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Publication's e-mail marketing procedure

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



13th July 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.2057670> (Old version)

3rd SERIES OF INTRODUCTORY WORKSHOP ON: ***Strategies to Enhance Research Visibility, Impact & Citations***

Nader Ale Ebrahim, PhD

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

Abstract

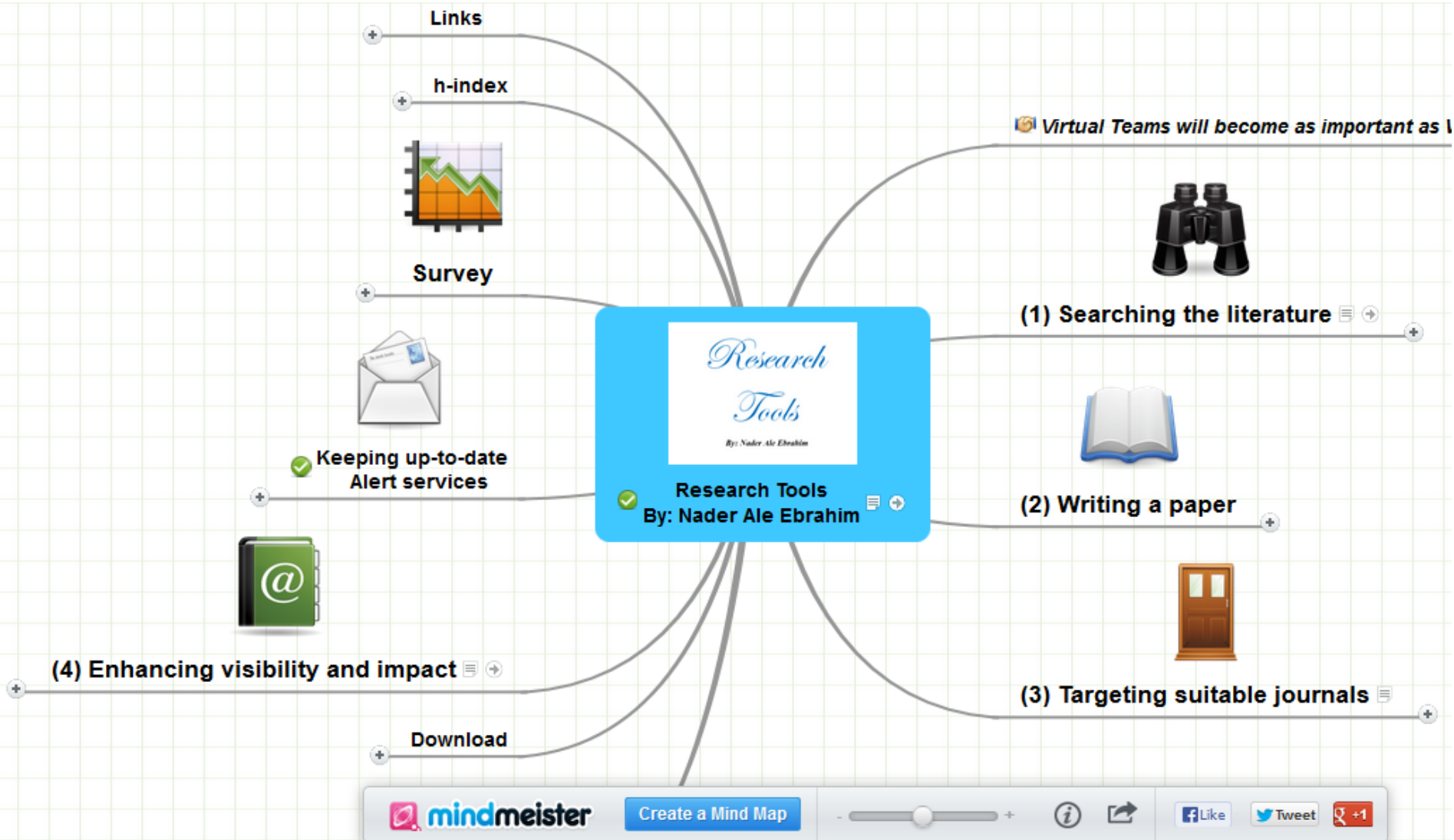
Abstract: Your research findings and publications have to reach thousands of your peers and colleagues by sending an email. If you have recently published a study that would be of interest to others in your field, market it through email. “**E-mail marketing**” allow the researchers to increase the research impact and citations for their publications. This workshop will provide various techniques to increase the visibility and enhance the impact of researcher’s output by employing the publications E-mail marketing procedure.

