



Boosting University Rankings by Improving Research Visibility and Impact Part 2


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 All of my presentations are available online at:
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4th December 2023

Abstract

Universities often climb up in rankings when their research gets noticed more. Usually, top-notch research gets attention easily, sometimes even leading to big awards like the Nobel Prize. But most research isn't at this high level and needs extra help to be seen and make an impact. Universities can rise higher in rankings by using smart ways to share their research. This includes creating strong online profiles, working with others in the field, picking the best ways to publish and share their work, and using social media to spread the word. In this workshop, [Nader Ale Ebrahim](#) (A Research Visibility and Impact Consultant), will explain how making research more visible can help universities move up in rankings. He will also share various "[Research Tools](#)" and tips to help researchers and universities show off their work better, increasing its visibility and impact. This workshop is all about practical, easy-to-use advice and tools to get your research noticed.

Keywords: Research Visibility, Improving University Rankings, Research Impact, Sharing Research, Online Profiles, Networking, Publication Tips, Research Promotion Tools, Getting Research Noticed.



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Thank you,
Nader Ale Ebrahim
Email: aleebrahim@gmail.com



Thank you
Dr. Akbar Heidarzadeh,
from
Azarbaijan Shahid Madani
University, Tabriz, East
Azerbaijan Province, Iran

Who am I?

Name: Nader Ale Ebrahim

Profession: Freelance Consultant specializing in Research Visibility and Impact

Research Interests: My research interests include University Rankings, Open Access, Research Visibility, Research Impact, Research Tools, and Bibliometrics.

Mission: My goal is to guide and support researchers in effectively disseminating and promoting their research work. I am dedicated to enhancing research visibility, impact, and citations. I advocate for extending the research cycle beyond publication and emphasize proactive efforts in research dissemination.

Key Achievement: I am the creator of the "[Research Tools](#)" Box, a toolkit designed to assist researchers in enhancing their research visibility and impact.

Educational Outreach: I have been invited to conduct webinars and workshops by numerous universities and research centers. My teaching materials, available on Figshare, have garnered over 500,000 views.

Online Presence: My teaching materials and resources can be found at [https://figshare.com/authors/Nader Ale Ebrahim/100797](https://figshare.com/authors/Nader_Ale_Ebrahim/100797).

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Research Tools Box

Dr. Nader Ale Ebrahim has collected these sporadic tools under one roof in a collection named “[Research Tool Box](#)”. The toolbox contains over 720 tools so far, classified in 4 main categories: Literature-review, Writing a paper, Targeting suitable journals, as well as Enhancing visibility and impact factors.

Source: <https://guides.library.illinois.edu/biomedresearch/home>

Theme: Research Visibility and Impact: e-Researcher Tools, Open Access Publishing, and Open Data Management.

Keynote Speakers:



Research Visibility and Impact – Dr. Nader Ale Ebrahim, Research Visibility and Impact Consultant, Research and Technology Department, Alzahra University, Vanak, Tehran, Iran.



Open Data Management – Dr Kim B. Ferguson, Research Data Management Specialist at DANS (Data Archiving and Networked Services), an Institute of the KNAW and NOW, Netherlands.



Guest Speaker:
Associate Professor Chevonne Reynolds,
School of Animal, Plant, and Environmental Sciences,
Wits University



University of the
Witwatersrand, Johannesburg,
Gauteng, **South Africa**

BIBLIOMETRIC WORKSHOP

Effective Research Writing and Publication

4 DAYS

16-19
Monday-Thursday

TIME
9:30AM – 12:30PM

SPEAKER
Nader Ale Ebrahim
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Nader Ale Ebrahim, PhD

Research Visibility and Impact Consultant



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Research Visibility Consultant

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Libraries as Transformers

4-7 September 2023
Izmir / Türkiye

<https://libguides.iyte.edu.tr/iatulfall2023>



Source: <https://libguides.iyte.edu.tr/c.php?g=709014&p=5114258>

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Elevating Research Visibility and Impact: Strategies for İzmir Institute of Technology (İYTE)

Nader Ale Ebrahim, PhD
Research Visibility and Impact Consultant

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Source: Ale Ebrahim, Nader (2023). Elevating Research Visibility and Impact: Strategies for İzmir Institute of Technology (İYTE). figshare. Presentation. <https://doi.org/10.6084/m9.figshare.24103539.v1>

