

University of Malaya

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Publication Marketing Tools - “Enhancing Research Visibility and Improving Citations”

Nader Ale Ebrahim



Available at: <https://works.bepress.com/alebrahim/64/>



Publication Marketing Tools

“Enhancing Research Visibility and Improving Citations”

Publication Marketing Tools

"Enhancing Research Visibility and Improving Citations"

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Abstract

Abstract:

Research needs to be explained clearly to others to colleagues, to educational bodies, and to the public by publications. There are various reasons for publication:

- Publications help in spreading your knowledge and experience,
- It gives you an academic profile and raises the profile of your institution,
- Research publications create income for the University, and
- Publications strengthen your CV.

Publishing a high quality paper in scientific journals is a halfway of receiving citation in the future. The rest of the way is advertising and disseminating the publications by using the proper "[Research Tools](#)". Familiarity with the tools allows the researcher to increase his/her h-index in the short time. H-index shows the academicians influences in the specified field of research. Therefore, a person with higher level of h-index has more high quality publications with high amount of citations. This presentation, covers the following topics: Why publish and increase h-index?, Definition of h-index and g-index, Importance of h-index, How to use "Research Tools" Mind Map, Paper title preparation, Selecting keywords, Select the proper journal, Advertise published article, and finally Trace published article citation.

Keywords: h-index, Increase citations, Research tools

The scenarios

- “I have written an article, and I do not know how to select the title and keywords for receiving high citation?”
- “I have published a high quality paper, how can I receive high citation rate in the shortest possible time?”
- "I want to increase the citation of my papers, how do I do?"

Motivations

- [Times Higher Education World University Rankings system](#) Citations — research influence (worth 32.5 per cent)
- [h-index importance](#)
- [Australian Research Repositories Online to the World](#)
- [Citation Workshops](#)
- [Directory of Open Access Repositories](#)



The University of Hong Kong

Objectives

- To increase your paper visibility, accessibility,
- To improve the quality of the article title and keywords
- To evaluate Journal measuring factors (like: Journal Impact Factor, Immediacy Index, Cited Half Life, five Year Journal Impact Factor) before article submission.
- To search and analyze the right journal to submit.
- To identify journals to publish in or which journals are the best in a particular discipline.
- To disseminate the publications by using “Research Tools” in order to increase citation
- To trace the citation

Outline

- Introduce publication marketing checklist
- Definition of h-index and g-index,
- Importance of h-index,
- How to use “Research Tools”,
- Paper title preparation,
- Selecting keywords,
- Select the proper journal,
- Marketing published article, and finally
- Trace published article citation.



Getting published

Why publish?

Apart from the final thesis, you should also consider publishing your work as you go along. There are various reasons for this:

- publications assist in final preparation of your thesis disseminating your knowledge and experience,
- it gives you an academic profile and raises the profile of your institution,
- research publications generate income for the University,
- publications enhance your CV and may help in gaining employment, and
- you may even become rich and famous - but don't count on it!

Publication marketing checklist

NO.	Item	Check
1	Paper title	
2	keywords	
3	Proper journal	
4	Select best paper repository	
5	Networking	
6	Alert system	

Strategies for Enhancing the Impact of Research

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](#)

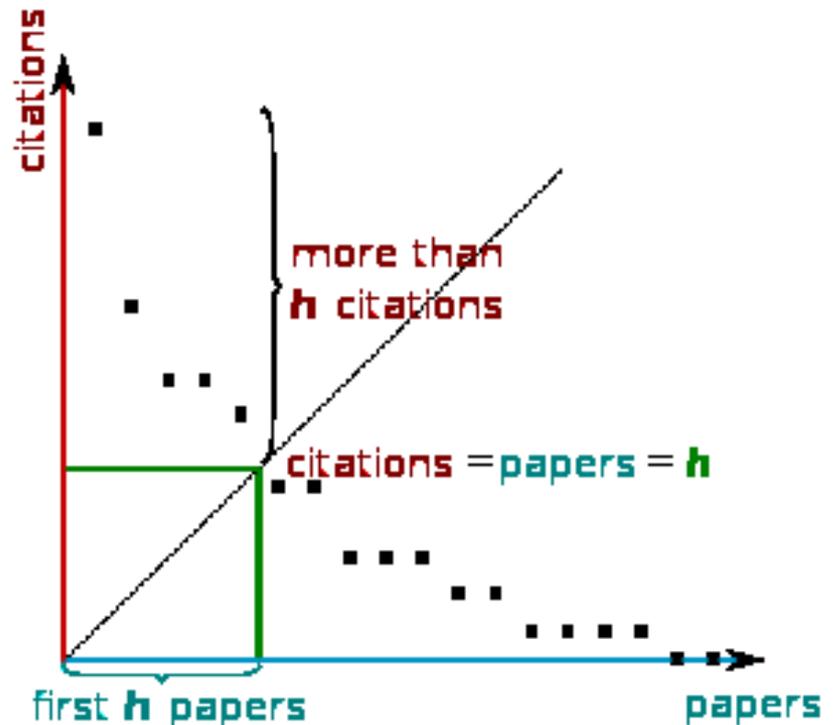
[Dissemination](#)

[Keeping Track of Your Research](#)

[Source: Washington University School of Medicine, St. Louis Missouri](#)

h -index ([Jorge E. Hirsch](#)- 2005)

- 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 no more than h citations each.



H-index from a plot of decreasing citations for numbered papers

g-index (Leo Egghe (2006))

- In order to give more weight to highly-cited articles Leo Egghe (2006) proposed the g-index. The g-index is defined as follows: ***[Given a set of articles] ranked in decreasing order of the number of citations that they received, the g-index is the (unique) largest number such that the top g articles received (together) at least g^2 citations.*** Although the g-index has not yet attracted much attention or empirical verification, it would seem to be a very useful complement to the h-index.

The Many and Variable Uses of Publish or Perish (PoP)-

By: Anne-Wil Harzing –” Your guide to effective and responsible citation analysis”

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 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.

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.

How to measure h-index

1. [Web of Science - Science - Thomson Reuters](#)
2. [Publish or Perish](#)
3. [Microsoft Academic Search](#)
4. [Add-on for Firefox: Scholar H-Index Calculator](#)
5. [Quadsearch](#)
6. [Scholarometer-add-on for the Mozilla Firefox and Google Chrome](#)
7. [scHolar index](#)

Optimizing Your Article for Search Engines

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

Optimizing Your Article for Search Engines

Optimizing your article for search engines will greatly increase its chance of being viewed and/or cited in another work. Citation indexes already figure in many disciplines as a measure of an article's value; there is evidence that article views/downloads are also beginning to count in the same way. The crucial area for optimization is your article's **abstract, title and keywords**, which are freely available to all online.

