

الله الرحمن الرحيم



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Online Repository: Extending Research Visibility, Readership, and Impact

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[@aalebrahim](https://twitter.com/aalebrahim)



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



23rd November 2016

All of my presentations are available online at:

https://figshare.com/authors/Nader_Ale_Ebrahim/100797

Link to this presentation: <https://dx.doi.org/10.6084/m9.figshare.3491372.v1> (Old version)

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>

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: Depositing papers in Open Access repositories will increase the visibility, readership, impact, and citation of the article, due to removing barriers to knowledge sharing. It's highly recommended that documents without DOIs to be deposited in the repository that offer DOIs for documents you have deposited. There are several different types of repository that can host your research outputs depending upon your discipline. I will dig into some of them in this workshop.

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

WORKSHOP SERIES TOPICS

SESSION	DATE	TIME	TOPIC
1	7 September 2016	2.00 – 4.30 p.m.	Citations and its impact to university ranking
2.1	22 September 2016	10.00 a.m. – 12.00	Research Outreach: Wider Visibility to Increase Citation*
2.2		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

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

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
20	15 February 2017	2.00 – 4.30 p.m.	Publish online magazine to promote publications and research findings
21	22 February 2017	2.00 – 4.30 p.m.	Enhance research visibility by tracking citations
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.	Contribute to Wikipedia and approach to increase research visibility on the web



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Next Workshop

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9.00 am — 4.30 pm**

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CONDUCTING RESEARCH LITERATURE SEARCH TO WRITING REVIEW PAPER

Programme Details

DECEMBER 19 & 20, 2016 (MONDAY & TUESDAY)
9.00 am — 4.30 pm
Venue: **To Be Confirmed (in University of Malaya)**
Fees: **RM 400.00 (UM STAFF & STUDENTS)**
RM 1,500.00 (NON-UM STAFF & STUDENTS)

Programme Details

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Facilitator

Dr. Nader Ale Ebrahim

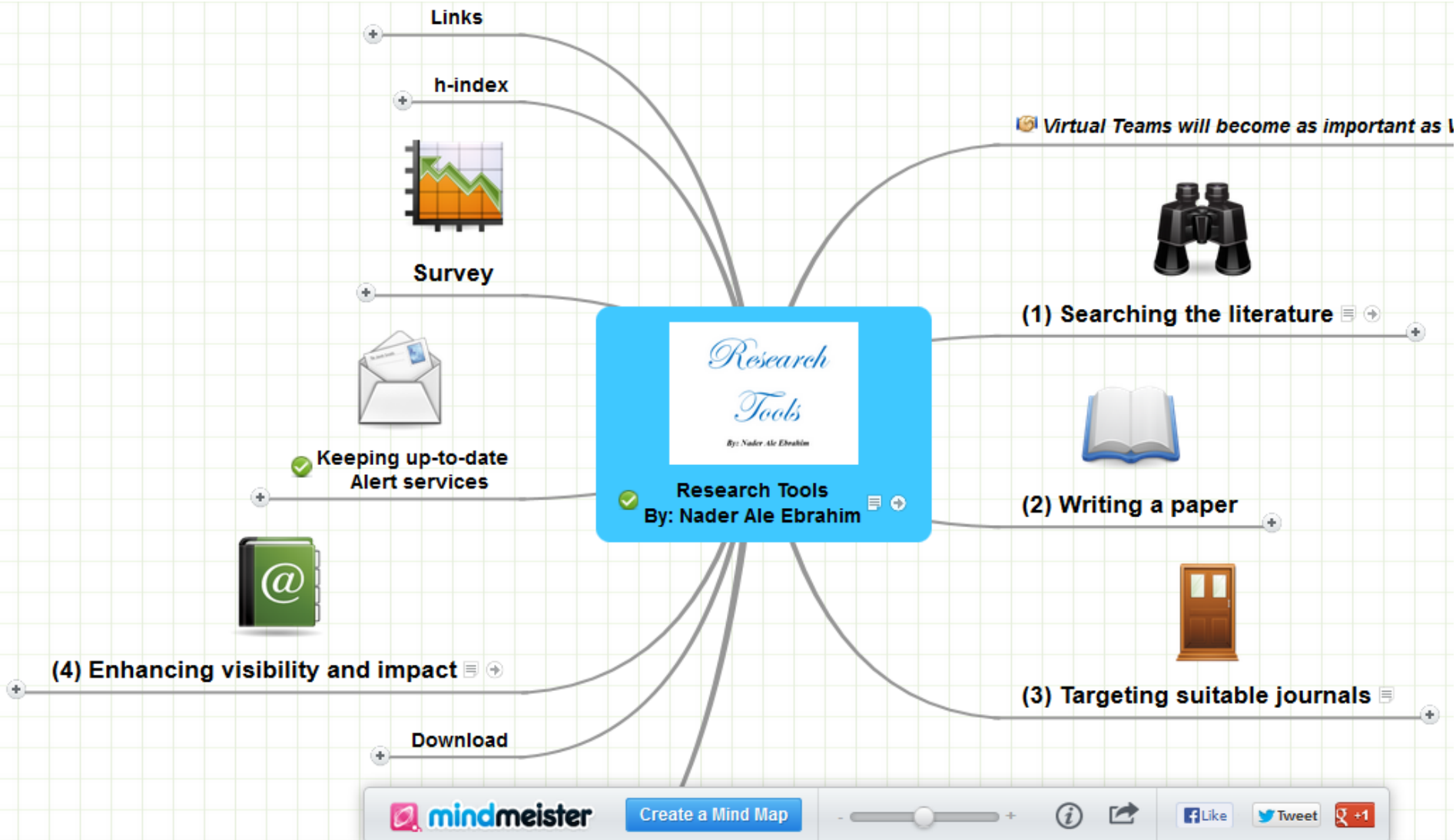
Visiting Research Fellow, Centre for Research Services, IPPP, UM

