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How to select a brand name for your research interest?

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



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



28th September 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.3153979.v1> (Old version)

4th SERIES OF INTRODUCTORY WORKSHOP ON:
***Strategies to Enhance Research
Visibility, Impact & Citations***

Nader Ale Ebrahim, PhD

=====

Centre for Research Services
Research Management & Innovation Complex
University of Malaya, Kuala Lumpur, Malaysia
www.researcherid.com/rid/C-2414-2009
<http://scholar.google.com/citations>

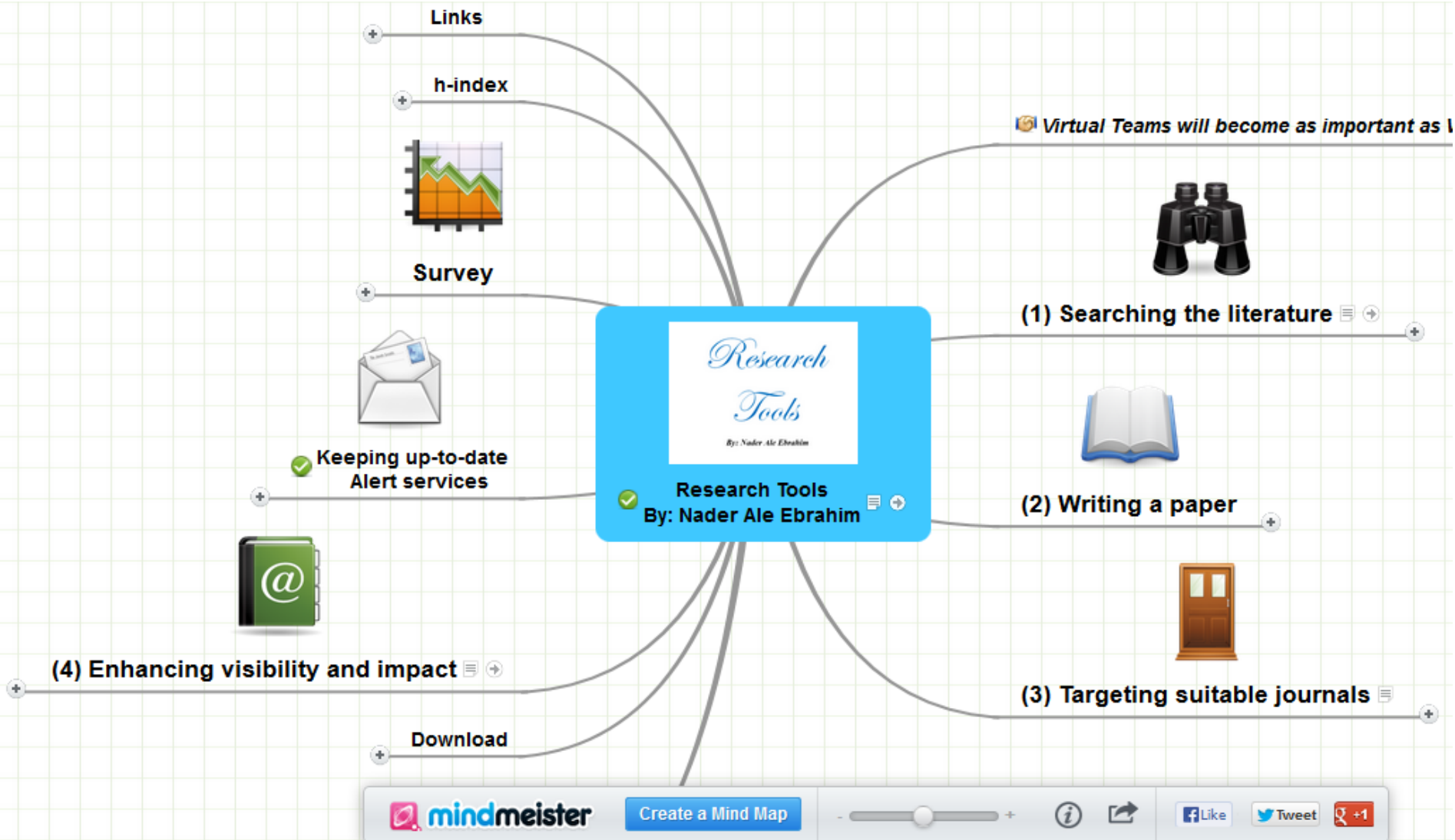
Read more: Ale Ebrahim, N., Salehi, H., Embi, M. A., Habibi Tanha, F., Gholizadeh, H., Motahar, S. M., & Ordi, A. (2013). [Effective Strategies for Increasing Citation Frequency](#). *International Education Studies*, 6(11), 93-99. doi: 10.5539/ies.v6n11p93

Abstract

Abstract: Selecting a research “brand name” is one of the most important decisions that a researcher will need to make. The research brand name should appear in the title, abstract and keywords of the paper. The title is extremely important and must be chosen with great care, as it will be read by thousands, whereas few will read the entire paper. On the other hand, indexing and abstracting of the paper depends on the accuracy of the title. An improperly titled paper will get lost and will never be read. The unique research name makes title meaningful and not general.

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

Research Tools Mind Map



Top 10 authors with the highest profile view counts on ResearchGate

Table 11. Top 10 authors with the highest profile view counts on ResearchGate (9th of November, 2015), compared to the same indicator on the 10th of September, 2015.