[Source: http://authorservices.wiley.com/bauthor/seo.asp](http://authorservices.wiley.com/bauthor/seo.asp)

Understanding Search Engines

Each search engine has its own algorithms for ranking a piece of content, such as a journal article. However, many 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>

Strategies for Enhancing the Impact of Research

Preparing for Publication

- Add the name of study in the title of all publications and use the same title/ name consistently.
- Assign keyword terms to the manuscript.
- Formulate a concise, well-constructed title and abstract. Include crucial keywords in the abstract.
- Publish your work in an open access journal.
- Consider the desired audience when choosing a journal for publication.

Selecting keywords

Improving Readership of Your Articles

Appearing at the top of the list of search results, and having a useful description of your work, greatly improve the likelihood that a reader will find and download your document.

- Abstracts should include **keywords** that potential readers are likely to use in searches. It is especially valuable to modify and reuse words that appear in the document's title and full text to improve the article's rank when readers search for those words.
- The **first sentence of the abstract** is all that is likely to be displayed in the search page results, so make your first sentence one that will encourage readers to click the link.

Using keywords is a vital part of abstract writing, because of the practice of retrieving information electronically: keywords act as the search term. Use keywords that are specific, and that reflect what is essential about the paper. Put yourself in the position of someone researching in your field: what would you look for? Consider also whether you can use any of the current "buzzwords".

Source: <http://www.emeraldinsight.com/authors/guides/write/abstracts.htm?part=1#2>

Keywords

Selecting keywords lead to get more citation.

Google AdWords

Web of Science

MASTER KEYWORDS LIST
Journal of International Business Studies

Want more keyword ideas? Try the [Search-based Keyword Tool](#), a new tool that will generate ideas matched to your website.

Results are tailored to **English, United States** [Edit](#)

How would you like to generate keyword ideas?

Descriptive words or phrases
(e.g. green tea)

Website content
(e.g. www.example.com/product?id=74893)

Enter one keyword or phrase per line:

Use synonyms

[Filter my results](#)

Selected Keywords:

To advertise with these keywords on Google, export them in TEXT or CSV format. Click 'Sign up for AdWords' to create your AdWords account, then paste the keywords into your new campaign.

virtual teams [Remove](#)

[Remove All](#)

[Add your own keywords](#)

Choose columns to display: [?](#)

Keywords	Advertiser Competition ?	Local Search Volume: December ?	Global Monthly Search Volume ?	Match Type: ?
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Keywords related to term(s) entered - sorted by relevance [?](#)

virtual r&d teams in new product development	<input type="text"/>	Not enough data	Not enough data	Add Remove
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[Add all 1](#) [»](#)

Download all keywords: [text](#), [.csv \(for excel\)](#), [.csv](#)

Additional keywords to consider - sorted by relevance [?](#)

new product	<input type="text"/>	246,000	246,000	Add Remove
product launch	<input type="text"/>	49,500	60,500	Add Remove
product	<input type="text"/>	11,100,000	11,100,000	Add Remove
product management	<input type="text"/>	165,000	201,000	Add Remove
research and development management	<input type="text"/>	880	1,900	Add Remove
technology and innovation	<input type="text"/>	9,900	14,800	Add Remove
innovation collaborative	<input type="text"/>	1,600	1,900	Add Remove
technology innovation	<input type="text"/>	27,100	40,500	Add Remove
collaboration technology	<input type="text"/>	3,600	4,400	Add Remove

[?](#)

Download these keywords:
[text](#), [.csv \(for excel\)](#), [.csv](#)

KeyWords Plus

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

KeyWords Plus- Example

- 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

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](http://authorservices.wiley.com/bauthor/seo.asp)

Well-Optimized Abstract:

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`.

Poorly Optimized Abstract:

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.

Target Suitable Journal

Why target a suitable journal is important?

- 1. Journal selection is vital for quick publication.**
- 2. Finding a suitable journal can lead to easy publication; more citation and visibility to your published article.**
- 3. Choosing an irrelevant journal can lead to slow publication, unkind reviewer comments and finally rejection.**

Strategies to increase citations

- Target a journal with a high impact factor, or, in fact, with any impact factor at all!
- Choose a new, rapidly growing field of research. Articles on hot topics tend to cite much more recent references than those in more traditional fields.
- Target journals in rapidly growing research fields because they tend to publish papers with a short time interval from submission to acceptance.
- Write research articles, technical notes and reviews. For the purposes of calculating citations, these are considered “citable” items. Editorials, letters, news items and meeting abstracts are “non-citable items”.
- Write reviews in addition to research papers. Reviews are more likely to be cited than original research papers.
- Write at length. Longer articles are cited more often.

Strategies to increase citations

- Make it easy for others to access your work. Online availability of articles clearly increases citations (and therefore, the journal's impact factor). It helps if researchers can find relevant articles and access them instantly, rather than working their way through barriers of passwords and technicalities. This effect will increase with the availability of search engines like Google Scholar.
 - **Target “open access” journals (especially if they have an impact factor).**
 - **Make your work available via the Google searches/ResearcherID.**
 - **Put the address for your ResearcherID page into your email signature as a clickable link.**
- Don't write as a member of a consortium. It's better to be one in a list of individual authors. Some evidence shows citations to articles written by consortia have been undercounted.
- Find quick publication Journals

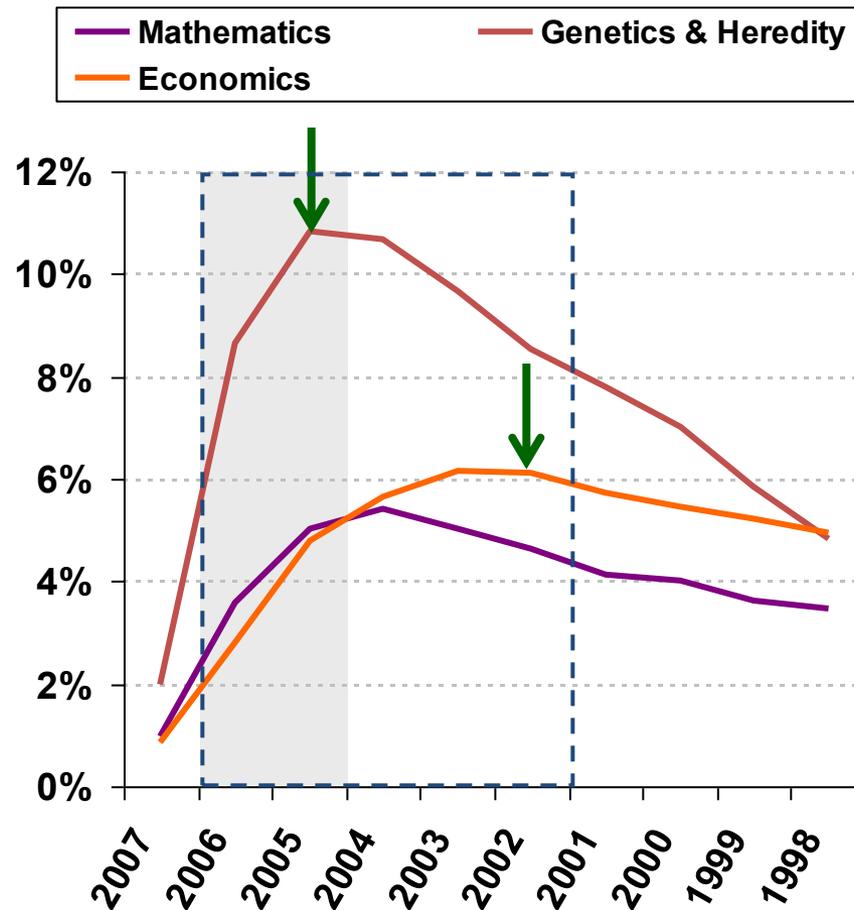
Open Access Journal

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.

