





Research visibility and its Impact on University Rankings

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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

Numerous university ranking systems directly or indirectly rely on research visibility and impact. So, research visibility and impact play a major role in university rankings. The visibility for high-quality research and publications is usually high. However, very few researchers may do high-quality research that causes them to receive well-known awards like the Nobel Prize. The majority of researchers are doing moderate-quality research, which needs to be promoted well for being visible and getting an impact in the future. To improve the visibility and impact of research, universities should focus on several strategies such as online profile building, networking and collaboration, effective publication and dissemination channels, and social media engagement. These strategies help researchers to enhance their visibility and impact of research that, in turn, helps in improving the ranking of universities. In this webinar, Nader Ale Ebrahim (A Research Visibility and Impact Consultant) explains how research visibility and impact influence university rankings, as well as presents various "Research Tools" to assist researchers and universities to promote and advertise their publications, thereby increasing their research visibility and impact.

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





Thank you

Dr. Hewaratne Dassanayakege Wimala Thushari Damayanthi

from

University of Peradeniya, Sri Lanka



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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:

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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

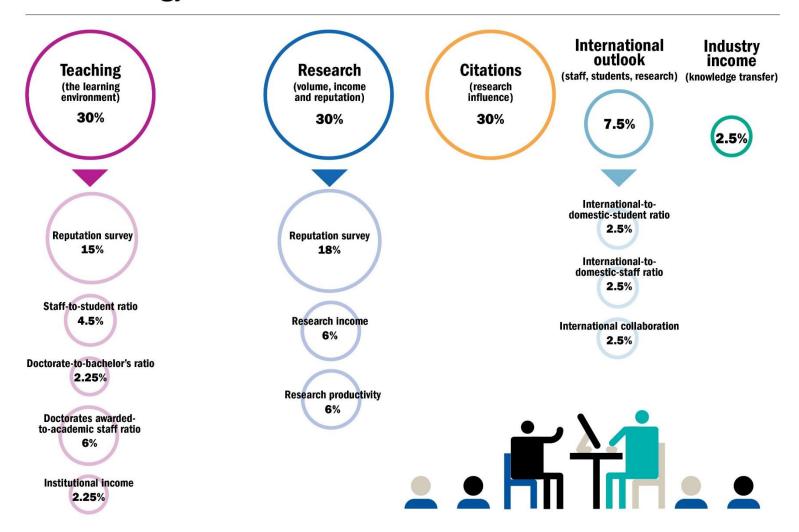
No.	Topic	
1	Motivation - International University Rankings	
2	Motivation - Research Visibility and Impact	
3	Solutions	
3-1	Solutions - Networking	
3-2	Solutions - Researcher Online CV/Profiles	
4	Avoid Unethical Approaches	

The definition of Research Visibility and Impact

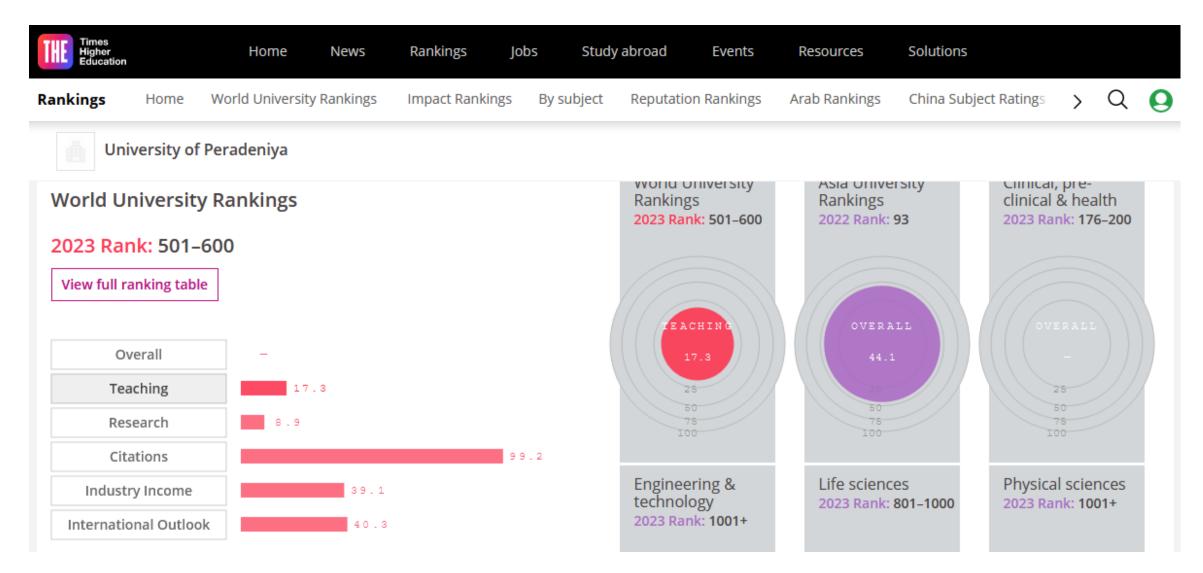
- Research Visibility refers to how well other scientists and/or the general public know your research and you as a researcher.
- Research Impact generally refers to the effect research has in areas outside the academia - economy, society, culture, Environment, etc.
- The easiest definition of "research impact" is "Making the world better".
- Science should contribute to making the world better.