AUTHOR NAME	SEPTEMBER 10 th	NOVEMBER 9 th	MISMATCH (%)
	(2015) PROFILE VIEWS	(2015) PROFILE VIEW	
Nader Ale Ebrahim	19,821	13,281	67.00
Chaomei Chen	7,760	3,937	50.73
Loet Leydesdorff	4,227	1,758	41.59
Bakthavachalam Elango	2,883	1,756	60.91
Zaida Chinchilla	5,840	1,569	26.87
Mike Thelwall	4,297	1,568	36.49
Lutz Bornmann	3,129	1,439	45.99
Wolfgang Glänzel	3,012	1,301	43.19
Kevin Boyack	3,256	1,135	34.86
Peter Ingwersen	2,335	1,025	43.90

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

Path analysis of the relationship between visibility and citation: the mediating roles of save, discussion, and recommendation metrics

Ale Ebrahim et al. (2014) believe that increased accessibility of an article through search engines can improve its citation rate.

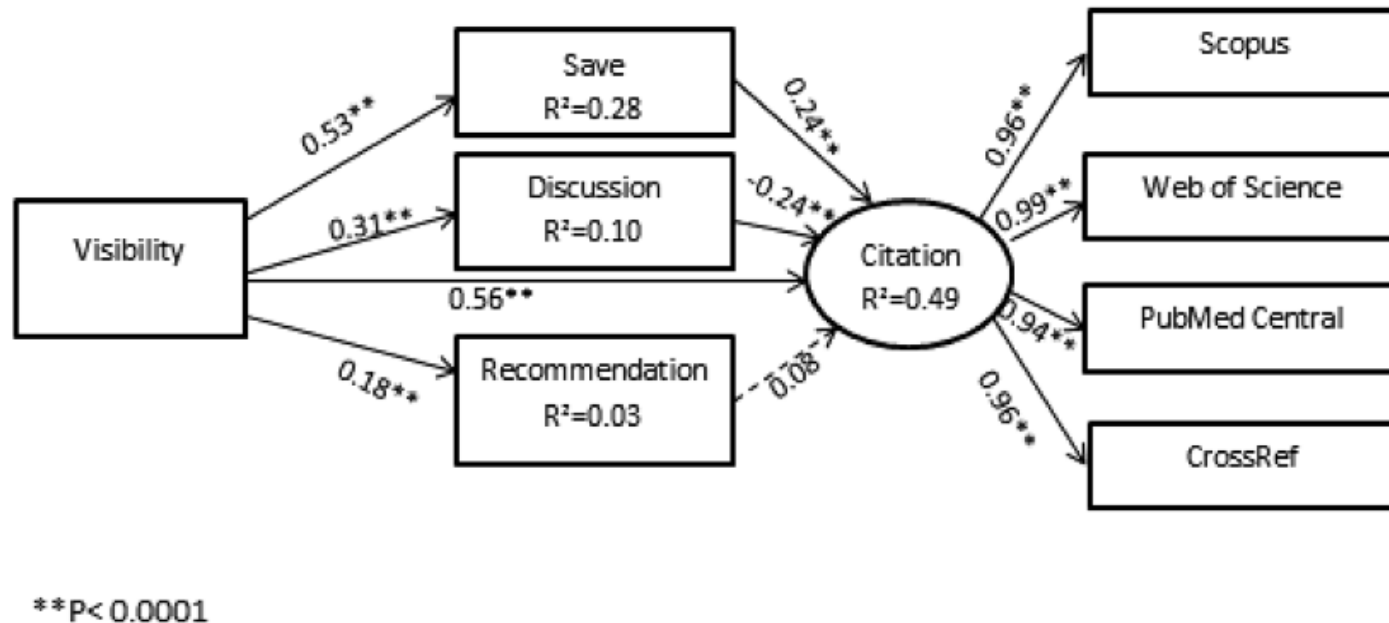


Fig. 2 Testing the model for the impact of visibility on citation with save, discussion and recommendation as mediators

Source: Ebrahimi, S., Mehrad, J., Setareh, F., & Hosseinchari, M. (2016). Path analysis of the relationship between visibility and citation: the mediating roles of save, discussion, and recommendation metrics. *Scientometrics* 1-14. doi:10.1007/s11192-016-2130-z

Metrics in academic profiles: a new addictive game for researchers?

Abstract in **English**, [Spanish](#)

This study aims to promote reflection and bring attention to the potential adverse effects of academic social networks on science. These academic social networks, where authors can display their publications, have become new scientific communication channels, accelerating the dissemination of research results, facilitating data sharing, and strongly promoting scientific collaboration, all at no cost to the user. One of the features that make them extremely attractive to researchers is the possibility to browse through a wide variety of bibliometric indicators. Going beyond publication and citation counts, they also measure usage, participation in the platform, social connectivity, and scientific, academic and professional impact. Using these indicators they effectively create a digital image of researchers and their reputations. However, although academic social platforms are useful applications that can help improve scientific communication, they also hide a less positive side: they are highly addictive tools that might be abused. **By gamifying scientific impact using techniques originally developed for videogames, these platforms may get users hooked on them, like addicted academics, transforming what should only be a means into an end in itself.**

Source: Orduna-Malea, E., & Martín-Martín, A. (2016). Metrics in academic profiles: a new addictive game for researchers? *Revista española de salud pública*, 90, e1.

GET FOUND. What Are Keywords?

A Word or Phrase that people would employ to locate information on products, services, or topics they are interested in learning more about.

