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# Improving Research Visibility Part 4: Open Access Repositories

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[www.researcherid.com/rid/C-2414-2009](http://www.researcherid.com/rid/C-2414-2009)

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17<sup>th</sup> May 2017



All of my presentations are available online at:

[https://figshare.com/authors/Nader\\_Ale\\_Ebrahim/100797](https://figshare.com/authors/Nader_Ale_Ebrahim/100797)

Link to this presentation: <https://dx.doi.org/10.6084/m9.figshare.4248950.v1> (Old version)

5<sup>th</sup> SERIES OF WORKSHOP ON:  
***Strategies to Enhance Research  
Visibility, Impact & Citations***

**Nader Ale Ebrahim, PhD**

=====  
Centre for Research Services  
Research Management & Innovation Complex  
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[www.researcherid.com/rid/C-2414-2009](http://www.researcherid.com/rid/C-2414-2009)  
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Read more:

1. Ale Ebrahim, N., Salehi, H., Embi, M. A., Habibi Tanha, F., Gholizadeh, H., Motahar, S. M., & Ordi, A. (2013). [Effective Strategies for Increasing Citation Frequency](#). *International Education Studies*, 6(11), 93-99. doi: 10.5539/ies.v6n11p93
2. Ale Ebrahim, Nader. ["Optimize Your Article for Search Engine."](#) *University of Malaya Research Bulletin* 2.1 (2014): 38-39.

# Abstract

**Abstract:** Repositories are digital collections of the scholarly outputs created within a university or research institution. The main purposes of repositories are to provide open access to the institution's research output. The online repositories now run by most major research universities. Universities can deposit any research papers that has required to be freely available. The university online repositories will make some substantive version of all its research outputs available online in a free-to-view form. The contents of all repositories are indexed by Web search engines such as Google and Google Scholar. Therefore, repositories are maximizes the visibility and impact of research outputs.

**Keywords:** H-index, Improve citations, Research tools, Bibliometrics, Research Visibility

# Workshop Series :

## Strategies to Enhance Research Visibility, Impact & Citations

### Boosting your Research Visibility

Do you know "Over 43% of ISI papers have never ever received any citations?" ([nature.com/top100\\_2014](http://nature.com/top100_2014)). Publishing a high quality paper in scientific journals is only halfway towards receiving citation in the future. The rest of the journey is dependent on disseminating the publications via proper utilization of the "[Research Tools](#)". Proper tools allow the researchers to increase the research impact and citations for their publications. This workshop series will provide you various techniques on how you can increase the visibility and hence the impact of your research work.

### Who should attend?

The workshop is for professors, lecturers, and researchers who have published papers and would like to increase their papers' visibility and citation index. The workshop is applicable for various research disciplines. This workshop series is for UM Staff and UM students only.

### Workshop Details & Registration

**Speaker:** Dr. [Nader Ale Ebrahim](#), PhD (Research Fellow)  
Dr. [Bong Yii Bonn](#), PhD (Research Manager)

**Venue:** Computer Lab, Level 2, Institute of Research Management & Services (IPPP)  
Research Management & Innovation Complex, University of Malaya

**Organizer:** Centre for research Services (PPP), IPPP, University of Malaya

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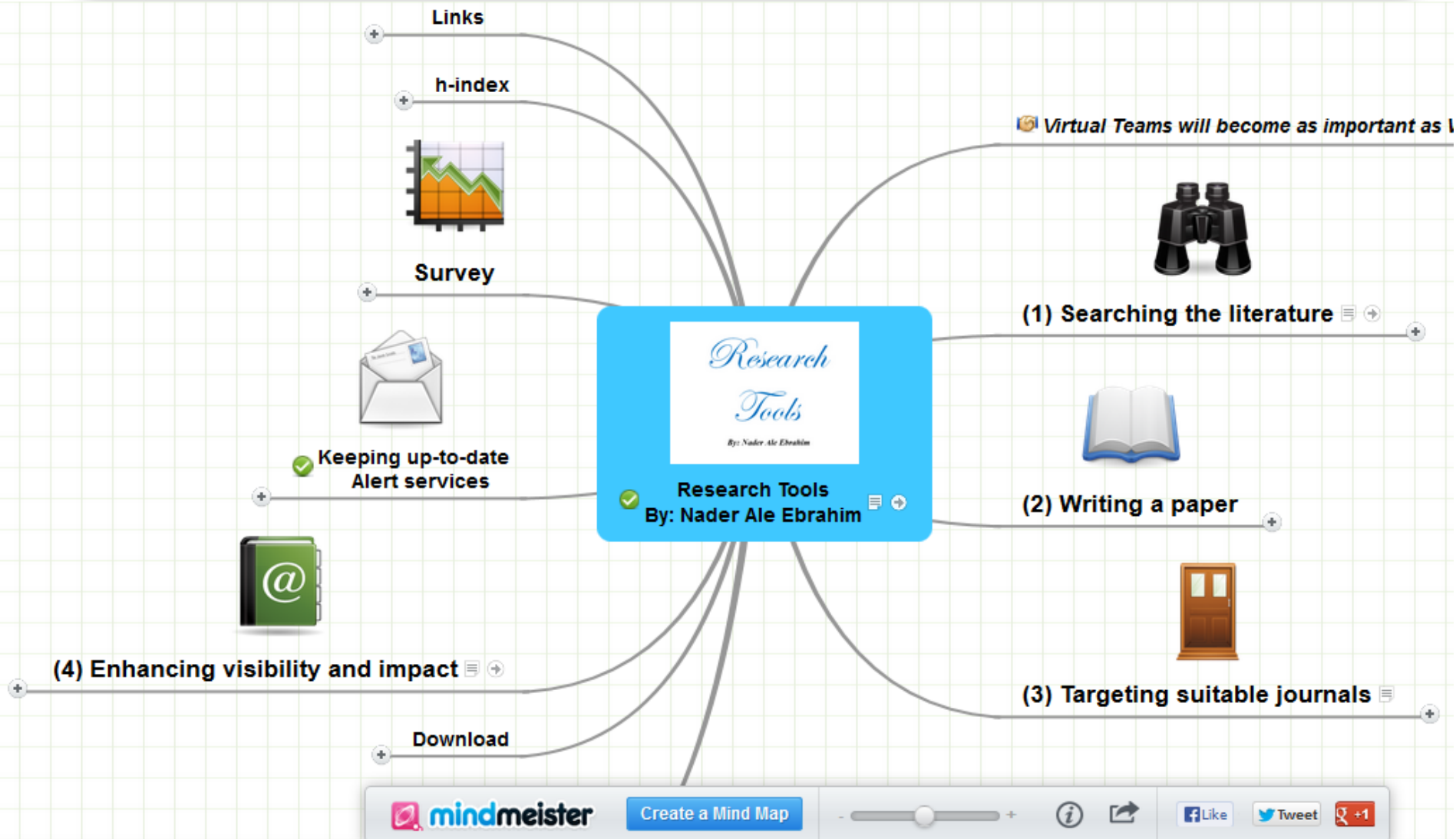
DATE	TIME	TOPIC
19 April 2017	9.00 a.m. — 12.00 p.m.	<b>Improving Research Visibility Part 1: Search Engine Optimization</b>
26 April 2017	9.00 a.m. — 12.00 p.m.	<b>Improving Research Visibility Part 2: Pre/Post Prints Preparation</b>
3 May 2017	9.00 a.m. — 12.00 p.m.	<b>Improving Research Visibility Part 3: Online Profiles</b>
17 May 2017	2.00 p.m. — 5.00 p.m.	<b>Improving Research Visibility Part 4: Open Access Repositories</b>
24 May 2017	2.00 p.m. — 5.00 p.m.	<b>Improving Research Visibility Part 5: Blogging and Online Magazines</b>
31 May 2017	2.00 p.m. — 5.00 p.m.	<b>Improving Research Visibility Part 6: Academic Social Networking</b>
7 June 2017	2.00 p.m. — 5.00 p.m.	<b>Improving Research Visibility Part 7: Measuring Research Impact</b>

