A PART OF RESEARCH METHODOLOGY COURSE: Introduction to the Research Tools

Nader Ale Ebrahim
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Introduction to the Research Tools

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

14th November 2016
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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.4231682.v1 (New version)
Abstract: “Research Tools” can be defined as vehicles that broadly facilitate research and related activities. “Research Tools” enable researchers to collect, organize, analyze, visualize and publicized research outputs. Dr. Nader has collected over 800 tools that enable students to follow the correct path in research and to ultimately produce high-quality research outputs with more accuracy and efficiency. It is assembled as an interactive Web-based mind map, titled “Research Tools”, which is updated periodically. “Research Tools” consists of a hierarchical set of nodes. It has four main nodes: (1) Searching the literature, (2) Writing a paper, (3) Targeting suitable journals, and (4) Enhancing visibility and impact of the research.

Keywords: H-index, Improve citations, Research tools, Bibliometrics, Literature review, Research Visibility
## Workshop Series Topics

<table>
<thead>
<tr>
<th>Session</th>
<th>Date</th>
<th>Time</th>
<th>Topic</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>7 September 2016</td>
<td>2.00 – 4.30 p.m.</td>
<td>Citations and its impact to university ranking</td>
</tr>
<tr>
<td>2.1</td>
<td>22 September 2016</td>
<td>10.00 a.m. – 12.00</td>
<td>Research Outreach: Wider Visibility to Increase Citation*</td>
</tr>
<tr>
<td>2.2</td>
<td></td>
<td>2.00 – 5.00 p.m.</td>
<td>Plain Language Summary: The Common Language of Research &amp; Innovation *</td>
</tr>
<tr>
<td>3</td>
<td>28 September 2016</td>
<td>2.00 – 4.30 p.m.</td>
<td>Analysis of bibliometrics information for select the best field of study</td>
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<tr>
<td>4</td>
<td>5 October 2016</td>
<td>2.00 – 4.30 p.m.</td>
<td>A new system for measuring research impact</td>
</tr>
<tr>
<td>5</td>
<td>12 October 2016</td>
<td>2.00 – 4.30 p.m.</td>
<td>How to select a brand name for your research interest?</td>
</tr>
<tr>
<td>6</td>
<td>19 October 2016</td>
<td>2.00 – 4.30 p.m.</td>
<td>Optimize articles for search engine to improve research visibility</td>
</tr>
<tr>
<td>7</td>
<td>26 October 2016</td>
<td>2.00 – 4.30 p.m.</td>
<td>Prepare a pre/post print of your documents for advertisement</td>
</tr>
<tr>
<td>8</td>
<td>2 November 2016</td>
<td>2.00 – 4.30 p.m.</td>
<td>Create a publication database for enhancing research visibility</td>
</tr>
<tr>
<td>9</td>
<td>9 November 2016</td>
<td>2.00 – 4.30 p.m.</td>
<td>Create a google scholar profile to boost research visibility</td>
</tr>
<tr>
<td>10</td>
<td>16 November 2016</td>
<td>2.00 – 4.30 p.m.</td>
<td>Create and maintain an up-to-date researcherid profile</td>
</tr>
<tr>
<td>11</td>
<td>23 November 2016</td>
<td>2.00 – 4.30 p.m.</td>
<td>Online repository: improving the research visibility and impact</td>
</tr>
<tr>
<td>12</td>
<td>30 November 2016</td>
<td>2.00 – 4.30 p.m.</td>
<td>Kudos: promote your published research reach and impact</td>
</tr>
<tr>
<td>13</td>
<td>7 December 2016</td>
<td>2.00 – 4.30 p.m.</td>
<td>Journal selection procedure: select the best journal to ensure the highest citation</td>
</tr>
<tr>
<td>14</td>
<td>14 December 2016</td>
<td>2.00 – 4.30 p.m.</td>
<td>Establish your expertise with a science blog</td>
</tr>
<tr>
<td>15</td>
<td>21 December 2016</td>
<td>9.00 – 11.30 a.m.</td>
<td>Promote your research work on LinkedIn</td>
</tr>
<tr>
<td>16</td>
<td>4 January 2017</td>
<td>9.00 – 11.30 a.m.</td>
<td>Make your data discoverable on a data repository</td>
</tr>
<tr>
<td>19</td>
<td>25 January 2017</td>
<td>2.00 – 4.30 p.m.</td>
<td>Academic social networking (ResearchGate &amp; Academia) and the research impact</td>
</tr>
<tr>
<td>20</td>
<td>15 February 2017</td>
<td>2.00 – 4.30 p.m.</td>
<td>Publish online magazine to promote publications and research findings</td>
</tr>
<tr>
<td>21</td>
<td>22 February 2017</td>
<td>2.00 – 4.30 p.m.</td>
<td>Enhance research visibility by tracking citations</td>
</tr>
<tr>
<td>22</td>
<td>1 March 2017</td>
<td>2.00 – 4.30 p.m.</td>
<td>“Document publishing tools” for research visibility improvement</td>
</tr>
<tr>
<td>23</td>
<td>8 March 2017</td>
<td>2.00 – 4.30 p.m.</td>
<td>Publication’s e-mail marketing procedure</td>
</tr>
<tr>
<td>24</td>
<td>15 March 2017</td>
<td>2.00 – 4.30 p.m.</td>
<td>The use of reference management tools to improve citation</td>
</tr>
<tr>
<td>25</td>
<td>22 March 2017</td>
<td>2.00 – 4.30 p.m.</td>
<td>Controversial Wikipedia: an approach to increase research visibility on the web</td>
</tr>
</tbody>
</table>

[http://umconference.um.edu.my/ws](http://umconference.um.edu.my/ws)
Next Workshop

DECEMBER 19 & 20, 2016 (MONDAY & TUESDAY)
9.00 am — 4.30 pm

CONDUCTING RESEARCH
LITERATURE SEARCH TO WRITING REVIEW PAPER

Programme Details

DECEMBER 19 & 20, 2016 (MONDAY & TUESDAY)
9.00 am — 4.30 pm
Venue: To Be Confirmed (in University of Malaya)
Fees: RM 400.00 (UM STAFF & STUDENTS)
      RM 1,500.00 (NON-UM STAFF & STUDENTS)

Facilitator
Dr. Nader Ale Ebrahim
Visiting Research Fellow, Centre for Research Services, IPPP, UM
- Winner of “Refer-a-Colleague Competition”
- Creator of “Research Tools” Box
- Developer of “Publication Marketing Tools”
- Conducted over 280 workshops

For more details, please visit: http://umconference.um.edu.my/s
Top 10 authors with the highest Reads counts on ResearchGate

Table 10. Top 10 authors with the highest Reads counts on ResearchGate (9th of November, 2015), compared to their Downloads and Views counts on the 10th of September, 2015.

