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Scientometrics analysis of the academic activities of the Azerbaijan State University of Culture and Arts in 2021-2023 (Some specific features of the activity)

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Abstract. On the one hand, activities in various areas of culture and art, research work, on the other hand, the collection and involvement of creativity and performing arts in education are based on historical traditions. In such activities, it is important to balance dominance and determine the average limit. As important as the scientific analysis of the creative activity of performers is, it is just as important to develop scientific research, to study and evaluate world cultural processes, on the one hand, and to carry out a scientific presentation of national and local cultural products. Therefore, the classification of research works in the field of culture and art at three levels, the evaluation of scientific materials at the local, regional and global levels, allows us to obtain rational results. To this end, we have focused on the research work of the Azerbaijan State University of Culture and Arts over the past three years, the statistics of scientific articles of our scientists and the activities of scientific journals of our university. The prospects of the work done in the direction of expanding scientific activity at our university are also analyzed.

Keywords. Azerbaijan State University Of Culture And Arts (ASUCA), The development of science, science and education, culture and art, metrics of culture

Introduction

The broad benefits of digital technologies for cultural, applied and visual arts, music, painting, design and related arts are increasingly recognized and disseminated in academic and professional practice. The study of digital technologies that have conquered the world ensures the rapid commercialization of culture and art.

Information modeling in the field of culture and art has attracted considerable attention in the academic environment and has become widely used in the field of collecting, preserving and popularizing the national cultural heritage. This has created opportunities for the conservation, repair and restoration of cultural and historical monuments, adaptive rescue, preservation-based service, cultural heritage management, interpretation and promotion, documentation and wide dissemination, and innovative use.

A number of terms and concepts that we are accustomed to in traditional use are replaced in the digital space with new concepts, and there are requirements not only to come to terms with the existing reality, but also to anticipate reality. There are many program proposals related to the placement, preservation and distribution of samples of cultural, applied and fine arts, fine,

audiovisual, high-resolution multimedia materials in the global information space. In the coming years, the software will offer more features.

Digital tools and methods for documenting (archiving) cultural heritage already today open up many opportunities. However, the number of studies in this direction is very limited. Preference is given to original and specialized platforms, often focused on the specifics of cultural and artistic areas.

The purpose of this presentation is to conduct for the first time a "scientometric" analysis of the spheres of culture and art in Azerbaijan based on the existing methodology. There are significant areas of research in digital technology and cultural heritage, and therefore it is difficult to represent and summarize all areas of knowledge through manual literature review and analysis.

Scientometric analysis is defined as the quantitative study of science, science communication and science policy. It measures the influence and understanding (citations) of authors, articles, journals, institutions, mapping scientific fields and visualizing indicators for strategic policy development and management in this field. This method is ideal for research as it identifies and analyzes the evolution of research over time. It is a quantitative approach that visualizes and maps the development of research based on large-scale bibliographic data to assess the development of a research area using various qualitative indicators. From this point of view, the efforts of the Azerbaijan State University of Culture and Arts, which is the "flagship" in the field of science, pedagogy and popularization of the spheres of culture and art in Azerbaijan, for the first time to conduct an elmmetric analysis of the field are legitimate.

The results of the scientometric analysis show that there are serious gaps and limitations in the current global mass of digital technologies and knowledge about cultural heritage, as well as in a very large array of information. It is clear that the main emerging digital technologies in the field of cultural heritage are information modeling or databases of cultural heritage products. On the one hand, dominating the global information space with modern tools is a very costly task, on the other hand, there are areas in the global information space that are less attractive, so it is important to study these areas. To this end, we consider it appropriate to analyze the products of culture and art, dividing them into local, regional and global categories. Other technologies such as modern computer processing, "virtual reality" and "augmented reality" also exist in the cultural heritage sector, and there are ample opportunities for further research.

In addition, this study recommends the study of academic platforms in the field of culture and art, the study of digital technologies such as artificial intelligence, virtual reality and augmented reality, and the expansion of research to further develop application capabilities and the development of open scientific and cultural platforms for development.

In 2021, scientists working at ASUCA published 1 monograph, 8 textbooks, 9 programs, methodological materials and guidelines, 116 scientific articles.

In 2020 (2020), ASUCA scientists published 4 monographs, 14 textbooks, 108 programs, manuals and guidelines, 132 scientific articles. The teaching staff represents Azerbaijani science at various international scientific conferences, and their articles are published in scientific journals of foreign countries. 33 articles of scientists were published in foreign journals, and 6 theses of reports were published in the materials of international conferences.