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



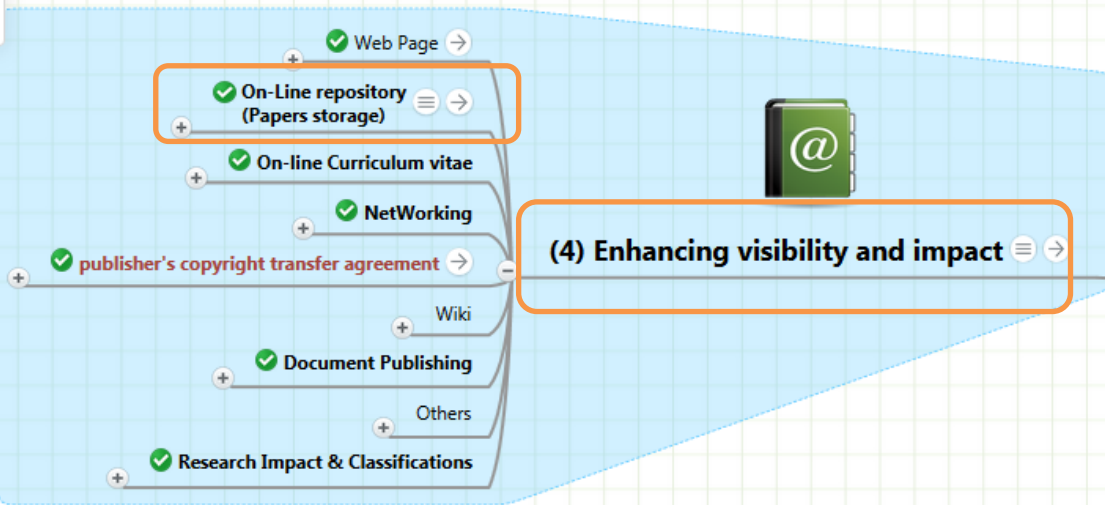
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Research Tools Mind Map



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

Virtual Teams will become as important as Web to companies (Nader Ale Ebrahim)



(4) Enhancing visibility and impact



Surveys & Analysis

Research Tools
By: Nader Ale Ebrahim

Research Tools
By: Nader Ale Ebrahim
Link to my papers:
<http://ssrn.com/author=1379350>
&
<https://twitter.com/aleebrahim>

(1) Search

(2) Writing

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>

Numbers are
GREAT

but what's the
impact of the
research?

199,913,959 HTML pageviews

100%

49,450,006 PDF downloads

24.7%

Article-Level Metrics for 80,602 PLOS
papers published until May 20, 2013.