<table>
<thead>
<tr>
<th>AUTHOR NAME</th>
<th>SEPTEMBER 10th (2015)</th>
<th>NOVEMBER 9th (2015)</th>
<th>MISMATCH (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>DOWNLOADS</td>
<td>VIEWS</td>
<td>READS</td>
</tr>
<tr>
<td>Loet Leydesdorff</td>
<td>32,165</td>
<td>42,926</td>
<td>21,013</td>
</tr>
<tr>
<td>Mike Thelwall</td>
<td>24,989</td>
<td>34,376</td>
<td>17,748</td>
</tr>
<tr>
<td>Chaomei Chen</td>
<td>31,579</td>
<td>26,734</td>
<td>13,452</td>
</tr>
<tr>
<td>Nader Ale Ebrahim</td>
<td>31,853</td>
<td>23,144</td>
<td>10,282</td>
</tr>
<tr>
<td>Lutz Bornmann</td>
<td>13,556</td>
<td>22,987</td>
<td>9,863</td>
</tr>
<tr>
<td>Maite Barrios</td>
<td>14,234</td>
<td>7,600</td>
<td>9,439</td>
</tr>
<tr>
<td>Wolfgang Glänzel</td>
<td>10,572</td>
<td>20,145</td>
<td>9,439</td>
</tr>
<tr>
<td>Félix Moya Anegón</td>
<td>18,691</td>
<td>23,583</td>
<td>8,625</td>
</tr>
<tr>
<td>Cassidy Sugimoto</td>
<td>13,079</td>
<td>8,081</td>
<td>8,458</td>
</tr>
<tr>
<td>Ronald Rousseau</td>
<td>8,066</td>
<td>19,118</td>
<td>6,934</td>
</tr>
</tbody>
</table>

Problem statements

The search can be time consuming and sometimes tedious task. How can make it easier? How do deal with situations such as:

- “I just join as a new postgraduate student and I am not sure how to do a literature search”
- “I have been in research for some time now but I spend a lot of time to get the articles I want”
- “I am sure I have downloaded the article but I am not able to find it”
- “I wanted to write a new paper, how can I manage the references in the shortest possible time?”
- “I have many references, some of my old papers, and some of my current research. Sometimes, they are so many that I can’t recall where I have kept them in my folders!”
- ........
- “I have written an article and I am not able to find a proper Journal”
- "I want to increase the citation of my papers, how do I do?”

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Objectives

The seminar seeks to serve the following objectives:

i. To help students who seek to reduce the search time by expanding the knowledge of researchers to more effectively use the "tools" that are available through the Net.

ii. To evaluate the types of literature that researchers will encounter.

iii. To convert the information of the search for a written document.

iv. To help researchers learn how to search and analyze the right journal to submit.

v. To promote their publication for further citation.
Outline

1. Introduce “Research Tools” Mind Map
2. Developing a search strategy, Finding keyword
3. Finding proper articles,
4. Evaluate a paper/journal quality
5. To do an effective literature search
6. Keeping up-to-date (Alert system), Indexing desktop search tool
7. The paraphrasing & editing tool, Avoid plagiarism
8. Organize the references (Reference management) tool
9. Target suitable journal
10. Promote your publication to get more citation
11. Q&A

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RESEARCHERS NEED TOOLS THAT SEE THE WAY THEY SEE
Task 1: Make 100 sentences

- Make a sentence including:
  “the aim of study”

- Find a recent English thesis about:
  “Virtual Teams”
| ... Isfahan, Iran Background and Aims | **The aim of study** was determination of the effect of ... |
| ... postmortem macropathologic changes. | **The aim of study** is to analyze the pathological data ... |
| ... (NAC) are controversial. | **The aim of study** is to compare histological grade and ... |
| ... Federation Objectives and study: | the **aim of study** was to compare the efficacy and ... |
| ... Introduction and objectives: | **The aim of study** was to evaluate the incidence of ... |
| ... Istanbul, Turkey Objectives: | **The aim of study** was to evaluate the effect of acid ... |
| ... has been considered as a futile (1). | **The aim of study** was obtaining information concerning ... |
| ... Medical Academy Summary (4 lines): | **The aim of study** is to estimate diagnostic values of ... |
| ... medicine, RAKUS, Riga, Latvia | **The aim of study** was to compare the effectiveness of ... |

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Task 2: **What is the average number of references for writing an article or review paper in “Economics”?**

<table>
<thead>
<tr>
<th></th>
<th>Article</th>
<th>Citable Items</th>
<th>Combine</th>
<th>Other</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number in JCR Year 2014 (A)</td>
<td>17,133</td>
<td>172</td>
<td>17,305</td>
<td>6,140</td>
</tr>
<tr>
<td>Number of References (B)</td>
<td>693,044</td>
<td>12,010</td>
<td>705,054</td>
<td>8,620</td>
</tr>
<tr>
<td>Ratio (B/A)</td>
<td>40.5</td>
<td>69.8</td>
<td>40.7</td>
<td>1.4</td>
</tr>
</tbody>
</table>

**AGGREGATE SOURCE DATA**

Aggregate Source Data is included as a table, counting the number of citable items, and yielding a ratio to the number of references to each type of citable item included in that JCR Year.
Task 3: Find recent English thesis about "Virtual Teams"
Research Tools Mind Map

Links

h-index

Survey

Keeping up-to-date Alert services

(1) Searching the literature

(2) Writing a paper

(3) Targeting suitable journals

(4) Enhancing visibility and impact

Download

Virtual Teams will become as important as...
Developing a search strategy, Finding keyword
Developing a search strategy

• Defining the topic
• Considering the scope of your topic
• Identifying the main or important aspects
• Compiling a list of keywords
• Developing your search strategy

It is important to develop a search strategy to, not only, find the information you need but to also clarify your topic.
How to Find and Develop a Viable Research Topic?

