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Selecting 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>



6th April 2016

Available online at: <http://dx.doi.org/10.6084/m9.figshare.1587694>

&

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

3rd 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>

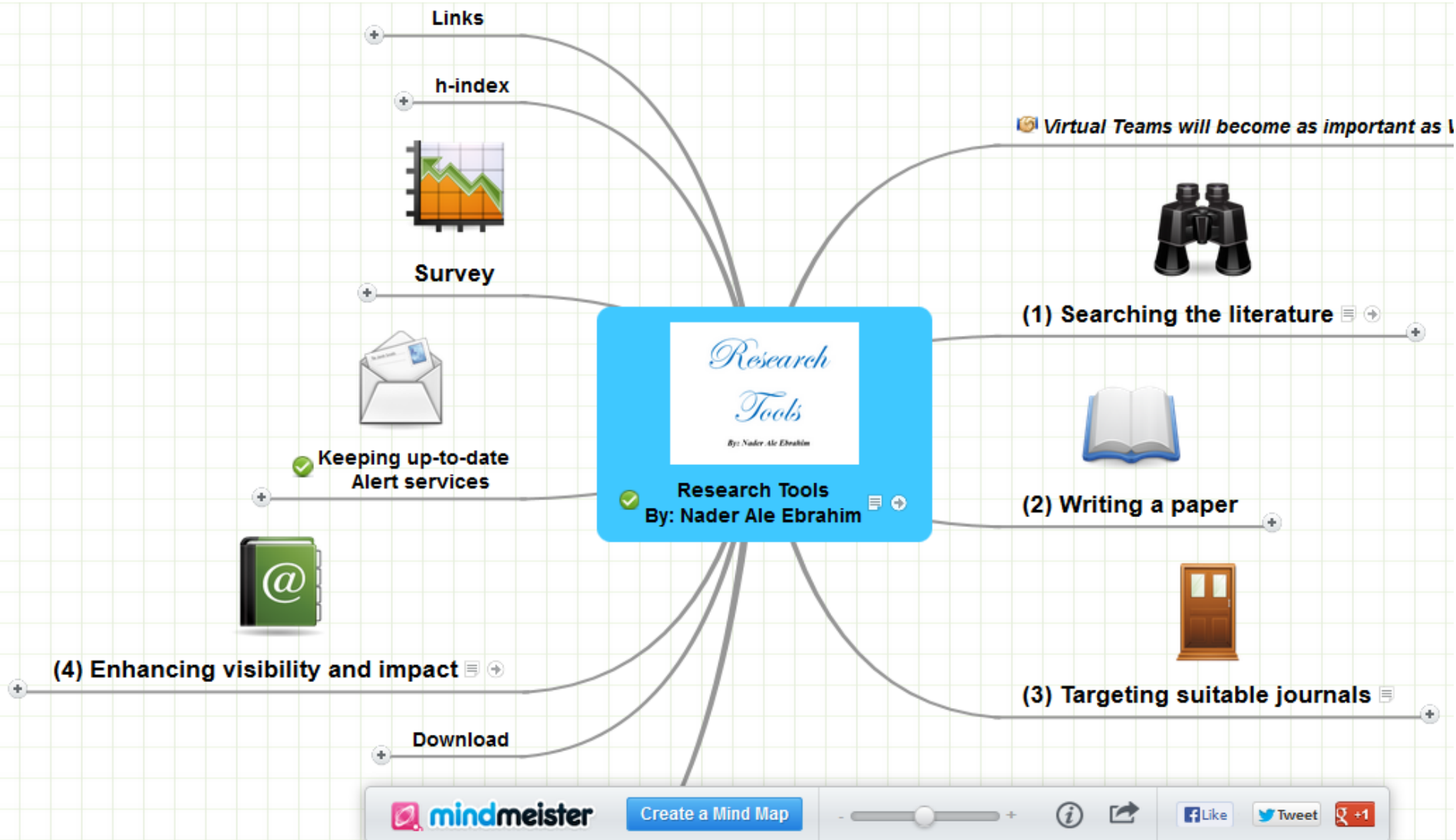
Read more: Ale Ebrahim, N., Salehi, H., Embi, M. A., Habibi Tanha, F., Gholizadeh, H., Motahar, S. M., & Ordi, A. (2013). [Effective Strategies for Increasing Citation Frequency](#). *International Education Studies*, 6(11), 93-99. doi: 10.5539/ies.v6n11p93