Motivation - International University Rankings

Methodology

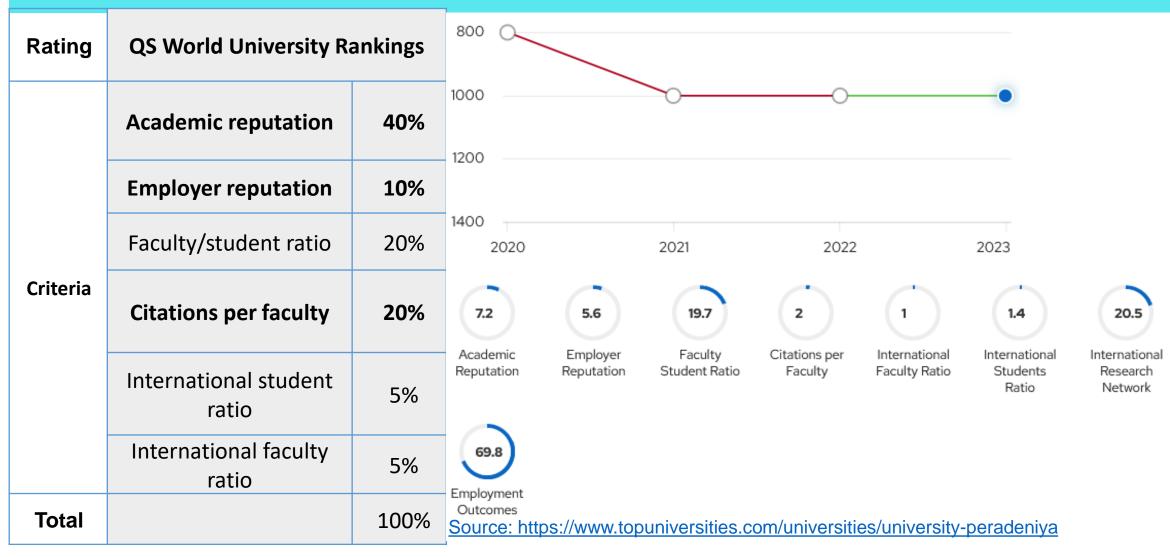


Source: https://www.timeshighereducation.com/student/advice/world-university-rankings-explained



Source: https://www.timeshighereducation.com/world-university-rankings/university-peradeniya

International university rankings



Best Global Universities Rankings



University of Peradeniya

Faculty Road, Peradeniya 20400 Sri Lanka | Website &

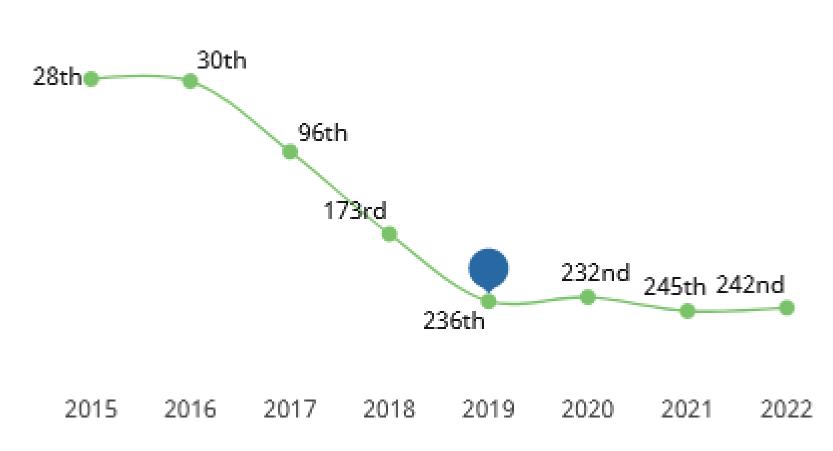
#901 in **Best Global Universities** (tie)

Global research reputation	#1710
Total citations	#1104
Number of publications that are among the 10% most cited	#1717
Percentage of total publications that are among the 10% most cited	#1135

Source: https://www.usnews.com/education/best-global-universities/university-of-peradeniya-529988

