Kudos: Promoting the reach and impact of published research

Nader Ale Ebrahim

Available at: https://works.bepress.com/aleebrahim/133/
Kudos: Promoting the reach and impact of published research

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

16th March 2016
3rd 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.3114625
Abstract: In order to ensure that the high quality work of your research, reaches the widest possible audience. You need tools to disseminate the research findings and publications. Kudos is one of the service that provides tools for researchers to maximize the visibility and reach of their published papers. Kudos provides a new way for authors to use social media to engage the digital community with their research. By creating 'profiles' for their published articles and adding short titles, lay summaries, impact statements and supplementary content, authors can make their articles more engaging for a digital readership.

Keywords: H-index, Improve citations, Research tools, Bibliometrics, KUDOS, Research impact, Research Visibility
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

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Authors cite a work because:

– It is relevant (in some way) to what they’re writing
– They know it exists

Disseminate Publications

(Advertising)
Citations are not enough: Academic promotion panels must take into account a scholar’s presence in popular media.

Scholars all around the world are almost solely judged upon their publications in (prestigious) peer-reviewed journals. Asit Biswas and Julian Kirchherr argue that publications in the popular media must count as well. After all, these publications are crucial in informing practitioners’ decision-making.
Overload of information

Published research articles are doubling every twenty years

but readers’ time is not doubling!

Growth curve for number of articles published per annum

Chart based on 3.26% pa growth in article numbers, the lower limit proposed by Mabe and Amin in „Growth dynamics of scholarly and scientific journals“. Scientometrics, 51:1 (2001) 147–162
Increased access = Increased downloads = Increased citations = Increased impact!

Impact requires visibility

Source: Melinda Kenneway, Kudos (2015) Whose work is it anyway? Helping researchers maximize reach and impact of their work
Numbers are GREAT

but what’s the impact of the research?

Article-Level Metrics for 80,602 PLOS papers published until May 20, 2013.


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33-Use all “Enhancing Visibility and Impact” tools

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

Research Tools
By: Nader Ale Ebrahim

Research Tools
Research Tools Mind Map: Networking

(4) Enhancing visibility and impact

Research Tools
By: Nader Ale Ebrahim
Link to my papers:
http://ssrn.com/author=1379350
&
https://twitter.com/aleebraham

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KUDOS puts researchers in the driving seat

Source: Melinda Kenneway, Kudos (2015) Whose work is it anyway? Helping researchers maximize reach and impact of their work
14 Week Pilot in 2013

19% higher article usage per day for articles shared using the Kudos tools compared to the control group.

Source: Melinda Kenneway, Kudos (2015) Whose work is it anyway? Helping researchers maximize reach and impact of their work
Increase Impact With Kudos

Liverpool University Press has partnered with Kudos – a service that provides tools for researchers to maximise the visibility and reach of their published journal articles – in order to ensure that the high quality work of our authors reaches the widest possible audience.

If you have recently had an article published in a Liverpool University Press journal, you can register with Kudos and begin using the service immediately, completely free of charge.
Now in its fifth year, the highly popular Sussex Research Hive Seminar series returned to bring together the research community to discuss a range of current issues. This year speakers explored how archives can support qualitative research and approaches for increasing the reach of your research, as well as how to demonstrate the impact of creative research outputs, and innovations in scholarly publishing.

These lunchtime events, funded by SAGE, were hosted by the Library and open to everyone engaged in, or supporting, the research process at Sussex.

Increasing the reach of your research

With academics increasingly facing information overload, how can you ensure that other researchers find your articles in the first place? This seminar looked at different approaches: Kudos, a new service which can help you increase the impact of your research, and case studies from academics who have used social media to generate interest in their work.

Speakers:

**James Wilsdon** - Professor of Science and Democracy, University of Sussex  
(Audio / Slides)

**Tim Hitchcock** - Professor of Digital History, University of Sussex  
(Audio / Slides)
EVENT: Increase the Visibility of Your Work: Embracing Alternative Metrics and Author Tools

This event is sponsored by the UCSF Library and Altmetric.

DATE & TIME: February 26, 2016, 12 noon – 1:30 pm

LOCATION: Mission Bay Campus, Genentech Hall, Room N114

Publishing the results of your research is the first step. How can you increase the reach and visibility of your work? Hear from three presenters on tools to help present, disseminate, and track use of your scholarly work.

