

RESEARCH AND CREATIVE WORKS PROMOTION POLICY

1. Policy Purpose

The Centre for Research & Innovation (CRI) recognises the importance of promoting the scholarly work of our faculty. The promotion of these works enhances visibility, encourages collaboration, demonstrates impact, and reinforces BUV's position as a hub of research and innovation. This policy sets out guidelines for faculty to participate in the dissemination of their research and provides a clear process for how CRI will facilitate the promotion of their publications.

2. Scope

This policy applies to all faculty members at BUV who are engaged in research activities that result in academic publications. The publications may be articles in academic journals, conference papers, books, book chapters, and other scholarly outputs.

3. Procedure

Faculty members are required to notify the CRI of any research outputs via the SharePoint form. This includes but is not limited to: peer-reviewed journal articles, books, book chapters, conference proceedings, reports, and creative works.

- a. **Notification:** Faculty members are required to complete and submit a form available on SharePoint to notify CRI about their recent publications. The form should include essential details such as publication title, journal/conference name, publication date, and a summary of the research and its potential impact.
- b. **Promotion Plan Development:** Upon receiving the form, CRI will review the information and develop an appropriate promotion plan. The faculty member will be invited to participate in the creation of a promotional video that focuses on the impact of their work, particularly how it contributes to Vietnam's development and prosperity. This video will be disseminated through various social media channels managed by BUV.
- c. **Scale of Promotion:** The scale of promotion will be primarily determined by the number of research points obtained as per the Academic Workload Framework, with exceptions for Creative Work. The following table outlines the promotion strategies used, as well as examples of the categories of work which achieve these points. The promotion of activities which do not fit into these categories will be determined by the relevance to BUV priorities.

i. Research points and promotion strategies

Research Points and example activities	Promotion Strategy
<p>5: Top-Ranked Journal Publications, research books, funding of more than \$100k, Creative work A*.</p>	<ul style="list-style-type: none"> • An email announcement, including a brief summary of the research and its implications, will be sent to all BUV staff and students. A link to access the full paper will be included if available. • The Dean for Higher Education will present the work to the Senior Leadership Team. The publication will be featured in the next edition of the BUV newsletter, sent to all BUV stakeholders. • An announcement will be made by the Dean during the next all-faculty meeting, • The researcher will be invited to create a promotional video which will be shared by all relevant BUV social media channels. • The publication and any promotional videos will be highlighted on the News page of the BUV website, as well as the CRI SharePoint site. • The CRI will work with the researcher and external communications team to promote the work to external media sources. <ul style="list-style-type: none"> • The CRI will promote the research through social media.
<p>4: Published article Q1/A, Doctoral completion/supervision, funding \$70k-\$100k, Creative work A.</p>	<ul style="list-style-type: none"> • The Dean for Higher Education will present the work to the Senior Leadership Team. The publication will be featured in the next edition of the BUV newsletter, sent to all BUV stakeholders. • An announcement will be made by the Dean during the next all-faculty meeting. • The researcher will be invited to create a promotional video which will be shared by all relevant BUV social media channels. • The CRI will work with the researcher and external communications team to promote the work to external media sources where relevant to the priorities of BUV. • The publication and any promotional videos will be highlighted on the News page of the BUV website, as well as the CRI SharePoint site. <ul style="list-style-type: none"> • The CRI will promote the research through social media.
<p>3: Published article Q2/B, international research reports, funding \$40k-\$70k, Creative work B.</p>	<ul style="list-style-type: none"> • An email announcement will be sent to all faculty. • The researcher will be invited to create a promotional video which will be shared by the CRI social media channels. • The publication and any promotional videos will be highlighted on the School's page on the BUV website, as well as the CRI SharePoint site. <ul style="list-style-type: none"> • The CRI will promote the research through social media.
<p>1: Published article Q3/C, international conference paper</p>	<ul style="list-style-type: none"> • An email announcement will be sent to the faculty within the relevant School, as well as the Dean. <ul style="list-style-type: none"> • A notice will be posted on the CRI SharePoint site. • The CRI will promote the research through social media.

Research Points and example activities	Promotion Strategy
presentation, funding up to \$5000, Creative work C.	
<p>0.5: Published article Q4/D/unranked, local conference paper presentation, other creative works.</p>	<ul style="list-style-type: none"> • An email announcement will be sent to the faculty within the relevant School, as well as the researcher’s line manager. • The CRI will promote the research through social media.