Keywords: H-index, Improve citations, Research tools, Bibliometrics, E-mail marketing

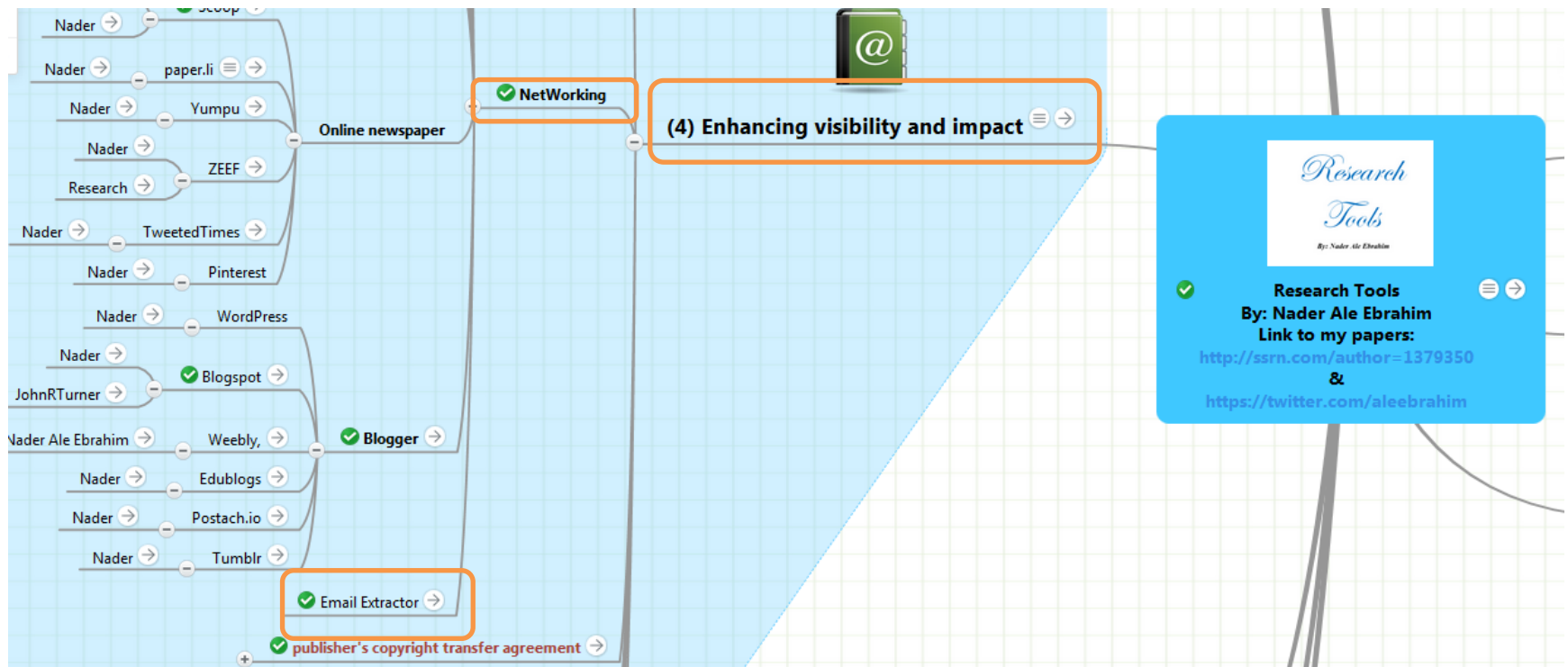
How do we improve citations?

- Attempt to publish in top journals
- Don't take the comfortable option of submitting articles *first* to middle ranking journals
- Be prepared to face rejection
- **Achieve maximum publicity for your research**
- Ensure that the correct address is used.

