

A University's Journey from Research Excellence to Global Recognition

How CACTUS helped an Indonesian university strengthen research visibility, sharpen strategy, and support its global recognition goals



The challenge: A strong foundation with untapped potential

A premier university in Indonesia sought to convert research excellence into greater visibility, impact, and recognition. The goal was clear: identify where to focus efforts, use data to guide decisions, and create a stronger pathway from research performance to institutional influence.

The CACTUS approach: From publications to building research influence

CACTUS conducted a comprehensive quantitative and qualitative analysis of the university's research ecosystem. The analysis revealed several opportunities to strengthen impact:

0.71

FWCI

22%

International
collaboration
rate

67%

Publications
in Q3/Q4
journals

18%

Self-citation
rate

~10%

Publications
in delisted
journals

Turning insights into institutional strategy

CACTUS translated these findings into a focused institutional roadmap, prioritizing actions to:

- 1 Strengthen research quality and citation impact
- 2 Improve publication outcomes in high-impact journals
- 3 Expand funding opportunities through strategic research partnerships
- 4 Enhance global research visibility and researcher profiles
- 5 Build a stronger evidence base for institutional planning and reporting

The roadmap for change: What the engagement with CACTUS delivered

Within 12 months, the university gained:

● Strategy

A data-driven research strategy aligned to institutional goals



● Outcomes

Clearly prioritized actions linked to measurable outcomes



● Roadmap

A phased implementation roadmap with defined ownership



● Support

End-to-end support across researcher development, research visibility, communications, and strategic positioning



The impact: Measurable gains in global recognition

During the engagement period, the university achieved:

100+

Position improvement in the QS World University Rankings 2027

2

Ranking bands advanced

#10

Up from 12th among Indonesian universities in the QS World University Rankings

CACTUS's research communication and visibility initiatives significantly increased the university's digital reach, helping showcase research achievements to a broader international audience.

Why it matters

Research excellence alone does not guarantee recognition. Universities that combine strong research with data-driven strategy, visibility, collaboration, and effective communication are better positioned to increase their global reputation.

Want your university to transform research excellence into global recognition?

Reach out to us at partnership@cactusglobal.com



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