Email Communications for Boosting the Research Visibility and Impact

Nader Ale Ebrahim

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Email Communications for Boosting the Research Visibility and Impact

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www.researcherid.com/rid/C-2414-2009
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8th 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.4732075.v1 (New version)

4th SERIES OF INTRODUCTORY WORKSHOP ON:
Strategies to Enhance Research Visibility, Impact & Citations

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Abstract

Abstract: Your research findings and publications have to reach thousands, of your peers and colleagues. Email communications help researchers to undertake more outreach and increase their research visibility, impact and citations. If you have recently published a study that would be of interest to others in your field, disseminate it through email. “Email communications” allow the researchers to boost their research findings to a wider audiences. This workshop will provide various techniques to increase the visibility and enhance the impact of researcher’s output by employing the “Email communications” tools.

Keywords: Improve citations, Research tools, Bibliometrics, Email marketing, Research Visibility, Research Impact
Nader Ale Ebrahim received his PhD in Technology Management from the Department of Engineering Design and Manufacture, Faculty of Engineering, University of Malaya. He holds a Master of Science in the Mechanical
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Top 10 authors with the highest profile view counts on ResearchGate

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)</th>
<th>NOVEMBER 9th (2015)</th>
<th>MISMATCH (%)</th>
</tr>
</thead>
<tbody>
<tr>
<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>
</tr>
<tr>
<td>Loet Leydesdorf</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>
<td>60.91</td>
</tr>
<tr>
<td>Zaida Chinchilla</td>
<td>5,840</td>
<td>1,569</td>
<td>26.87</td>
</tr>
<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>
</tr>
<tr>
<td>Wolfgang Glänzel</td>
<td>3,012</td>
<td>1,301</td>
<td>43.19</td>
</tr>
<tr>
<td>Kevin Boyack</td>
<td>3,256</td>
<td>1,135</td>
<td>34.86</td>
</tr>
<tr>
<td>Peter Ingwersen</td>
<td>2,335</td>
<td>1,025</td>
<td>43.90</td>
</tr>
</tbody>
</table>

Research Tools Mind Map - (4) Enhancing visibility and impact  
-> NetWorking -> Email Extractor

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How do we improve citations?

- Attempt to publish in top journals
- Don’t take the comfortable option of submitting articles first to middle ranking journals
- Be prepared to face rejection
- Achieve maximum publicity for your research
- Ensure that the correct address is used.

Source: The Role of Citations in Warwick’s Strategy and Improving Them
The old world of access to knowledge

Source: Michaela Torkar, PhD, Editorial Director, BioMed Central, Publishing your research in BioMed Central journals

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The new world of access to knowledge

Source: Michaela Torkar, PhD, Editorial Director, BioMed Central, Publishing your research in BioMed Central journals
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Advantages of E-Mail

- Cost-Effective
- Global
- Fast
- Interactive
- Reliable
- Flexible

Building Contact Lists

Even if you only have few e-mail addresses, you need to add those to your database. You may acquire e-mail from following resources:

- Manually from face-to-face meeting
- Manually from cited & relevant papers
- Manually from your contact list
- Importing on mass from a CSV or TAB delimited file
- Email outreach (Scopus and WoS search)
WoS E-mail search

and

SCOPUS E-mail search
Online E-mail Extractor

VideoMakerFX Review: Learn about how this amazing new software can make you money and save you time. ROI report on VideoMakerFX with discounts and much more. Get download access to over 300 eproducts FREE with the purchase of VideoMakerFX professional video editing software. Make Money Online, YOU can launch your own web business for under $100 - Create Videos find out more

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Email Extractor

Separator: Comma  Group:  Emails  Sort Alphabetically

Extract  Reset  Highlight All

Email count:
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.
It is not vanity but a necessity to set up Google alerts (http://www.google.com/alerts) so you can automatically keep an eye on your developing presence and follow your online footprint and shadow.

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
**Scopus Author Citation alert: "Citations for Ebrahim, Nader Ale (Author Identifier 22974706300)"

<table>
<thead>
<tr>
<th>Document</th>
<th>Author(s)</th>
<th>Date</th>
<th>Source Title</th>
<th>CitedBy</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Perceived training needs for effective virtual teams: An exploratory study</td>
<td>Ghiringhelli, C., Lazazzara, A.</td>
<td>2016</td>
<td>Lecture Notes in Information Systems and Organisation, 19 pp. 21 - 35 .</td>
<td>0</td>
</tr>
<tr>
<td>2. Review of research trend in international construction projects: A bibliometric analysis</td>
<td>Utama, W.P., Chan, A., Zahoor, H., Gao, R.</td>
<td>2016</td>
<td>Construction Economics and Building, 16 (2) pp. 71 - 82 .</td>
<td>0</td>
</tr>
</tbody>
</table>

(View all new results in Scopus)
Provide a link

Source: https://www.semrush.com/blog/how-to-create-a-simple-email-marketing-process/

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Email “signature,” allowing recipients to quickly find your research

Use a link to your latest publications in your email “signature,” which allowing recipients to quickly find your research (without running the risk of fumbling to copy a long string of a URL that may not paste properly).

For example:

Best regards,
Nader Ale Ebrahim, PhD

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http://scholar.google.com/citations
http://works.bepress.com/aleebrahim/
http://ideas.repec.org/f/pal457.html

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Adopted from: http://ssrnblog.com/2012/08/20/did-you-know/
Use mail merge to send personalized email messages to your email address list

• With mail merge, each email message is a separate mailing where each recipient is the sole recipient of each message. This is unlike broadcasting an email message to group of recipients or hiding recipients on the blind carbon copy (bcc) line of the message.
• You can also use email merge to send personalized email to recipients in your address list. Each message has the same kind of information, yet the content of each message is unique. For example, in email to your customers, each message can be personalized to address each customer by name. The unique information in each message comes from entries in a data file.

Notes
You must have a MAPI-compatible email program installed. The capabilities of Outlook MAPI (Messaging Application Program Interface) make it possible for Microsoft Office Word and Microsoft Office Outlook to share information when sending the merged email.
Keep in touch

See who you already know on LinkedIn

Get started by adding your email address or choosing a service provider

Type email addresses below

Send Invitations

Multiple email addresses should be comma separated.

We'll import your address book to suggest connections and help you manage your contacts. Learn more

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Enter email addresses

Add optional message

Invite
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Find Google Contacts
Monitor Results

Once per month, look at reporting (metrics) to see which e-mails are more effective and have a higher rate of opening as well as click-through. It's important to know how your list is responding to the e-mails that you send. If you aren't getting a good click-through response, the problem is either the quality of your message or the topic.

Source: https://www.entrepreneur.com/article/207662
My recent publications
Questions?

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Twitter: @aleebrahim

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http://scholar.google.com/citations
References


4. Michaela Torkar, PhD, Editorial Director, BioMed Central, Publishing your research in BioMed Central journals

My recent publications:


My recent presentations:


