

# Research Visibility and Impact in the Next Generation Libraries

**Nader Ale Ebrahim**<sup>1,2</sup>, PhD

<sup>1</sup>Research Visibility and Impact Consultant

<sup>2</sup>Adjunct lecturer, Research and Technology Department, Alzahra University, Vanak, Tehran, Iran



[aleebrahim@gmail.com](mailto:aleebrahim@gmail.com)



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



<https://publons.com/researcher/1692944>

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



All of my presentations are available online at:

[https://figshare.com/authors/Nader\\_Ale\\_Ebrahim/100797](https://figshare.com/authors/Nader_Ale_Ebrahim/100797)

# Abstract

Archiving high quality documents with the best metadata is only halfway towards receiving libraries' user attention in the future. The rest of the journey is dependent on disseminating the documents via proper utilization of the “[Research Tools](#)”. Library users expect access to library resources anytime and anywhere. Proper tools provide the chance for librarians to innovate, boost quality, measure success, and align services with the priorities of their organizations. Librarians should increase the research impact and visibility of their documents. The talk will concentrate on various techniques for improving the Research Visibility and Impact in the Next Generation Libraries. New techniques are required to support researchers in maximizing their research impact and to increase researchers' awareness of open access publishing models, self-archiving, and Altmetrics benefits.

**Keywords:** Improve citations, Research tools, Bibliometrics, Research Visibility, Research Impact, Altmetric

# International Conference on Next Generation Libraries-2019 (NGL-2019)

December 12-14, 2019, Biju Patnaik Central Library, National Institute of Technology, Rourkela, India.



EMPOWERING LIBRARY PROFESSIONALS TO EMPOWER SOCIETY (ELPES-7)

## International Conference on Next Generation Libraries-2019 (NGL-2019)

New Trends & Technologies, Collaboration & Community Engagement, Future Librarianship, Library Spaces & Services

December 12-14, 2019 | NIT Rourkela, India

Web: <http://library.nitrkl.ac.in/elpes7/> | E-mail: [ngl2019.india@gmail.com](mailto:ngl2019.india@gmail.com)

### Programme Schedule (Tentative)

<b>Program Chair:</b>	Dr. D. B. Ramesh, Chief Librarian, Siksha 'O' Anusandhan, Bhubaneswar, Odisha, India
<b>Rapporteur General:</b>	Dr Y. Srinivasa Rao, Deputy Librarian, School of Planning and Architecture, Vijayawada

### DAY 1: December 12, 2019 (Thursday)

Registration	Venue: TIIR Auditorium	9:30 Onwards	
Prologue	Inauguration	10:00 AM	11:20 AM
	Keynote Address by Chief Guest - Dr. Arun Ku. Chakarborty, Librarian, Bose Institute, Kolkata		
	Group Photograph		
High Tea		11:20 AM	11:30 AM
Technical Session-1	Theme:- New Trends & Technologies / Advancing Sustainable development	11:30 AM	1:00 PM
	Chaired by: Dr. R.K.Sharma, Librarian, UN India Rapporteur: Dr. Satya Ranjan Sahu		
Invited Talks	Gamification: Application in the Library Ecosystem by Mr. Piyush Tewari, Founder, GTL Ventures, Mumbai	11:30 AM	12:30 PM
Virtual Session: Venue: Smart Class Lab	Research Visibility and Impact in the Next Generation Libraries by Dr.Nader Ale Ebrahim, Adjunct Lecturer, Research and Technology Department, Alzahra University, Vanak, Tehran, Iran	12:30 PM	1:00 PM

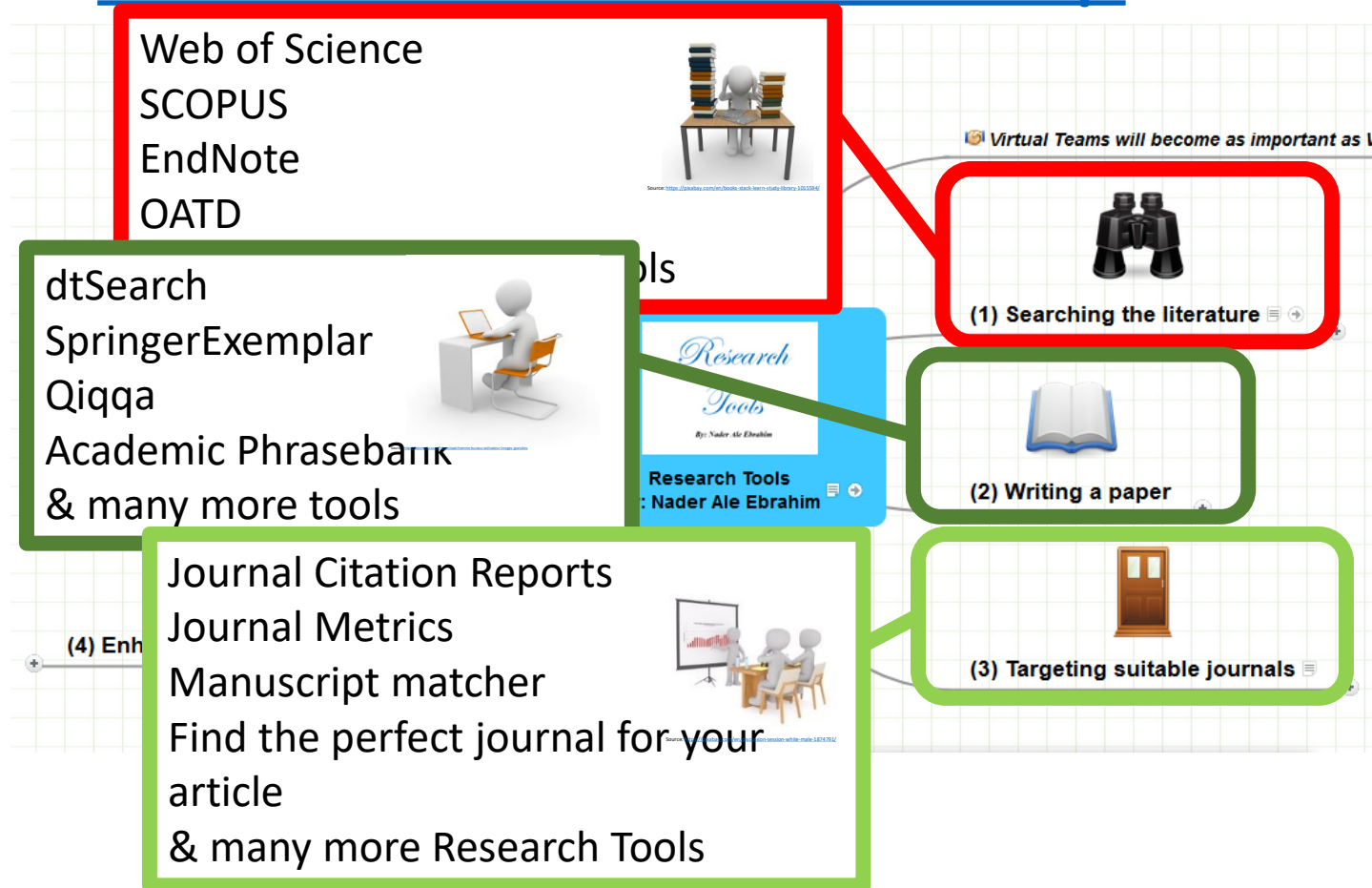
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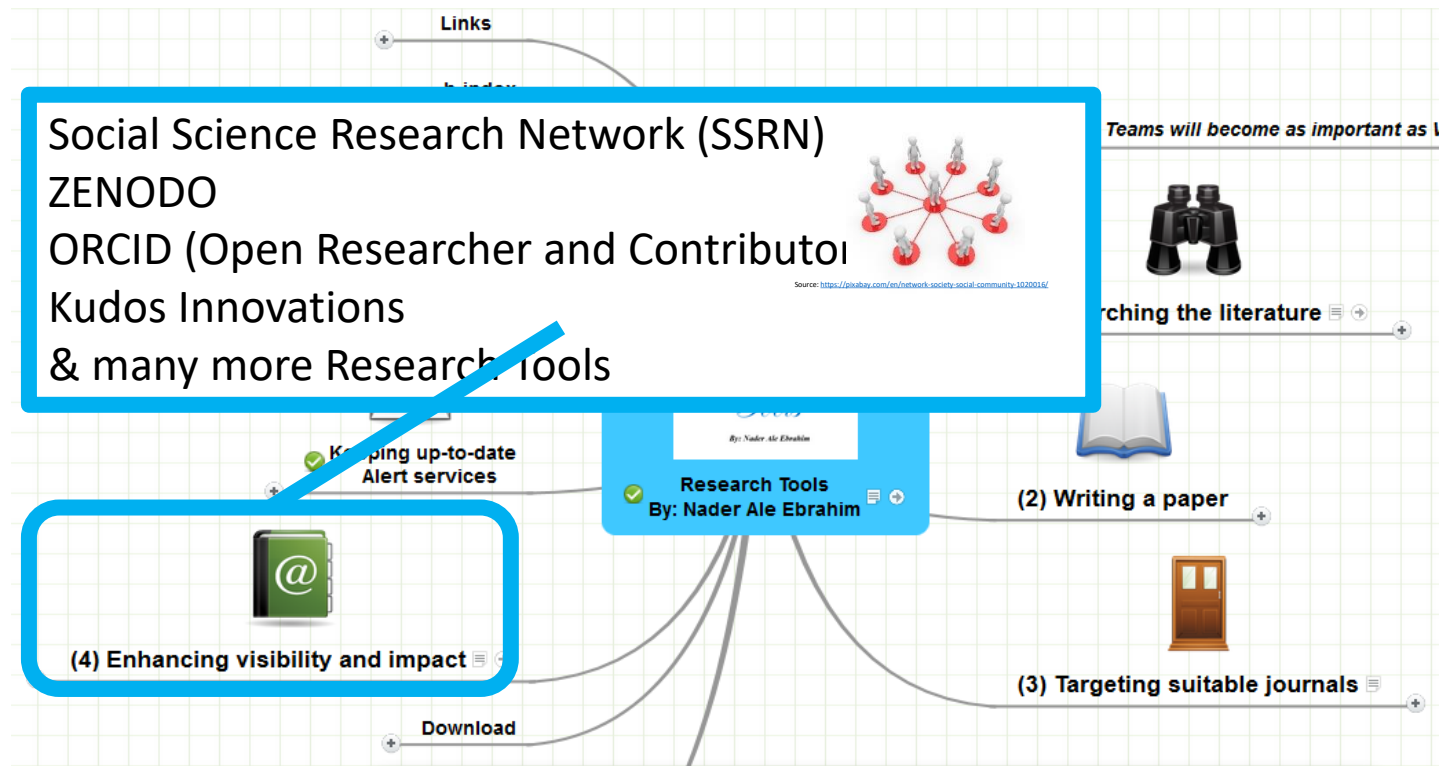
# Do Research, Don't Re-Search

