September 2013

Enhancing Research Visibility and Improving Citations: Publication Marketing Tools

Available at: http://works.bepress.com/aleebrahim/80
Enhancing Research Visibility and Improving Citations: Publication Marketing Tools
Enhancing Research Visibility and Improving Citations: Publication Marketing Tools

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www.researcherid.com/rid/C-2414-2009
http://scholar.google.com/citations
Abstract:
Publishing a high quality paper in scientific journals is only the mid point towards receiving citation in the future. The balance of the journey is completed by advertising and disseminating the publications by using the proper “Research Tools”. Familiarity with the tools allows the researchers to increase their h-index in a short time. H-index shows the academicians influence in the specified field of research. Therefore, an academician with a higher level of h-index is deemed to have publications of higher quality resulting in higher citations.

The number of citations contributes to over 30% in the university rankings. Therefore, most of the scientists are looking for an effective method to increase their citation record. Nader has developed and introduced a method for increasing the visibility of the research which directly affects on the number of citations.

Keywords: h-index, Increase citations, Research tools
• Founder of “Research Tools Box”
• On the Net
  – Publishing on internet: ideas & tools
  – Semināra
  – Budapest Open Access Initiative
Dear Nader,

Thank you for your prompt response and for disseminating the LIBRE project. At the moment we are very busy preparing the beta release in October. It will be great to receive your early feedback once we start testing the platform.

By the way, I found your "research tools" mind map extremely useful. Amazing work you did there. We will promote this work through twitter.

all best wishes,

Pandelis
Objectives

• To increase a paper visibility, accessibility,
• To improve the quality of the article title and keywords
• To search and analyze the right journal to submit.
• To disseminate the publications by using “Research Tools” in order to increase citation
• To trace the citation
Outline

• Motivation
• Definition of h-index and g-index, Importance of h-index,
• How to use “Research Tools”,
• Paper title preparation, Selecting keywords,
• Target suitable journal
• Marketing published article,
• Online CV., Select the best paper repository
• Networking, Document Publishing, and finally
• Trace published article citation.
Motivations

• **Times Higher Education World University Ranking system** Citations — research influence (worth 32.5 per cent)

• **Professor Dr. Rajkumar Buyya** (Ph.D. in Computer Science and Software Engineering, Monash University, Melbourne, Australia, 2002)

• H-index comparisons

• **Citation Workshops**

• **Directory of Open Access Repositories**

• **H-Index Trends**
Online or Invisible?

Publication Marketing Tools “Enhancing Research Visibility and Improving Citations

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Source: Steve Lawrence, "Free online availability substantially increases a paper’s impact" in: Nature, Volume 411, Number 6837, p. 521, 2001
Increased access = Increased downloads = Increased citations = Increased impact!

Strategies for Enhancing the Impact of Research

Improving access and retrieval of your research study is the surest way to enhance its impact. Repetition, consistency, and an awareness of the intended audience form the basis of most the following strategies.

Preparing for Publication
Dissemination
Keeping Track of Your Research

Source: Washington University School of Medicine, St. Louis Missouri
A scientist has index $h$ if $h$ of [his/her] $N_p$ papers have at least $h$ citations each, and the other $(N_p - h)$ papers have no more than $h$ citations each.

H-index from a plot of decreasing citations for numbered papers.
A scientist has index h if h of his/her Np papers have at least h citations each, and the other (Np-h) papers have no more than h citations each.

As an example, a researcher with an H-index of 15 has (of their total number of publications) 15 papers which have been cited at least 15 times each.

<table>
<thead>
<tr>
<th>Researcher</th>
<th>A</th>
<th>Researcher</th>
<th>B</th>
</tr>
</thead>
<tbody>
<tr>
<td>Paper rank</td>
<td>Citations</td>
<td>Paper rank</td>
<td>Citations</td>
</tr>
<tr>
<td>1</td>
<td>10</td>
<td>1</td>
<td>1348</td>
</tr>
<tr>
<td>2</td>
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<td>159</td>
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<tr>
<td>3</td>
<td>6</td>
<td>3</td>
<td>50</td>
</tr>
<tr>
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<td>4</td>
</tr>
<tr>
<td>6</td>
<td>0</td>
<td>6</td>
<td>3</td>
</tr>
</tbody>
</table>

Neither researcher can have an H-index of more than 6.

In order to give more weight to highly-cited articles Leo Egghe (2006) proposed the g-index. The g-index is defined as follows: 

*Given a set of articles* ranked in decreasing order of the number of citations that they received, the g-index is the (unique) largest number such that the top g articles received (together) at least $g^2$ citations. Although the g-index has not yet attracted much attention or empirical verification, it would seem to be a very useful complement to the h-index.
Table 2: Publication and citation list of scientist S1

<table>
<thead>
<tr>
<th>Rank (squared)</th>
<th>Publications</th>
<th>Citations</th>
<th>Sum</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 (1) A</td>
<td></td>
<td>20</td>
<td>20</td>
</tr>
<tr>
<td>2 (4) B</td>
<td></td>
<td>10</td>
<td>30</td>
</tr>
<tr>
<td>3 (9) C</td>
<td></td>
<td>9</td>
<td>39</td>
</tr>
<tr>
<td>4 (16) D</td>
<td></td>
<td>8</td>
<td>47</td>
</tr>
<tr>
<td>5 (25) E</td>
<td></td>
<td>6</td>
<td>53</td>
</tr>
<tr>
<td>6 (36) F</td>
<td></td>
<td>6</td>
<td>59</td>
</tr>
<tr>
<td>7 (49) G</td>
<td></td>
<td>6</td>
<td>65</td>
</tr>
<tr>
<td>8 (64) H</td>
<td></td>
<td>5</td>
<td>70</td>
</tr>
<tr>
<td>9 (81) I</td>
<td></td>
<td>5</td>
<td>75</td>
</tr>
</tbody>
</table>

