Publications E-mail marketing procedure: Strategies to Enhance Research Visibility, Impact & Citations

Nader Ale Ebrahim

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Publications E-mail marketing procedure: Strategies to Enhance Research Visibility, Impact & Citations

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Publications E-mail marketing procedure:

Strategies to Enhance Research Visibility, Impact & Citations

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Abstract: Publishing a high quality paper in scientific journals is only halfway towards receiving citation in the future. The rest of the journey is dependent on disseminating the publications via proper utilization of the “Research Tools”. Proper tools such as “E-mail marketing” allow the researchers to increase the research impact and citations for their publications. This workshop will provide various techniques to increase the visibility and enhance the impact of researcher’s output by employing the publications E-mail marketing procedure.

Keywords: H-index, Improve citations, Research tools, Bibliometrics, E-mail marketing
How do we improve citations?

• Attempt to publish in top journals
• Don’t take the comfortable option of submitting articles \textit{first} to middle ranking journals
• Be prepared to face rejection
• Achieve maximum publicity for your research
• Ensure that the correct address is used.

Source: The Role of Citations in Warwick’s Strategy and Improving Them
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Virtual Teams will become as important as

(1) Searching the literature

(2) Writing a paper

(3) Targeting suitable journals

(4) Enhancing visibility and impact

Keeping up-to-date Alert services

Survey

h-index

Links

Research Tools
By: Nader Ale Ebrahim

Research Tools Mind Map

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The new world of access to knowledge

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Advantages of E-Mail

E-Mail

- Cost-Effective
- Global
- Fast
- Interactive
- Reliable
- Flexible


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Building Contact Lists

• Manually from face-to-face meeting
• Manually from cited & relevant papers
• Manually from your contact list
• Importing on mass from a CSV or TAB delimited file
• Email outreach (Scopus and WoS search)
WoS E-mail search results

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### Correspondence Address

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1. Chemicals; Tradenam; Manufacturing; Funding; D-Reference Systems; Mergers and acquisitions; Techno/e; Ahuja, G., Chang, C.-H.; College of Management, National Chiayi University, Taiwan; Elsevier BV, Amsterdam, The Netherlands. |
2. Leverage; Marketing performance; Performance; Aboody, D.; Pucci, T.; Department of Business and Law, University of Spring |
3. Ordinary current accruals; Earnings; Agrawal, A.; Tang, H.-W.; Department of Insurance, Tamkang University Spring |
4. Green supply chain management; Investment; Hwang, T.; Harley Langdale Jr. College of Business Administration, University of Spring |
5. Environmental dynamisms; Operation; Alcacer, J.; Kovach, J.J.; Kenan-Flagler Business School, University of Santa Clara, CA, USA. |
6. Connectedness; Political corruption; Politicians; Proc Domadenik, P.; Faculty of Economics, University of Ljubljana, Slovenia. |
7. Corporate performance; Publicly traded firms; Anderson, L.; Lin, C.-P.; Department of Finance, National Chung Cheng University, Taiwan. |
8. Financial performance; Top management team; Wiengarten, F.; ESADE School of Business, Ramon LLull U Kluwer. |
10. R&D expenditure; Tobin's q; Capasso, A. Routledge. |
11. Firm performance; firm survival; profitability; wine indu | Capasso, A. Routledge. |
12. Dual-class shares; Natural experiment; Share | Nüesch, S.; Chair of Business Management, Westfälische Springs |
13. Controlled firms; Corporate governance; Adams, R.B., Ferreira, D., Women in the boardroom and their impa Blackwell. |
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For example:

Best regards,
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Adopted from: http://ssrnblog.com/2012/08/20/did-you-know/
Dear Dr Ale Ebrahim,

Greetings from Australia.

I read with great interest your recent article titled: Does a Long Reference List Guarantee More Citations? Analysis of Malaysian Highly Cited and Review Papers that was published in the International Journal of Management Science and Business Administration. I’m glad to see this kind of research being undertaken.

Given our mutual interests, I thought you might like to know about some of my own work in this field and so I have attached some PDF reprints for your private study.

I have also published an article in The Conversation, on these themes. https://theconversation.com/explainer-how-and-why-is-research-assessed-36895

Best regards,
Derek R. Smith
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Use mail merge to send personalized email messages to your email address list

• With mail merge, each email message is a separate mailing where each recipient is the sole recipient of each message. This is unlike broadcasting an email message to group of recipients or hiding recipients on the blind carbon copy (bcc) line of the message.

• You can also use email merge to send personalized email to recipients in your address list. Each message has the same kind of information, yet the content of each message is unique. For example, in email to your customers, each message can be personalized to address each customer by name. The unique information in each message comes from entries in a data file.

Notes
You must have a MAPI-compatible email program installed. The capabilities of Outlook MAPI (Messaging Application Program Interface) make it possible for Microsoft Office Word and Microsoft Office Outlook to share information when sending the merged email.
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