For UCSF researchers and faculty, UCSF Profiles is an essential tool for presenting your research portfolio to the world. UCSF Profiles pages are viewed by industry, media, foundations, NIH, other universities and more. Learn how to optimize this tool to advance your career, recruit staff and research collaborators, and showcase your accomplishments to the online world.

Kudos is a web-based service that helps researchers and their institutions and funders to maximize the visibility and impact of their published articles. Kudos provides a platform for assembling and creating information to help search filtering, for sharing information to drive discovery, and for measuring and monitoring the effect of these activities.

Altmetric is a service that tracks a range of sources to capture and collate activity around scholarly content, helping researchers monitor and report on the attention surrounding their work.

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Institutional partners

Source: Charlie Rapple, Co-Founder Kudos (2015) Increasing the reach and impact of published research
The MIT Press Partners with Kudos

In November 2015, the MIT Press became a publishing partner with Kudos, a service to “help researchers explain, enrich, and share their publications for greater research impact.” With just a few clicks, authors can claim their publications and promote them to the wider public.

Why partner with Kudos?

With millions of academic articles published each year, it’s a challenge for authors to draw attention to their individual works. Kudos surmounts this obstacle by providing opportunities to further disseminate the high quality, high impact articles we publish at the MIT Press. We’re optimistic about increasing the readership and the reach of our journals program.

I'm an author and I'd like to share my articles. How can I get involved with Kudos?
See how Kudos can impact citations of your publications

Charlie Rapple
Co-founder, Kudos

Tags: Charlie Rapple, citations, digital news, Impact Factor, industry news, Kudos, Web of Science

Almost 18 months ago, I wrote a post for this blog about Kudos, then a pilot service to help researchers and their publishers increase the reach and impact of publications. The pilot was a success, with basic analysis indicating that downloads of full text were 19% higher for publications explained and shared using the Kudos toolkit. The service launched fully in April 2014, and to date has attracted over 35,000 researchers and 35 publisher partners – including Wiley, whose own experimentation with Kudos in 2014 resulted in encouraging indications of the effect that Kudos can have on reach and impact.

A number of developments have helped to improve the service since launch, for example, our integration with ORCID®, which makes registration and claiming easier for authors that already have ORCIDs. We're also now piloting an institutional service, which will give staff in roles such as...
New Kudos service helps researchers boost their visibility and impact

15 publishers, including Elsevier, are beta-testing a platform that helps authors reach a wider audience and measure the impact of their published articles

By Inez van Korlaar, PhD  Posted on 29 January 2014

Elsevier's partnership with Kudos

After a successful alpha release phase in partnership with AIP Publishing, the Royal Society of Chemistry and Taylor & Francis, Kudos is ready to take the next step and has signed up additional publishers, including Elsevier, for their beta phase.

In this article, Kudos co-founder Charlie Rapple (@CharlieRapple) and Elsevier
Emerald extends partnership with Kudos after authors benefit from record pilot

Bingley - United Kingdom, 10 July 2015 – After a successful trial period in 2014, Emerald Group Publishing, global publisher linking research and practice, has extended its partnership with Kudos - an online platform that helps increase the impact of published articles - to roll out the value-add service for Emerald authors. Results of the 2014 trial were very encouraging with Emerald authors showing the highest level of activity across the Kudos trial, illustrating the interest of Emerald authors in broadening the reach and impact of their research.

Academics are increasingly under pressure to illustrate the value of their work to wider society and to extend their impact and visibility; the Kudos platform provides a valuable set of resources towards achieving this goal. One indication of the value of the pilot to Emerald authors was that usage of full-text articles for those authors trebled when using the Kudos tools, compared to articles whose authors did not use the service.

Tony Roche, Emerald’s Publishing Director, comments: “Partnering with Kudos offers Emerald authors further support in extending the impact of their research. Social media is now firmly embedded as a scholarly communication tool. The Kudos service provides authors with an opportunity to share insights globally and reach wider audiences, across subject communities and a variety of stakeholders. Aligning closely with Emerald’s vision to better link research and practice, our continued collaboration with Kudos affirms the company’s commitment to supporting authors in achieving their goals.”
Sage and Kudos extend partnership

26 January 2016
50+ publisher partners

Source: Charlie Rapple, Co-Founder Kudos (2015) Increasing the reach and impact of published research
What is Kudos? An Interview with David Sommer, Co-Founder

• The idea for Kudos was born at the ALPSP (Association of Learned and Professional Society Publishers) conference in 2012 when Melinda Kenneway and Charlie Rapple (both from TBI Communications) and David Sommer, Co-Founder sat down and started talking about the challenges that face academic researchers today.