481,771 CrossRef citations

0.2%

Source: [Finding Insights in ALMS for Research Evaluation](#). Posted on November 20, 2013 by PLoS Admin

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

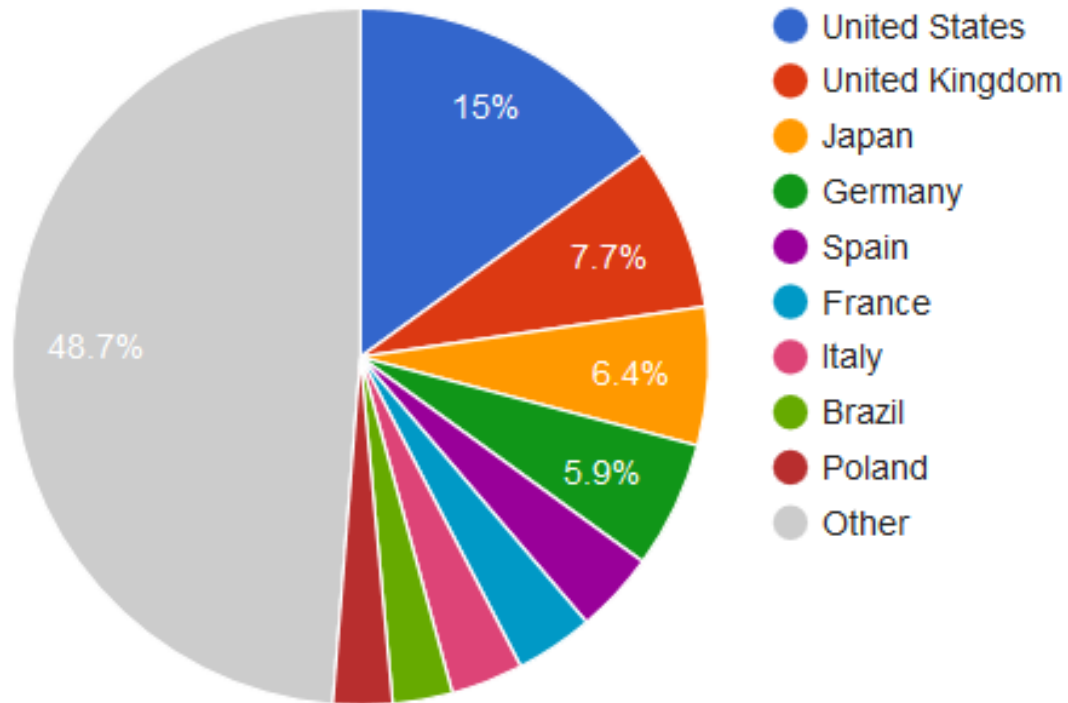
Researchers can:

- 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

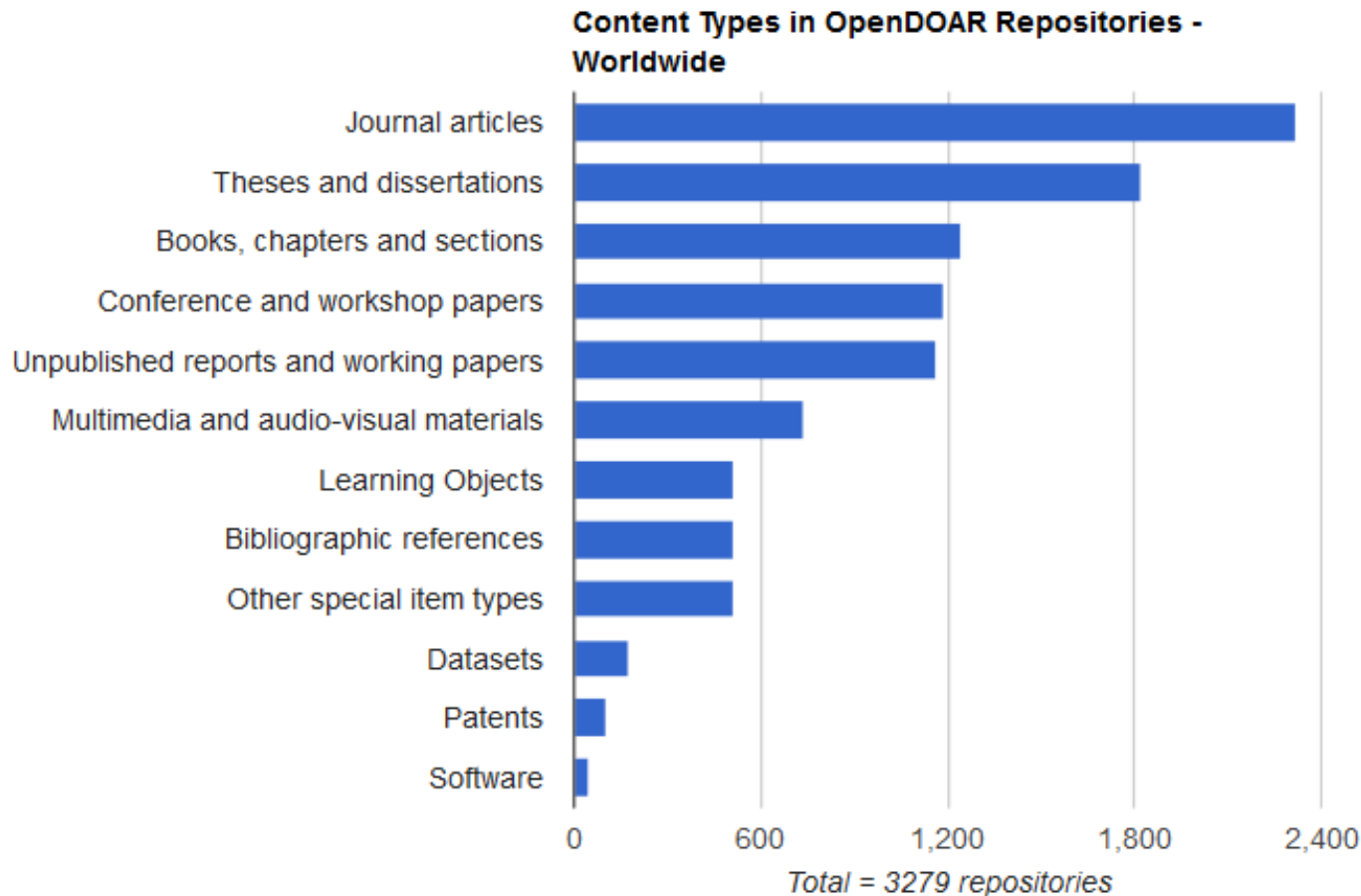


Total = 3279 repositories

OpenDOAR - 22-Nov-2016

Source: http://www.open_doar.org/

Content Types in OpenDOAR Repositories - Worldwide

