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Fall October 29, 2015

How to select a brand name for your research interest?

Nader Ale Ebrahim



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How to select a brand name for your research interest?

بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

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www.researcherid.com/rid/C-2414-2009
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A SERIES OF INTRODUCTORY WORKSHOP ON:
***Strategies to Enhance Research
Visibility, Impact & Citations***

Nader Ale Ebrahim, PhD

=====

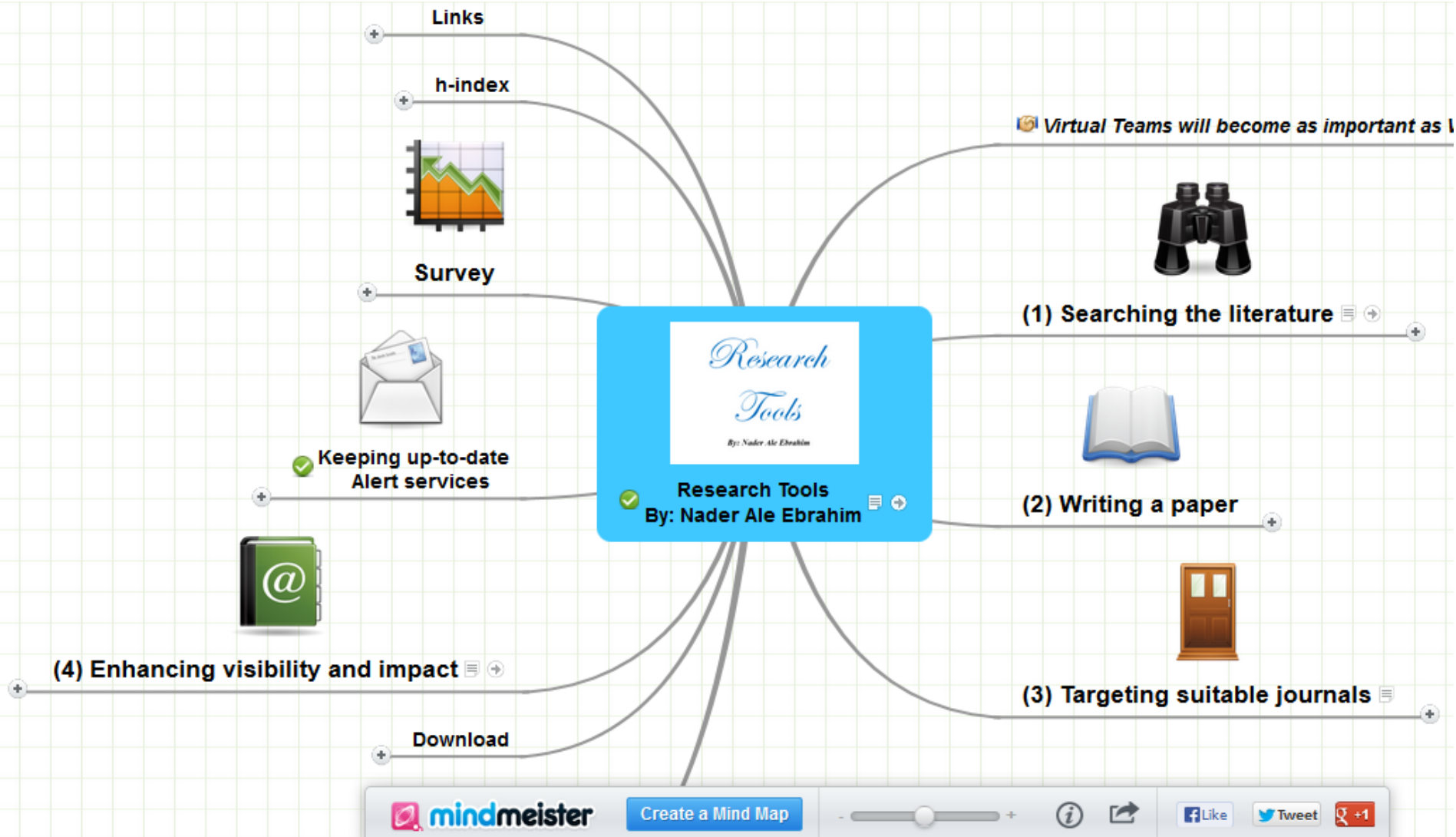
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Abstract

