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4th SERIES OF INTRODUCTORY WORKSHOP ON:

Strategies to Enhance Research Visibility, Impact & Citations

Nader Ale Ebrahim, PhD

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

Abstract

Abstract: Publication in a peer-reviewed journal is the obvious goal of most researchers to reach others in the field, advancing knowledge and encouraging communication between groups with similar research interest. One of the most important and possibly the least well understood aspects of the publication process is the choice of a suitable journal that is likely to improve your research visibility and impact. For instance, publishing your article in an Open Access journal means that more people are likely to see it, simply because more people will be able to access it. So, the greater visibility achieved with OA may allow you to reach more impact and potential collaborators easily. In this presentation, I introduce some of the most important criteria to keep in mind when choosing a journal that is a good match for your research and promise higher research impact.

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

WORKSHOP SERIES TOPICS

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SESSION	DATE	TIME	TOPIC
1	7 September 2016	2.00 – 4.30 p.m.	Citations and its impact to university ranking
2.1	22 Cambanahan 2016	10.00 a.m. – 12.00	Research Outreach: Wider Visibility to Increase Citation*
2.2	22 September 2016	2.00 – 5.00 p.m.	Plain Language Summary: The Common Language of Research & Innovation *
3	28 September 2016	2.00 – 4.30 p.m.	Analysis of bibliometrics information for select the best field of study
4	5 October 2016	2.00 – 4.30 p.m.	A new system for measuring research impact
5	12 October 2016	2.00 – 4.30 p.m.	How to select a brand name for your research interest?
6	19 October 2016	2.00 – 4.30 p.m.	Optimize articles for search engine to improve research visibility
7	26 October 2016	2.00 – 4.30 p.m.	Prepare a pre/post print of your documents for advertisement
8	2 November 2016	2.00 – 4.30 p.m.	Create a publication database for enhancing research visibility
9	9 November 2016	2.00 – 4.30 p.m.	Create a google scholar profile to boost research visibility
10	16 November 2016	2.00 – 4.30 p.m.	Create and maintain an up-to-date researcherid profile
11	23 November 2016	2.00 – 4.30 p.m.	Online repository: improving the research visibility and impact
12	30 November 2016	2.00 – 4.30 p.m.	Kudos: promote your published research reach and impact
13	7 December 2016	2.00 – 4.30 p.m.	Journal selection procedure: select the best journal to ensure the highest citation
14	14 December 2016	2.00 – 4.30 p.m.	Establish your expertise with a science blog
15	21 December 2016	9.00 – 11.30 a.m.	Promote your research work on LinkedIn
16	4 January 2017	9.00 – 11.30 a.m.	Make your data discoverable on a data repository
17	11 January 2017	9.00 – 11.30 a.m.	Microblogging for enhancing the research accessibility
18	18 January 2017	9.00 – 11.30 a.m.	Make an audio slides for your research
19	25 January 2017	2.00 – 4.30 p.m.	Academic social networking (ResearchGate & Academia) and the research impact

http://umconference.um.edu.my/ws

٦	22	1 March 2017	2.00 – 4.30 p.m.	Document publishing tools for research visibility improvement
	23	8 March 2017	2.00 – 4.30 p.m.	Publication's e-mail marketing procedure
	24	15 March 2017	2.00 – 4.30 p.m.	The use of reference management tools to improve citation
	25	22 March 2017	2.00 – 4.30 p.m.	Contibutes Wispedia an approach to increase research visibility on the web



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(MONDAY & TUESDAY)
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LITERATURE SEARCH TO WRITING REVIEW PAPER

Programme Details

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9.00 am — 4.30 pm

Venue: To Be Confirmed (in University of Malaya)

Fees: RM 400.00 (UM STAFF & STUDENTS)

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Facilitator

Dr. Nader Ale Ebrahim

Visiting Research Fellow, Centre for Research Services, IPPP, UM

- Winner of 'Refer-a-Colleague Competition'
- Creator of "Research Tools" Box
- Developer of "Publication Marketing Tools"
- Conducted over 280 workshops

Programme Details

DECEMBER 19 & 20, 2016 (MONDAY & TUESDAY)