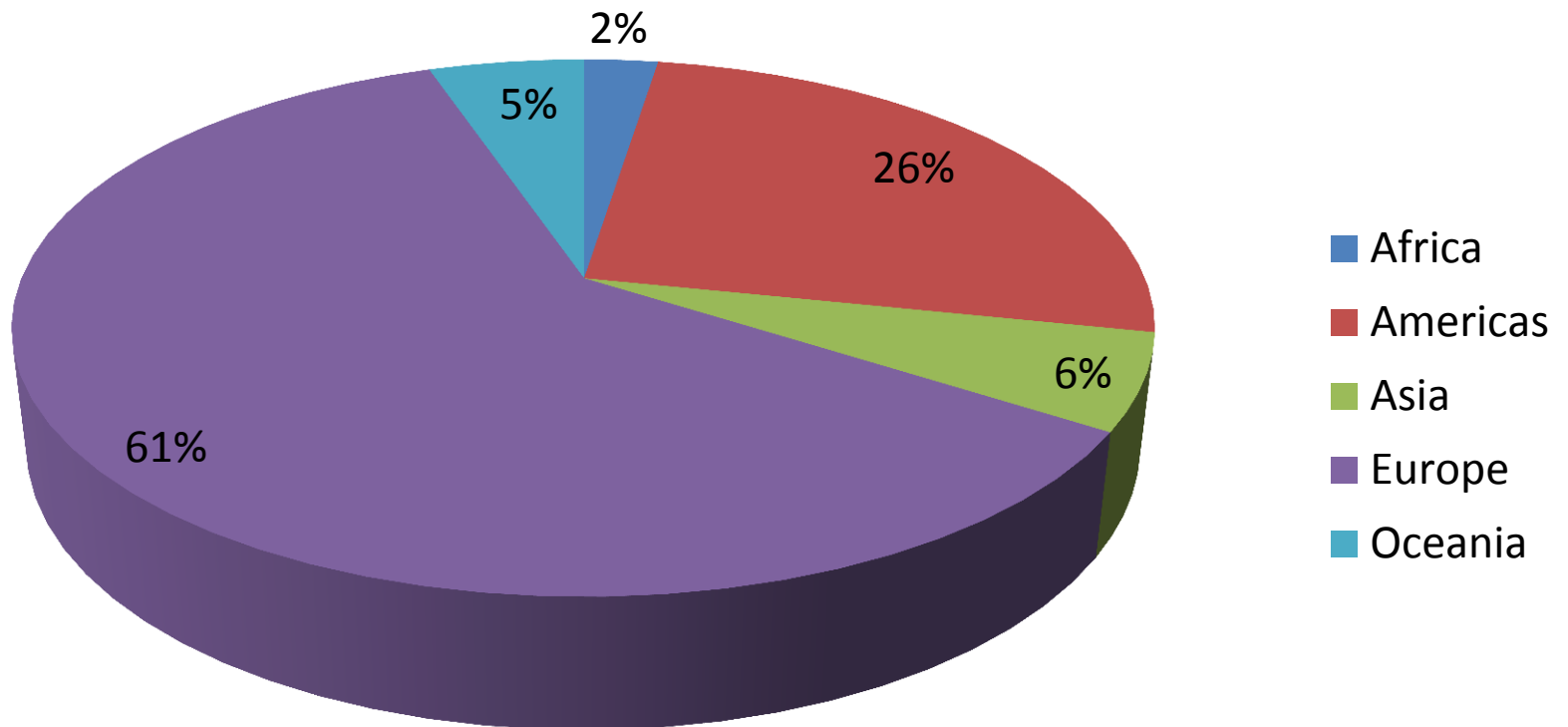


Source: <http://www.opendoar.org/>

OpenDOAR - 22-Nov-2016

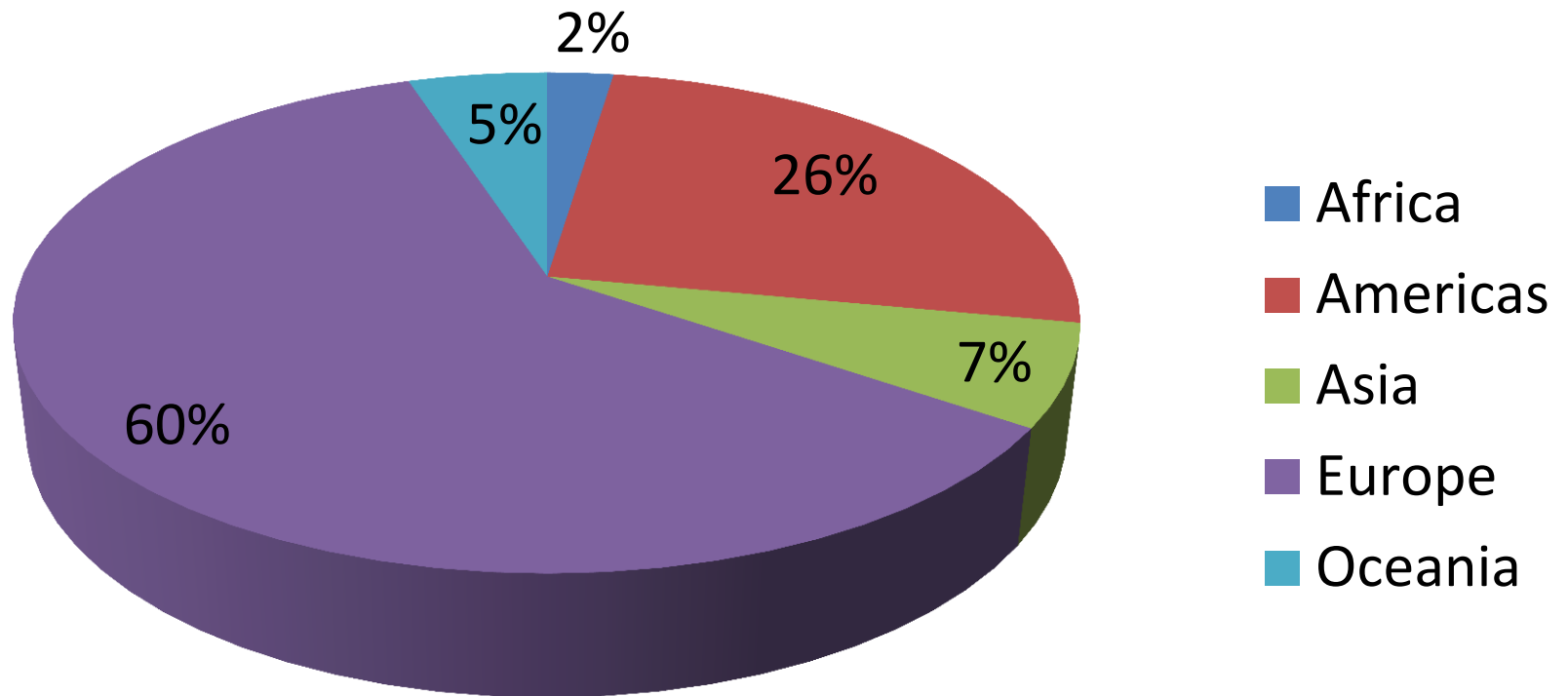
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Open Access policies worldwide



