

*Earlier this year Emerald partnered with Oxford Analytica to deliver Expert Briefings to academia through [emerald.com/insight](https://emerald.com/insight)*

*Listen to an interview with Nick Redman (Editor in Chief & Director of Analysis, Oxford Analytica) and Tony Roche (Publishing Director, Emerald Publishing) who discuss the value of Expert Briefings and what this partnership means for academia.*

**Interviewer: Tamsyn Johnston-Hughes, PR Manager**

**Tamsyn:** Earlier this year, it was announced that Emerald Publishing is to partner with Oxford Analytica, the pioneer of geopolitical risk analysis, to deliver Expert Briefings through the Emerald Insight platform.

This partnership will offer new content in the form of unbiased analysis from independent business leaders and academics on political, social and economic events as they happen. Here we have Nick Redman, Editor in Chief & Director of Analysis at Oxford Analytica and Tony Roche, Publishing Director at Emerald Publishing, to discuss what this partnership will mean to the academic community.

**Tamsyn:** *Nick, could you share some of the history of Oxford Analytica and why you chose the Daily Brief format to share your analysis?*

**Nick:** Thank you. So, Oxford Analytica was founded in 1975, to provide for governments and business the actionable insight of academics at Oxford and other leading universities. Originally, we were working on bespoke projects so there was one question at a time, one client at a time but then in 1984 we were able to launch the Oxford Analytica Daily Brief (OADB)—and we have published it on every business day since then.

The Daily Brief was inspired by the Presidential Daily Brief that our founder, Dr David Young, and Henry Kissinger prepared each day for Richard Nixon when he was in the White House. Each article is two pages of analysis, which is carefully structured and then edited for insight, clarity and accessibility. It is a format that has survived for decades, even as we've transitioned from print to online because it gives readers concise, actionable information that gets to the heart of the topic very quickly.

Today, the OADB is read by decision-makers, managers and researchers in multinational corporations, governments and international organisations all around the world. Our client list includes most of the G20 governments, the IMF-World Bank and the European Commission, as well as the UN and companies in all sectors but especially resources (energy and mining particularly), finance and professional services.

**Tamsyn:** *And Tony, what does this partnership mean for Emerald?*

**Tony:** Emerald is committed to strengthening connections between research and society. So, the new partnership with Oxford Analytica allows us to offer our academic customers unique access to global, expert analysis that is used by key decision makers across government and business. This is up to-the-minute, objective and unbiased analysis of the economic, political and social events which are shaping the world we live in. It's important that students, teachers and academic researchers can easily

access this cutting-edge information alongside published research on these topics. It helps give context, a global perspective and brings the reader quickly up to speed with events as they happen.

This kind of analysis also complements the international, interdisciplinary and mission-led research that Emerald is known for. Our publications are used by over half a million researchers in more than 130 countries around the world – so we need to bring global analysis from all over the world to our customers, which this new relationship helps us to do.

This information is already used by a global community of practitioners and policy makers – so this partnership enables us to bring the same information to the academic community and facilitate greater connections between research and government or industry.

**Tamsyn:** *Nick, as a new content type, why should this be trusted by academic researchers and teaching faculty?*

**Nick:** Oxford Analytica brings, not only academic insight, but also academic rigour to the process by which we commission, edit and publish the Daily Brief. You can trust us because we have a very carefully structured process by which we first select the topic on which we write, then we hone down the questions to be addressed and, thereafter we use our unparalleled global expert network to write the Briefs for us. Once these Briefs come in, we critique them, edit them and publish them throughout Oxford. Now our network consists of scholar experts, based at leading institutions right around the world, as well as experts from industry and policy-making backgrounds. So this is a robust process that sets us apart from others in our industry. Which is why, together with some authors' desire for anonymity, we don't run author bylines.

**Tamsyn:** *Tony, why do you feel that this type of content will be valuable to a University community?*

**Tony:** Well the independent insights and analysis offer business schools and social sciences departments a window into the impact and implications of macroeconomic and geopolitical events and decisions.

With 20,000 briefings from the past five years, users will have access to a timeline of global events and their implications for some of the world's biggest challenges.

