

الشرار دالي

Research Impact Measurement

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<u>www.researcherid.com/rid/C-2414-2009</u> <u>http://scholar.google.com/citations</u>



23rd February 2017



All of my presentations are available online at: https://figshare.com/authors/Nader_Ale_Ebrahim/100797
Link to this presentation:

Strategies to Enhance Research Visibility, Impact & Citations

Nader Ale Ebrahim, PhD

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Institute of Management and Research Services
University of Malaya, Kuala Lumpur, Malaysia
<u>www.researcherid.com/rid/C-2414-2009</u>
<u>http://scholar.google.com/citations</u>

Part 1: Research impact measurement

Read more: 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

Abstract

Abstract:

Do you know "Over 43% of ISI papers have never ever received any citations?" (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.

Keywords: H-index, Increase citations, Research tools, Research visibility, Research impact



Effective Strategies for Increasing Citation Frequency

Journal Reputation and Impact: publishing a paper in a journal based on disciplinary reputatation or with a high impact factor is the most well known way of getting your paper cited. But there are many other things a scholar can do to promote his or her work and make it easy for others to find.

Utilize Open Access Tools: Open Access journals tend to be cited more than non open access. Deposit your paper in a repository such as Scholars Archive here on campus or a disciplinary repository. Share your detailed research data in a repository.

Standarize Identifying Info: try to use the same name throughout your career as well as the name of your affiliated insitution. Using common "official" names will allow for consistency and easy retrieval of your work by author or affiliation.

Bring Colleagues on Board: team-authored articles are cited more frequently, as does publishing with international authors. Working cross-or inter-disciplinarily helps as well.

Beef Up That Paper: use more references, publish a longer paper. Also papers which are published elsewhere after having been rejected are cited more frequently.

Beyond Peer-Reviewed Original Research: Write a review paper. Present a working paper. Write and disseminate web-based tutorials on your topic.

Search Optimization: use keywords in the abstract and assign them to the manuscript. Use descriptive titles that utilize the obvious terms searchers would use to look for your topic, avoiding questions in the title. Select a journal that is indexed in the key library databases for your field.

Market Yourself: create a key phrase that describes your research career and use it. Update your professional web page and publication lists frequently. Link to your latest and greatest article in your professional email signature file.

Utliize Social Media: Use author profiles such as ResearcherID and ORCID. Contribute to Wikipedia, start a blog and/or podcast, join academic social media sites.

From: Ebrahim, N.A., et al. (2013). Effective strategies for increasing citation frequency. International Education Studies, 6(11), 93-99. doi:10.5539/ies.v6n11p93

Top 10 authors with the highest Reads counts on ResearchGate

EC3 Working Papers Nº 21

Table 10. Top 10 authors with the highest Reads counts on ResearchGate (9th of November, 2015), compared to their Downloads and Views counts on the 10th of September, 2015.

AUTHOR NAME	SEPTEMBER 10 th (2015)		NOVEMBER 9 th (2015)	MISMATCH (%)
	DOWNLOADS	VIEWS	READS	(70)
Loet Leydesdorff	32,165	42,926	21,013	27.98
Mike Thelwall	24,989	34,376	17,748	29.90
Chaomei Chen	31,579	26,734	13,452	23.07
Nader Ale Ebrahim	31,853	23,144	10,282	18.70
Lutz Bornmann	13,556	22,987	9,863	26.99
Maite Barrios	14,234	7,600	9,439	43.23
Wolfgang Glänzel	10,572	20,145	9,439	30.73
Félix Moya Anegón	18,691	23,583	8,625	20.40
Cassidy Sugimoto	13,079	8,081	8,458	39.97
Ronald Rousseau	8,066	19,118	6,934	25.51

Source: Martín-Martín, A., Orduna-Malea, E., Ayllón, J. M., & López-Cózar, E. D. (2016). The counting house, measuring those who count: Presence of Bibliometrics, Scientometrics, Informetrics, Webometrics and Altmetrics in Google Scholar Citations, ResearcherID, ResearchGate, Mendeley, & Twitter. EC3 Reseach Group: Evaluación de la Ciencia y de la Comunicación Científica Universidad de Granada and Universidad Politécnica de Valencia (Spain), In Progress,. doi:10.13140/RG.2.1.4814.4402

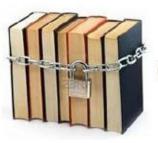
Benefits of assessing and improving your online presence

- Being aware of your current online visibility gives you some control.
 - You will gain a sense of what your digital shadow looks like, that is, content about you
 posted and uploaded by others, or even created by you inadvertently.
 - You will make informed decisions about your digital footprint, what you want your active contribution to and interaction with the online world to look like.
- Increasing your own visibility enables you to:
 - Gain recognition in your field and beyond
 - Communicate your research to a wider audience
 - Grow your networks
- Increasing the visibility of your scholarly outputs will:
 - Increase the impact of your work and potentially increase citations
 - Make your work available to the widest audience

Source: http://wiki.lib.sun.ac.za/images/5/5d/Online_Visibility_Guidelines.pdf

Why maximize the impact of your research?