Predicting scientific success

H-index prediction


H-index calculator uses BitmapExporter by Mario Klingemann

<table>
<thead>
<tr>
<th>Feature</th>
<th>Value</th>
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</thead>
<tbody>
<tr>
<td>H-index</td>
<td>5</td>
</tr>
<tr>
<td># articles</td>
<td>12</td>
</tr>
<tr>
<td>Years since first article</td>
<td>8</td>
</tr>
<tr>
<td># distinct journals</td>
<td>5</td>
</tr>
<tr>
<td># articles in 'top' journals*</td>
<td>1</td>
</tr>
</tbody>
</table>


# distinct journals: number of different journals where you have published in.

Note: The equations and the calculator model people that are in Neurotree, have an h-index 5 or more, and are between 5 to 12 years after publishing first article.
Research Tools Mind Map

Virtual Teams will become as important as

(1) Searching the literature
(2) Writing a paper
(3) Targeting suitable journals
(4) Enhancing visibility and impact

Links
h-index
Survey
Keeping up-to-date Alert services
Download

Research Tools
By: Nader Ale Ebrahim

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Optimizing Your Article for Search Engines

Source: http://authorservices.wiley.com/bauthor/seo.asp
Optimizing your article for search engines will greatly increase its chance of being viewed and/or cited in another work. Citation indexes already figure in many disciplines as a measure of an article's value; there is evidence that article views/downloads are also beginning to count in the same way. The crucial area for optimization is your article's abstract, title and keywords, which are freely available to all online.

Source: http://authorservices.wiley.com/bauthor/seo.asp
Understanding Search Engines

Each search engine has its own algorithms for ranking a piece of content, such as a journal article. However, many search engines estimate the content's relevancy and popularity as measured by links to the content from other websites. Most search engines attempt to identify the topic of the piece of content. To do this, some search engines still use metadata tags (invisible to the user) to assess relevant content, but most now scan a page for keyword phrases, giving extra weight to phrases in headings and to repeated phrases.

Source: http://author-services.wiley.com/bauthor/seo.asp
Strategies for Enhancing the Impact of Research
Preparing for Publication

• Add the name of study in the title of all publications and use the same title/name consistently.
• Assign keyword terms to the manuscript.
• Formulate a concise, well-constructed title and abstract. Include crucial keywords in the abstract.
• Publish your work in an open access journal.
• Consider the desired audience when choosing a journal for publication.

Source: Washington University School of Medicine, St. Louis Missouri
Selecting keywords
Improving Readership of Your Articles

Appearing at the top of the list of search results, and having a useful description of your work, greatly improve the likelihood that a reader will find and download your document.

• Abstracts should include **keywords** that potential readers are likely to use in searches. It is especially valuable to modify and reuse words that appear in the document's title and full text to improve the article's rank when readers search for those words.

• The **first sentence of the abstract** is all that is likely to be displayed in the search page results, so make your first sentence one that will encourage readers to click the link.
Using **keywords** is a vital part of abstract writing, because of the practice of retrieving information electronically: keywords act as the search term. Use keywords that are specific, and that reflect what is essential about the paper. Put yourself in the position of someone researching in your field: what would you look for? Consider also whether you can use any of the current "buzzwords".

Source: [http://www.emeraldinsight.com/authors/guides/write/abstracts.htm?part=1#2](http://www.emeraldinsight.com/authors/guides/write/abstracts.htm?part=1#2)
Selecting keywords lead to get more citation.

Web of Science

Google Trends

Google AdWords

MASTER KEYWORDS LIST
Journal of International Business Studies
Publication Marketing Tools “Enhancing Research Visibility and Improving Citations
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Hi there! This issue, we are going to explain how KeyWords Plus broadens your search. KeyWords Plus is the result of our Thomson Reuters editorial expertise in Science.

What our editors do is to review the titles of all references and highlight additional relevant but overlooked keywords that were not listed by the author or publisher. With KeyWords Plus, you can now uncover more papers that may not have appeared in your search due to changes in scientific keywords over time.

Thanks and keep your feedback and questions coming!

Smiles,

Lim Khee Hiang
Ph.D., Principal Consultant
Keywords Plus

• KeyWords Plus® are index terms created by Thomson Reuters from significant, frequently occurring words in the titles of an article's cited references.

Keywords and Keywords Plus®

Authors sometimes provide a list of keywords or terms that they feel best represent the content of their paper. These keywords are contained in the ISI record (1991 data forward, depending on the database) for each article and are searchable. In addition, ISI generates KeyWords Plus for many articles. KeyWords Plus are words or phrases that frequently appear in the titles of an article's references, but do not necessarily appear in the title of the article itself. KeyWords Plus may be present for articles that have no author keywords, or may include important terms not listed among the title, abstract, or author keywords.