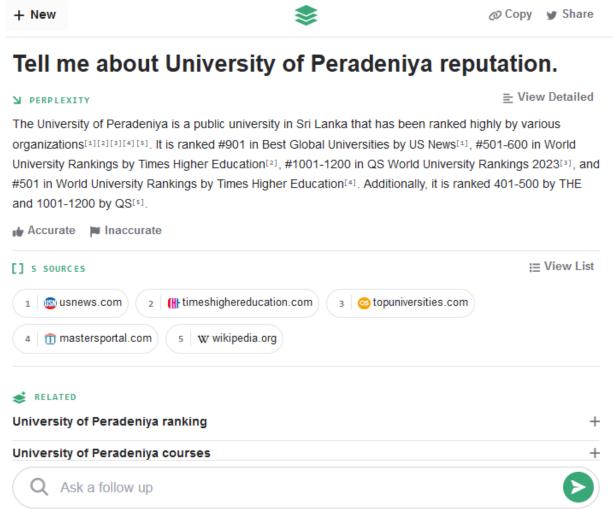
Scimago Institutions Rankings©





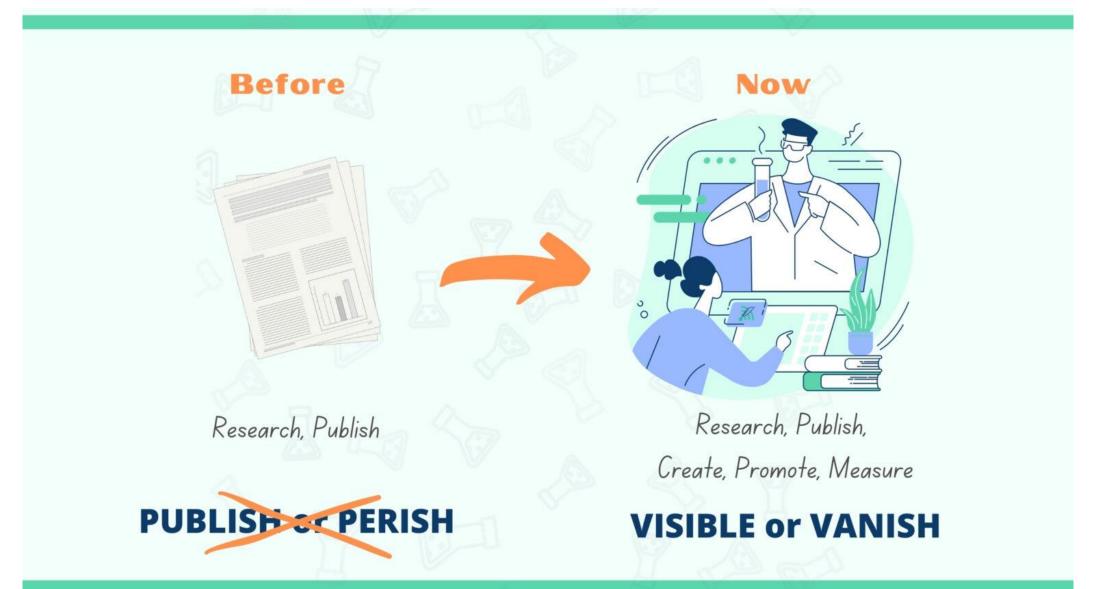
Source: https://www.scimagoir.com/institution.php?idp=8070