Check your profile on Google Scholar



Nader Ale Ebrahim

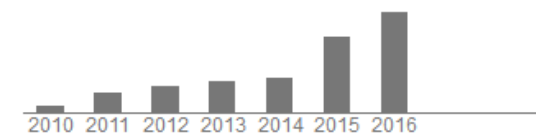
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Technology management, Virtual R&D teams, New product development, Research tools, Bibliometrics
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Citation indices	All	Since 2011
Citations	1424	1355
h-index	21	19
i10-index	41	40



Co-authors [View all...](#)

Prof Dr. Zahari Taha, CEng, MIED, FASc

Hadi Salehi (هادی صالحی)

Mohamed Amin Embi

Hossein Gholizadeh (حسین قلی زاده)

Farid Habibi Tanha

Abdul-Rashid Salwa Hanim

Hadi Farhadi (هادی فرهادی)

Title	1-20	Cited by	Year
Virtual teams: A literature review	N Ale Ebrahim, S Ahmed, Z Taha Australian Journal of Basic and Applied Sciences 3 (3), 2653-2669	193	2009
Virtual R&D teams in small and medium enterprises: A literature review	N Ale Ebrahim, S Ahmed, Z Taha Scientific Research and Essays 4 (13), 1575-1590	98	2009
A comparison between two main academic literature collections: Web of Science and Scopus databases	A Aghaei Chadegani, H Salehi, MM Yunus, H Farhadi, M Fooladi, ... Asian Social Science 9 (5), 18-26	78	2013
Effective strategies for increasing citation frequency	N Ale Ebrahim, H Salehi, MA Embi, F Habibi, H Gholizadeh, SM Motahar, ... International Education Studies 6 (11), 93-99	58	2013

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Check your research interest on Google Scholar

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Profiles



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Cited by 1424

[Technology management](#) [Virtual R&D teams](#) [New product development](#) [Research tools](#) [Bibliometrics](#)

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Research Areas (Categories / Classification)

Research areas are classified into five broad categories:

- Arts Humanities
- Life Sciences Biomedicine
- Physical Sciences
- Social Sciences
- Technology

Source: [Web of Science™ Core Collection Help](#), [Research Area](#)

SCOPUS Subject Area

Agricultural and Biological Sciences-**AGRI** / Arts and Humanities-**ARTS** / Biochemistry, Genetics and Molecular Biology-**BIOC** / Business, Management and Accounting-**BUSI** / Chemical Engineering-**CENG** / Chemistry-**CHEM** / Computer Science-**COMP** / Decision Sciences-**DECI** / Earth and Planetary Sciences-**EART** / Economics, Econometrics and Finance-**ECON** / Energy-**ENER** / Engineering-**ENGI** / Environmental Science-**ENVI** / Immunology and Microbiology-**IMMU** / Materials Science-**MATE** / Mathematics-**MATH** / Medicine-**MEDI** / Neuroscience-**NEUR** / Nursing-**NURS** / Pharmacology, Toxicology and Pharmaceutics-**PHAR** / Physics and Astronomy-**PHYS** / Psychology-**PSYC** / Social Sciences-**SOCI** / Veterinary-**VETE** / Dentistry-**DENT** / Health Professions-**HEAL** / Multidisciplinary-**MULT**

JEL Classifications - American Economic Association

A General Economics and Teaching

B History of Economic Thought, Methodology, and Heterodox Approaches

C Mathematical and Quantitative Methods

D Microeconomics

E Macroeconomics and Monetary Economics

F International Economics

G Financial Economics

H Public Economics

subject area & Research interest

- Subject area: “In what discipline is his/her doctorate?”
(<http://wordnetweb.princeton.edu/perl/webwn?s=subject%20area>).
- Research interest: Refers to the broad areas of study the colleague is pursuing (dictybase.org/db/html/help/glossary.html).

Keywords

Selecting keywords lead to get more citation.

Google AdWords



ISI Web of
KNOWLEDGE
Transforming Research

Google Trends

Design Studies

KEYWORDS LIST

Choose up to five keywords for your paper from this list. You may substitute one keyword of your own choice not on this list.

aesthetics	environmental impact
architectural design	epistemology
artificial evolution	evaluation
automotive design	expert systems
built environment	facility programming
case based reasoning	generic design
case study/studies	graphic design
collaborative design	



[MeSH \(Medical Subject Headings\)](#)



Keyword Planner

Where would you like to start?

Find new keywords and get search volume data

▶ Search for new keywords using a phrase, website or category

▶ Get search volume data and trends

▶ Multiply keyword lists to get new keywords

Plan your budget and get forecasts

▶ Get click and cost performance forecasts

Before you begin

[How to use Keyword Planner](#)

[How to see your organic data](#)

[Building a Display campaign? Try Display Planner](#)

[Or, continue last session](#)



Keyword Planner

Add ideas to your plan

Your product or service

[Get ideas](#)[Modify search](#)

Targeting ?

All locations

English

Google

Negative keywords

Date range ?

Show avg. monthly searches for: last 12 months

Customise your search ?

Keyword filters

Keyword options

Show broadly related ideas

Hide keywords in my account



Search volume trends

Average monthly searches

[Ad group ideas](#)[Keyword ideas](#)[Columns](#) [Download](#) [Add all \(202\)](#)

Search Terms	Avg. monthly searches ?	Competition ?	Suggested bid ?	Ad impr. sh	Add to plan
virtual r&d teams	--	--	--		»

Google Trends

The screenshot shows the Google Trends homepage. At the top, there is a blue navigation bar with the Google Trends logo and a search bar containing the text 'Explore topics'. Below this is a dark blue bar with the word 'Explore' on the left and four dropdown menus: 'Worldwide', '2004 - present', 'All categories', and 'Web Search'. The main content area is light gray and features a 'Compare' section with a 'Search terms' dropdown. A search term 'Virtual R&D teams' is entered in a white box, and a '+ Add term' button is next to it. Below the search bar, a white box contains the message 'Not enough search volume to show graphs.' followed by a 'Suggestions:' section with a bulleted list of tips: 'Make sure all words are spelled correctly.', 'Try different search terms.', 'Try more general search terms.', and 'Try fewer search terms.'

MeSH Tree Structures for “Genes”

MeSH Tree Structures

[Genetic Phenomena \[G05\]](#)

[Genetic Structures \[G05.360\]](#)

[Genome \[G05.360.340\]](#)

[Genome Components \[G05.360.340.024\]](#)

[Attachment Sites, Microbiological \[G05.360.340.024.079\]](#)

[CpG Islands \[G05.360.340.024.159\]](#)

[DNA Sequence, Unstable \[G05.360.340.024.189\]](#) +

[DNA, Intergenic \[G05.360.340.024.220\]](#) +

▶ [Genes \[G05.360.340.024.340\]](#)

[Alleles \[G05.360.340.024.340.030\]](#)

[Gene Components \[G05.360.340.024.340.137\]](#) +

[Genes, cdc \[G05.360.340.024.340.220\]](#)

[Genes, Chloroplast \[G05.360.340.024.340.225\]](#)

[Genes, Developmental \[G05.360.340.024.340.230\]](#) +

[Genes, Dominant \[G05.360.340.024.340.240\]](#)

[Genes, Duplicate \[G05.360.340.024.340.250\]](#)

[Genes, Essential \[G05.360.340.024.340.270\]](#)

[Genes, Helminth \[G05.360.340.024.340.310\]](#)

[Genes, Immediate-Early \[G05.360.340.024.340.330\]](#)

[Genes, Immunoglobulin \[G05.360.340.024.340.335\]](#) +

[Genes, Insect \[G05.360.340.024.340.340\]](#)

MASTER KEYWORDS LIST

Design Studies

KEYWORDS LIST

Choose up to five keywords for your paper from this list. You may substitute one keyword of your own choice not on this list.

aesthetics	environmental impact
architectural design	epistemology
artificial evolution	evaluation
automotive design	expert systems
built environment	facility programming
case based reasoning	generic design
case study/studies	graphic design
collaborative design	human factors
communication	imagery
computational model(s)	industrial design
computer aided design	information design
computer supported design	information processing
conceptual design	innovation
concurrent design	interdisciplinarity
creative design	interface design
creativity	

Keywords Plus

- KeyWords Plus[®] are index terms created by Thomson Reuters from significant, frequently occurring words in the titles of an article's cited references.

Source: http://images.webofknowledge.com/WOK46/help/WOS/h_fullrec.html

Keywords and Keywords Plus®

Authors sometimes provide a list of keywords or terms that they feel best represent the content of their paper. These keywords are contained in the ISI record (1991 data forward, depending on the [database](#)) for each article and are searchable. In addition, ISI generates KeyWords Plus for many articles. KeyWords Plus are words or phrases that frequently appear in the titles of an article's references, but do not necessarily appear in the title of the article itself. KeyWords Plus may be present for articles that have no author keywords, or may include important terms not listed among the title, abstract, or author keywords.

Source: <http://wos.isitrial.com/help/helpdefs.html>

KeyWords Plus® Creation Cycle

SAMPLE SOURCE RECORD

Title: Respiratory and immunological findings in brewery workers
 Author(s): GodnicCvar J; Zuskin E; Mustajbegovic J; Schachter EN (REPRINT);
 Kanceljak B; Macan J; Ilic Z; Ebling Z
 Journal: AMERICAN JOURNAL OF INDUSTRIAL MEDICINE, 1999, V35, N1 (JAN), P 68-75
 Author Keywords: brewery workers ; respiratory symptoms ; lung function ; immunology

Selected Cited References: (39 total, 14 shown for demonstration)

*WHO, 1986, P39, EARL DET OCC LUNG DI
 BLASKI CA, 1996, V154, P334, AM J RESP CRIT CARE
 HUY T, 1991, V144, P1314, AM REV RESPIR DIS
 IVERSEN M, 1990, V20, P211, CLIN EXP ALLERGY
 KORTEKANGASSAVO.O, 1993, V48, P147, ALLERGY
 KORTEKANGASSAVO.O, 1994, V24, P836, CLIN EXP ALLERGY
 MAESTRELLI P, 1992, V22, P103, CLIN EXP ALLERGY
 MALMBERG P, 1986, V10, P316, AM J IND MED
 MCCARTHY PE, 1985, V42, P106, BRIT J IND MED
 MEZJAR B, 1989, P148, 14 INT C EUR AC ALL
 REVSBECH P, 1990, V45, P204, ALLERGY
 SHELDON JM, 1957, P507, MANUAL CLIN ALLERGY
 SMID T, 1994, V25, P877, AM J IND MED
 VIDAL C, 1995, V75, P121, ANN ALLERG ASTHMA

KeyWord Plus(R): ATOPIC-DERMATITIS PATIENTS; LUNG-FUNCTION;
 GRAIN DUST; OCCUPATIONAL ASTHMA; MITE ALLERGY; STORAGE MITE; EXPOSURE;
 HYPERSENSITIVITY; SYMPTOMS; DISEASE

ISI SOURCE DATABASE (1970-PRESENT)

