Select a Research Brand Name

Nader Ale Ebrahim
Select a Research Brand Name

Nader Ale Ebrahim, PhD
Visiting Research Fellow
Centre for Research Services
Institute of Management and Research Services
University of Malaya, Kuala Lumpur, Malaysia

aleebrahim@um.edu.my
@aleebrahim
www.researcherid.com/rid/C-2414-2009
http://scholar.google.com/citations

1st November 2017
6th SERIES OF INTRODUCTORY WORKSHOP ON:

Strategies to Enhance Research Visibility, Impact & Citations

Nader Ale Ebrahim, PhD

Centre for Research Services
Research Management & Innovation Complex
University of Malaya, Kuala Lumpur, Malaysia

https://figshare.com/authors/Nader_Ale_Ebrahim/100797

Link to this presentation: https://doi.org/10.6084/m9.figshare.5552869.v1 (New version)

Abstract: Selecting a research “brand name” is one of the most important decisions that a researcher will need to make. The research brand name should appear in the title, abstract and keywords of the paper. The title is extremely important and must be chosen with great care, as it will be read by thousands, whereas few will read the entire paper. On the other hand, indexing and abstracting of the paper depends on the accuracy of the title. An improperly titled paper will get lost and will never be read. The unique research name makes title meaningful and not general.

Keywords: H-index, Improve citations, Research tools, Bibliometrics, Research visibility
<table>
<thead>
<tr>
<th>DATE</th>
<th>TIME</th>
<th>TOPIC</th>
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<tbody>
<tr>
<td>23 August 2017</td>
<td>9.00 a.m.—12.00 p.m.</td>
<td>Where to publish? A Journal selection procedure for receiving the highest citation and impact</td>
</tr>
<tr>
<td>6 September 2017</td>
<td>9.00 a.m.—12.00 p.m.</td>
<td>Essential steps to write a Bibliometric paper</td>
</tr>
<tr>
<td>13 September 2017</td>
<td>9.00 a.m.—12.00 p.m.</td>
<td>New systems for measuring research impact</td>
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<tr>
<td>20 September 2017</td>
<td>9.00 a.m.—12.00 p.m.</td>
<td>Boosting Research Citation and Visibility through Online Profile</td>
</tr>
<tr>
<td>27 September 2017</td>
<td>9.00 a.m.—12.00 p.m.</td>
<td>Reference management tools for Boosting the Research Visibility and Impact</td>
</tr>
<tr>
<td>4 October 2017</td>
<td>9.00 a.m.—12.00 p.m.</td>
<td>Optimize articles for search engine to improve research visibility</td>
</tr>
<tr>
<td>11 October 2017</td>
<td>9.00 a.m.—12.00 p.m.</td>
<td>Academic Social Network for Enhancement of Research Visibility and Impact</td>
</tr>
<tr>
<td>25 October 2017</td>
<td>9.00 a.m.—12.00 p.m.</td>
<td>Analysis of Bibliometrics information for selecting the best field of study</td>
</tr>
<tr>
<td>1 November 2017</td>
<td>9.00 a.m.—12.00 p.m.</td>
<td>How to select a brand name for your research interest?</td>
</tr>
</tbody>
</table>
Registration Link

LITERATURE REVIEWING WITH RESEARCH TOOLS

BENEFITS!!!!
- Save time
- Safe keep downloaded articles
- Practical usage of research tools
- Clear direction for literature review and paper writing

PROGRAMME

REGISTRATION
The deadline for registration is on 30 October 2017.

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Email: ppf_workshop@um.edu.my
Website: www.research.universityofmalaya.my

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Research Tools Mind Map

- Links
- h-index
- Survey
- Virtual Teams will become as important as live teams

1. Searching the literature
2. Writing a paper
3. Targeting suitable journals
4. Enhancing visibility and impact

Download

Keeping up-to-date Alert services

Research Tools
By: Nader Ale Ebrahim
Research Tools Mind Map => (4) Enhancing visibility and impact => On-line Curriculum vitae => Subject Area
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

9 Hints to Select a Research Brand Name

1. Make it unique (invent your own research brand name)
2. Ensure you can make it Web-Friendly
3. Make it memorable
4. Ensure you can repeat in your publication’s title and abstract
5. Test #
6. Pick a brand name that everybody is curious to know more about
7. Be careful not to choose a brand name that is too broad in scope
8. Can machine (like Cortana & Siri) spell it?
9. Make sure you can protect the research brand name
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
Check your profile on 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 - Homepage

Technology management, Virtual R&D teams, New product development, Research tools, Bibliometrics

<table>
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<tr>
<th>TITLE</th>
<th>CITED BY</th>
<th>YEAR</th>
</tr>
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<tr>
<td>Virtual teams: A literature review</td>
<td>279</td>
<td>2009</td>
</tr>
<tr>
<td>A comparison between two main academic literature collections: Web of Science and Scopus databases</td>
<td>135</td>
<td>2013</td>
</tr>
<tr>
<td>Effective strategies for increasing citation frequency</td>
<td>114</td>
<td>2013</td>
</tr>
<tr>
<td>Virtual R&amp;D teams in small and medium enterprises: A literature review</td>
<td>107</td>
<td>2009</td>
</tr>
</tbody>
</table>