Source: http://wos.isitrial.com/help/helpdefs.html
Title=(Technology Management)

Results found: 3910

Sum of the Times Cited: 15123
Sum of Times Cited without self-citations: 14589

Citing Articles: 13739
Citing Articles without self-citations: 13457

Average Citations per Item: 3.87

h-index: 50
Results found: 575

Sum of the Times Cited: 5746
Sum of Times Cited without self-citations: 4354

Citing Articles: 3002
Citing Articles without self-citations: 2688

Average Citations per Item: 9.99

h-index: 34
Title="("Stem Cells")"
Refined by: Web of Science
Categories=( CELL TISSUE ENGINEERING )

Results found: 5044
Sum of the Times Cited [?] : 102181
Sum of Times Cited without self-citations 91107 [?] :
Citing Articles[?] : 46925
Citing Articles without self-citations 43823 [?] :
Average Citations per Item [?] : 20.26
h-index [?] : 132

Source: Web of Science®, Retrieved 26 May 2013
Optimize Title/Abstract

Step 1: Construct a clear, descriptive title
In search engine terms, the title of your article is the most interesting element. The search engine assumes that the title contains all of the important words that define the topic of the piece and thus weights those words appearing there most heavily.

Step 2: Reiterate key phrases
The next most important field is the text of the abstract itself. You should reiterate the key words or phrases from the title within the abstract itself.

Source: http://authorservices.wiley.com/bauthor/seo.asp

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False Remembering in the Aged

Researchers studying human memory have increasingly focused on memory accuracy in aging populations. In this article we briefly review the literature on memory accuracy in healthy older adults. The prevailing evidence indicates that, compared to younger adults, older adults exhibit both diminished memory accuracy and greater susceptibility to misinformation. In addition, older adults demonstrate high levels of confidence in their false memories. We suggest an explanatory framework for the high level of false memories observed in older adults, a framework based on the theory that consciously controlled uses of memory decline with age, making older adults more susceptible to false memories that rely on automatic processes. We also point to future research that may remedy such deficits in accuracy.

This article appears on the first page of results in Google for false+memory+aged.
Researchers studying human memory have increasingly focused on its accuracy in senior populations. In this article we briefly review the literature on such accuracy in healthy older adults. The prevailing evidence indicates that, compared to younger adults, older adults exhibit both diminished accuracy and greater susceptibility to misinformation. In addition, older adults demonstrate high levels of confidence in their false memories. We suggest an explanatory framework for the high levels observed in older adults, a framework based on the theory that consciously controlled uses of memory decline in later life, making older adults more susceptible to false memories that rely on automatic processes. We also point to future research that may remedy such deficits in accuracy.
Target Suitable Journal
Why target a suitable journal is important?

1. Journal selection is vital for quick publication.

2. Finding a suitable journal can lead to easy publication; more citation and visibility to your published article.

3. Choosing an irrelevant journal can lead to slow publication, unkind reviewer comments and finally rejection.
Strategies to increase citations

• Target a journal with a high impact factor, or, in fact, with any impact factor at all!
• Choose a new, rapidly growing field of research. Articles on hot topics tend to cite much more recent references than those in more traditional fields.
• Target journals in rapidly growing research fields because they tend to publish papers with a short time interval from submission to acceptance.
• Write research articles, technical notes and reviews. For the purposes of calculating citations, these are considered “citable” items. Editorials, letters, news items and meeting abstracts are “non-citable items”.
• Write reviews in addition to research papers. Reviews are more likely to be cited than original research papers.
• Write at length. Longer articles are cited more often.
Strategies to increase citations

- Make it easy for others to access your work. Online availability of articles clearly increases citations (and therefore, the journal’s impact factor). It helps if researchers can find relevant articles and access them instantly, rather than working their way through barriers of passwords and technicalities. This effect will increase with the availability of search engines like Google Scholar.
  - Target “open access” journals (especially if they have an impact factor).
  - Make your work available via the Google searches/ResearcherID.
  - Put the address for your ResearcherID page into your email signature as a clickable link.

- Don’t write as a member of a consortium. It’s better to be one in a list of individual authors. Some evidence shows citations to articles written by consortia have been undercounted.

- Find quick publication Journals
One key request of researchers across the world is unrestricted access to research publications. Open access gives a worldwide audience larger than that of any subscription-based journal and thus increases the visibility and impact of published works. It also enhances indexing, retrieval power and eliminates the need for permissions to reproduce and distribute content.
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| Journal impact factor |
| Indexation |
| Journal prestige |
| Relevance of research topics |
| Acceptance/rejection rates |
| Size of print circulation |
| Manuscript turnaround time |
| Editors characteristics |
| Quality of reviewer comments |
| Previous experience with publishing in the journal |
| Colleagues’ recommendations |
| International status |
| Open access |
| Publication charges |
| Promotion at social platforms (eg Facebook, Twitter) |
| Press attention to the journal |

Abstracted/indexed in

1. ABI/INFORM
3. Australian Business Deans' Council (ABDC) Journal Quality List
4. Australian Research Council ERA Ranked Journal List
5. Compendex
6. Computer Abstracts International Database
7. Current Contents / Engineering, Computing & Technology
8. Current Contents / Social & Behavioural Sciences
9. Emerald Management Reviews (EMR)
10. INSPEC Abstracts
11. International Abstracts in Operations Research
12. OR/MS Index and Annual Comprehensive Index
13. Science Citation Index
14. Social Science Citation Index
15. SCOPUS
16. Zentralblatt MATH

- Source: Journal of the Operational Research Society
Self Citation

“Self-citation refers to a paper being submitted to a specific journal in which papers that have been published during the previous 2 years in that same journal are cited in the reference list. While self-citation of relevant papers is legitimate, excessive self-citation can indicate a manipulation.