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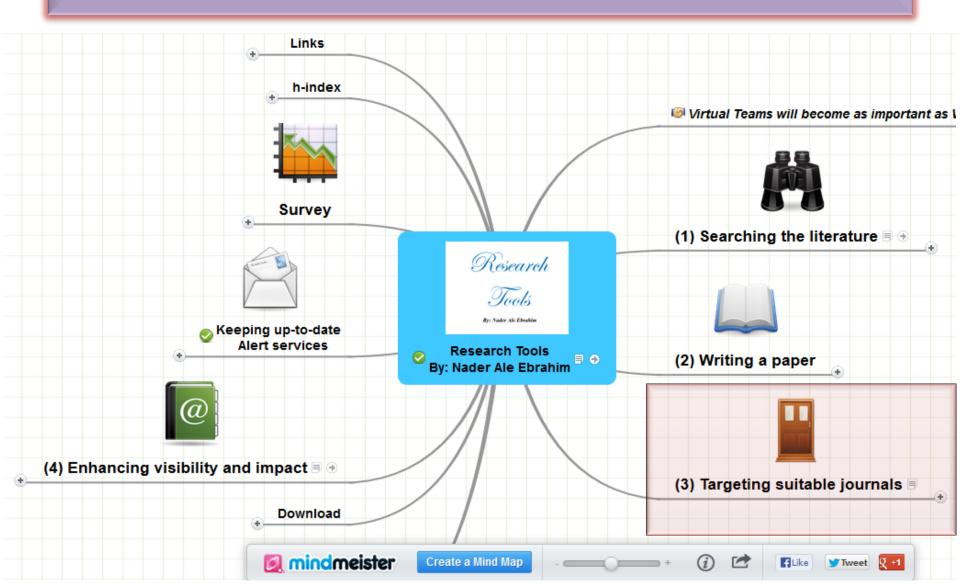
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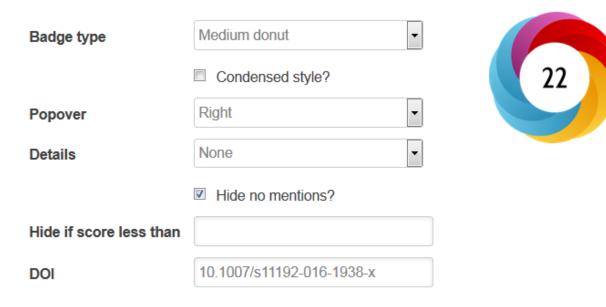
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Research Tools Mind Map



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Technische Universität München



Visibility and Research Impact

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? The course gives an overview of different issues with scholarly publication and improvement of research impact.



Topics

The first part of the course covers these topics

- · academic identity management
- · impact factor, h-index and citation analysis

For the second 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
- publication strategies how to find the right journal for publishing
- · altmetrics alternative bibliometric methods
- search engine optimization for your publications



Open to: TUM Doctoral Candidates, TUM Scientists

Contact:

With questions on our course program please contact us at workshop@ub.tum.de ...

Upcoming dates

Monday, 16. January 2017 - 9:00 to 13:00
 Munich: Seminar Room S2534 (TUM Barer Street 21)
 Course language: German
 Open





Research Outputs and Visibility Manager at Brunel University London.