4. Promotion Policy for Creative works:

The CRI recognises that artistic expression and creative works play a significant role in academic research and innovation. Exhibits and creative works are essential for fostering a vibrant and dynamic research culture at BUV. Thus, the university aims to acknowledge the diverse range of scholarly outputs produced by faculty members and to celebrate the unique contributions that creative disciplines make to the academic community, including visual arts, multimedia installations, media presence, design projects, and other creative expressions.

They provide alternative ways in the practical and applied fields of communicating concepts, exploring areas of knowledge, and bringing insights with highly valuable social and educational impact. These forms of creative expression are particularly valuable in disciplines such as fine arts, design, media studies, and cultural studies.

Recognising that the nature of creative works means that assigning creative work to specific categories is subject to interpretation and discussion by the Research Committee, the following table provides examples of how creative works may be categorised regarding the promotion strategy taken.

Creative works & exhibition	Example works
Creative work A*	<ul style="list-style-type: none"> • Large international exhibitions/contests/biennales with major international reach. • Significant International media presence or attention. • Direct collaboration with internationally renowned recognised/Specialist Publishers, Authors, and Designers.
Creative work A	<ul style="list-style-type: none"> • Large local or small international exhibitions/contests/biennales with national/international reach.

Creative works & exhibition	Example works
	<ul style="list-style-type: none"> • Top national media presence • Large contribution to work with renowned Recognised/Specialist Publishers, Authors, and Designers.
Creative work B	<ul style="list-style-type: none"> • Medium local reach exhibitions/contests. • Secondary national media presence. • Organisation of large/in-group events/conferences/shows for students and other groups.
Creative work C	<ul style="list-style-type: none"> • Small local reach exhibitions published/exhibited. • Local media presence • Participation in partners' or student events/collaborations/conferences/shows.
Other Creative works	<ul style="list-style-type: none"> • Small/internal work. • Independent/unofficial media presence.

Below are some examples of works that could be subject to this policy:

- Art and design exhibitions showcasing works in various media and disciplines such as painting, photography, illustration, graphics, printmaking, sculpture, fashion, artifacts, architecture, products, etc.
- Interactive media installations, film screenings, multimedia presentations, etc.
- Virtual reality and augmented reality experiences, game design exhibitions, immersive experiences, etc.
- Productions, plays, performances, etc.

The appropriate promotional strategy for outputs which do not fit into these categories will be determined by the CRI, in consultation with the research committee and the Dean as appropriate.

5. Social Media Promotion

Independent of the Research points obtained, CRI will facilitate promotion of all faculty publications through the CRI official social media channels. This includes creating engaging posts summarising the research and its impact, inviting faculty to participate in live Q&A sessions or webinars about their research, and spotlighting the faculty member and their research journey. This widespread promotion aims to increase engagement with the wider community and showcases the dynamic research environment at BUV.

6. Responsibilities

Faculty members are responsible for notifying the CRI of their publications promptly and participating in the creation of promotional materials. The CRI is responsible for organising and executing the promotional activities, coordinating with relevant departments within BUV.

7. **Review**

This policy will be reviewed annually to ensure it remains effective and relevant to the evolving research landscape and the strategic objectives of BUV and CRI.

This policy is intended to provide a clear process for faculty members to engage with the CRI and facilitate the promotion of their scholarly work. Our objective is to showcase the quality and impact of the research carried out at BUV, strengthen the University's reputation in the academic community, and encourage greater interaction and collaboration between our faculty and the wider world.

7. **Appeals and Exceptions**

Faculty members may request a review of the promotion strategy assigned to their publication if they believe it does not reflect the significance of the work. The CRI will evaluate the request based on the presented justification and may adjust the promotion strategy accordingly.

8. **Confidentiality and Ethics**

The CRI is committed to respecting confidentiality agreements and ethical considerations related to published research. Any promotional activities will be conducted in compliance with such agreements, copyright laws, and the BUV code of ethics.

9. **Communication**

This policy will be communicated to faculty members via internal communication channels and will be made available on the BUV and CRI websites. The CRI will also offer training and information sessions to faculty to ensure they understand the policy and how to participate in the promotional activities.

10. **Non-Compliance**

Failure to comply with this policy, including failure to notify the CRI about new publications or refusal to participate in promotional activities, may result in the research or creative works not being promoted as per this policy. The CRI encourages all faculty to engage with this policy to ensure the visibility and impact of their research is maximised.