No title available
 The role of atopy in grain dust-induced airway disease
GRAIN DUST AND LUNG-FUNCTION - DOSE-RESPONSE RELATIONSHIPS
MITE ALLERGY AND EXPOSURE TO STORAGE MITES AND HOUSE DUST MITES IN FARMERS
 SKIN PRICK TEST REACTIONS TO BREWERS-YEAST (SACCHAROMYCES-CEREVISIAE) IN ADULT ATOPIC-DERMATITIS PATIENTS
 IMMEDIATE HYPERSENSITIVITY TO BAKERY, BREWERY AND WINE PRODUCTS IN YEAST-SENSITIVE ATOPIC-DERMATITIS PATIENTS
 GUIDELINES FOR THE DIAGNOSIS OF OCCUPATIONAL ASTHMA
 RELATIONSHIP BETWEEN SYMPTOMS AND EXPOSURE TO MOLD DUST IN SWEDISH FARMERS
LUNG-FUNCTION AFTER EXPOSURE TO BARLEY DUST
 No title available
STORAGE MITE ALLERGY AMONG BAKERS
 No title available
 DUST-RELATED AND ENDOTOXIN-RELATED ACUTE LUNG-FUNCTION CHANGES AND WORK-RELATED SYMPTOMS IN WORKERS IN THE ANIMAL FEED-INDUSTRY
 FOOD-INDUCED AND OCCUPATIONAL ASTHMA DUE TO BARLEY FLOUR

FREQUENTLY OCCURRING TITLE WORDS

ATOPIC-DERMATITIS PATIENTS
 LUNG-FUNCTION
 GRAIN DUST
 OCCUPATIONAL ASTHMA
 MITE ALLERGY

STORAGE MITE
 EXPOSURE
 HYPERSENSITIVITY
 SYMPTOMS
 DISEASE

Key Words Selection

Results: 26

(from Web of Science Core Collection)

You searched for:

TITLE: ("Envelope Design")

Timespan: All years. **Indexes:** SCI-EXPANDED, SSCI, A&HCI, CPCI-S, CPCI-SSH.

Results: 477

(from Web of Science Core Collection)

You searched for:

TITLE: (("efficiency envelope*") OR (envelope NEAR/5 building) OR (envelope NEAR/5 energy) OR ("envelope* energy* saving*") OR ("Envelope* System*") OR ("thermal* envelope*") OR ("Envelope* Design*"))

Timespan: All years. **Indexes:** SCI-EXPANDED, SSCI, A&HCI, CPCI-S, CPCI-SSH.

Key Words Selection

TABLE 1: Search phrases used

Field	Search Strings
general/other	brain surgery – neurosurgery – hydrocephalus – peripheral nerve surgery
vascular	aneurysm surgery – arteriovenous malformation* – carotid endarterectomy – cavernous malformation – extracranial intracranial bypass – intracranial aneurysm* – [intracranial or intracerebral] and [hematoma or hemorrhage] – subarachnoid hemorrhage – vasospasm
tumor	brain tumor surgery – meningioma – glioblastoma* – glioma – meningioma – radiosurgery – radiotherapy
trauma	brain injury – coma – head injury – brain damage – spinal injury
functional	deep brain stimulation – epilepsy surgery – Parkinson's surgery – spinal cord stimulation – trigeminal neuralgia – stereotactic – stereotaxic – stereotaxy
spine	spine fusion – spine fixation – spine surgery – spinal surgery – spinal fusion – spinal fixation – [cervical or thoracic or lumbar] and [disc* or disk*]

* The asterisk was included in the search string as a wild card character. For example, the search “disc*” would return results for “disc” or “discs” or “discectomy.”

Source: Ponce, F. A., & Lozano, A. M. (2014). [Highly cited works in neurosurgery. Part II: the citation classics A review \(vol 112, pg 233, 2010\). Journal Of Neurosurgery 120\(5\), 1252-1257. doi: 10.3171/2014.2.JNS14358a](#)

Searched for: **TITLE:** ("virtual teams")

Web of Science™ InCites™ Journal Citation Reports® Essential Science Indicators™ EndNote™ Sign In Help English

WEB OF SCIENCE™ THOMSON REUTERS™

Search My Tools Search History Marked List

Results: 363
(from Web of Science Core Collection)

You searched for: **TITLE:** ("virtual teams") ...[More](#)

[Create Alert](#)

Refine Results

Search within results for...

Web of Science Categories

apps.webofknowledge.com/home.do?SID=X2JYMSHhPPRf9tv6Niq

Sort by: Publication Date -- newest to oldest

Page 1 of 37

Select Page [Analyze Results](#)

1. **Training and Assessing Interprofessional Virtual Teams Using a Web-Based Case System**
By: Dow, Alan W.; Boling, Peter A.; Lockeman, Kelly S.; et al.
ACADEMIC MEDICINE Volume: 91 Issue: 1 Pages: 120-126 Published: JAN 2016
 Times Cited: 0
(from Web of Science Core Collection)
Usage Count

2. **What You Do and How You Speak Matter: Behavioral and Linguistic Determinants of Performance in Virtual Teams**
By: Yilmaz, Gamze
JOURNAL OF LANGUAGE AND SOCIAL PSYCHOLOGY Volume: 35 Issue: 1 Pages: 76-97 Published: JAN 2016
Times Cited: 0
(from Web of Science Core Collection)
Usage Count

Citation Report

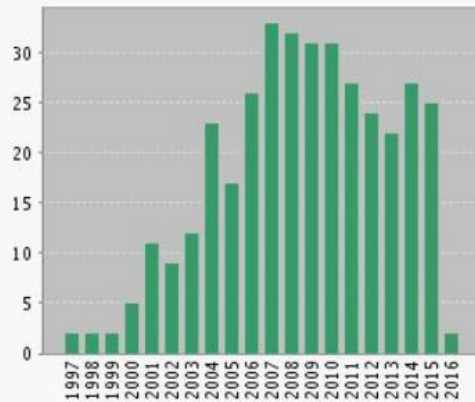
Citation Report: 363

(from Web of Science Core Collection)

