How to select a brand name for your research interest?

Nader Ale Ebrahim
How to select a brand name for your research interest?

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www.researcherid.com/rid/C-2414-2009
http://scholar.google.com/citations
A SERIES OF INTRODUCTORY WORKSHOP ON:

Strategies to Enhance Research Visibility, Impact & Citations

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

Available online at: http://dx.doi.org/10.6084/m9.figshare.1587694

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

- Links
- h-index
- Survey
- Virtual Teams will become as important as...
- (1) Searching the literature
- (2) Writing a paper
- (3) Targeting suitable journals
- (4) Enhancing visibility and impact
- Download

Research Tools
By: Nader Ale Ebrahim
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…

Source: Marie desJardins, (2005) Getting Published, [http://www.csee.umbc.edu/~mariedj/talks/presenting-research-doc-jul05.ppt](http://www.csee.umbc.edu/~mariedj/talks/presenting-research-doc-jul05.ppt)
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.

Source: http://www.thesparkgroup.com/wp-content/uploads/2013/02/MattStormoen_SEMDisplay.ppt
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?”
  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.
### Keyword Planner

**Your product or service**

<table>
<thead>
<tr>
<th>Search terms</th>
<th>Avg. monthly searches</th>
<th>Competition</th>
<th>Suggested bid</th>
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<td>Low</td>
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<tr>
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<td>Low</td>
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</table>
MeSH Tree Structures for “Genes”

Gene 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 [G05.360.024.340.330]
Genes, Immunoglobulin [G05.360.340.024.340.335] +
Genes, Insect [G05.360.340.024.340.340]
Genes, Plant [G05.360.340.024.340.350] +

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MASTER KEYWORDS LIST

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

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

- 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
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; Illic Z; Ebling Z
Author Keywords: brewery workers; respiratory symptoms; lung function; immunology

Selected Cited References: (39 total, 14 shown for demonstration)
- BLASKO CA, 1996, V154, P334, AM J RESP CRIT CARE
- HUI T, 1991, V144, P1314, AM REV RESPIR DIS
- IVENSEN 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 ALLERGY ASTHMA IMM

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.
### TABLE 1: Search phrases used

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<thead>
<tr>
<th>Field</th>
<th>Search Strings</th>
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<tbody>
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<td>general/other</td>
<td>brain surgery – neurosurgery – hydrocephalus – peripheral nerve surgery</td>
</tr>
<tr>
<td>spine</td>
<td>spine fusion – spine fixation – spine surgery – spinal surgery – spinal fusion – spinal fixation – [cervical or thoracic or lumbar] and [disc* or disk*]</td>
</tr>
</tbody>
</table>

* 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.”

1. **Leading Effective Global Virtual Teams**: The Consequences of Methods of Communication
   - By: Morgan, Lisa; Pauca-Caceres, Alberto; Wright, Gillian
   - SYSTEMIC PRACTICE AND ACTION RESEARCH
   - Volume: 27 Issue: 6 Pages: 607-624 Published: DEC 2014
   - [Full Text from Publisher](#) [View Abstract](#)

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: 50 Issue: 12 Special Issue: SI Pages: 1578-1596 Published: DEC 2014
   - [Full Text from Publisher](#) [View Abstract](#)

3. **A Calibrated Group Decision Process**
   - By: Rokou, Elena; Kirytopoulos, Konstantinos
   - GROUP DECISION AND NEGOTIATION
   - Volume: 23 Issue: 6 Special Issue: SI Pages: 1369-1384 Published: NOV 2014
   - [Full Text from Publisher](#) [View Abstract](#)
Citation Report: 1218
(from Web of Science Core Collection)

You searched for: TOPIC: "virtual team"

This report reflects citations to source items indexed within Web of Science Core Collection. Perform a Cited Reference Search to include citations to items not indexed within Web of Science Core Collection.

Published Items in Each Year

Citations in Each Year

The latest 20 years are displayed.
View a graph with all years.

Results found: 1218
Sum of the Times Cited [?] : 15217
Sum of Times Cited without self-citations [?] : 10399
Citing Articles [?] : 8040
Citing Articles without self-citations [?] : 7240
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

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Analytics - Documents

<table>
<thead>
<tr>
<th>Title</th>
<th>30-Day Views</th>
<th>30-Day Uniques</th>
<th>30-Day Downloads</th>
<th>All-Time Views</th>
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<td>27</td>
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</table>

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Top Keywords

- how to write isi paper+pdf
- http://www.academia.edu/1737420/Target ISI_Journal...
- knowledge in iran
- isi journals easy publish
- wonderland of virtual team

Top Search Engines

- Google
- Bing
- Google India
- Ask.com
- Google Canada
# Analytics - External Links

## Analytics Table

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<thead>
<tr>
<th>Page</th>
<th>Referring Site</th>
<th>30-Day Views</th>
<th>All-Time Views</th>
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<td>Effective Strategies for Increasing Citation Frequency</td>
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</tbody>
</table>

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Qualitative and quantitative analysis of solar hydrogen generation literature from 2001 to 2014

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

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

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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), Tehran, Iran.
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Questions?

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http://scholar.google.com/citations
References


8. Jaslyn Tan, (2014), Maximizing the impact of your research paper, WILEY


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