





Exploring Different Tactics to IncreaseResearch Visibility and Impact

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- https://orcid.org/0000-0001-7091-4439 https://scholar.google.com/citation
- All of my presentations are available online at: https://figshare.com/authors/Nader_Ale_Ebrahim/100797



Abstract

Research visibility and impact are major metrics of scholarly attainment, and measures of success within the academic field. One of the key ways to increase research visibility and impact is to expose the research output to the widest possible audience. Publishing a highquality paper in a scientific journal is only half the way to receiving citations in the future. The rest of the journey is advertising and disseminating the publications by using the proper "Research Tools". Citations on an article strongly depend on the visibility, rather than the merit of the article. Dissemination and archiving of an article is an essential phase of the publication life cycle. Effective use of these "Research Tools", which will be elaborated on in this webinar, can result in increased visibility and, thus, improve the paper citations, sequentially research impact, and university ranking. In this webinar, Dr. Nader Ale Ebrahim discusses several tactics that could be used to increase research visibility and impact, including academic search engine optimization, open-access publishing, collaboration and networking, social media, and citation tracking. He believes that utilizing this webinar as a platform can help researchers, particularly early career researchers, by improving their knowledge and understanding of effective dissemination of "Research Tools".

Keywords: H-index, Improve citations, Research tools, Research visibility, Research impact, University rankings



INCREASE RESEARCH VISIBILITY AND IMPACT



GUEST SPEAKER
DR.NADER ALE EBRAHIM

RESEARCH VISIBILITY AND IMPACT CONSULTANT HTTP://ORCID.ORG/0000-0001-7091-4439

Renowned Speaker







Thank you Dr. Syed Haider Ali Shah

from

Bahria Business School, Islamabad, Pakistan



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Thank you,

Nader Ale Ebrahim

E-mail: <u>aleebrahim@gmail.com</u>

All of my teaching materials are available online at:

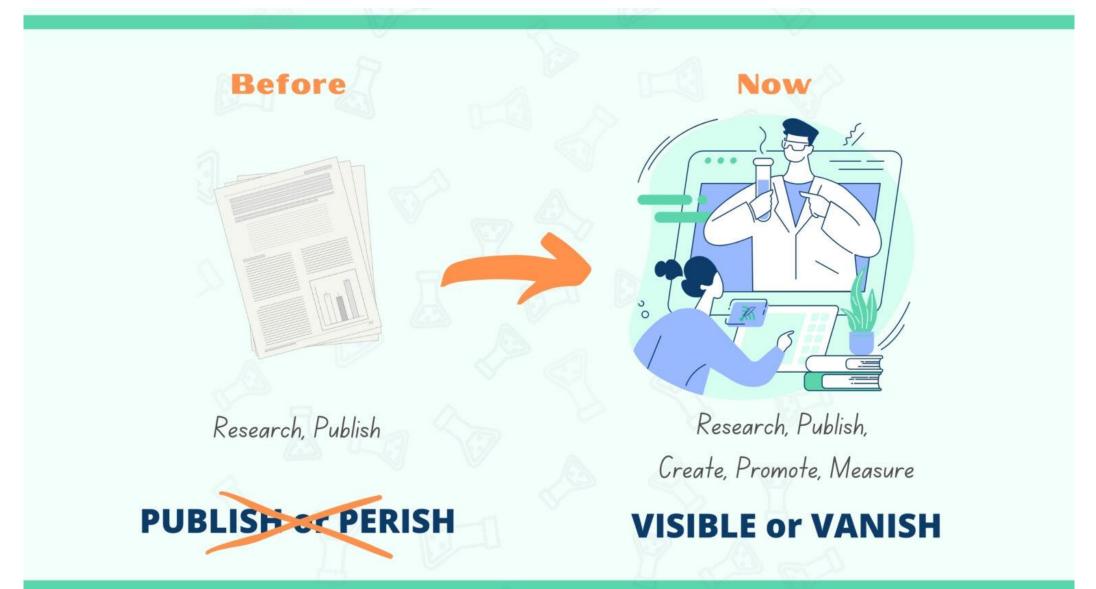
https://figshare.com/authors/Nader Ale Ebrahim/100797