Tell me about University of Peradeniya reputation

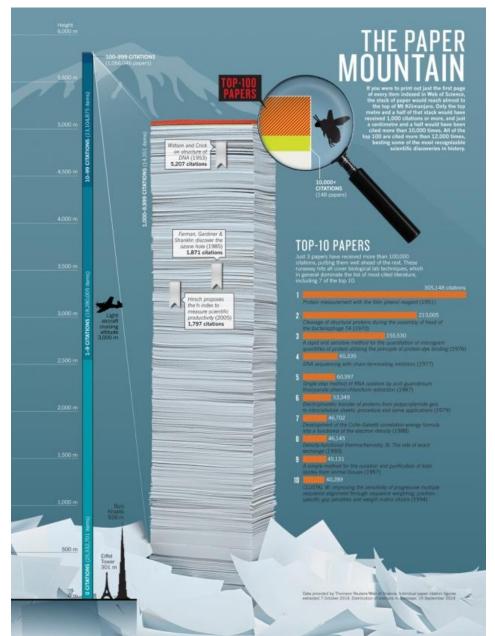


Source: https://www.perplexity.ai/?uuid=88950d02-9045-45a4-9948-e4291d9ee99d

Motivation - Research Visibility and Impact

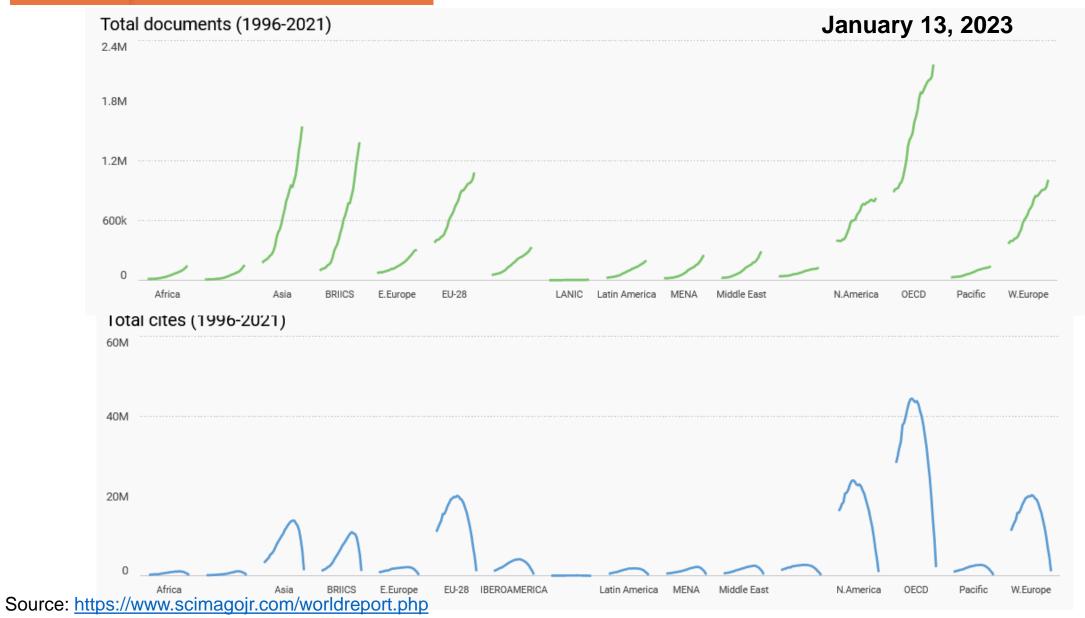


Source: https://www.medtextpert.com/research-visibility-or-vanish/





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



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

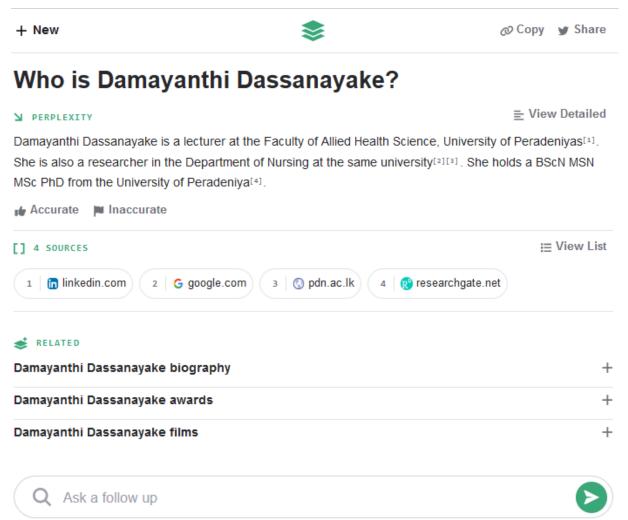
Why improve your research visibility and impact?

The needle in the haystack

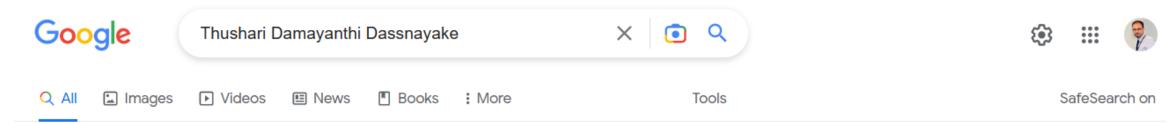
More than 4 million scientific articles are published each year, and that number is rising.



Who is Damayanthi Dassanayake?



Source: https://www.perplexity.ai/?uuid=1014b21c-e037-48d7-9e96-ecc3dee15d7e



About 34,700 results (0.43 seconds)

Showing results for Thushari Damayanthi *Dassanayake* Search instead for Thushari Damayanthi Dassnayake

https://www.researchgate.net > profile > Damayanthi-Dass...

Damayanthi Dassanayake University of Peradeniya | UOP

Purpose: This study aims to review the current evidence of QOL, anxiety, depression, psychological distress, and their inter-relationship in patients with ...

https://scholar.google.com > citations :

HDWT Damayanthi (Damayanthi Dassanayake)

HDWT **Damayanthi (Damayanthi Dassanayake**). Department of Nursing, Faculty of Allied Health Sciences, University of Peradeniya, Sri Lanka.

