香港浸會大學
HONG KONG BAPTIST UNIVERSITY

Gartner
## Cutting-Edge Tools for Academic Excellence and Research

Gartner

- A leading **research and advisory company** providing essential insights, advice, and tools for businesses across all industries.

- Staff and students engaged in strategic planning, analysis, and decision-making can leverage Gartner's comprehensive research materials and analytics services.

- Available for access by all HKBU Staff and Students

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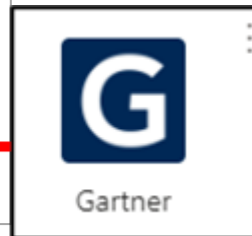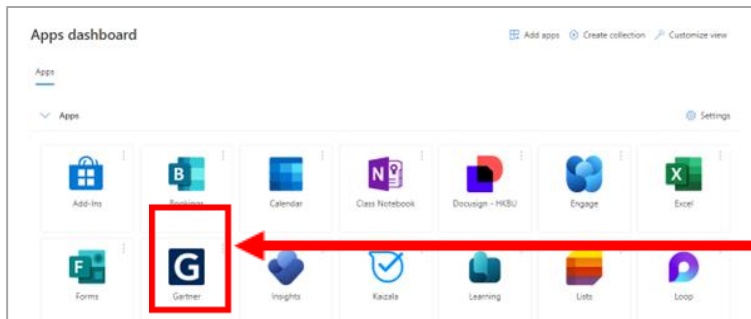
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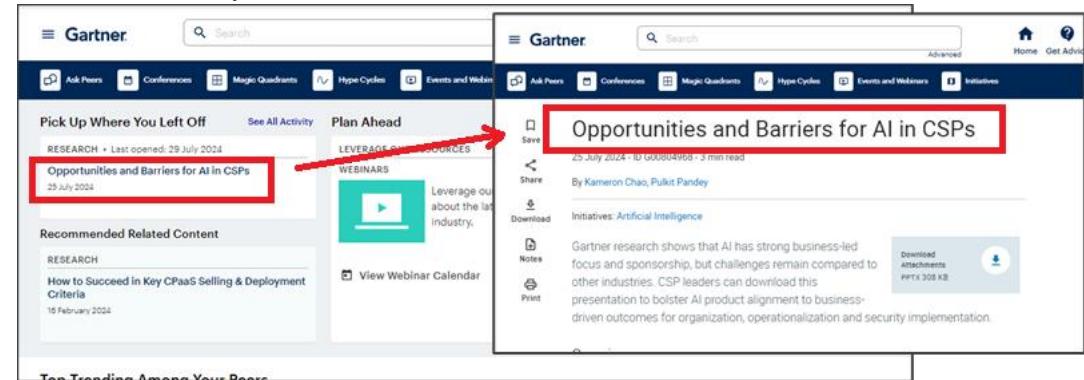
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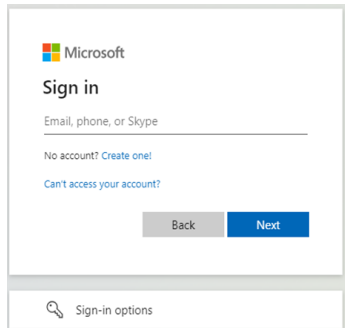
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4 You may then start to use Gartner services by clicking on the articles that interest you.

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Support Students in Academic Excellence and Research

1. **In-depth AI Knowledge:**

   - Insights into AI technologies, trends, and best practices
   - Gain a better understanding of AI concepts and their effective application in research processes

2. **Strategic Guidance:**

   - Strategic guidance on implementing AI tools and strategies
   - Advice on optimizing research workflows with AI-powered tools like the HKBU GenAI platform and Consensus

3. **Market Analysis:**

   - Assess the effectiveness and relevance of AI tools for academic research, integrate AI into your research practices
   - Utilize market analytic information to enhance the research scope, coverage and precision

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Support Students in Academic Excellence and Research (cont'd)

4. **Best Practices:**
   - Advise the best practices for using AI in research
   - Integrate AI strategies into their information searches and academic workflows effectively