## CONTACT US

For further enquiries kindly contact us at:

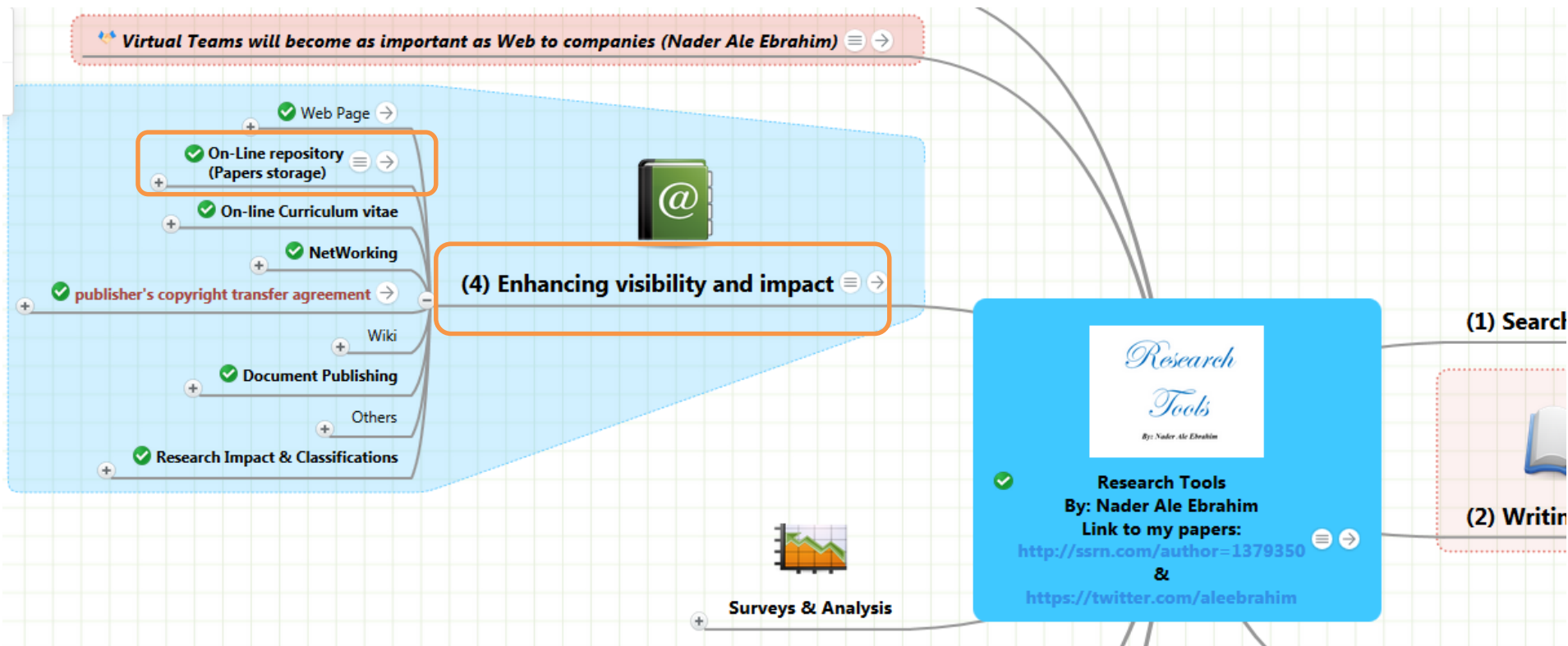
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<http://umresearch.um.edu.my>

# Research Tools Mind Map





# Research Tools Mind Map -> (4) Enhancing visibility and impact -> On-Line repository (Papers storage)



# The Effects of Participative Leadership Practices on Job Satisfaction for Highly Skilled Virtual Teams

D'Souza, G. C., & Colarelli, S. M. (2010). Team member selection decisions for virtual versus face-to-face teams. *Computers in Human Behaviour*, 26, 630-635.

doi:10.1016/j.chb.2009.12.016

Ebrahim, N. A., Ahmed, S., & Taha, Z. (2009). Virtual teams: A literature review.

*Australian Journal of Basic and Applied Sciences*, 3, 2653-2669. Retrieved from

<http://mpa.ub.uni-muenchen.de/>

Ebrahim, N. A., & Ahmed, S., & Taha, Z. (2010). *Benefits and pitfalls of virtual R&D*

*teams: An empirical study*. Paper presented at ICTM Conference. Abstract

retrieved from <http://eprints.um.edu.my/>

Source: Sinani, F. (2016). *The Effects of Participative Leadership Practices on Job Satisfaction for Highly Skilled Virtual Teams*. (Doctor of Philosophy), Walden University. Retrieved from <http://scholarworks.waldenu.edu/cgi/viewcontent.cgi?article=3485&context=dissertations>

# Publishing strategies to improve citation performance

- **Good quality research ...but it's not the only driver of citations**
- **Citation patterns**
  - **Field dependent**
  - **Time dependent**
  - **Article dependent**
  - **Author/reader dependent**
  - **Availability**

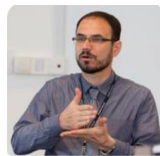
Source: <http://www.slideshare.net/ucclibrarybibliometrics/citation-impact-introduction>



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**Nader Ale Ebrahim**

0000-0001-7091-4439

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Kula Lumpur, Malaysia



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Virtual Teams: A Literature Review ☆

*Australian Journal of Basic and Applied Sciences, Vol. 3, No. 3, pp. 2653-2669, 2009*

17 Pages · Posted: 7 Nov 2009

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Source: [Finding Insights in ALMS for Research Evaluation](#). Posted on November 20, 2013 by PLoS Admin & <https://ssrn.com/abstract=1501443>

# Repositories can disseminate information

## **Universities can:**

- Meet accountability requirements
- Improve the brand image of the university
- Preserve academic research outputs permanently and effectively
- Promote cooperation with industry and contribute to the local communities
- Reduce the costs of taking charge of academic information

