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4d · Edited

It is goodbye to Manchester and welcome to Birmingham for the THE World 100 Annual Conference, which offers a key opportunity for members to share their reputational achievements. I will be speaking at this conference. During the THE World Academic Summit 2025, hosted by the University of Manchester, we learned a lot about the purpose of universities, the use of AI, social mobility, and the THE methodology for ranking universities. In this morning's data masterclass, "Insights and Analysis into the THE World University Rankings 2025," we gained valuable insights into the THE methodology and the Academic Evaluation Framework being developed by Elsevier. Many thanks to my two inspirational colleagues, **Duncan Ross**, Chief Data Officer at THE and **M'hamed el Aisati** VP for research analytics and data services at Elsevier, for a very useful session. During the summit, I had the pleasure of discussing the academic evaluation of universities with **M'hamed el Aisati** focusing on the use of AI and the emphasis on quality rather than quantity.

Many thanks to **Phil Baty**, Chief Global Affairs Officer at THE and to President **Duncan Ivison** for their generosity in providing both food and knowledge.

Of course, I am full of joy that Abu Dhabi University (ADU) is now ranked among the top 200 in the world, securing the 191st position in the Times Higher Education (THE) World University Rankings 2025. This achievement is a significant milestone for ADU and reflects its commitment to academic excellence and research innovation.

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