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

12th October 2016
4th 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

All of my presentations are available online at:
https://figshare.com/authors/Nader_Ale_Ebrahim/100797
Link to this presentation: https://dx.doi.org/10.6084/m9.figshare.4004700.v1 (New version)

Abstract

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, Research Visibility
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

Keeping up-to-date Alert services
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Research Tools
By: Nader Ale Ebrahim

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Research Tools Mind Map => (4) Enhancing visibility and impact => On-line Curriculum vitae => Subject Area
Table 11. Top 10 authors with the highest profile view counts on ResearchGate (9th of November, 2015), compared to the same indicator on the 10th of September, 2015.

<table>
<thead>
<tr>
<th>AUTHOR NAME</th>
<th>SEPTEMBER 10th (2015) PROFILE VIEWS</th>
<th>NOVEMBER 9th (2015) PROFILE VIEW</th>
<th>MISMATCH (%)</th>
</tr>
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<td>Nader Ale Ebrahim</td>
<td>19,821</td>
<td>13,281</td>
<td>67.00</td>
</tr>
<tr>
<td>Chaomei Chen</td>
<td>7,760</td>
<td>3,937</td>
<td>50.73</td>
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<tr>
<td>Loet Leydesdorff</td>
<td>4,227</td>
<td>1,758</td>
<td>41.59</td>
</tr>
<tr>
<td>Bakthavachalam Elango</td>
<td>2,883</td>
<td>1,756</td>
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<td>Zaida Chinchilla</td>
<td>5,840</td>
<td>1,569</td>
<td>26.87</td>
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<tr>
<td>Mike Thelwall</td>
<td>4,297</td>
<td>1,568</td>
<td>36.49</td>
</tr>
<tr>
<td>Lutz Bornmann</td>
<td>3,129</td>
<td>1,439</td>
<td>45.99</td>
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<tr>
<td>Wolfgang Glänzel</td>
<td>3,012</td>
<td>1,301</td>
<td>43.19</td>
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<td>Kevin Boyack</td>
<td>3,256</td>
<td>1,135</td>
<td>34.86</td>
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<tr>
<td>Peter Ingwersen</td>
<td>2,335</td>
<td>1,025</td>
<td>43.90</td>
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</tbody>
</table>


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Path analysis of the relationship between visibility and citation: the mediating roles of save, discussion, and recommendation metrics

Ale Ebrahimi et al. (2014) believe that increased accessibility of an article through search engines can improve its citation rate.

**Fig. 2** Testing the model for the impact of visibility on citation with save, discussion and recommendation as mediators

Abstract in English, Spanish

This study aims to promote reflection and bring attention to the potential adverse effects of academic social networks on science. These academic social networks, where authors can display their publications, have become new scientific communication channels, accelerating the dissemination of research results, facilitating data sharing, and strongly promoting scientific collaboration, all at no cost to the user. One of the features that make them extremely attractive to researchers is the possibility to browse through a wide variety of bibliometric indicators. Going beyond publication and citation counts, they also measure usage, participation in the platform, social connectivity, and scientific, academic and professional impact. Using these indicators they effectively create a digital image of researchers and their reputations. However, although academic social platforms are useful applications that can help improve scientific communication, they also hide a less positive side: they are highly addictive tools that might be abused. By gamifying scientific impact using techniques originally developed for videogames, these platforms may get users hooked on them, like addicted academics, transforming what should only be a means into an end in itself.

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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Check your profile on Google Scholar

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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>
<thead>
<tr>
<th>Title</th>
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<th>Year</th>
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<td>Virtual teams: A literature review</td>
<td>193</td>
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<td>N Ale Ebrahim, 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>98</td>
<td>2009</td>
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<td>N Ale Ebrahim, S Ahmed, Z Taha</td>
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<td>A Aghaei Chadegani, H Salehi, MM Yunus, H Farhadi, M Fooladi, ...</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>International Education Studies 6 (11), 93-99</td>
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</table>

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Check your research interest on Google Scholar

Google

label:virtual_r&d_teams

Nader Ale Ebrahim
Research Fellow, Research Support Unit, IPPP, University of Malaya
Verified email at um.edu.my
Cited by 1424

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.

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Research areas are classified into five broad categories:

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- Life Sciences Biomedicine
- Physical Sciences
- Social Sciences
- Technology

Source: Web of Science™ Core Collection Help, Research Area
SCOPUS Subject Area


Source: https://www.scopus.com/

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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?”

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

Selecting keywords lead to get more citation.

Design Studies

KEYWORDS LIST

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

MeSH (Medical Subject Headings)

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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

💡 Plan your budget and get forecasts

› Get click and cost performance forecasts

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Before you begin

How to use Keyword Planner
How to see your organic data
Building a Display campaign? Try Display Planner

Or, continue last session
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, Immediate-Early [G05.360.340.024.340.330]
Genes, Immunoglobulin [G05.360.340.024.340.335] +
Genes, Insect [G05.360.340.024.340]

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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
case based reasoning  evaluation
artificial evolution  expert systems
case study/studies  facility programming
collaborative design  generic design
communication  graphic design
computational model(s)  human factors
computer aided design  imagery
computer supported design  industrial design
conceptual design  information design
concurrent design  information processing
creative design  innovation
creativity  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
SAMPLE SOURCE RECORD

Title: Respiratory and immunological findings in brewery workers
Author(s): Godníc Čvar J; Zuskin E; Mustajbegović J; Schachter EN (REPRINT);
          Kanceljak B; Macan J; Illic Z; Ebling Z

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
- REVSGEBN 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 INT

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>
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<tr>
<th>Field</th>
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<tr>
<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.”


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Searched for: **TITLE:** ("virtual teams")
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.

Results found: 363
Sum of the Times Cited [?] : 5221
Sum of Times Cited without self-citations [?] : 4379
Citing Articles [?] : 2953
Citing Articles without self-citations [?] : 2732
Average Citations per Item [?] : 14.38
h-index [?] : 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
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Achieved on Sep 28th

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What your viewers do:
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- 19 Salesperson
- 60 Research / Graduate Assistant
- 61 University Professor / Lecturer

Industries of your viewers:
- 213 Other Industries
- 14 Management Consulting
- 16 Education Management
- 31 Research
- 34 Higher Education
My recent publications
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http://scholar.google.com/citations

Nader Ale Ebrahim, PhD
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Research Management & Innovation Complex
University of Malaya, Kuala Lumpur, Malaysia
www.researcherid.com/rid/C-2414-2009
http://scholar.google.com/citations
References


7. How To Get Your Article Published: From title to references, From submission to revision Presented by: Anthony Newman, Elsevier, Amsterdam, Birmingham, Nov. 2010