Session	Research Visibility, Main topic	Research Visibility, Sub-topic	Reference	
1	Introduction and the project objectives	Motivations, International university rankings, Measuring university impact, Measuring researcher's impact	Ale Ebrahim, Nader (2021): How to Improve Research Visibility and Impact: Session 1, Introduction and the project objectives. https://doi.org/10.6084/m9.figshare.16944127.v2	
2	Make a researcher profile	Top tips to make your article discoverable, Author name's variations Use a standardized institutional affiliation Author's subject area, Select a Research Brand Name	Ale Ebrahim, Nader (2021): How to Improve Research Visibility and Impact: Session 2, Make a researcher profile. https://doi.org/10.6084/m9.figshare.16955758.v1	
3	Make a paper ID	Prepare a paper for online archiving Understanding your rights, Publishers and copyright Preprint version vs. publisher's version, Creating your database	Ale Ebrahim, Nader (2021): How to Improve Research Visibility and Impact: Session 3, Make a paper ID. https://doi.org/10.6084/m9.figshare.17029448.v1	
4	Online CV	Examples of online profiles, What is ORCID? Create an online profile, Create Google Scholar online profile	Ale Ebrahim, Nader (2021): How to Improve Research Visibility and Impact: Session 4, Online CV. https://doi.org/10.6084/m9.figshare.17056343.v1	
5	Online Repository	Make articles freely accessible, Institution's repository Deposit articles without DOI in Zenodo Deposit articles in SSRN	Ale Ebrahim, Nader (2021): How to Improve Research Visibility and Impact: Session 5, Online Repository. https://doi.org/10.6084/m9.figshare.17067296.v1	
6	Document publishing	Making all your scholarly outputs available online Sharing and disseminating data, Prepare AudioSlides Deposit unpublished papers/presentations on online repositories	Ale Ebrahim, Nader (2021): How to Improve Research Visibility and Impact: Session 6, Document publishing. https://doi.org/10.6084/m9.figshare.17097593.v1	
7	Networking	How is the Altmetric score calculated?, Academic social media ResearchGate and Academia.edu, LinkedIn for researchers Use Twitter for academic research	Ale Ebrahim, Nader (2021): How to Improve Research Visibility and Impact: Session 7, Networking. https://doi.org/10.6084/m9.figshare.17105075.v2	
8	Citation tracking	The importance of citation tracking, Citation Tracking Tools Create a Google Alert, Monitor the impact of social media Create citation CV	Ale Ebrahim, Nader (2021): How to Improve Research Visibility and Impact: Session 8, Citation tracking. https://doi.org/10.6084/m9.figshare.17125526.v1	

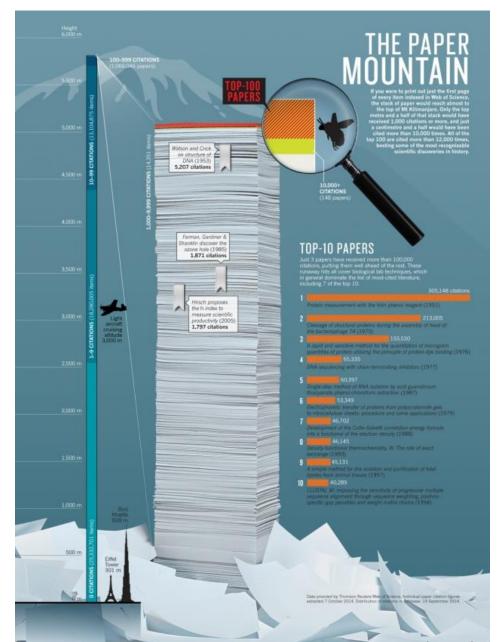
Outline

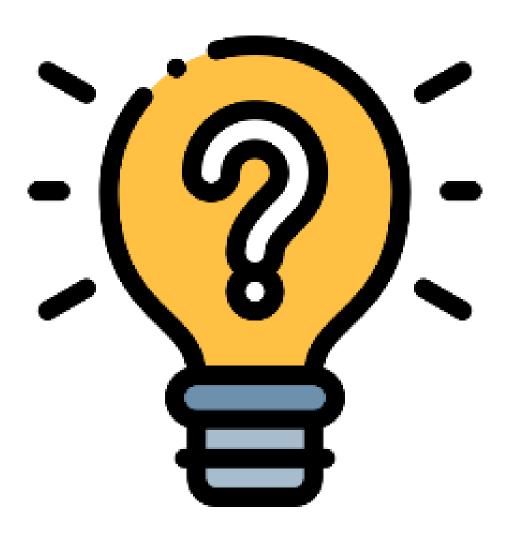
No.	Topic
1	Motivation
2	Things to do when writing a paper
3	Things to do when selecting a journal
4	Things to do when a paper comes out
5	Avoid unethical approaches

Motivation

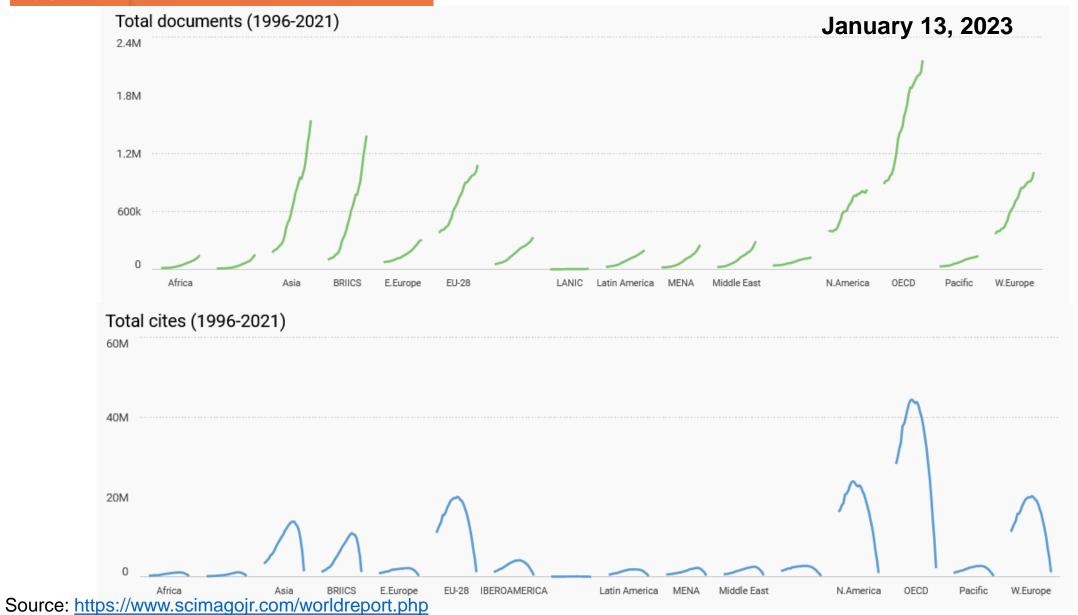


Source: https://www.medtextpert.com/research-visibility-or-vanish/





Source: Van Noorden, R., Maher, B., & Nuzzo, R. (2014). The top 100 papers. Nature News, 514(7524), 550. Research Visibility and Impact Center-(RVnIC)



Research Visibility and Impact Center-(RVnIC)
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Scopus Roadmap: What's New in 2022?

- We are continuously adding content!
- There are currently 87+ million records in Scopus from 27.1K serials, 140K conferences, and 261K books. Scopus is updated daily with approximately 11,000 new articles per day indexed.
- In 2021 we added 4,042,234 items (+4.74%).
- This included:
- 1198 journals (+4.8%)
- 18K stand-alone book titles (+7%)
- 170K book items (+8%)
- 576K conference papers (+5%)