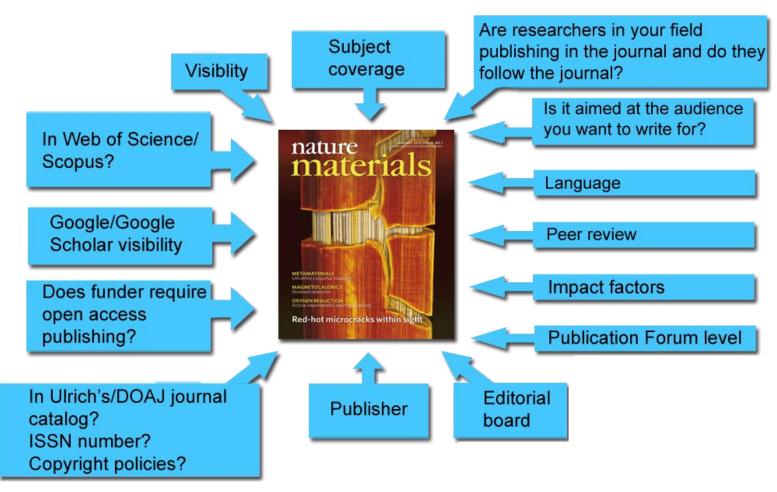




1. Preparing an article

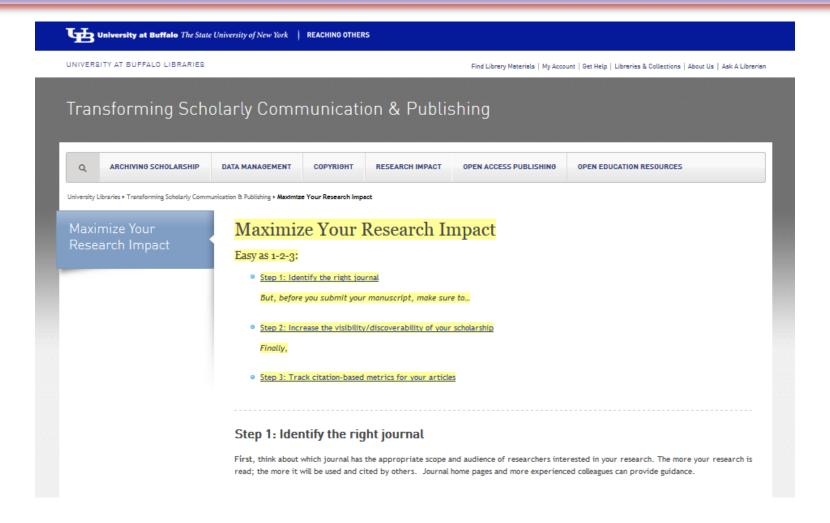
Source: <u>Building a professional identity: from research to impact</u> | April 16, 2015. Manon Burger Project Manager Marketing Communications Elsevier Journals

Where to publish?

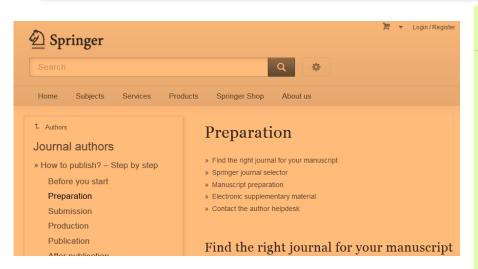


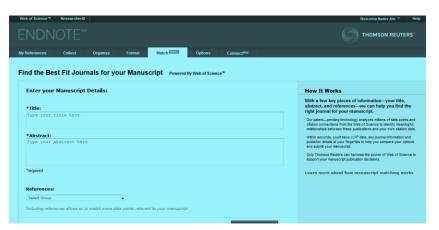
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Maximize Your Research Impact Step 1: Identify the right journal



Select the journal that suits your research by tools



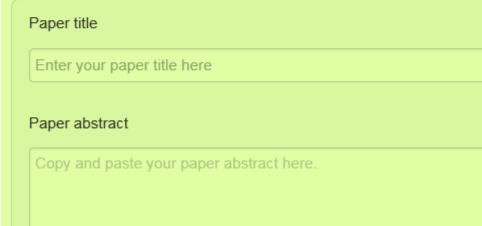


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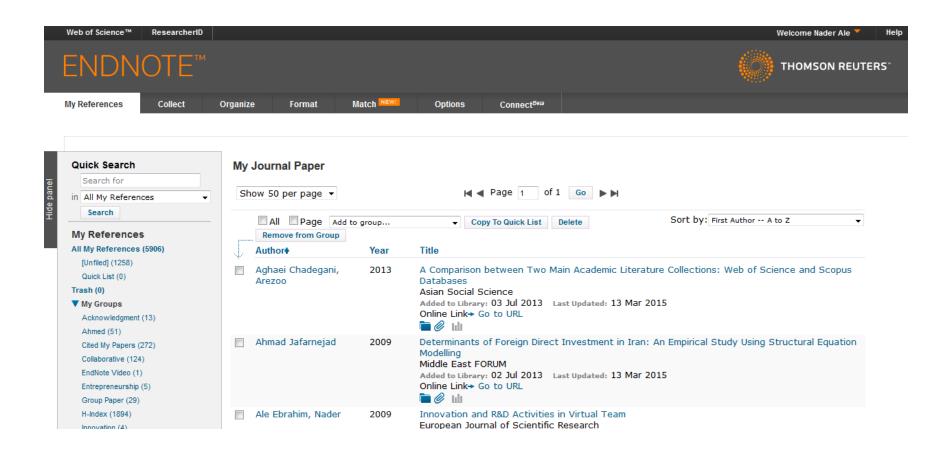
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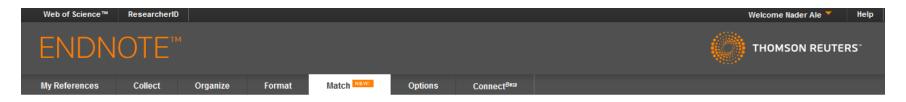