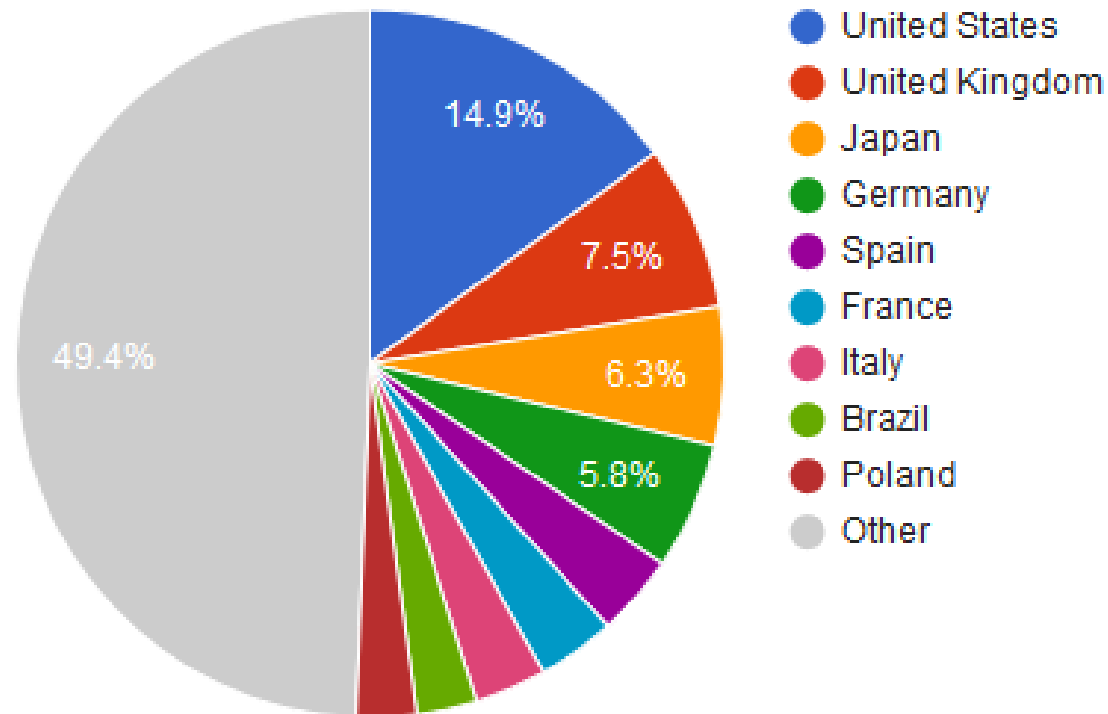
## **Researchers can:**

- 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?](#)