• **Kudos pilot phase was until Dec 2013.**

• Kudos is available for authors of published research from any field

• Kudos is well positioned to support the scholarly publishing process and help authors become more efficient and effective at communicating their works to maximize the reach and impact of their research.

Launched May 2014

30,000+ researcher registrations

1,000+ new registrations weekly

300,000+ publications claimed

Free for authors to use

Source: Melinda Kenneway, Kudos (2015) Whose work is it anyway? Helping researchers maximize reach and impact of their work
How do you know what effect your efforts to share your work are having on its performance?

Kudos connects the dots!

Source: Charlie Rapple, Co-Founder Kudos (2015) Increasing the reach and impact of published research
# How Kudos compares to other services

<table>
<thead>
<tr>
<th></th>
<th>Create a profile</th>
<th>Connect publications to related resources</th>
<th>Share research</th>
<th>Broaden engagement with research</th>
<th>View a range of metrics</th>
<th>Manage multiple comms channels</th>
<th>Map actions against metrics</th>
<th>Understand how to maximize reach and impact</th>
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Source: Charlie Rapple, Co-Founder Kudos (2015) Increasing the reach and impact of published research
The Kudos workflow

Kudos provides an independent, cross-publisher platform for researchers to explain and share their work with wider audiences, and to measure the impact this has on downloads, citations and altmetrics. There are four simple stages involved for authors to achieve this:

**Explain** – Explain publications by adding plain language short titles and lay summaries, and by highlighting what makes the work important; this serves to boost discoverability

**Enrich** – Enrich articles by adding links to related resources (including videos, slides, data, etc.) that will help put author research in context

**Share** – Share publications by email and social media. Kudos will also share content and links with other discovery channels to maximise reach

**Measure** – Measure the impact on article performance against an array of metrics, including downloads, citations and altmetrics, providing a comprehensive picture of a specific article’s success

EXPLAIN

SHARE

MEASURE

Researcher toolkit

Source: Charlie Rapple, Co-Founder Kudos (2015) Increasing the reach and impact of published research
Step 1: Explain your publications

• Adding a **short title** to your publications will help make them easier to find and can help increase citations. Make the title specific, descriptive, concise, and comprehensible to a broad range of readers. Studies show that the **construction of an article title has a significant impact on how frequently the paper is cited** [1]. Studies also show **articles with short titles can be more highly cited** [2].

• Adding a simple, non-technical explanation (**lay summary**) of your publication will make it easier to find, and more accessible to a broader audience. Adding an explanation of what is most unique and/or timely about your work (**impact statement**), and the difference it might make, will also help increase readership.

• **Kudos will deposit this additional information about your article with a range of discovery services**, all linking back to your publication, to ensure it is even easier to find, read and cite.

• **Useful resources to help you write lay summaries and impact statements:**
  - [http://www.dcc.ac.uk/resources/how-guides/write-lay-summary](http://www.dcc.ac.uk/resources/how-guides/write-lay-summary)
  - [http://blogs.bournemouth.ac.uk/research/2011/06/15/writing-a-lay-summary-is-easy-right/](http://blogs.bournemouth.ac.uk/research/2011/06/15/writing-a-lay-summary-is-easy-right/)
  - [http://www.southampton.ac.uk/ris/funding/impact.html](http://www.southampton.ac.uk/ris/funding/impact.html)
  - [http://agsci.oregonstate.edu/research/writingimpacts](http://agsci.oregonstate.edu/research/writingimpacts)

Source: [https://www.growkudos.com/about/improve-my-results](https://www.growkudos.com/about/improve-my-results)

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Authors write a short title, lay summary and impact statement.
Step 2: Enrich your publications

- Link your publications to related resources such as images, videos, blogs, data sets etc. These additional resources also help give readers a broader view of your work and can help increase citations.

- **Studies that made data available** in a public repository received 9% more citations than similar studies for which the data was not made available. **Publicly available data** was significantly (p=0.006) associated with a 69% increase in citations, independently of journal impact factor, date of publication, and author country of origin using linear regression [3]. Evidence also exists from individual publishers that linking videos to articles can increase downloads.

Source: [https://www.growkudos.com/about/improve-my-results](https://www.growkudos.com/about/improve-my-results)
Authors link related materials to their article, book or book chapter.