There's no other source for this information. It's done daily – so it's incredibly timely and topical – and it is an expert, global, unbiased analysis and interpretation of events as they happen, which is difficult to get from news sources. This is expert analysis rather than reportage.

What does this mean for research? Well, Expert Briefings are a trustworthy source of impartial and up-to-the-minute commentary on world events and their implications for business, politics, economics and international relations which allow researchers to identify the most urgent problems of today.

Researchers are offered unique access to the same information that senior government officials, industry leaders and regulators use daily to inform their decision making.

This can help inform the direction of research and teaching, to be more current and applied.

And for teaching, Expert Briefings really engage students with an in-depth understanding of highly topical events around them and give them a historical context for the decisions that they will need to make.

Emerald is committed to our teaching and learning communities and this unique and important resource can be used by teaching faculty alongside traditional research content and case studies to inform seminar debates, create real time essay examples and keep course material both relevant and up to date.

**Tamsyn:** *Nick, with all this in mind, as an undergraduate or postgraduate student, how would you have benefited from this content?*

**Nick:** Thank you. I wish I had had this as an undergraduate or, indeed, as a postgraduate. So, I think I would have benefited for several reasons:

1. It's an easy introduction to a topic if you're new to that topic.
2. Second, it brings you up-to-speed really quickly.
3. Because the Briefs respond to events more rapidly than academic articles, they have an up-to-date element to it.
4. Moreover, they adopt a multidisciplinary approach that ranges beyond that taken by a single faculty in a university. So, you understand more how different disciplines will come together to give insight into a topic.

In short, they deliver many of the benefits of wider reading in a fraction of the time that it might otherwise take. Our Expert Briefings combine academic rigour with a real-world perspective, contextualizing strategic, operational and investment decisions. And they also offer students, and I think this is really important, an insight into how information and analysis is best conveyed for readers in government and business. And looking beyond university, after you've completed your degree, that's really important.

**Tamsyn:** *Tony, how can Emerald ensure global reach to the academic community for Expert Briefings?*

**Tony:** All Expert Briefings content will be discoverable and accessible alongside our portfolio of 350 journals, 1,600 case studies and 3,000 books. And this content reaches a global audience – with 30 million downloads each year from over 100 million visitors worldwide.

We launched our new Emerald Insight platform to create a platform that can showcase, disseminate and improve the visibility of key social sciences research. So, this will significantly extend our offering to the global academic community – with additional access now to over 20,000 Expert Briefings, both up-to-the minute Briefings published daily, as well as the extensive five-year archive.

**Tamsyn:** *And finally, Nick, can you share your predictions on forthcoming 2020 Expert Briefings with us please?*

**Nick:** Thank you. Well, the main job of Expert Briefings is analysis rather than forecast per se, but when you're doing a detailed look at the dynamics of a shaping situation, once gets a sense of trajectory but also a sense of what the variables are that are likely to change that could affect outcomes. So, although, the main job within Expert Briefings is analysis we do actually offer forecasts as quite a large part of the service on a rolling basis. So, for the major issues we have an Oxford Analytica View moreover that is regularly reviewed.

Among our forecasts for 2020, we expect to see big companies embrace the challenge of climate change by taking action to cut their carbon emissions even if their governments do not do so; we think the US and China will sustain a shaky truce in this trade dispute that they've had running for a year or more but we don't think the main issues will be settled this side of the US presidential elections. And looking at global politics, we think that drift towards authoritarian government in many parts of the world will likely continue.

Why should you take these forecasts seriously? Well, in 2019 we successfully forecast that foreign-backed efforts to force out Venezuela's government would fail; we forecasted the rise of paralysing protests in Iraq and Lebanon would happen soon; and forecasted that the government in India would embrace Hindu nationalism and that that would trigger a backlash at home and abroad.

Now these are just a few of our forecasts that challenged conventional wisdom but proved to be correct— though, to come back to my first point, Expert Briefings are more important for those who seek to understand the dynamics as those that are in the market for forecasts.

**Tamsyn:** Well, thank you very much both of you for your time and if you want to take a look at [emerald.com/insight](https://emerald.com/insight) you can browse the Expert Briefings. Thank you.

**Nick:** Thank you.

**Tony:** Thank you.