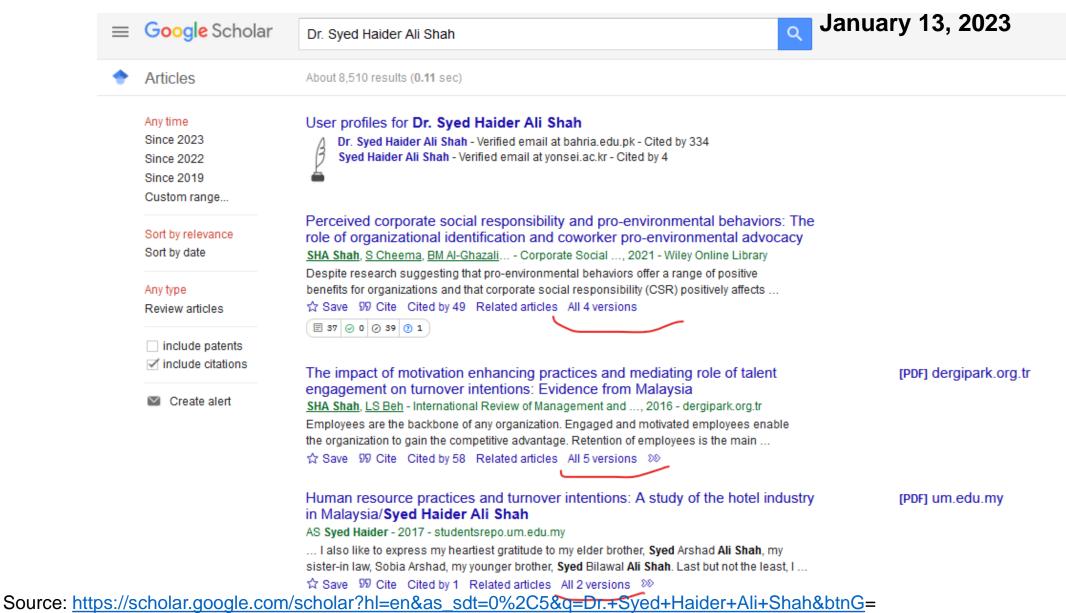
Source: https://blog.scopus.com/posts/scopus-roadmap-whats-new-in-2022

Why improve your research visibility and impact?

The needle in the haystack

More than 4 million scientific articles are published each year, and that number is rising.





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Embed PlumX Metrics



Perceived corporate social responsibility and proenvironmental behaviors: The role of organizational identification and coworker pro-environmental advocacy

Citations Captures

Metric Options: Counts 1 Year 3 Year 1

Citation Data: Corporate Social Responsibility and Environmental Management, ISSN: 1535-3966, Vol.

28, Issue: 1, Page: 366-377

Publication Year: 2021

♠ Home

Overview

Highlights

Metrics Details

CITATIONS 32

Citation Indexes 32

Scopus → 32

CAPTURES 113

Readers 113

Mendeley → 113

Article Description

Despite research suggesting that pro-environmental behaviors offer a range of positive benefits for organizations and that corporate social responsibility (CSR) positively affects employee behaviors and attitudes, very few studies have investigated how CSR affects pro-environmental behaviours. As such, this study investigates the impact of perceived CSR on employees' pro-environmental behaviours through organizational identification and coworkers' pro-environmental advocacy. Using a multiple of the complex of t

8?

Source: https://plu.mx/a/7ESHkWdYD2WFXI58m0ritLVJw1sET_4OzrcGzluKSWo



Embed PlumX Metrics



The impact of motivation enhancing practices and mediating role of talent engagement on turnover intentions: Evidence from Malaysia

Citation Data: International Review of Management and Marketing, ISSN: 2146-4405, Vol. 6, Issue: 4,

Page: 823-835 Publication Year: 2016

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Overview

Highlights

Metrics Details	etails	
CITATIONS	11	
Citation Indexes	11	
Scopus ⊅	11	
CAPTURES	81	
Readers	81	
Mendeley ⊅	81	

Article Description

Employees are the backbone of any organization. Engaged and motivated employees enable the organization to gain the competitive advantage. Retention of employees is the main concern of organization now a days. The purpose of this study was to examine the direct relationship of motivation enhancing practices on turnover intentions and through talent engagement (job engagement and organization engagement) among the managers in hotel industry in Kuala Lumpur. This Show more V investigated engagement in two din

Source: https://plu.mx/a/3H5cxchw5VyN7pJU0JvGuHdSBYeWmbzzA9IIFdnm1kg

PlumX Metrics

Sign in ①

Embed PlumX Metrics



A Comparison between Two Main Academic Literature Collections: Web of Science and Scopus Databases