Thomson Reuters resource known as Web of Science, the company which now lists journal impact actors, considers self-citation to be acceptable up to a rate of 20%, anything over that is considered suspect” (Diana Epstein, 2007).

Self-citation rates across groups of disciplines

Source: Centre for Science and Technology Studies, 2007.

There are inherent differences between different fields with regards to citation behavior. For some fields such as Mathematics or Economics it takes longer to reach the peak of citation activity.
Figure 1: Mean H-index Scores by Field of Study

- Sciences: 10.6
- Agricultural sciences: 8.9
- Engineering: 8.5
- Social sciences: 5.2
- Applied health sciences: 4.9
- Business: 3.8
- Humanities: 2.3
- Architecture and design: 0.9
- Fine arts: 0.8

Source: Making Research Count: Analyzing Canadian Academic Publishing Cultures
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<table>
<thead>
<tr>
<th>Type of Output</th>
<th>Lecturer</th>
<th>Senior Lecturer</th>
<th>Professor</th>
</tr>
</thead>
<tbody>
<tr>
<td>Academic Article</td>
<td>80</td>
<td>66</td>
<td>80</td>
</tr>
<tr>
<td>All book outputs</td>
<td>13</td>
<td>29</td>
<td>12</td>
</tr>
<tr>
<td>Discussion &amp; Working papers</td>
<td>6</td>
<td>3</td>
<td>6</td>
</tr>
<tr>
<td>Conference Paper</td>
<td>0.7</td>
<td>0.6</td>
<td>0.8</td>
</tr>
<tr>
<td>Research Report</td>
<td>0.3</td>
<td>0.7</td>
<td>0.8</td>
</tr>
<tr>
<td>Other</td>
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<td>1.5</td>
<td>0.0</td>
</tr>
<tr>
<td>Not available</td>
<td>0.2</td>
<td>0.0</td>
<td>0.1</td>
</tr>
<tr>
<td>Total</td>
<td>100</td>
<td>100</td>
<td>100</td>
</tr>
<tr>
<td>Percentage of all citations</td>
<td>18.2</td>
<td>14.1</td>
<td>67.7</td>
</tr>
</tbody>
</table>

Source: LSE PPG dataset.

Citation trends for different types of publications

Source: Scopus

Publication Marketing Tools “Enhancing Research Visibility and Improving Citations
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Disseminate Publications (Advertising)
Targeted advertising

Program maintenance
Check for updates

Help resources
Help contents
What’s new
Version information
Publish or Perish home page
Publish or Perish FAQ
The Publish or Perish Book

Results

<table>
<thead>
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<th>Papers</th>
<th>46</th>
<th>Cites/paper</th>
<th>6.57</th>
<th>h-index</th>
<th>8</th>
<th>AWCR:</th>
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</tr>
</thead>
<tbody>
<tr>
<td>Citations</td>
<td>302</td>
<td>Cites/author</td>
<td>170.70</td>
<td>g-index</td>
<td>17</td>
<td>AW-index:</td>
<td>4.91</td>
</tr>
<tr>
<td>Years:</td>
<td>17</td>
<td>Papers/author</td>
<td>20.72</td>
<td>hc-index:</td>
<td>6</td>
<td>AWCRpA:</td>
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<td>h-index:</td>
<td>4.00</td>
<td>e-index:</td>
<td>13.96</td>
</tr>
</tbody>
</table>

<table>
<thead>
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<tr>
<td>Process analysis tools for process improvement</td>
</tr>
<tr>
<td>Managing the virtual team and controlling effectiveness</td>
</tr>
<tr>
<td>Implementing virtual teamworking. Part 1: a virtual teaming in the automotive supply chain</td>
</tr>
<tr>
<td>Implementing virtual teamworking: Part 2-ability to decide</td>
</tr>
<tr>
<td>Implementing virtual teamworking: Part 3-a learning style preferences of engineers in a virtual working environment</td>
</tr>
<tr>
<td>The emerging self-directed learning methods of learners in virtual teamworking</td>
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<tr>
<td>External environmental forces affecting e-learning</td>
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<tr>
<td>Virtual Teaming in the Automotive Supply Chain: A Case Study</td>
</tr>
<tr>
<td>The effects of technology-based learning on E-business through competence profiling</td>
</tr>
<tr>
<td>Tracking systems for use in ergonomic assessments of virtual teamworking environments</td>
</tr>
<tr>
<td>Effective virtual teamworking</td>
</tr>
<tr>
<td>Supporting SMEs through e-business</td>
</tr>
<tr>
<td>Exploring why virtual teamworking is effective for small-to-medium-sized enterprises</td>
</tr>
</tbody>
</table>

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Strategies for Enhancing the Impact of Research Dissemination

- Submit the manuscript to a digital subject repository.
- Submit the manuscript to an institutional repository.
- Set up a web site devoted to the research project and post manuscripts of publications and conference abstracts.
- Take advantage of SEO (search engine optimization).
- Present preliminary research findings at a meeting or conference.
- Follow up preliminary research findings presented at a meeting or conference with a published manuscript.
- Consider submitting the same article to a journal in a different language as a “secondary publication.”
- Start a blog devoted to the research project.
- Contribute to Wikipedia.
- Contribute to a social network.