Abstract: The first challenge of the researcher is to choose an interesting and unique research brand. The research brand name should appear in the title, abstract and keywords of the paper. The title is extremely important and must be chosen with great care as it will be read by thousands, whereas few will read the entire paper. On the other hand, indexing and abstracting of the paper depends on the accuracy of the title. An improperly titled paper will get lost and will never be read. The unique research name makes title meaningful and not general.

Keywords: H-index, Improve citations, Research tools, Bibliometrics

Research Tools Mind Map



Research Isn't Just Research

- Who cares what you do, if you never tell them?
- You'll need to present your ideas in various forms and venues:

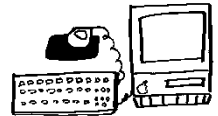
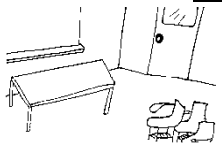
- **PEOPLE:** Networking with colleagues at your institution and elsewhere

- **PAPERS:** Writing and submitting papers to workshops, conferences, and journals

- **PRESENTATIONS:** Giving talks at workshops, conferences, and other institutions

- (You should also put together a *website* that highlights your interests and research activities)

- ...oh, and these things also provide useful experience for job interviews, not to mention valuable job skills...



GET FOUND. What Are Keywords?

A Word or Phrase that people would employ to locate information on products, services, or topics they are interested in learning more about.

nature.com subject areas

[nature.com](#) : [Publications A-Z index](#) : [Browse by subject](#)

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Subjects beginning with 'A' (171)

A	B	C	D	E	F	G	H
I	J	K	L	M	N	O	P
Q	R	S	T	U	V	W	X

Research Areas (Categories / Classification)

Research areas are classified into five broad categories:

- Arts Humanities
- Life Sciences Biomedicine
- Physical Sciences
- Social Sciences
- Technology

Source: [Web of Science™ Core Collection Help](#), [Research Area](#)

JEL Classifications - American Economic Association

A General Economics and Teaching

B History of Economic Thought, Methodology, and Heterodox Approaches

C Mathematical and Quantitative Methods

D Microeconomics

E Macroeconomics and Monetary Economics

F International Economics

G Financial Economics

H Public Economics

subject area & Research interest

- Subject area: “In what discipline is his/her doctorate?”

(<http://wordnetweb.princeton.edu/perl/webwn?s=subject%20area>).

Examples: University of Southern California

- Research interest: Refers to the broad areas of study the colleague is pursuing (dictybase.org/db/html/help/glossary.html).

Example: [Research interest list, Faculty of Medical and Health Sciences, The University of Auckland](#)

Keywords

Selecting keywords lead to get more citation.

Google AdWords



ISI Web of
KNOWLEDGE
Transforming Research

MASTER KEYWORDS
LIST
Journal of International Business
Studies

Google Trends

Design Studies

KEYWORDS LIST

Choose up to five keywords for your paper from this list. You may substitute one keyword of your own choice not on this list.

aesthetics	environmental impact
architectural design	epistemology
artificial evolution	evaluation
automotive design	expert systems
built environment	facility programming
case based reasoning	generic design
case study/studies	graphic design
collaborative design	



[MeSH \(Medical Subject Headings\)](#)

Keyword Planner

Add ideas to your plan

Your product or service

TQM

Get ideas

Modify search

Targeting ?

- Saudi Arabia
- English
- Google
- Negative keywords

Date range ?

Show avg. monthly searches for: Last 12 months

Customize your search ?

- Keyword filters**
- Keyword options**
 - Show broadly related ideas
 - Hide keywords in my account
 - Hide keywords in my plan
- Keywords to include**

Ad group ideas

Keyword ideas

Columns



Download

Add

Search terms		Avg. monthly searches ?	Competition ?	Suggested bid ?	Ad impr. share ?	Ad
tqm		320	Low	RM0.08	—	

Show rows: 30 1 - 1 of 1 keywords



Keyword (by relevance)		Avg. monthly searches ?	Competition ?	Suggested bid ?	Ad impr. share ?	Ad
six sigma		2,400	High	RM1.73	—	
quality management system		210	Low	RM6.33	—	
6 sigma		260	Low	RM0.16	—	
quality management		320	Low	RM4.72	—	
six segma		70	Low	RM2.10	—	
tqm certification		30	Low	RM13.25	—	

MeSH Tree Structures for “Genes”

MeSH Tree Structures

[Genetic Phenomena \[G05\]](#)

[Genetic Structures \[G05.360\]](#)

[Genome \[G05.360.340\]](#)

[Genome Components \[G05.360.340.024\]](#)

[Attachment Sites, Microbiological \[G05.360.340.024.079\]](#)

[CpG Islands \[G05.360.340.024.159\]](#)

[DNA Sequence, Unstable \[G05.360.340.024.189\]](#) +

[DNA, Intergenic \[G05.360.340.024.220\]](#) +

► [Genes \[G05.360.340.024.340\]](#)

[Alleles \[G05.360.340.024.340.030\]](#)

[Gene Components \[G05.360.340.024.340.137\]](#) +

[Genes, cdc \[G05.360.340.024.340.220\]](#)

[Genes, Chloroplast \[G05.360.340.024.340.225\]](#)

[Genes, Developmental \[G05.360.340.024.340.230\]](#) +

[Genes, Dominant \[G05.360.340.024.340.240\]](#)

[Genes, Duplicate \[G05.360.340.024.340.250\]](#)

[Genes, Essential \[G05.360.340.024.340.270\]](#)

[Genes, Helminth \[G05.360.340.024.340.310\]](#)

[Genes, Immediate-Early \[G05.360.340.024.340.330\]](#)

[Genes, Immunoglobulin \[G05.360.340.024.340.335\]](#) +

[Genes, Insect \[G05.360.340.024.340.340\]](#)

MASTER KEYWORDS LIST

Journal of International Business Studies

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macmillan

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MASTER KEYWORDS LIST

- [Research methods](#)
- [Theories](#)
- [Topics](#)

The master keyword list is split into 3 main categories: research methods, theories, and topics. When choosing your keywords, please try to choose at least one keyword from each category.

RESEARCH METHODS

[Top](#)

Data Source

Primary

Secondary

Research Design

Comparative Thinking

Construct Development and Evaluation

Cross-Cultural Experiments

Cross-Cultural Research/Measurement Issues

Econometrics

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Keywords Plus

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Source: http://images.webofknowledge.com/WOK46/help/WOS/h_fullrec.html

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>

KeyWords Plus® Creation Cycle

SAMPLE SOURCE RECORD

Title: Respiratory and immunological findings in brewery workers
 Author(s): GodnicCvar J; Zuskin E; Mustajbegovic J; Schachter EN (REPRINT);
 Kanceljak B; Macan J; Ilic Z; Ebling Z
 Journal: AMERICAN JOURNAL OF INDUSTRIAL MEDICINE, 1999, V35, N1 (JAN), P 68-75
 Author Keywords: brewery workers ; respiratory symptoms ; lung function ; immunology

Selected Cited References: (39 total, 14 shown for demonstration)