37,885 1,341 708 Citations

221

Social Media Mentions

Citation Data: University Library of Munich, Germany, MPRA Paper, ISSN: 1911-2017, Vol. 9, Issue: 5,

Page: 18-26, No: 46898 Publication Year: 2013

♠ Home

Overview

Highlights

- Blog Mentions
- > Twitter

CITATIONS	708
Citation Indexes	708
Scopus ₹	708
RePEc ⊅	127
CrossRef	55
SSRN ⊅	4
Academic Citation	2
Index (ACI) - airiti	
USAGE	37,885
Abstract Views	34,098
SSRN ⊅	33,534



Paper Description

Nowadays, the world's scientific community has been publishing an enormous number of papers in different scientific fields. In such environment, it is essential to know which databases are equally efficient and objective for literature searches. It seems that two most extensive databases are Web of Science and Scopus. Besides searching the literature, these two databases used to rank journals in terms of their productivity and the total citations received to indicate the journals impact, prestige or influ Show more attempts to provide a comprehensive

Source: https://plu.mx/a/-0W0mV-BwcDBGWszZh9q5QWUxaCt3qJ-0VTve5So9rA

Solutions

Things to do when writing a paper
Things to do when selecting a journal
Things to do when a paper comes out

High Impact Research

Quality, Quality, Quality

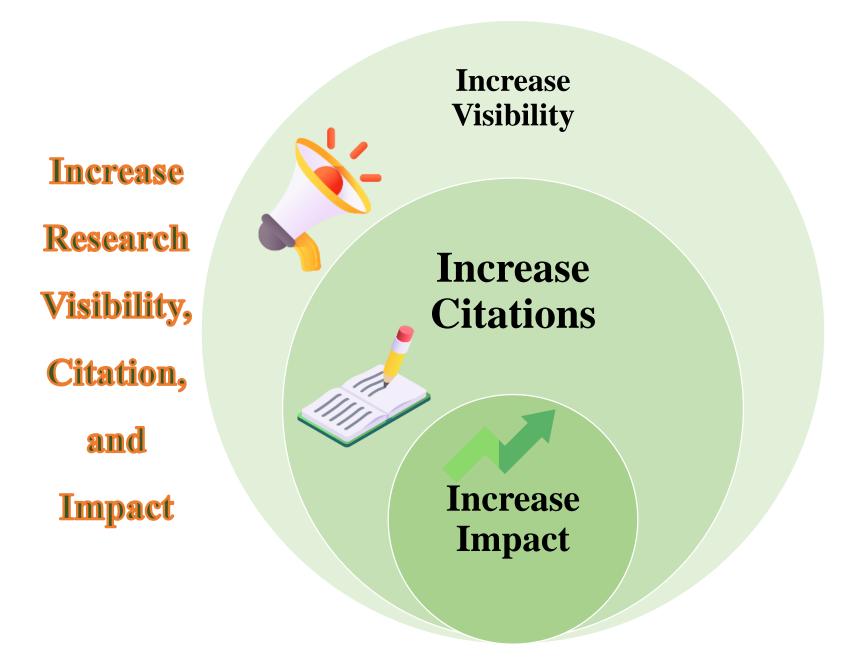
Inherent & Appearance

Don't forget the quality of your work will always matter. Helping the world to be a better place is essential to gain attention to your research works!

However, it is difficult to distinguish whether high citations are due to quality or visibility (Ale Ebrahim et al., 2014).