Abstracted/indexed in

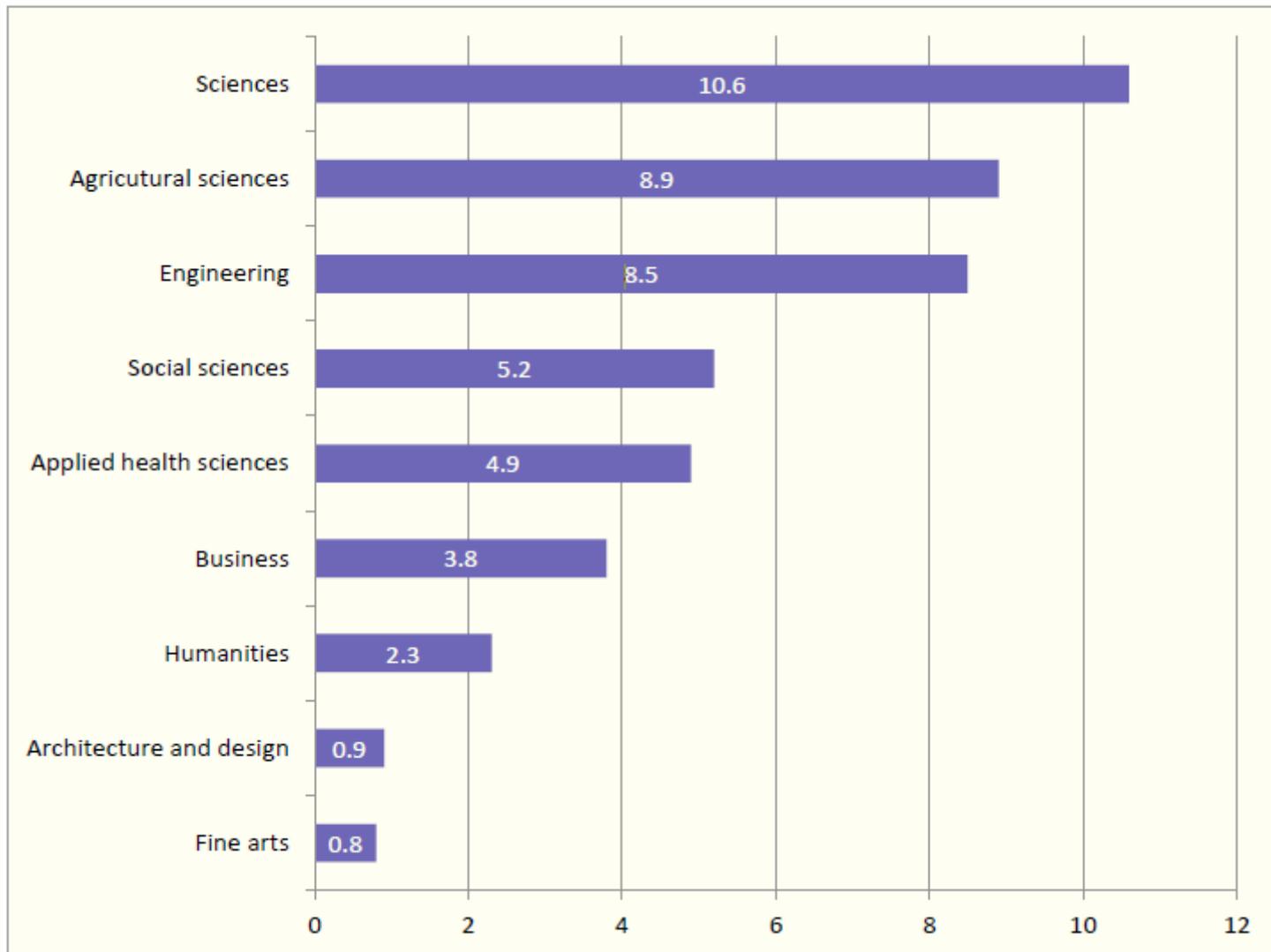
1. ABI/INFORM
 2. Association of Business Schools' (ABI) Academic Journal Quality Guide (www.the-abs.org.uk)
 3. Australian Business Deans' Council (ABDC) Journal Quality List
 4. Australian Research Council ERA Ranked Journal List
 5. Compendex
 6. Computer Abstracts International Database
 7. Current 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](#)

Citation Behavior, variance among disciplines:



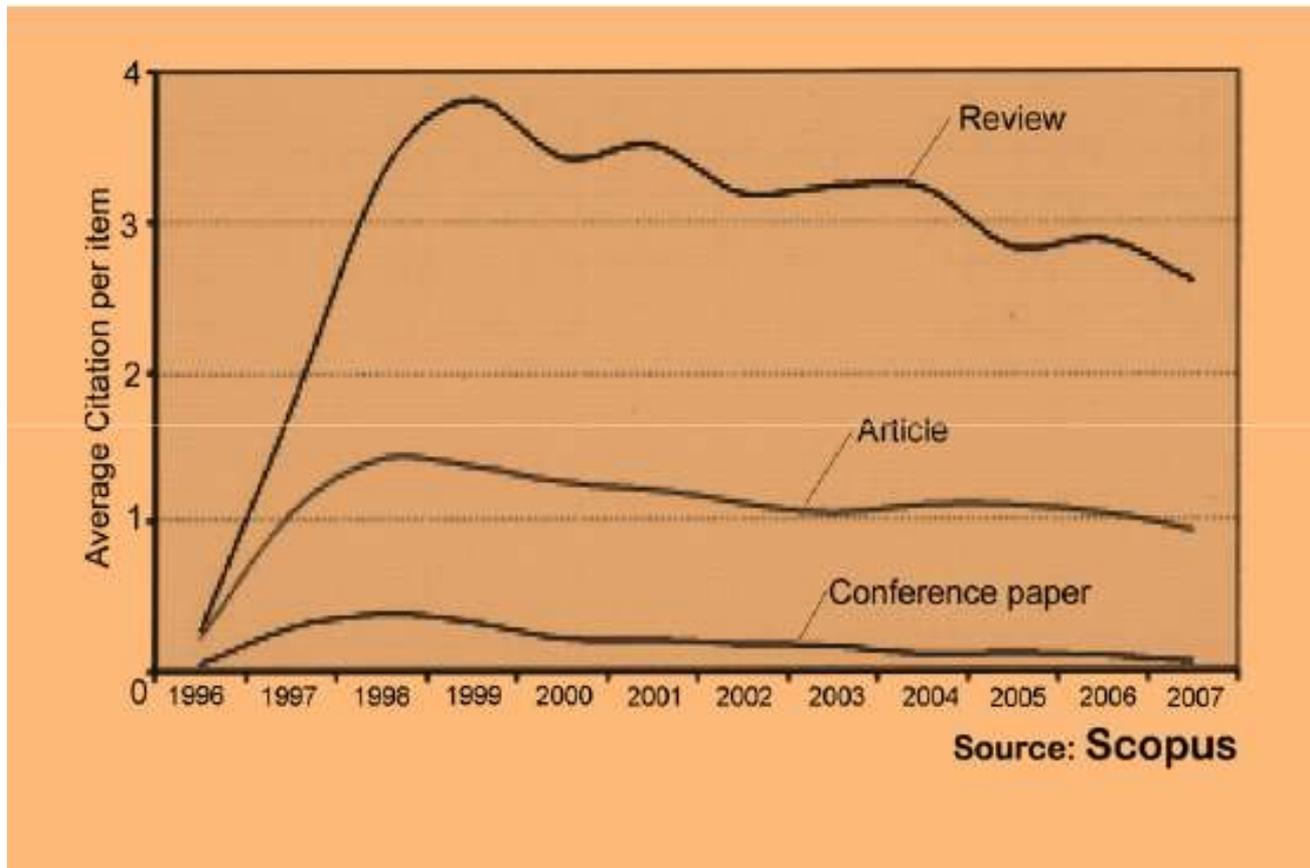
There are inherent differences between different fields with regards to citation behavior. For some fields such as Mathematics or Economics it takes longer to reach the peak of citation activity.

Figure 1: Mean H-index Scores by Field of Study



[Source: Making Research Count: Analyzing Canadian Academic Publishing Cultures](#)

Citation trends for different types of publications



Strategies to increase citations

- *Write reviews in addition to research papers - review journals often have high impact factors as they are more frequently cited than research articles;*
- *Online availability is crucial as it facilitates greater access to your work by the international research community;*
- *Target open access journals, particularly peer-reviewed publications;*
- *Deposit your research output in the [UWS Research Repository](#).*

[Source: University of Western Sydney Library](#)



Where should I submit my publication?

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.

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.

Web of Science Coverage Expansion

by [ThomsonReuters](#) on 04-27-2010 01:42 PM

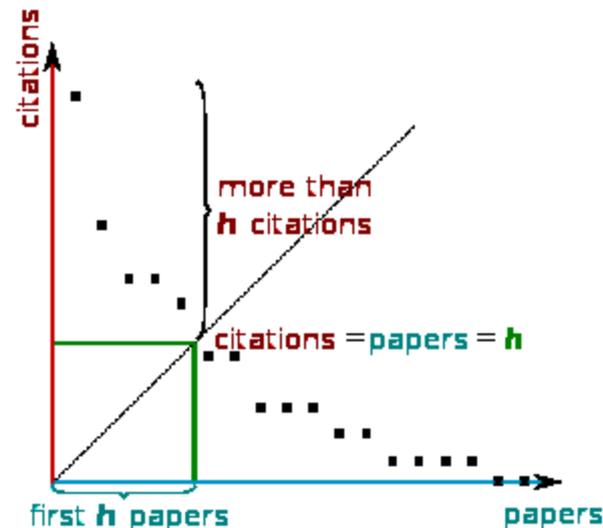
In recent years, we have witnessed an explosion in the production and availability of scholarly research results. This growth is reflected in the gradual expansion of journal coverage in the Web of Science.

Journal coverage in Web of Science consists of three major indexes, namely the (**Science Citation Index Expanded**, the **Social Sciences Citation Index**, and the **Arts & Humanities Citation Index**. In addition, the Conference Proceedings Citation Index (formerly ISI Proceedings) became an edition of Web of Science in October) 2008.

In 2000 journal coverage in Web of Science totaled 8,684 titles. In 2005, Web of Science covered 9,467 journals, an increase of 9%. As of April 1, 2010 **11,519 journals** are covered in **Web of Science**, and increase of 22%.

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.*



H-index from a plot of decreasing citations for numbered papers

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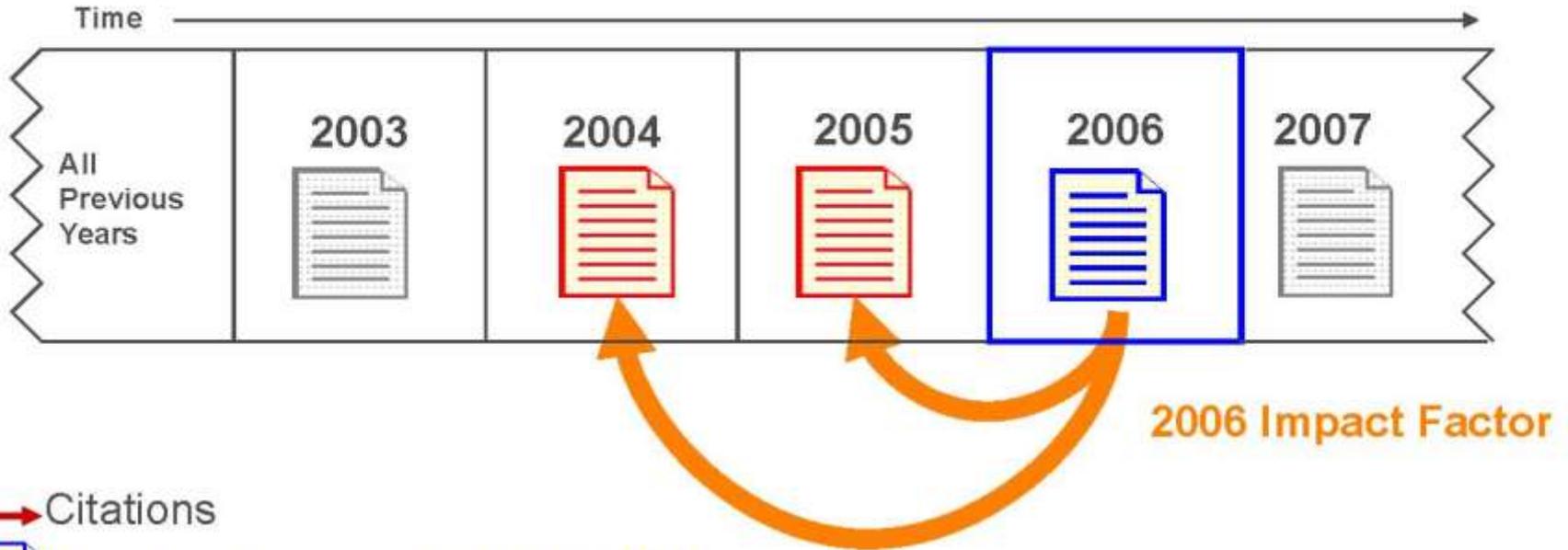
PoP can help you to do a quick literature review to identify the most cited articles and/or scholars in a particular field. It can be used to identify whether any research has been done in a particular area at all (useful for grant applications) or to evaluate the development of the literature in a particular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

Impact Factor

- The most commonly used measure of journal quality is Impact Factor. This is a number which attempts to measure the impact of a journal in terms of its influence on the academic community. Impact Factors are published by Thomson-ISI

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.



