

# How to select a brand name for your research interest?

اللَّهُمَّ اجْعَلْهُمُ

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[www.researcherid.com/rid/C-2414-2009](http://www.researcherid.com/rid/C-2414-2009)  
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A SERIES OF INTRODUCTORY WORKSHOP ON:  
***Strategies to Enhance Research  
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**Nader Ale Ebrahim, PhD**

=====

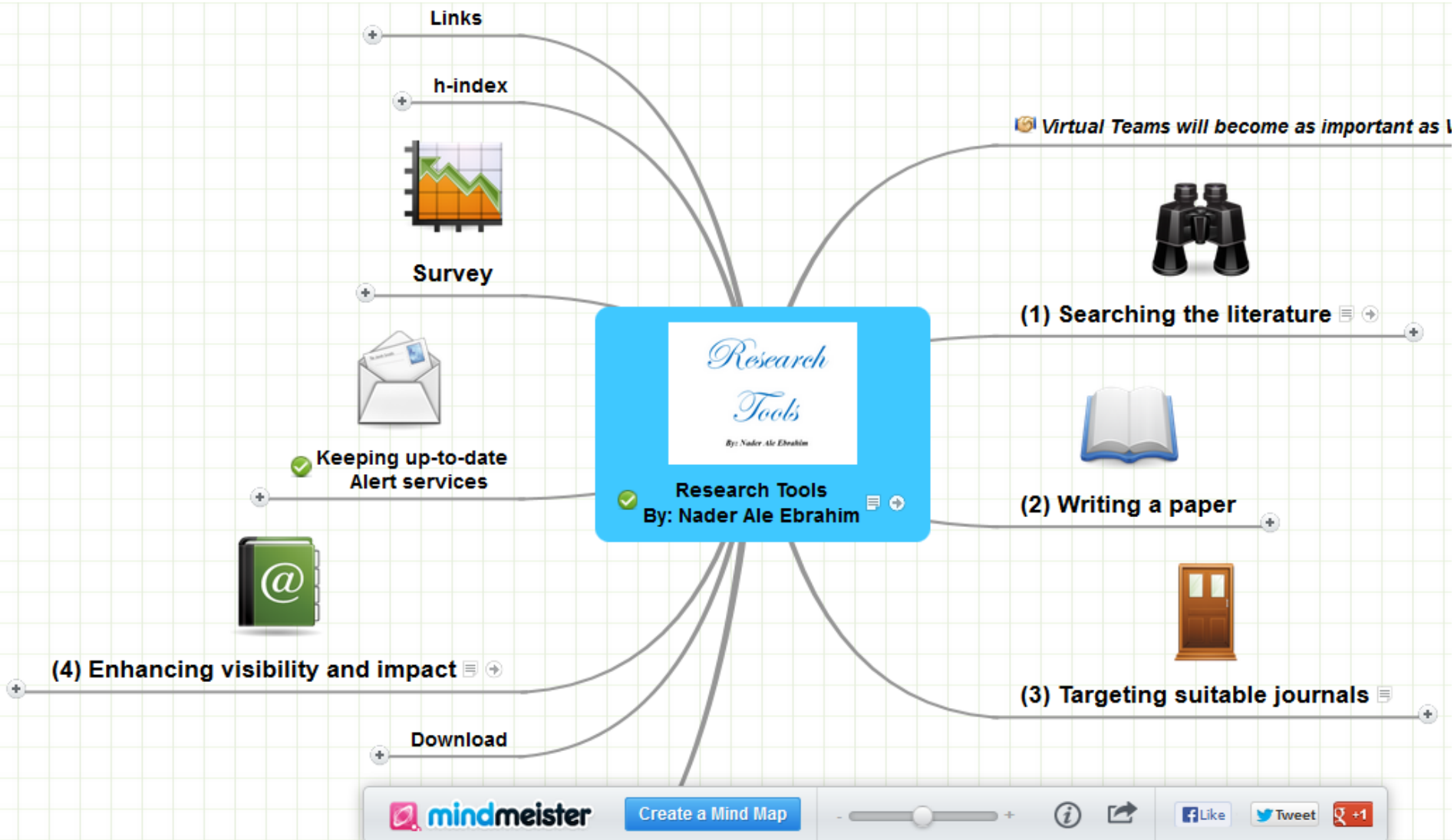
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[www.researcherid.com/rid/C-2414-2009](http://www.researcherid.com/rid/C-2414-2009)  
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# Abstract

**Abstract:** The first challenge of the researcher is to choose an interesting and unique research brand. 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



# Research Isn't Just Research

- Who cares what you do, if you never tell them?
- You'll need to present your ideas in various forms and venues:

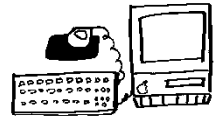
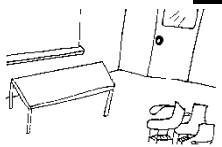
- **PEOPLE:** Networking with colleagues at your institution and elsewhere

- **PAPERS:** Writing and submitting papers to workshops, conferences, and journals

- **PRESENTATIONS:** Giving talks at workshops, conferences, and other institutions

- (You should also put together a *website* that highlights your interests and research activities)

- ...oh, and these things also provide useful experience for job interviews, not to mention valuable job skills...