5. **Industry Insights:**
   - Valuable industry insights to help students stay informed about the latest AI developments
   - Students can understand how these advancements can enhance their research contents

6. **Access to Research Reports:**
   - Deepen students' knowledge of AI-powered tools, current market trend to align their research with industry needs and development
   - Referencing Gartner Reports elevate the credibility and authority to their students' findings, strengthening the academic value of their work

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Gartner Supports Academic Excellence and Research across HKBU Faculty, Schools and Academic Departments

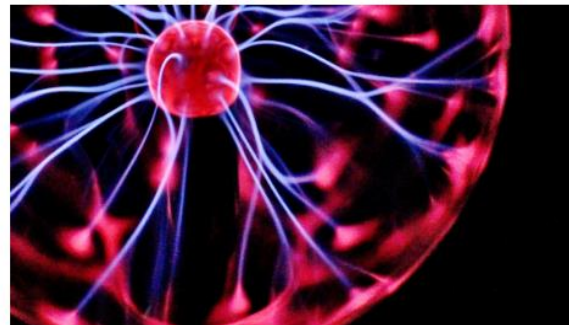Faculty of Arts and Social Sciences   +

School of Business   +

School of Chinese Medicine

School of Communication   +

School of Creative Arts   +

Faculty of Science   +

School of Continuing Education   +

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Enhance the Academic Excellence and Research of:
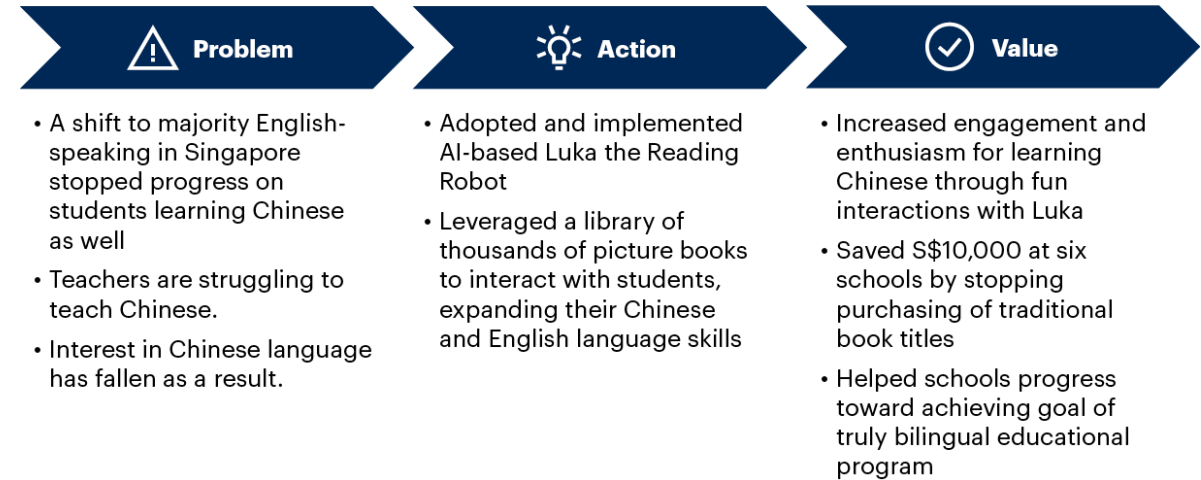
Faculty of Arts and Social Sciences

Sample research:

AI cannot be viewed simply as a technology or as a business tool. AI will reshape our society at large and influence what it means to be human.

AI's advances and impact on society cannot be stopped. While AI should not be hyped, it should never be underestimated. We are at th beginning of more breakthroughs. And while we acknowledge the fea that surrounds AI, we emphasize the hope. Nothing should be seen a impossible — not even artificial general intelligence.