Step One: Identify a Topic.
Step Two: Test Your Topic.

Test the main concepts or **keywords** in your topic **by looking them up** in the appropriate background sources or **by using them as search terms**.

If you are finding too much information and too many sources, narrow your topic by using the **and** operator.

Finding too little information may indicate that you need to broaden your topic.
Keywords

Selecting keywords lead to get more citation.

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
- 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

Google Trends

MeSH (Medical Subject Headings)
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]

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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
Hi there! This issue, we are going to explain how KeyWords Plus broadens your search. KeyWords Plus is the result of our Thomson Reuters editorial expertise in Science.

What our editors do is to review the titles of all references and highlight additional relevant but overlooked keywords that were not listed by the author or publisher. With KeyWords Plus, you can now uncover more papers that may not have appeared in your search due to changes in scientific keywords over time.

Thanks and keep your feedback and questions coming!

Smiles,

Lim Khee Hiang
Ph.D., Principal Consultant
• New Product Development in Virtual Environment (ISI Indexed)
• Author Keywords: New product Development; Virtual teams; Concurrent Collaboration; Review paper
• KeyWords Plus: DEVELOPMENT TEAMS; PERFORMANCE; TECHNOLOGY; KNOWLEDGE; COMMUNICATION; PERSPECTIVE; INTEGRATION; INNOVATION; NETWORK; WORKING

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WEB OF KNOWLEDGE

WEB OF SCIENCE

Results

Topic="(virtual Teams)"
Timespan=All Years. Databases=SCI-EXPANDED, SSCI, A&HCI, CPCI-S, CPCI-SSH
Lemmatization=On

Note: Alternative forms of your search term (for example, tooth and teeth) may have been applied, in particular for Topic or Title searches that do not contain quotation marks around the terms. To find only exact matches for your terms, turn off the "Lemmatization" option on the search page.

Results: 741
Web of Science<sup>SM</sup>

Citation Report  Topic="(virtual Teams)"
Timespan=All Years. Databases=SCI-EXPANDED, SSCI, A&HCI, CPCI-S, CPCI-SSH.

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

Published Items in Each Year

Citations in Each Year

Results found: 741

Sum of the Times Cited [?] : 7561
Sum of Times Cited without self-citations [?] : 4771
Citing Articles[?] : 3928

Average Citations per Item [?] : 10.20
h-index [?] : 42
Finding proper articles
&
Evaluate a paper/journal quality
&
To do an effective literature search
Three key measures of research impact are:

1. **Quality of the journal** – journal rankings, impact factors

2. **Quality of the publication/article** = times cited as found in tools like Web of Science, Scopus and Google Scholar

3. **Personal or departmental measure** = $h$-index

Critically Analyzing Information Sources

1- Initial Appraisal:
   - Author
   - Date of Publication
   - Edition or Revision
   - Publisher
   - Title of Journal (Distinguishing Scholarly Journals from other Periodicals)

2- Content Analysis:
   - Intended Audience
   - Objective Reasoning
   - Coverage
   - Writing Style
   - Evaluative Reviews
**h-index** (Jorge E. Hirsch)

- A scientist has index $h$ if $h$ of [his/her] $N_p$ papers have at least $h$ citations each, and the other $(N_p - h)$ papers have at most $h$ citations each.
Academics that need to make their case for tenure or promotion will find PoP useful to create reference groups and show their citation record to its best advantage. When evaluating other academics, PoP can be used as a 5-minute preparation before meeting someone you don’t know, to evaluate editorial board members or prospective PhD supervisors, to write up tributes (or laudations) and eulogies, to decide on publication awards and to pre-prepare for a job interview. Deans and other academic administrators will find PoP useful to evaluate tenure or promotion cases in a fair and equitable way.

PoP can help you to do a quick literature review to identify the most cited articles and/or scholars in a particular field. It can be used to identify whether any research has been done in a particular area at all (useful for grant applications) or to evaluate the development of the literature in a particular topic over time. Finally, PoP is very well suited for doing bibliometric research on both authors and journals.

PoP can also be used to assist when you are uncertain which journal to submit it to. You can use it to get ideas of the types of journals that publish articles on the topic you are writing on and to compare a set of journals in terms of their citation impact. Once you have decided on the target journal, it can also help you to double-check that you haven’t missed any prior work from the journal in question.
### Author Impact Analysis

Perform a citation analysis for one or more authors.

**Author's Name:** Lotfi A. Zadeh

**Exclude these names:**

**Year of publication between:**

<table>
<thead>
<tr>
<th>Papers</th>
<th>Citations</th>
<th>Cite/year</th>
<th>Author/year</th>
<th>H-index</th>
</tr>
</thead>
<tbody>
<tr>
<td>419</td>
<td>59102</td>
<td>141.05</td>
<td>1.91</td>
<td>73</td>
</tr>
</tbody>
</table>