Journals	Recommended: 5	Match ▼	Impact Factor	Publishing Model
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4 J. Intelliger	nt Manufacturing	att	0.85	Hybrid
J. Busines	s and Psychology	att	1.25	Hybrid
+ Information	n Systems Frontiers	att	0.91	Hybrid
Implement	ation Science	att	3.1	Full OA
Computer	Supported Cooperative Work (CSCW)	attl	1.07	Hybrid
Research	n Engineering Design	attl	1.24	Hybrid
Electronic	Markets	atí	0.78	Hybrid
Business 8	Information Systems Engineering	-11	0.65	Hvbrid

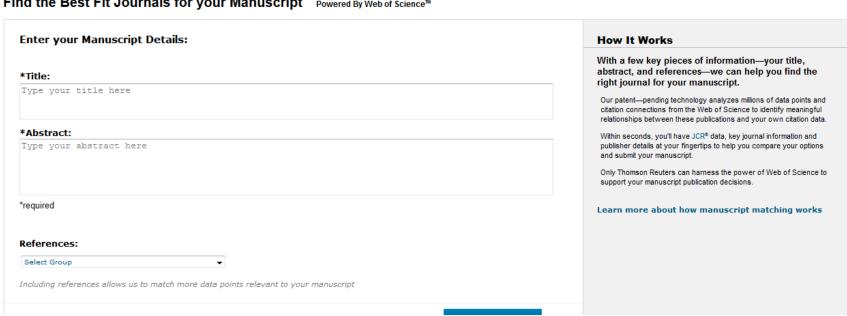
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2 Journal Matches



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.

Source: http://www.library.qut.edu.au/services/research/citationindexes.jsp

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

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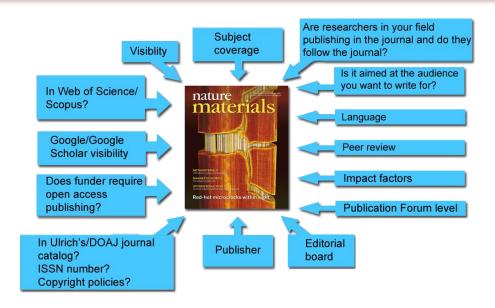
Journal impact factor
Indexation
Journal prestige
Relevance of research topics
Acceptance/rejection rates
Size of print circulation
Manuscript turnaround time
Editors characteristics
Quality of reviewer comments
Previous experience with publishing in the journal
Colleagues' recommendations
International status
Open access
Publication charges
Promotion at social platforms (eg Facebook, Twitter)
Press attention to the journal

Source: Gasparyan, A. Y. (2013). Choosing the target journal: do authors need a comprehensive approach?. Journal of Korean medical science, 28(8), 1117-1119.

Abstracted/indexed in

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- Source: Journal of the Operational Research Society

Where to publish?



• Does the publisher accept parallel publishing in institutional repositories and is there an embargo

Where should I submit my publication?

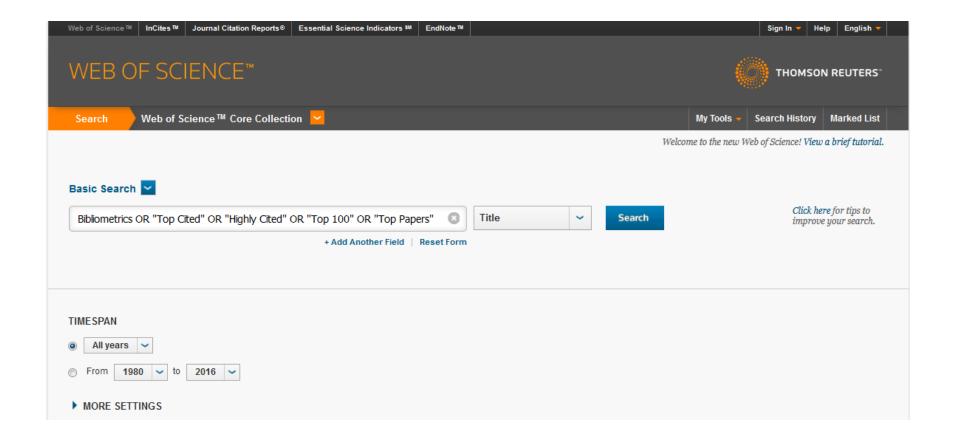
If you want your article to ...