In 2019, scientists working at ASUCA published 4 monographs, 14 textbooks, 1 textbook and 51 programs, 5 guidelines, 27 scientific articles in the country. The teaching staff represents Azerbaijani science at various international scientific conferences, and their articles

are published in scientific journals of foreign countries. 7 articles of scientists were published in foreign journals, and 5 reports were published in the materials of international conferences.

Given the importance of publishing scientific articles in journals with an "impact factor" (IF) in terms of popularizing the activities of the country's scientific community on the world stage in modern times, it should be noted that 33 articles by scientists have been published. published in foreign journals, of which (2021) 17 journals with an impact factor. Based on the materials of international conferences, professors and teachers of the university made 10 reports and these reports were published in prestigious scientific journals.

In the 2019/2021 academic year, 95 faculty members of the university worked on scientific research in 15 departments.

Job title	2021	2020	2019
Professor	11	12	14
Associate Professor	34	39	32
Senior Lecturer	20	18	28
Lecturer	30	31	56
Total:	95	100	130

In 2019/2021, 128 professors and teachers from 12 departments of the university were engaged in creative and performing work.

ASUCA lecturers actively participate in international and national symposiums, conferences and seminars. If conferences are classified into local, regional, and international categories, different points of view emerge during evaluation. Also, specialists participating in conferences included in international summary databases and not included meet different evaluation conditions. The speeches of professors and teachers participating in the conferences in Azerbaijani, Russian, English and Turkish also create a different scientific picture.

It is known that English is considered the language of science in the modern world, and articles and other scientific content of our scientists published only in English are included in international indexing databases, reference reports are compiled, the Hersh index is determined and the impact factor is studied. To do this, we included the scientific journals of the university in the Academy EDU and Google Academy platforms and set DOIs for all scientific articles.

The foregoing shows that materials indexed in English and aggregated databases are valued differently. Therefore, a parallel methodology should be applied to evaluate reports, printed articles and conference proceedings at local and regional scientific events. As a result, the rating of scientists can be determined as a result of two evaluation processes.

Sdition of scientific journals

Azerbaijan State University of Culture and Arts publishes scientific and theoretical collections "World of Culture", "Scientific Works of Azerbaijan State University of Culture and Arts". The editorial board of scientific collections of ASUCA includes well-known figures of science and art of the republic and foreign countries. The websites of both journals (<http://medeniyyetdunyasi.com/>; <http://elmieserler.com/>), launched in September 2020, were regularly updated and effectively used by users throughout 2021.

Starting from 2021, the scientific-theoretical collections "World of Culture" and "Scientific Works of the Azerbaijan State University of Culture and Arts" at the Azerbaijan

State University of Culture and Arts were registered in the digital search system "Crossref" and received DOI (Digital Object Identifier) number 10.52094. The goal of the Crossref and DataCite research companies implementing DOI is to create a unified database of scientific institutions by assigning them a unique identification number (OrgID), as well as classifying authors working in these institutions and whose articles are published in foreign scientific journals by work and research areas. Also, starting from 2022, the journals "World of Culture", "Scientific Works of the Azerbaijan State University of Culture and Arts" were included in the "Academy EDU" and "Google Academy" platforms and began to be indexed in the global scientific information space.

"World of Culture", "Scientific Works of the Azerbaijan State University of Culture and Arts" and "Culture: Problems and Prospects" and "Problems of Researching the Musical Culture of the Turkic Peoples" and "Culture: Problems and Prospects" of the Azerbaijan State University of Culture and Arts Published materials of international and Republican scientific conference "Development of Azerbaijani fine arts in the period of independence".

The composition of the editorial board of scientific journals was updated by order of the ASUCA leadership dated July 6, 2020 No. 3/20, in order to publish the journals "World of Culture" and "Scientific Works of ASUCA" of the university to meet the requirements of modern scientific mass publication. The editorial board of scientific collections of ASUCA includes well-known figures of science and art of the republic and foreign countries.

At the meeting of the Presidium of the Higher Attestation Commission under the President of the Republic of Azerbaijan on April 30, 2010, the publications were included in the list of scientific publications recommended for the publication of the main results of dissertations in the Republic of Azerbaijan (minutes N 10-r). The activities of both scientific publications are based on "requirements for scientific publications recommended for the publication of the main results of dissertations in the Republic of Azerbaijan."