**Results**

<table>
<thead>
<tr>
<th>Year</th>
<th>Title</th>
<th>Publication</th>
<th>Publisher</th>
</tr>
</thead>
<tbody>
<tr>
<td>1975</td>
<td>The concept of a linguistic variable and its application</td>
<td>Information sciences</td>
<td>Elsevier</td>
</tr>
<tr>
<td>1970</td>
<td>Decision-making in a fuzzy environment</td>
<td>Management sciences</td>
<td>Massa, Journal of Informatics</td>
</tr>
<tr>
<td>1971</td>
<td>Similarity relations and fuzzy orderings</td>
<td>Information sciences</td>
<td>Elsevier</td>
</tr>
<tr>
<td>1997</td>
<td>Toward a theory of fuzzy information granulation and applications</td>
<td>Fuzzy sets and systems</td>
<td>Elsevier</td>
</tr>
<tr>
<td>1975</td>
<td>Fuzzy logic and approximate reasoning</td>
<td>Synthese</td>
<td>Springer</td>
</tr>
<tr>
<td>1990</td>
<td>Fuzzy logic</td>
<td>Computer</td>
<td>IEEE Press</td>
</tr>
<tr>
<td>1975</td>
<td>The concept of a linguistic variable and its application</td>
<td>Information sciences</td>
<td>Elsevier</td>
</tr>
<tr>
<td>1975</td>
<td>The concept of a linguistic variable and its application</td>
<td>Information sciences</td>
<td>Elsevier</td>
</tr>
<tr>
<td>1983</td>
<td>The role of fuzzy logic in the management of uncertainties</td>
<td>Fuzzy sets and Systems</td>
<td>Elsevier</td>
</tr>
<tr>
<td>1972</td>
<td>A fuzzy set-theoretic interpretation of linguistic hedges</td>
<td>Theory &amp; Practice</td>
<td>Taylor &amp; Francis</td>
</tr>
<tr>
<td>2005</td>
<td>Toward a generalized theory of uncertainty (GTU) —</td>
<td>Information sciences</td>
<td>Elsevier</td>
</tr>
<tr>
<td>1971</td>
<td>Quantitative fuzzy semantics</td>
<td>Information sciences</td>
<td>Elsevier</td>
</tr>
</tbody>
</table>
Figure 1: Mean H-index Scores by Field of Study

- Sciences: 10.6
- Agricultural sciences: 8.9
- Engineering: 8.5
- Social sciences: 5.2
- Applied health sciences: 4.9
- Business: 3.8
- Humanities: 2.3
- Architecture and design: 0.9
- Fine arts: 0.8

Source: Making Research Count: Analyzing Canadian Academic Publishing Cultures
Paper/journal quality

• Another guide to paper/journal quality is the general reputation of the association, society, or organization publishing the journal.

• Leading professional associations such as American Psychological Association (APA) or the Institute of Electrical and Electronics Engineers (IEEE) publish a range of journals that are highly regarded.
How to do an Effective Literature Search?

Application Training Module Series I
by Customer Education Team

ts.training.asia@thomson.com
The Institute for Scientific Information (ISI)

- The Institute for Scientific Information (ISI) was founded by Eugene Garfield in 1960. It was acquired by Thomson Scientific & Healthcare in 1992, became known as Thomson ISI and now is part of the Healthcare & Science business of the multi-billion dollar Thomson Reuters Corporation.

- ISI offered bibliographic database services. Its speciality: citation indexing and analysis, a field pioneered by Garfield. It maintains citation databases covering thousands of academic journals, including a continuation of its long time print-based indexing service the Science Citation Index (SCI), as well as the Social Sciences Citation Index (SSCI), and the Arts and Humanities Citation Index (AHCI). All of these are available via ISI's Web of Knowledge database service.
Eugene Garfield, Ph.D.

Founder & Chairman Emeritus
Institute for Scientific Information (ISI)

For more Info
Thomson Reuters (formerly ISI) has been the authority on citation data for over 50 years.
The Institute for Scientific Information (ISI)

• The ISI also publishes annual Journal Citation Reports which list an impact factor for each of the journals that it tracks. Within the scientific community, journal impact factors play a large but controversial role in determining the kudos attached to a scientist's published research record.
Impact Factor-Journal Ranking

- Relative impact factors are often a better guide to the importance of a journal than raw numbers. *JCR* allows you to compare the impact factors of different journals in the same subject area.
- The *Economic History Review* has an impact factor of 1.051. At first glance, it would appear that this journal is relatively unimportant. In fact, it is arguably the premier English-language journal in its field (its major competitor, the *Journal of Economic History Review*, has an even lower impact factor: a mere 0.529!). Far more illuminating is the journal's relatively high impact factor compared to other journals in the history of the social sciences. *Economic History Review* ranks first out of 15 journals in the Thomson-ISI's list of journals in this sub-discipline.
Influences on Impact Factors: Subject Area

- Fundamental Life Sciences: Highest impact factor
- Neuroscience
- Clinical Medicine
- Pharmacology & Toxicology
- Physics
- Chemistry & Chemical Engineering
- Earth Sciences
- Environmental Sciences
- Biological Sciences
- Materials Science & Engineering
- Social Sciences
- Mathematics & Computer Sciences

Source: How to Write Great Papers From title to references From submission to acceptance (2012) By: Anthony Newman, Publisher, Elsevier, Amsterdam

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Keeping up-to-date (Alert system) & Indexing desktop search tool
Alert services are an effective means of keeping track of the latest research.
What is an alert service?

• Many journal databases and book publishers offer free alert services. These are an effective means of keeping track of the latest research.

• Alert services come in different forms. The most common include:
  – a search alert. This is a saved search which alerts you when a book or article that matches your search terms is published.
  – a TOC (Table of Contents) alert. Such an alert notifies you when a new issue of a journal is published, and provides you with the issue's table of contents.
  – a citation alert. This advises you when a new article cites a particular work.
  – Most alert services are email-based. An increasing number are now offered as an RSS feed. If you are just beginning, you might like to try email alerts first. These are generally easier to create.
Keeping up-to-date

Create a Google Alert

• Enter the topic you wish to monitor.
• Search terms:
• Type:
• How often:
• Email length:
• Your email:
Keeping up-to-date
Conference Alerts

AllConferencealerts.com - Conference call for research papers

IEEE Conference Alerts ©2016-2017 Nader Ale Ebrahim
stances and offers related research propositions. The paper also discusses the role of the Internet in new product performance. Finally, the paper concludes with managerial and research implications.