- Citations
-  Source paper – published in 2006
-  Cited reference – published in 2004 or 2005

$$\text{Impact Factor} = \frac{\text{Cites in 2006 to 2004 and 2005 papers}}{\text{Papers published in 2004 and 2005}}$$

The average number of citations in 2006 to scholarly material that was published in the prior two years

Journal Source Data

The Source Data Table shows the number of citable items in the JCR year.

Citable items are further divided into articles (that is, research articles) and reviews.

An item is classified as a **review** if it meets any of the following criteria:

it cites more than **100 references**

it appears in a review publication or a **review section of a journal**

the word ***review or overview*** appears in its title

the abstract states that it is a **review** or survey

Other items include editorials, letters, news items, and meeting abstracts.

These items are not counted in JCR calculations because they are not generally cited. Data in this column are available only in JCR 2003 and subsequent years.

The table also shows the number of references cited by the articles and reviews in the JCR year. The ratio of references to citable items indicates the average number of references cited by an article or review.

Disseminate Your Publications (Advertising)

Targeted advertising

Program maintenance

Check for updates

Help resources

Help contents

What's new

Version information

Publish or Perish home page

Publish or Perish FAQ

The Publish or Perish Book

- 1
- 2
- 3
- 4
- 5
- 6
- 7
- 8
- 9
- 10
- 11

The Publish or Perish Book

Want to know more about citation analysis across disciplines? The Publish or Perish book reviews the evidence.



More about this book...

Results

Papers:	46	Cites/paper:	6.57	h-index:	8	AWCR:	24.07
Citations:	302	Cites/author:	170.70	g-index:	17	AW-index:	4.91
Years:	17	Papers/author:	20.72	hc-index:	6	AWCRpA:	13.35
Cites/year:	17.76	Authors/paper:	3.26	hI-index:	4.00	e-index:	13.96
				hI,norm:	7	hm-index:	5.67

Cites	Per year	Rank	Authors	Title
<input checked="" type="checkbox"/> 51	3.64	1	J Bal	Process analysis tools for process improve
<input checked="" type="checkbox"/> 44	3.14	2	..., J Bal	Process analysis techniques and tools for bu
<input checked="" type="checkbox"/> 39	3.25	3	J Bal...	Managing the virtual team and controlling eff
<input checked="" type="checkbox"/> 38	3.17	4	J Bal...	Implementing virtual teamworking. Part 1: a
<input checked="" type="checkbox"/> 31	2.38	5	J Bal...	Virtual teaming in the automotive supply chai
<input checked="" type="checkbox"/> 26	2.00	6	J Bal, R Wilding...	Virtual teaming in the agile supply chain
<input checked="" type="checkbox"/> 17	1.55	7	J Bal...	Implementing virtual teamworking: Part 2-a
<input checked="" type="checkbox"/> 13	1.18	8	..., J Bal	Learning style preferences of engineers in a
<input checked="" type="checkbox"/> 8	0.73	9	J Bal...	Implementing virtual teamworking: Part 3-a
<input checked="" type="checkbox"/> 8	0.89	11	..., J Bal	The emerging self-directed learning methods
<input checked="" type="checkbox"/> 7	0.78	10	..., A Young, J Bal	External environmental forces affecting e-le
<input checked="" type="checkbox"/> 5	0.38	13	J BAL...	Virtual Teaming in the Automotive Supply Ch
<input checked="" type="checkbox"/> 4	0.36	12	..., J Bal	The effects of technology-based learning on
<input checked="" type="checkbox"/> 4	0.00	14	..., J Bal	E-business through competence profiling
<input checked="" type="checkbox"/> 2	0.15	16	J BAL...	Tracking systems for use in ergonomic asses
<input checked="" type="checkbox"/> 2	0.14	15	..., B Jay	Process analysis techniques and tools for bu
<input checked="" type="checkbox"/> 1	0.08	18	J BAL...	Effective virtual teamworking
<input checked="" type="checkbox"/> 1	0.10	19	J Bal...	Supporting SMEs through e-business
<input checked="" type="checkbox"/> 1	0.14	17	AH Anderson, J Mullin, R Mcewan, J Bal...	Exploring why virtual teamworking is effectiv
<input checked="" type="checkbox"/> 0	0.00	30	D Seng, Y Cheung, J Bal...	A business model for collaborative commerce
<input type="checkbox"/> -	---	--	---	---



Strategies for Enhancing the Impact of Research Dissemination

- Submit the manuscript to a digital subject repository.
- Submit the manuscript to an institutional repository.
- Set up a web site devoted to the research project and post manuscripts of publications and conference abstracts.
- Take advantage of SEO (search engine optimization).
- Present preliminary research findings at a meeting or conference.
- Follow up preliminary research findings presented at a meeting or conference with a published manuscript.
- Consider submitting the same article to a journal in a different language as a “secondary publication.”
- Start a blog devoted to the research project.
- Contribute to Wikipedia.
- Contribute to a social network

[Source: Washington University School of Medicine, St. Louis Missouri](#)

8 Ways to increase usage and citation of published papers

1. Create your own website
2. Create Mind Map
3. Do Search Engine Optimization (SEO)
4. [Contribute to Wikipedia](#)
5. Join Twitter
6. Join academic social networking sites
7. [Join LinkedIn](#)
8. Deposit papers in repositories

Repositories can disseminate information

Universities can:

- meet accountability requirements
- improve the brand image of the university
- preserve academic research outputs permanently and effectively
- promote co-operation with industry and contribution to the local communities
- reduce the costs of taking charge of academic information

Researchers can:

- gain greater visibility for their research achievements
- establish the channel for the dissemination of research outputs
- reduce the cost of preservation and dissemination of research outputs
- raise the citation rates of their articles

[Source: What is an academic repository?](#)

Citation Competition

- *Always upload preprints of your papers either on the Los Alamos ArXiv or NEC Citeseer or both. This gives your papers visibility.*
- *When writing a paper, use the introduction to provide a motivating context. So it grabs the interest of the reader.*
- *When writing a paper the goal is for you to communicate ideas in the clearest way. The more people that can understand your paper, the more it will be cited.*
- *Keep track of all your international contacts by using the [LinkedIn](#) web utility.*