A word cloud featuring the names 'Research', 'Ale', 'Ebrahim', 'Nader', 'Tools', and 'Founder' in large, colorful fonts. Smaller words related to research and academia are scattered around them, including: ISSN, Citation, Year, Volume, Scopus, Author, impact, researchers, databases, Hadi, Article, Record, Education, nodes, citation tools, URL, Short Issue, Pages, citations, Keywords, Type, Web, Attachments, Original, File, Abstract, Reference, Farhadi, H-index, Google, study, results, Number, Title, Journal, Date, ICT, Publication, h-index, scholar, Science, and two.

# Research Tools Mind Map

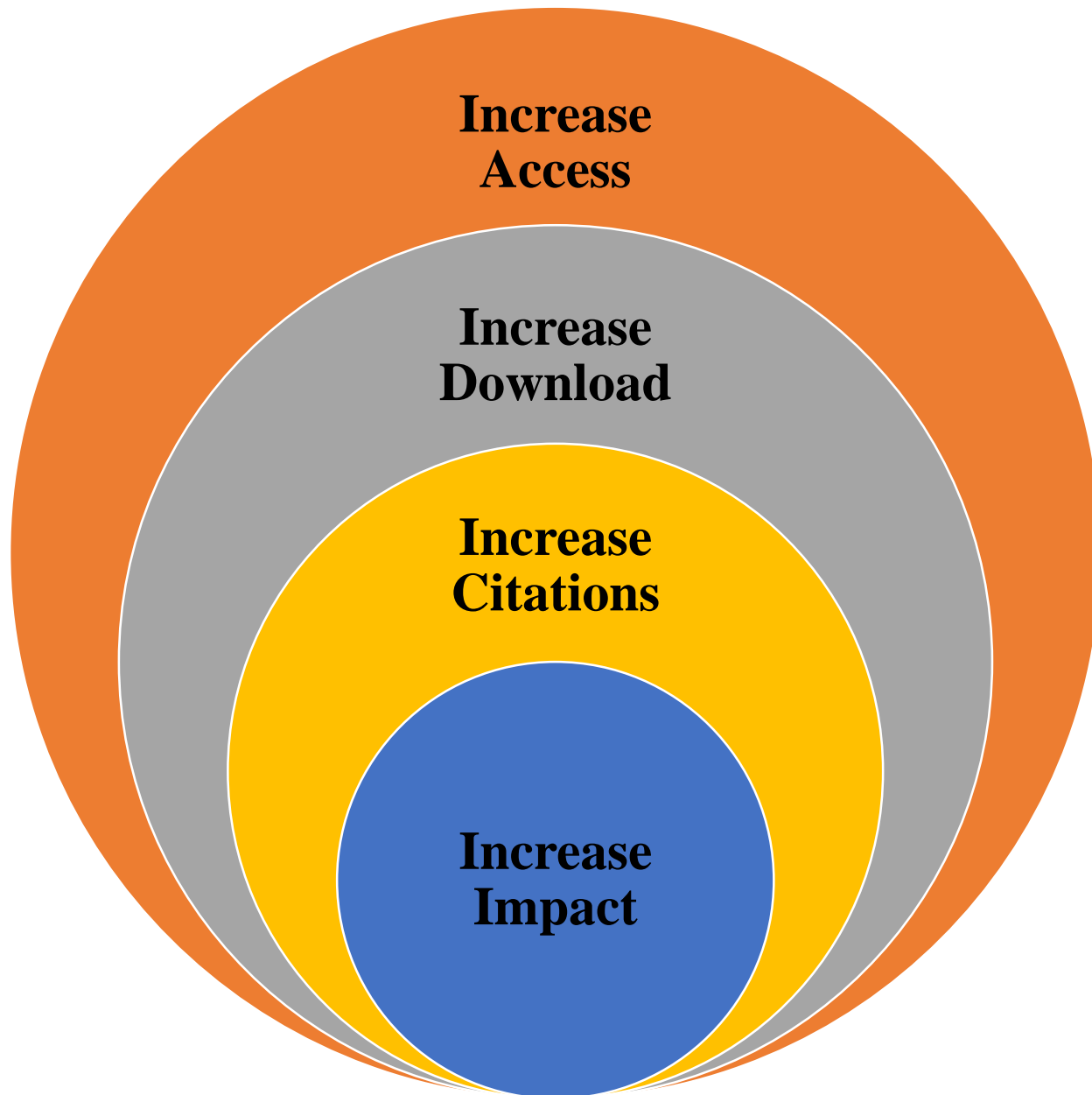


# Research Tools Mind Map



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405.9k views







**Anna Guillaumet**  
@annaguillaumet

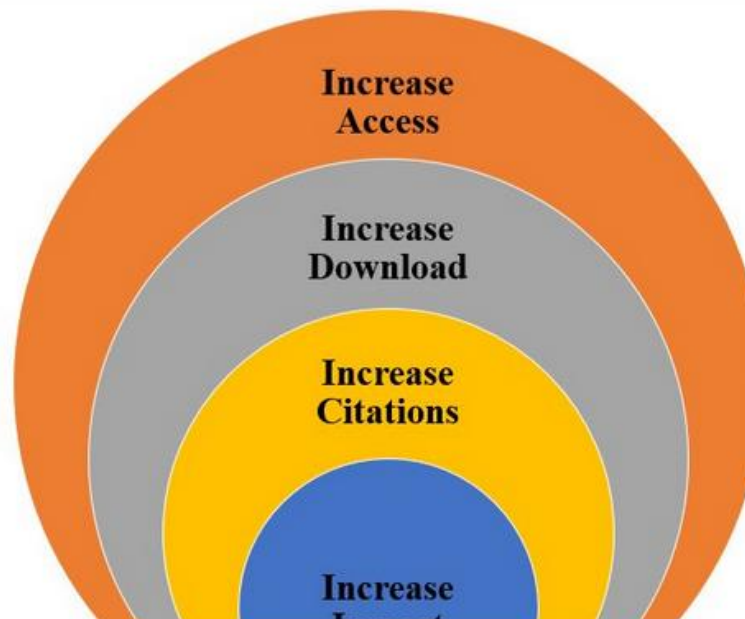


The lifecycle of a scientific paper: Its not just about publishing it. #research #science #publish #impact by @aleebrahim



**Nader Ale Ebrahim** @aleebrahim · Jan 1

Ale Ebrahim, Nader (2018): Publishing Procedure and Strategies to Improve Research Visibility and Impact. figshare. Presentation.  
[doi.org/10.6084/m9.fig...](https://doi.org/10.6084/m9.fig...)



Source: <https://twitter.com/annaguillaumet/status/1203614926218108929>

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# UNIVERSITY LIBRARIES

UNIVERSITY AT ALBANY - STATE UNIVERSITY OF NEW YORK