# 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.***

# nature.com subject areas

nature.com : Publications A-Z index : Browse by subject

Login : Register :  Cart

## nature.com subject areas

► Advanced search

Go

[Home](#) ► [Alphabetical Index](#)

### Subjects beginning with 'A' (171)

|          |   |   |   |   |   |   |   |
|----------|---|---|---|---|---|---|---|
| <b>A</b> | B | C | D | E | F | G | H |
| I        | J | K | L | M | N | O | P |
| Q        | R | S | T | U | V | W | X |

# 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>).

[Examples: University of Southern California](#)

- Research interest: Refers to the broad areas of study the colleague is pursuing ([dictybase.org/db/html/help/glossary.html](http://dictybase.org/db/html/help/glossary.html)).

Example: [Research interest list, Faculty of Medical and Health Sciences, The University of Auckland](#)

# 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**  
Add ideas to your plan


Your product or service

TQM


Get ideas

Modify search




Targeting ?










- Saudi Arabia 
- English 
- Google 
- Negative keywords 

Date range ?

Show avg. monthly searches for: Last 12 months 

Customize your search ?

- Keyword filters** 
- Keyword options** 
- Show broadly related ideas
- Hide keywords in my account
- Hide keywords in my plan
- Keywords to include** 

| Ad group ideas                                |   | Keyword ideas           |               |                 |                  | Columns ▾ |  |  Download | Add |
|---|---|-------------------------|---------------|-----------------|------------------|-----------|---|--|-----|
| Search terms                                  |   | Avg. monthly searches ? | Competition ? | Suggested bid ? | Ad impr. share ? |           |   |  |     |
| tqm   |    | 320                     | Low           | RM0.08          | -                |           |   |  |     |
| Show rows: 30 ▾ 1 - 1 of 1 keywords   < < > > |   |                         |               |                 |                  |           |   |  |     |
| Keyword (by relevance)                        |   | Avg. monthly searches ? | Competition ? | Suggested bid ? | Ad impr. share ? |           |   |  |     |
| six sigma                                     |    | 2,400                   | High          | RM1.73          | -                |           |   |  |     |
| quality management system                     |    | 210                     | Low           | RM6.33          | -                |           |   |  |     |
| 6 sigma                                       |  | 260                     | Low           | RM0.16          | -                |           |   |  |     |
| quality management                            |  | 320                     | Low           | RM4.72          | -                |           |   |  |     |
| six sigma                                     |  | 70                      | Low           | RM2.10          | -                |           |   |  |     |
| tqm certification                             |  | 30                      | Low           | RM13.25         | -                |           |   |  |     |

# 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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# Keywords Plus

- KeyWords Plus<sup>®</sup> 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](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](#)

**Results: 1,218***(from Web of Science Core Collection)*You searched for: TOPIC: ("virtual team\*\*") ...[More](#)[Create Alert](#)**Refine Results**

Search within results for...

**Web of Science Categories** ▾

- MANAGEMENT (458)
- COMPUTER SCIENCE  
INFORMATION SYSTEMS (272)
- INFORMATION SCIENCE LIBRARY  
SCIENCE (177)
- BUSINESS (172)
- COMPUTER SCIENCE  
INTERDISCIPLINARY  
APPLICATIONS (118)

[more options / values...](#)Sort by: **Publication Date -- newest to oldest** ▾

◀ Page 1 of 122

 Select Page ▾

1. **Leading Effective Global **Virtual Teams**: The Consequences of Methods of Communication**  
By: Morgan, Lisa; Paucar-Caceres, Alberto; Wright, Gillian  
SYSTEMIC PRACTICE AND ACTION RESEARCH Volume: 27 Issue: 6 Pages: 607-624 Published: DEC 2014

2. **Understanding the attitudes, knowledge sharing behaviors and task performance of core developers: A longitudinal study**  
By: Licorish, Sherlock A.; MacDonell, Stephen G.  
INFORMATION AND SOFTWARE TECHNOLOGY Volume: 56 Issue: 12 Special Issue: SI Pages: 1578-1596  
Published: DEC 2014