*WHO, 1986, P39, EARL DET OCC LUNG DI
 BLASKI CA, 1996, V154, P334, AM J RESP CRIT CARE
 HUY T, 1991, V144, P1314, AM REV RESPIR DIS
 IVERSEN M, 1990, V20, P211, CLIN EXP ALLERGY
 KORTEKANGASSAVO.O, 1993, V48, P147, ALLERGY
 KORTEKANGASSAVO.O, 1994, V24, P836, CLIN EXP ALLERGY
 MAESTRELLI P, 1992, V22, P103, CLIN EXP ALLERGY
 MALMBERG P, 1986, V10, P316, AM J IND MED
 MCCARTHY PE, 1985, V42, P106, BRIT J IND MED
 MEZNAR B, 1989, P148, 14 INT C EUR AC ALL
 REVSBECH P, 1990, V45, P204, ALLERGY
 SHELDON JM, 1957, P507, MANUAL CLIN ALLERGY
 SMID T, 1994, V25, P877, AM J IND MED
 VIDAL C, 1995, V75, P121, ANN ALLERG ASTHMA

KeyWord Plus(R): ATOPIC-DERMATITIS PATIENTS; LUNG-FUNCTION;
 GRAIN DUST; OCCUPATIONAL ASTHMA; MITE ALLERGY; STORAGE MITE; EXPOSURE;
 HYPERSENSITIVITY; SYMPTOMS; DISEASE

ISI SOURCE DATABASE (1970-PRESENT)

No title available
 The role of atopy in grain dust-induced airway disease
GRAIN DUST AND LUNG-FUNCTION - DOSE-RESPONSE RELATIONSHIPS
MITE ALLERGY AND EXPOSURE TO STORAGE MITES AND HOUSE DUST MITES IN FARMERS
 SKIN PRICK TEST REACTIONS TO BREWERS-YEAST (SACCHAROMYCES-CEREVISIAE) IN
 ADULT ATOPIC-DERMATITIS PATIENTS
 IMMEDIATE HYPERSENSITIVITY TO BAKERY, BREWERY AND WINE PRODUCTS IN YEAST-
 SENSITIVE ATOPIC-DERMATITIS PATIENTS
 GUIDELINES FOR THE DIAGNOSIS OF OCCUPATIONAL ASTHMA
 RELATIONSHIP BETWEEN SYMPTOMS AND EXPOSURE TO MOLD DUST IN SWEDISH
 FARMERS
LUNG-FUNCTION AFTER EXPOSURE TO BARLEY DUST
 No title available
STORAGE MITE ALLERGY AMONG BAKERS
 No title available
 DUST-RELATED AND ENDOTOXIN-RELATED ACUTE LUNG-FUNCTION CHANGES AND WORK-
 RELATED SYMPTOMS IN WORKERS IN THE ANIMAL FEED-INDUSTRY
 FOOD-INDUCED AND OCCUPATIONAL ASTHMA DUE TO BARLEY FLOUR

FREQUENTLY OCCURRING TITLE WORDS

ATOPIC-DERMATITIS PATIENTS
 LUNG-FUNCTION
 GRAIN DUST
 OCCUPATIONAL ASTHMA
 MITE ALLERGY

STORAGE MITE
 EXPOSURE
 HYPERSENSITIVITY
 SYMPTOMS
 DISEASE

Key Words Selection

Results: 26

(from Web of Science Core Collection)

You searched for:

TITLE: ("Envelope Design")

Timespan: All years. **Indexes:** SCI-EXPANDED, SSCI, A&HCI, CPCI-S, CPCI-SSH.

Results: 477

(from Web of Science Core Collection)

You searched for:

TITLE: (("efficiency envelope*") OR (envelope NEAR/5 building) OR (envelope NEAR/5 energy) OR ("envelope* energy* saving*") OR ("Envelope* System*") OR ("thermal* envelope*") OR ("Envelope* Design*"))

Timespan: All years. **Indexes:** SCI-EXPANDED, SSCI, A&HCI, CPCI-S, CPCI-SSH.