Source: Washington University School of Medicine, St. Louis Missouri
8 Ways to increase usage and citation of published papers

1. Create your own website
2. Create Mind Map
3. Do Search Engine Optimization (SEO)
5. Join Twitter
6. Join academic social networking sites
7. Join LinkedIn
8. Deposit papers in repositories

Adopted from “10 Ways to Increase Usage and Citation of your Published Article Using Social Media”
Citation Competition

- Always upload preprints of your papers either on the Los Alamos ArXiv or NEC Citeseer or both. This gives your papers visibility.
- When writing a paper, use the introduction to provide a motivating context. So it grabs the interest of the reader.
- When writing a paper the goal is for you to communicate ideas in the clearest way. The more people that can understand your paper, the more it will be cited.
- Keep track of all your international contacts by using the LinkedIn web utility.
Citation Competition

- Take 50 photocopies of your best 1-2 papers to conferences, and leave them on the brochure desk as a handout.
- Maintain your publication list on your home page. Make an attractive homepage that is clear about what you are working on.
- Conference papers do not get ISI citation counts. So the trick is to ensure that after a conference you take that paper, correct it, extend it, and submit it to a journal.
- When your paper is finally published, individually email the pdf to selected collaborators and contacts that you have met at conferences etc.

Source: Derek - https://www.eleceng.adelaide.edu.au/personal/dabbott/wiki/index.php/Citation_Competition
Online CV.
Pre-registration Page

To register to use the Editorial Manager system, please enter the requested information. Upon successful registration, you will be sent an e-mail with instructions to verify your registration.

Please Enter the Following

First Name*  
Nader

Last Name*  
Ale Ebrahim

E-mail Address*  

ORCID  
0000-0001-7091-4439  
(e.g.: 1234-1234-1234-123X)

WARNING - If you think you already have an existing registration of any type (Author, Reviewer, or Editor) in this system, please DO NOT register again. This will cause delays or prevent the processing of any review or manuscript you submit. If you are unsure if you are already registered, click the 'Forgot Your Password?' button.

If you are registering again because you want to change your current information, changes must be made to your existing information by clicking the 'Update My Information' link on the menu bar. If you are unsure how to perform these functions, please contact the editorial office.

Cancel  Forgot Your Password?  Continue >>
Recent and Forthcoming Publications:

Build an online Curriculum Vitae

• Register with **ResearcherID** (Web of Science) and **ORCID**


**ResearcherID** – an older id system associated with the Web of Science (WOS). Your ORCID and ResearcherID profiles can easily be linked. Citation counts for publications in ResearchID are automatically updated from WOS.

**ORCID** (Open Researcher and Contributor ID) – a new, broadly supported researcher profile that creates a unique author identification number. By creating an authoritative publication list associated with your ID number, you can minimize confusion with other researchers with similar names.

See more at: [http://library.buffalo.edu/scholarly/action/](http://library.buffalo.edu/scholarly/action/)
A more illustrative example:  

**Jens Åge Smaærup Sørensen**

- J. Å. S. Sørensen
- J. Aa. S. Sørensen
- J. Å. S. Sorensen
- J. Aa. S. Sorensen
- J. Å. S. Soeren sen
- J. Å. Aa. S. Søren sen
- Jens Å. S. Sorensen
- Jens Aa. S. Sorensen
- Jens Å. S. Soeren sen
- Jens Aa. S. Soeren sen

And on and on it goes ...

The 36 faces of Jens Åge Smaærup Sørensen: dipthongs, accents, contractions and transliterations produce dozens of variations in a hypothetical name. By claiming a unique ORCID, researchers can avoid fragmentation of identity and identity ambiguity. (Slide by Mogens Sandfær of DEFF)

Google Scholar Citations

- Track citations to your articles over time
- Check who is citing your publication
- Appear in Google Scholar search results (with a public profile)

• Sign up for Google Scholar Citations.

See more at: http://www.library.auckland.ac.nz/biblioinformatics/personal.htm
Select the best paper repository
Repositories can disseminate information

Universities can:
– Meet accountability requirements
– Improve the brand image of the university
– Preserve academic research outputs permanently and effectively
– Promote cooperation with industry and contribute to the local communities
– Reduce the costs of taking charge of academic information

Researchers can:
– Gain greater visibility for their research achievements
– Establish the channel for the dissemination of research outputs
– Reduce the cost of preservation and dissemination of research outputs
– Raise the citation rates of their articles

Source: What is an academic repository?
Optimize citations

- Put your article in an institutional or subject repository.
- Publicize yourself - link to your latest article in your email signature.
- Make your article more accessible
  - Reading lists
  - Department website or personal webpage
  - Twitter and Facebook
  - LinkedIn
  - Join academic social networking sites
  - CiteULike
  - Email signature

Source: Optimize citations - http://journalauthors.tandf.co.uk/beyondpublication/optimizingcitations.asp
And
Promote your article - http://journalauthors.tandf.co.uk/beyondpublication/promotearticle.asp
Copyright issue

If your publisher does not give permission to give access to the definitive publisher's version/pdf, in many cases it is permitted to make the last author's version available (i.e. the version after peer review). This version has the same scientific content, but lacks the publisher's lay-out. More information can be found at SHERPA/RoMEO and the Open Access and Copyright site.