You searched for: **TITLE:** ("virtual teams") [...More](#)

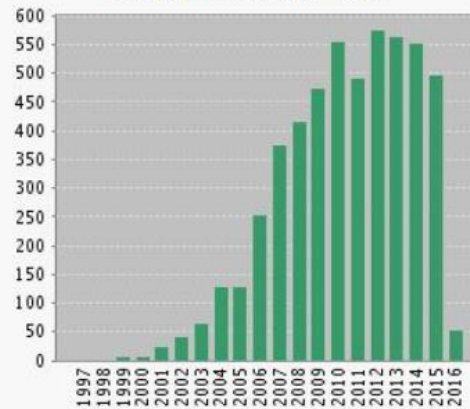
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Published Items in Each Year



The latest 20 years are displayed

Citations in Each Year



The latest 20 years are displayed

Results found: 363

Sum of the Times Cited [?]: 5221

Sum of Times Cited without self-citations [?]: 4379

Citing Articles [?]: 2953

Citing Articles without self-citations [?]: 2732

Average Citations per Item [?]: 14.38

h-index [?]: 35

Author's subject area

- Industrial Engineering
 - Technology Management
- Education
 - Research Tools

Tips to Select a Brand Name

- **Make it unique**
- **Ensure you can make it Web-Friendly**
- **Make it memorable**
- **Ensure you can repeat in your publication's title and abstract**
- **Test #**
- **Pick a brand name that everybody is curious to know more about.**
- **Be careful not to choose a brand name that is too broad in scope**



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Nader Ale Ebrahim نادر آل ابراهيم

1.0 | University of Malaya, Malaysia, Department of Engineering Design & ... | Collaborative Systems +56

Dr. Nader Ale Ebrahim is currently working as a research fellow with the Research Support Unit, Centre of Research Services, Institute of Research Management and Monitoring (IPPP), University of Malaya. Nader holds a PhD degree in Technology Management from F... [more](#)