Abstract

Abstract: 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





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Effective Strategies for Increasing Citation Frequency

Journal Reputation and Impact: publishing a paper in a journal based on disciplinary reputation 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.

Standardize Identifying Info: try to use the same name throughout your career as well as the name of your affiliated institution. 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.

Utilize 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 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

February 2016 Top 100 Technology Experts to Follow on Twitter

		#24) @elearningpros - Unlimited (Up from #39)
		#25) @bbvaOpenMind - OpenMind (Down from #20)
		#26) @Danny_Lounge - Danny (Up from #28)
		#27) @WhichTech - Which Technology (Up from #31)
		#28) @FouadAkkad - Fouad Akkad (Up from #33)
		#29) @AskDyson - Ask Dyson (Up from #34)
		#30) @ChikaUwazie - Chika Uwazie
		#31) @aleebrahim - Nader Ale Ebrahim (Up from #37)
		#32) @alessandrolerro - Alessandro M. Lerro (Up from #57)

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

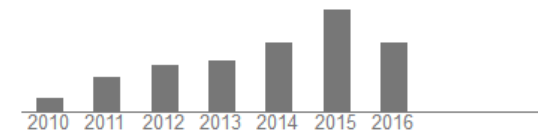
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Citations	1097	1035
h-index	18	17
i10-index	34	34



Co-authors View all...

Prof Dr. Zahari Taha, CEng, MIED, FASc

Hadi Salehi (هادى صالحى)

Mohamed Amin Embi

Abdul-Rashid Salwa Hanim

Hossein Gholizadeh(حسين قلى زاده)

Title	1-20	Cited by	Year
Virtual teams: A literature review		159	2009
N Ale Ebrahim, S Ahmed, Z Taha Australian Journal of Basic and Applied Sciences 3 (3), 2653-2669			
Virtual R&D teams in small and medium enterprises: A literature review		86	2009
N Ale Ebrahim, S Ahmed, Z Taha Scientific Research and Essays 4 (13), 1575-1590			
A comparison between two main academic literature collections: Web of Science and Scopus databases		61	2013
A Aghaei Chadegani, H Salehi, MM Yunus, H Farhadi, M Fooladi, ... Asian Social Science 9 (5), 18-26			
Effective strategies for increasing citation frequency		44	2013
N Ale Ebrahim, H Salehi, MA Embi, F Habibi, H Gholizadeh, SM Motahar			

Check your research interest on Google Scholar

Google

Scholar

Profiles



Nader Ale Ebrahim

Research Fellow, Research Support Unit, IPPP, University of Malaya

Verified email at um.edu.my

Cited by 1097

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

Dates and citation counts are estimated and are determined automatically by a computer program.

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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](#)

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

MASTER KEYWORDS
LIST
Journal of International Business
Studies

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](#)

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

[Or, continue last session](#)



Keyword Planner

Add ideas to your plan

Your product or service

virtual R&D teams

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 interface. 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 secondary 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 has a light gray background. It starts with the word "Compare" followed by a "Search terms" dropdown. Below this, there is a white box containing the search term "Virtual R&D teams" and a "+ Add term" button. A large white box below the search term contains the message "Not enough search volume to show graphs." followed by a "Suggestions:" section with a bulleted list of four tips: "Make sure all words are spelled correctly.", "Try different search terms.", "Try more general search terms.", and "Try fewer search terms."

Google Trends

Explore topics

Explore Worldwide 2004 - present All categories Web Search

Compare Search terms

Virtual R&D teams
Search term

+ Add term

Not enough search volume to show graphs.

