

Internship Certificate

Mr. Donald Pfaffmann born on 25th May, 1997 in Kandel, Germany, took part in our Cross-Cultural Internship Program from 20th February 2019 to 17th August 2019. The internship took place at Crest Premedia Solutions in Pune, India, a subsidiary of the Springer Nature publishing group.

Springer Nature is a major new force in scientific, scholarly, professional and educational publishing. By using its combined expertise, scale and the reach of our brands, the company aims to grow and innovate in order to better serve academic researchers, students, teachers, institutions, professionals and the wider public, by helping them discover more. Springer Nature was created through the combination of Nature Publishing Group, Palgrave Macmillan, Macmillan Education and Springer Science+Business Media in May 2015. This strategic merger brought together these dynamic publishing houses with more than 150 years of history behind them, as well as complementary geographic footprints and brand portfolios, a track record of creativity and innovation, and a shared vision to advance knowledge and learning around the world. The company numbers almost 13,000 staff in over 50 countries and has a turnover of EURO 1.6 billion.

Springer Nature is one of the world's largest scientific publisher providing academia, scientific institutions and corporate R&D with quality content via innovative products and services. Crest as a partner of Springer Nature provides IT-solutions for product development, IT-infrastructure and production environment. It also offers Publishing-solutions and services like: Project management, Image processing design and Pre-printing solutions that supports directly or indirectly Content Creation and Content Acquisition. Crest's expertise in German and Dutch language work, in addition to English remains a strong differentiator and gives us an edge in working with global clients, especially in Europe.

During the internship, Mr. Pfaffmann chiefly worked in the BAS department. The team is responsible for building machine learning based solutions for various business processes in the publishing cycle. Mr. Pfaffmann's duties included working for the RevAnalyzer project, an in-house tool, which is a machine learning based solution of finding relevant reviewers for a given manuscript, for which he significantly contributed to two inherent modules.

In the span of his work, Mr. Pfaffmann understood complex machine learning concepts and successfully implemented customizations and enhancements of the assigned modules.

He implemented a feedback loop which converts raw data into training data and makes it available to a machine learning system. This improved the *keyphrase extraction module* of RevAnalyzer and thus the quality of reviewer recommendations noticeably.

In addition, Mr. Pfaffmann also worked on the *declined reason analysis module*, where he employed an approach that utilizes a text classification algorithm to process received e-mails and analyze the given reasons for declining a review request. The identified reasons are then getting assigned a suitable category. Moreover, his implemented approach provides the feature to recognize named entities (NER). In particular, it is possible to extract temporal expressions and e-mail addresses (of suggested reviewers) from plain text. Overall, Mr. Pfaffmann's work included data curation for this module which increased the system performance significantly.

There is a charity part of the program consisting in supporting a local non-governmental organization called the 'Door Step School'. Our Cross-Cultural Internship Program includes three major components – the interns gain valuable working experience, which is supplemented by both (inter)cultural and non-profit/charity aspects. The school was founded with the objective of teaching underprivileged children how to read and write. One of its most important projects is the 'School on Wheels,' in which buses are used as mobile classrooms. Mr. Pfaffmann spent a week of his internship at the Door Step School, teaching children the basic nuances of English while overcoming language barriers which gave him an opportunity to gain insights into a unique facet of the Indian society.

Mr. Pfaffmann demonstrated the ability to work independently; even when faced with heavy workload, he delivered top-quality results. As a native speaker he served as a key contact partner, offering support to his Indian colleagues from all departments whenever questions arose on the German language. He successfully set up and conducted a German Language training (beginner level) for Indian colleagues.

Further, he always bore in mind intercultural aspects which were strengthened by successfully completing a basic Hindi language course. His conduct towards our Indian colleagues, as well as his courteous and accommodating nature, contributed greatly in promoting a harmonious atmosphere within the group and the larger team. As such, Mr. Pfaffmann was greatly admired by his superiors and co-workers.

We would like to thank Mr. Pfaffmann for his dedicated and valued support, and wish him all the best for his professional and personal endeavors, and are happy to recommend him.



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