Key Words Selection

TABLE 1: Search phrases used

Field	Search Strings
general/other	brain surgery – neurosurgery – hydrocephalus – peripheral nerve surgery
vascular	aneurysm surgery – arteriovenous malformation* – carotid endarterectomy – cavernous malformation – extracranial intracranial bypass – intracranial aneurysm* – [intracranial or intracerebral] and [hematoma or hemorrhage] – subarachnoid hemorrhage – vasospasm
tumor	brain tumor surgery – meningioma – glioblastoma* – glioma – meningioma – radiosurgery – radiotherapy
trauma	brain injury – coma – head injury – brain damage – spinal injury
functional	deep brain stimulation – epilepsy surgery – Parkinson's surgery – spinal cord stimulation – trigeminal neuralgia – stereotactic – stereotaxic – stereotaxy
spine	spine fusion – spine fixation – spine surgery – spinal surgery – spinal fusion – spinal fixation – [cervical or thoracic or lumbar] and [disc* or disk*]

* The asterisk was included in the search string as a wild card character. For example, the search “disc*” would return results for “disc” or “discs” or “discectomy.”

Source: Ponce, F. A., & Lozano, A. M. (2014). [Highly cited works in neurosurgery. Part II: the citation classics A review \(vol 112, pg 233, 2010\). Journal Of Neurosurgery 120\(5\), 1252-1257. doi: 10.3171/2014.2.JNS14358a](#)

**Results: 1,218**

(from Web of Science Core Collection)

You searched for: TOPIC: ("virtual team*") ...[More](#)[Create Alert](#)**Refine Results**

Search within results for...

**Web of Science Categories** ▾

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- ☐ COMPUTER SCIENCE
INFORMATION SYSTEMS (272)
- ☐ INFORMATION SCIENCE LIBRARY
SCIENCE (177)
- ☐ BUSINESS (172)
- ☐ COMPUTER SCIENCE
INTERDISCIPLINARY
APPLICATIONS (118)

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Sort by: Publication Date -- newest to oldest ▾

◀ Page 1 of 122

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- ☐ 1. **Leading Effective Global Virtual Teams: The Consequences of Methods of Communication**
By: Morgan, Lisa; Paucar-Caceres, Alberto; Wright, Gillian
SYSTEMIC PRACTICE AND ACTION RESEARCH Volume: 27 Issue: 6 Pages: 607-624 Published: DEC 2014

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(from Web of Science Core Collection)

- ☐ 2. **Understanding the attitudes, knowledge sharing behaviors and task performance of core developers: A longitudinal study**
By: Licorish, Sherlock A.; MacDonell, Stephen G.
INFORMATION AND SOFTWARE TECHNOLOGY Volume: 56 Issue: 12 Special Issue: SI Pages: 1578-1596
Published: DEC 2014

[Full Text from Publisher](#)[View Abstract](#)Times Cited: 0
(from Web of Science Core Collection)

- ☐ 3. **A Calibrated Group Decision Process**
By: Rokou, Elena; Kiriopoulos, Konstantinos
GROUP DECISION AND NEGOTIATION Volume: 23 Issue: 6 Special Issue: SI Pages: 1369-1384 Published: NOV 2014

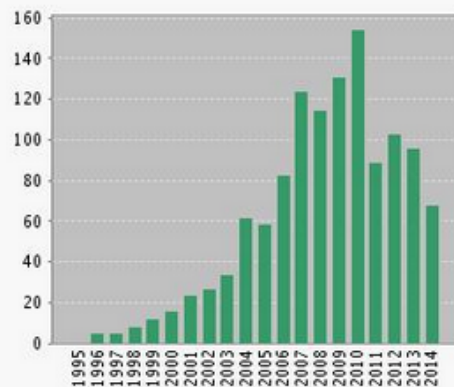
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(from Web of Science Core Collection)

- ☐ 4. **Satisfaction with outcome and process from web-based meetings for idea generation and**