Suggestions:

- Make sure all words are spelled correctly.
- Try different search terms.
- Try more general search terms.
- 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

Journal of International Business Studies

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palgrave
macmillan

Journal of International Business Studies

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MASTER KEYWORDS LIST

- [Research methods](#)
- [Theories](#)
- [Topics](#)

The master keyword list is split into 3 main categories: research methods, theories, and topics. When choosing your keywords, please try to choose at least one keyword from each category.

RESEARCH METHODS [Top](#)

Data Source

- Primary
- Secondary

Research Design

- Comparative Thinking
- Construct Development and Evaluation
- Cross-Cultural Experiments
- Cross-Cultural Research/Measurement Issues
- Econometrics

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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

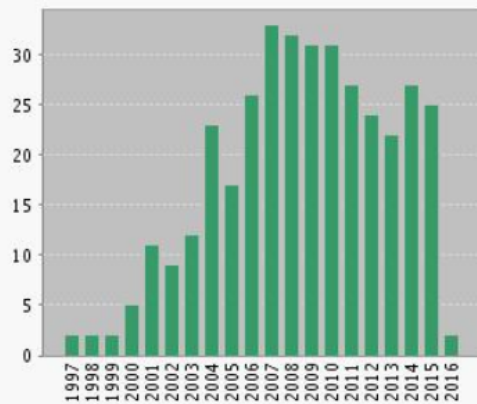
Citation Report: 363

(from Web of Science Core Collection)

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

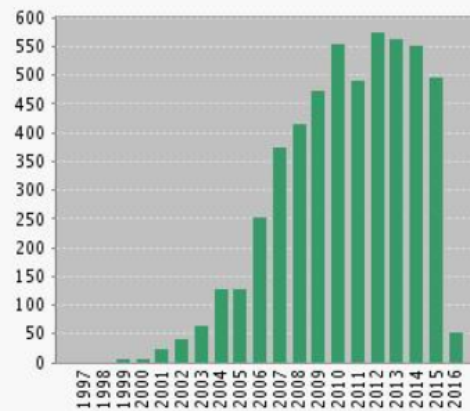
This report reflects citations to source items indexed within Web of Science Core Collection. Perform a Cited Reference Search to include citations to items not indexed within Web of Science Core Collection.

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**



Academia.edu - Analytics



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](#)