Source: <http://roarmap.eprints.org/view/country/002.html> (This list was generated on **Mon Jan 4 23:13:12 2016 GMT**)

Open Access policies worldwide

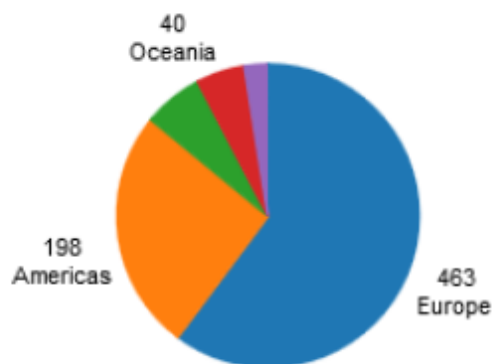


Source: <http://roarmap.eprints.org/view/country/002.html> (This list was generated on **Mon Nov 21 07:49:24 2016 GMT**)

How many Open Access policies are there worldwide?

The number of Open Access policies available worldwide is continually increasing. ROARMAP provides options to search for policies by country, continent, and continental region.

Number of policies by continent



Number of policies by continental region

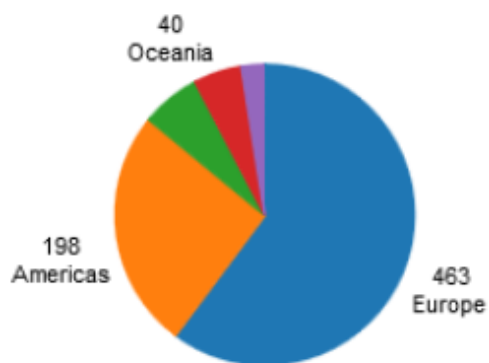


Source: <http://roarmap.eprints.org/dataviz2.html> 19 July 2016

How many Open Access policies are there worldwide?

The number of Open Access policies available worldwide is continually increasing. ROARMAP provides options to search for policies by country, continent, and continental region.