1. New product development process and the role of the Internet

Past research has consistently shown that a high-quality new product development process is one of the most critical success factors in new product development [8,10–12]. As a result, it has offered numerous processes that firms can use when developing their new products. Cooper [13] defines a new product development process as a formal blueprint, roadmap, template or thought process for driving a new product project from the idea to market launch and beyond. The process involves predetermined set of stages and each stage consists of a set of prescribed, cross-functional and parallel activities. Each stage is preceded by a gate, controlling the flow of the process and providing a decision checkpoint in the process. Because of the stages and the with the first and second-generation processes, the third-generation process emphasizes efficiency and effectiveness in the new product development process through four fundamental areas. First, it is fluid, which means that there are overlaps in stages for greater speed. Second, it involves fuzzy gates, reducing the rigidity of criteria used in the gates and allowing conditional or situational considerations of the activities. Third, it is more focused in terms of prioritizing projects. Finally, it is flexible, suggesting that each new product is unique and has its own unique development process [13].

There are also compelling issues that indicate that new product development process may not be uniform across firms and products. Takeuchi and Nanoka [14] argue that today’s rapidly changing and competitive market conditions require firms to adopt a flexible and fast new product development process and that a holistic “rugby” style new product development might be needed to respond to the conditions. With this approach, new product teams move through all phases of the development together, passing the ball back and forth as they develop new products. Based on a case study, the authors concluded that it is possible to
The paraphrasing & editing tool, & Avoid plagiarism
Paraphrasing
A small number of studies exclusively focused on the virtual R&D teams, for example [21-24] and none of them concentrated on the virtual R&D teams for NPD in SMEs. This paper summary the key findings of earlier works on different aspects of virtual R&D teams in SMEs and establishes it rationale in new product development (NPD). It highlights the gaps and weaknesses in the existing literature on virtual teams in R&D management and in new product development in SMEs. Finally, it identifies the future research directions in the area of concern.

2-Review search methodology

Collaborative R&D activities involving SMEs has wide coverage. It applies to various activities ranging from information exchange to new products development. This review article is based on dependable and reputed publications. It mainly covers aspects like SMEs characteristics, scope of virtual R&D teams and their relationship in new product development (NPD). The articles are...
We report the relevant result of an online survey study.

Abstract—In this paper, we present our more than two years research experiences on virtual R&D teams in small and medium-sized enterprises (SMEs) and draws conclusions, giving special attention to the structure of virtual teams required to support education-industry collaboration. We report the relevant result of an online survey study. The online questionnaire was emailed by using the simple random sampling method to 947 manufacturing SMEs. The findings of this study show that SMEs in Malaysia and Iran are willing to use virtual teams for collaboration and the platform for industry-education collaboration is ready and distance between team members or differences in time zones, are not barriers to industry-education collaborations.
How do I avoid plagiarism?

- only hand in your own and original work.
- indicate precisely and accurately when you have used information provided by someone else, i.e. referencing must be done in accordance with a recognised system.
- indicate whether you have downloaded information from the Internet.
- never use someone else’s electronic storage media, artwork, pictures or graphics as if it were your own.
- never copy directly without crediting the source
- do not translate without crediting the source
- do not paraphrase someone else’s work without crediting the source
- do not piece together sections of the work of others into a new whole
- do not resubmit your own or other’s previously graded work
- do not commit collusion (unauthorised collaboration, presenting work as one’s own independent work, when it has been produced in whole or in part in collusion with other people)
- ghost-writing – you should not make use of ghost writers or professional agencies in the production of your work or submit material which has been written on your behalf
10 Major source of plagiarism

1. **Replication**: Submitting a paper to multiple publications in an attempt to get it published more than once
2. **Duplication**: Re-using work from one’s own previous studies and papers without attribution
3. **Secondary Source**: Using a secondary source, but only citing the primary sources contained within the secondary one
4. **Misleading Attribution**: Removing an author’s name, despite significant contributions; an inaccurate or insufficient list of authors who contributed to a manuscript
5. **Invalid Source**: Referencing either an incorrect or nonexistent source
6. **Paraphrasing**: Taking the words of another and using them alongside original text without attribution
7. **Repetitive Research**: Repeating data or text from a similar study with a similar methodology in a new study without proper attribution
8. **Unethical Collaboration**: Accidentally or intentionally use each other’s written work without proper attribution; when people who are working together violate a code of conduct
9. **Verbatim**: copying of another’s words and works without providing proper attribution, indentation or quotation marks
10. **Complete**: Taking a manuscript from another researcher and resubmitting it under one’s own name

Source: iThenticate (2013) SURVEY SUMMARY | Research Ethics: Decoding Plagiarism and Attribution in Research

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Penalty for Plagiarism

Retraction: Retraction notice

It has been brought to the attention of the PLOS ONE editors that substantial parts of the text in this article were appropriated from text in the following publications:


PLOS ONE therefore retracts this article due to the identified case of plagiarism. PLOS ONE apologizes to the authors of the publications above and to the readers. (comment on this retraction)
An overview of recently published medical papers in Brazilian scientific journals

Mauricio Rocha e Silva and Ariane Gomes

Additional article information

Abstract
Outside of academia the problem of plagiarism continues to generate headlines and scandals for politicians. In Germany, two prominent cabinet members have been forced to step down due to allegations of plagiarism in their doctoral dissertations. Meanwhile, in Canada, the head of the nation’s largest school district was forced to resign in the face of plagiarism allegations, and plagiarism scandals have also embroiled a senator in the Philippines, the prime minister of Romania, and several members of the Russian Duma.

The COSMO-RS method is an advanced method for the quantitative calculation of solvation mixture thermodynamics based on quantum chemistry. It was developed by Andreas Klamt and is distributed as the software COSMOtherm by his company COSMOlogic (as well as in the form of several remakes by others).

Some Nigerian researchers have used the software (without a license) and report a tremendously and completely unbelievably good correlation ($r^2=0.992$) between the predicted results and experimental data for the logKow (octanol water partition coefficient) of ionic liquids.

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- File types allowed: MS Word, WordPerfect, PostScript, PDF, HTML, RTF, OpenOffice (ODT), Hangul (HNP) and plain text.

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Writing a Tesis/Paper: Traditional way

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Use a reference management tool!

EndNoteWeb Mendeley Etc.

Your article citations reference list/bibliography

Source: Managing References: Mendeley By: HINARI Access to Research in Health

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EndNote

• *EndNote* is an almost indispensible tool for the serious researcher. And best of all, its free to all UM postgraduates!
Why use EndNote?

