Selecting a brand name for your research interest

Nader Ale Ebrahim
Selecting a brand name for your research interest

Nader Ale Ebrahim, PhD
Visiting Research Fellow
Research Support Unit
Centre for Research Services
Research Management & Innovation Complex
University of Malaya, Kuala Lumpur, Malaysia

aleebrahim@um.edu.my
@aleebrahim

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

6th April 2016
3rd SERIES OF INTRODUCTORY WORKSHOP ON:
Strategies to Enhance Research Visibility, Impact & Citations

Nader Ale Ebrahim, PhD
=====================================  
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www.researcherid.com/rid/C-2414-2009
http://scholar.google.com/citations

Available online at: https://dx.doi.org/10.6084/m9.figshare.3153979.v1 &
https://figshare.com/authors/Nader_Ale_Ebrahim/100797

Abstract:

Selecting a research “brand name” is one of the most important decisions that a researcher will need to make. 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, Brand name, Research impact, Research Visibility

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Research Tools Mind Map

- Links
- h-index
- Survey
- Virtual Teams will become as important as (image of binoculars)
- (1) Searching the literature
- (2) Writing a paper
- (3) Targeting suitable journals
- (4) Enhancing visibility and impact
- Keeping up-to-date Alert services
- Download

Research Tools
By: Nader Ale Ebrahim
Effective Strategies for Increasing Citation Frequency

**Journal Reputation and Impact:** publishing a paper in a journal based on disciplinary reputation or with a high impact factor is the most well known way of getting your paper cited. But there are many other things a scholar can do to promote his or her work and make it easy for others to find.

**Utilize Open Access Tools:** Open Access journals tend to be cited more than non open access. Deposit your paper in a repository such as Scholars Archive here on campus or a disciplinary repository. Share your detailed research data in a repository.

**Standarize Identifying Info:** try to use the same name throughout your career as well as the name of your affiliated institution. Using common "official" names will allow for consistency and easy retrieval of your work by author or affiliation.

**Bring Colleagues on Board:** team-authored articles are cited more frequently, as does publishing with international authors. Working cross-or inter-disciplinarily helps as well.

**Beef Up That Paper:** use more references, publish a longer paper. Also papers which are published elsewhere after having been rejected are cited more frequently.

**Beyond Peer-Reviewed Original Research:** Write a review paper. Present a working paper. Write and disseminate web-based tutorials on your topic.

**Search Optimization:** use keywords in the abstract and assign them to the manuscript. Use descriptive titles that utilize the obvious terms searchers would use to look for your topic, avoiding questions in the title. Select a journal that is indexed in the key library databases for your field.

**Market Yourself:** create a key phrase that describes your research career and use it. Update your professional web page and publication lists frequently. Link to your latest and greatest article in your professional email signature file.

**Utilize Social Media:** Use author profiles such as ResearcherID and ORCID. Contribute to Wikipedia, start a blog and/or podcast, join academic social media sites.

### Top 10 authors with the highest profile view counts on ResearchGate

<table>
<thead>
<tr>
<th>Author Name</th>
<th>September 10th (2015) Profile Views</th>
<th>November 9th (2015) Profile View</th>
<th>Mismatch (%)</th>
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<td>13,281</td>
<td>67.00</td>
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<td>Chaomei Chen</td>
<td>7,760</td>
<td>3,937</td>
<td>50.73</td>
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<td>Loet Leydesdorff</td>
<td>4,227</td>
<td>1,758</td>
<td>41.59</td>
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<tr>
<td>Bakthavachalam Elango</td>
<td>2,883</td>
<td>1,756</td>
<td>60.91</td>
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<tr>
<td>Zaida Chinchilla</td>
<td>5,840</td>
<td>1,569</td>
<td>26.87</td>
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<td>Mike Thelwall</td>
<td>4,297</td>
<td>1,568</td>
<td>36.49</td>
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<td>Lutz Bornmann</td>
<td>3,129</td>
<td>1,439</td>
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<td>Wolfgang Glänzel</td>
<td>3,012</td>
<td>1,301</td>
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<td>Kevin Boyack</td>
<td>3,256</td>
<td>1,135</td>
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<td>Peter Ingwersen</td>
<td>2,335</td>
<td>1,025</td>
<td>43.90</td>
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</table>


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February 2016 Top 100 Technology Experts to Follow on Twitter

#24) @elearningpros - Unlimited (Up from #39)

#25) @bbvaOpenMind - OpenMind (Down from #20)

#26) @DannyLounge - Danny (Up from #28)

#27) @WhichTech - Which Technology (Up from #31)

#28) @FouadAkkad - Fouad Akkad (Up from #33)

#29) @AskDyson - Ask Dyson (Up from #34)

#30) @ChikaUwazie - Chika Uwazie

#31) @alebrahim - Nader Ale Ebrahim (Up from #37)

#32) @alejandroferre - Alessandro M. Ferre (Up from #57)
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

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Nader Ale Ebrahim

Research Fellow, Research Support Unit, IPPP, University of Malaya Technology management, Virtual R&D teams, New product development, Research tools, Bibliometrics
Verified email at um.edu.my - Homepage

<table>
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<tr>
<th>Title</th>
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<td>Virtual teams: A literature review</td>
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<td>N Ale Ebrahimi, S Ahmed, Z Taha</td>
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<td>Australian Journal of Basic and Applied Sciences 3 (3), 2653-2669</td>
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<td>Virtual R&amp;D teams in small and medium enterprises: A literature review</td>
<td>86</td>
<td>2009</td>
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<td>Scientific Research and Essays 4 (13), 1575-1590</td>
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<td>A comparison between two main academic literature collections: Web of Science and Scopus databases</td>
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<td>Asian Social Science 9 (5), 18-26</td>
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<td>Effective strategies for increasing citation frequency</td>
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<td>N Ale Ebrahimi, H Salahi, MA Emhi, F Rahibi, H Gholizadeh, SM Motahar</td>
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Citation indices