# Worldwide Repositories by Country

Proportion of Repositories by Country - Worldwide <http://www.opendoar.org/>

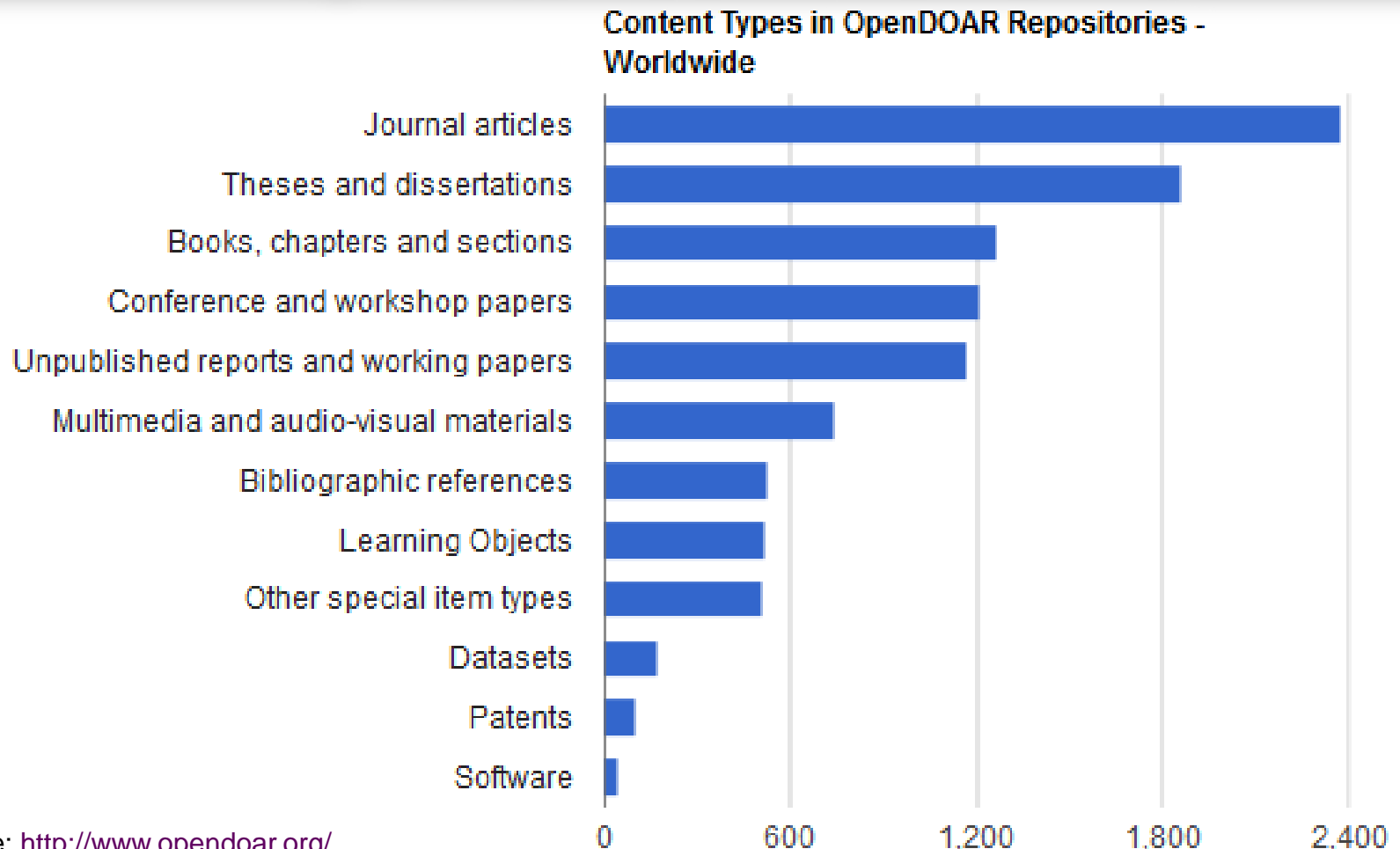


Total = 3345 repositories

OpenDOAR - 17-May-2017

Source: <http://www.opendoar.org/>

# Content Types in OpenDOAR Repositories - Worldwide



Source: <http://www.opendoar.org/>

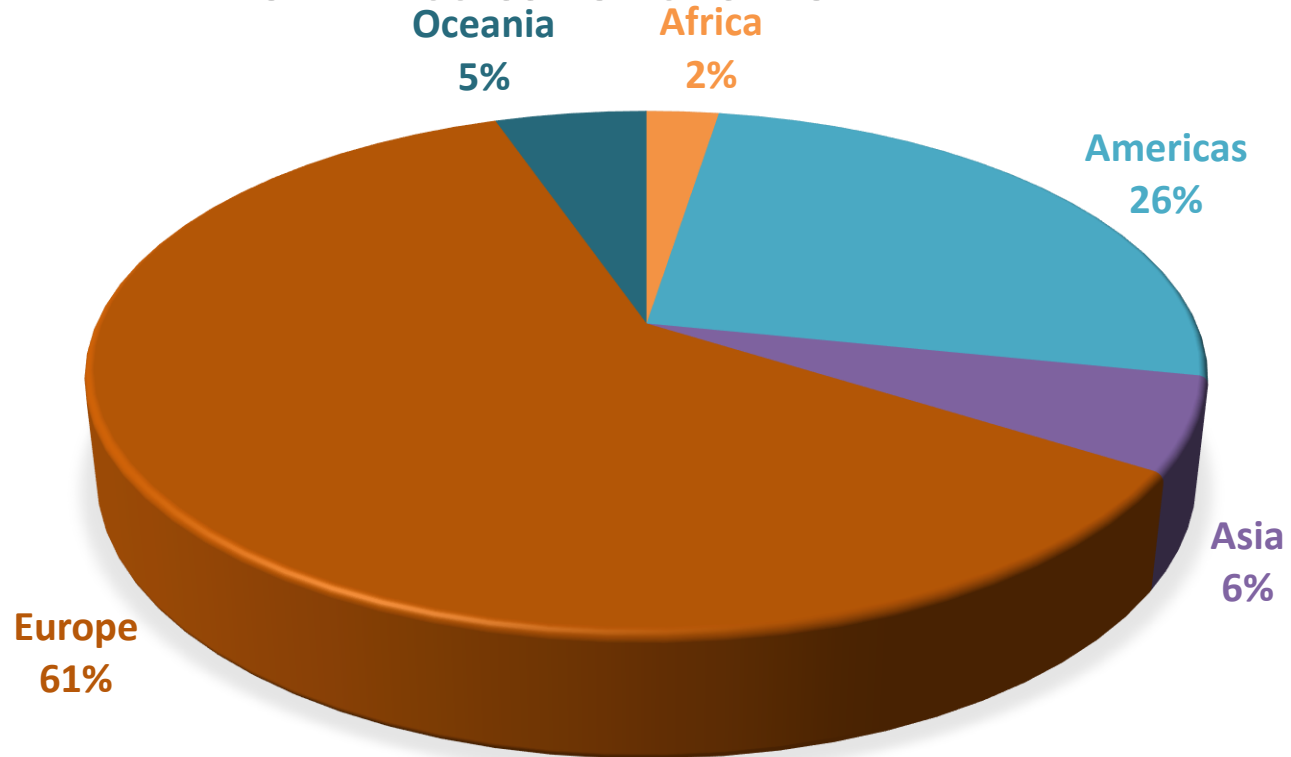
Total = 3345 repositories

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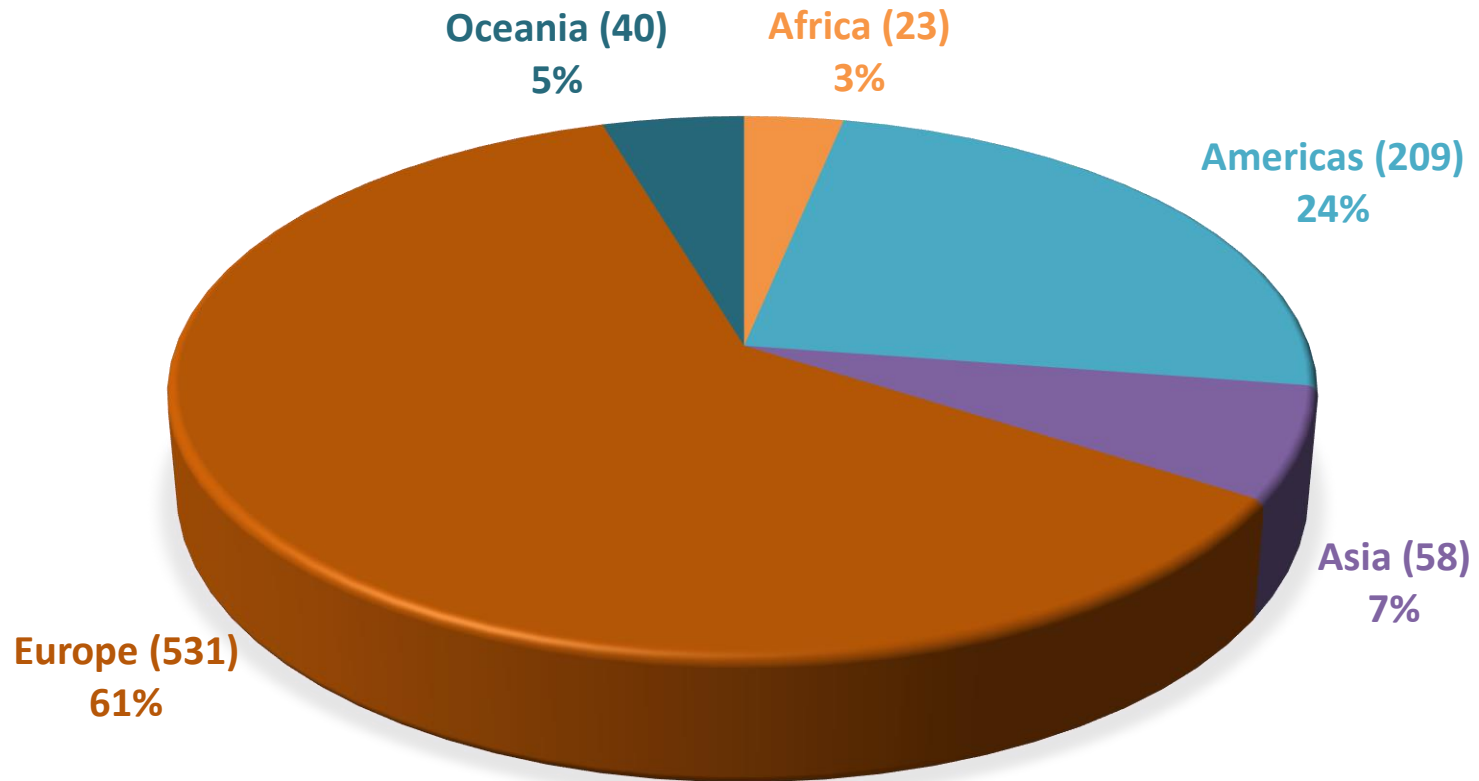
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# Prepare item for submission

Copyright Clearance

```
graph TD; A[Copyright Clearance] --> B[Edit meta-data]; B --> C[Submit to a Repository]; C --> D[Enhance Research Visibility, Impact & Citations];
```

Edit meta-data

Submit to a Repository

*Enhance Research Visibility, Impact & Citations*

# Copyright

- Individual authors usually retain copyright and only s/he can transfer copyright to a publisher (whether book, article, conference proceeding)
- Copyright of a publication usually goes to the publisher but permission to reprint (under certain conditions) is usually granted
- Approaches to clear copyright:
  - SHERPA/ RoMEO (for research articles only)
  - Publishers' web sites
  - Directly contact copyright owner & negotiate

# Copyright issue

**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](#).

[Source: Digital Academic Repository of the University of Amsterdam](#)

# Is a Journal Green OA?

## SHERPA/RoMEO

<http://www.sherpa.ac.uk/romeo/>

Search by journal/publisher to learn its copyright and self-archiving policies

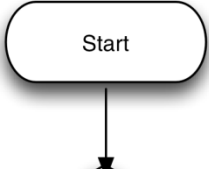


Open Access  
Literature

Non-Open  
Access  
Literature

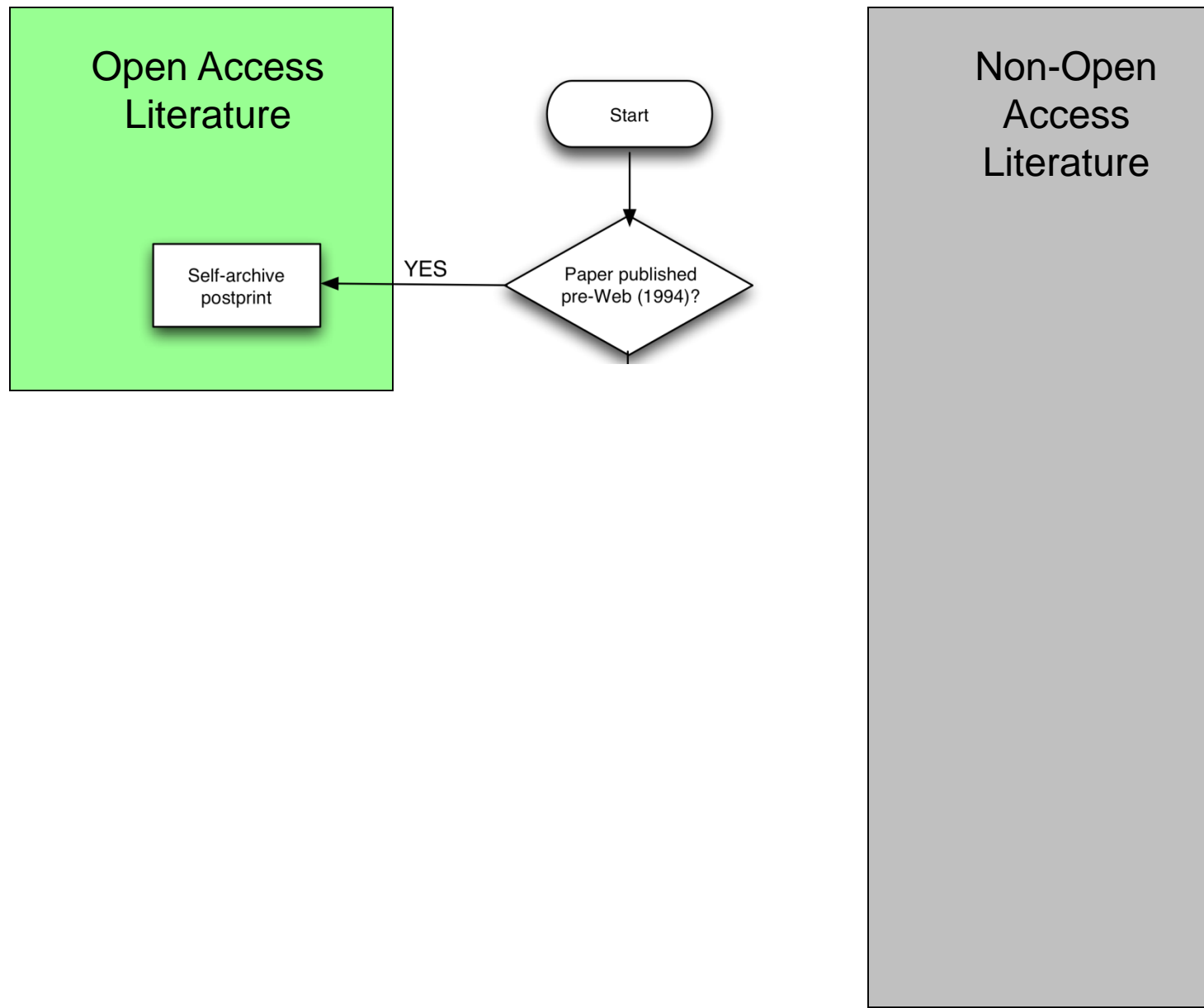


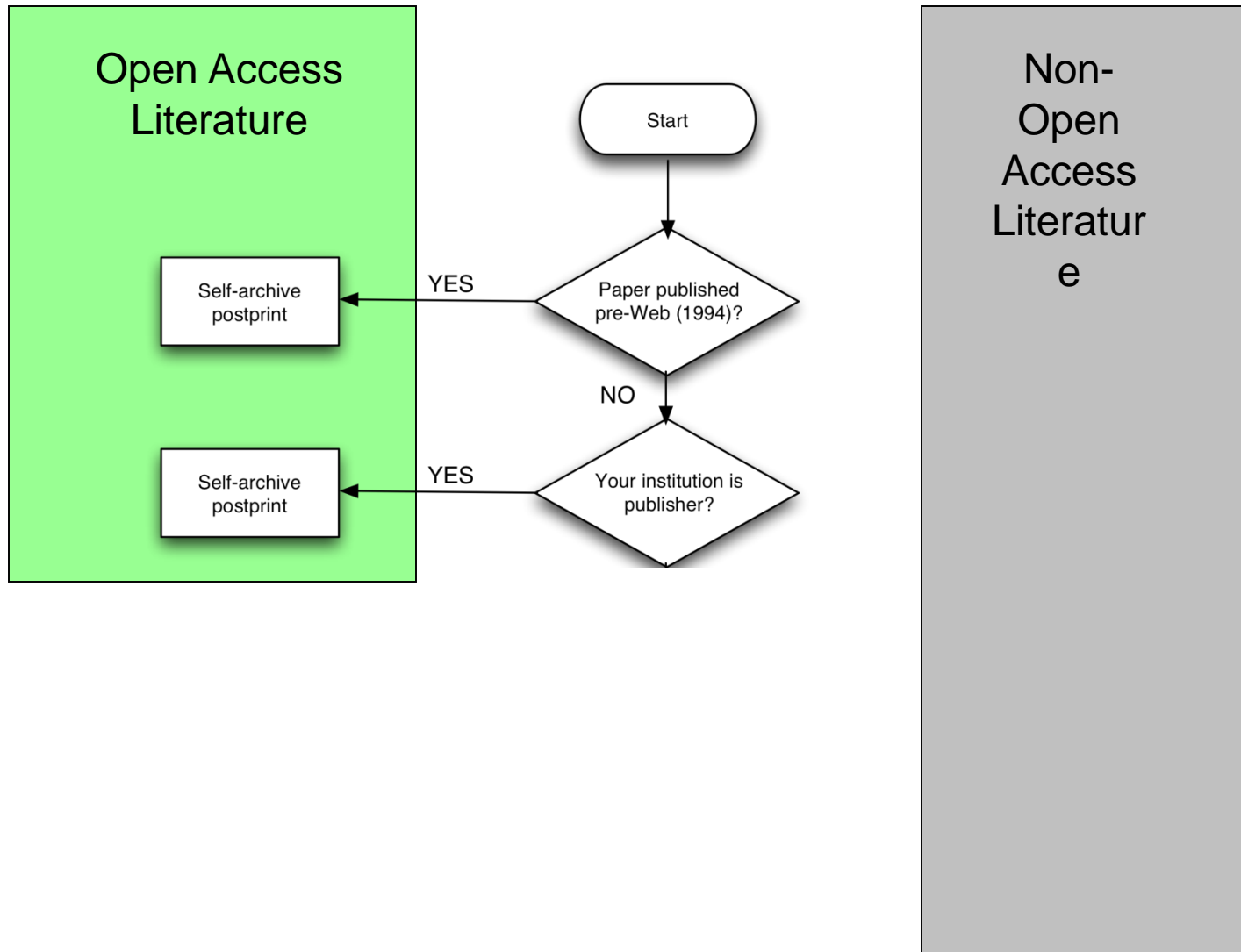
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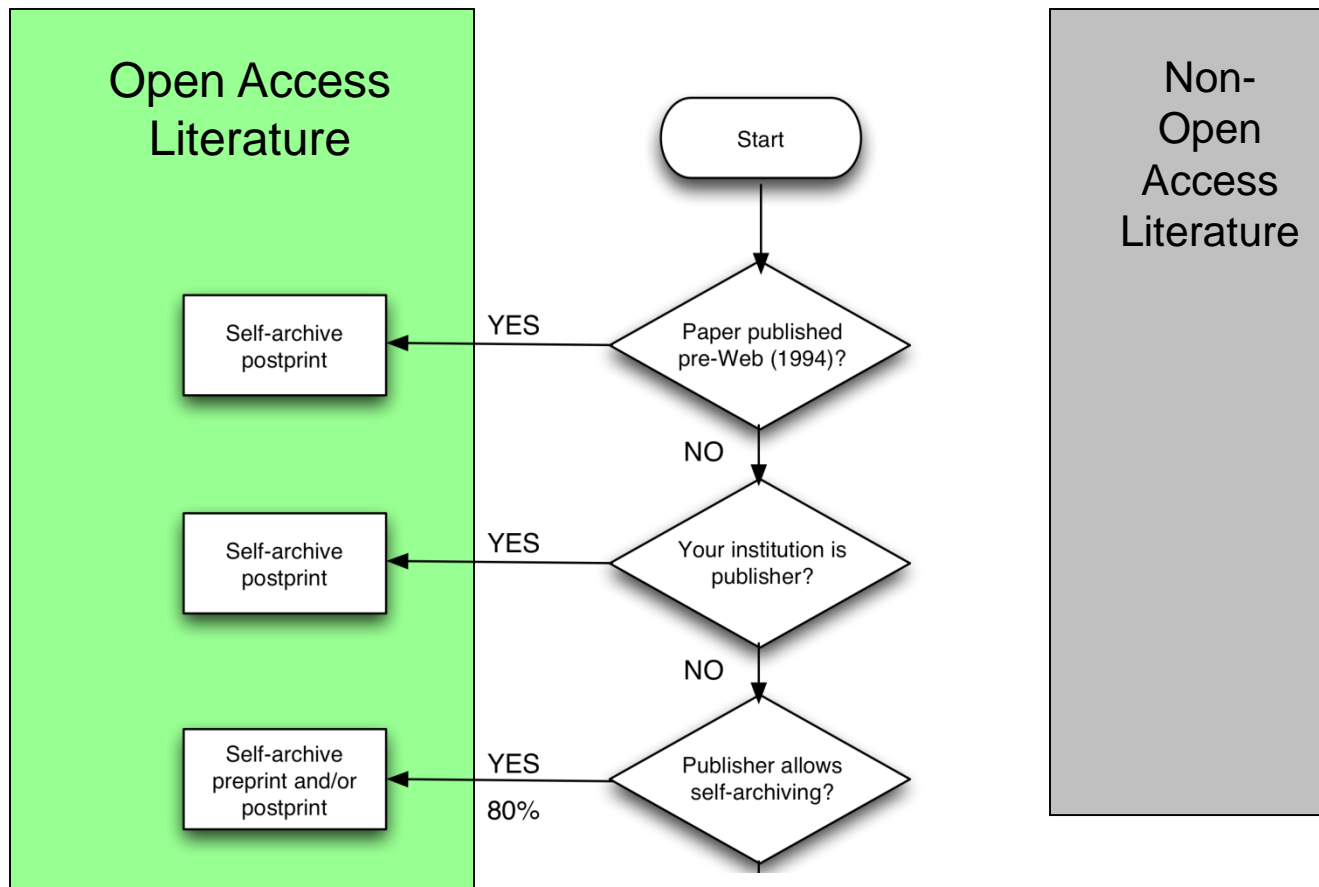


