>44.2%</b>
	UNIQUES	% TRAFFIC
1 USA	6,082,015	87%
2 Canada	934,221	13%

	ACADEMIC	STUDENT
<b>LATIN AMERICA</b>	<b>2.8%</b>	<b>3.3%</b>
	UNIQUES	% TRAFFIC
1 Brazil	259,126	33%
2 Mexico	130,829	16%
3 Colombia	89,419	11%
4 Chile	67,291	8%
5 Peru	41,650	5%

	ACADEMIC	STUDENT
<b>OCEANIA</b>	<b>7.5%</b>	<b>5.1%</b>
	UNIQUES	% TRAFFIC
1 Australia	973,161	87%
2 New Zealand	128,276	12%

	ACADEMIC	STUDENT
<b>AFRICA</b>	<b>2.8%</b>	<b>3.2%</b>
	UNIQUES	% TRAFFIC
1 South Africa	193,090	23%
2 Nigeria	133,632	16%
3 Egypt	117,973	14%
4 Kenya	60,384	7%
5 Ghana	44,005	5%

	ACADEMIC	STUDENT
<b>EUROPE</b>	<b>33.1%</b>	<b>25.7%</b>
	UNIQUES	% TRAFFIC
1 UK	3,827,291	52%
2 Germany	597,274	8%
3 Turkey	335,349	5%
4 France	327,560	4%
5 Netherlands	284,145	4%

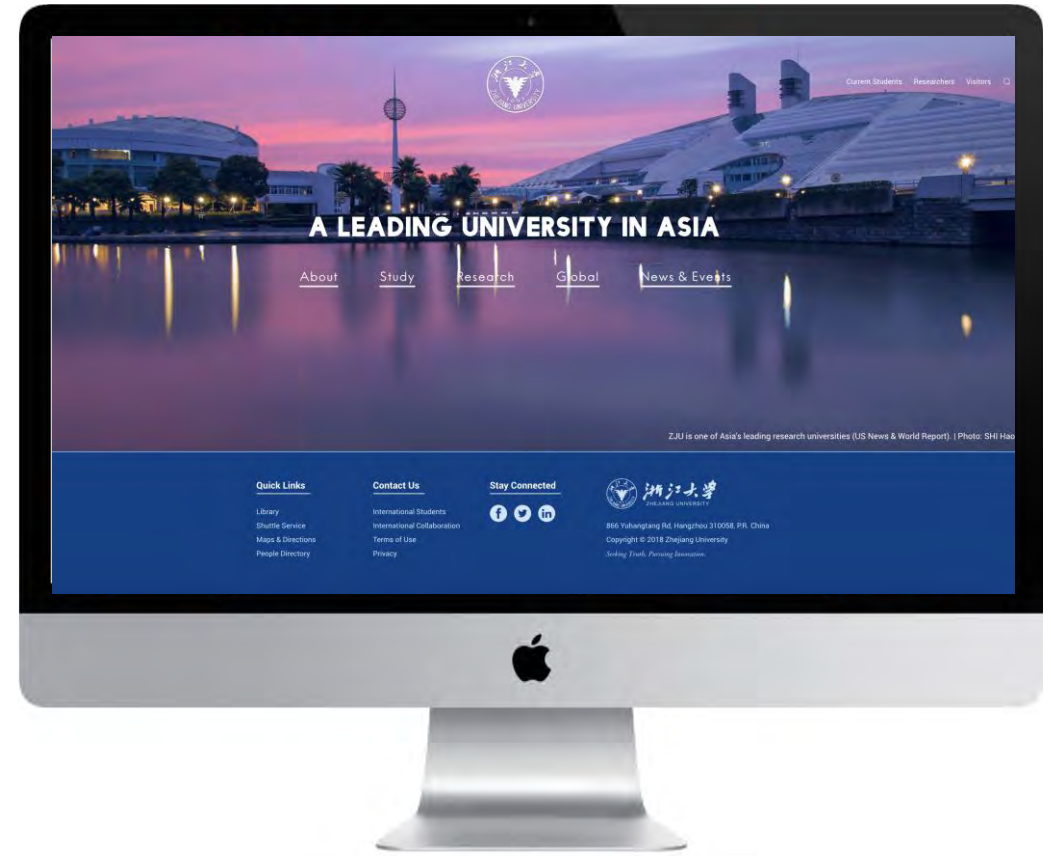
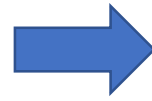
	ACADEMIC	STUDENT
<b>ASIA</b>	<b>11.8%</b>	<b>18.4%</b>
	UNIQUES	% TRAFFIC
1 India	1,280,793	21%
2 China	456,392	7%
3 Japan	432,379	7%
4 Singapore	388,425	6%
5 Malaysia	379,172	6%
6 Hong Kong	341,979	6%