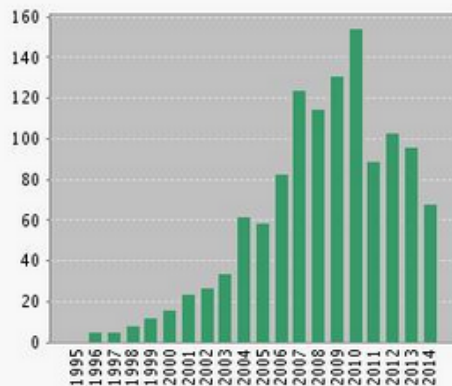
3. **A Calibrated Group Decision Process**  
By: Rokou, Elena; Kirytopoulos, Konstantinos  
GROUP DECISION AND NEGOTIATION Volume: 23 Issue: 6 Special Issue: SI Pages: 1369-1384 Published:  
NOV 2014

4. **Satisfaction with outcome and process from web-based meetings for idea generation and**

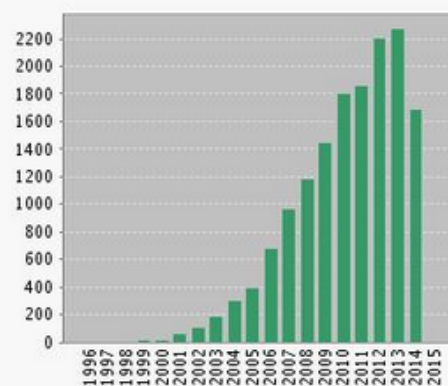
[Analyze Results](#)[Create Citation Report](#)Times Cited: 0  
*(from Web of Science Core Collection)*Times Cited: 0  
*(from Web of Science Core Collection)*Times Cited: 0  
*(from Web of Science Core Collection)*Times Cited: 0  
*(from Web of Science Core Collection)*

**Citation Report: 1218***(from Web of Science Core Collection)*You searched for: TOPIC: ("virtual team\*") [...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.

[View a graph with all years.](#)**Citations in Each Year**

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Results found: 1218

Sum of the Times Cited [?]: 15217

Sum of Times Cited without self-citations [?]: 10399

Citing Articles [?]: 8040

Citing Articles without self-citations [?]: 7210

Average Citations per Item [?]: 12.49

h-index [?]: 58

# 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



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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... [more](#)