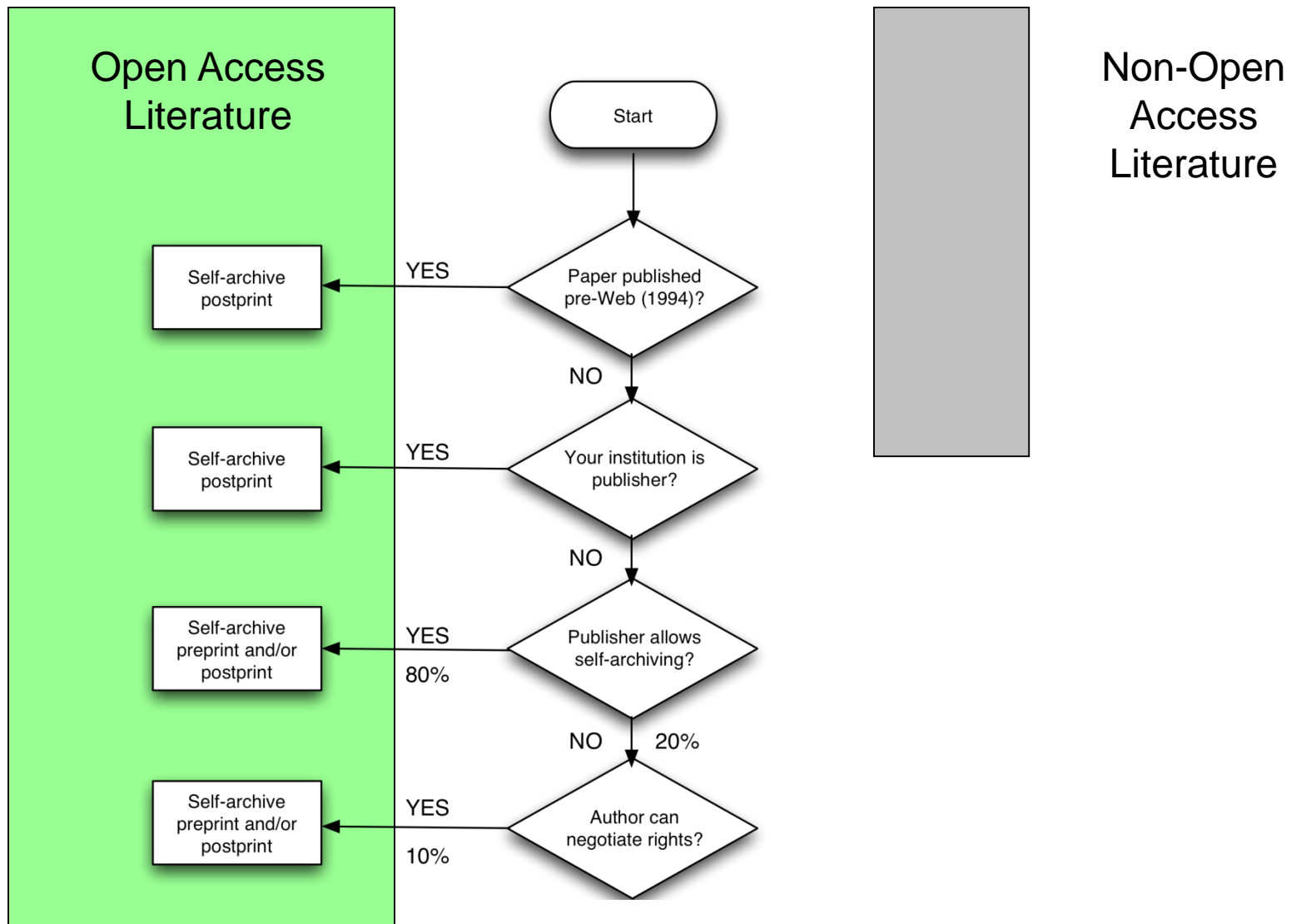
Non-Open  
Access  
Literature

Source: Leslie Chan, (April 6, 2006), [Enabling Global Open Access through Collaboration](#), Opening Doors, Open Minds - The Open Access Movement  
Special Libraries Association Washington, DC Chapter