Missing: Thushari | Must include: Thushari

Source: https://www.google.com/search?q=Thushari+Damayanthi+Dassnayake



Damayanthi Dassnayake























Tools

SafeSearch on

About 30.100 results (0.41 seconds)

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https://scholar.google.com > citations

HDWT Damayanthi (Damayanthi Dassanayake)

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https://ahs.pdn.ac.lk > Nur > Mrs HDWT Dasanayake

Dr HDWT Damayanthi Dassanayake

Shahrivar 23, 1396 AP — Dr H.D.W.T. Damayanthi Dassanayake. Official Address: Department of Nursing, Faculty of Allied Health Sciences, University of Peradeniya,



Damayanthi Dassanayake





Affiliation: University of Peradeniya

Research interests: Nutrition, Geriatric Nursing, Nursing Administration, Community Health, Health

Literacy

Profiles



Google Scholar

Source: https://www.google.com/search?g=Damayanthi+Dassnayake









Q All





Videos

Images

More

Tools

SafeSearch on

About 72,000 results (0.38 seconds)



Nader Ale Ebrahim

Researcher :

https://scholar.google.com > citations :

Nader Ale Ebrahim (ORCID:0000-0001-7091-4439)

Abdul-Rashid Salwa HanimAssociate Professor, Centre for Sustainable and Smart Manufacturing, Faculty of EngineeringVerified email at um.edu.my.

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https://orcid.org > ...

Nader Ale Ebrahim (0000-0001-7091-4439) - ORCID

Dev 17 1401 AP — Nader Ale Ebrahim currently works as a "Research Visibility and Impact"

About

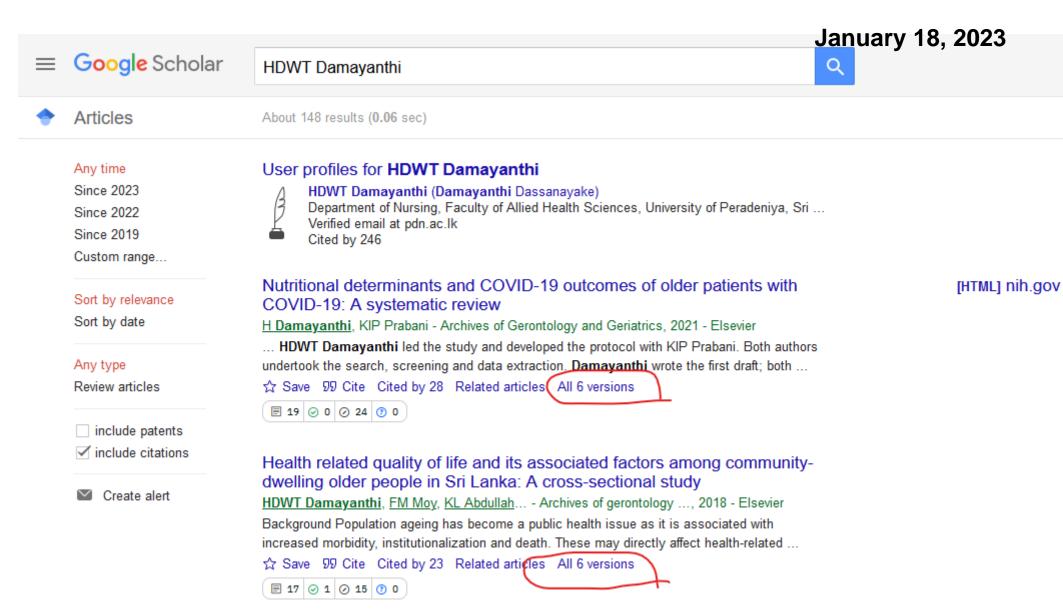
Nader Ale Ebrahim currently works as a "Research Visibility and Impact" freelancer consultant.

Nader is also an adjunct lecturer at Alzahra University. Dey 17, 1401 AP

https://orcid.org > ...

Nader Ale Ebrahim (0000-0001-7091-4439) - ORCID

Source: https://www.google.com/search?q=nader+ale+ebrahim



Source: <a href="https://scholar.google.com/scholar?hl=en&as_sdt=0%2C5&q=HDWT+Damayanthi+&btnG="https://scholar.google.com/scholar?hl=en&as_sdt=0%2C5&q=HDWT+Damayanthi+&btnG="https://scholar.google.com/scholar?hl=en&as_sdt=0%2C5&q=HDWT+Damayanthi+&btnG="https://scholar.google.com/scholar?hl=en&as_sdt=0%2C5&q=HDWT+Damayanthi+&btnG="https://scholar.google.com/scholar?hl=en&as_sdt=0%2C5&q=HDWT+Damayanthi+&btnG="https://scholar.google.com/scholar.goo

January 18, 2023

Sign in ② **PlumX Metrics**

Embed PlumX Metrics



Prevalence of malnutrition and associated factors among community-dwelling older persons in Sri Lanka: A crosssectional study

25 Social Media Citations Metric Options: O Counts 1 Year 3 Year 1

Citation Data: BMC Geriatrics, ISSN: 1471-2318, Vol. 18, Issue: 1, Page: 199

13

71

48

48

Publication Year: 2018

Abstract Views

Full Text Views

*EBSCO

Historical data only

USAGE

PubMed Central ₹



Overview

Highlights

Metrics Details	
CITATIONS	25
Citation Indexes	25
CrossRef	25
Scopus <i>≯</i>	25

Article Description
Background: Malnutr

rition in older persons is a public health concern. This study aimed to estimate the prevalence of malnutrition and its associated factors among community-dwelling older persons in Sri Lanka. Methods: A cross-sectional study was conducted in the Kandy district, Sri Lanka. The nutritional status of older persons was assessed using the Mini Nutritional Assessment -Short Form (MNA-SF). A standardised questionnaire was used to record factors associated with malnutrition: Show more V characteristics, financial characterist