Good paper but no visibility

Solid research + Effective Communication







Source: Jaslyn Tan, (2014), Maximizing the impact of your research paper, WILEY



Source: R. Van Noorden, B. Maher, and R. Nuzzo, "The top 100 papers," Nature, vol. 514, 2014.

NEWS FEATURE

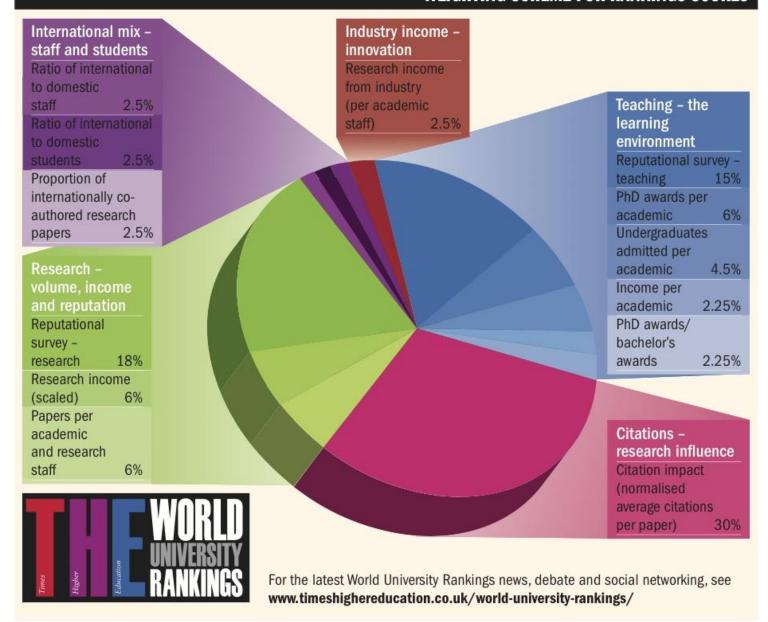
THE TOP 100 PAPERS

Nature explores the most-cited research of all time.

BY RICHARD VAN NOORDEN, Brendan maher and regina Nuzzo

Ebrahim

WEIGHTING SCHEME FOR RANKINGS SCORES



QS World University Rankings

Citations per faculty (20%)

This indicator aims to assess universities' research impact. A 'citation' means a piece of research being cited (referred to) within another piece of research. Generally, the more often a piece of research is cited, the more influential it is. So the more highly cited research papers a university publishes, the stronger its research output is considered.

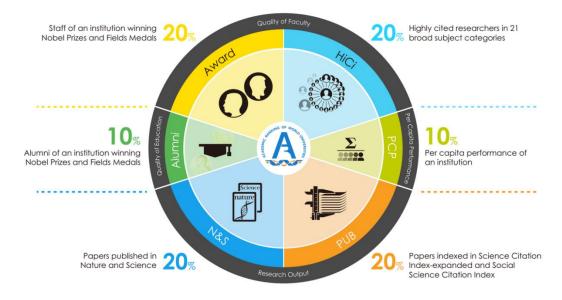
QS collects this information using <u>Scopus</u>, the world's largest database of research abstracts and citations. The latest five complete years of data are used, and the total citation count is assessed in relation to the number of academic faculty members at the university, so that larger institutions do not have an unfair advantage. For the 2016-17 rankings, QS analyzed 10.3 million research papers and 66.3 million citations.

For the 2015-16 edition of the QS World University Rankings, several refinements were introduced to the way this indicator is assessed, with the aim of providing a more balanced reflection of research impact across different faculty areas. You can find out more about these refinements <a href="https://example.com/here/beauty-several-refinements-new-more-about-several-refinements-new-more-about-several-refinements-several-refinements-were introduced to the way this indicator is assessed, with the aim of providing a more balanced reflection of research impact across different faculty areas. You can find out more about these refinements <a href="https://example.com/here-several-refinements-new-more-about-several-refinements-several-refinem

Academic Ranking of World Universities (ARWU)

RANKING OF SINCE WORLD Indicators UNIVERSITIES

RANKING OF SINCE 2003 eights for ARWU



For institutions specialized in humanities and social sciences such as London School of Economics, N&S is not considered, and the weight of N&S is relocated to other indicators.