Source: Digital Academic Repository of the University of Amsterdam
With SelectedWorks, Authors

Build a network of colleagues who follow their work
Announce and distribute articles, working papers, presentations, and talks to their own network of colleagues and other readers
Attract new readers with a search engine optimized website
Organize and quickly reorganize work by custom categories

See more at: http://works.bepress.com/
Nader Ale Ebrahim has a Technology Management PhD degree from the Department of Engineering Design and Manufacture, Faculty of Engineering, University of Malaya. He holds a Master of Science in mechanical engineering from University of Tehran with distinguished honors. Nader has more than 17 years of experience in setting up R & D in different companies, project manager and Project Coordinator and knowledge based system implementation in R&D department. His research interests focus on the management of virtual teams for new product development in SMEs R&D centers. His papers have presented in the several referees journal and conferences.

**Articles**

**PDF**  
[Introduction to the Research Tools Mind Map, Research World (2013)](#)  
With the increasing use of information and communications technology (ICT), researchers are able to use...

**PDF**  
[A Comparison between Two Main Academic Literature Collections: Web of Science and Scopus Databases](#) (with Arezoo Aghaei Chadeegani, Hadi Salehi, Melor Md Yunus, Hadi Farhadi, Masood Fooladi, and Maryam Farhadi), *Asian Social Science* (2013)  
Nowadays, the world’s scientific community has been publishing an enormous number of papers in different...

**PDF**  
Ale Ebrahim, Nader

SSRN Author Rank (from 229,000 authors): 3,834 by Downloads
Aggregate Statistics, Total Downloads 5,393

getCITED is an online, member-controlled academic database, directory and discussion forum. Its contents are entered and edited by members of the academic community. By putting its content in the hands of its members, getCITED makes it possible to enter in and search for publications of all types. This means that, in addition to the books and articles accessible with other databases, book chapters, conference papers, working papers, reports, papers in conference proceedings, and other such research outlets can all be entered and then searched for within getCITED. In addition, getCITED makes it possible to link publications with all the publications in their bibliographies, thereby making possible a wide variety of publication and citation reports.

See more at: http://www.getcited.org/
citeulike is a free service for managing and discovering scholarly references

6,920,434 articles

Easily store references you find online
Discover new articles and resources
Automated article recommendations
Share references with your peers
Find out who's reading what you're reading
Store and search your PDFs

See more at: http://www.citeulike.org/
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Networking
SOCIAL MEDIA

Share your findings...
And get cited

Source: "Scientific Writing for Impact Factor Journals" By: Eric Lichtfouse
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Microblogging

Publication Marketing Tools: Enhancing Research Visibility and Improving Citations

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Why should you share links to your published work online?

According to Dr Melissa Terras from the University College London Centre for Digital Humanities, “If you tell people about your research, they look at it. Your research will get looked at more than papers which are not promoted via social media” (2012).
Network

• Build your network – make sure you have dynamic diverse networks
• Join networks such as LinkedIn, ResearchGate or Academic.edu

See more at: http://libguides.library.curtin.edu.au/content.php?pid=417077&sid=3408994
Academic Social Networking

Nader Ale Ebrahim

University of Malaya, Malaysia, Department of Engineering Design & Manufacture, Faculty of Engineering, Graduate Student

Research Interests: Collaborative Systems, Global Virtual Teams, International Management, Electronic-Collaboration (E-C), and 40 more

About: Nader Ale Ebrahim has a Technology Management PhD degree ...

Advisors: Dr. Salwa Hanum Binti Abdul Rashid, Dr. Shamsuddin Ahmed, Prof. Zahari Taha

PAPERS

Introduction to the Research Tools Mind Map

Download (.pdf)

Does Criticisms Overcome the Praises of Journal Impact Factor

Download (.pdf)
A new way to measure scientific reputation. The RG Score takes all your research and turns it into a source of reputation.

How does the RG Score work?
Your RG Score is calculated based on how other researchers interact with your content, how often, and who they are. The higher their score, the more yours will increase.
Gary Darbyshire sent you a message on ResearchGate.

I'm keenly interested in Virtual teams and have cited your work

praise for your work

I'm currently completing my third masters degree at University of Wollongong hoping to transition into PhD next year. No firm supervisor as yet though, I find your work in this area very interesting, currently co authoring 2 articles hoping to publish in upcoming IEEE conference in Sydney 2013 and the ACIS conference in December in the track of Virtual teams. Always looking for opportunities,, A pleasure to cite you

Sep 5, 2013, 14:15

View message
Nader Ale Ebrahim
Technology Management Consultant, "Research Tools" Advisor and Self-employed Researcher
Selangor, Malaysia | Automotive

Current
Technology Management Consultant, "Research Tools" Advisor at Independent Researcher

Past
Research Fellow at Research Support Unit, Centre of Research Services, IPPP, University of Malaya
PhD candidate at University of Malaya
Paper & Proceedings Committee at United Kingdom - Malaysia - Ireland Engineering Science Conference 2011 (UMIES 2011)

Education
Universiti Malaya
Faculty of Engineering, University of Tehran
Faculty of Engineering, University of Tehran

Recommendations
28 people have recommended Nader

Connections
500+ connections

Websites
Personal Website
Publications
Blog

Nader Ale Ebrahim's Summary

Nader Ale Ebrahim has a Technology Management PhD degree from the Department of Engineering Design and Manufacture, Faculty of Engineering, University of Malaya. He holds a Master of Science in the mechanical engineering from University of Tehran with distinguished honors, as well as more than 17 years experience in the establishing R&D department in...
Blogs

- Wordpress
- Weebly
- Blogger
Document Publishing
Figshare is a repository where users can make all of their research outputs available in a citable, shareable and discoverable manner. This service allows users to upload any file format to be made visualisable in the browser so that figures, datasets, media, papers, posters, presentations and filesets can be disseminated in a way that the current scholarly publishing model does not allow.

