

Ipca Laboratories Ltd

Introduction

This case study of Ipca Laboratories Ltd is based on a March 2018 survey of Elsevier ScienceDirect Books customers by TechValidate, a 3rd-party research service.



“Searching for some latest articles about drug repurposing.”

Challenges

The business challenges that led the profiled company to evaluate and ultimately select Elsevier ScienceDirect Books:

- Rates how much they agree with the following statement: “In my work I often...”
 - Do interdisciplinary research: Agree
 - Come across unknown terms: Strongly agree
 - Use books and journals together: Neither agree or disagree
 - Have a lack of time: Agree
 - Need fundamental information: Agree

Use Case

The key features and functionalities of Elsevier ScienceDirect Books that the surveyed company uses:

- Reports that a topic page would be useful to a researcher:
 - For investigating a new subject area for multidisciplinary research
 - For learning about a new subject as a student
 - When using as a teaching tool
 - For reading in a current research area
 - When looking up a technique or methodology
- ScienceDirect topic pages would be useful for:
 - Background reading in a primary specialty
 - Background reading in a new area
 - Planning future research
 - Current research
 - Conferences

Results

The surveyed company achieved the following results with Elsevier ScienceDirect Books:

- Rates how much they agree with the following statement: Topic pages...
 - help them achieve their goals: agree
 - save them time: agree
 - spark new ideas for them: neither agree or disagree
 - provide relevant knowledge: agree
 - teach them about new topics: strongly agree
- Agrees that topic pages help them to:
 - Learn about an unknown term
 - See different points of view and connections in a topic
 - Quickly access relevant foundational content
 - Access book content they wouldn’t have otherwise found

Company Profile

Company:
Ipca Laboratories Ltd

Company Size:
Large Enterprise

Industry:
Pharmaceuticals

About Elsevier ScienceDirect Books

Elsevier eBooks help researchers explore unfamiliar subject matter, branch into related disciplines and test novel theories—giving rise to those serendipitous moments of discovery that are often key turning points in research.

Learn More:

- [Elsevier](#)
- [Elsevier ScienceDirect Books](#)