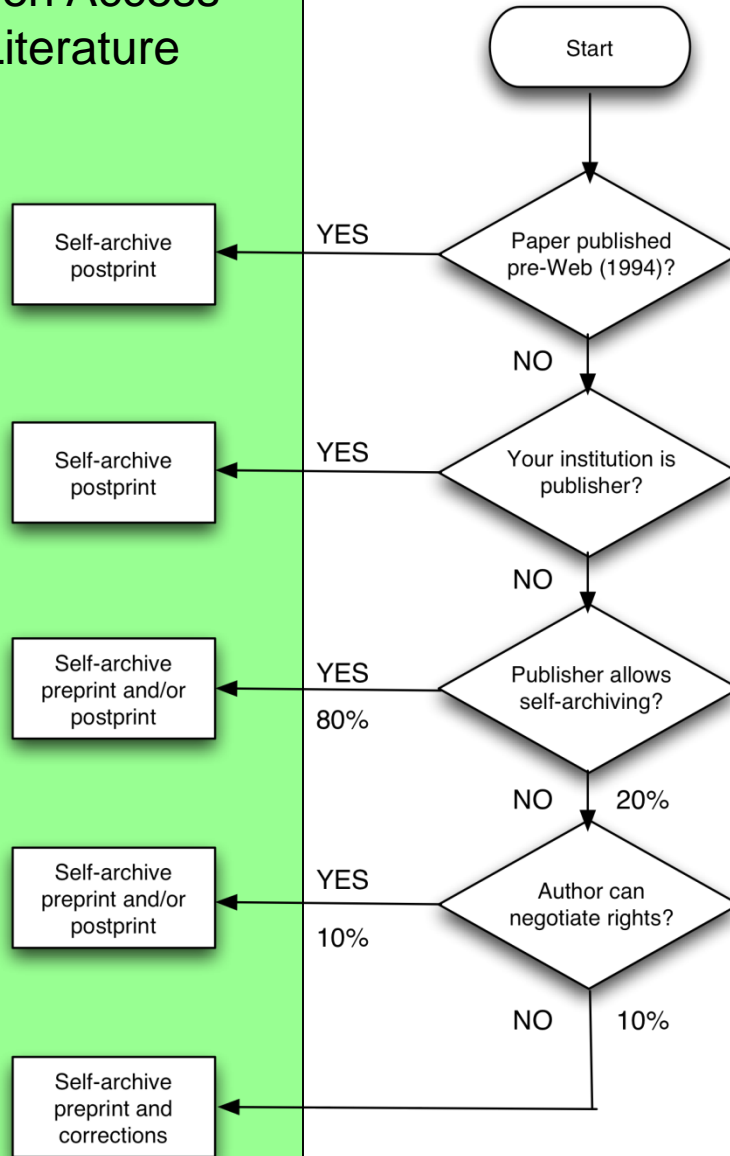






# Open Access Literature

# Non-Open Access Literature



Source: Leslie Chan, (April 6, 2006), [Enabling Global Open Access through Collaboration](#), Opening Doors, Open Minds - The Open Access Movement  
Special Libraries Association Washington, DC Chapter



# Author's version vs. publisher's version

## **Modularity and Commonality Research: Past Developments and Future Opportunities**

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This version: December 28, 2006



**CONCURRENT ENGINEERING: Research and Applications**

## **Modularity and Commonality Research: Past Developments and Future Opportunities**

Sebastian K. Fixson\*

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Cambridge, MA 02138, USA*

**Abstract:** Research on modularity and commonality has grown substantially over the past 15 years. Searching 36 journals over more than the past 35 years, over 160 references are identified in the engineering and management literature that focus on modularity or commonality in the product and process development context. Each of the references is analyzed along the dimensions *subject*, *effect*, and *research method*. The subjects of these studies have been products, processes, organizations, and even innovations, although the set of references shows a strong preference towards products. Similarly, a broad range of effects has been studied, albeit with the topic cost dominating all other effects. A variety of research methods has been applied to the study of modularity and commonality but the distribution of research methods differs substantially for modularity and commonality research. Despite the wealth of existing research, there are still significant opportunities for future research. In particular, studies that incorporate modularity and commonality's multiple effects on various players along the supply chain, that combine multiple research methods, and that follow systems over time appear very promising.

**Key Words:** modularity, commonality, innovation, multidisciplinary research.

### **1. Introduction**

The underlying ideas for modularity and commonality are not really new. As early as 1914, an automotive engineer demanded the standardization of automobile subassemblies, such as axles, wheels, and fuel feeding

160 publications have been reviewed and analyzed along the dimensions *subject*, *effects*, and *methods*, and recommendations for future research have been developed.

What this study does not do is attempting to provide yet another, let alone final, definition for these terms.

# Preprint version vs. publisher's version

**Preprint of:** Joeran Beel, Bela Gipp, and Erik Wilde. Academic Search Engine Optimization (ASEO): Optimizing Scholarly Literature for Google Scholar and Co. *Journal of Scholarly Publishing*, 41 (2): 176–190, January 2010. doi: 10.3138/jsp.41.2.176. University of Toronto Press. Downloaded from [www.docear.org](http://www.docear.org)  
Visit [www.docear.org](http://www.docear.org) for more of our papers about Google Scholar, Academic Search Engine Spam, and Academic Search Engine Optimization

## Academic Search Engine Optimization (ASEO): Optimizing Scholarly Literature for Google Scholar & Co.

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### ABSTRACT

This article introduces and discusses the concept of academic search engine optimization (ASEO). Based on three recently conducted studies, guidelines are provided on how to optimize scholarly literature for academic search engines in general and for Google Scholar in particular. In addition, we briefly discuss the risk of researchers' illegitimately 'over-optimizing' their articles.

### 2. RELATED WORK

On the Web, search engine optimization (SEO) for Web sites is a common procedure. SEO involves creating or modifying a Web site in a way that makes it 'easier for search engines to both crawl and index [its] content' [4]. There exists a huge community that discusses the latest trends in SEO and provides advice for Webmasters in forums, blogs, and newsgroups.<sup>2</sup> Even research articles and books exist on the subject of SEO [5-10]. When SEO

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## Academic Search Engine Optimization (ASEO)

OPTIMIZING SCHOLARLY LITERATURE

FOR GOOGLE SCHOLAR & CO.

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JÖRAN BEEL, BELA GIPP, and ERIK WILDE<sup>1</sup>

*This article introduces and discusses the concept of academic search engine optimization (ASEO). Based on three recently conducted studies, guidelines are provided on how to optimize scholarly literature for academic search engines in general, and for Google Scholar in particular. In addition, we briefly discuss the risk of researchers' illegitimately 'over-optimizing' their articles.*

*Keywords: academic search engines, academic search engine optimization, ASEO, Google Scholar, ranking algorithm, search engine optimization, SEO*

### INTRODUCTION

Researchers should have an interest in ensuring that their articles are indexed by academic search engines<sup>2</sup> such as Google Scholar, IEEE Xplore, PubMed, and SciPlore.org, which greatly improves their ability to make their articles available to the academic community. Not only should authors take an interest in seeing that their articles are indexed, they also should be interested in where the articles are displayed in the results list. Like any other type of ranked search results, articles displayed in top positions are more likely to be read.