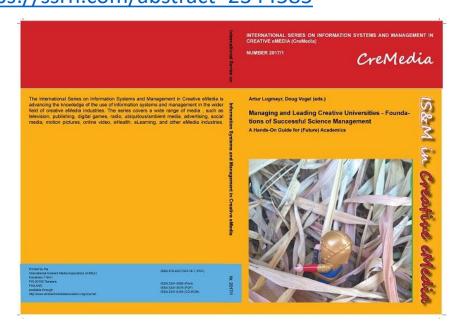
Sources:

- Yadav, A., McHale, J., & O'Neill, S. (2023). How does co-authoring with a star affect scientists' productivity? Evidence from small open economies. Research Policy, 52(1). https://doi.org/10.1016/j.respol.2022.104660
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Research Visibility and Impact Center-(RVnIC) ©2020-2024 Dr. Nader Ale Ebrahim 1- 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

2- Ale Ebrahim, Nader and Salehi, Hadi and Embi, Mohamed Amin and Habibi, Farid and Gholizadeh, Hossein and Motahar, Seyed Mohammad and Ordi, Ali, **Effective Strategies for Increasing Citation Frequency** (October 23, 2013). International Education Studies, Vol. 6, No. 11, pp. 93-99, 2013, Available at SSRN: https://ssrn.com/abstract=2344585





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

Things to do when writing a paper and selecting a journal

Things to do when writing a paper

- 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). <u>Effective</u> Strategies for Increasing Citation Frequency. International Education Studies, 6(11), 93-99. doi: 10.5539/ies.v6n11p93





10 ± 3 words

- Try not to use dot or dash in the title
- Use colon in the title instead
- 2 Authors

6 authors or more

Characters BC

35,000 characters (minimum)

- no spaces
- including references
- Figures ...

6 figures (minimum)

- Tables 2 tables (minimum)
- 6 Equations [x]

 Do not count equations

 use them if needed

 use as many when needed

Make your paper optimized for search engines



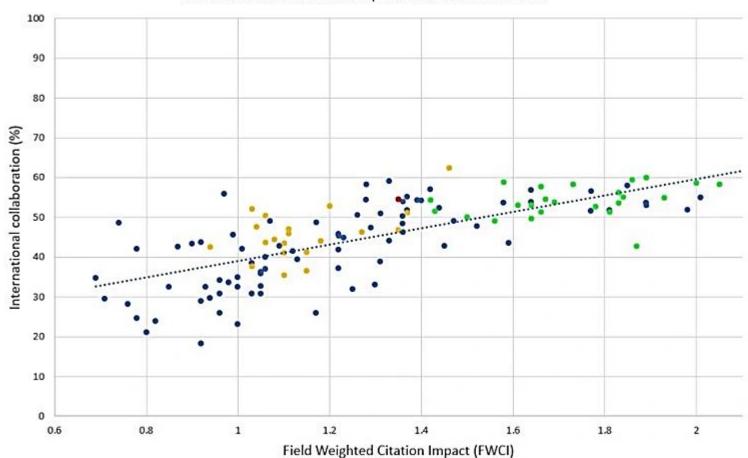
Source: Ale Ebrahim, Nader, Optimize Your Article for Search Engine (December 23, 2014). University of Malaya Research Bulletin, Vol. 2, No. 1, 23, December 2014. Available at SSRN: http://ssrn.com/abstract=2588209

Things to do when writing a paper and selecting a journal

- 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

Publish with international authors

International collaboration Based on author affiliations on publications from 2014-2019



Source: https://researchandinnovationportsmouth.com/2019/09/06/international-collaboration-and-publication-citations/

Things to do when a paper comes out

Things to do when a paper comes out 1/2

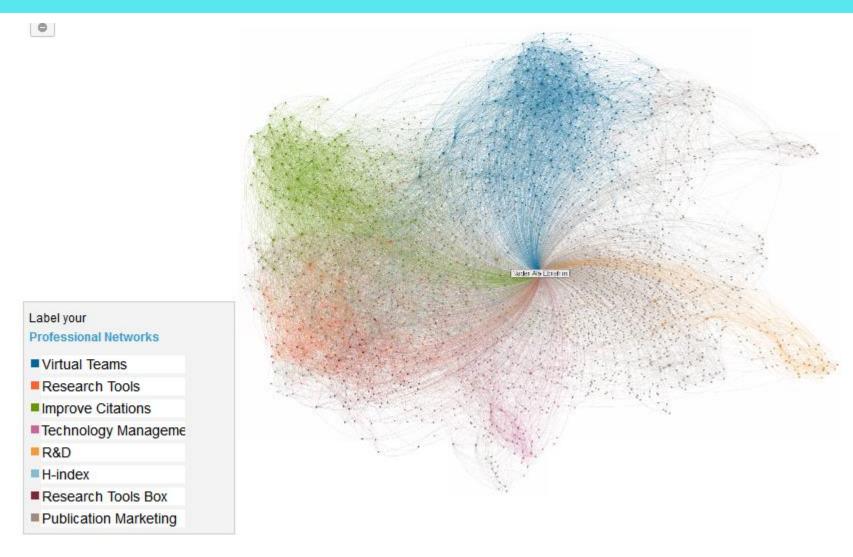
- Self-archive articles
- Keep your professional web pages and published lists up to date
- Make your research easy to find, especially for online searchers
- Deposit paper in Open Access repository
- Contribute to Wikipedia