Source: https://plu.mx/a/1SLJikzBBDC3OGtbWCqfVltSv0KwCif kW0wEqKi-CY

January 18, 2023

PlumX Metrics Sign in ① **Embed PlumX Metrics** Nutritional determinants and COVID-19 outcomes of 28 older patients with COVID-19: A systematic review Citation Data: Archives of Gerontology and Geriatrics, ISSN: 0167-4943, Vol. 95, Page: 104411 Metric Options: O Counts 1 Year 3 Year Publication Year: 2021 ♠ Home Metrics Details Review Description Overview Malnutrition among older people is one of the serious CITATIONS 28 public health problem worldwide. Nutritional status Citation Indexes 28 Highlights and levels of nutrients of older patients with PubMed Central ₹ 28 COVID-19 effect on COVID-19 outcomes. The CrossRef 19 purpose of this systematic review was to identify the 18 prevalence of malnutrition and levels of nutrients associated with outcomes of the older patients with **CAPTURES** 152 COVID-19. A literature search was performed using 152 Readers PubMed, Science direct and Google scholar database Mendeley *对* 152 using specific keywords related to the articles published on COVID-19 dur 10 SOCIAL MEDIA

Source: https://plu.mx/a/4LEt9RmTfwWiVc5zcqWBHLXAxz2la4LLURq0Cfk9XCA

10

Shares, Likes &

Sign in ?

Embed PlumX Metrics



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

709

37,885 1,341

Mentions

221

Social Media

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

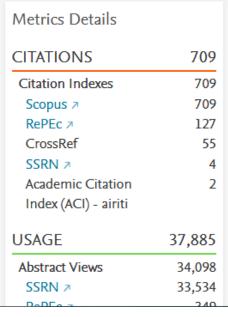
Page: 18-26, No: 46898 Publication Year: 2013

♠ Home

Overview

Highlights

- Blog Mentions
- > Twitter





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 V attempts to provide a comprehensive

Bibliographic Details

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

Solutions

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
- 2. 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

Why Should I Care About my Online Presence?

Increased visibility

=

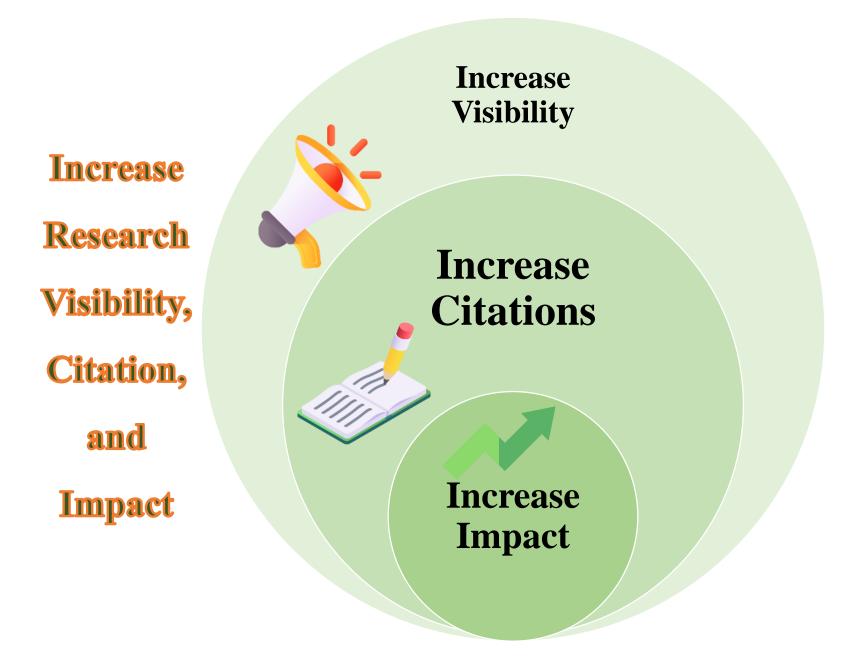
Increased readership and findability

Increased university rankings

=

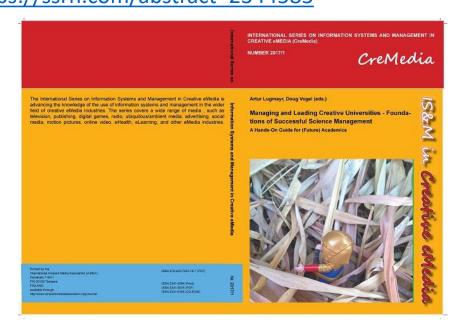
Many benefits!