## Effective Strategies for Increasing Citation Frequency

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

**Standarize Identifying Info:** try to use the same name throughout your career as well as the name of your affiliated insitution. 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.

**Utlilize 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\*](#)

# Managing and Leading Creative Universities – Foundations of Successful Science Management: A Hands-On Guide for (Future) Academics. Tampere, Finland: International Ambient Media Association (iAMEA); ISBN 978-952-7023-16-7



Source: Ale Ebrahim, Nader and Gholizadeh, Hossein and Lugmayr, Artur, Maximized Research Impact: An Effective Strategies for Increasing Citations (December 15, 2017). Managing and Leading Creative Universities – Foundations of Successful Science Management: A Hands-On Guide for (Future) Academics (pp. 29-51). Tampere, Finland: International Ambient Media Association (iAMEA); ISBN 978-952-7023-16-7. Available at SSRN: <https://ssrn.com/abstract=3101575>

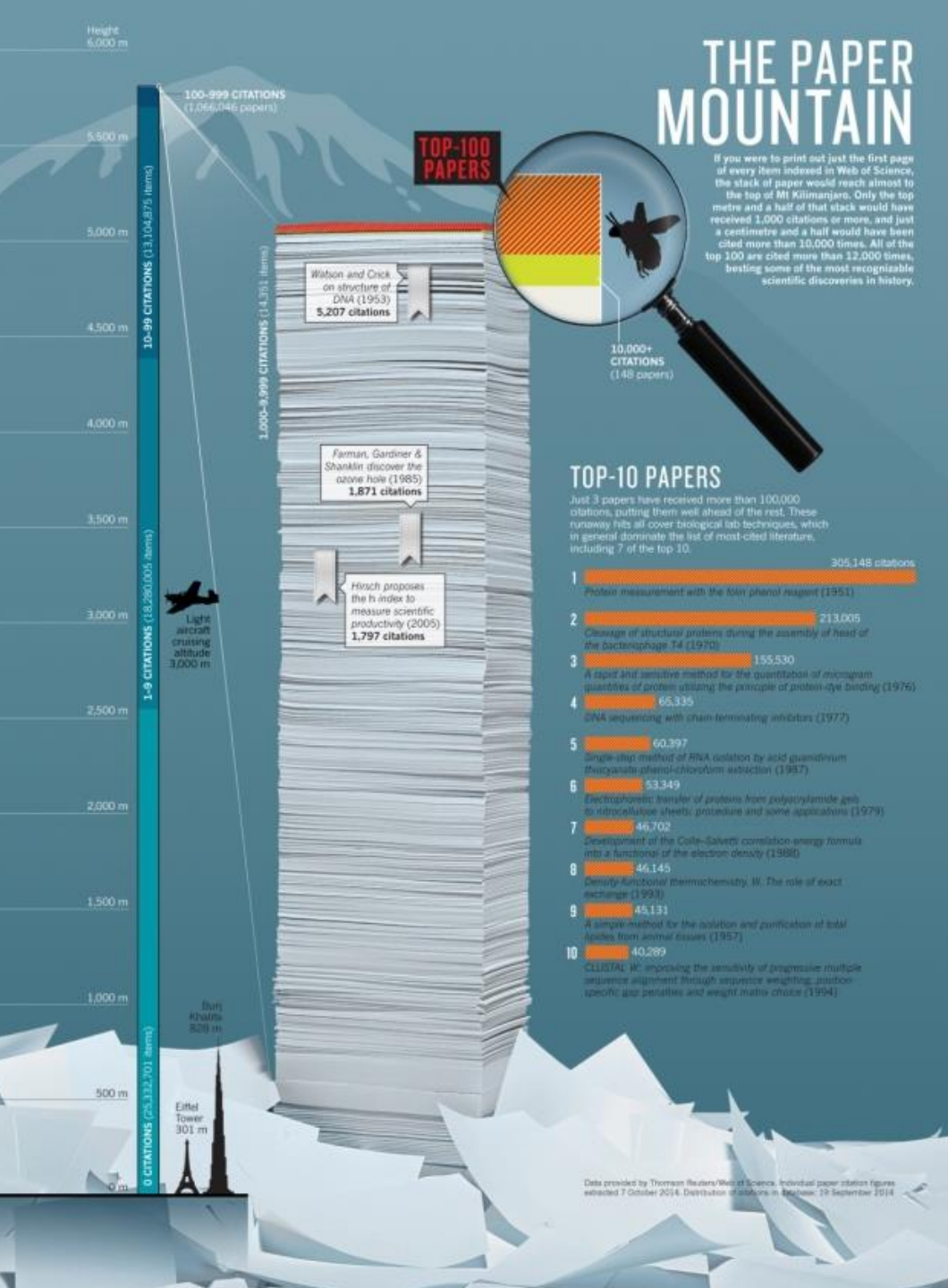
# Part 1

# ACADEMIA HAS A PROBLEM

7000 papers are published  
every single day!  
Many never get cited or even read.



Source: <https://www.animateyour.science/>



Source: R. Van Noorden, B. Maher, and R. Nuzzo, "The top 100 papers," Nature, vol. 514, 2014.