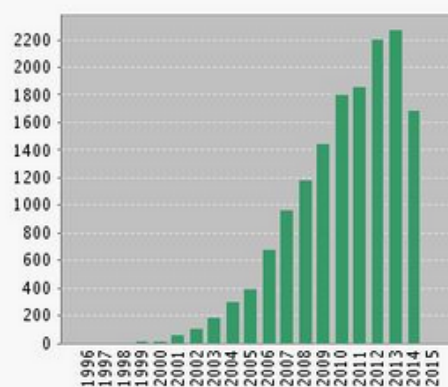
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Sum of Times Cited without self-citations [?]: 10399

Citing Articles [?]: 8040

Citing Articles without self-citations [?]: 7210

Average Citations per Item [?]: 12.49

h-index [?]: 58

Author's subject area

- Industrial Engineering
 - Technology Management
- Education
 - Research Tools

Tips to Select a Brand Name

- **Make it unique**
- **Ensure you can make it Web-Friendly**
- **Make it memorable**
- **Ensure you can repeat in your publication's title and abstract**
- **Test #**
- **Pick a brand name that everybody is curious to know more about.**
- **Be careful not to choose a brand name that is too broad in scope**



Academia.edu - Analytics



Nader Ale Ebrahim نادر آل ابراهيم

University of Malaya, Malaysia, Department of Engineering Design & ... Collaborative Systems +56

Dr. Nader Ale Ebrahim is currently working as a research fellow with the Research Support Unit, Centre of Research Services, Institute of Research Management and Monitoring (IPPP), University of Malaya. Nader holds a PhD degree... [more](#)

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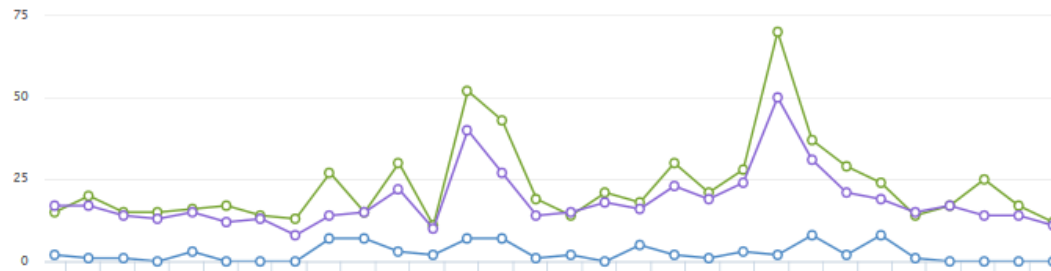
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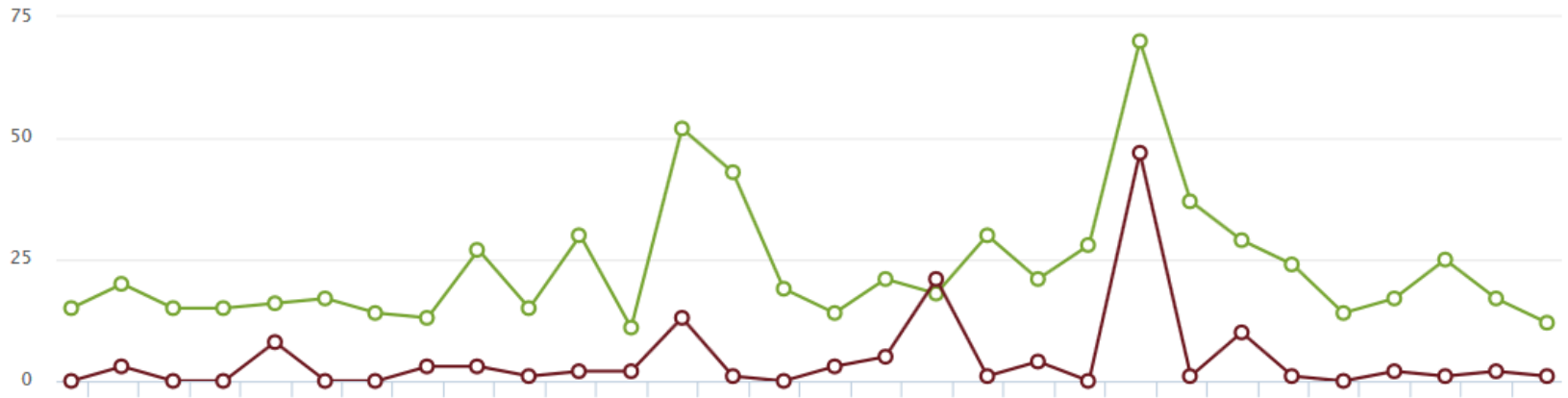
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UNIQUE VISITORS
IN THE LAST 30 DAYS