Case Study: An AI Reading Robot for K-12 Language Education

AI Reading Robot Problem, Action, Value

⚠ Problem	💡 Action	✓ Value
• A shift to majority English-speaking in Singapore stopped progress on students learning Chinese as well	• Adopted and implemented AI-based Luka the Reading Robot	• Increased engagement and enthusiasm for learning Chinese through fun interactions with Luka
• Teachers are struggling to teach Chinese.	• Leveraged a library of thousands of picture books to interact with students, expanding their Chinese and English language skills	• Saved S$10,000 at six schools by stopping purchasing of traditional book titles
• Interest in Chinese language has fallen as a result.		• Helped schools progress toward achieving goal of truly bilingual educational program

By 2026, over 100 million people will engage robocolleagues (synthetic virtual colleagues) to contribute to enterprise work.

The sample research serves as a demonstration of our relevance across various programs and courses.
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Enhance the Academic Excellence and Research of:

School of Chinese Medicine

Sample research:

Healthcare Provider Trends: Imperatives for Intelligent Health
Healthcare providers face strong financial headwinds, talent shortages and macro changes in care delivery models. We can use this research to address four industry-defining imperatives of precision, equity, ethics and interoperability as they pursue a vision of intelligent health

AI Use-Case Comparison for Clinical Decision Support
This research identifies the most prominent use cases in AI-enabled clinical decision support, and scores each based on their respective business value and feasibility. Healthcare provider stakeholders can use this research as a tool for guiding strategic conversations and prioritizing investment decisions.

Foundational Directions and Imperatives in Intelligent Health
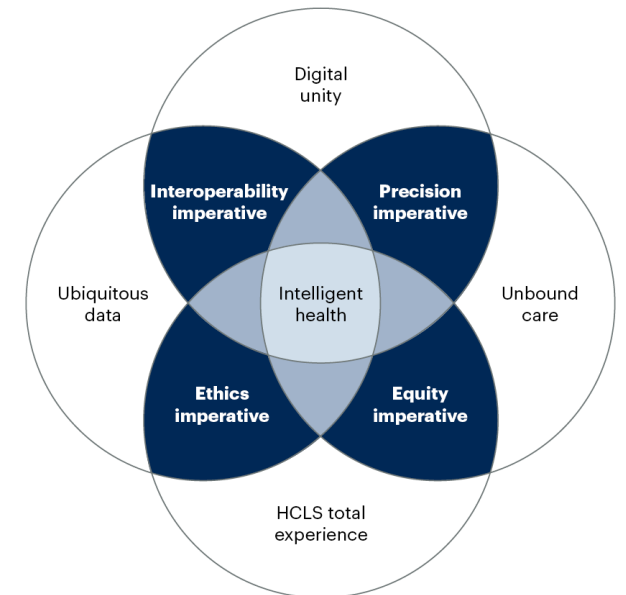
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Enhance the Academic Excellence and Research of:

School of Creative Arts

Sample research:

Innovation Guide for Generative AI &Technologies

GenAI-enabled applications will primarily target technology users interested in content consumption and generation/creation. The delivery mechanism for GenAI apps can be:

- Brand-new GenAI applications
- Existing applications that have added GenAI capabilities
- The buyer organizations will focus on two (sometimes complementary) needs:
- The needs of users (internal and external) for content consumption in the context of their tasks
- The needs of users for content generation/creation in the context of their tasks

Visual and Performing Arts

GenAI can democratize creation and offer new frontiers and revenue streams. GenAI will also disrupt traditional arts and raise legal and ethical concerns.

Key Generative AI Disruptions

	Current State	Generative AI
Content Consumption	Specialized skills required to consume data and knowledge	Information accessed in natural language and presented in a compelling way.
Content Generation	AI used for predictive analytics, automating tasks, classification and prediction	AI used for generating many artifacts (such as text, images, code, video, audio & data).
Technology Creation	Concentrated in a few specialized resources	• Accelerated technology creation. • Sophisticated technology can be built by nontechnologists.