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220

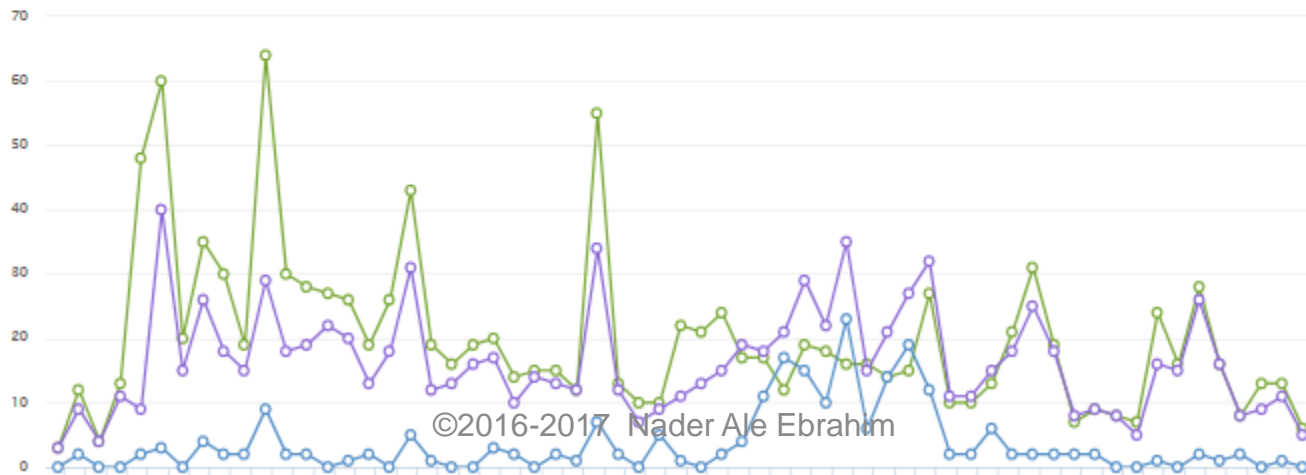
60-DAY PROFILE VIEWS

1,222

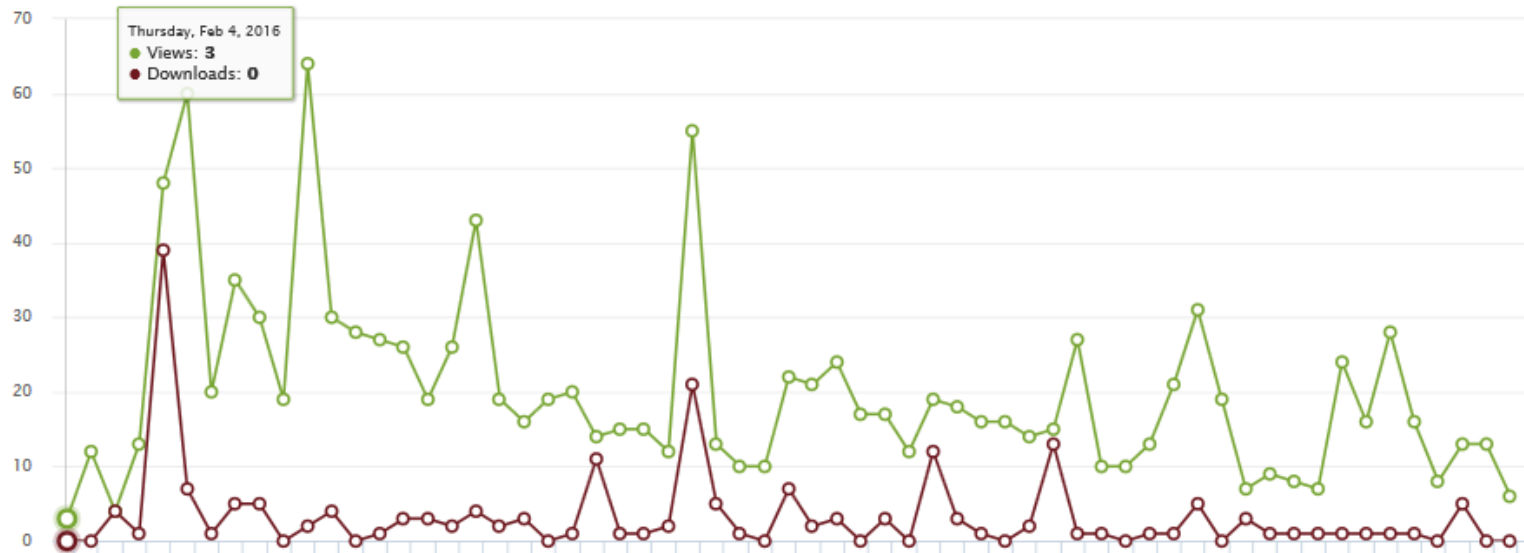
60-DAY DOCUMENT VIEWS

927

60-DAY UNIQUE VISITORS



Analytics - Papers



Title	60 Day Views ▾	60 Day Uniques ▾	60 Day Downloads ▾	All-Time Views ▾	All-Time Downloads ▾
Target ISI Journals "HOW TO WRITE/PUBLISH ISI PAPERS"	282	227	16	8,624	676
Target ISI Journals "HOW TO WRITE/PUBLISH ISI PAPERS"	179	182	17	5,755	451
Virtual Teams and Management Challenges	134	118	6	3,848	134
A Digital Footprint for Your Publication	54	34	11	54	11
Research Tools: Literature Search and Scientific Sources	39	25	8	39	8

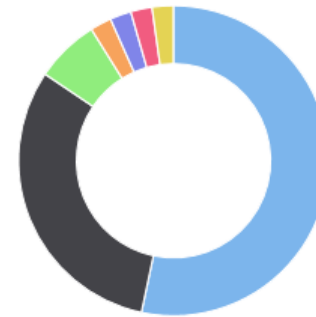
Analytics - Keywords

Top Keywords





- how to write isi paper
- how to write isi?
- how to write an article for isi
- isi journal publication
- how to write isi article

Top Search Engines






- Bing
- Google
- Google India
- Google South Africa
- Google Germany

Time / Date	Page	Search Engine	Rank	Keyword	Country
20:20 Apr 2	Virtual Teams and Management Challenges	Bing		Davis, D. D., & Bryant, J. L. (2003). Influence at a distance: 	

ResearchGate - Stats




Nader Ale Ebrahim || 34.87
Technology Management, PhD 
Visiting Research Fellow 
University of Malaya, Kuala Lumpur · Research Support Un... 

Add a new **Article**  





Overview Contributions Timeline Info **Stats** Scores


Congratulations



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Conference Paper: A Conceptual Model of Virtual Product Development Process

