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Publisher point of view on open research data production process

As a publisher, we occasionally have a tendency to treat ‘the publication’ as ‘the research outcome’. In reality of course, we do realize that a publication is just a point in time to mark yet another step in the scientific discourse. Is “research data” a better means to express and progress research outcomes? Today I would like to discuss with you how we can improve re-usability and reproducibility of research, by looking at research data throughout the full research life-cycle. How can we integrate better with the researcher workflow to add value without introducing bureaucracy?

Wouter Haak is responsible for research data management at Elsevier. Prior to this, he was responsible for Elsevier’s product strategy for Scopus, ScienceDirect and Mendeley. Both roles share the core focus on delivering tools that improve research outcomes. In the area of data, use and re-use is increasingly important. This goes beyond the availability of data – it is about data normalization, discoverability, trust, credit, and overall integration. Therefore the future of research is about the ability to better share data where all stakeholders benefit.

Prior to Elsevier, Wouter has a background in online product and strategy roles. He worked for more than 5 years at eBay Classifieds, e.g. Marktplaats.nl, Kijiji.it – in roles varying from business development to overall responsibility for the classifieds businesses in Italy, France, Belgium and Turkey. Strategy experience comes from having worked with the Boston Consulting Group for 7 years. Finally, Wouter has also worked for two start-up/early stage tech companies. His role has always been to bridge the understanding between the customer, end-user and technical opportunities.