Source: http://engineering.ucsb.edu/news/785

Indicators and Weights for ARWU

Criteria	Indicator	Code	Weight
Quality of Education	Alumni of an institution winning Nobel Prizes and Fields Medals	Alumni	10%
Quality of	Staff of an institution winning Nobel Prizes and Fields Medals	Award	20%
Faculty	Highly cited researchers in 21 broad subject categories	HiCi	20%
Doggovala	Papers published in Nature and Science*	N&S	20%
Research Output	Papers indexed in Science Citation Index-expanded and Social Science Citation Index	PUB	20%
Per Capita Performance	Per capita academic performance of an institution	PCP	10%
Total			100%

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^{*} For institutions specialized in humanities and social sciences such as London School of Economics, N&S is not considered, and the weight of N&S is relocated to other indicators.

The Best Global Universities Ranking - 2016



Ranking indicator	Weight
Global research reputation	12.5%
Regional research reputation	12.5%
Publications	10%
Books	2.5%
Conferences	2.5%
Normalized citation impact	10%
Total citations	7.5%
Number of publications that are among the 10 percent most cited	12.5%
Percentage of total publications that are among the 10 percent most cited	10%
International collaboration	10%

National Taiwan University Ranking (NTU Ranking) Methodology

Table 1 The Criteria and Indicators, and Their Respective Weightings, Used for the Overall Performance-Based Ranking

Criteria	2014 Overall Performance Indicators		
Decearsh productivity	Number of articles in the last 11 years* (2003-2013)	10%	250/
Research productivity	Number of articles in the current year (2013)	15%	25%
	Number of citations in the last 11 years* (2003-2013)	15%	
Research impact	Number of citations in the last 2 years (2012-2013)	10%	35%
	Average number of citations in the last 11 years* (2003-2013)	10%	
	h-index of the last 2 years (2012-2013)	10%	
Research excellence	Number of Highly Cited Papers* (2003-2013)	15%	40%
	Number of articles in the current year in high-impact journals (2012-2013)	15%	

^{*}Note: The timeframe of the three long-term indicators is consistent with that in ESI, providing cumulative data for the last 11 years.

Source: http://nturanking.lis.ntu.edu.tw/BackgroundMethodology/Methodology-enus.aspx#2



http://roundranking.com/

Round University Ranking is a ranking of leading world universities

- Round University Ranking (RUR) is a world university ranking, measuring performance of 750 leading world universities on 20 across 4 key missions: teaching, research, international diversity, financial sustainability.
- The ranking is published by RUR Rankings Agency based in Moscow.

Round University Ranking Methodology

	Round University Ranking Methodology	
Teaching		40%
1	Academic staff per students	8%
2	Academic staff per bachelor degrees	8%
3	Doctoral degrees per academic staff	8%
4	Doctoral degrees per bachelor degrees	8%
5	Teaching reputation	8%
Research		40%
6	Citations per academic and research staff	8%
7	Doctoral degrees per admitted PhD	8%
8	Normalized citation impact	8%
9	Papers per academic and research staff	8%
10	Research reputation	8%
International Diversity		10%
11	International academic staff	2%
12	International students	2%
13	International co-authored papers	2%
14	International teaching reputation	2%
15	International bachelors	2%
Financial Sustainability		10%
16	Institutional income per academic staff	2%
17	Institutional income per students	2%
18	Papers per research income	2%
19	Research income per academic staff	2%
20	Research income per academic staff ©2016-2017 Nader Ale Ebrahim Research income per institutional income	2%

Malaysia's No. of Documents 1996 – 2015 Published in 2017

SJI	R	Scimago Journal & Coun	try Rank			Enter Journal Titl	e, ISSN or Publisl	her Name	Q
			Home Journal Rankings	Country Rankings	Viz Tools H	elp About Us			
		All subject areas	 All subject categories 	V All re	gions	1996-2015		~	
	Di	isplay countries with at least 0	Documents V Apply				♣ Down	load data	
		Country	↓ Documents	Citable documents	Citations	Self-Citations Citation	ns per Document	H index	
		1 United States	9360233	8456050	202750565	94596521	21.66	1783	
		2 China	4076414	4017123	24175067	13297607	5.93	563	
		3 United Kingdom	2624530	2272675	50790508	11763338	19.35	1099	
		4 Germany	2365108	2207765	40951616	10294248	17.31	961	
		5 Japan	2212636	2133326	30436114	8352578	13.76	797	
33	U	Portugal	214838	201562	2544577	483861		11.84	334
34	>=	South Africa	188104	172424	2125927	7 454537		11.30	320
35		Malaysia	181251	175146	888277	7 239643		4.90	190
36	NIZ	New Zealand	180340 ©2016	1 62720 6-2017 Nader A		436745		16.30	387
37	•	Argentina	159172	150927	1965624	405797		12.35	300