Number of policies by continent



Number of policies by continental region



Source: <http://roarmap.eprints.org/dataviz2.html> 22 November 2016

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

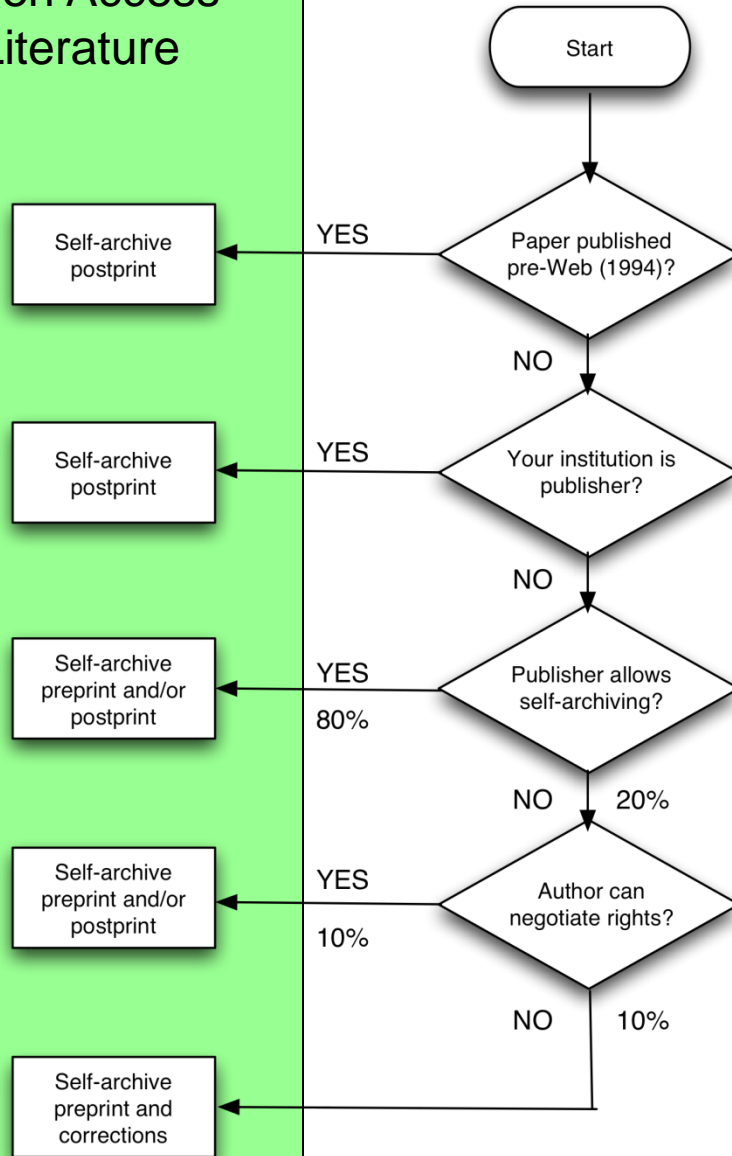


Open Access
Literature

Non-Open
Access
Literature

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*

*Sloan School of Management, Massachusetts Institute of Technology
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
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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.² Even research articles and books exist on the subject of SEO [5-10]. When SEO

Academic Search Engine Optimization (ASEO)

OPTIMIZING SCHOLARLY LITERATURE

FOR GOOGLE SCHOLAR & CO.

JÖRAN BEEL, BELA GIPP, and ERIK WILDE¹

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 engines² 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

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Zaida Chinchilla-Rodríguez and Félix de Moya-Anegón

*Consejo Superior de Investigaciones Científicas, Centro de Ciencias Humanas y Sociales,
Instituto de Políticas y Bienes Públicos, Grupo SCImago, C/Albasanz, 26-28, Madrid, Spain and Grupo de
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 forms of bibliometric studies and scientific communication.

Research Repositories and Networks

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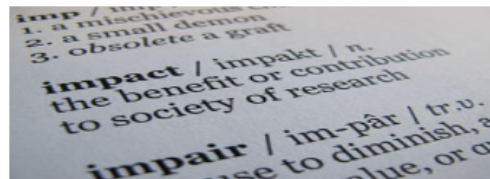
SSRN (Social Sciences Research Network)

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.

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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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Visiting Research Fellow, Research Support Unit, Centre for Research Services (PPP), Research Management & Innovation Complex (IPPP), University of Malaya, Kuala Lumpur, Malaysia

Nader Ale Ebrahim is currently working as a visiting research fellow with the Research Support Unit, Centre for Research Services, Institute of Research Management and Monitoring (IPPP), University of Malaya. Nader holds a PhD degree in Technology Management from Faculty of Engineering, [University of Malaya](#). He has over 23 years of experience in the field of technology management and new product development in different companies. His current research interests include: E-skills, [Research Tools](#), [Bibliomet](#) [read more](#) →

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Article

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Masoud Shakiba, Azam Zavvari, Nader Ale Ebrahim and Mandeep Singh

Radio frequency identification (RFID) is one of the most influential technologies of the twenty-first century. Today, RFID technology is

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Article

A Bibliometric Analysis on "Fertility Rate" Research Trends

International Journal of Professional Business Review (2016)

Shalini Nagaratnam, Nader Ale Ebrahim and Muzafar Shah Habibullah

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In International Journal of Professional Business Review, Vol. 1, No. 1. (2016), 1-14
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posted to [author](#) [bibliometric](#) [fertility](#) [keyword](#) [keywords](#) [plus](#) [publication](#) [trend](#) by [aleebrahimt](#) on 2016-07-21 04:11:22 ★★★★★/★★★★/★★★★

■ [Abstract](#)

