March 7, 2017

Selection of Brand Name, Area of Expertise and the Best Suited Keywords

Nader Ale Ebrahim
Selection of brand name, area of expertise and best suited keywords

Nader Ale Ebrahim, PhD
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Institute of Management and Research Services
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aleebrahim@um.edu.my
@aleebrahim
www.researcherid.com/rid/C-2414-2009
http://scholar.google.com/citations

7th March 2017
All of my presentations are available online at: 
https://figshare.com/authors/Nader_Ale_Ebrahim/100797
Link to this presentation: https://doi.org/10.6084/m9.figshare.4725574.v1

TRAIN-THE TRAINERS WORKSHOP SERIES 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

Part 2: Selection of brand name, area of expertise and best suited keywords

Abstract: Selecting a research “brand name”, “area of expertise”, and “the best suited keyword sets” 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’ part of a 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 and the keywords set in the paper abstract. The unique research name makes title meaningful and not general.

Keywords: H-index, Improve citations, Research tools, Bibliometrics, Research visibility, Research Impact
<table>
<thead>
<tr>
<th>SESSION</th>
<th>DATE</th>
<th>TIME</th>
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<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>
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<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>
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<td>3</td>
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<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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<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>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>
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<td>Create a google scholar profile to boost research visibility</td>
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<td>10</td>
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<td>2.00 – 4.30 p.m.</td>
<td>Create and maintain an up-to-date researcherid profile</td>
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<tr>
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<td>Online repository: improving the research visibility and impact</td>
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<td>12</td>
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<td>2.00 – 4.30 p.m.</td>
<td>Kudos: promote your published research reach and impact</td>
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<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>
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<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>
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<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>
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<tr>
<td>17</td>
<td>11 January 2017</td>
<td>9.00 – 11.30 a.m.</td>
<td>Microblogging for enhancing the research accessibility</td>
</tr>
<tr>
<td>18</td>
<td>18 January 2017</td>
<td>9.00 – 11.30 a.m.</td>
<td>Make an audio slides for your research</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>
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<td>1 March 2017</td>
<td>2.00 – 4.30 p.m.</td>
<td>“Document publishing tools” for research visibility improvement</td>
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<td>2.00 – 4.30 p.m.</td>
<td>Publication’s e-mail marketing procedure</td>
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<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>
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<tr>
<td>25</td>
<td>22 March 2017</td>
<td>2.00 – 4.30 p.m.</td>
<td>“Contribute to Wikipedia in an approach to increase research visibility on the web”</td>
</tr>
</tbody>
</table>
Research Tools Mind Map

Virtual Teams will become as important as 

(1) Searching the literature

(2) Writing a paper

(4) Enhancing visibility and impact

Download

Survey

Keeping up-to-date Alert services

h-index

Links

Research Tools
By: Nader Ale Ebrahim

Research Tools Mind Map

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Research Tools Mind Map => (4) Enhancing visibility and impact => On-line Curriculum vitae => Subject Area
Source: http://wiki.lib.sun.ac.za/index.php/SUNScholar/Research_Article_Metrics
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

Get found. Optimize your research articles for search engines.

**TIPS:**

- Write a good and short title for your article. If you can use one or more keywords in the title while accurately describing the content of your article, then do it. Keep in mind the audience of your article and any academic keywords specific to your field to inform which keywords may be best to use.

Source: [https://www.elsevier.com/__data/assets/pdf_file/0004/98995/ECR_SEO_180912.pdf](https://www.elsevier.com/__data/assets/pdf_file/0004/98995/ECR_SEO_180912.pdf)
Create a profile Word file including:

- Author’s photo URL
- Author name’s variation
- Author’s (past & present) affiliation
- Author’s subject area
- Author’s research interest
- Author’s brief biography
- Unique keyword/s
- Keywords
- Hyperlinks (Links to other services: Twitter, Facebook, LinkedIn, Google+)
Name Ambiguity

It is important for works to be correctly attributed to their author. Unfortunately, name ambiguity can sometimes make this challenging!

Name variants are a key example of name ambiguity and include:

- More than one author having the same name
- Similar spelling of name
- Incorrect name order
- Use or misuse of middle initial
- Different version of name used throughout career (name change, maiden name, married name, etc)

Researchers identification systems offer stable author identifiers, and provide one way that author name ambiguity can be...
Author name disambiguation and the association of scholarly works with the correct author have long been a problem for those wishing to develop a comprehensive list of publications for individuals.

• Nader Ale Ebrahim
• Nader Ale Ibrahim
• **Ale Ebrahim, Nader**
• N. Ale Ebrahim
• Ale Ebrahim, N.
• Ebrahim, N. A.
• Nader Al-e-Ebrahim
• Nader A. Ebrahim
• A. E. Nader
• Nader, A. E.
• نادر آل إبراهيم
Automatic search

We don’t have any (more) suggestions for you.