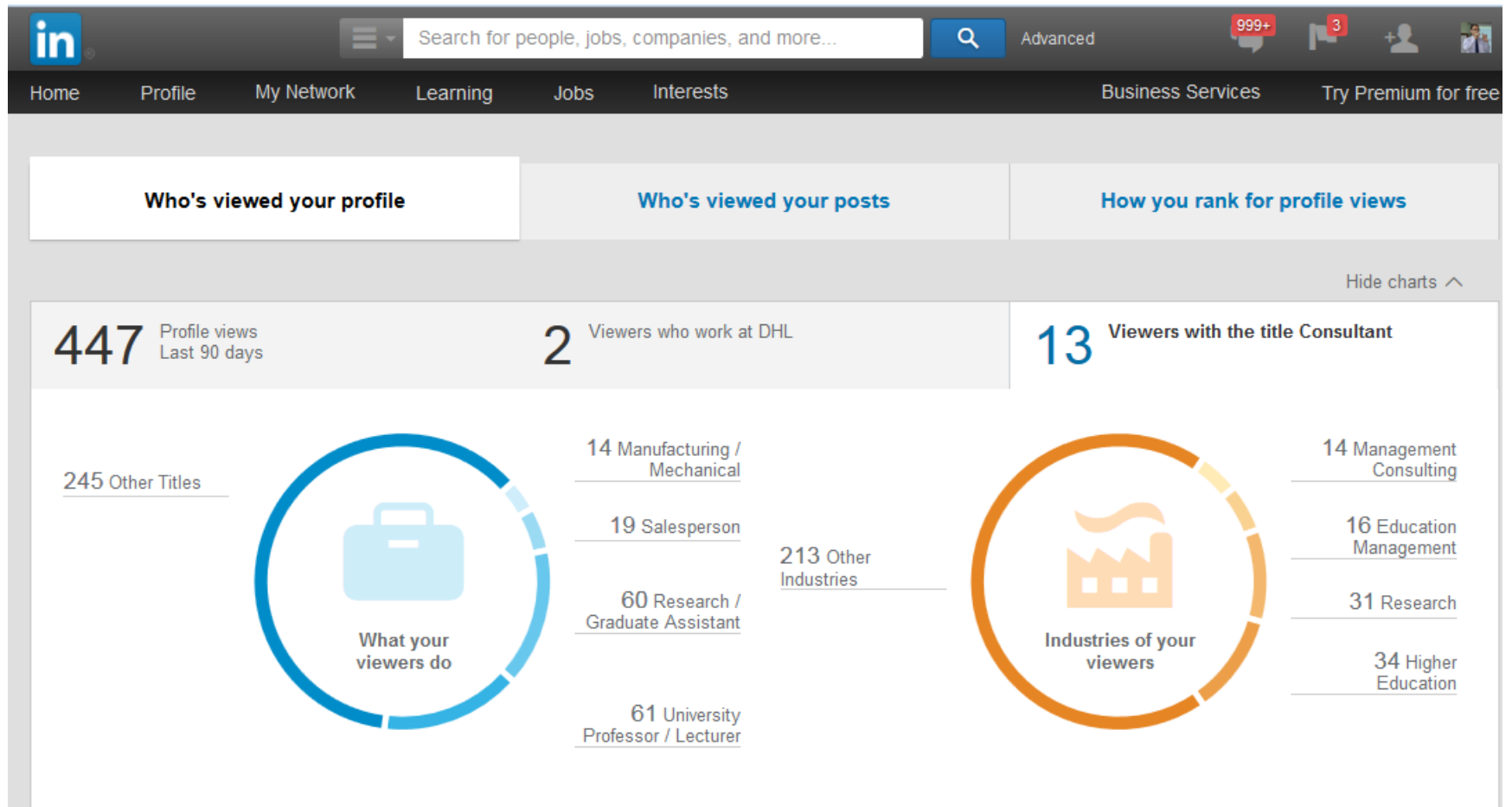
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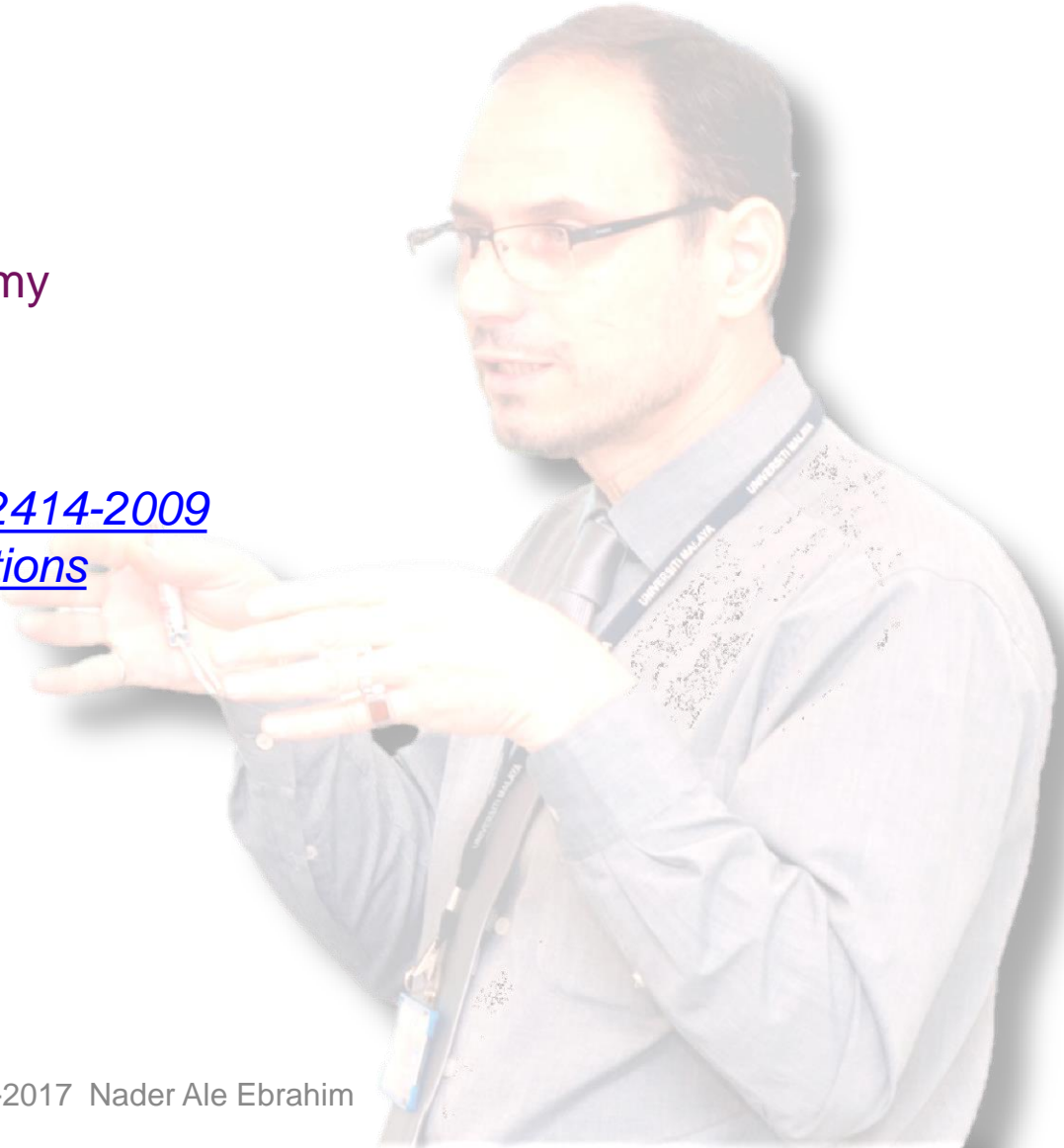
 E-mail: aleebrahim@um.edu.my

 Twitter: [@aleebrahim](https://twitter.com/aleebrahim)

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

Nader Ale Ebrahim, PhD

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



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