Cited by

| Citations | 1965 | 1794 |
| h-index | 21 | 19 |
| i10-index | 51 | 49 |

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Check your research interest on 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

Technology management  Virtual R&D teams  New product development  Research tools  Bibliometrics

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Author’s subject area

• Industrial Engineering
  – Technology Management

• Education
  – Research Tools
Latest research and news by subject

Learn about the latest research, reviews and news from across all of the Nature journals by subject
Research Areas (Categories / Classification)

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

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).
Keywords

It is essential that authors, editors, and publishers make every effort to ensure articles are found online, quickly and accurately, ideally within the top three hits. The key to this is the appropriate use of keywords.

Source: http://journalauthors.tandf.co.uk/preparation/writing.asp
MeSH Tree Structures for “Genes”

Genetic Phenomena [G05]
Genetic Structures [G05.360]
Genome [G05.360.340]
Genome Components [G05.360.340.024]
Attachment Sites, Microbiological [G05.360.340.024.079]
CpG Islands [G05.360.340.024.159]
DNA Sequence, Unstable [G05.360.340.024.189] +
DNA, Intergenic [G05.360.340.024.220] +
Genes [G05.360.340.024.340]
Alleles [G05.360.340.024.340.030]
Gene Components [G05.360.340.024.340.137] +
Genes, cdc [G05.360.340.024.340.220]
Genes, Chloroplast [G05.360.340.024.340.225]
Genes, Developmental [G05.360.340.024.340.230] +
Genes, Dominant [G05.360.340.024.340.240]
Genes, Duplicate [G05.360.340.024.340.250]
Genes, Essential [G05.360.340.024.340.270]
Genes, Helminth [G05.360.340.024.340.310]
Genes, Immediate-Early [G05.360.340.024.340.330]
Genes, Immunoglobulin [G05.360.340.024.340.335] +
Genes, Insect [G05.360.340.024.340.340]
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**Design Studies**

KEYWORDS LIST

Choose up to five keywords for your paper from this list. You may substitute one keyword of your own choice not on this list.

- aesthetics
- architectural design
- artificial evolution
- automotive design
- built environment
- case based reasoning
- case study/studies
- collaborative design
- communication
- computational model(s)
- computer aided design
- computer supported design
- conceptual design
- concurrent design
- creative design
- creativity

- environmental impact
- epistemology
- evaluation
- expert systems
- facility programming
- generic design
- graphic design
- human factors
- imagery
- industrial design
- information design
- information processing
- innovation
- interdisciplinarity
- interface design
Keywords Plus

- KeyWords Plus® are index terms created by Thomson Reuters from significant, frequently occurring words in the titles of an article's cited references.

Authors sometimes provide a list of keywords or terms that they feel best represent the content of their paper. These keywords are contained in the ISI record (1991 data forward, depending on the database) for each article and are searchable. In addition, ISI generates KeyWords Plus for many articles. KeyWords Plus are words or phrases that frequently appear in the titles of an article's references, but do not necessarily appear in the title of the article itself. KeyWords Plus may be present for articles that have no author keywords, or may include important terms not listed among the title, abstract, or author keywords.

Source: http://wos.isitrial.com/help/helpdefs.html
SAMPLE SOURCE RECORD

Title: Respiratory and immunological findings in brewery workers

Author(s): GodnicCvar J; Zuzkin E; Musafijegovic J; Schachter EN (REPRINT);
Kanceljak B; Macan J; Illic Z; Ebibing Z

Journal: AMERICAN JOURNAL OF INDUSTRIAL MEDICINE, 1999; V35, N1 (JAN), P 69-75

Author Keywords: brewery workers; respiratory symptoms; lung function; immunology

Selected Cited References: (39 total, 14 shown for demonstration)

*WHO, 1986, P39, EARL DET OCC LUNG DI
BLASKO CA, 1996, V154, P334, AM J RESPIR CRIT CARE
HUY T, 1991, V144, P1314, AM REV RESPIR DIS
IVERSEN M, 1980, V20, P211, CLIN EXP ALLERGY
KORTEKANGASSAVUO C, 1993, V48, P147, ALLERGY
KORTEKANGASSAVUO C, 1994, V24, P386, CLIN EXP ALLERGY
MAESTRELLI P, 1992, V22, P103, CLIN EXP ALLERGY
NAMBERG P, 1980, V10, P016, AM J IND MED
MCCARTHY PE, 1955, V42, P106, BRIT J IND MED
MEZAR D, 1999, P145, 14 INT C EUR AC ALL
REVSBECH P, 1990, V45, P204, ALLERGY
SHELDON JM, 1957, P507, VU05, CLIN ALLERGY
SMAID T, 1994, V25, P977, AM J IND MED
VIDAL C, 1995, V75, P121, AMN ALLERG ASTHMA INT