Malaysia's No. of Citations 1996 – 2015 Published in 2017

•								
SJR	Scimago Journal & Coun	try Rank			Enter J	Journal Title, ISSN or Publis	her Name	Q
		Home Journal Rankings	Country Rankings	Viz Tools	Help About Us			
	All subject areas	All subject categories	∨ All re	gions	V 19	996-2015	~	
	Display countries with at least 0	Documents V Apply				<u>♣</u> Down	lload data	
	Country	Documents	Citable documents	↓ Citations	Self-Citations	Citations per Document	H index	
	1 United States	9360233	8456050	202750565	94596521	21.66	1783	
	2 United Kingdom	2624530	2272675	50790508	11763338	19.35	1099	
	3 Germany	2365108	2207765	40951616	10294248	17.31	961	
	4 Japan	2212636	2133326	30436114	8352578	13.76	797	
40	Thailand	123410	117565	1182686	6 1909	012	9.58	23
41	Egypt	137350	133147	1009954	4 1989	941	7.35	18
42	Malaysia	181251	175146	888277	7 2396	543	4.90	19
43	Romania	141731	138041	752219	9 1815	584	5.31	18
44	Saudi Arabia	11111 / [©] 2016-	2017 Nader-Al	e Ebrahim	9 1227	715	6.73	19

Webometrics Ranking

Webometrics is the largest academic ranking of Higher Education Institutions in the world. Web presence and visibility are used as indicators of global performance and take into account the teaching commitment, the research results, the perceived international prestige, the links with the community, including industrial and economic sectors, of the university. In the near future Web indicators will be an important part of the evaluation procedures and world university rankings.