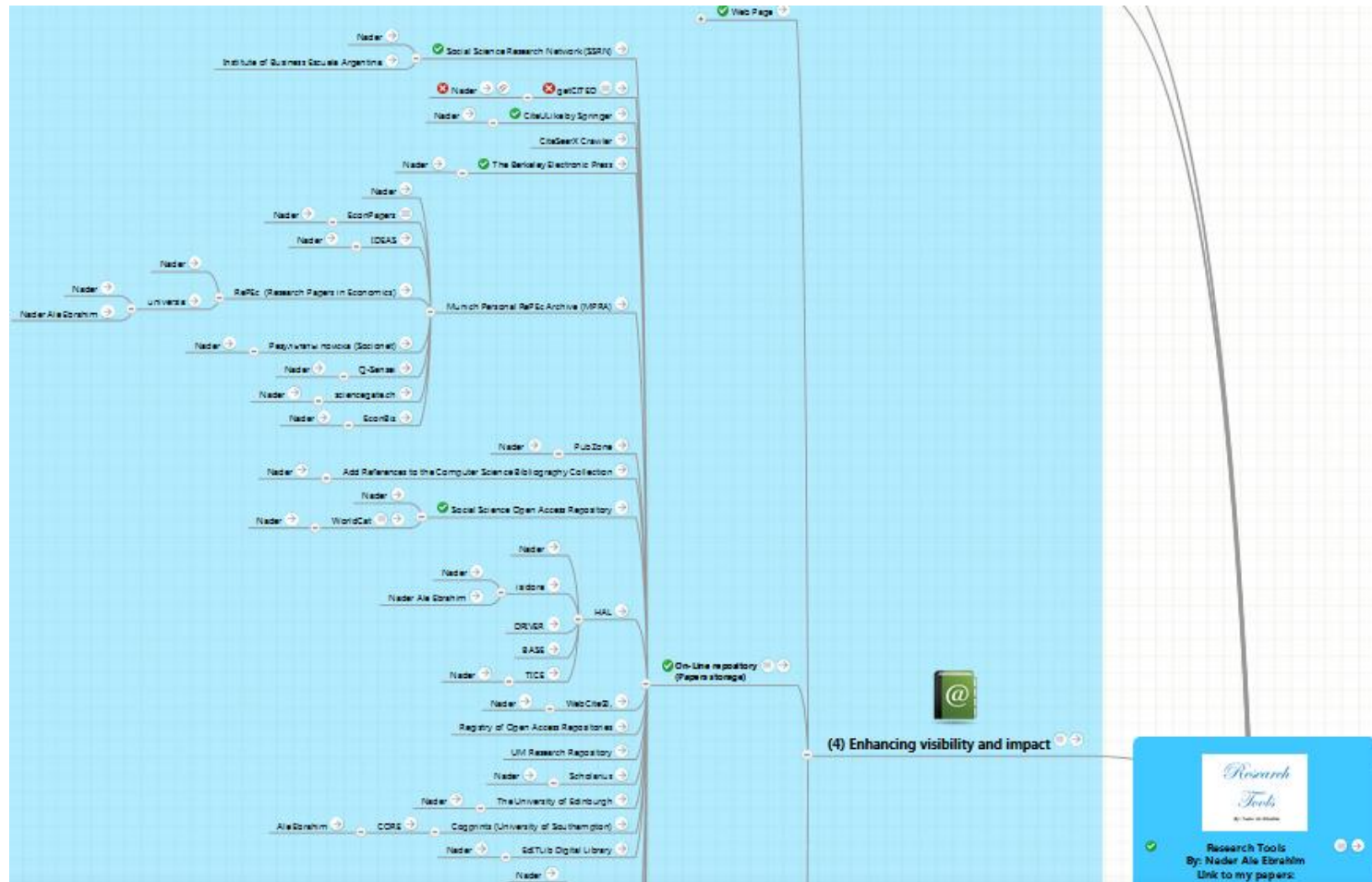
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In Scientometrics, Vol. 107, No. 3. (2016), 1249-1264, [doi:10.1007/s11192-016-1938-x](#)
by [Peyman Akhavan](#), [Nader Ale Ebrahim](#), [Mahdieh A. Fetrafi](#), [Amir Pezeshkan](#)
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■ [Abstract](#) ■ [Notes](#)

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Activity and Aging Research: A Bibliometric

Original Research

André Matthias Müller¹, Payam Ansari¹, Nader Ale Ebrahim², and ...^{o1}

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Impact of Article Page Count and Number of Authors on Citations in Disability Related Fields: A Systematic Review Article

Abubakar AHMED, Mastura ADAM, Norafida A. GHAFAR, Murtala MUHAMMAD, Nader Ale EBRAHIM

ABSTRACT

Background: Citation metrics and total publications in a field has become the gold standard for rating researchers and visibility of a field. Hence, stimulating demand for citation has led to a search for useful strategies to improve performance metric index. Meanwhile, title, abstract and morphologic qualities of the articles attract researchers to scientific publications. Yet, there is relatively little understanding of the citation trend in disability related fields. We aimed to provide an insight into the factors associated with citation increase in this field. Additionally, we tried to

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