Things to do when a paper comes out 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.
- Citation tracking

Join academic social networking sites

LinkedIn



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ResearchGate

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Discover scientific knowledge and stay connected to the world of science

Join for free



Source: https://www.researchgate.net/

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 (2015) PROFILE VIEWS	NOVEMBER 9 th (2015) PROFILE VIEW	MISMATCH (%)
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

ResearchGate



Nader Ale Ebrahim Author

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◆ Click FOLLOW for daily...

15 ***

In 2015 the total "Reads" (so-called profile views at that time) was 19,821. This number now reaches 427, 941.

Thank you to all respective researchers, scientists, and individuals who visited my ResearchGate profile https://www.researchgate.net/profile /Nader-Ale-Ebrahim



27 November 2022

January 13, 2023

440,513 Reads (i) √ +1,984 last week

871 Recommendations → +3 last week

Like Reply

Source: https://www.linkedin.com/posts/aleebrahim_researchtools-researchimpact-researchvisibility-activity-7002585003465269248-qmMh

Create an Academia Profile

Academia.edu

- Step 1: Create an account (click to navigate to Academia.edu)
- Step 2: Post a publication or two
- Step 3: Add your affiliation to your profile
- Step 4: Add your research interests
- Step 5: Connect with your colleagues who are already on Academia.edu
- Step 6: Check out your analytics

Blogging/Microblogging



http://aleebrahim.blogspot.com/

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Make an online CV.

What is ORCID?

ORCID
("orkid") =
Open
Researcher and
Contributor ID

NOT:

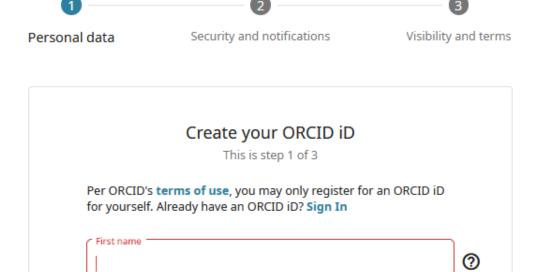


Create ORCID Profile



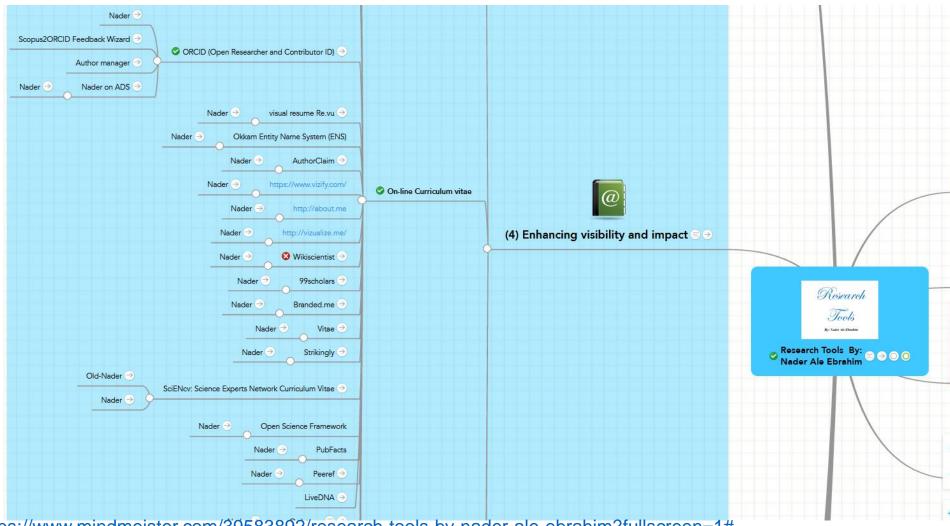


ABOUT FOR RESEARCHERS MEMBERSHIP DOCUMENTATION RESOURCES NEWS & EVENTS





Create Online Profile on the Others Platforms



Source: https://www.mindmeister.com/39583892/research-tools-by-nader-ale-ebrahim?fullscreen=1#