Source: http://libguides.library.uu.nl/profiles



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

Solutions 1/3

- 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

Solutions 2/3

- Publish your article in journals everyone in your discipline reads
- Open Access (OA) has a positive impact on the growth of citations;
- Publish your work in a journal with the highest number of indexing
- Publish with international authors;
- Publish papers with a Nobel laureate;
- Self-archive articles
- Join academic social networking sites
- Keep your professional web pages and published lists up to date

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

Solutions 3/3

- Make your research easy to find, especially for online searchers
- Deposit paper in Open Access repository
- Contribute to Wikipedia
- 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

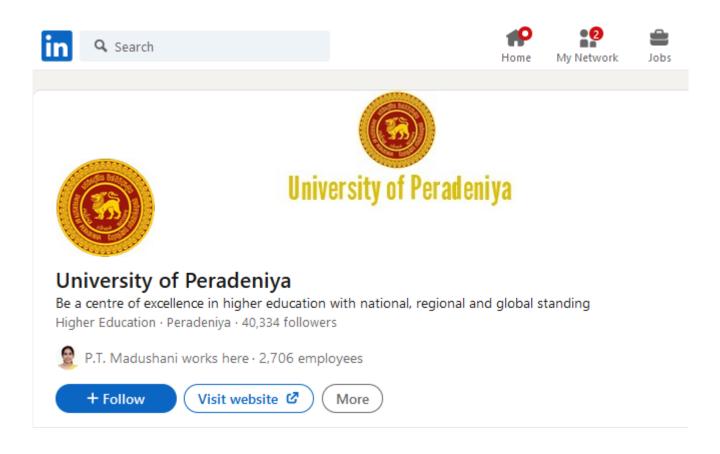
Read more: Ale Ebrahim, N., Salehi, H., Embi, M. A., Habibi Tanha, F., Gholizadeh, H., Motahar, S. M., & Ordi, A. (2013). Effective Strategies for Increasing Citation Frequency. International Education Studies, 6(11), 93-99. doi: 10.5539/ies.v6n11p93

Solutions - Networking

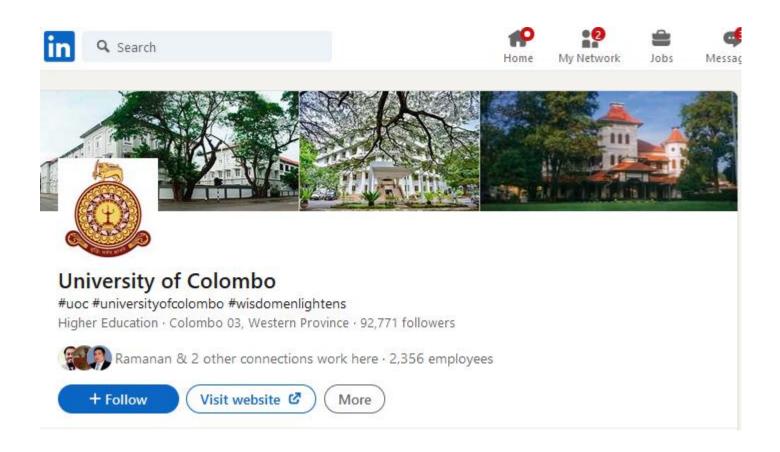
Join your colleagues, classmates, and friends on LinkedIn.