Source: Melinda Kenneway, Kudos (2015) Whose work is it anyway? Helping researchers maximize reach and impact of their work
Step 3: Share your publications

• Sharing your publications by email and social media can significantly increase usage and citations. For example, one study showed that *highly tweeted* articles are 11 times more likely to be *highly cited* than less tweeted articles [4].

• Significant evidence also exists that promoting individual articles generally positively impacts on publication performance. One study showed that the *difference in citation count* for promoted articles versus non-promoted articles can still be *observed for more than 3 years post publication* [5].

Source: https://www.growkudos.com/about/improve-my-results

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Authors share links to their publications by email and through social media.

Source: Melinda Kenneway, Kudos (2015) Whose work is it anyway? Helping researchers maximize reach and impact of their work
Authors can track the impact of this against a wide range of metrics.

Source: Melinda Kenneway, Kudos (2015) Whose work is it anyway? Helping researchers maximize reach and impact of their work
import the citations from ORCID into your Kudos

• First sign in to Kudos and select “Manage Account” from the My Tools drop down menu. Then, simply click the “create or connect your ORCID iD” button. Once your ORCID iD is connected to your Kudos account, Kudos can retrieve the list of publications you have added to your ORCID record and those you add in the future. These publications will appear on your “My Profile” page on Kudos.

• If you haven’t associated any publications with your ORCID record yet please create your ORCID publication list. See “How do I create my ORCID publication list?” for further information.

Source: https://www.growkudos.com/about/orcid ©2016-2017 Nader Ale Ebrahim
import the citations from ORCID into your Kudos
import the citations from ORCID into your Kudos
Post a trackable link to your publication on your social media accounts or via email, a blog post or online. We can then map your posts against metrics to help you understand which of these is helping you increase your readership.

Select which accounts to post to:

- **Post to Facebook:** ✓
- **Post to Twitter:** ✓
- **Post to LinkedIn:** ✓

Relationship among Economic Growth, Internet Usage and Publication Productivity

Characters remaining: Facebook: unlimited Twitter: 36 LinkedIn: 596

We will add a trackable link back to your publication on Kudos

Generate Link

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

Nader Ale Ebrahim

Published in: International Journal of Innovation
Publication date: October 2015
Publisher: University Nove de Julio
DOI: https://doi.org/10.55565/i.j.v1.i2.43

What's it about?

The relationship between the three parameters in virtual R&D teams which are People, Technology, and Process, and virtual team's effectiveness is described.

Why is it important?

I found that he director of virtual team can reduce the cost and time of new product by improving the process. So, no need to spend too much investment to equip the team with high technology instruments or employ only talented knowledge workers.

Perspectives

Nader Ale Ebrahim (Author)

The paper provides a strategic forward guideline to the manager of new product development through virtual R&D teams. Improve and concentrate on the process of...
Virtual R&D Teams: A New Model for Product Development

KUDOS

Virtual R&D Teams for New Product Development

About   Share   Metrics   Authors   Related Publications   Activity Log

These are the key metrics for this publication.

- Number of times shared: 8
- Views from shares: 0
- Views on Kudos: 15
- Click through to Read Publication: 1
- Altmetric score*: 4
- Web of Science Times Cited**: 0

Did you know?

There are some quick and easy actions you can take right now to help increase the impact of your work. Find out how by reading our top tips:
Virtual R&D Teams: A New Model for Product Development

Economic Growth and Internet Usage Impact on Publication Productivity
Published in: Modern Applied Science
Publication date: August 2014

What's it about?
The study aimed to study the relationship among publication, gross domestic product (GDP) and internet usage.

Visibility effects on the article
Citations
Published in: International Education Studies
Publication date: March 2014

What's it about?
In this paper, the relationship between article visibility and the number of citations is investigated.

Relationship among Economic Growth, Internet Usage and Publication Productivity
Published in: Modern Applied Science
Publication date: February 2014

What's it about?
This study aimed at finding the relationship among publication, gross domestic product (GDP) and internet usage.

Virtual Teams for New Product Development
Published in: Scientific Research and Essays
Publication date: June 2012

What's it about?
The factors which influence the effectiveness of virtual teams are identified and these factors are modified using a field survey. The relationship...
Questions?

E-mail: aleebrahim@um.edu.my
Twitter: @aleebrahim
www.researcherid.com/rid/C-2414-2009
http://scholar.google.com/citations

Nader Ale Ebrahim, PhD

Research Support Unit
Centre for Research Services
Research Management & Innovation Complex
University of Malaya, Kuala Lumpur, Malaysia
www.researcherid.com/rid/C-2414-2009
http://scholar.google.com/citations