Since September 2020, in order to promote the publication of the results of research works and bring them to the scientific community, as well as the dissemination of new methods and pedagogical technologies, both journals "Medaniyat Dunyasi" <http://medaniyyatdunyasi.com/>, "ASUCA" The journal's website has been launched "Scientific works" <http://elmieserler.com/>. The launch of websites also serves to informatize Azerbaijani science and its integration into world science. When developing websites, the experience of the world's leading scientific journals and the recommendations of the Higher Attestation Commission under the President of the Republic of Azerbaijan on organizing the work of scientific periodicals were taken into account. The websites of both magazines (medaniyyatdunyasi.com; elmieserler.com) have been running regularly and efficiently throughout 2021.

Since 2021, the scientific and theoretical collections "World of Culture", "Scientific Works of the Azerbaijan State University of Culture and Arts" at the Azerbaijan State University of Culture and Arts have been registered in the Crossref digital search system and received a DOI number. 10.52094 (digital object identifier). The goal of research companies Crossref and DataCite, which implemented DOI, is to create a unified database of scientific institutions by assigning them a unique identification number (OrgID), as well as classifying authors working in these institutions and whose articles are published in foreign scientific journals based on their work and directions of research.

In the issues of the journal "World of Culture" for 2019-2022, the sections "Theatrical Art", "Musical Art", "Fine Art" and "Philosophy" were created and accordingly registered with the Higher Attestation Commission under the President of Azerbaijan. Over the past three years,

the scientific editors of the journal have done a lot of work to ensure that the accepted articles comply with the relevant rules and regulations, and the scientific nature of the materials and their compliance with standards are under control. The analyzed last issues show that along with the scientific nature of the articles, the activity of authors has also increased, the dynamics of scientific articles in various fields of culture and art in the journal has increased.

Conclusion

In accordance with the work plan until 2022 of the working group "Technologies and Innovations" of the "State Commission on the Business Environment and International Ratings" in the structure of the vice-rector for scientific work of the University of Culture and Arts, and a "Road Map" was created for this group, a number of important tasks.

The "scientific-analytical center" is entrusted with the organization of "educational" work in the following areas:

1. Organization of trainings for the preparation of scientific articles according to international standards;

- In this direction, since March 2022, regular trainings have been held for the faculty of ASUCA. Regular organization of trainings is provided.

The trainings provide information about abstract databases, reputable scientific journals and their requirements, international requirements for writing scientific articles, scientific references and the indexing process.

2. Establishment of an advisory center to expand access to the world's leading publications;

- In this direction, the study group of our university provides information about the world's leading scientific journals (taking into account the profile of the university) during regular trainings, and also educates about the authority of scientific journals with which the authors collaborate. In order to make this activity permanent, it is planned to expand the bibliographic service in the scientific library of the university (with the participation of the library director).

3. Continuation and expansion of cooperation between authoritative scientists of the world, as well as our compatriots and scientists working in individual educational institutions;

- For this, university scientists are invited to create their profiles on the Academy EDU and Google Academy platforms, post their scientific works on these platforms, and establish cooperation with scientists from related scientific areas. On these platforms, it is planned to create a scientific community of our university, involve scientists and researchers of closely related universities in this community, and organize the circulation of scientific information.

1. Providing real statistical data on the specified sub-indices to international rating organizations and monitoring the introduction of appropriate changes in the information resources of these organizations;

-Educational trainings are held monthly on the placement and indexing of scientific works of scientists and researchers of our university on the platforms "Academy EDU" and "Google Academy". The circulation of scientific information and the analysis of the results are monitored. The organization of the collection of statistics of scientific information is entrusted to the "Scientific-Analytical Center".

2. Ensuring the implementation of the activities provided for by the Roadmap for 2022 to improve the indicators of the international ranking related to scientific publications.

- Work is underway to include scientific journals of our university in indexed and archived databases starting from 2022. By the end of the year, training of editorial staff in this area will begin and the results will be included in the statistical report.

3. Strengthening cooperation with the user group of Azerbaijani Wikipedians;

- Our university intends to collect the terms and concepts of scientific, theoretical and applied fields in the direction of culture and art from reliable scientific sources and include them in Wikipedia resources in Azerbaijani, Russian and English. This direction also involves the creation of a group of Wikipedians within the framework of the "Scientific and Analytical Center" and the organization of cooperation with other groups.