Citation Competition

- *Take 50 photocopies of your best 1-2 papers to conferences, and leave them on the brochure desk as a handout.*
- *Maintain your publication list on your home page. Make an attractive homepage that is clear about what you are working on.*
- *Conference papers do not get ISI citation counts. So the trick is to ensure that after a conference you take that paper, correct it, extend it, and submit it to a journal.*
- *When your paper is finally published, individually email the pdf to selected collaborators and contacts that you have met at conferences etc.*

- *[Source: Derek - https://www.eleceng.adelaide.edu.au/personal/dabbott/wiki/index.php/Citation_Competition](https://www.eleceng.adelaide.edu.au/personal/dabbott/wiki/index.php/Citation_Competition)*

Optimize citations

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- *Publicize yourself - link to your latest article in your email signature.*
- Make your article more accessible
- Make your article more visible
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 - Join academic social networking sites
 - CiteULike
 - Email signature
- **Source:** Optimize citations - <http://journalauthors.tandf.co.uk/beyondpublication/optimizingcitations.asp>
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The following text retrieved on 23rd April 2011 from the free encyclopedia Wikipedia (available at http://en.wikipedia.org/wiki/Virtual_team).

“A **virtual team** (also known as a **geographically dispersed team** or GDT) is a group of individuals who work across time, space and organizational boundaries with links strengthened by webs of [communication technology](#). 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."^[1] Ale Ebrahim, N., Ahmed, S. & Taha, Z. in their recent (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”^[2]”

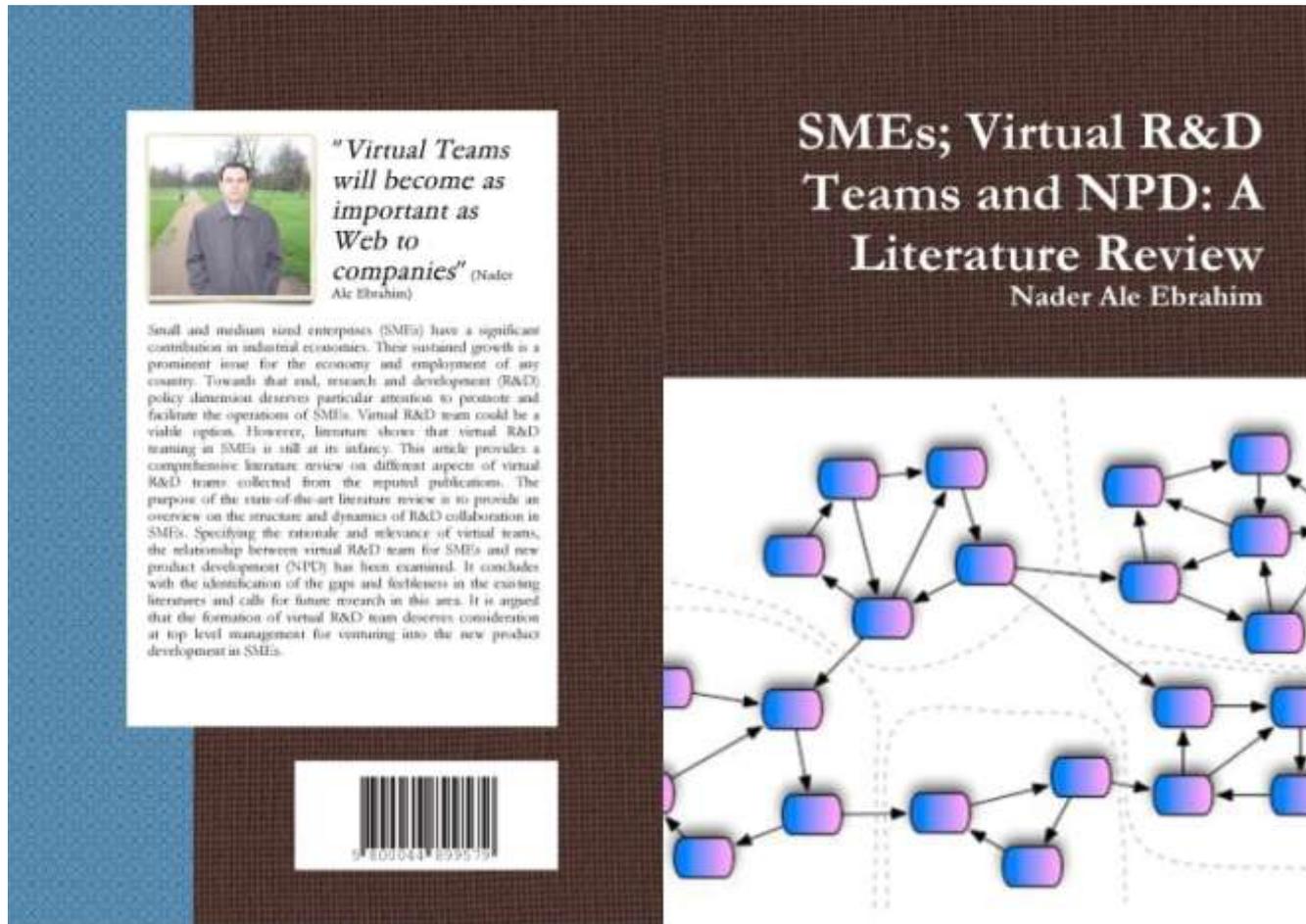
Social Network

The image shows a screenshot of a Facebook profile page for Ghauth Jasmon, viewed in a Windows Internet Explorer browser. The browser's address bar shows the URL <http://www.facebook.com/ghauthjasmon>. The page features the Facebook logo at the top left, a login form with fields for "Email" and "Password", and a "Login" button. Below the login form, there is a "Sign Up" button and a prompt to "Sign up for Facebook" to connect with Ghauth Jasmon. The profile section includes a profile picture of Ghauth Jasmon in a graduation cap and gown, and a navigation menu with tabs for "Wall", "Info", "PUBLICATIONS", "Photos", "Discussions", and "Boxes". The "PUBLICATIONS" tab is selected, showing a list of posts. The first post is titled "Ghauth Jasmon" and is categorized as "Just Fans". It features three photos and the text "Collaboration with Middle East Universities" with "9 new photos" and a timestamp of "January 21 at 6:48pm". The second post is titled "Ghauth Jasmon Opening Academic Performance Audit / Institution Audit for Self-Accreditation at Court Room" with a timestamp of "January 17 at 6:47pm". The third post is titled "Ghauth Jasmon MoU Offshore UM, Yemen & Sudan at BkK Tanjung" with a timestamp of "January 13 at 8:13pm". The browser's taskbar at the bottom shows the "start" button, several application icons, and the system tray with the date and time "10:28".