- Publish in most influential or highly cited journal
 - → Use Impact Factor or
 - → 5 Year Impact Factor (for subjects need longer citation period, e.g. GEOLOGY or MANAGEMENT or SOCIOLOGY, etc)
- To reach out to readers and be read immediately
 - → Use Immediacy Index
- Stay active in journal collection
 - → Use Cited Half Life

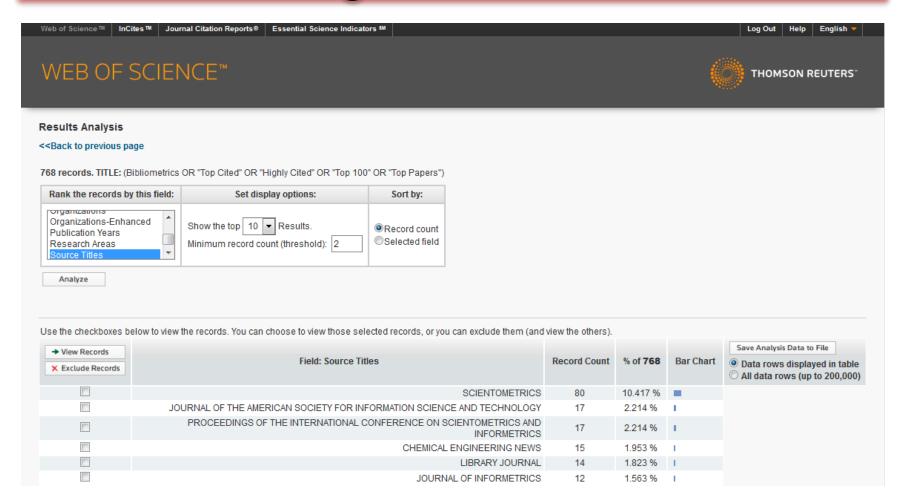
Note: The above only serves as general guidelines, deeper understanding of JCR, the subjects and dynamic publication cycles are crucial when deciding where to publish your paper.



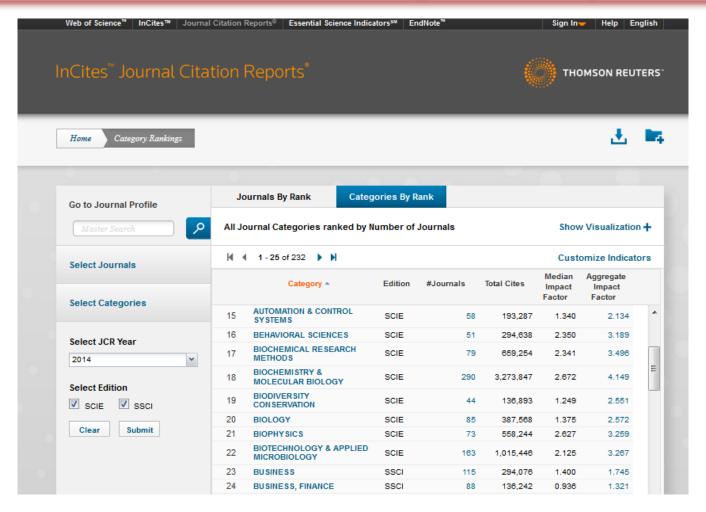
Identifying Key Journals in the field Search keywords on WoS



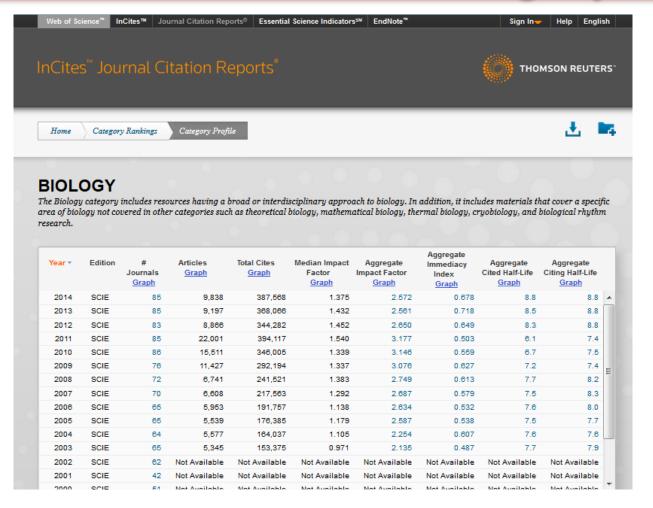
Identifying Key Journals in the field Check the highest "Record Count"



