

# Publications E-mail marketing procedure:

*Strategies to Enhance Research Visibility, Impact & Citations*

اللَّهُمَّ اجْعَلْهُمُ  
مِنْ الْمُتَّقِينَ

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<http://scholar.google.com/citations>



23<sup>rd</sup> December 20

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[www.researcherid.com/rid/C-2414-2009](http://www.researcherid.com/rid/C-2414-2009)  
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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

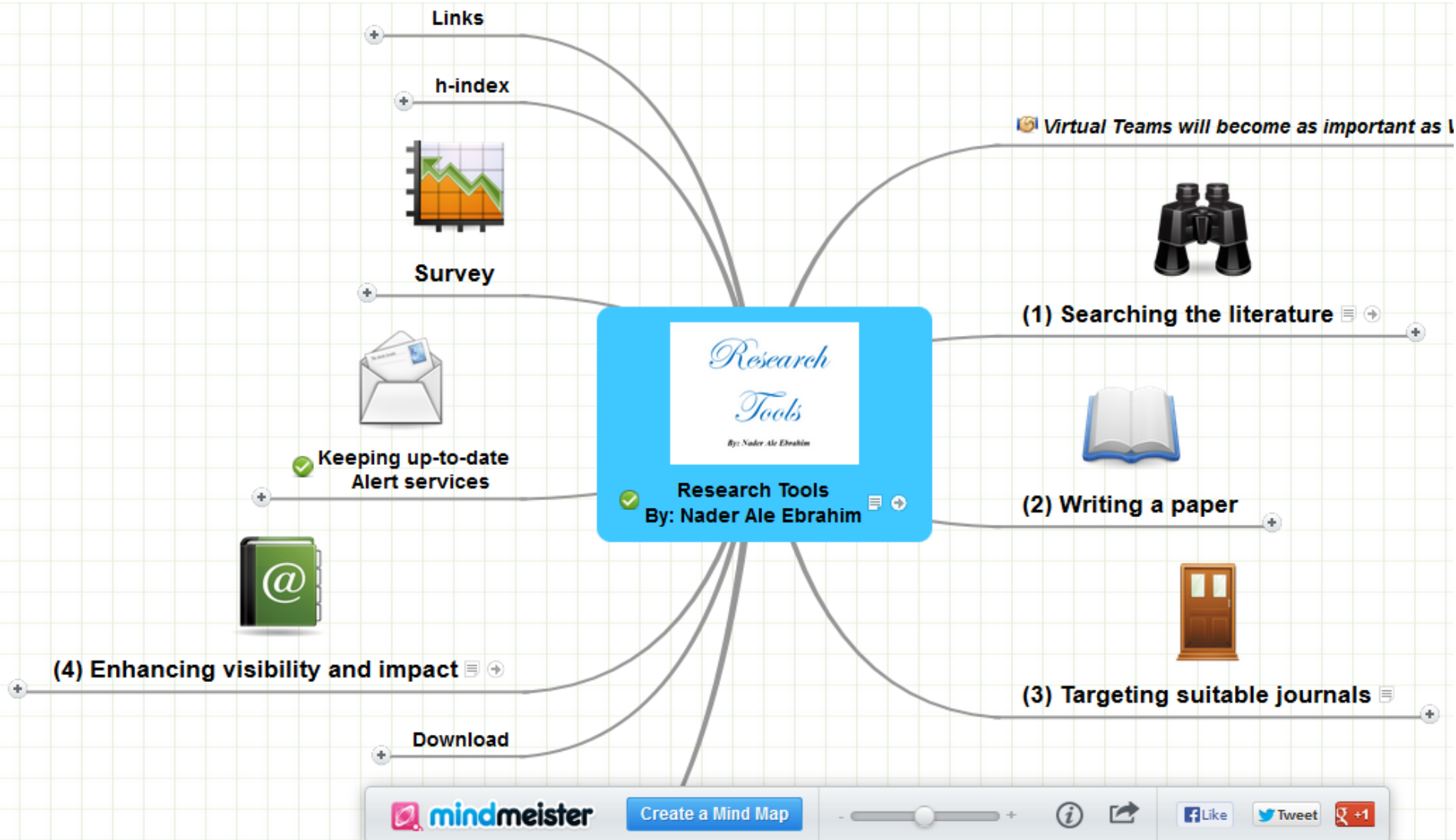
**Abstract:** Publishing a high quality paper in scientific journals is only halfway towards receiving citation in the future. The rest of the journey is dependent on disseminating the publications via proper utilization of the [“Research Tools”](#). Proper tools such as **“E-mail marketing”** allow 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



# The old world of access to knowledge



Source: Michaela Torkar, PhD, Editorial Director, BioMed Central, [Publishing your research in BioMed Central journals](#)