Professor T. Ramayah

The image is a screenshot of a Facebook profile page for Professor T. Ramayah. The browser window shows the URL <http://www.facebook.com/people/Ramayah-Thurasamy/566994200?sk=wall>. The profile picture shows Professor Ramayah standing next to a sign for the University of Melbourne. The cover photo is a collage of five images: a group of people, a classroom setting, a person at a computer, a presentation slide, and two men standing together. The profile information includes: **Ramayah Thurasamy**, Professor at Universiti Sains Malaysia, Studied at Universiti Sains, Lives in Penang, Malaysia, Married, Knows Malay, English, Tamil, Chinese, and From Johor Bahru. The 'Wall' section features a post from Professor Ramayah dated Thursday at 9:07pm near Penang, Malaysia, stating: "I will be in Bangi conducting a 2-day Structural Equation Modeling Workshop (SEM) using AMOS on the 1st - 2nd October 2011, for the Doctorate Support Group members." The post has received 13 likes from Mohd Azlis Sani and 12 others. The bottom of the screenshot shows the Windows taskbar with the time 9:36 AM.

Publishing a book



Trace the citation

Keeping Track of Your Research

Keeping up-to-date



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

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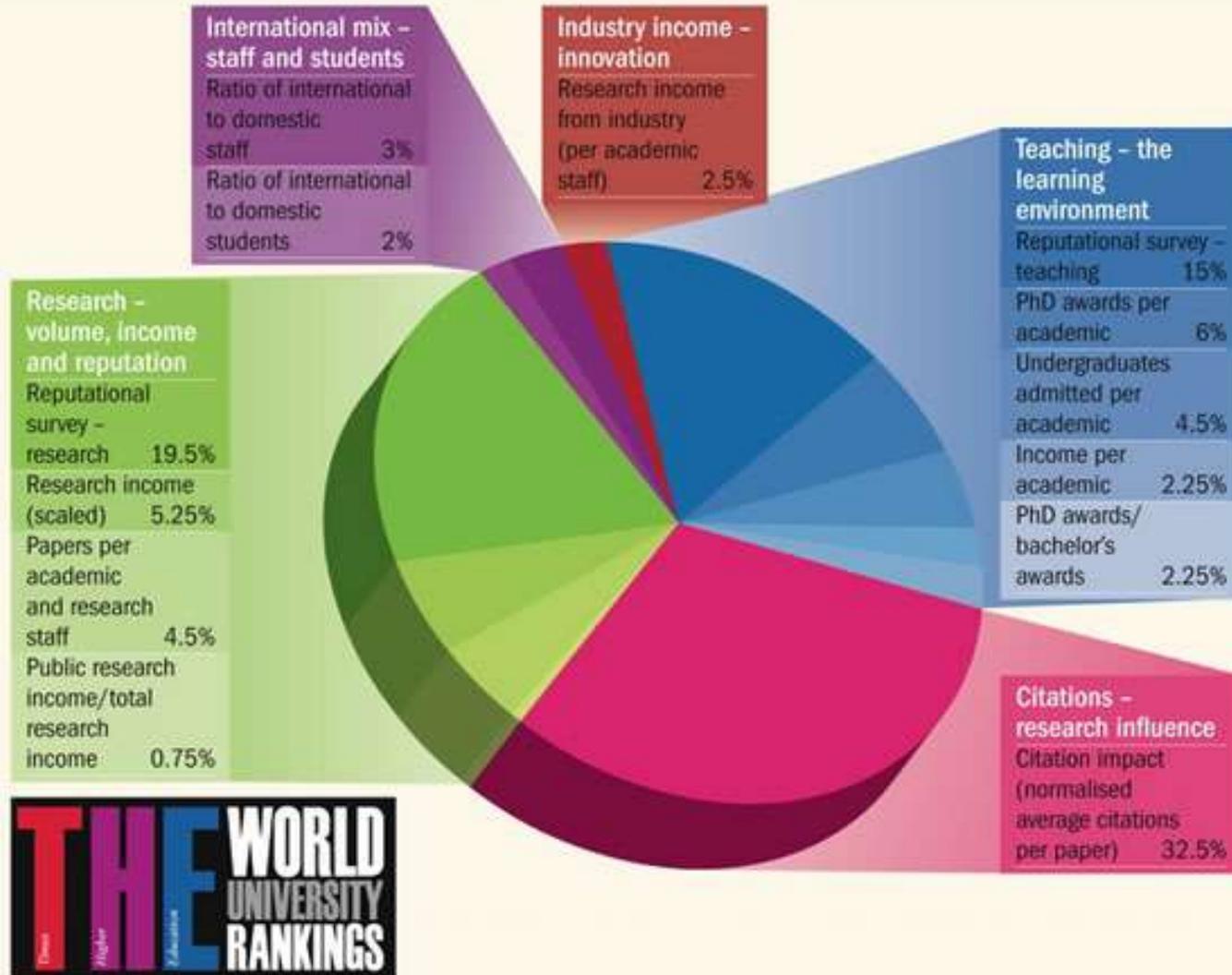
Thank you!

Nader Ale Ebrahim
Department of Engineering Design and Manufacture,
Faculty of Engineering, University of Malaya, Kuala Lumpur,
Malaysia
Email: alebrahim@perdana.um.edu.my

Why citation is important?

- In the Times Higher Education World University Rankings system Citations — research influence (worth 32.5 per cent).
- Citations are widely recognised as a strong indicator of the significance and relevance — that is, the impact — of a piece of research.
- However, citation data must be used with care as citation rates can vary between subjects and time periods.
- For example, papers in the life sciences tend to be cited more frequently than those published in the social sciences.
- The rankings this year use normalised citation impact, where the citations to each paper are compared with the average number of citations received by all papers published in the same field and year. So a paper with a relative citation impact of 2.0 is cited twice as frequently as the average for similar papers.
- The data were extracted from the Thomson Reuters resource known as Web of Science, the largest and most comprehensive database of research citations available.
- Its authoritative and multidisciplinary content covers more than 11,600 of the highest-impact journals worldwide. The benchmarking exercise is carried out on an exact level across 251 subject areas for each year in the period 2004 to 2008.
- For institutions that produce few papers, the relative citation impact may be significantly influenced by one or two highly cited papers and therefore it does not accurately reflect their typical performance. However, institutions publishing fewer than 50 papers a year have been excluded from the rankings.
- There are occasions where a groundbreaking academic paper is so influential as to drive the citation counts to extreme levels — receiving thousands of citations. An institution that contributes to one of these papers will receive a significant and noticeable boost to its citation impact, and this reflects such institutions' contribution to globally significant research projects.
- Source: <http://www.timeshighereducation.co.uk/world-university-rankings/2010-2011/analysis-methodology.html>

WEIGHTING SCHEME FOR RANKINGS SCORES



Source: <http://www.timeshighereducation.co.uk/world-university-rankings/2010-2011/analysis-methodology.html>



h-index importance

“Hirsch, who has a *h*-index of 49, says that a **"successful scientist"** will have an index of 20 after 20 years; an **"outstanding scientist"** will have an index of 40 after 20 years; and a **"truly unique individual"** will have an index of 60 after 20 years.”