• *EndNote* allows you to create your own reference library. This library can be used to store the bibliographical details relating to the articles and books that you use. When it comes time to write your thesis, you can employ the library to insert references into your text and produce your bibliography. *EndNote* will save you hundreds of hours over the course of your research.
<table>
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<th>Title</th>
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<td>SSRN eLibrary</td>
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<td>2009</td>
<td>Can You Hear Me Now? Communication in...</td>
<td>Journal of...</td>
<td>Journal Article</td>
</tr>
<tr>
<td>Mishra</td>
<td>2009</td>
<td>In union lies strength: Collaborative comp...</td>
<td>Journal of...</td>
<td>Journal Article</td>
</tr>
</tbody>
</table>

**New Reference**

Reference Type: Journal Article

- Author
- Year
- Title
- Journal
- Volume
- Issue
- Pages
- Start Page
- End Date
Small and medium enterprises (SMEs) are the driving engine behind economic growth [1].

References

Target suitable journal
Open-Access Journals

Image: iStockPhoto

Springer Open Choice
Your research. Your choice. Learn more about Springer's established subscription-based journals offering the open access option.
Special Issues
# Find the perfect journal for your article

**Elsevier**

### Search results (10)

<table>
<thead>
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<th>Journal Title</th>
<th>Impact Factor</th>
<th>Open Access</th>
<th>Editorial Times</th>
<th>Acceptance</th>
<th>Production Times</th>
<th>Embargo period</th>
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*Source: [http://journalfinder.elsevier.com/](http://journalfinder.elsevier.com/) ©2016-2017 Nader Ale Ebrahim*
### Springer Journal Selector beta

Choose the Springer journal that's right for you!

<table>
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<th>Journals</th>
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<td>J. Business and Psychology</td>
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<td>Research in Engineering Design</td>
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<td>Business &amp; Information Systems Engineering</td>
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</table>
Perfect Match: EndNote’s latest feature matches article drafts with publications
Perfect Match: EndNote’s latest feature matches article drafts with publications

Find the Best Fit Journals for your Manuscript

Enter your Manuscript Details:

*Title:
Type your title here

*Abstract:
Type your abstract here

*required

References:
Select Group

Including references allows us to match more data points relevant to your manuscript

How It Works

With a few key pieces of information—your title, abstract, and references—we can help you find the right journal for your manuscript.

Our patented pending technology analyzes millions of data points and citation connections from the Web of Science to identify meaningful relationships between these publications and your own citation data.

Within seconds, you'll have JCR data, key journal information, and publisher details at your fingertips to help you compare your options and submit your manuscript.

Only Thomson Reuters can harness the power of Web of Science to support your manuscript publication decisions.

Learn more about how manuscript matching works

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Perfect Match: EndNote’s latest feature matches article drafts with publications

![EndNote interface showing journal matches](image)

<table>
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<tr>
<th>Match Score</th>
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**Top Keyword Rankings**
- citations
- papers
- highly cited
- publications

**JCR Category**
- INFORMATION SCIENCE & LIBRARY SCIENCE
- Rank in Category: 23/84
- Quartile in Category: Q2

**Publisher**
- GREAT CLARENDON ST, OXFORD OX2 6DP, ENGLAND
- ISSN: 0959-6288
- eISSN: 1471-5449

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Where should I submit my publication?

If you want your article to...

- Publish in most influential or highly cited journal
  → Use Impact Factor or
  → 5 Year Impact Factor (for subjects need longer citation period, e.g. GEOLOGY or MANAGEMENT or SOCIOLOGY, etc)

- To reach out to readers and be read immediately
  → Use Immediacy Index

- Stay active in journal collection
  → Use Cited Half Life

Note: The above only serves as general guidelines, deeper understanding of JCR, the subjects and dynamic publication cycles are crucial when deciding where to publish your paper.
Promote your publication
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
The preferred form of an author's name is **first name** and **last name**; this form reduces the likelihood of mistaken identity. **Use the same name for publication throughout your career**; that is, do not use initials on one manuscript and your full name on another one. Determining whether **Juanita A. Smith** is the same person as **J. A. Smith**, **J. Smith**, or **A. Smith** can be difficult, particularly when citations span several years.
2- Use a standardized institutional affiliation and address

Recommended Affiliation Citation

<table>
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<tr>
<th>Use This:</th>
<th>Not This:</th>
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<tr>
<td>Mae O. Gordon</td>
<td>M. Gordon</td>
</tr>
<tr>
<td>Department of Ophthalmology and Visual Sciences</td>
<td>Dept. of Ophthalm. and Vis. Sci.</td>
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<td>Washington University School of Medicine in St. Louis</td>
<td>Wash. U. Sch. Med.</td>
</tr>
<tr>
<td>660 South Euclid Avenue</td>
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<tr>
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</table>

Source: https://becker.wustl.edu/impact-assessment/strategies
The abstract is the main place that a search engine will take the data from which to determine where your article should place in its results:

Including the keywords and key phrases in your abstract is one of the best ways to optimize your article on search engines. It allows Google to assess your article for its relevance to certain search terms.

After you’ve ensured you have chosen the best keywords and you have deployed them in the right ways in your abstract and title, make sure you use them throughout your article: consider using them in subheadings, within the titles of figures and tables, as well as in the main body of the text. Search engines can also look at these places.

Consider the first sentence of your abstract – this is visible within the Google search results, therefore your first sentence should get straight to the points and include strong keywords. See the example below:

Source: http://www.emeraldgrouppublishing.com/authorsguides/promote/optimize1.htm?PHPSESSID=ric7dfpvo045ciuafbolminpd4
As an author, you can dramatically improve the chances of your article being downloaded once it’s online, before you even submit it!

There are three easy steps you can take to ensure it enjoys high usage:

- Choose a descriptive title
- Use appropriate keywords
- Write an informative abstract

Source: http://www.emeraldinsight.com/authors/guides/promote/optimize1.htm
Optimize Title/Abstract

Step 1: Construct a clear, descriptive title
In search engine terms, the title of your article is the most interesting element. The search engine assumes that the title contains all of the important words that define the topic of the piece and thus weights words appearing there most heavily.