NEWS FEATURE

# THE TOP 100 PAPERS

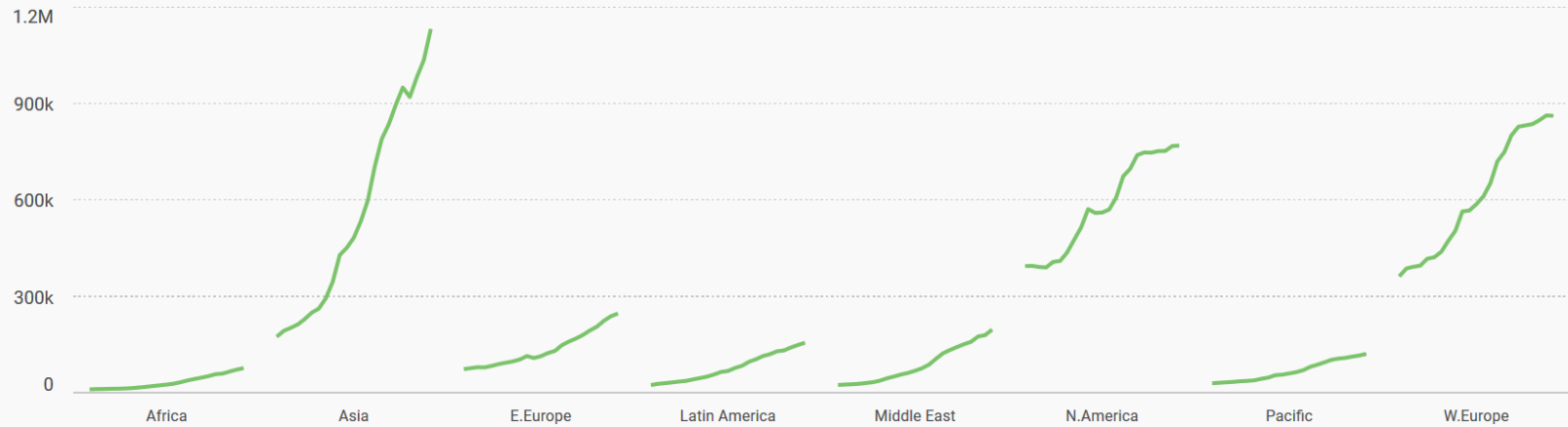
Nature explores the most-cited research of all time.

BY RICHARD VAN NOORDEN,  
BRENDAN MAHER AND REGINA NUZZO

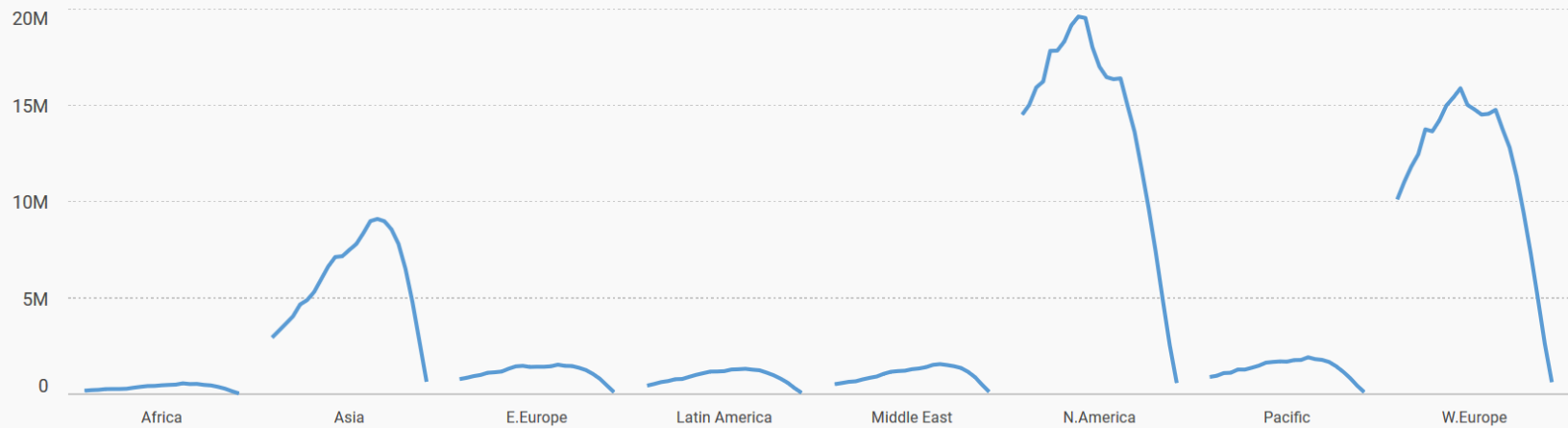
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11 December 2019

Total documents (1996-2018)

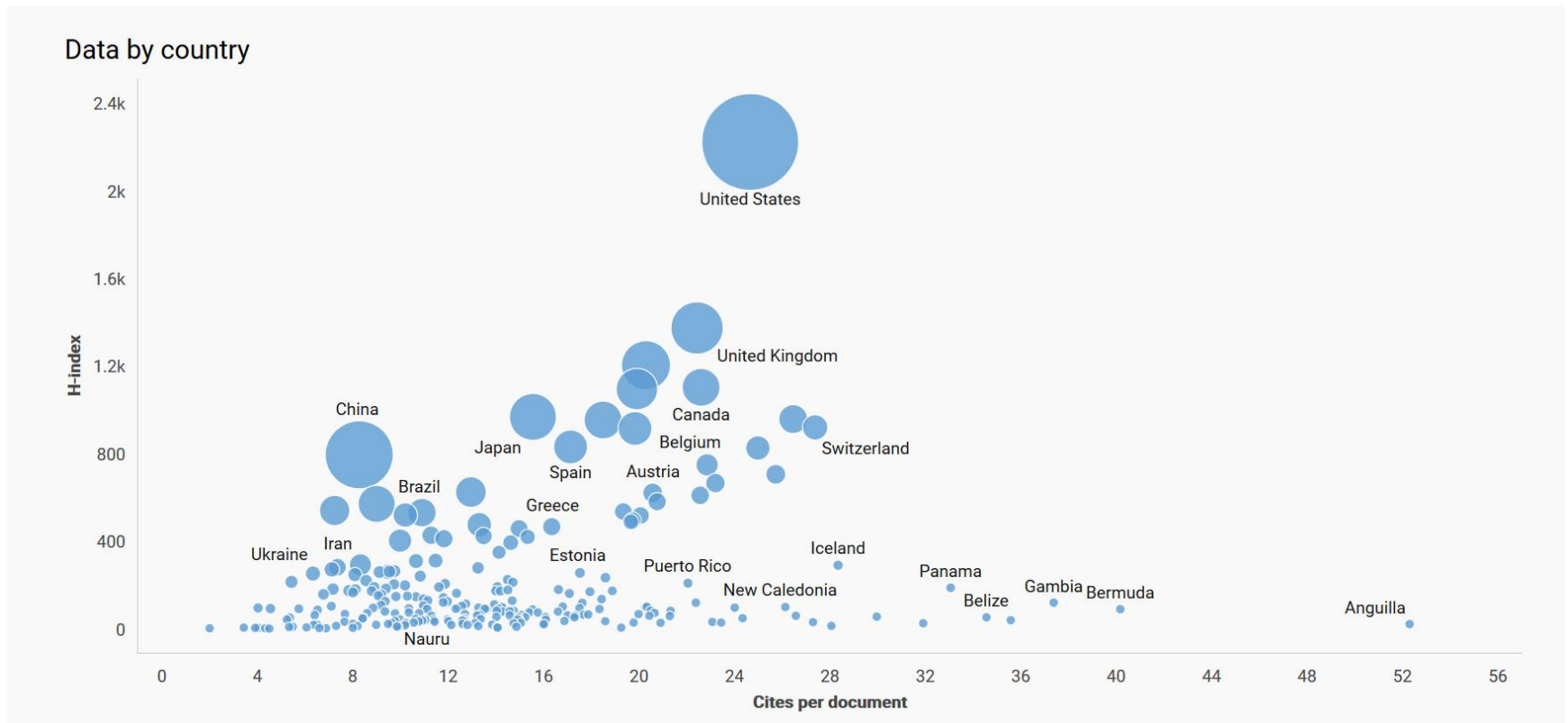


Total cites (1996-2018)