Exploring existing opportunities for enriching the Azerbaijani-language content on Wikipedia, as well as editing distorted information in articles and involving students in this work.

- Wikipedia resources on Azerbaijani culture and art will be regularly monitored, and a group of wikipedists of the "Scientific-Analytical Center" will ensure the expansion of sectoral cooperation.

According to the Roadmap and the action plan for 2022, an innovative project has been launched in the field of creating a scientific community of university faculty on a single platform in order to increase academic activity at the University. For this:

1- Conducting educational presentations on databases recommended by the Higher Attestation Commission under the President of the Republic of Azerbaijan.

2-Information about national and world scientific journals that are considered reliable.

3- Information about free and paid databases.

4- Information on the creation and indexing of profiles of scientists and researchers in international databases.

5-Information about the identification rules used in world practice in order to promote scientists and researchers (ORCID, ISSN, DOI, etc.)

6-Methodological support for the inclusion of scientific journals of the university in the world's authoritative scientific databases.

7- Conducting trainings and responding to individual requests about the requirements of international databases and standards for the design of scientific articles. (With the support of the scientific library)

8-Establishing an email address and providing information for the purpose of remote information and analytical services for specialists. (via Science Library)

On these topics, trainings have been expanded according to a prepared schedule, adding new content to scientific platforms, monitoring the circulation of scientific information and maintaining statistical records.

III - The types of information services that can be provided as a result of the activities of the "Scientific and Analytical Center", as a result of education and training, are determined as follows.

- Ensuring the indexing of scientific journals of the University in several authoritative scientific databases.

- Provision of regular services for the purpose of indexing university journals in databases.

- Registration of the impact factor of university journals (in open databases)

- Calculation of the H-index based on the scientific profiles of scientists and researchers of the university. (on open bases)

- Creation of a database of scientific articles published abroad. (on special pages of the library)
- Preparation of periodical references and conducting trainings on highly-rated scientific journals.
- Conduct training sessions on free databases and teach how to use databases.
- Conducting trainings on the maximum use of subscription bases.
- To provide statistical and actual information service of "elmmetric" indicators of the University.

IV - Thus, the "scientific and analytical center" will be able to provide the following information services to the faculty of ASUCA with the support of the central scientific library of the university.

1- Organization of information services in the direction of five-year research departments. (bibliographic references by year.)

2-Presentation of scientific articles published by scientists and teachers of departments over the past five years to the international academic environment. Broadcasting on "Academia edu" and "Google academy" platforms.)

3-Organization of academic profiles of scientists and teachers of departments. (conducting trainings at the library.)

4-Presentation of textbooks from the leading universities of the world on the main subjects taught in the departments. (bibliographic references.)

V - The types of services that the "SCIENTIFIC AND ANALYTICAL CENTER" will provide to the university faculty in the field of information services have been determined.

1. Make presentations about authoritative scientific bases and scientific journals in the global information space in front of the university faculty and conduct systematic educational work.

2. To study the metric statistics of scientific articles and monographs of university professors and teachers that are in circulation in the country and the world, and prepare reports.

3. Organization of training and study of international requirements for scientific articles and scientific conferences.

4. Studying the methodology for calculating international indexations and ratings and organizing educational work.

5. Organization of the study and fulfillment of the requirements for the inclusion of scientific journals of the university in authoritative scientific databases.

6. Conduct systematic monitoring of materials about the culture and art of Azerbaijan in Wikipedia and other electronic resources and organize the preparation of new content.

As a result of the measures taken, the use of digital technologies in cultural heritage and the results of electrometric analysis in the field of culture and art in the global information space will create opportunities for presenting a comprehensive overview of the knowledge society.

In this presentation, along with the main research tasks, opportunities and recommendations were identified and carried out for additional research using research methodology, elmmetric analysis, analysis of materials in indexed databases, scientific and statistical indicators of the university. In addition, the study is based on a qualitative analysis of sources and a minimum of subjective judgments, so the results are valid and reliable. In addition, the issues and methodological limitations discussed in the study create ample opportunity for future work. The generalizations presented in this study confirm that digital technologies offer great prospects for both research theorists and practitioners to develop new products and solutions for the collection, preservation and management of cultural heritage.

Further analysis and updating of the general state of this research area is possible in the future to assess the updated existing body of knowledge in the field of digital technologies for cultural heritage sites.

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