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77

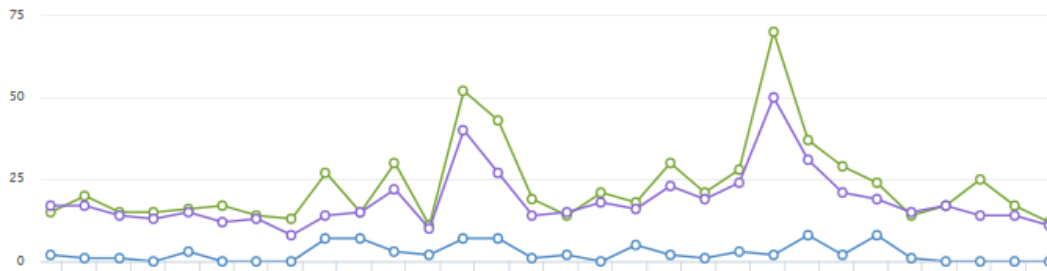
PROFILE VIEWS  
IN THE LAST 30 DAYS

720

DOCUMENT VIEWS  
IN THE LAST 30 DAYS

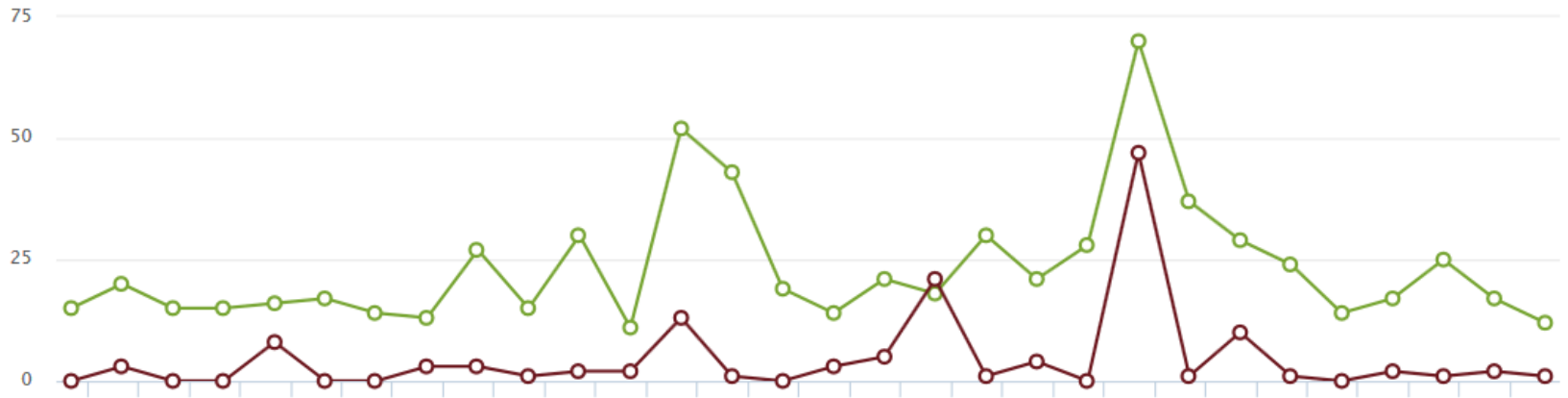
536

UNIQUE VISITORS  
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# Analytics - Documents



| Title  | 30-Day Views ▾ | 30-Day Uniques ⇅ | 30-Day Downloads ⇅ | All-Time Views ⇅ | All-Time Downloads ⇅ |
|--|----------------|------------------|--------------------|------------------|----------------------|
| <a href="#">Target ISI Journals "HOW TO WRITE/PUBLISH ISI PAPERS"</a>      | 304            | 234              | 32                 | 4,821            | 392                  |
| <a href="#">Virtual Teams and Management Challenges</a>                    | 71             | 53               | 2                  | 3,476            | 120                  |
| <a href="#">Maximizing Articles Citation Frequency</a>                     | 65             | 36               | 5                  | 65               | 5                    |
| <a href="#">Virtual R&amp;D Teams: A New Model for Product Development</a> | 41             | 27               | 10                 | 41               | 10                   |

# Analytics - Keywords

ACADEMIA

Search...



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ANALYTICS

SESSIONS

UPLOAD PAPERS



LAST 30 DAYS

LAST 60 DAYS

ANALYTICS



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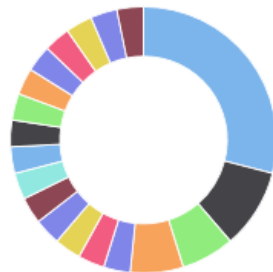
DOCUMENTS

KEYWORDS

EXTERNAL LINKS

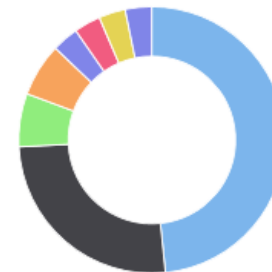
COUNTRIES

Top Keywords



- how to write isi paper+pdf
- [http://www.academia.edu/1737420/Target\\_ISI\\_Journal...](http://www.academia.edu/1737420/Target_ISI_Journal...)
- knowledge in iran
- isi journals easy publish
- wonderland of virtual team

Top Search Engines



- Google
- Bing
- Google India
- Ask.com
- Google Canada

# Analytics - External Links

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EXTERNAL LINKS

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| Page   | Referring Site   | 30-Day Views | All-Time Views |
|--|--|--------------|----------------|
| Profile  | <a href="http://mindmeister.com/39583892/research-tools-by-nader-ale-ebrahim">mindmeister.com/39583892/research-tools-by-nader-ale-ebrahim</a>   | 0            | 48             |
| Target ISI Journals "HOW TO WRITE/PUBLISH ISI PAPERS"  | Twitter  | 0            | 30             |
| Profile  | <a href="http://aleebrahim.com/Links.aspx">aleebrahim.com/Links.aspx</a>   | 0            | 13             |
| Virtual Teams and Management Challenges                | <a href="http://projectmanagement.com/articles/282289/Virtual-Teams--Do-the-Challenges-Outweigh-the-Benefits-">projectmanagement.com/articles/282289/Virtual-Teams--Do-the-Challenges-Outweigh-the-Benefits-</a> | 0            | 12             |
| Profile  | <a href="http://mindmeister.com/38184760/best-virtual-r-d-teams-papers-nader-ale-ebrahim-s-publications">mindmeister.com/38184760/best-virtual-r-d-teams-papers-nader-ale-ebrahim-s-publications</a>             | 0            | 11             |
| Effective Strategies for Increasing Citation Frequency | Facebook   | 0            | 10             |

# ResearchGate - Stats

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

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**SKILLS AND EXPERTISE (68)**