This article presents the concept of *academic search engine optimization* (ASEO) to optimize scholarly literature for academic search engines. The first part of the article covers related work that has been done mostly in the field of general search engine optimization for Web pages. The second part defines ASEO and compares it to search engine optimization for Web pages. The third part provides an overview of ranking algorithms of academic search engines in general, followed by an overview of Google Scholar's ranking algorithm. Finally, guidelines are provided on how authors can optimize their articles for academic search engines. This article does not cover how publishers or providers of

# Author proof version

## Open Access and Scopus: A New Approach to Scientific Visibility From the Standpoint of Access

**Sandra Miguel**

*Universidad Nacional de La Plata, Facultad de Humanidades y Ciencias de la Educación,  
Departamento de Bibliotecología, Grupo SCImago, Argentina and Grupo de Investigación SCImago.  
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**Zaida Chinchilla-Rodríguez and Félix de Moya-Anegón**

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Investigación SCImago. E-mail: {zaida.chinchilla; felix.demoya}@cchs.csic.es*

AQ42 **The last few years have seen the emergence of several open access (OA) options in scholarly communication, which can be grouped broadly into two areas referred to as *gold* and *green roads*. Several recent studies have shown how large the extent of OA is, but there have been few studies showing impact of OA in the visibility of journals covering all scientific fields and geographical regions. This research presents a series of informative analyses providing a broad overview of the degree of proliferation of OA journals in a data sample of about 17,000 active journals indexed in Scopus. The study shows a new approach to scientific visibility from a systematic combination of four databases: Scopus, the**

### Introduction

The scientific community is a key platform for research activity, and publishing is the formal mechanism through which researchers make contributions to the body of scientific knowledge. Thus, the documents configuring the bibliographic dimension of a discipline also can be seen as systems of production and divulgation of knowledge (Keresztesi, 1982). Journals and databases are the protagonists in scientific communication. Their value and implications for science go beyond purely bibliographic relevance, as they become the main frame of bibliometric studies and public awareness

# Research Repositories and Networks

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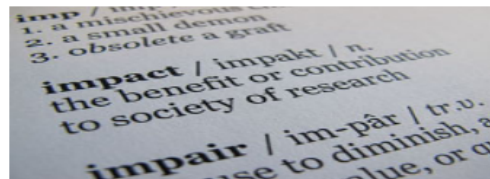
### SSRN (Social Sciences Research Network)

Social Science Research Network (SSRN) is an open access online repository devoted to the rapid dissemination of social science research. The Legal Research Network (LSN) is part of SSRN.

- [Legal Scholarship Network eJournals \(Monash Law academics only\)](#)

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### Research impact and publishing



The impact and influence of scholarly publications such as journal articles and books can be measured in a variety of ways. Metrics, such as the number of citations, can be used in grant and job applications to

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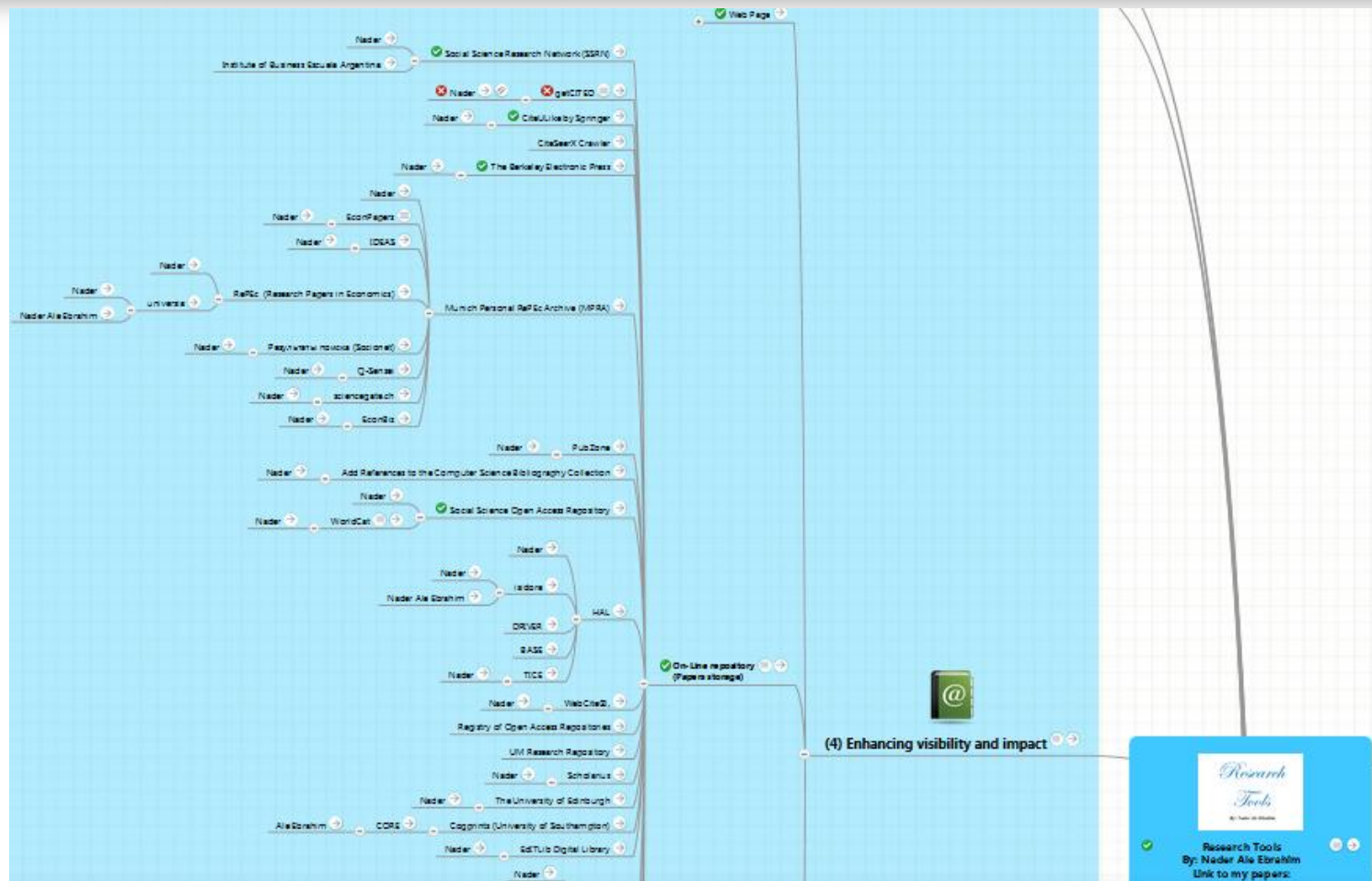
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Murtala Muhammad, Abubakar Ahmed, Gold Kafilah Lola, Usman Mikail Usman, Nader Ale Ebrahim

Background: Citation metric and visibility of a field. Hence performance metric index. M scientific publications. Yet, it aimed to provide an insight

Abstract

The purpose of this research is to assess the universal scientific trends and examine the patterns in the intellectual research published on trade liberalization over a period of 35 years (1980-2015). The data were collected from a leading indexing and abstracting database Thomson Reuters Web of Science. The Kruskal-Wallis test, ANOVA and Pearson's correlation were employed in analyzing the retrieved data. Based on the citation trend of first 100 highly cited published articles with the least number of authors are found to have received the highest number of citations. Our result shows that there is actual statistical significance ( $p < 0.001$ ) between the total citations attracted by articles published by 1 author and those published by 3 and 4 authors. The word trade liberalization has become dominant and consistent in the field of the study. These research trend and interest could provide focus to researchers for future research.

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1. Ale Ebrahim, Nader (2017): LITERATURE REVIEWING WITH RESEARCH TOOLS, Part 2: Finding proper articles. <https://doi.org/10.6084/m9.figshare.5005421.v1>
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