Source: Figshare: good or bad?
Scribd is the world's largest digital library where people can publish, discover, and read books and documents of all kinds on the web or any mobile device. Millions of books and documents have been contributed to Scribd by the community and this content reaches an audience of 100 million people around the world every month.

- Source: http://www.scribd.com/about
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SlideShare is the world's largest community for sharing presentations. With 60 million monthly visitors and 130 million pageviews, it is amongst the most visited 200 websites in the world. Besides presentations, SlideShare also supports documents, PDFs, videos and webinars.

See more at: http://www.slideshare.net/about
Approved Providers and Content Types for Work Samples on Your Profile

What are the compatible file types and content providers for media samples on my profile?

Last Reviewed: 05/01/2013  Report Answer Inaccuracies

A new feature is gradually being released to all members that allows you to display samples of your work on your profile. This is done by uploading a file or adding a link to existing content on a third-party site.

Here's a list of approved content providers and content types. Click each heading to expand or contract the list.

» Image Providers:

» Video Providers:

» Audio Providers:

» Presentations and Documents:
  • Prezi
  • Scribd
  • SlideShare
The Internet Archive is a non-profit that was founded to build an Internet library. Its purposes include offering permanent access for researchers, historians, scholars, people with disabilities, and the general public to historical collections that exist in digital format. Founded in 1996. Now the Internet Archive includes texts, audio, moving images, and software as well as archived web pages in our collections, and provides specialized services for adaptive reading and information access for the blind and other persons with disabilities. (Example)

See more at: http://archive.org/about/
Trace published article citation
The importance of citation tracking

The standard tool used in citation tracking is a citation index. Citation indexes allow you to search the academic literature in ways that show the progress of academic debate in your field. With a citation index, you can easily identify the most influential articles, and the leading academics in your field. You can track backwards (using lists of cited articles) and forwards (using lists of articles which cite a particular article). This means that you can determine the position of academic debate at any time in the past.

What is an alert service?

• Many journal databases and book publishers offer free alert services. These are an effective means of keeping track of the latest research.

• Alert services come in different forms. The most common include:
  – a search alert. This is a saved search which alerts you when a book or article that matches your search terms is published.
  – a TOC (Table of Contents) alert. Such an alert notifies you when a new issue of a journal is published, and provides you with the issue's table of contents.
  – a citation alert. This advises you when a new article cites a particular work.
  – Most alert services are email-based. An increasing number are now offered as an RSS feed. If you are just beginning, you might like to try email alerts first. These are generally easier to create.
Keeping up-to-date

Create a Google Alert

- Enter the topic you wish to monitor.
- Search terms:
- Type:
- How often:
- Email length:
- Your email:

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Keeping up-to-date
Citation tracking

- Citation tracking in Web of Science
- Citation tracking in Scopus
- Citation tracking in Google Scholar
- Other citation sources
  - JSTOR
  - ProQuest
  - ScienceDirect
  - SpringerLink

Here is a summary of the information provided on Citation Tracking Tools.

Quick Guide to Citation Tracking Tools (Word.doc)

More detailed information is available about these tools:
Scopus
Web of Science
Google Scholar

Additional Resources Containing Citation Tracking data

Mesolevel Networks and the Diffusion of Social Movements: The Case of the Swedish Social Democratic Party

P Hedström, R Sandell, C Stern - ajs, 2000 - UChicago Press

Featured in Reuters "Family lifestyle equals genes in obesity risk" December 10, 2008

The Intergenerational Correlation in Weight: How Genetic Resemblance Reveals the Social Role of Families

Molly A. Martin: "What we do as a family -- our family lifestyles -- matters for weight. Lifestyles ..."

Cited by 95 - Related articles - BL Direct - All 11 versions

Source: How to track citations – Google Scholar vs. Web of Science
Record Citation

- KNOWN CITATIONS
- Mind Map
Thank you!

Nader Ale Ebrahim, PhD
=====================================
Research Support Unit
Centre of Research Services
Research Management & Innovation Complex
University of Malaya, Kuala Lumpur, Malaysia
www.researcherid.com/rid/C-2414-2009
http://scholar.google.com/citations
Why citation is important?