- 52 Research Tools
- 52 Innovation
- 48 New Product Development
- 46 Innovation Process
- 44 Academic Writing
- 44 Endnote
- 44 Mechanical Engineering
- 44 Statistical Software
- 43 SMEs
- 43 Knowledge Management
- 43 Project Management

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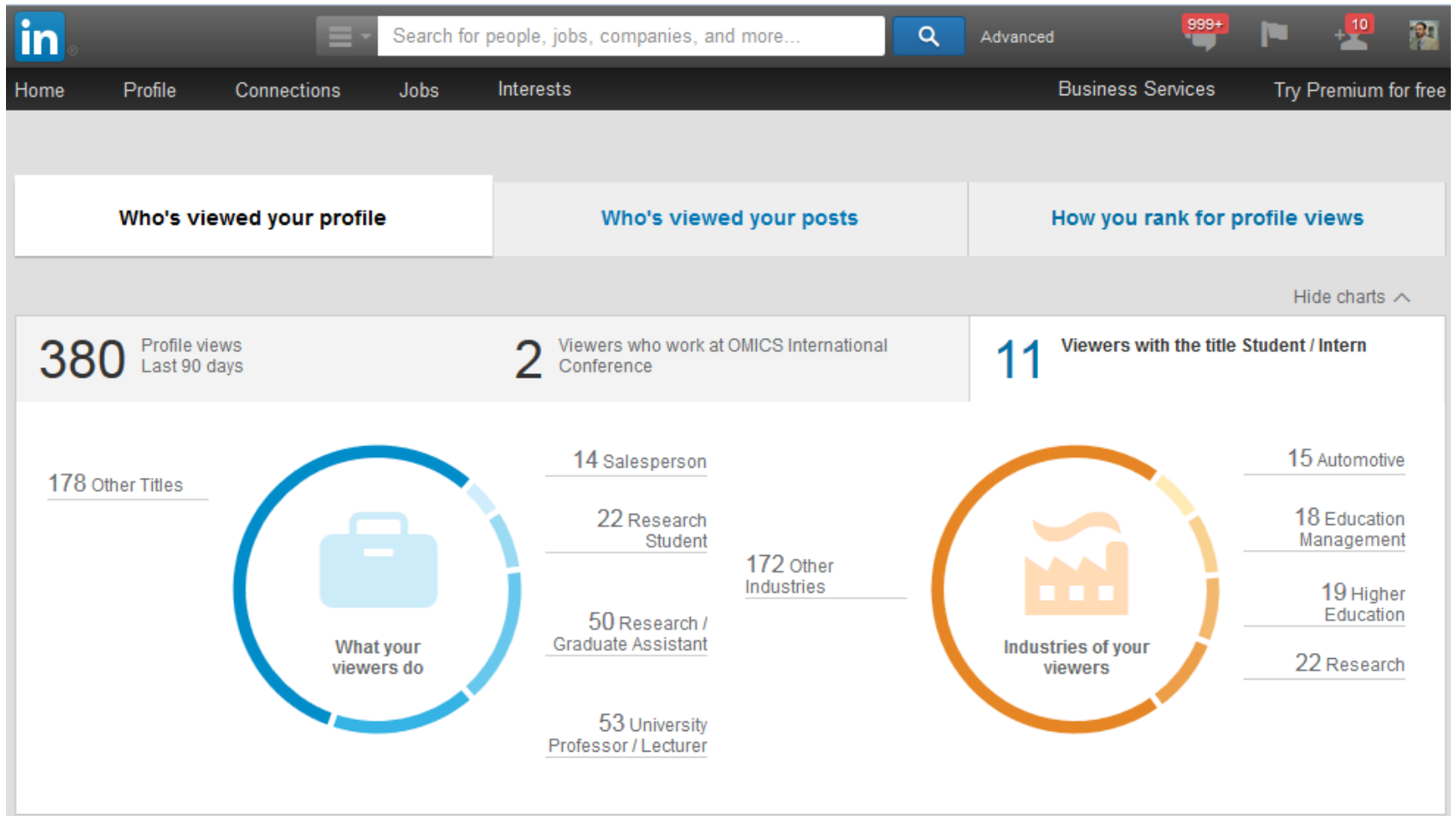
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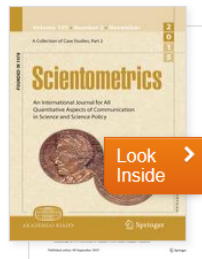
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Scientometrics  
November 2015, Volume 105, Issue 2, pp 759-771

First online: 09 September 2015

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



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

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