Research Tools Mind Map



Research Tools Mind Map -> (4) Enhancing visibility and impact -> NetWorking -> Email Extractor



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Advantages of E-Mail



Building Contact Lists

Even if you only have few e-mail addresses, you need to add those to your database. You may acquire e-mail from following resources:

- Manually from face-to-face meeting
- Manually from cited & relevant papers
- Manually from your **contact list**
- Importing on mass from a **CSV or TAB delimited file**
- Email outreach (Scopus and WoS search)

WoS E-mail search results

The screenshot shows a Microsoft Excel spreadsheet with the following data:

	X	Y	RI
1	RP	EM	
2	Tams, S (reprint author), HEC Montreal, Dept Informat Technol, Montreal, PQ, Canada.		
3	Su, WC (reprint author), Natl Chengchi Univ, Coll Commerce, 64 Chihnan Rd, Se	weichieh@nccu.edu.tw	
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5	Chang, SJ (reprint author), Natl Univ Singapore, NUS Business Sch, Singapore 1	schang@nus.edu.sg	
6	Hashai, N (reprint author), Hebrew Univ Mt Scopus, Jerusalem Sch Business A	nironH@huji.ac.il	
7	Buyl, T (reprint author), Univ Antwerp, Fac Appl Econ, ACED, Dept Managemen	tine.buyl@uantwerp.be	
8	Erden, Z (reprint author), Swiss Fed Inst Technol, Dept Management Technol &	zerden@ethz.ch; klangd@ethz.ch; rsydler@gmail.com; gykrogh@ethz.ch	
9	Bettinelli, C (reprint author), Univ Bergamo, Via Caniana 2, Bergamo, Italy.	cristina.bettinelli@unibg.it	
10	Zhao, XD (reprint author), S China Univ Technol, Inst Supply Chain Integrat & S	xdzhao@scut.edu.cn	
11	Basco, R (reprint author), Univ Witten Herdecke, Witten Inst Family Business,	bascorodrigo@gmail.com	
12	Sanchez-Marin, G (reprint author), Univ Murcia, Dept Management & Finance	gresanma@um.es	
13	Hayakawa, K (reprint author), Bangkok Res Ctr, Inst Developing Econ, Bangkok	kazunobu_hayakawa@ide-jetro.org	
14	Gruber, M (reprint author), Ecole Polytech Fed Lausanne, Coll Management Te	marc.gruber@epfl.ch	
15	Li, XB (reprint author), E China Univ Sci & Technol, Sch Business, Shanghai 200	xiaobeili@ecust.edu.cn; qinsin@hotmail.com; kaifeng.jiang@gmail.com; sanbaozhang@gmail.com;	
16	Lee, S (reprint author), Chonbuk Natl Univ, Dept Business Adm, Jeonju 561756	sllee7@hotmail.com	
17	Sebrek, SS (reprint author), Univ Pannonia, Fac Business & Econ, Dept Manage	betsabe@gtk.uni-pannon.hu; sebrek@gtk.uni-pannon.hu	
18	Dieguez-Soto, J (reprint author), Univ Malaga, Fac Econ & Business Sci, Finance	dlp@uma.es; jdieguez@uma.es	
19	Kaupilla, OP (reprint author), Aalto Univ, Dept Management & Int Business, E	olli-pekka.kaupilla@aalto.fi	
20	Choi, JN (reprint author), Seoul Natl Univ, Coll Business Adm, 1 Gwanak Ro, Se	yuhyung@hanyang.ac.kr; sysung@nju.edu.cn; jnchoi@snu.kr; kimmin@hanyang.ac.kr	
21	Tan, J (reprint author), York Univ, Schulich Sch Business, Toronto, ON M3J 1P3	j3zhang@odu.edu; jtan@schulich.yorku.ca; pohkam@nus.edu.sg	
22	Bai, X (reprint author), Southwestern Univ Finance & Econ, Sch Business Adm,	baixuan@swufe.edu.cn; mkjeanine@cityu.edu.hk	
23	Day, M (reprint author), Univ Reading, Henley Business Sch, Greenlands RG9 3	marc.day@henley.reading.ac.uk; scott.lichtenstein@bcu.ac.uk; samouel@kingston.ac.uk	
24	Chuang, SH (reprint author), Asia Univ, Dept Business Adm, 500 Liufeng Rd, Ta	aijovce@asia.edu.tw; hn.lin@mail.toku.edu.tw	