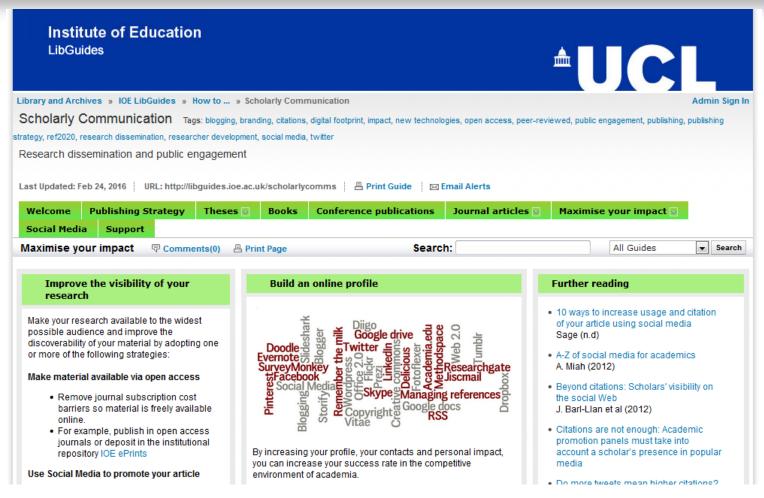
Ranking Web of Repositories



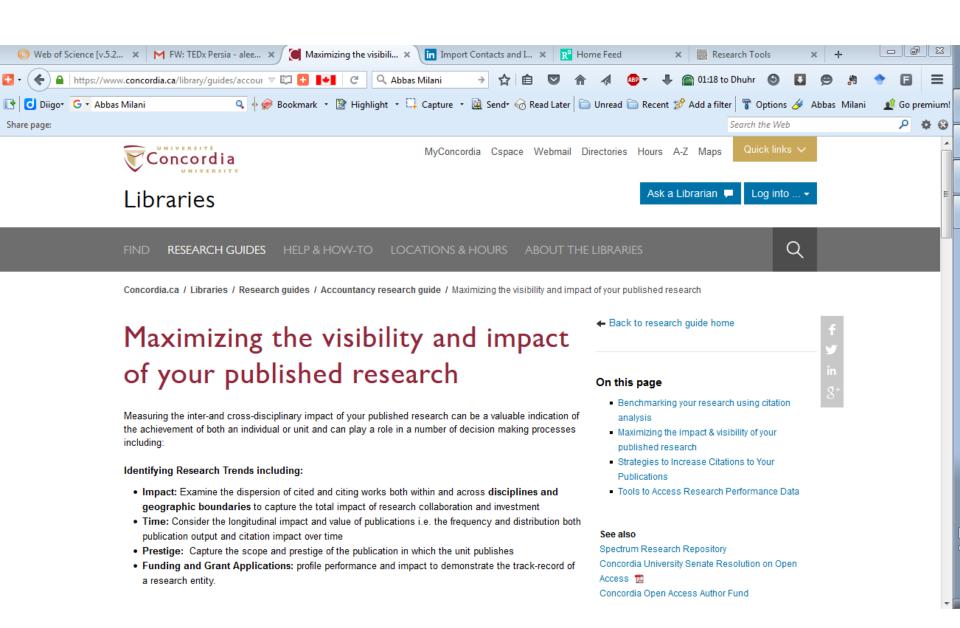
<u>Methodology</u>

- Size (S). Number of web pages extracted from Google
- Visibility (V). The total number of external links received (backlinks) by the number of referring domains for such links obtained from <u>MajesticSEO</u> and <u>ahrefs</u> databases.
- Rich Files (R). Files in formats like Adobe Acrobat (.pdf), MS Word (doc, docx), MS Powerpoint (ppt, pptx) and PostScript (.ps & .eps) extracted from Google.
- Scholar (Sc). Using Google Scholar database we calculate the normalised number of papers between 2007 and 2011.

Maximise your impact



Source: http://libquides.ioe.ac.uk/content.php?pid=469302&sid=3841859





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Stammgelände →

Course Description

-

Bibliometrics, Scholarly Communication and Publication Strategies

What is my research impact and how can I influence my h-index? How can I use academic identity management and social media for improving my presence on the internet? What is Open Access and are there any support services at the University Library? The course gives an overview of different issues with scholarly publication and improvement of research impact.

eKurs: Visibility and Research Impact

Course Contents

The first part of the course covers these topics

- academic identity managment
- citation analysis, impact factor, h-index and alternatives

For the scond part, we offer a range of topics to choose from

- academic networking and your presence on the internet
- current awareness how to keep up-to-date in your research area

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Finding information

Improving your citations

Support and training

There are a number of ways to improve your citation rate.

Inductions and Information Skills

Where and how you publish

MyReading

Making your research available as open access means that it is open to anyone, and there is a lot of evidence that says readership leads to higher citation counts. Most journals allow you to put the author accepted version of the article into charge to make the final published version available freely. Your work is still published by the same journal, but it can be audience than just the subscribers to the journal.

Library collections

Clear titles and abstracts

Open access

As most research is now discovered through a search engine, it is important to make your title clearly indicate the content it is obvious to searchers who may spend only a few seconds to decide if they want to read an article. Similarly a clear, we also help your article rank better in searches and lead more people to go to the full text. The **LSE** publishes an impact by very good posts on this

Citations and bibliometrics

Choosing titles 1

University Press

Choosing titles 2

Research Data Management

Writing a good abstract



GUIDE!

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Bibliometrics and Altmetrics: Measuring the Impact of Knowledge

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Increase the Visibility of Your Research

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Increase the Visibility of Your Research

Methods for increasing visibility vary by discipline.

Suggested strategies:

- 1. Include publications in an open repository so google will track when you've been cited:
 - an Institutional Repository such as the Digital Repository at the University of Maryland (DRUM) and provide full-text of it (if publisher allows).
 - o a Subject Repository such as AgEcon Search, arXiv.org, RePEc, SSRN, etc.
- 2. Publish in an Open Access journal or self-archive it (if publisher allows).
- 3. Publish/share data associated with your research for more information see
 - Data & Text Repositories guide (Iowa State University)
 - Sharing Detailed Research Data is Associated with Increased Citation Rates (PLOS ONE)
 - Contact Research Data Services
- Publish in an online journal with search features allowing users to find articles that cite it. For example, see "cited by" features in Highwire Press journal articles.
- Share publications using social networking tools such as Mendeley, ResearchGate, CiteULike, getCITED, twitter, Slideshare, blogs, etc.
- 6. Create an enline processes utilizing tools such as OPCID ID. Passagrebar ID. Coople Scholar

Need Help?



For assistance developing your impact story, please contact you subject librarian.