KeyWord Plus(R): ATOPIC-DERMATITIS PATIENTS; LUNG-FUNCTION;
GRAIN DUST; OCCUPATIONAL ASTHMA; MITE ALLERGY; STORAGE MITE; EXPOSURE;
HYPERSENSITIVITY; SYMPTOMS; DISEASE

19J SOURCE DATABASE (1970-PRESENT)

No title available

The role of atopy in grain dust-induced airway disease

GRAIN DUST AND LUNG-FUNCTION - DCESE-RESPONSE RELATIONSHIPS

MITE ALLERGY AND EXPOSURE TO STORAGE MITES AND HOUSE DUST MITES IN FARMERS

SKIN PRICK TEST REACTIONS TO BREWERS-YEAST (SACCHAROMYCES CEREVISIAE) IN ADULT ATOPIC-DERMATITIS PATIENTS

IMMEDIATE HYPERSENSITIVITY TO BAKERY, BREWERY AND WINE PRODUCTS IN YEAST-SENSITIVE ATOPIC-DERMATITIS PATIENTS

GUIDELINES FOR THE DIAGNOSIS OF OCCUPATIONAL ASTHMA

RELATIONSHIP BETWEEN SYMPTOMS AND EXPOSURE TO MOLD DUST IN SWEDISH FARMERS

LUNG-FUNCTION AFTER EXPOSURE TO BARLEY DUST

No title available

STORAGE MITE ALLERGY AMONG BAKERS

No title available

DUST-RELATED AND ENDOCHEMISTRY-RELATED ACUTE LUNG-FUNCTION CHANGES AND WORK-RELATED SYMPTOMS IN WORKERS IN THE ANIMAL FEED-INDUSTRY

FOOD-INDUCED AND OCCUPATIONAL ASTHMA DUE TO BARLEY FLOUR

FREQUENTLY OCCURRING TITLE WORDS

ATOPIC-DERMATITIS PATIENTS
LUNG-FUNCTION
GRAIN DUST
OCCUPATIONAL ASTHMA
MITE ALLERGY

STORAGE MITE
EXPOSURE
HYPERSENSITIVITY
SYMPTOMS
DISEASE


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Key Words Selection

Results: 26
(from Web of Science Core Collection)
You searched for:
TITLE: ("Envelope Design")
Timespan: All years. Indexes: SCI-EXPANDED, SSCI, A&HCI, CPCI-S, CPCI-SSH.

Results: 477
(from Web of Science Core Collection)
You searched for:
TITLE: ("efficiency envelope*" OR (envelope NEAR/5 building) OR (envelope NEAR/5 energy) OR (envelope* energy* saving**) OR ("Envelope* System**") OR ("thermal* envelope*") OR ("Envelope* Design*"))
Timespan: All years. Indexes: SCI-EXPANDED, SSCI, A&HCI, CPCI-S, CPCI-SSH.
### TABLE 1: Search phrases used

<table>
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<tr>
<th>Field</th>
<th>Search Strings</th>
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<tr>
<td>general/other</td>
<td>brain surgery – neurosurgery – hydrocephalus – peripheral nerve surgery</td>
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<tr>
<td>spine</td>
<td>spine fusion – spine fixation – spine surgery – spinal surgery – spinal fusion – spinal fixation – [cervical or thoracic or lumbar] and [disc* or disk*]</td>
</tr>
</tbody>
</table>

* The asterisk was included in the search string as a wild card character. For example, the search “disc*” would return results for “disc” or “discs” or “discectomy.”

Searched for: **TITLE:** ("virtual teams")
Citation Report: 363
(from Web of Science Core Collection)

You searched for: TITLE: (“virtual teams”) ...More

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

Published Items in Each Year

Citations in Each Year

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

Source: webofknowledge.com

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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**
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
Compare Keywords
“Senior Population” with “Aged”
Compare Keywords
“Senior Population” with “Aged”
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<td>Virtual reality</td>
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<td>virtual teams</td>
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<tr>
<td>Information systems</td>
<td>92</td>
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</tbody>
</table>
Academia.edu - Analytics

Nader Ale Ebrahim

Dr. Nader Ale Ebrahim is currently working as a research fellow with the Research Support Unit, Centre of Research Services, Institute of Research Management and Monitoring (IPPP), University of Malaya. Nader holds a PhD degree in Technology Management from F... more

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Analytics - Keywords

Top Keywords

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

Top Search Engines

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

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<th>Search Engine</th>
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<td>Bing</td>
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- 447 Profile views Last 90 days
- 2 Viewers who work at DHL
- 13 Viewers with the title Consultant

What your viewers do:
- 245 Other Titles
- 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

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My recent publications
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http://scholar.google.com/citations

Nader Ale Ebrahim, PhD

Centre for Research Services
Institute of Management and Research Services
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My recent presentations:


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