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3	assets; Marketing performance; Performan	Aboody, D	Pucci, T.;	Department of Business and Law,	University of Spring				
4	onary current accruals; Earnings	98-2410-H	Agrawal, A	Tang, H.-W.;	Department of Insurance,	Tamkang Univers	Spring		
5	esign; Green supply chain management; Investment r	Hwang, T.;	Harley Langdale Jr.	College of Business Admin	Spring				
6	nts; Environmental dynamisms; Operation	Alcacer, J.	Kovach, J.J.;	Kenan-Flagler Business School,	University of Elsevi				
7	connectedness; Political corruption; Politicians; Proc	Domadenik, P.;	Faculty of Economics,	University of Ljubl	Kluwe				
8	orporate performance; Publicly traded hosp	Anderson,	Lin, C.-P.;	Department of Finance,	National Chung Cheng	Elsevi			
9	Financial performance; Top management team	Wiengarten, F.;	ESADE School of Business,	Ramon Llull U	Kluwe				
10	capacity; Industrial cluster; Market performance; Resou	Li, H.;	Entrepreneurship, Commercialisation and Innovat	Kluwe					
11	ty; R&D expenditure; Tobin's q	Ambrammal, S.K.							Routl
12	n performance; firm survival; profitability; wine indu	Capasso, A.							Routl
13	rnance; Dual-class shares; Natural experiment; Share	Nüesch, S.;	Chair of Business Management,	Westfälische Spring					
14	ing; Controlled firms; Corporate governanc	Adams, R.B.,	Ferreira, D.,	Women in the boardroom and their impa	Blackv				
15	ory; HRM-Firm performance; Market comp	Allen, M.,	Kaufman, B.E.;	Department of Employment Relations an	Elsevi				

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Keeping up-to-date



What is an alert service?

- Many journal databases and book publishers offer free alert services. These are an effective means of keeping track of the latest research.
- Alert services come in different forms. The most common include:
 - a search alert. This is a saved search which alerts you when a book or article that matches your search terms is published.
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 - a citation alert. This advises you when a new article cites a particular work.
 - Most alert services are email-based. An increasing number are now offered as an RSS feed. If you are just beginning, you might like to try email alerts first. These are generally easier to create.

It is not vanity but a necessity to set up Google alerts (<http://www.google.com/alerts>) so you can automatically keep an eye on your developing presence and follow your online footprint and shadow.

Keeping up-to-date

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[\[PDF\] Co-sourcing in software development offshoring: A case study of risk perception and alleviation](#)

[BR Schlichter, JS Persson - International Research Workshop on IT Project ...](#)

ABSTRACT Software development projects are increasingly geographical distributed with offshoring, which introduce complex risks that can lead to project failure. Co-sourcing is a highly integrative and cohesive approach, seen successful, to software development ...

This Google Scholar Alert is brought to you by Google.

The screenshot shows a Firefox browser window with multiple tabs. The active tab is titled "Co-sourcing in software development offshoring". The address bar shows the URL: "https://www.researchgate.net/publications/cosourcing-in-software-development-offshoring(d4962462-3540-496c-9de6-5fdd1389)". The browser's toolbar includes various icons for navigation and search. Below the browser, the website header for Aarhus University is visible, with navigation links for Research, Talent development, Knowledge exchange, Education, and About AU. The main content area displays the title of the paper: "Co-sourcing in software development offshoring : A case study of risk perception and alleviation". The authors listed are Bjarne Rerup Schlichter and John Stouby Persson. The abstract text is partially visible, discussing the challenges of offshoring and the benefits of co-sourcing. The left sidebar contains a navigation menu with options like Profile, Research, Publications, and Knowledge exchange.

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Co-sourcing in software development offshoring : A case study of risk perception and alleviation
Research - peer-review > Paper

Bjarne Rerup Schlichter
John Stouby Persson

Department of Business Administration

Software development projects are increasingly geographical distributed with offshoring, which introduce complex risks that can lead to project failure. Co-sourcing is a highly integrative and cohesive approach, seen successful, to software development offshoring. However, research of how co-sourcing shapes the perception and alleviation of the well-known risks related to offshoring is limited. We present a case study of how a certified CMMI-level 5 Danish software supplier approaches these risks in offshore co-sourcing. The paper explains how co-sourcing from a mature software company may shape the perception and alleviation of common offshoring risks. Contrary to the suggestion from previous research on offshoring risks, the case shows a successful pursuit of high task uncertainty, equivocality, and coupling across sites. We found that indirect risk alleviation shaped the task related risk-taking by high attention to of the closely interrelated structure and technology components in terms of CMMI and the actors' cohesion and integration in terms of Scrum.