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<tr>
<td>i10-index</td>
<td>34</td>
<td>34</td>
</tr>
</tbody>
</table>

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Check your research interest on Google Scholar

Nader Ale Ebrahim
Research Fellow, Research Support Unit, IPPP, University of Malaya
Verified email at um.edu.my
Cited by 1097
Technology management  Virtual R&D teams  New product development  Research tools  Bibliometrics

Dates and citation counts are estimated and are determined automatically by a computer program.
Latest research and news by subject

Learn about the latest research, reviews and news from across all of the Nature journals by subject
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
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

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subject area & Research interest

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

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

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Selecting keywords lead to get more citation.
Keyword Planner

Where would you like to start?

🔍 Find new keywords and get search volume data

- Search for new keywords using a phrase, website or category
- Get search volume data and trends
- Multiply keyword lists to get new keywords

話し

Plan your budget and get forecasts

- Get click and cost performance forecasts

Before you begin

- How to use Keyword Planner
- How to see your organic data
- Building a Display campaign? Try Display Planner
Keyword Planner
Add ideas to your plan

Your product or service
virtual R&D teams

Targeting
All locations
English
Google
Negative keywords

Date range
Show avg. monthly searches for: last 12 months

Customise your search
Keyword filters
Keyword options
Show broadly related ideas
Hide keywords in my account

Search volume trends
Average monthly searches

Search Terms
virtual R&D teams

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Google Trends

Explore topics

Compare Search terms

Virtual R&D teams Search term

Not enough search volume to show graphs.

Suggestions:
  - Make sure all words are spelled correctly.
  - Try different search terms.
  - Try more general search terms.
  - Try fewer search terms.
MeSH Tree Structures for “Genes”

- 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, Immunoglobulin [G05.360.340.024.340.335] +
  - Genes, Insect [G05.360.340.024.340.340]
  - Genes, Invertebrate [G05.360.340.024.340.360]

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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
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
- architectural design
- artificial evolution
- automotive design
- built environment
- case based reasoning
- case study/studies
- collaborative design
- communication
- computational model(s)
- computer aided design
- computer supported design
- conceptual design
- concurrent design
- creative design
- creativity
- environmental impact
- epistemology
- evaluation
- expert systems
- facility programming
- generic design
- graphic design
- human factors
- imagery
- industrial design
- information design
- information processing
- innovation
- interdisciplinarity
- interface design
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.

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
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**

<table>
<thead>
<tr>
<th>Field</th>
<th>Search Strings</th>
</tr>
</thead>
<tbody>
<tr>
<td>general/other</td>
<td>brain surgery – neurosurgery – hydrocephalus – peripheral nerve surgery</td>
</tr>
<tr>
<td>vascular</td>
<td>aneurysm surgery – arteriovenous malformation* – carotid endarterectomy – cavernous malformation –</td>
</tr>
<tr>
<td></td>
<td>extracranial intracranial bypass – intracranial aneurysm* – [intracranial or intracerebral] and [hematoma or</td>
</tr>
<tr>
<td></td>
<td>hemorrhage] – subarachnoid hemorrhage – vasospasm</td>
</tr>
<tr>
<td>functional</td>
<td>deep brain stimulation – epilepsy surgery – Parkinson’s surgery – spinal cord stimulation – trigeminal neuralgia</td>
</tr>
<tr>
<td></td>
<td>– stereotactic – stereotaxic – stereotaxy</td>
</tr>
<tr>
<td>spine</td>
<td>spine fusion – spine fixation – spine surgery – spinal surgery – spinal fusion – spinal fixation – [cervical or</td>
</tr>
<tr>
<td></td>
<td>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.”


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Searched for: **TITLE:** ("virtual teams")
Citation Report

Citation Report: 363
(from Web of Science Core Collection)
You searched for: TITLE: ("virtual teams") ...More

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

Results found: 363
Sum of the Times Cited [7]: 5221
Sum of Times Cited without self-citations [7]: 4379
Citing Articles [7]: 2953
Citing Articles without self-citations [7]: 2732
Average Citations per item [7]: 14.38
h-index [7]: 35

Source: webofknowledge.com

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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
Analytics - Keywords

Top Keywords

- how to write isi paper
- how to write isi
- how to write an article for isi
- isi journal publication
- how to write isi article

Top Search Engines

- Bing
- Google
- Google India
- Google South Africa
- Google Germany

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<th>Time / Date</th>
<th>Page</th>
<th>Search Engine</th>
<th>Rank</th>
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<td>Virtual Teams and Management Challenges</td>
<td>Bing</td>
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<td>Davis, D. D., &amp; Bryant, J. L. (2003). Influence at a distance:</td>
<td></td>
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Congratulations

Your article reached 20 reads

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

ACHIEVED ON OCT 23rd

Do you have more work you can add?
Add it to your profile to create visibility for more of your work and boost your stats totals.

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Who's viewed your profile

380 Profile views
Last 90 days

2 Viewers who work at OMICS International Conference

11 Viewers with the title Student / Intern

178 Other Titles

14 Salesperson
22 Research Student
50 Research / Graduate Assistant
53 University Professor / Lecturer

15 Automotive
18 Education Management
19 Higher Education
22 Research

Industries of your viewers

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

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http://scholar.google.com/citations

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