Source: [Nature](#) and [PhysicsWeb](#).

Thomson Reuters Citation Laureates whom we predicted in 2008 and 2010 are this year's Nobel Prize winners.

2011 Nobel Prize in Physiology/Medicine

[Jules A. Hoffmann – 2008 Citation Laureate](#)

[Bruce A. Beutler – 2008 Citation Laureate](#)

[Ralph M. Steinman – 2010 Citation Laureate](#)

[Cancer kills Nobel physician before he hears of prize](#)

2011 Nobel Prize in Physics

[Adam G. Riess – 2010 Citation Laureate](#)

[Saul Perlmutter – 2010 Citation Laureate](#)

[Brian P. Schmidt – 2010 Citation Laureate](#)

2011 Nobel Prize in Chemistry

[Daniel Shechtman - 2008 Citation Laureate](#)

**2011 Sveriges Riksbank Prize in Economic Sciences
in Memory of Alfred Nobel**

[Thomas J. Sargent - 2008 Citation Laureate](#)

[Christopher A. Sims - 2008 Citation Laureate](#)

Quote from David Pendlebury, Citation Analyst :

"The researchers Thomson Reuters recognizes as Citation Laureates, identified by an analysis of their publication and citation records in the *Web of Science*, are peers of Nobel laureates in every way except they have not yet won the Nobel Prize."

Source: [Who will win the next Nobel Prize?](#)



Links to ARROW repositories

- [Central Queensland University](#)
- [Macquarie University](#)
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- [Murdoch University](#)
- [Swinburne University of Technology](#)
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- [University of New England](#)
- [University of New South Wales](#)
- [University of South Australia](#)
- [University of the Sunshine Coast](#)
- [University of Western Sydney](#)



Citation Workshops - Analyze and Improve Citation Counts

Publishing research ideas in high-impact journals is a primary concern of researchers. But once their works are published, they are concerned if their research ideas are being cited in their research fields. To explore recent developments of bibliometrics in academia, four individual workshops to "Analyze and Improve Your Citation Counts" were held between 7-10 December for the Schools of Business and Management, Humanities and Social Sciences, Science and Engineering. Over 70 faculty and staff members joined the workshops at the Library.

Presentations from the workshop are available at the **HKUST Institutional Repository** (<http://repository.ust.hk/dspace/handle/1783.1/6184>).

Link: <http://library.ust.hk/info/notes/notes75.html>



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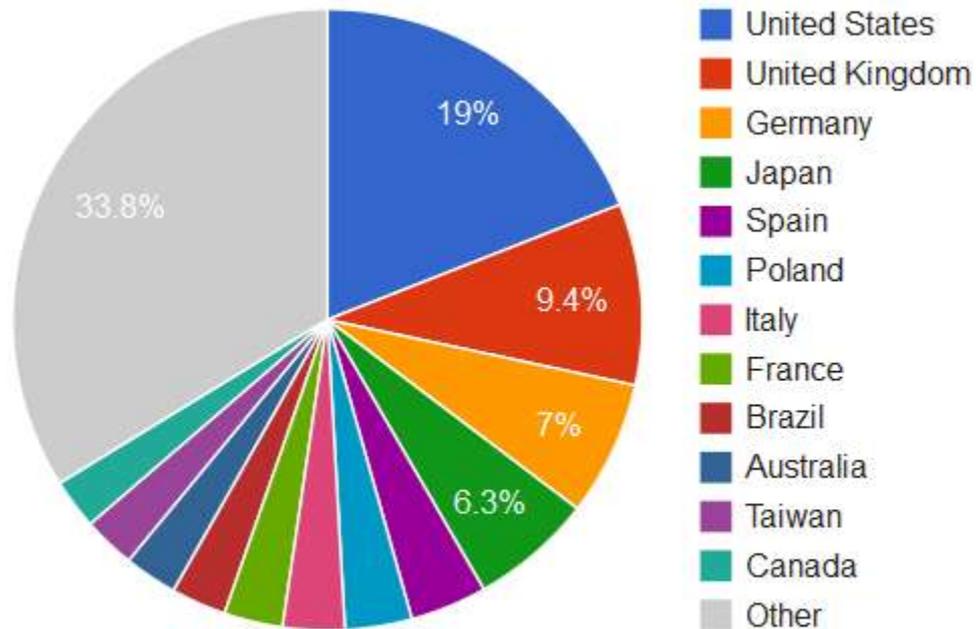
Growth of the OpenDOAR Database - Worldwide

OpenDOAR - 27-Jan-2012



Proportion of Repositories by Country - Worldwide

Proportion of Repositories by Country - Worldwide

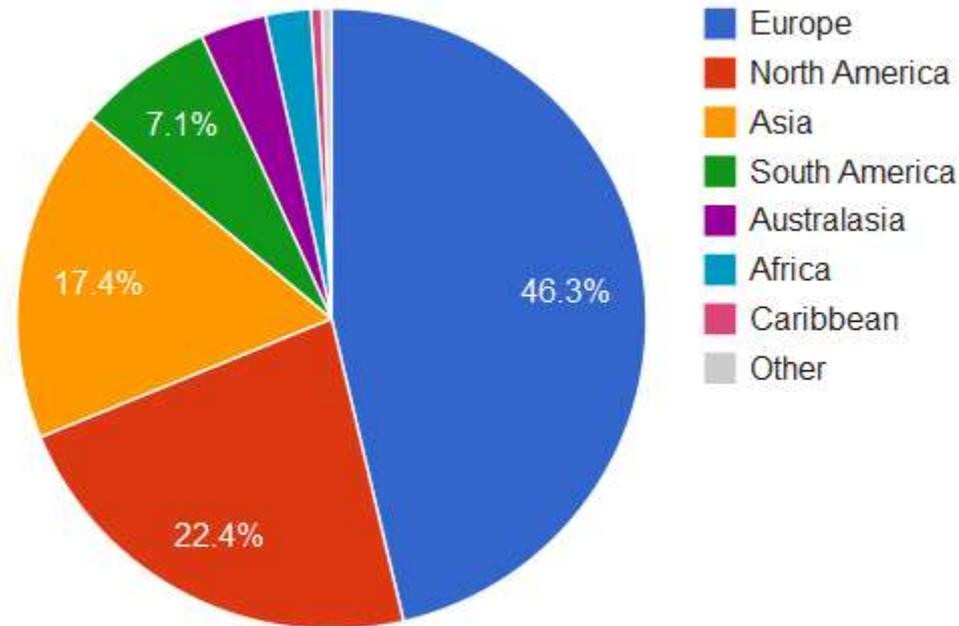


Total = 2152 repositories

OpenDOAR - 27-Jan-2012

Proportion of Repositories by Continent - Worldwide

Proportion of Repositories by Continent - Worldwide



Total = 2152 repositories

OpenDOAR - 27-Jan-2012



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