Comments (0)



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- Postgraduate
 Research and
 Operations
- Researcher Training

Increasing your citation rates

There are a number of ways that you can improve your citation rates as a researcher, here are some suggestions, based on this literature review on improving citation counts, conducted in March 2014:

- Make research outputs open access where possible
 Evidence shows that open access articles are cited significantly more than non-open access articles.
- Where funding permits publish using the gold open access route where possible

Publishing via the Gold open access route can result in research being made open access immediately for other researchers to read and cite.

- Share your research data where possible
 Evidence suggests that clinical trials which shared their data were more frequently cited than trials that did not. Sharing research data can make
- Use a consistent author name

research more accessible and visible.

Evidence shows that using a consistent author name throughout a research career can help to enhance retrieval of a researcher's output. Changing names throughout a career can make it difficult to associate research output ©2016-2017 Nader Ale Ebrahim

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How to increase research visibility: A guide for research writers

Otuoma, Sanya

URI: http://ir-library.ku.ac.ke/handle/123456789/9608

Date: 2014-05-23

Abstract:

This document will provide you with various techniques on how you can increase the visibility and hence the impact of your research work from just your local community to a global audience

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5 step process for promoting your research

Congratulations! You've just received confirmation from the journal that the hard part is over; Now it's time to start spreading the word around your findings and analysis.

Finance

Facilities

Here's a five-step process outlining how you can help the AHC public relations team raise awa

1. Contact your academic unit's communicator. If your unit doesn't have a dedicate reach out to us directly at health@umn.edu learned learned health@umn.edu health@umn.edu</a

Your communicator will get the communications hall rolling within your academic unit_dete

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Data repository

Promoting and publishing your res

Intellectual property requirements

When you publish or present your research and research outcomes, you must ensure is identified and protected if required. <u>Find out more about intellectual property</u>. For Carroll – Manager, Innovation & Commercial Development on (3) (03) 9479 3893 / <u>Table 18</u> La Trobe is building a coherent approach to promoting our researchers and their res

The La Trobe Research Impact pages showcase the impact of our research, such as and as <u>research impact statements</u>. If you are undertaking research and would like La Trobe Research Impact videos or statements, please contact Anna Von Zinner: a

Library



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Make material available via open access

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- For more information see the Open access and espace@Curtin LibGuide

Use social media to promote your article

- Eliminates many traditional barriers to reach the general public
- Receive rapid feedback and make new connections
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Maximise your in



little and large by stromnes

Further reading

 10 ways to increat citation of your are social media.



Features

From the Director

Library in the News



■ Science News from The John Crerar Library

Workshop: Managing Your Online Presence as a Researcher, Feb. 10 and 12

Posted on February 5, 2015 by Jennifer Hart at Crerar Science

When: Tuesday, February 10, 4-5 PM or Thursday February 12, 12-1PM

Where: Crerar Library, Kathleen Zar Room

5730 South Ellis Avenue, Chicago, IL

You want to establish an effective online presence, but what are the best Description:

ways to make your identity visible to potential collaborators? Join us for a 60 minute workshop to learn how to build your online profile as a scholar/researcher. We'll cover online scholarly communities, author identifiers (like ORCID), and other ways to carve out a space online for your

professional self.

Another session of this same workshop will be held on February 12th at

12pm. See more info link for details.

Contact: John Crerar Library

3 773-702-7715

https://training.uchicago.edu/course_detail.cfm?course_id=1339 More info:

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Rajkumar Buyya

Director, CLOUDS Lab, University of Melbourne and CEO, ManjraSoft Pty Ltd, Australia

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Gridsim: /	A toolkit	for the mod	eling and simulation of distributed resource		



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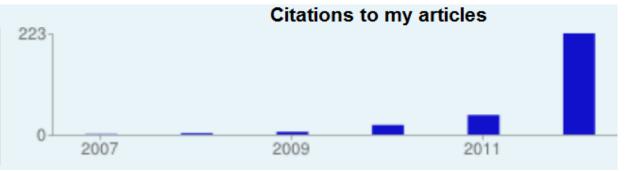
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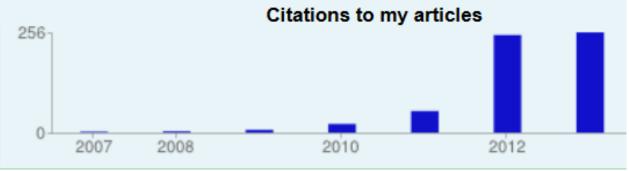
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Example

Citation indices					
	All Since 2008				
Citations	309	305			
h-index	9	9			
i10-index	8	8			