Original language	English
Publication year	15 Dec 2013
Number of pages	10
State	Accepted

Conference

Conference	International Research Workshop on IT Project Management
Country	Italy

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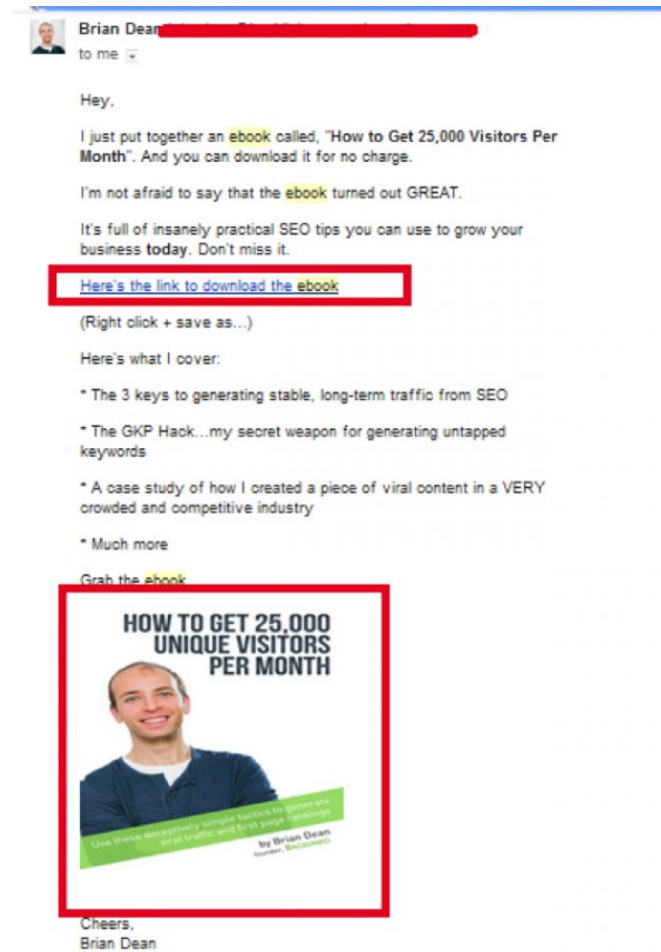
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Best regards,

Nader Ale Ebrahim, PhD

=====

Visiting Research Fellow

Research Support Unit

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Research Management & Innovation Complex

University of Malaya, Kuala Lumpur, Malaysia

www.researcherid.com/rid/C-2414-2009

Access my papers on SSRN: <http://ssrn.com/author=1379350>

Dear Dr Ale Ebrahim,
Greetings from Australia.

I read with great interest your recent article titled: Does a Long Reference List Guarantee More Citations? Analysis of Malaysian Highly Cited and Review Papers that was published in the **International Journal of Management Science and Business Administration**. I'm glad to see this kind of research being undertaken.

Given our mutual interests, I thought you might like to know about some of my own work in this field and so I have attached some PDF reprints for your private study.

I have also published an article in *The Conversation*, on these themes.

<https://theconversation.com/explainer-how-and-why-is-research-assessed-36895>

Best regards,

Derek R. Smith

Professor of Environmental and Occupational Health

University of Newcastle, Ourimbah AUSTRALIA

http://www.researchgate.net/profile/Derek_Smith8

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Use mail merge to send personalized email messages to your email address list

- With mail merge, each email message is a separate mailing where each recipient is the sole recipient of each message. This is unlike **broadcasting an email message to group of recipients** or hiding recipients on the blind carbon copy (bcc) line of the message.
- You can also use email merge to send personalized email to recipients in your address list. Each message has the same kind of information, yet the content of each message is unique. For example, in email to your customers, each message can be personalized to address each customer by name. The unique information in each message comes from entries in a data file.

Notes

You must have a MAPI-compatible email program installed. The capabilities of Outlook MAPI (Messaging Application Program Interface) make it possible for Microsoft Office Word and Microsoft Office Outlook to share information when sending the merged email.