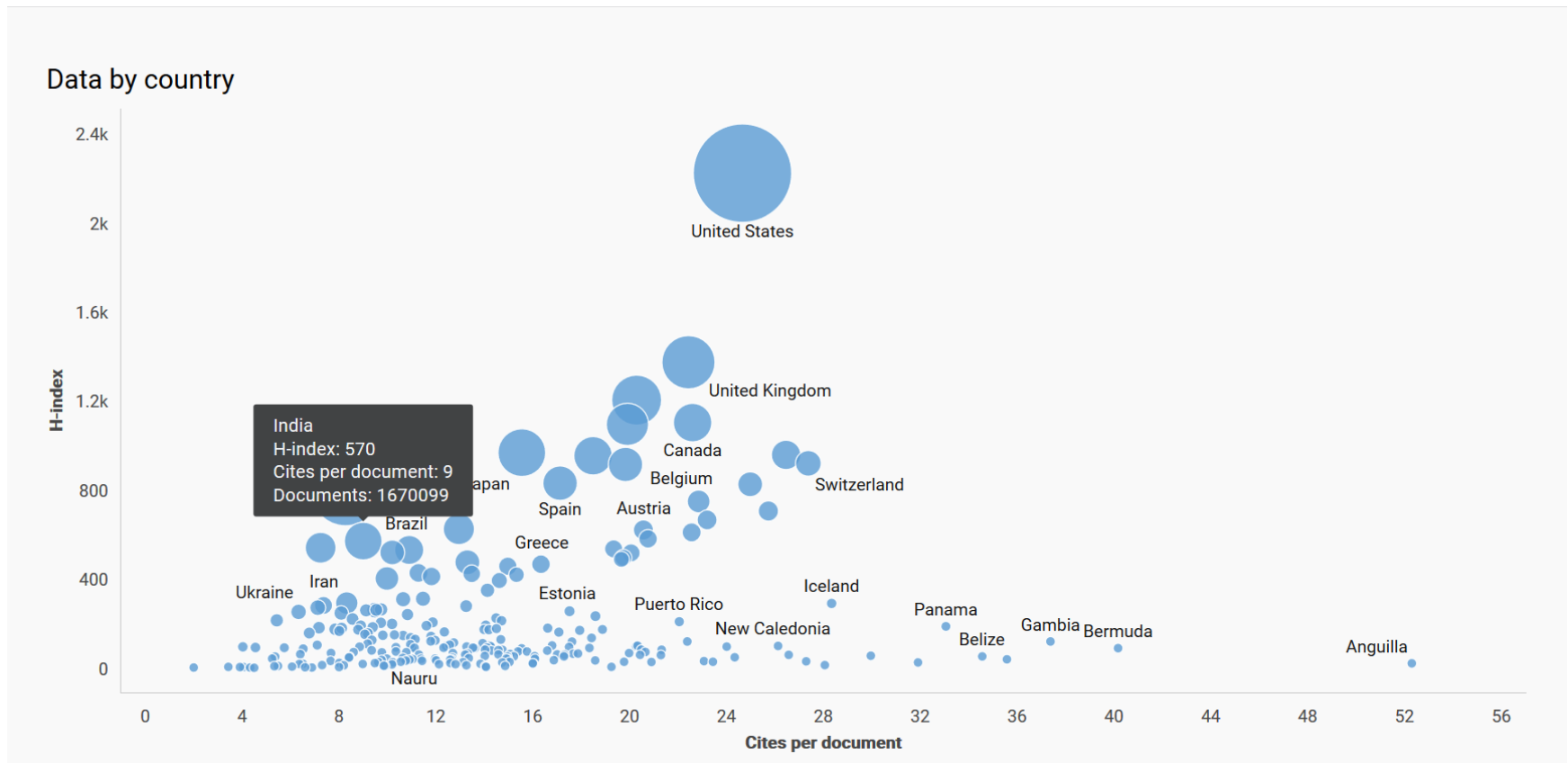
Source: <https://www.scimagojr.com/worldreport.php>






Source: <https://www.scimagojr.com/worldreport.php>





Source: <https://www.scimagojr.com/worldreport.php>










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	Country	↓ Documents	Citable documents	Citations	Self-Citations	Citations per Document	H index
1	 <a href="#">United States</a>	12070144	10701848	297655815	134368758	24.66	2222
2	 <a href="#">China</a>	5901404	5785424	48833849	27480980	8.27	794
3	 <a href="#">United Kingdom</a>	3449243	2935537	77355297	17558272	22.43	1373
4	 <a href="#">Germany</a>	3019959	2787096	61262766	14946684	20.29	1203
5	 <a href="#">Japan</a>	2750108	2630141	42767077	11167050	15.55	967
6	 <a href="#">France</a>	2120161	1969558	42219660	8847163	19.91	1094
7	 <a href="#">Canada</a>	1744508	1569064	39431612	6894236	22.60	1102
8	 <a href="#">Italy</a>	1744314	1587823	32252528	7441940	18.49	953
9	 <a href="#">India</a>	1670099	1551015	15035059	5135044	9.00	570

**11 December 2019**

Source: <https://www.scimagojr.com/countryrank.php>

SJR

Scimago Journal &amp; Country Rank

Enter Journal Title, ISSN or Publisher Name



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All regions



1996-2018



Display countries with at least 0

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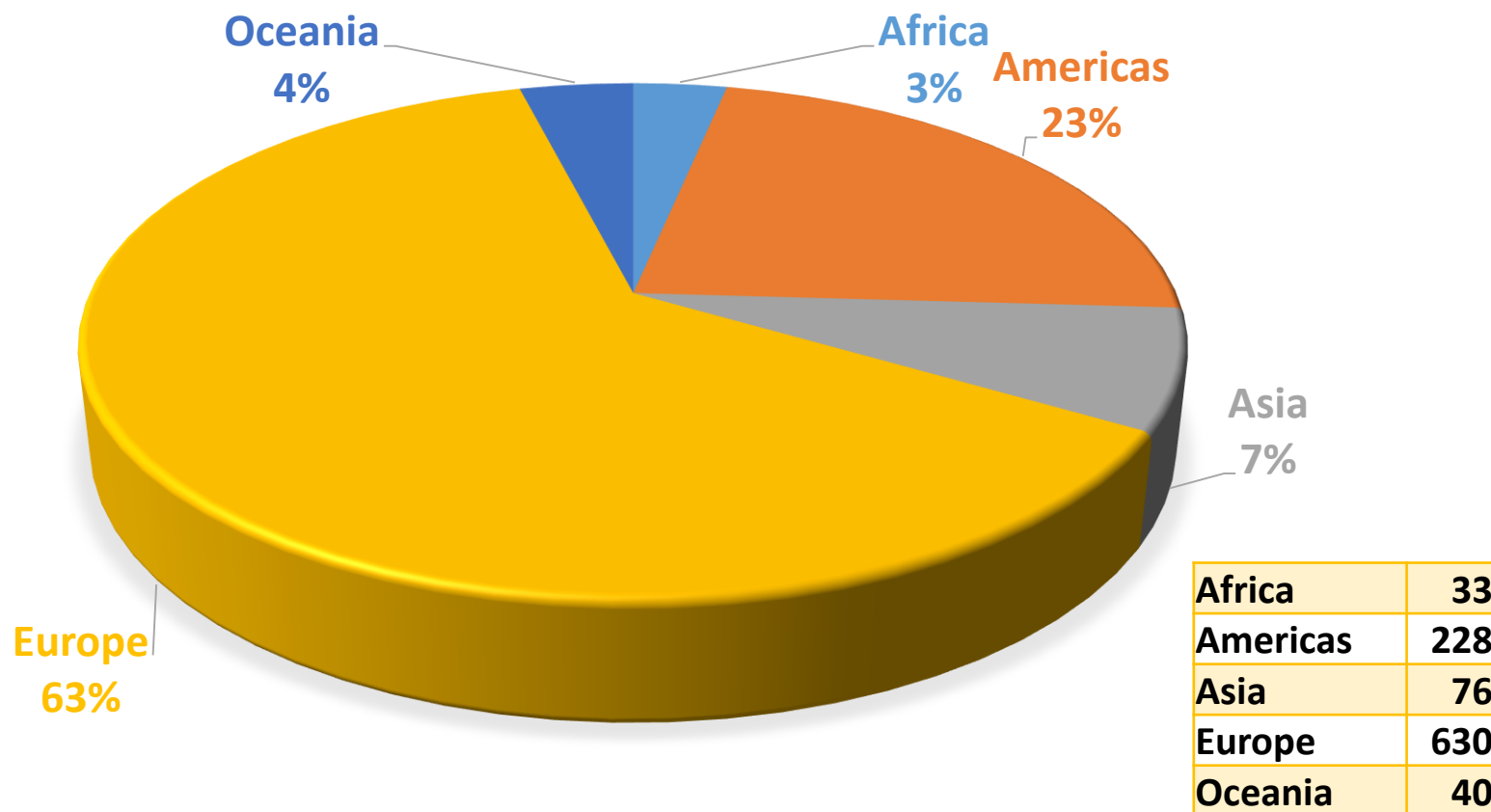
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4	Canada	1744508	1569064	39431612	6894236	22.60	1102
5	France	2120161	1969558	42219660	8847163	19.91	1094
19	Finland	334763	311398	7553739	1078823	22.56	609
20	Norway	312012	280277	6477670	943274	20.76	580
21	India	1670099	1551015	15035059	5135044	9.00	570
22	Russian Federation	1076966	1051744	7801977	2543017	7.24	540
23	Singapore	292560	269110	5656862	632326	19.34	535