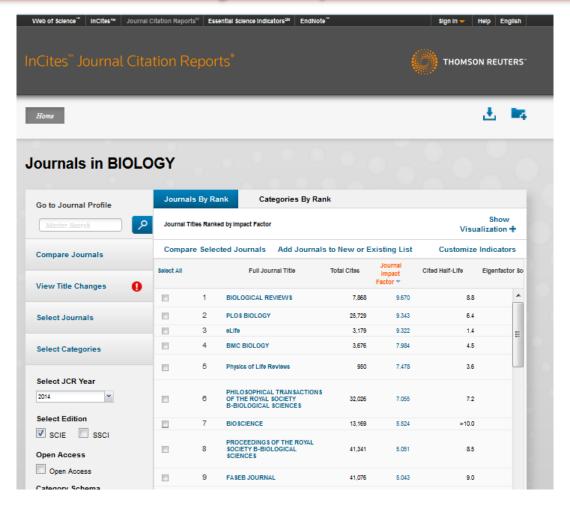
Identifying Key Journals in the field Select the JCR "Categories By Rank"



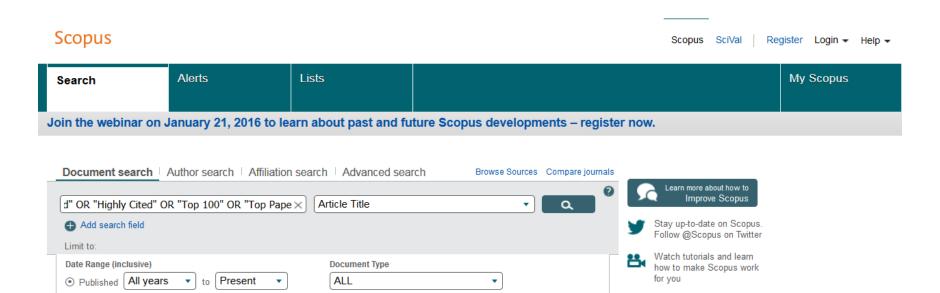
Identifying Key Journals in the field Select the JCR Category



Identifying Key Journals in the field Ranked by Impact Factor



Identifying Key Journals in the field Search keywords on SCOPUS



O Added to Scopus in the last

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Health Sciences (> 6,800 titles . 100% Medline coverage)