Citation Tracking



A Milestone in Nader Ale Ebrahim's Academic Career

Ale Ebrahim, Nader

I have received 1,527 citations from 1,430 documents to 48 publications in the SCOPUS database up to the end of the year 2022 (The list extracted from SCOPUS on January 5th, 2023). I know it is not a big number compared to others in the field, but it is a small milestone in my academic career. I am grateful because I could have never dreamed of being where I am today. Thanks to all my co-authors who have published with me over the years. It was great writing articles with you as an attempt to disseminate knowledge. Thank you to all respective researchers, scientists, and individuals for recognizing our research team's work. Once more, I would like to say huge thanks to all my fantastic co-authors and all of you who read and cited our papers. Thank you very much for your recognition, encouragement, and support. Your citations will provide more evidence and inspire more researchers in the field to continue conducting more research. The citation number can be considered as one of the indicators for the impacts of our studies on the academic community and I am happy to see the impacts. It has been a challenging, but rewarding, journey with its ups & its downs, which I have loved overall. Once again, I am thankful to all of those who have supported me on my academic journey. It is indeed a special milestone that I will never forget. I hope the new year brings more exciting research and more collaboration between researchers in the field.

Celebrating 1,527 Citations: Gratitude and Recognition. I hope the new year brings more exciting research and more collaboration between researchers in the field.



Source: Ale Ebrahim, Nader. (2023). A Milestone in Nader Ale Ebrahim's Academic Career (Version 1). Zenodo.

Avoid unethical approaches

Citation Frequency and Ethical Issue

Available at SSRN: https://ssrn.com/abstract=2437323

Avoid Scientific Misconduct

Available at Figshare: https://doi.org/10.6084/m9.figshare.11340785.v1





Source: http://wiki.lib.sun.ac.za/index.php/SUNScholar/Research_Article_Metrics



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NEWS FEATURE • 19 AUGUST 2019

Hundreds of extreme self-citing scientists revealed in new database

Some highly cited academics seem to be heavy self-promoters — but researchers warn against policing self-citation.



Richard Van Noorden & Dalmeet Singh Chawla

Source: Van Noorden, R., & Chawla, D. S. (2019). Hundreds of extreme self-citing scientists revealed in new database. *Nature*, 572(7771), 578-580. doi: https://doi.org/10.1038/d41586-019-02479-7









Thank you

Nader Ale Ebrahim, PhD

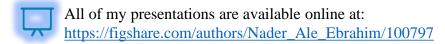
Research Visibility and Impact Consultant













My recent publications

- 1. Sorooshian, S., Jamali, S. M., & Ale Ebrahim, N. (2023). Performance of the decision-making trial and evaluation laboratory [Review]. AIMS Mathematics, 8(3), 7490-7514. https://doi.org/10.3934/math.2023376
- 2. Vatankhah, S., Darvishmotevali, M., Rahimi, R., Jamali, S. M., & Ale Ebrahim, N. (2023). Assessing the Application of Multi-Criteria Decision Making Techniques in Hospitality and Tourism Research: A Bibliometric Study. International Journal of Contemporary Hospitality Management, Accepted on 12-Nov-2022, Article IJCHM-05-2022-0643.R2. https://doi.org/10.1108/IJCHM-05-2022-0643
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- 4. Ale Ebrahim, N., Salehi, H., Embi, M. A., Habibi Tanha, F., Gholizadeh, H., & Motahar, S. M. (2014). Visibility and Citation Impact. International Education Studies, 7(4), 120-125. https://doi.org/10.5539/ies.v7n4p120
- 5. 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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