11 December 2019

Source: <https://www.scimagojr.com/countryrank.php>

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Africa	33
Americas	228
Asia	76
Europe	630
Oceania	40

Source: <http://roarmap.eprints.org/view/country/un=5Fgeoscheme.html> (This list was generated on **Wed Dec 11 16:48:52 2019 GMT**).

# Part 2



university of  
 groningen

founded in 1614 - top 100 university

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About us > How to find us > dr. S. (Shaya) Abdolazadeh

▾ dr. S. (Shaya) Abdolazadeh

Profile

Research

## dr. S. (Shaya) Abdolazadeh

Research Impact Specialist



University of Groningen Library

Telephone: +31 50 36 33037

E-mail: [S.Abdolazadeh@rug.nl](mailto:S.Abdolazadeh@rug.nl)



Source: <https://www.rug.nl/staff/s.abdolazadeh/>

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# Research Outputs and Visibility Manager at Brunel University London.





IN THIS SECTION

Overview

Referencing ▼

Academic skills ▼

Researcher support ▲

LIBRARY / STUDY AND RESEARCH SUPPORT / RESEARCHER SUPPORT / **INCREASE RESEARCH VISIBILITY**

# Increase research visibility

## Ways to increase research visibility

Source: [https://library.leeds.ac.uk/info/1406/researcher\\_support/163/increase\\_research\\_visibility](https://library.leeds.ac.uk/info/1406/researcher_support/163/increase_research_visibility)





# University of Birmingham Research Publications Statement

The University has released a statement for Research Publications. This is to increase the visibility of research publications associated with the University and to ensure compliance with funder and REF requirements for OA.

## Objectives

The objectives of this statement are:

- To increase the visibility of research publications produced by staff employed by or associated with the University of Birmingham

### In 'Open Access'

> [Plan S](#)

> [Open access](#)

> [What is open access?](#)

> [How can I publish my work as open access?](#)

Source: <https://intranet.birmingham.ac.uk/as/libraryservices/library/research/open-access/university-of-birmingham-research-publications-statement.aspx>

# Berkeley Library

## Library Workshops

## Event detail

### Managing and Maximizing Your Scholarly Impact

Workshop: Scholarly Communication | October 25 | 1-2:30 p.m. | 309 [Sproul Hall](#)

**Speakers/Performers:** Rachael Samberg; Timothy Vollmer

**Sponsor:** [Library](#)

This workshop will provide you with practical strategies and tips for promoting your scholarship, increasing your citations, and monitoring your success. You'll also learn how to understand metrics, use scholarly networking tools, evaluate journals and publishing options, and take advantage of funding opportunities for Open Access scholarship.

**RSVP required**

**RSVP info:** [RSVP online](#)

[Set email reminder](#)

[Email to a friend](#)

[Add to my Google calendar \(bCal\)](#)

[Download to my calendar](#)

<<	October 2019							>>
	S	M	T	W	T	F	S	
→			1	2	3	4	5	
→	6	7	8	9	10	11	12	
→	13	14	15	16	17	18	19	
→	20	21	22	23	24	25	26	
→	27	28	29	30	31			

[Today's events](#)

[RSS](#)

[This week's events](#)

[RSS](#)

[This month's events](#)

[RSS](#)

[Upcoming events](#)

[RSS](#)

Source: [://events.berkeley.edu/index.php/calendar/sn/library.html?event\\_ID=128115](https://events.berkeley.edu/index.php/calendar/sn/library.html?event_ID=128115)

- Get in Contact +
- Searching & Finding +
- Borrowing & Ordering +
- Studying & Researching +
- Publishing & Citing +
- About the Library +

# Visibility and Research Impact – Bibliometrics, Scholarly Communication and Publication Strategies

What is my research impact and how can I influence my h-index? How can I use academic identity management and social media for improving my presence on the internet? The course gives an overview of different issues with scholarly publication and improvement of research impact.



- Friday, 25. January 2019 - 9:00 to 13:00  
**Munich:** Conference Room S2534 (TUM Barer Street 21)  
Course language: German  
[Register](#)  
Available Places: 4
- Tuesday, 5. February 2019 - 9:30 to 14:30  
**Garching:** Multifunction Room 00.03.045 (Branch Library Mathematics & Informatics, Boltzmannstraße 3)  
Course language: English  
[Register](#)  
Available Places: 5
- Monday, 4. March 2019 - 9:00 to 13:00  
**Munich:** Conference Room S2534 (TUM Barer Street 21)  
Course language: English  
[Register](#)  
Available Places: 13

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## University Library

### First Level Hotline

Phone +49 89 189 650 220


WhatsApp +49 173 6108412

[information@ub.tum.de](mailto:information@ub.tum.de) [chat with us!](#)

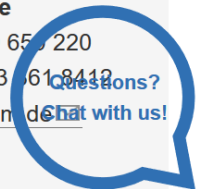
[Directions](#)

## Contact

### Information Literacy

[workshop@ub.tum.de](mailto:workshop@ub.tum.de) 

[Team](#)





Our organization

News, stories & events

► Events & exhibits

Past events & exhibits

News

Past news

Newsletter

Trial databases

Workshop

## Maximize Your Research Impact



### When

October 25, 2018, 12:00 pm to 1:30 pm

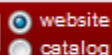
### Where

[Health Sciences Library](#)

Room 2102A

RSVP now

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CLASSES & CONSULTING

ABOUT THE LIBRARY

Home > Classes and Consulting > Classes at Becker > Enhancing the Visibility and Impact of Your Research

## Enhancing the Visibility and Impact of Your Research

This workshop will cover various strategies for participants to consider as they undertake research activities.

The strategies are divided into three categories:

1. Preparing for Publication
2. Dissemination
3. Tracking Your Research

After attending this workshop, participants will be able to better understand tools and approaches that can be used to enhance author profiles, promote discoverability and access of research findings, and document evidence of research impact.

### Upcoming Sessions

- Wed, March 26, 2014 - 12:00 PM - [Register Now](#)

### QUESTIONS ABOUT THIS CLASS?



Contact [Cathy Sarli](#) for more information.

### NEED US TO COME TO YOU?



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- > [Using Library Resources](#)
- > [My Subject](#)
- > [SPLASH & Study Skills](#)
- ✓ [Researcher Development](#)

For Postgraduate Research  
Students

Face to Face Workshops



# HOW TO MAXIMISE THE VISIBILITY AND IMPACT OF YOUR RESEARCH: PATHWAYS TO OPEN ACCESS

This workshop is aimed at all researchers who have started writing for publication or are considering writing for publication.