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# The new world of access to knowledge



Source: Michaela Torkar, PhD, Editorial Director, BioMed Central, [Publishing your research in BioMed Central journals](#)  
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# Advantages of E-Mail





# Building Contact Lists

- 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	
4	Nunes, S (reprint author), Polytech Inst Tomar, Ctr Appl Res Econ & Terr Manas	spnunes@ipt.pt	
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.kauppila@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	

# SCOPUS E-mail search results

	T	U	V	W	X	Y	Z	AA	AE
1	Chemicals Tradenam	Manufact	Funding D	Reference	Correspondence Address	Editors	Sponsors	Publis	
2	stems; Mergers and acquisitions; Technolo	Ahuja, G.,	Chang, C.-H.;	College of Management,	National Chiayi Ur	Elsevi			
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				

# Online E-mail Extractor

Computer Training    Learn Online    Games    Surveys    Jokes    Names    Life    Facts    List Makers

**VideoMakerFX**  
Video Creation Software  
✓ Make EPIC Videos in a Few Clicks  
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## Email Extractor

Separator: Comma    Group:    Emails     Sort Alphabetically

           Email count:

# 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.
  - a TOC (Table of Contents) alert. Such an alert notifies you when a new issue of a journal is published, and provides you with the issue's table of contents.
  - 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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Date: Tue, Dec 10, 2013 at 9:28 AM

Subject: Scholar Alert - Dr. Nader Ale Ebrahim - new citations

To: [Nader.Ale.UM@gmail.com](mailto:Nader.Ale.UM@gmail.com)

## Scholar Alert: New citations to articles in Dr. Nader Ale Ebrahim's profile

[\[PDF\] 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://scholar.google.com/citations/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 Aarhus University website is visible, featuring a navigation menu with options like "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 page also includes a sidebar with navigation links such as "Profile", "Research", "Publications", "Research centres", "Research groups", "Networks", "List of expertise", "Visiting academics", "Knowledge exchange", "Education", "News and events", and "Contact".



# Keeping up-to-date

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and frontiers of the world.

# Email “signature,” allowing recipients to quickly find your research

Use a link to your latest publications in your email “signature,” which allowing recipients to quickly find your research (without running the risk of fumbling to copy a long string of a URL that may not paste properly).

For example:

Best regards,

Nader Ale Ebrahim, PhD

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Visiting Research Fellow

Research Support Unit

Centre for Research Services, Level 2,

Research Management & Innovation Complex

University of Malaya, Kuala Lumpur, Malaysia

[www.researcherid.com/rid/C-2414-2009](http://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](http://www.researchgate.net/profile/Derek_Smith8)

<http://au.linkedin.com/pub/derek-smith/17/a83/202>

# 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 instruction is 'Get started by adding your email address or choosing a service provider'. Below this, it says 'Type email addresses below' and provides a large text input field. A blue button labeled 'Send Invitations' is positioned below the input field. A note states 'Multiple email addresses should be comma separated.' and another note says 'We'll import your address book to suggest connections and help you manage your contacts. Learn more'. At the bottom left, there is a row of four small profile picture thumbnails. On the right side, there is a panel with six service provider options: 'YAHOO! Yahoo! Mail', 'Gmail', 'Hotmail', 'Other Email', 'Invite by email', and 'Import file'.

in

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999+

11

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Gmail

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# Invite colleagues

✕

## Invite colleagues

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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 asi, Mohammad esmaeil Rezadad, Nader Ale Ebrahim, Chandima Gomes



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The Official Journal of the International Coalition for Aging and Physical Activity

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**JAPA In Press**  
**Physical Activity and Aging Research: A Bibliometric Analysis**

**Section:** Original Research

**Authors:** Andre Matthias Müller<sup>1</sup>, Payam Ansari<sup>1</sup>, Nader Ale Ebrahim<sup>2</sup>, and Selina Khoo<sup>1</sup>

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**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. Highly cited

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Share: Views: 47,821 PDF Downloads: 348

### 100 Most Cited Articles in Urban Green and Open Spaces: A Bibliometric Analysis

Mehdi Rakhshandehroo<sup>1</sup>, Mohd Johari Mohd Yusof<sup>1\*</sup>, Nader Ale Ebrahim<sup>2</sup>, Ali Sharghi<sup>3</sup>, Roozbeh Arabi<sup>1</sup>

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Virtual R&D Teams: A New Model for Product Development  
Nader Ale Ebrahim



# Questions?



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[www.researcherid.com/rid/C-2414-2009](http://www.researcherid.com/rid/C-2414-2009)  
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17. Michaela Torkar, PhD, Editorial Director, BioMed Central, [Publishing your research in BioMed Central journals](#)