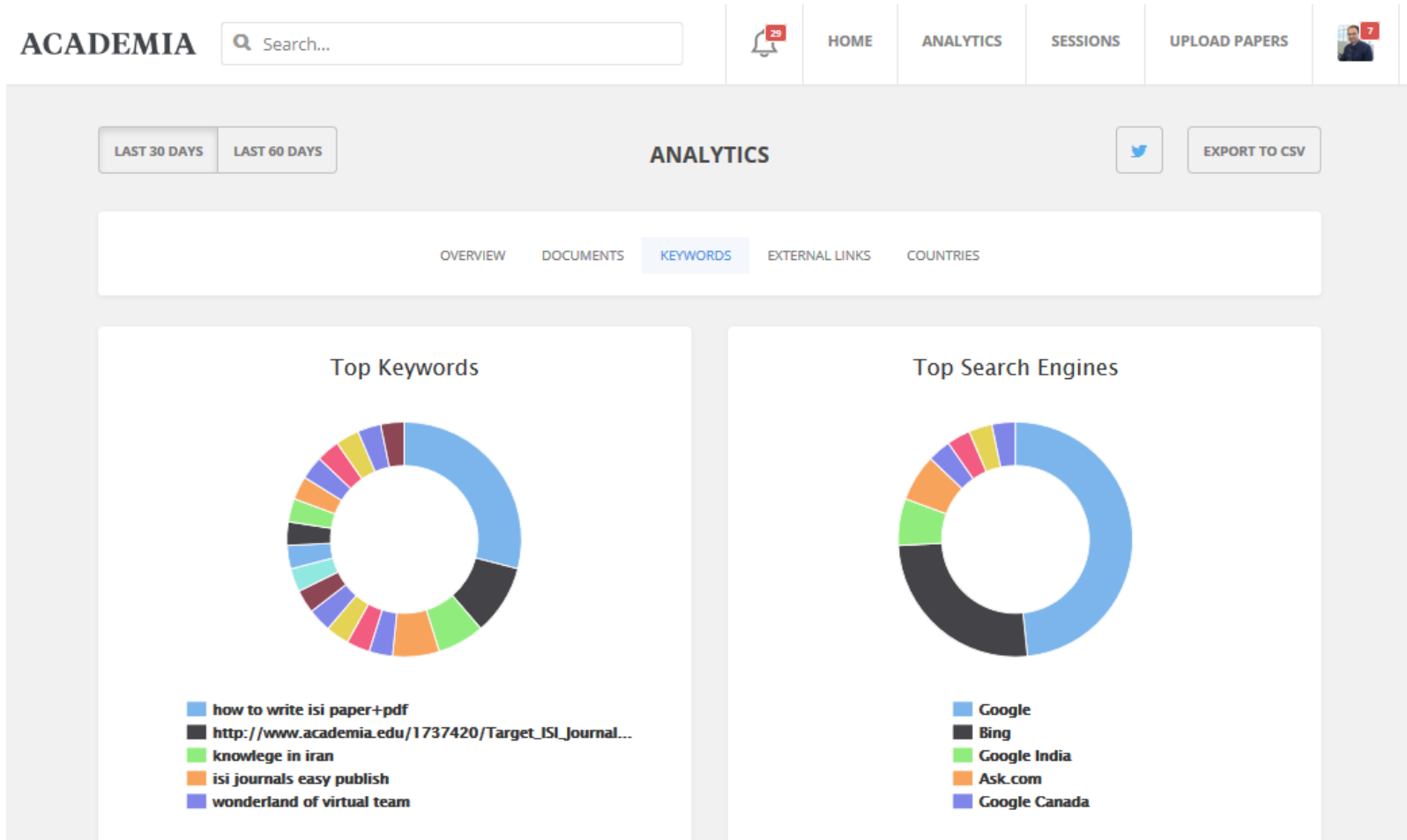


Analytics - Documents



Title	30-Day Views ▾	30-Day Uniques ⬆	30-Day Downloads ⬆	All-Time Views ⬆	All-Time Downloads ⬆
Target ISI Journals "HOW TO WRITE/PUBLISH ISI PAPERS"	304	234	32	4,821	392
Virtual Teams and Management Challenges	71	53	2	3,476	120
Maximizing Articles Citation Frequency	65	36	5	65	5
Virtual R&D Teams: A New Model for Product Development	41	27	10	41	10

Analytics - Keywords



Analytics - External Links

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COUNTRIES





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Profile	mindmeister.com/39583892/research-tools-by-nader-ale-ebrahim	0	48
Target ISI Journals "HOW TO WRITE/PUBLISH ISI PAPERS"	Twitter	0	30
Profile	aleebrahim.com/Links.aspx	0	13
Virtual Teams and Management Challenges	projectmanagement.com/articles/282289/Virtual-Teams--Do-the-Challenges-Outweigh-the-Benefits-	0	12
Profile	mindmeister.com/38184760/best-virtual-r-d-teams-papers-nader-ale-ebrahim-s-publications	0	11
Effective Strategies for Increasing Citation Frequency	Facebook	0	10


ResearchGate - Stats







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Technology Management, PhD 
Visiting Research Fellow 
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52 Research Tools

52 Innovation

48 New Product Development

46 Innovation Process

44 Academic Writing

44 Endnote


44 Mechanical Engineering

44 Statistical Software


43 SMEs


43 Knowledge Management


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November 2015, Volume 105, Issue 2, pp 759-771
First online: 09 September 2015