A great amount of researchers' time and effort involves writing up their research for publication. However, once a paper is accepted for publication, it is not guaranteed that it will reach the widest possible audience, even if the journal does have a high impact factor.

**Next available session: 25th  
September 2013, 10:00-13:00**

[Middle Years Register](#)

[Final Years Register](#)



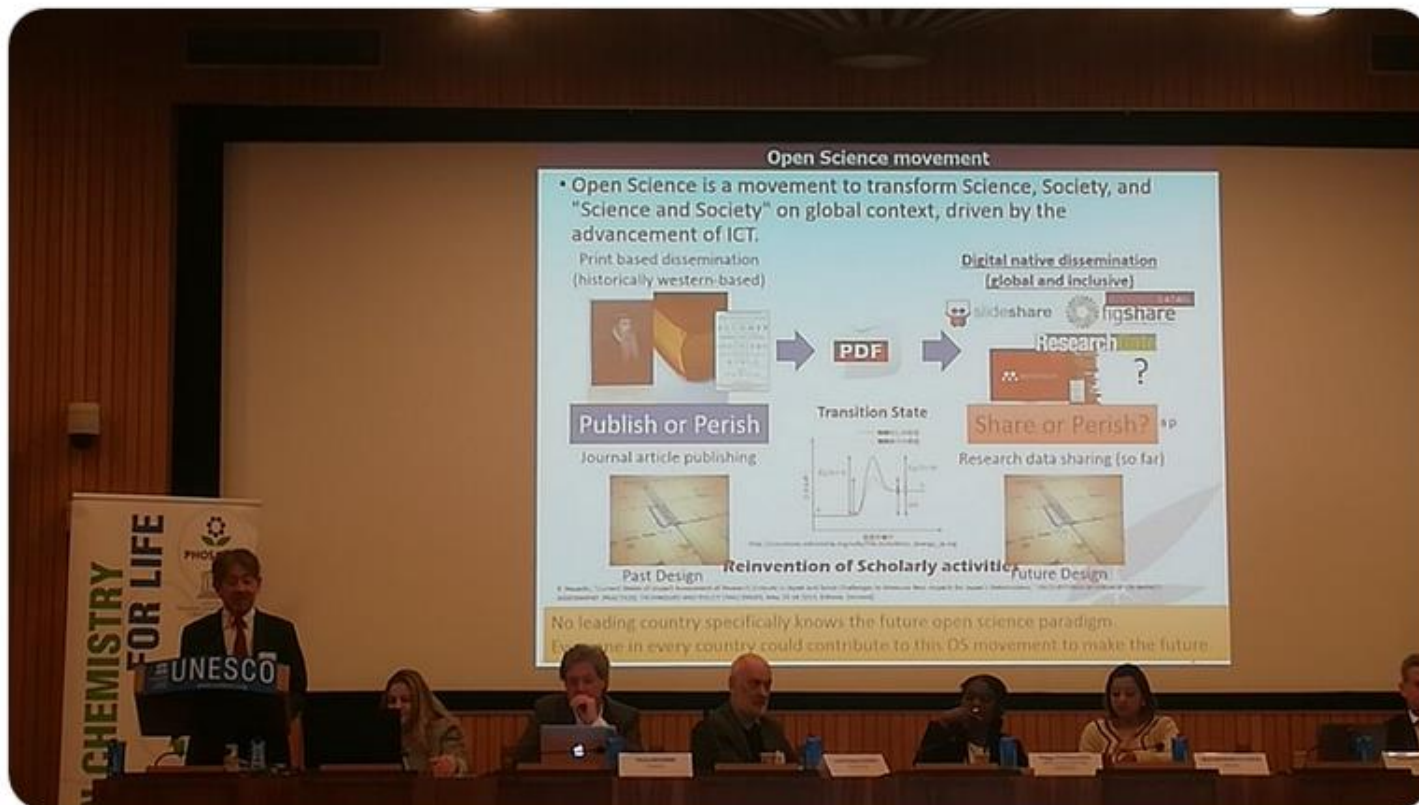


**Opscidia** @Opscidia · 2h

Dr Kazuhiro Hayashi shows how scholarly publication should flip from "Publish or perish" to "Share or Perish"

#OpenScience #WorldScienceDay19

at @unescoNOW



Source: <https://twitter.com/Opscidia/status/1192834575279575040>

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# LIBRARIANS AND RESEARCH IMPACT

## BEYOND CITATION COUNTS

Citations and associated indices (bibliometrics), once the sole measure of research impact, are now being augmented by public, social and mass media measures (altmetrics) in do-it-yourself mashups or prepackaged tools. Librarians are showing researchers what metrics and tools are available, as well as how to assess their strengths, limitations and relevancy.<sup>3</sup>

**DATA SOURCES:**  
Scholarly databases,  
social networks,  
academic networks,  
mass media, scholarly  
blogs, websites, open  
source wikis, search  
engines