2,344 Followers | 943 Following | 15 Co-authors | 35,054 Total Views | top 1%

UPLOAD

EDIT

CV

12

220

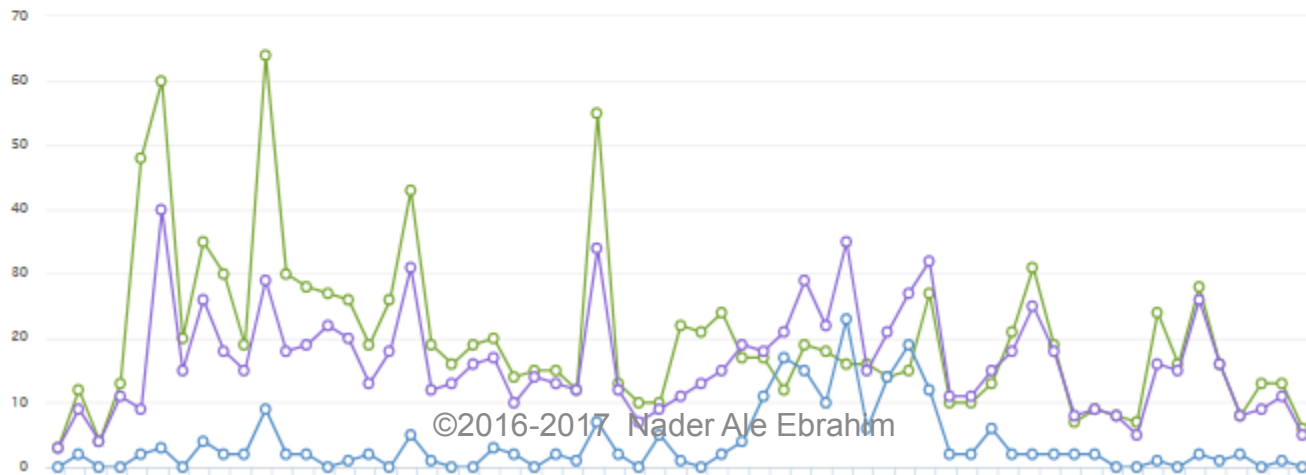
60-DAY PROFILE VIEWS

1,222

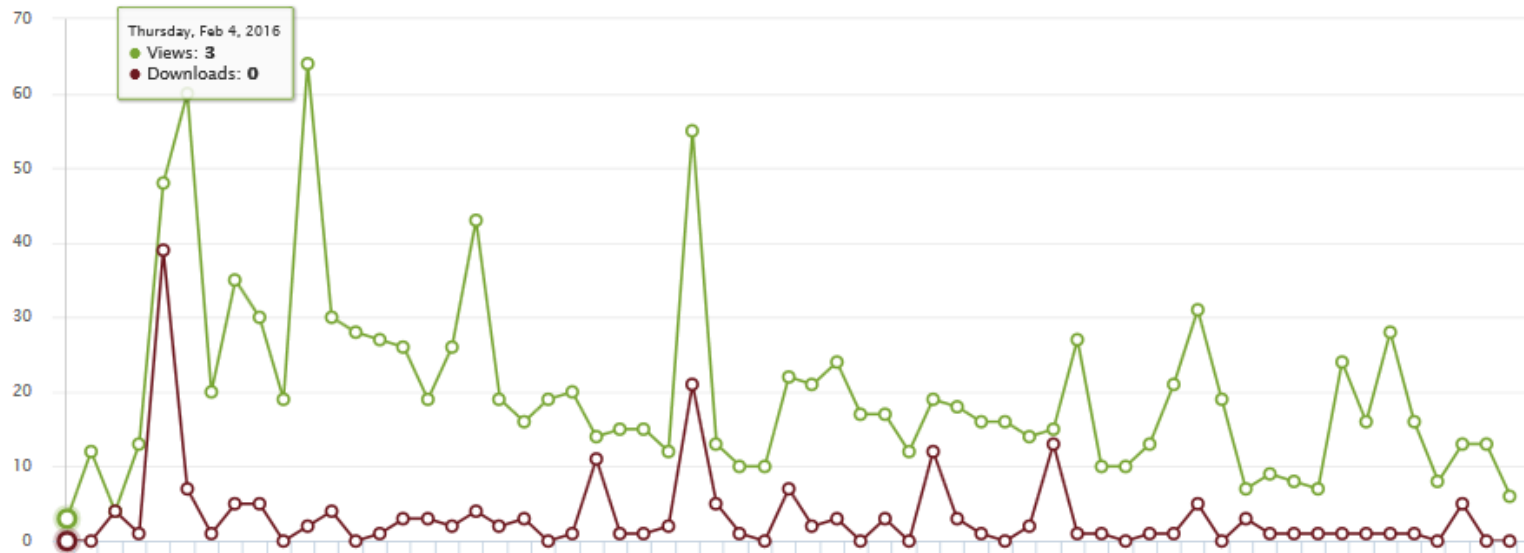
60-DAY DOCUMENT VIEWS

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

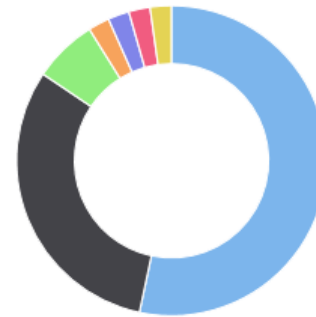
Analytics - Keywords

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** 29.92
Technology Management, PhD
Visiting Research Fellow
University of Malaya, Kuala Lumpur · Research Support ...