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Mohammad Reza Maghami, Shahin navabi asl, Mohammad esmaeil Rezadad, Nader Ale Ebrahim, Chandima Gomes

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100 Most Cited Articles in Urban Green and Open Spaces: A Bibliometric Analysis

Mehdi Rakhshandehroo¹, Mohd Johari Mohd Yusof^{1*}, Nader Ale Ebrahim², Ali Sharghi³, Roozbeh Arabi¹

¹faculty Of Design And Architecture, University Putra Malaysia, Malaysia
²Centre Of Research Services, Institute Of Research Management And Monitoring (Ippp), University Of Malaya, Malaysia
³Faculty Of Architecture And Urban Planning, Shahid Rajaei Teacher Training University (Srttu), Teheran, Iran.

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Virtual R&D Teams: A New Model for Product Development

Nader Ale Ebrahim

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Nader Ale Ebrahim, PhD

=====

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www.researcherid.com/rid/C-2414-2009
<http://scholar.google.com/citations>

References

1. Ale Ebrahim, N. (2015). *Citations and its Impact to University Ranking*. Retrieved from Research Support Unit, Centre for Research Services, Institute of Research Management and Monitoring (IPPP)", University of Malaya: <http://dx.doi.org/10.6084/m9.figshare.1572259>
2. Maghami, M., Navabi Asl, S., Rezadad, M. i., Ale Ebrahim, N., & Gomes, C. (2015). Qualitative and Quantitative Analysis of Solar hydrogen Generation Literature From 2001 to 2014. *Scientometrics* 105(2), 759-771. : <http://dx.doi.org/10.1007/s11192-015-1730-3>
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