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

Nader Ale Ebrahim

Available at: https://works.bepress.com/aleebrahim/64/
Publication Marketing Tools
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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**
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
• 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!
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<thead>
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<th>Item</th>
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<tr>
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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
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.
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-pare 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.

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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 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
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

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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.

Source: Washington University School of Medicine, St. Louis Missouri

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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](http://www.emeraldinsight.com/authors/guides/write/abstracts.htm?part=1#2)
Selecting keywords lead to get more citation.
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**.

### 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)

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<th>Advertiser Competition</th>
<th>Local Search Volume: December</th>
<th>Global Monthly Search Volume</th>
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<tr>
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<td>Not enough data</td>
<td>Add</td>
<td></td>
</tr>
</tbody>
</table>

**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.

### Additional keywords to consider - sorted by relevance
- new product
- product launch
- product
- product management
- research and development management
- technology and innovation
- innovation collaborative
- technology innovation
- collaboration technology
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

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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

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

Source: Journal of the Operational Research Society

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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

<table>
<thead>
<tr>
<th>Field of Study</th>
<th>H-index Score</th>
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<tbody>
<tr>
<td>Sciences</td>
<td>10.6</td>
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<tr>
<td>Agricultural sciences</td>
<td>8.9</td>
</tr>
<tr>
<td>Engineering</td>
<td>8.5</td>
</tr>
<tr>
<td>Social sciences</td>
<td>5.2</td>
</tr>
<tr>
<td>Applied health sciences</td>
<td>4.9</td>
</tr>
<tr>
<td>Business</td>
<td>3.8</td>
</tr>
<tr>
<td>Humanities</td>
<td>2.3</td>
</tr>
<tr>
<td>Architecture and design</td>
<td>0.9</td>
</tr>
<tr>
<td>Fine arts</td>
<td>0.8</td>
</tr>
</tbody>
</table>

Source: Making Research Count: Analyzing Canadian Academic Publishing Cultures

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Citation trends for different types of publications

![Graph showing citation trends for different types of publications.]

Source: Scopus

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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) 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 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.
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, an increase of 22%.
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
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.

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

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

**Results**

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<td>D Seng, Y Cheung, J Bal</td>
<td>A business model for collaborative commerce and virtual teamworking</td>
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</tbody>
</table>
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

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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)
5. Join Twitter
6. Join academic social networking sites
7. Join LinkedIn
8. Deposit papers in repositories

Adopted from “10 Ways to Increase Usage and Citation of your Published Article Using Social Media” ©2012 Nader Ale Ebrahim
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?

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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
Optimize citations

• **Put your article in an institutional or subject repository.**

• **Publicize yourself - link to your latest article in your email signature.**

• **Make your article more accessible**
  – Reading lists
  – Department website or personal webpage
  – Twitter and Facebook
  – LinkedIn
  – Join academic social networking sites
  – CiteULike
  – Email signature

• **Make your article more visible**

• **Source:** Optimize citations - [http://journalauthors.tandf.co.uk/beyondpublication/optimizingcitations.asp](http://journalauthors.tandf.co.uk/beyondpublication/optimizingcitations.asp)
• And
• **Promote your article** - [http://journalauthors.tandf.co.uk/beyondpublication/promotearticle.asp](http://journalauthors.tandf.co.uk/beyondpublication/promotearticle.asp)
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Your publication freely available

Besides the bibliographic details, you can add the publication itself to UvA-DARE, in pdf or Word. Of course, you yourself decide whether you only want to archive it (in which case the electronic version is not accessible) or if you wish to give interested researchers and readers full access to the electronic publication. There are great advantages to making it worldwide available. Publications which are freely available are more often downloaded and cited.

If your publisher does not give permission to give access to the definitive publisher's version/pdf, in many cases it is permitted to make the last author's version available (i.e. the version after peer review). This version has the same scientific content, but lacks the publisher's lay-out. More information can be found at SHERPA/RoMEO and the Open Access and Copyright site of UvA.

Source: Digital Academic Repository of the University of Amsterdam
Advertising

- ResearcherID
- Wikipedia
- Web Site
- Mindmeister
- SSRN
- getCITED
- Academica
- ResearchGate
- The Berkeley Electronic Press™
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- Malaysian Expert
- CiteULike
- PublicationsList
- Academic Research Microsoft
- WiKi
- Methodspace
- Ecademy
- Best Virtual R&D Teams Papers

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“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]”
Document Publishing

Scribd.com
Docstoc.com
Issuu.com

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Social Network
Professor T. Ramayah

Ramayah Thurasamy
- Professor at Universiti Sains Malaysia
- Studied at Universiti Sains
- Lives in Penang, Malaysia
- Married
- Knows Malay, English, Tamil, Chinese
- From Johor Bahru

Wall

Ramayah Thurasamy
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.

Share • Thursday at 9:07pm near Penang, Malaysia •

Mohd Azlis Sani and 12 others like this.
SMEs; Virtual R&D Teams and NPD: A Literature Review

Nader Ale Ebrahim

Small and medium sized enterprises (SMEs) have a significant contribution to industrial economies. Their sustained growth is a prominent issue for the economy and employment of any country. Towards that end, research and development (R&D) policy dimension deserves particular attention to promote and facilitate the operations of SMEs. Virtual R&D team could be a viable option. However, literature shows that virtual R&D teams in SMEs is still at its infancy. This article provides a comprehensive literature review on different aspects of virtual R&D teams collected from the reputed publications. The purpose of the state-of-the-art literature review is to provide an overview on the structure and dynamics of R&D collaboration in SMEs. Specifying the rationale and relevance of virtual teams, the relationship between virtual R&D team for SMEs and new product development (NPD) has been examined. It concludes with the identification of the gaps and focifulness in the existing literatures and calls for future research in this area. It is argued that the formation of virtual R&D team deserves consideration at top level management for venturing into the new product development in SMEs.
Trace the citation

Keeping Track of Your Research
What is an alert service?

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

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

Create a Google Alert

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

SpringerAlerts

ScienceDirect

IngentaConnect

Routledge

WILEY InterScience

SpringerLink

WILEY-BLACKWELL

ISI Web of Knowledge

The MIT Press

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Thank you!

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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.

“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
- Monash University
- Murdoch University
- Swinburne University of Technology
- University of Ballarat
- University of Newcastle
- University of New England
- University of New South Wales
- University of South Australia
- University of the Sunshine Coast
- University of Western Sydney

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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
Directory of Open Access Repositories

• **ASIA**
  – Japan
  – Malaysia

• **EUROPE**
  – Belgium
  – Germany
  – United Kingdom

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Growth of the OpenDOAR Database - Worldwide

OpenDOAR - 27-Jan-2012

- **A.** 400 repositories
  - 2006-8-16
- **B.** 800 repositories
  - 2007-7-20
- **C.** 1200 repositories
  - 2009-2-3
- **D.** 1600 repositories
  - 2010-6-16
- **E.** 2000 repositories
  - 2011-8-24

Total repositories 2.15 k | 26 Jan 2012
Proportion of Repositories by Continent - Worldwide

Total = 2152 repositories

OpenDOAR - 27-Jan-2012

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Please compare with: Most-Cited Paper From the Top 20 Countries
2. Research Tools, Nader Ale Ebrahim, Apr. 2010
3. From Journal to Thesis: How to Get Your Work Published, T.M. Indra Mahlia, January 2010
4. Journal Citation Reports®, Thomson Reuters 2009
5. The publish or perish book: Your guide to effective and responsible citation analysis / Anne-Wil Harzing., September 2010

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