Bibliometric Analysis of Research Talent Evaluation in Chinese Universities: Data Mining Approach

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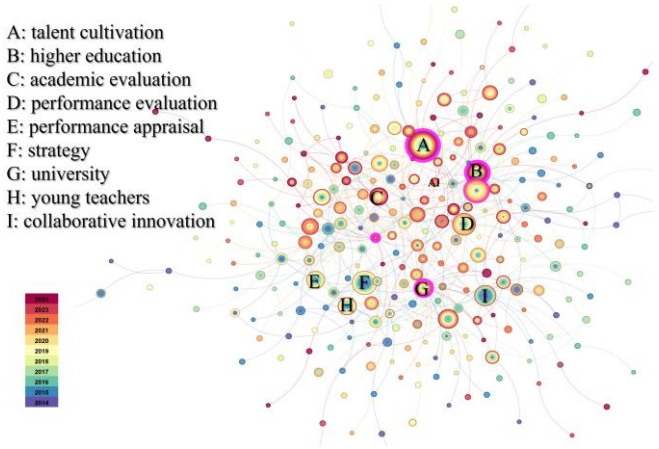
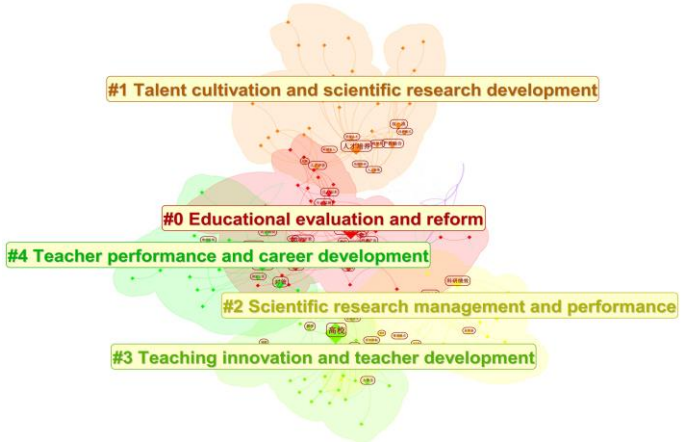
Problems & Ideas

- Problems of Conventional Evaluation Systems:
  - Overreliance on simplistic metrics (e.g., paper counts).
  - Lack of multidimensional frameworks for talent assessment.
- Innovative Solutions
  - Data Mining Approach: Utilized co-occurrence analysis and clustering (Bicomb & CiteSpace) to map research trends.
  - Strategic Coordinate Analysis: Identified five key clusters.



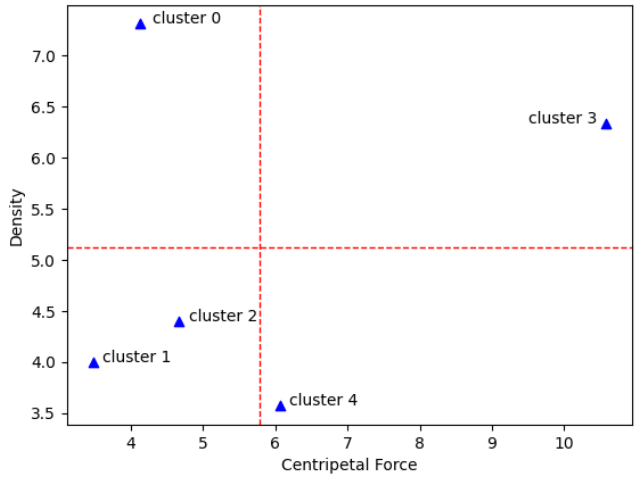
Keywords co-occurrence map



Keyword clustering map

Main Contributions

- Contributions:
  - **Cluster Identification:** Revealed five research clusters (e.g., Talent Cultivation) using keyword co-occurrence and intra-cluster similarity .
  - **Trend Analysis:** Highlighted the evolution from policy discussions to actionable frameworks post-2020.
  - **Methodological Innovation:** Merged data mining with strategic coordinate analysis to enhance objectivity in talent evaluation.



Strategic coordinate diagram

Keywords	Year	Strength	Begin	End	2014 - 2024
Collaborative innovation	2014	5.55	2014	2017	
Strategy	2014	4.53	2014	2015	
Private university	2014	2.83	2014	2016	
problem	2014	2.81	2014	2015	
Cultivation mode	2016	3.4	2016	2017	
Subject service	2018	3.37	2018	2019	
New era	2019	3.72	2019	2021	
Integration between industry and education	2019	3.21	2019	2024	
Scientific researcher	2020	4.08	2020	2022	
Course ideological and political education	2020	3.67	2020	2022	
Mechanism for cultivating virtue and nurturing people	2020	3.5	2020	2024	
streamlining, administration and servicing	2020	3.5	2020	2021	
Evaluation system	2015	4.12	2021	2024	
Talent evaluation	2014	3.12	2022	2024	
Teacher evaluation	2015	2.71	2022	2024	

Top 15 Keywords with the strongest citation bursts.