Source: https://www.linkedin.com/

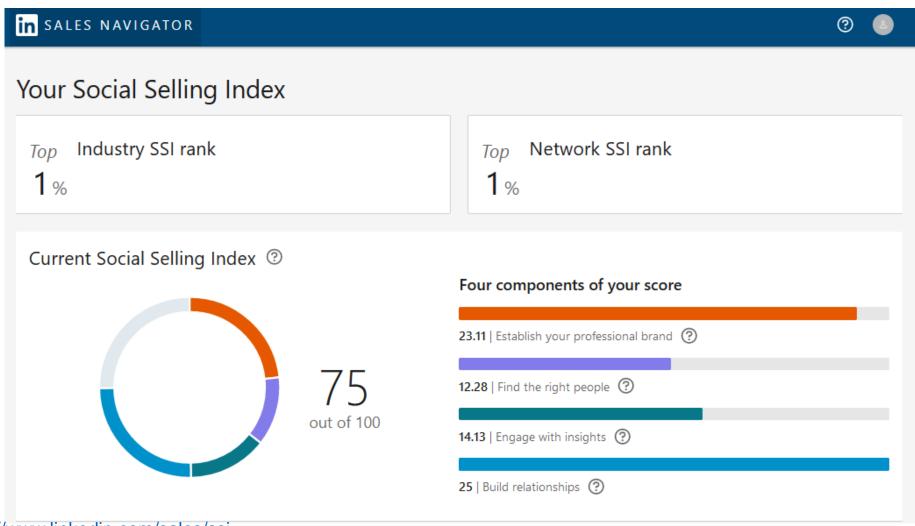


Source: https://www.linkedin.com/school/university-of-peradeniya/

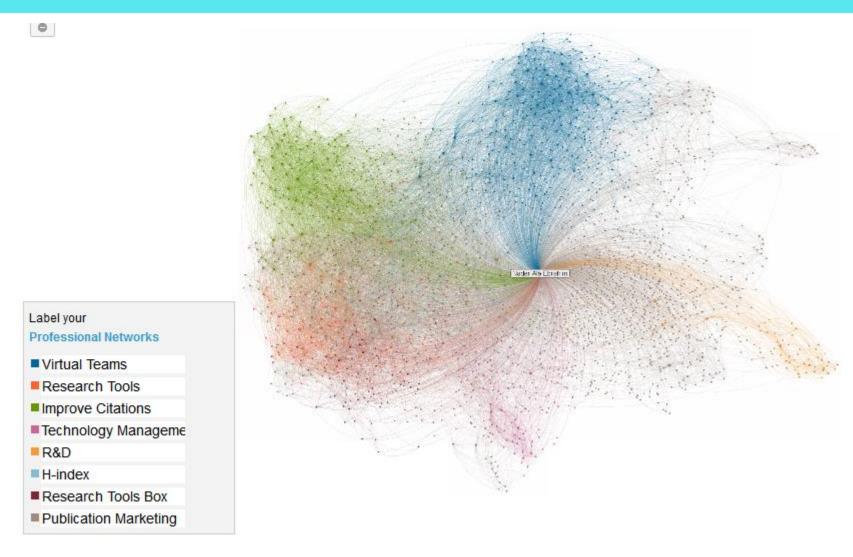


Source: https://www.linkedin.com/school/university-of-colombo/

Your Social Selling Index



Source: https://www.linkedin.com/sales/ssi



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University of Peradeniya

Kandy, Central Province, Sri Lanka

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Fluorescence characteristics and source analysis of DOM in groundwater during the wet season in the CKDu zone of North Central Province, Sri Lanka

New Article February 2023 · Journal of Environmental Management

Dazhou Hu · D Suresh Indika · Funing Zhong · [...] · Yuansong Wei

The dissolved organic matter (DOM) should be purified for safe drinking water due to disinfection by-products (DBPs) produced by disinfectants reaction with DOM. Current research on groundwater in the chronic kidney disease with...

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Colombo, Sri Lanka

Overview

Members (5,436)

Central and peripheral mechanisms of pain in fibromyalgia: scoping review protocol

New Literature Review Publisher preview available

January 2023 · Rheumatology International

Iván Pérez-Neri · Hugo Sandoval · M. Dulce Estêvão · [...] · Carlos Pineda

Fibromyalgia is characterised by widespread musculoskeletal pain, which may present with fatigue, depression, anxiety, sleep and cognitive disturbances. It is the second most prevalent rheumatic disease. An accurate diagnosis is...

26 Reads

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Erandathie Lokupitiya
Department of Zoology and En...

Q

Source: https://www.researchgate.net/institution/University-of-Colombo

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



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

Top 10 authors with the highest profile view counts on ResearchGate

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

Blogging/Microblogging



http://aleebrahim.blogspot.com/

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Ashulekha Gupta #Kudos I just wanted to say #ThankYou for your kind attention to my posts and for sharing them with your communities.



Source: https://www.linkedin.com/feed/update/urn:li:ugcPost:7020372936540749824/

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.

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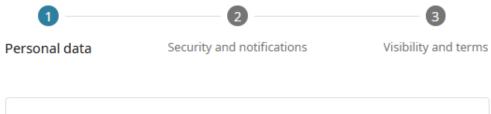


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Avoid Scientific Misconduct

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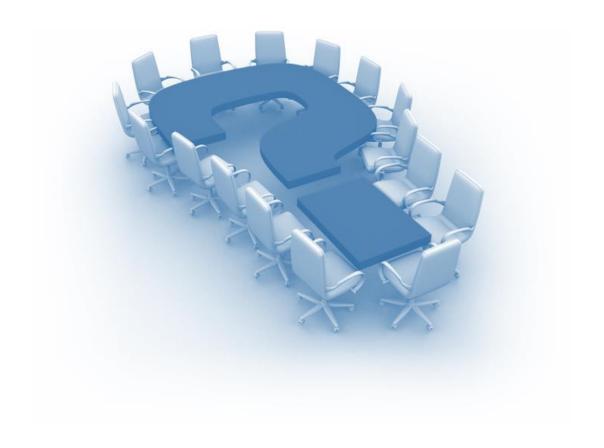
Hundreds of extreme self-citing scientists revealed in new database

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

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- https://publons.com/researcher/1692944 https://scholar.google.com/citation
- All of my presentations are available online at: https://figshare.com/authors/Nader_Ale_Ebrahim/100797



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
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