• In the Times Higher Education World University Rankings system Citations — research influence (worth 32.5 per cent).
• Citations are widely recognised as a strong indicator of the significance and relevance — that is, the impact — of a piece of research.
• However, citation data must be used with care as citation rates can vary between subjects and time periods. For example, papers in the life sciences tend to be cited more frequently than those published in the social sciences.
• The rankings this year use normalised citation impact, where the citations to each paper are compared with the average number of citations received by all papers published in the same field and year. So a paper with a relative citation impact of 2.0 is cited twice as frequently as the average for similar papers.
• The data were extracted from the Thomson Reuters resource known as Web of Science, the largest and most comprehensive database of research citations available.
• Its authoritative and multidisciplinary content covers more than 11,600 of the highest-impact journals worldwide. The benchmarking exercise is carried out on an exact level across 251 subject areas for each year in the period 2004 to 2008.
• For institutions that produce few papers, the relative citation impact may be significantly influenced by one or two highly cited papers and therefore it does not accurately reflect their typical performance. However, institutions publishing fewer than 50 papers a year have been excluded from the rankings.
• There are occasions where a groundbreaking academic paper is so influential as to drive the citation counts to extreme levels — receiving thousands of citations. An institution that contributes to one of these papers will receive a significant and noticeable boost to its citation impact, and this reflects such institutions’ contribution to globally significant research projects.

Source: http://www.timeshighereducation.co.uk/world-university-rankings/2010-2011/analysis-methodology.html
The essential elements in our world-leading formula

Underpinning the World University Rankings is a sophisticated exercise in information-gathering and analysis: here we detail the criteria used to assess the global academy's greatest universities

The Times Higher Education World University Rankings 2012-2013 are the only global university performance tables to judge research-led universities across all their core missions - teaching, research, knowledge transfer and international outlook.

We employ 13 carefully calibrated performance indicators to provide the most comprehensive and balanced comparisons, which are trusted by students, academics, university leaders, industry and governments.

The methodology for the 2012-2013 World University Rankings is identical to that used for the 2011-2012 tables, offering a year-on-year comparison based on true performance rather than methodological change.

Our 13 performance indicators are grouped into five areas:

• Teaching: the learning environment (worth 30 per cent of the overall ranking score)
• Research: volume, income and reputation (worth 30 per cent)
• Citations: research influence (worth 30 per cent)
• Industry income: innovation (worth 2.5 per cent)
• International outlook: staff, students and research (worth 7.5 per cent).

Exclusions

Universities are excluded from the Times Higher Education World University Rankings if they do not teach undergraduates; if they teach only a single narrow subject; or if their research output amounted to fewer than 1,000 articles between 2006 and 2010 (200 a year).

In some exceptional cases, institutions that are below the 200-paper threshold are included if they have a particular focus on disciplines with generally low publication volumes, such as engineering or the arts and humanities.

Further exceptions to the threshold are made for the six specialist subject tables.

Source: http://www.timeshighereducation.co.uk/world-university-rankings/2012-13/world-ranking/methodology
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It is important to note that there is no substitute for quality work. Please do carry out path-breaking research and produce outstanding results by demonstrating their usefulness both theoretically and experimentally. It is equally important to enhance its impact by making the outcomes of your research work easily accessible to your peers and the larger community. Your efforts and willingness to genuinely share research outcomes with the community will lead to better citations to your work. This in turn leads to other outcomes and recognitions such as increased chances of (a) receiving invitations to present seminars and possibly keynote talks at conferences; (b) getting surprise emails from prospective employers; (c) obtaining industrial consulting opportunities; (d) gaining media attention; (e) winning grants, (f) attracting brilliant students, (g) receiving promotions, and so on and so forth. If all goes well, you might one day become a celebrity intellectual!
The sequence of the human genome
[PDF] from fu-berlin.de..., XH Zheng, L Chen, M Skupski, G Subramanian... - science, 2001
... George L. Gabor Miklos 2,; Catherine Nelson 3,; Samuel Broder 1,; Andrew G. Clark 4,; Joe Nadeau 5,; Victor A. McKusick 6,; Norton Zinder 7,; Arnold J ... Chunhua Yan 1,; Alison Yao 1,; JaneYe 1,; Ming Zhan 1,; Weiqing Zhang 1,; Hongyu Zhang 1,; Qi Zhao 1,; Liansheng Zheng 1,; Fei Zhong ...
Cited by 8600 - Related articles - BL Direct - All 48 versions

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Citation Workshops - Analyze and Improve Citation Counts

Publishing research ideas in high-impact journals is a primary concern of researchers. But once their works are published, they are concerned if their research ideas are being cited in their research fields. To explore recent developments of bibliometrics in academia, four individual workshops to "Analyze and Improve Your Citation Counts" were held between 7-10 December for the Schools of Business and Management, Humanities and Social Sciences, Science and Engineering. Over 70 faculty and staff members joined the workshops at the Library.

Presentations from the workshop are available at the HKUST Institutional Repository (http://repository.ust.hk/dspace/handle/1783.1/6184).

Link: http://library.ust.hk/info/notes/notes75.html
Directory of Open Access Repositories

- **ASIA**
  - Japan
  - Malaysia

- **EUROPE**
  - Belgium
  - Germany
  - United Kingdom
Proportion of Repositories by Country - Worldwide

Total = 2152 repositories
OpenDOAR - 27-Jan-2012
Proportion of Repositories by Continent - Worldwide

Total = 2152 repositories

OpenDOAR - 27-Jan-2012

Please compare with: Most-Cited Paper from the Top 20 Countries

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http://maps.repository66.org/
References


8. From Journal to Thesis: How to Get Your Work Published, T.M. Indra Mahlia, January 2010

9. Journal Citation Reports®, Thomson Reuters 2009


11. The publish or perish book: Your guide to effective and responsible citation analysis / Anne-Wil Harzing. , September 2010