### MEASURES OF RESEARCH OUTPUTS

*h*-index  
*g*-index  
*m*-index

CITATIONS

MENTIONS  
+  
MASS  
MEDIA

NUMBER  
OF  
PUBLICATIONS

OTHER  
CITATION-  
BASED  
INDICES<sup>4</sup>

SHARES  
+  
CLICKS

DOWNLOADS  
+  
RECOMMENDS

SAVES  
+  
FAVS

VIEWS

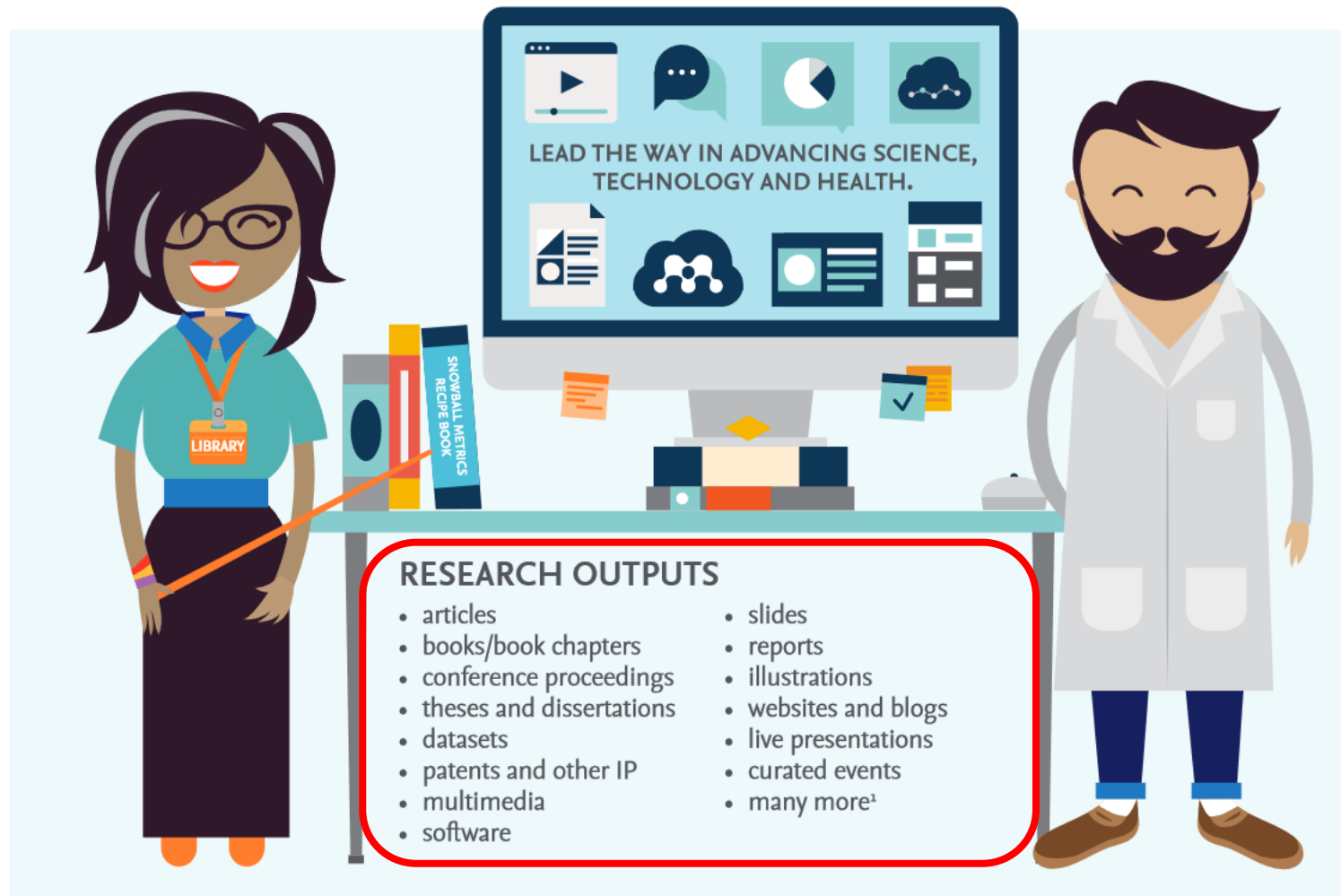
**CAUTION**  
ASK A  
LIBRARIAN



Source: [https://libraryconnect.elsevier.com/sites/default/files/LC\\_ResearchImpact\\_infographic\\_CC.pdf](https://libraryconnect.elsevier.com/sites/default/files/LC_ResearchImpact_infographic_CC.pdf)



# LIBRARIANS AND RESEARCH IMPACT



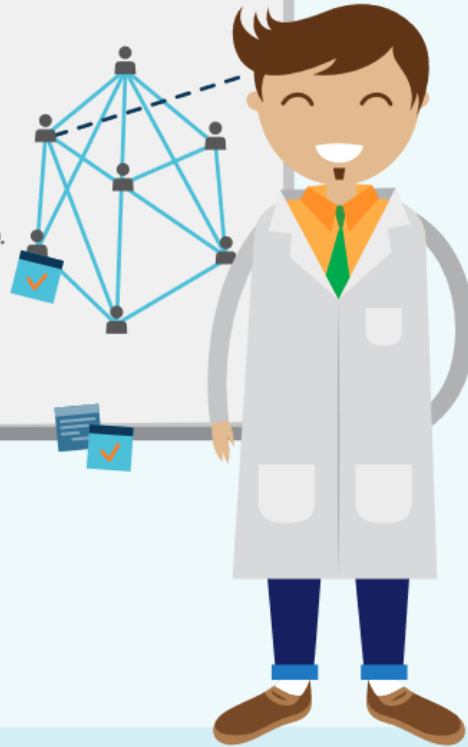
Source: [https://libraryconnect.elsevier.com/sites/default/files/LC\\_ResearchImpact\\_infographic\\_CC.pdf](https://libraryconnect.elsevier.com/sites/default/files/LC_ResearchImpact_infographic_CC.pdf)

# LIBRARIANS AND RESEARCH IMPACT



## To-do list

- Find collaborators for phase 2 study.
- Update promotion and tenure file.
- Identify alternate funding agencies.
- Register for an ORCID ID.
- Post latest article to academic networks.
- Cross-check h-index on repositories, databases and networks.



## BEYOND TENURE DECISIONS

Researchers can apply such evidence to influence collaboration, funding and promotional opportunities. Librarians are working with researchers on raising the visibility and impact of their research and enhancing research and career opportunities, and with the research office on performance measurement and quality assessment activities.<sup>5</sup>

Never Underestimate  
the {IMPACT} of a Librarian

Source: [https://libraryconnect.elsevier.com/sites/default/files/LC\\_ResearchImpact\\_infographic\\_CC.pdf](https://libraryconnect.elsevier.com/sites/default/files/LC_ResearchImpact_infographic_CC.pdf)

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# Part 3

# Increasing Visibility and Enhancing Impact of Research



Source: Bong, Yiibonn and Ale Ebrahim, Nader, Increasing Visibility and Enhancing Impact of Research (April 24, 2017). Asia Research News 2017. Available at SSRN: <https://ssrn.com/abstract=2959952>

# Preparing for Publication – Writing

- Use a unique name consistently throughout academic careers;
- Use a standardized institutional affiliation and address;
- Repeat key phrases in the abstract while writing naturally;
- Assign keyword terms to the manuscript;
- Use more references;
- Write a longer paper;
- Write a review paper;
- Present a working paper;

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

# Preparing for Publication – Collaboration & Journal Selection

- Publish with international authors;
- Publish papers with a Nobel laureates;
- Publish your article in one of the journals everyone in your discipline reads
- Open Access (OA) has a positive impact on growth of citations;
- Publish your work in a journal with the highest number of indexing

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

# Dissemination 1/2

- Self-archive articles
- Keep your professional web pages and published lists up to date
- Make your research easy to find, especially for online searchers
- Deposit paper in Open Access repository
- Contribute to Wikipedia
- Start blogging

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

# Dissemination 2/2

- Join academic social networking sites
- link your latest published article to your email signature
- Create a podcast describing the research project and submit the podcast to YouTube or Vimeo
- Make an online CV.

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







# Thank you!

**Nader Ale Ebrahim**, PhD  
Research Visibility and Impact Consultant



[aleebrahim@gmail.com](mailto:aleebrahim@gmail.com)



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



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## My recent publication:

1. A. Ghanbari Baghestan, H. Khaniki, A. Kalantari, M. Akhtari-Zavare, E. Farahmand, E. Tamam, N. Ale Ebrahim, H. Sabani, and M. Danaee, (2019) ["A Crisis in "Open Access": Should Communication Scholarly Outputs Take 77 Years to Become Open Access?"](#), *SAGE Open*, vol. 9, no. 3, pp. 1-8,
2. Ale Ebrahim, S., Ashtari, A., Pedram, M. Z., & Ale Ebrahim, N. (2019). Publication Trends in Drug Delivery and Magnetic Nanoparticles. *Nanoscale Research Letters*, 14(59). doi: <https://doi.org/10.1186/s11671-019-2994-y>
3. Parnianifard, A., Azfanizam, A., Ariffin, M., Ismail, M., & Ale Ebrahim, N. (2019). Recent developments in metamodel based robust black-box simulation optimization: An overview. *Decision Science Letters*, 8(1), 17-44. doi:10.5267/j.dsl.2018.5.004. Available at SSRN: <https://ssrn.com/abstract=3192794>
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## My recent presentations:

1. Ale Ebrahim, Nader (2019): Research Skills Session 9: Writing a Paper. figshare. Presentation. <https://doi.org/10.6084/m9.figshare.11319866.v1>
2. Ale Ebrahim, Nader (2019): Research Skills Session 8: Avoid Scientific Misconduct. figshare. Presentation. <https://doi.org/10.6084/m9.figshare.11300546.v1>
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4. Ale Ebrahim, Nader (2019): Research Skills Session 6: Read a Paper. figshare. Presentation. <https://doi.org/10.6084/m9.figshare.10302095.v1>
5. Ale Ebrahim, Nader (2019): Research Skills Session 5: Managing Research. figshare. Presentation. <https://doi.org/10.6084/m9.figshare.10257509.v1>

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3. Ale Ebrahim, Nader and Gholizadeh, Hossein and Lugmayr, Artur, Maximized Research Impact: An Effective Strategies for Increasing Citations (December 15, 2017). Managing and Leading Creative Universities – Foundations of Successful Science Management: A Hands-On Guide for (Future) Academics (pp. 29-51). Tampere, Finland: International Ambient Media Association (iAMEA); ISBN 978-952-7023-16-7. Available at SSRN: <https://ssrn.com/abstract=3101575>
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