Step 2: Reiterate key phrases
The next most important field is the text of the abstract itself. You should reiterate the key words or phrases from the title within the abstract itself.

Source: http://authorservices.wiley.com/bauthor/seo.asp
False Remembering in the Aged

Researchers studying human memory have increasingly focused on memory accuracy in aging populations. In this article we briefly review the literature on memory accuracy in healthy older adults. The prevailing evidence indicates that, compared to younger adults, older adults exhibit both diminished memory accuracy and greater susceptibility to misinformation. In addition, older adults demonstrate high levels of confidence in their false memories. We suggest an explanatory framework for the high level of false memories observed in older adults, a framework based on the theory that consciously controlled uses of memory decline with age, making older adults more susceptible to false memories that rely on automatic processes. We also point to future research that may remedy such deficits in accuracy.

This article appears on the first page of results in Google for false+memory+aged.

Source: http://authorservices.wiley.com/bauthor/seo.asp
False \textit{Remembering in the Senior Population}

Researchers studying human memory have increasingly focused on its accuracy in senior populations. In this article we briefly review the literature on such accuracy in healthy older adults. The prevailing evidence indicates that, compared to younger adults, older adults exhibit both diminished accuracy and greater susceptibility to misinformation. In addition, older adults demonstrate high levels of confidence in their false memories. We suggest an explanatory framework for the high levels observed in older adults, a framework based on the theory that consciously controlled uses of memory decline in later life, making older adults more susceptible to false memories that rely on automatic processes. We also point to future research that may remedy such deficits in accuracy.

Source: http://authorservices.wiley.com/bauthor/seo.asp

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Compare Keywords

“Senior Population” with “Aged”
Compare Keywords “Senior Population” with “Aged”
Titles: be simple and specific

- Use active rather than passive verbs.
- Avoid words that don’t add to the story such as: “on this”, “study”, and “investigation”.
- Be specific in delivering your message:
  - Not every reader may know what Akt and Foxo1 are, but the title is declarative and specific. “But don’t be too specific”.
- When possible, avoid acronyms and other jargon, which renders the title opaque to readers not already conversant in the field.
- Avoid question marks: titles should present outcomes, without teasing the reader.
- Focus on what is novel in the work.
- Avoid complex, compound nouns. For example, the term “excess water-weight remover”.

Source: http://blogs.nature.com/naturejobs/2015/07/10/publishing-high-impact-papers-natures-way

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5-Select/Make a brand name

• Make a unique phrase that reflects author's research interest and use it throughout academic life.

• Add the name of study in the title of all publications and use the same title/name consistently.

6- **Assign keyword terms to the manuscript**

Selecting keywords lead to get more citation.

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Numbers are GREAT

but what’s the impact of the research?


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7- Use more references

An easy way to boost a paper's citations

An analysis of over 50,000 Science papers suggests that it could pay to include more references.

Zoe Corby

A long reference list at the end of a research paper may be the key to ensuring that it is well cited, according to an analysis of 100 years' worth of papers published in the journal Science.
A longer paper gathers more citations

Brevity is not the secret to scientific success.

Philip Ball

Researchers could garner more citations simply by making their papers longer, a study seems to imply.

In an analysis of 30,027 peer-reviewed papers published between 2000 and 2004 in top astronomy journals, astronomer Krzysztof Stanek of Ohio State University in Columbus found that the median number of citations increases with the length of the paper — from just 6 for papers of 2–3 pages to about 50 for 50-page papers.
9- Write a review paper
Present a working paper

Working papers are freely available before and after the articles are published. Researchers may upload their working papers into open access repositories including the personal websites or more formal repositories such as arXiv and SSRN.

To be the best, cite the best

Citation analysis picks out new truth in Newton's aphorism that science 'stands on the shoulders of giants'.

The mass of medium-level research is less important for inspiring influential breakthroughs than the most highly-cited papers, a citation study argues.

“Self-citation refers to a paper being submitted to a specific journal in which papers that have been published during the previous 2 years in that same journal are cited in the reference list. While self-citation of relevant papers is legitimate, excessive self-citation can indicate a manipulation.

Thomson Reuters resource known as Web of Science, the company which now lists journal impact factors, considers self-citation to be acceptable up to a rate of 20%, anything over that is considered suspect” (Diana Epstein, 2007).

Co-authorship internationally

- Citation analysis shows that papers with international co-authors are cited up to **four times** more often than those without international co-authors.

Source: [http://www.bath.ac.uk/library/services/eprints/improve-citations.pdf](http://www.bath.ac.uk/library/services/eprints/improve-citations.pdf)
14- Publish papers with a Nobel laureates

- Some landmark papers of Nobel laureates quite quickly give their authors a sudden boost in citation rate and this boost extends to the author's earlier papers too, even if they were in unrelated areas (Ball 2011).

Choose a journal that matches with a researcher’s field of study is thus very important because it makes it more likely that the article receives more citation. A journal which covers a broad range of disciplines may be the best.

16- Publish your work in a journal with the highest number of indexing

1. ABI/INFORM
3. Australian Business Deans' Council (ABDC) Journal Quality List
4. Australian Research Council ERA Ranked Journal List
5. Compendex
6. Computer Abstracts International Database
7. Current Contents / Engineering, Computing & Technology
8. Current Contents / Social & Behavioural Sciences
9. Emerald Management Reviews (EMR)
10. INSPEC Abstracts
11. International Abstracts in Operations Research
12. OR/MS Index and Annual Comprehensive Index
13. Science Citation Index
14. Social Science Citation Index
15. SCOPUS
16. Zentralblatt MATH

Source: Journal of the Operational Research Society

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• One key request of researchers across the world is unrestricted access to research publications. Open access gives a worldwide audience larger than that of any subscription-based journal and thus increases the visibility and impact of published works. It also enhances indexing, retrieval power and eliminates the need for permissions to reproduce and distribute content.
The most effective strategy to increase citation rates is publishing in a journal with higher impact factor (Vanclay 2013).