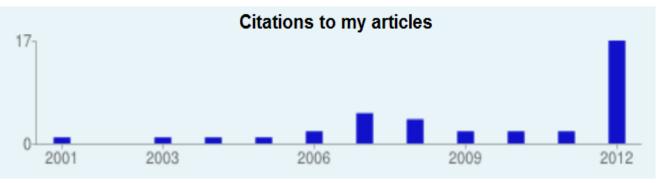
Citation indices					
	All Since 2009				
Citations	645	635			
h-index	15	15			
i10-index	27	27			



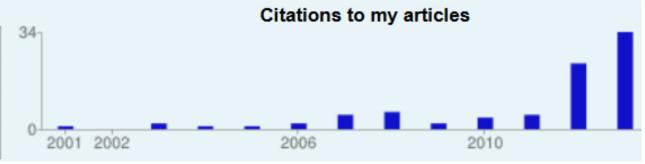
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Example

Citation indices All Since 2008 Citations 39 28 h-index 4 3 i10-index 1 0



Citation indices					
	All Since 2009				
Citations	94	73			
h-index	6	5			
i10-index	1	0			



Ale Ebrahim, N., Salehi, H., Embi, M. A., Habibi Tanha, F., Gholizadeh, H., & Motahar, S. M. (2014). Visibility and Citation Impact. *International Education Studies*, 7(4), 120-125. doi: 10.5539/ies.v7n4p120, . Available at SSRN: http://ssrn.com/abstract=2419315

Measuring Your Impact

Microsoft Academic Search

Publish or Perish

Experts ranked by H-Index

Predicting scientific success
 Scopus Author Search

Finding h-Index

Inchesse h-Index

Example
Quadsearch
Scholarometer-add-on for the Mozilla Rirefox and Google Chrome

Web application to calculate the single publication

- Google Scholar
- Scopus
- Web of Science
- Publish or Perish
- Microsoft Academic Search (CIDS 1/23)

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- Google Scholar indexes citations which can then be analysed using the free program, *Publish or Perish*.
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<u>Publish or Perish</u> is a free program that retrieves citations from Google Scholar and allows users to calculate:

- Total number of papers
- Total number of citations
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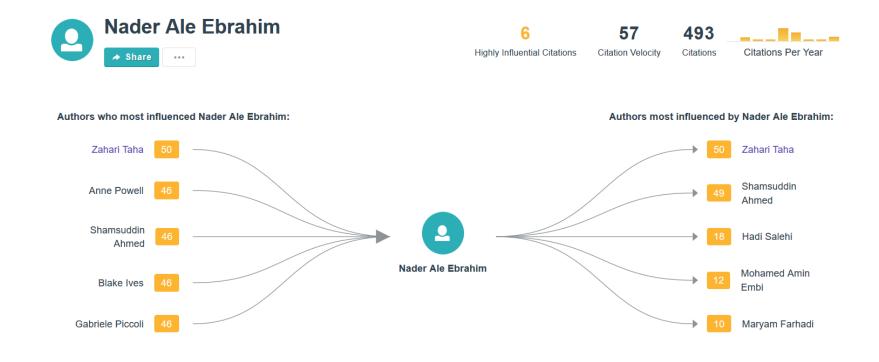
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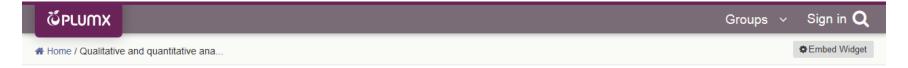
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Semantic Scholar



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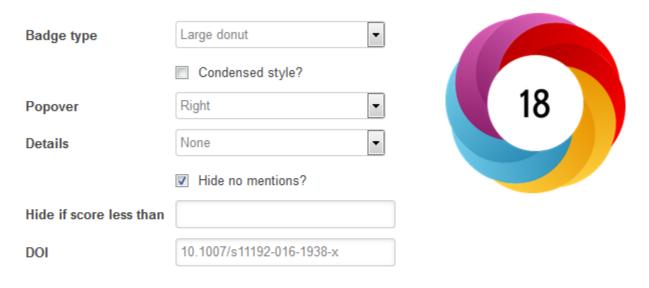
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Publication Year: 2015

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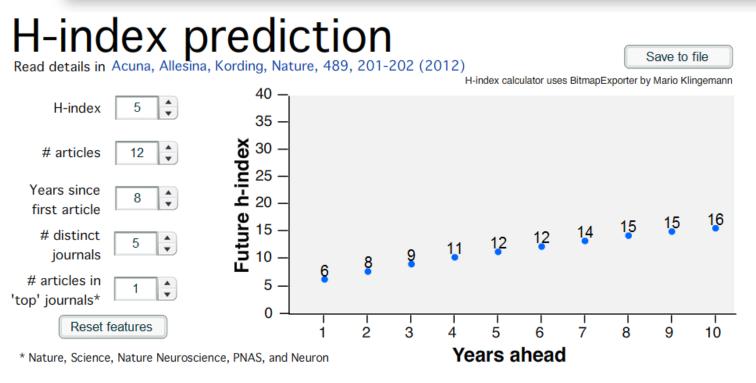
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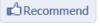
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Predicting scientific success



distinct journals: number of different journals where you have published in.