Not satisfied with search results?

The names we search are based on your full name and your name variations:

- Nader Ale Ebrahim
- Ale Ebrahim, Nader
- N. Ale Ebrahim
- Ale Ebrahim, N.
- Ebrahim, N. A.
- n ale ebrahim
- نادر آل ابراهيم
- Ebrahim, Nader Ale

RUN AUTOMATIC SEARCH
Use a standardized institutional affiliation and address, using no abbreviations.

Recommended Affiliation Citation

<table>
<thead>
<tr>
<th>Use This:</th>
<th>Not This:</th>
</tr>
</thead>
</table>
| Mae O. Gordon  
Department of Ophthalmology and Visual Sciences  
Washington University School of Medicine  
660 South Euclid Avenue  
Saint Louis, Missouri 63110  
United States of America | M. Gordon  
Dept. of Ophthal. and Vis. Sci.  
660 S. Euclid Ave.  
St. Louis, MO |

Source: Strategies for Enhancing the Impact of Research, Retrieved from https://becker.wustl.edu/impact-assessment/strategies
Alternative spellings lead to online confusion

Ex2. Beijing University of Aeronautics and Astronautics 北京航空航天大学
Affiliation

• Ensuring that the ‘University College Cork’ identifier is used in all research publications
  – ensures credit for your publications and citations is accumulated by UCC

• National Citation Report project
  – UCC was found to have more than 1,600+ name variants in Web of Science

Source: http://www.slideshare.net/ucclibrarybibliometrics/citation-impact-introduction
• **Old Affiliation**

  Ale Ebrahim, Nader
  Department of Engineering Design and Manufacture, Faculty of Engineering, University of Malaya (UM), Kuala Lumpur, Malaysia.

• **New Affiliation**

  Ale Ebrahim, Nader
  Centre of Research Services, Institute of Research Management and Monitoring (IPPP), University of Malaya, Kuala Lumpur, Malaysia.
Author’s subject area

• Industrial Engineering
  – Technology Management

• Education
  – Research Tools
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
SCOPUS Subject Area


Source: https://www.scopus.com/
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).
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
Author’s research interest

- Virtual R&D teams,
- Virtual Teams,
- Stage-Gate,
- Global Virtual Teams,
- Conceptual Model of Virtual Product Development,
- R&D Management,
- Small and Medium-scale Enterprises (SMEs),
- New Product Development,
- Collaborative systems,
- Electronic-Collaboration,
- Collaboration Technology,
- Concurrent Engineering,
Check your profile on Google Scholar

Nader Ale Ebrahim (ORCID: 0000-0001-7091-4439)
Research Fellow, Centre for Research Services, 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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<tr>
<td>Virtual teams: A literature review</td>
<td>2009</td>
</tr>
<tr>
<td>Virtual R&amp;D teams in small and medium enterprises: A literature review</td>
<td>2009</td>
</tr>
<tr>
<td>A comparison between two main academic literature collections: Web of Science and Scopus databases</td>
<td>2013</td>
</tr>
<tr>
<td>Effective strategies for increasing citation frequency</td>
<td>2013</td>
</tr>
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</table>

Citation indices

<table>
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<th>Citations</th>
<th>All</th>
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<tr>
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<td>22</td>
<td>21</td>
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<tr>
<td>i10-index</td>
<td>52</td>
<td>50</td>
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</tbody>
</table>

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Check your research interest on Google Scholar

Google Scholar

Nader Ale Ebrahim (ORCID: 0000-0001-7091-4439)
Research Fellow, Centre for Research Services, IPPP, University of Malaya
Verified email at um.edu.my
Cited by 1803
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.

Help  Privacy  Terms  Provide feedback  My Citations

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Consider where you would like to appear – in other words, what is your niche? If someone searched for a topic, where would you like to appear?

1. General guidelines

• Manuscripts are accepted in English. Any consistent spelling and punctuation styles may be used. Long quotations of 40 words or more should be indented without quotation marks.

• A typical manuscript will not exceed 8500 words including tables, references and captions. Manuscripts that greatly exceed this will be critically reviewed with respect to length. Authors should include a word count with their manuscript.

• Manuscripts should be compiled in the following order: title page; abstract; keywords; main text; acknowledgements; references; appendices (as appropriate); table(s) with caption(s) (on individual pages); figure caption(s) (as a list).

• Abstracts of 250 words are required for all manuscripts submitted.

• Each manuscript should have keywords.

• Search engine optimization (SEO) is a means of making your article more visible to anyone who might be looking for it. Please consult our guidance here.