Source: Looker Analytics, August 2016 to August 2017.





# THE Reputation Management Solutions



Website up to 2018 did not give the impression of an innovative, leading university. Its content wasn't prioritised correctly, optimised for search engines or particularly engaging, compared to other top-tier unis.

Zhejiang's current website does reflect a modern, world-class university. The content is intuitive, engaging, optimised for search engines and it reflects Zhejiang's excellence.



# THE Reputation Management Solutions

ZJU have become increasingly more proactive on Social Media, which has helped with their engagement with students, academics and researchers, globally.

Zhejiang University  
@ZhejiangUniversityChin  
Home Posts Reviews Videos Photos About Community Info and ads  
Create a Page

Like Follow Share Send Message

Create post  
Write a post...  
Photo/Video Tag friends Check in

**Zhejiang University**  
7 hrs · 1,730 people like this, 1,942 people follow this

Recently, Dr. WANG Dawei and Prof. WANG Haohua from the Interdisciplinary Center for Quantum Information, in collaboration with several domestic and overseas teams, have successfully synthesized antisymmetric spin exchange interactions in an artificial quantum system and explored a novel approach to chiral spin clusters in superconducting circuits. Relevant findings are published in the January 21 issue of Nature Physics.

For more information, please visit  
<http://www.zju.edu.cn/engl.../2019/0209/c19573a981776/page.htm>

ABOUT ZHEJIANG UNIVERSITY  
Our Story  
Zhejiang University (ZJU) is one of China's top higher education institutions, as well as one of it...  
See more

Community  
Invite your friends to like this Page  
See all

About  
See All

Home Moments Search Twitter Have an account? Log In

**Zhejiang University**  
@ZJU\_China  
zju.edu.cn/english  
zju.edu.cn/english  
Joined April 2017  
75 Photos and videos

Tweets 133 Following 57 Followers 394 Likes 61  
Follow

Tweets Tweets & replies Media

**Zhejiang University** @ZJU\_China · 9h  
The motto of the university:  
Seeking Truth, Pursuing Innovation

New to Twitter?  
Sign up now to get your own personalized timeline!  
Sign up

Worldwide trends  
#MondayMotivation 89.9K Tweets  
#FelizLunes 23.4K Tweets  
Taemin 263K Tweets  
#ÖzgecanAslan 68.7K Tweets  
#WomenInScience 31.5K Tweets  
#BuenLunes 4,577 Tweets  
Jay White 1,906 Tweets  
リザードン検定 2,507 Tweets  
ジーニー 48.5K Tweets  
ハモネブ 1,068 Tweets



Zhejiang University - China

Below is a testimonial from Zhejiang University following their successful consultancy session with THE, across data and branding:

*“We really appreciate THE’s support in helping ZJU understand more clearly what we need to do to improve, to finally become a world-class global university.”*

Mr YE Min

Deputy Party Secretary, Zhejiang University

Zhejiang University have recently committed to extending their partnership with THE for another 5-years, across DataPoints, branding, student recruitment and consultancy.



# THANK YOU.

Ritin Malhotra

**Regional Director (South Asia)**

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