Dhawan and Gupta (2005) studied 1101 papers and found that articles published in high impact factor journals increase the probability of getting cited.
• **Wuchty et al. (2007)** have used 19.9 million papers over 50 years and demonstrated that team-authored articles typically produce more frequently cited research than individuals.

• A recent study by **Cotropia and Petherbridge (2013)** in law review articles which were published within two decades also demonstrated that team research is on average more frequently cited than individual research.

• Typically high cited articles are authored by a large number of scientists (**Aksnes 2003**).
20-Use a larger number of “callouts”

• A “callout” is a phrase or sentence from the paper that is displayed in a different font, somewhere in the paper.

• Papers with a larger number of “callouts” be likely to receive a higher number of citations (Hamrick et al. 2010).

• Generally, callouts are inserted by the editorial staff to call attention to potentially interesting aspects of a paper (Hamrick et al. 2010).
Publishing across disciplines has been found to increase citation e.g. chemistry, biological science and physics (Ortega and Antell 2006).
22- Publish tutorials papers

• Tutorial paper is “a paper that organizes and introduces work in the field.
• A tutorial paper assumes its audience is inexpert; it emphasizes the basic concepts of the field and provides concrete examples that embody these concepts (ACM 2013)
• Tutorials papers tend to have a higher number of citations (Hamrick et al. 2010).
• Free online availability increases a paper's impact (Lawrence 2001);
• Freely accessible articles increase citations by 50% or more (Harnad 2006).
• Gargouri et al. (2010) have made a strong and a declarative link between self-archiving and increased citation performance.

WHAT IS A GOOD SCIENTIFIC ARTICLE?

Novelty

Communication

Source: "Scientific Writing for Impact Factor Journals" By: Eric Lichtfouse
Size of OA citation advantage when found (and where explicitly stated by discipline) | % increase in citations with Open Access
---|---
Physics/astronomy | 170 to 580
Mathematics | 35 to 91
Biology | -5 to 36
Electrical engineering | 51
Computer science | 157
Political science | 86
Philosophy | 45
Medicine | 300 to 450
Communication studies (IT) | 200
Agricultural sciences | 200 to 600

Effect of Open Access (OA) to increase the level of citations (Swan 2010).
Join academic social networking

• Increasing the availability of articles through social networking sites broadens dissemination, increases use, and enhances professional visibility.

• Academica is an online social reference tool that allows reference sharing among academics and researchers. Alternatively, researchers may use Citeulike to share their interests in research publications (Wong 2008). Academica, Citeulike, ResearchGate and Linkedin are just a few examples of knowledge sharing tools to make others aware of research articles that may be of relevance to authors and hence get cited.

• Use blogs and podcasts to leverage on-going researcher discussion on the Internet (Taylor & Francis Group 2012a).
• Web 2.0 tools such as wikis and blogs can be created to inform, describe and link people’s research interests and publications (Wong 2008).

New Article Acceptance: Multiagent Systems as a Team Member

I have received notice that my article titled *Multiagent Systems as a Team Member* will be published by Common Ground Publishing in their journal: *The International Journal of Technology, Knowledge, and Society*. The web page for the journal follows: [http://ijt.cgpublisher.com](http://ijt.cgpublisher.com)

No date as to when the article will be published but it should be this fall. Listed below is the abstract for the journal article to give those interested an indication of what the article is about.

**Abstract**

With the increasing complex business environment that organizations have to operate in today, teams are being utilized to complete complex tasks. Teams

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Why should you share links to your published work online?

According to Dr Melissa Terras from the University College London Centre for Digital Humanities, “If you tell people about your research, they look at it. Your research will get looked at more than papers which are not promoted via social media” (2012).
28- Create an online CV

• Online CV makes a link between the list of published papers and open access versions of relevant articles (Sahu 2005). Online CV increases researchers’ output visibility to the academic community.

Virtual team

From Wikipedia, the free encyclopedia

A virtual team (also known as a geographically dispersed team, distributed team, or remote team[1]) is a group of individuals who work across time, space and organizational boundaries with links strengthened by webs of communication technology.[2] Powell, Piccoli and Ives define virtual teams in their literature review article "as groups of geographically, organizationally and/or time dispersed workers brought together by information and telecommunication technologies to accomplish one or more organizational tasks."[3] Nader Ale Ebrahim, N., Ahmed, S. & Teha, Z. In a 2009 literature review paper, added two key issues to definition of a virtual team "as small temporary groups of geographically, organizationally and/ or time dispersed knowledge workers who coordinate their work predominantly with electronic information and communication technologies in order to accomplish one or more organization tasks". [4]

Members of virtual teams communicate electronically and may never meet face-to-face. Virtual teams are made possible by a proliferation of fiber optic technology that has significantly increased the scope of off-site communication. [5] Virtual teams allow companies to procure the best talent without geographical restrictions. [5] According to Hambley, O’Neil &
30- Create a podcast describing the research project and submit the podcast to YouTube or Vimeo

• Research is not just text and figures. Create a podcast describing the research project and submit the podcast to YouTube or Vimeo (Sarli and Holmes 2011).

• Video is an increasingly important way for researchers to communicate their results (Sarli and Holmes 2011).


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A great way to spread researchers’ outputs and get extra attention of email recipient is to add a link to the latest publication. This little section of contact information that most people ignore, provides a good platform for publication marketing.

Example:

Nader Ale Ebrahim, PhD
=================================================================
Visiting Research Fellow
Centre of Research Services
Institute of Management and Research Service
University of Malaya, Kuala Lumpur, Malaysia
www.researcherid.com/rid/C-2414-2009
http://ssrn.com/author=1379350
http://scholar.google.com/citations
http://works.bepress.com/aleebrahim/
Search engines estimate the content's relevancy and popularity as measured by links to the content from other websites. Most search engines attempt to identify the topic of the piece of content. To do this, some search engines still use metadata tags (invisible to the user) to assess relevant content, but most now scan a page for keyword phrases, giving extra weight to phrases in headings and to repeated phrases.

Source: http://authorservices.wiley.com/bauthor/seo.asp
Use all "Enhancing Visibility and Impact" tools
My recent publications
Questions?

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