Keywords

• Recent evidence suggests that a strong correlation exists between online hits and subsequent citations for journal articles. Search engines rank highly as starting points. Students are increasingly more likely to start their research by using Google Scholar™, rather than by the traditional starting point of Abstracting and Indexing resources.
• We know that the use of keywords helps to increase the chances of the article being located, and therefore cited.
• Many search engines have their own algorithms for ranking sites, some by ranking the relevance of content and links to the site from other websites. Some search engines use metadata or "meta-tagging" to assess relevant content. Most search engines, however, scan a page for keyword phrases, which gives emphasis to phrases in headings and/or repeated phrases. The number of other sites that link to a web page also indicates how that page is valued.
• **Authors should know the key phrases for their subject area.** Reference to an established common indexing standard in a particular discipline is a useful starting point - GeoRef, ERIC Thesaurus, PsycInfo, ChemWeb, and so on.
• Keyword terms may differ from the actual text used in the title and abstract, but should accurately reflect what the article is about. **Why not try searching for the keywords you have chosen, before you submit your article?** This will help you see how useful they are.

Source: [http://journalauthors.tandf.co.uk/preparation/writing.asp](http://journalauthors.tandf.co.uk/preparation/writing.asp)
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
Select a unique phrase/keyword

Select/make keyword or phrase that is not already in the published literature. The keyword should capture the unique aspects of your work, which no predetermined subject terms can do.

• Fuzzy Sets
• Genetic algorithms
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
- genetic design
- graphic design

MeSH (Medical Subject Headings)
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

Or, continue last session

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

Search volume trends

Average monthly searches

50K
37.5K
25K
12.5K

Mar 2015 Jun Sep Feb 2016

Virtual R&D teams

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Google Trends

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"
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
- 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
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
Results found: 3910

Sum of the Times Cited: 15123
Sum of Times Cited without self-citations: 14589

Citing Articles: 13739
Citing Articles without self-citations: 13457

Average Citations per Item: 3.87

h-index: 50
Results found: 575

Sum of the Times Cited: 5746

Sum of Times Cited without self-citations: 4354

Citing Articles: 3002

Citing Articles without self-citations: 2688

Average Citations per Item: 9.99

h-index: 34

Source: Web of Science®, Retrieved 26 May 2013
Title=("Stem Cells")
Refined by: Web of Science
Categories=(CELL TISSUE ENGINEERING)

Results found: 5044
Sum of the Times Cited: 102181
Sum of Times Cited without self-citations: 91107
Citing Articles: 46925
Citing Articles without self-citations: 43823
Average Citations per Item: 20.26
h-index: 132

Source: Web of Science®, Retrieved 26 May 2013
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 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
Author’s short biography

• Do your online profiles give a brief but comprehensive view of you as an academic?

• Do you have an easily accessible, comprehensive list of your publications online linked to your biography?
Analytics - Papers

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<thead>
<tr>
<th>Title</th>
<th>60 Day Views</th>
<th>60 Day Uniques</th>
<th>60 Day Downloads</th>
<th>All-Time Views</th>
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<td>Virtual Teams and Management Challenges</td>
<td>134</td>
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<td>3,848</td>
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<td>A Digital Footprint for Your Publication</td>
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<td>Research Tools: Literature Search and Scientific Source</td>
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<td>3</td>
<td>36</td>
<td>3</td>
</tr>
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</table>
### Analytics - Keywords

#### Top Keywords

- how to write isi paper
- how to write isi^2
- 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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<td>Bing</td>
<td></td>
<td>Davis, D. D., &amp; Bryant, J. L. (2003). Influence at a distance:</td>
<td></td>
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</tbody>
</table>

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Who's viewed your profile

- 447 Profile views
  - Last 90 days

- 2 Viewers who work at DHL
- 13 Viewers with the title Consultant

What your viewers do:
- 14 Manufacturing / Mechanical
- 19 Salesperson
- 60 Research / Graduate Assistant
- 213 Other Industries
- 61 University Professor / Lecturer

Industries of your viewers:
- 14 Management Consulting
- 16 Education Management
- 31 Research
- 34 Higher Education
Task for Second session

• Create author’s profile in Microsoft Word includes:
  – Author name’s variation (Compile the list of different combinations of the researcher’s name used in publications)
  – Author’s affiliation
  – Author’s research interest
  – Author’s short biography
  – Author’s subject area/s
  – Brand name (Unique keyword/s)
  – Keywords
  – Hyperlinks
Questions?

E-mail: aleebrahim@um.edu.my

Twitter: @aleebrahim

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

Nader Ale Ebrahim, PhD

Centre for Research Services
Institute of Management and Research Services
University of Malaya, Kuala Lumpur, Malaysia
www.researcherid.com/rid/C-2414-2009
http://scholar.google.com/citations


My recent presentations:


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