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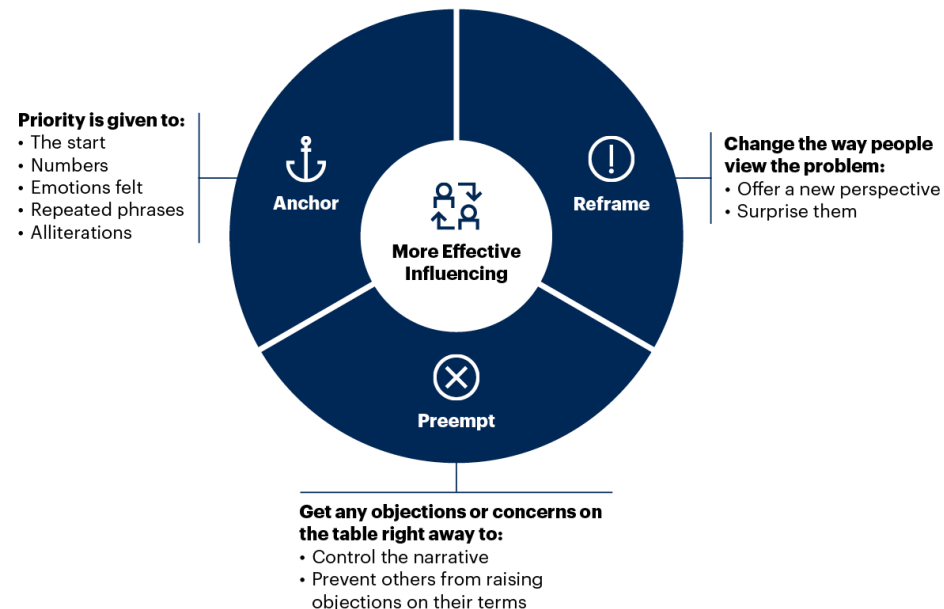
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Enhance the Academic Excellence and Research of:

School of Communication

Sample research:

Influence is crucial in the digital world, but logic and data alone don't guarantee success. Opportunities to influence peers are precious, adding more pressure to be effective every time. We can use three simple, small and sound tactics that are surprisingly powerful.

Three Tactics for More Effective Influencing

Priority is given to:
• The start
• Numbers
• Emotions felt
• Repeated phrases
• Alliterations

Anchor

More Effective Influencing

Reframe

Change the way people view the problem:
• Offer a new perspective
• Surprise them

Preempt

Get any objections or concerns on the table right away to:
• Control the narrative
• Prevent others from raising objections on their terms

Market Guide for Public Relations Agencies

Gartner defines public relations (PR) agencies as service providers dedicated to developing and executing PR strategies for brands and organizations. These agencies specialize in managing reputation and engaging stakeholders across a broad earned, owned, shared and, in some cases, paid landscape. PR agencies may offer a wide range of complementary services, such as marketing, influencer relations and content, with some uniquely positioning themselves as an ideal partner to help navigate and address societal issues.

The must-have capabilities for this market include:
•Brand and reputation management
•Media relations
•Crisis and issues management

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Enhance the Academic Excellence and Research of:

Faculty of Science

Sample research:

Gartner's 2024 Hype Cycles provide insight on innovation in a triad of themes. New frontiers in computing show boundless potential. Human and machine synergy and collaboration are reaching new heights. Responsible stewardship of AI imperatives and risks is essential for sustainable progress. Gartner Hype Cycles provide a graphic representation of the maturity and adoption of technologies and innovations to help you solve real business problems and exploit new opportunities.

Hype Cycle Focus for 2024
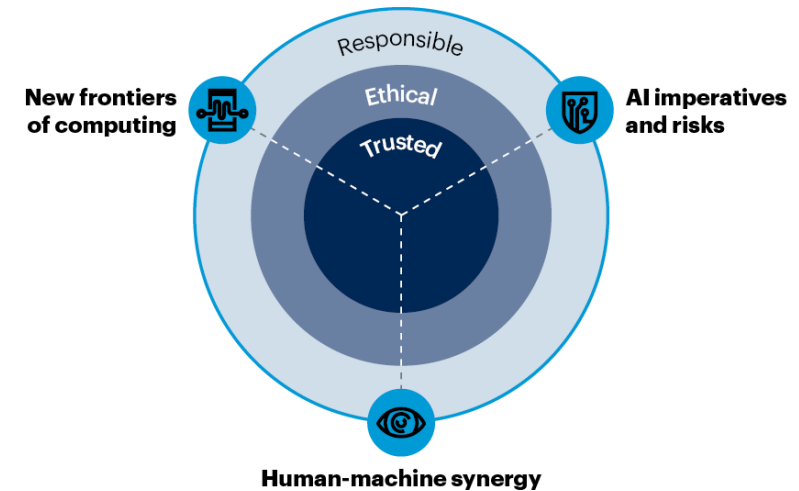
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Enhance the Academic Excellence and Research of:

School of Continuing Education

Sample research:

Core data science is a practice centered on providing insight-driven decision making for improving business outcomes. Data and analytics leaders should use this set of critical capabilities for data science and machine learning platforms to govern, scale and maximize this practice.

Hype Cycle for Finance AI and Advanced Analytics, 2024
This year's Hype Cycle for Finance AI and Advanced Analytics showcases the leading innovations revolutionizing finance. Artificial intelligence (AI) leads this transformation, but AI by itself has a capped value. To be successful, AI requires streamlined and coordinated data pipelines as well as the technical skills necessary to develop responsible and effective solutions. Other innovative technologies are also evolving and working in tandem with AI to help move finance into a new era of productivity.

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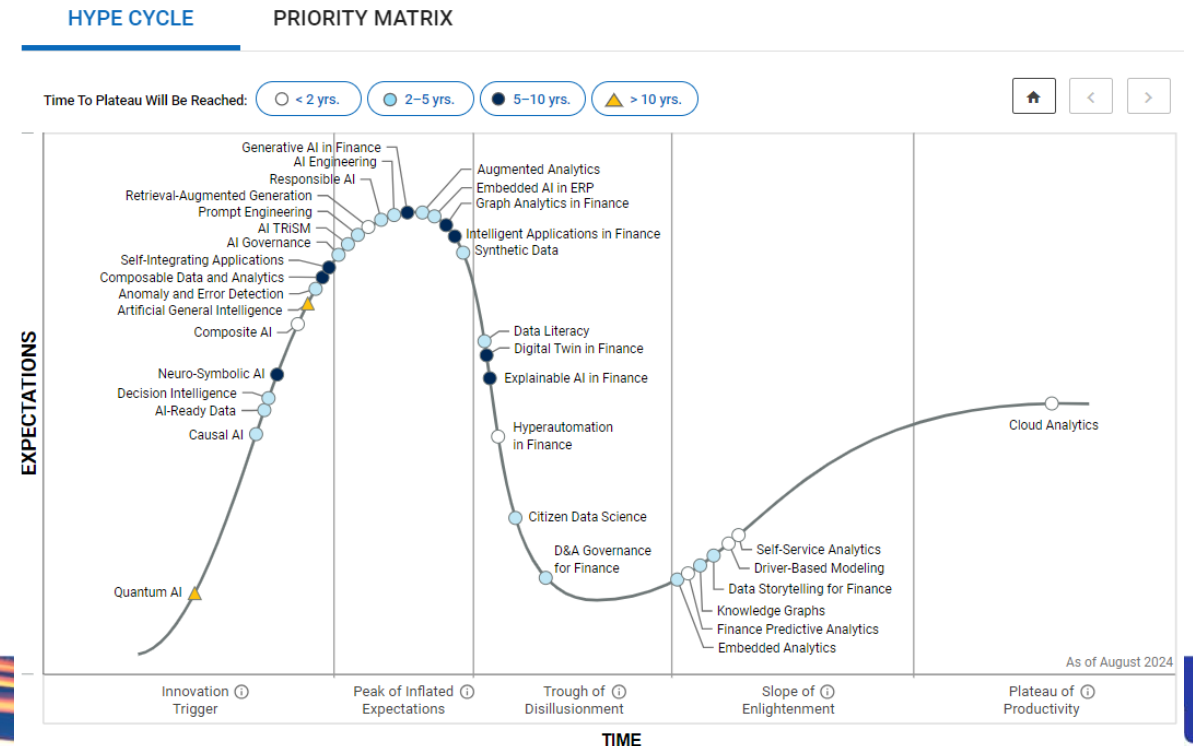
Gartner Portal Walkthrough

Thank you

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