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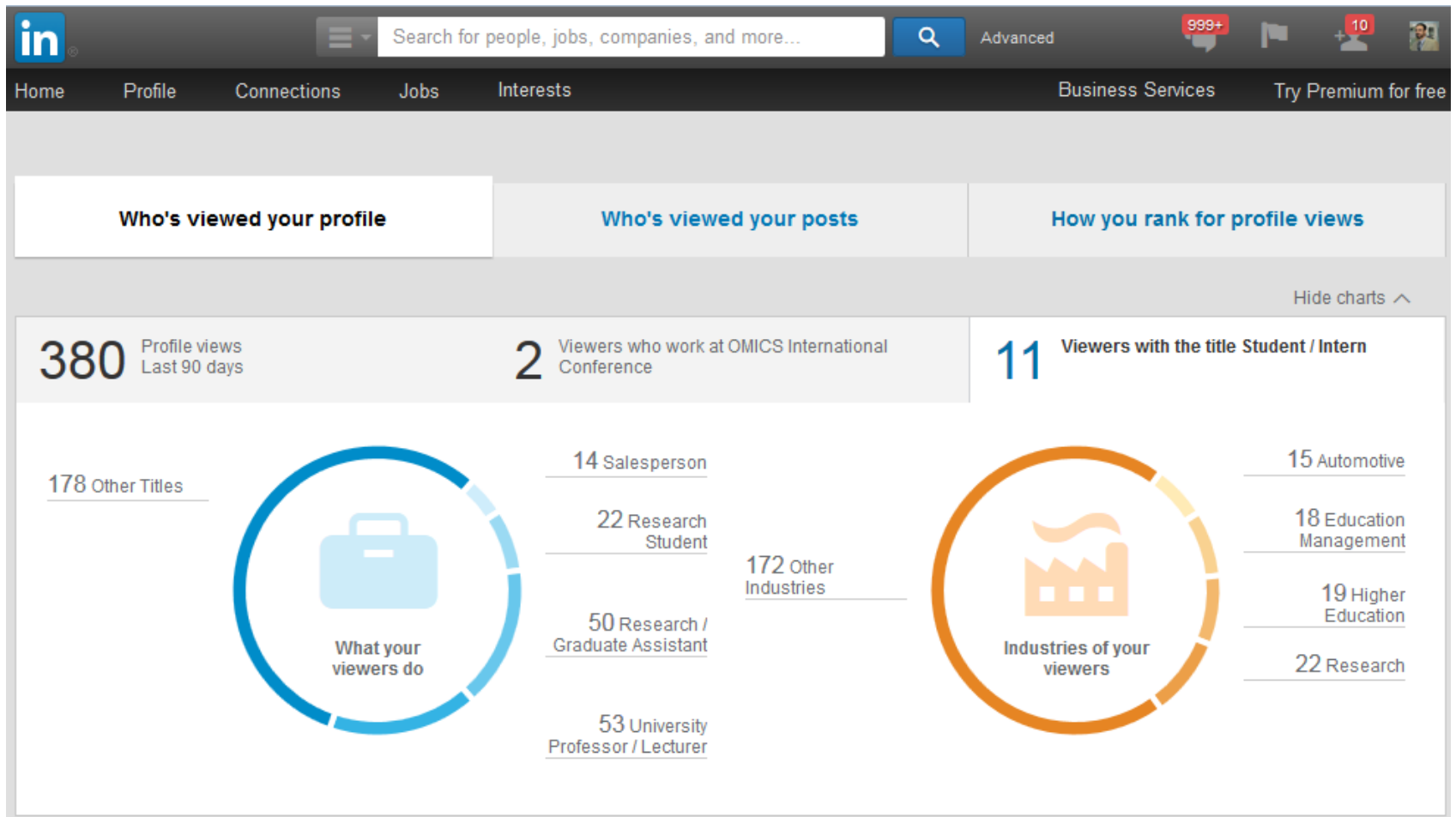
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Physical Activity and Aging Research: A Bibliometric Analysis

Section: Original Research

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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. Highly cited



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