Keep in touch

The screenshot shows the LinkedIn 'Keep in touch' interface. At the top, there is a navigation bar with the LinkedIn logo, a search bar containing the text 'Search for people, jobs, companies, and more...', and several notification icons including '999+', a flag, and '11'. Below the navigation bar are links for 'Home', 'Profile', 'Connections', 'Jobs', 'Interests', 'Business Services', and 'Try Premium for free'. The main content area is titled 'See who you already know on LinkedIn' and includes a link for 'Manage imported contacts'. The primary section is titled 'Get started by adding your email address or choosing a service provider'. It contains a text input field with the placeholder 'Type email addresses below' and a 'Send Invitations' button. Below the input field, it states 'Multiple email addresses should be comma separated.' and 'We'll import your address book to suggest connections and help you manage your contacts. Learn more'. At the bottom left, there are four small profile picture thumbnails. On the right side, there is a grid of service provider options: 'YAHOO! Yahoo! Mail', 'Gmail', 'Hotmail', 'Other Email', 'Invite by email', and 'Import file'.

in

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11

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Monitor Results

Once per month, look at reporting (metrics) to see which e-mails are more effective and have a higher rate of opening as well as click-through. It's important to know how your list is responding to the e-mails that you send. If you aren't getting a good click-through response, the problem is either the quality of your message or the topic.

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Article
 Scientometrics
 November 2015, Volume 105, Issue 2, pp 759-771

First online: 09 September 2015

Qualitative and quantitative analysis of solar hydrogen generation literature from 2001 to 2014

Mohammad Reza Maghami, Shahin navabi asl, Mohammad esmaeil Rezadad, Nader Ale Ebrahim, Chandima Gomes



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JAPA In Press
Physical Activity and Aging Research: A Bibliometric Analysis
 Section: Original Research
 Authors: Andre Matthias Müller¹, Payam Ansari¹, Nader Ale Ebrahim², and Selina Khoo¹
 Affiliations: ¹Sports Centre, University of Malaya, Kuala Lumpur, Malaysia. ²Research Support Unit, Centre for Research Services, University of Malaya, Kuala Lumpur, Malaysia.
 Acceptance Date: November 18, 2015
 DOI: http://dx.doi.org/10.1123/japa.2015-0188

Abstract
 Physical activity and aging research has burgeoned in the past few decades. Despite the increase in scholarly publications no attempts have been made to summarize the publication landscape and to identify works that had great impact to physical activity and aging research. We conducted a bibliometric analysis and collected publication data from 1980 to February 6, 2015 in the Web of Science Core Collection. Of the overall 9,935 publications most were published after 2007 and almost 60% were in the category of Geriatrics and Gerontology or Sport Sciences. *Hiinhiv cited*

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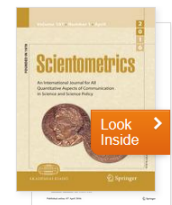
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Article
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 pp 11-16
 First online: 07 April 2016

Major trends in knowledge management research: a bibliometric study

Peyman Akhtavan, Nader Ale Ebrahim, Mahdieh A. Fetrati, Amir Pezeshkan



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Capa > v. 6, n. 3 (2015) > Shakiba

A Comprehensive Comparison of Educational Growth within Four Different Developing Countries between 1990 and 2012

Masoud Shakiba, Nader Ale Ebrahim, Mahmoud Danaee, Kaveh Bakhtiyari, Elankovan Sundararajan

e-ISSN: 2178-9010

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2. Michaela Torkar, PhD, Editorial Director, BioMed Central, Publishing your research in BioMed Central journals
3. Konkiel, S. (2014). *30-Day Impact Challenge: the ultimate guide to raising the profile of your research*: Impactstory.
4. Ale Ebrahim, N. (2016). *Create and maintain an up-to-date ResearcherID profile*. Retrieved from Research Support Unit, Centre for Research Services, Institute of Research Management and Monitoring (IPPP)", University of Malaya: <https://dx.doi.org/10.6084/m9.figshare.2009928.v5>
5. Ale Ebrahim, N. (2016). *Make your data discoverable on a data repository* Retrieved from Research Support Unit, Centre for Research Services, Institute of Research Management and Monitoring (IPPP)", University of Malaya: <https://dx.doi.org/10.6084/m9.figshare.3420997.v1>
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