Subject Areas

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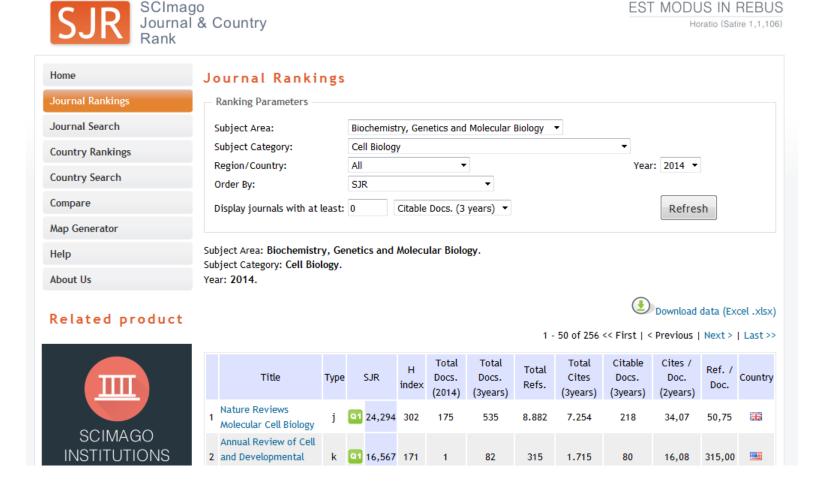
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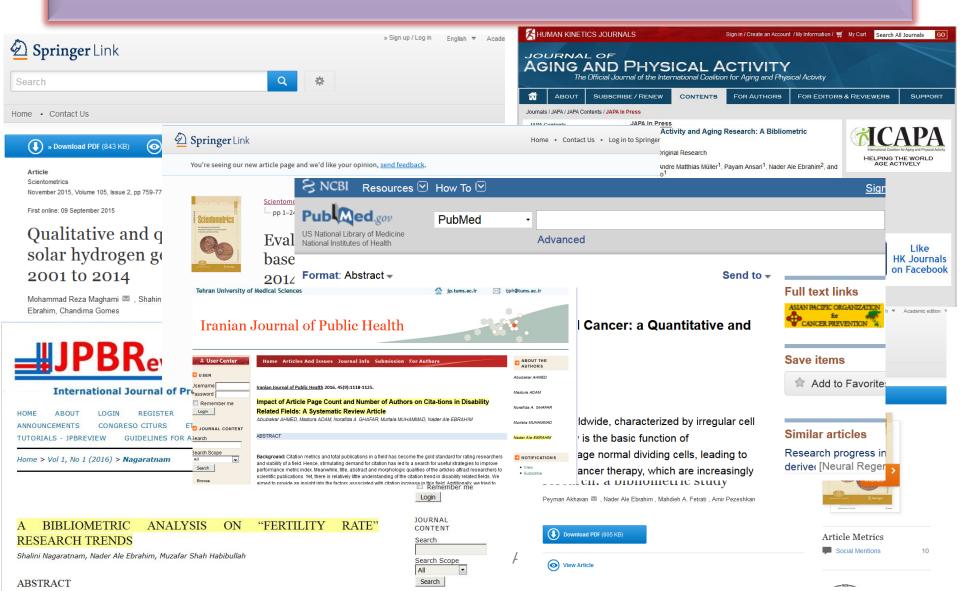
Identifying Key Journals in the field Check the "Source Title"

Source Title	
Scientometrics	(76)
 ENR Engineering News Record 	(19)
Journal of the American Society for Information Science and Technology	(16)
Journal of Informetrics	(14)
 Modern Healthcare 	(11)

Identifying Key Journals in the field Select the Subject Area on Scimago Journal & Country Rank



My recent publications





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Questions?

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

Nader Ale Ebrahim, PhD

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Institute of Management and Research Services
University of Malaya, Kuala Lumpur, Malaysia
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- 3. Building a professional identity: from research to impact | April 16, 2015. Manon Burger Project Manager Marketing Communications Elsevier Journals
- 4. Gasparyan, A. Y. (2013). Choosing the target journal: do authors need a comprehensive approach?. Journal of Korean medical science, 28(8), 1117-1119.

My recent publications:

- 1. Akhavan, P., Ale Ebrahim, N., Fetrati, M. A., & Pezeshkan, A. (2016). Major trends in knowledge management research: a bibliometric study. Scientometrics 1-16. doi:10.1007/s11192-016-1938-x
- 2. Nagaratnam, S., Ale Ebrahim, N., & Habibullah, M. S. (2016). A Bibliometric Analysis on "Fertility Rate" Research Trends. *International Journal of Professional Business Review, 1*(1), 1-14. doi:10.5281/zenodo.58318
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My recent presentations:

- 1. Ale Ebrahim, N. (2016). Online Repository: Extending Research Visibility, Readership, and Impact Paper presented at the 4th SERIES OF INTRODUCTORY WORKSHOP ON: Strategies to Enhance Research Visibility, Impact & Citations. Retrieved from https://dx.doi.org/10.6084/m9.figshare.4248950.v1
- 2. Ale Ebrahim, N. (2016). Create and maintain an up-to-date ResearcherID & ORCID profile. Paper presented at the 4th SERIES OF INTRODUCTORY WORKSHOP ON: Strategies to Enhance Research Visibility, Impact & Citations. Retrieved from https://dx.doi.org/10.6084/m9.figshare.4234619.v1
- 3. Ale Ebrahim, N. (2016). A PART OF RESEARCH METHODOLOGY COURSE: Introduction to the Research Tools. Paper presented at the RESEARCH METHODOLOGY COURSE (HXGH 6101) SEMESTER I, 2016/2017. Retrieved from https://dx.doi.org/10.6084/m9.figshare.4231682.v1
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