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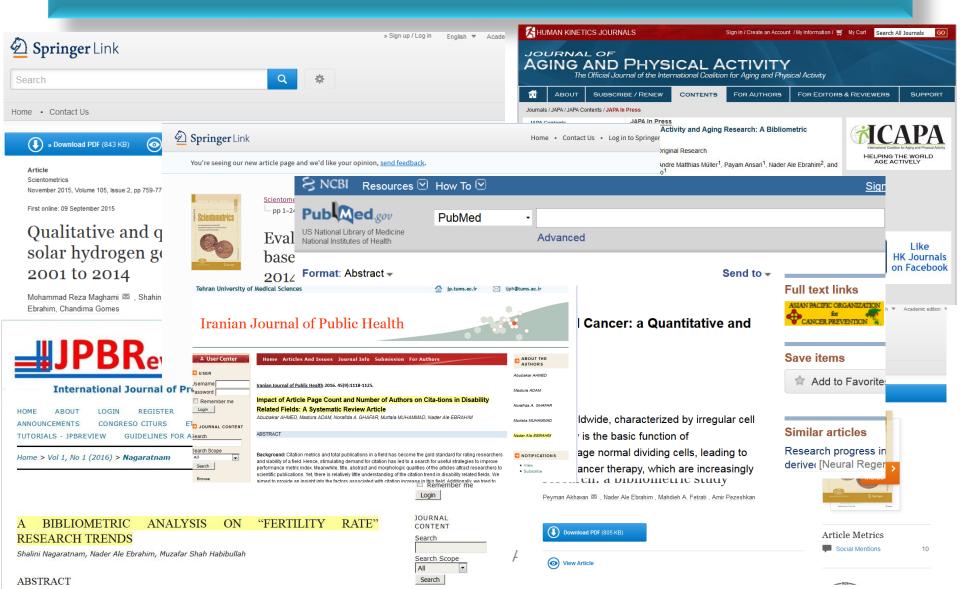




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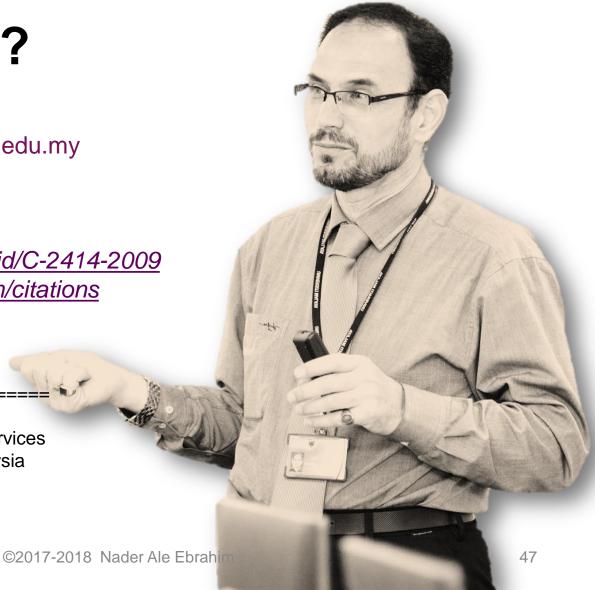


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- 3. Ale Ebrahim, N., Salehi, H., Embi, M. A., Habibi Tanha, F., Gholizadeh, H., & Motahar, S. M. (2014). Visibility and Citation Impact. *International Education Studies*, 7(4), 120-125. doi: 10.5539/ies.v7n4p120, . Available at SSRN: http://ssrn.com/abstract=2419315

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- 3. Shakiba, M., Ale Ebrahim, N., Danaee, M., Bakhtiyari, K., & Sundararajan, E. (2016). A Comprehensive Comparison of Educational Growth within Four Different Developing Countries between 1990 and 2012. Revista de Gestão e Secretariado, 6(3), 152-174. doi:10.7769/gesec.v6i3.486
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My recent presentations:

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