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Dr. Nader Ale Ebrahim

- Visibility and Impact Consultant
- Adjunct Lecturer, Alzahra University Iran

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Nader Ale Ebrahim, PhD

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 17th August 2023



How to Elevate Research Visibility and Impact

Nader Ale Ebrahim, PhD
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Source: Ale Ebrahim, Nader (2023). How to Elevate Research Visibility and Impact. figshare. Presentation.
<https://doi.org/10.6084/m9.figshare.23826426.v1>



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(Mode: Online)

Trainer

Nader Ale Ebrahim

Research Visibility and Impact
Consultant, Iran



Date: March 08, 2023

Time: 11:00 AM to 01:00 PM



INTERNATIONAL WEBINAR

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RESEARCH VISIBILITY AND ITS IMPACT ON UNIVERSITY RANKING



By Dr. Nader Ale Ebrahim

Research Visibility and Impact consultant

OBJECTIVES

- I. To increase the published paper's visibility, accessibility
- II. To improve your research impact and ranking
- III. To rise citations of your publications
- IV. To make your research and teaching activities known
- V. To trace the citation

Please Register
on or before
18th January 2023

Registration Link

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20th of January, 2023

AT 10:00 AM UNTIL 11:30 AM

Via Google Meet

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ارتقای مرتبه اعضای هیئت علمی

Ale Ebrahim, Nader (2023). Maximizing Your Research Visibility and Impact, Researcher Branding. figshare. Presentation.

<https://doi.org/10.6084/m9.figshare.22139825.v1>

Ale Ebrahim, Nader (2023). Maximizing Your Research Visibility and Impact, Promoting Your Research. figshare. Presentation.

<https://doi.org/10.6084/m9.figshare.22146908.v1>

Source: <https://birjand.ac.ir/lib/fa/news/22764>

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فريق تطوير مهارات البحث والنشر العلمي

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DAY
4

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Researcher Branding -Networking

18th Feb- 8th April 2023

Each Saturday 8:00PM-10:00PM

Prof Dr Nader Ale Ebrahim

zoom

Meeting ID 953 7031 7771

Password 684752

No.	Research Visibility, Main topic	Research Visibility, Sub-topic	Link to Reference
1	Part 1 - Research Branding	Introduction and the webinar series objectives	Motivation, International university rankings, Measuring researcher's impact.
2		Researcher Branding - Building a Researcher Profile Database	Top tips to make a researcher's article discoverable, Author name's variations, Use a standardized institutional affiliation, Author's subject area, Select a research brand name.
3		Researcher Branding – Online CV/Profile	Why should I care about my online presence?, Examples of online profiles, Transparent Ranking, Create Google Scholar online profile, Create ORCID profile, Scopus Author Identifier.
4		Researcher Branding – Networking	How is the Altmetrics score calculated?, Academic social media ResearchGate and Academia.edu , LinkedIn for researchers, Use Twitter for academic research.
5	Part 2 - Visibility of the Research	Boosting the Visibility of the Research - Make a Paper ID	Creating your own library, Preparing a paper for online archiving, Understanding your rights, Publishers, and copyright, Preprint version vs. publisher's version
6		Boosting the Visibility of the Research - Online Repository	Publications repository effect, Article views and downloads, Deposit articles without DOI in Zenodo, Deposit articles in SSRN, Deposit articles in other repositories.
7		Boosting the Visibility of the Research - Document Publishing	Making all your scholarly outputs available online, Data sharing, Enhancing your profile with images, Audio slides, and video, Depositing unpublished and white papers, Deposit documents on “Cloud Storage”, and Publishing an online book (E-book Publishing).
8		Boosting the Visibility of the Research - Citation Tracking	The importance of citation tracking, Citation tracking tools, Create a Google alert, Monitor the impact of social media, E-mail marketing, Create a citation CV.

All of my teaching materials are available online at:

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Usage metrics

580,265 item views

117,939 item downloads

December 02, 2023

Boosting University Rankings by Improving Research Visibility and Impact

1. Definitions
2. Do and Don't
3. Motivation - International University Rankings
4. Motivation - Research Visibility and Impact
5. Case Study
- 6. Key Actions**
7. Q&A

Key Actions

Introduction

Building Online Research Profiles

Networking and Collaborations

Effective Publication and Dissemination Channels

Leveraging Social Media for Research Promotion



Utrecht University

Visibility Check

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The Visibility Check provides you with insight into the extent of your academic outreach. Moreover, it gives advice on how to generate more attention for your academic work and professional career.

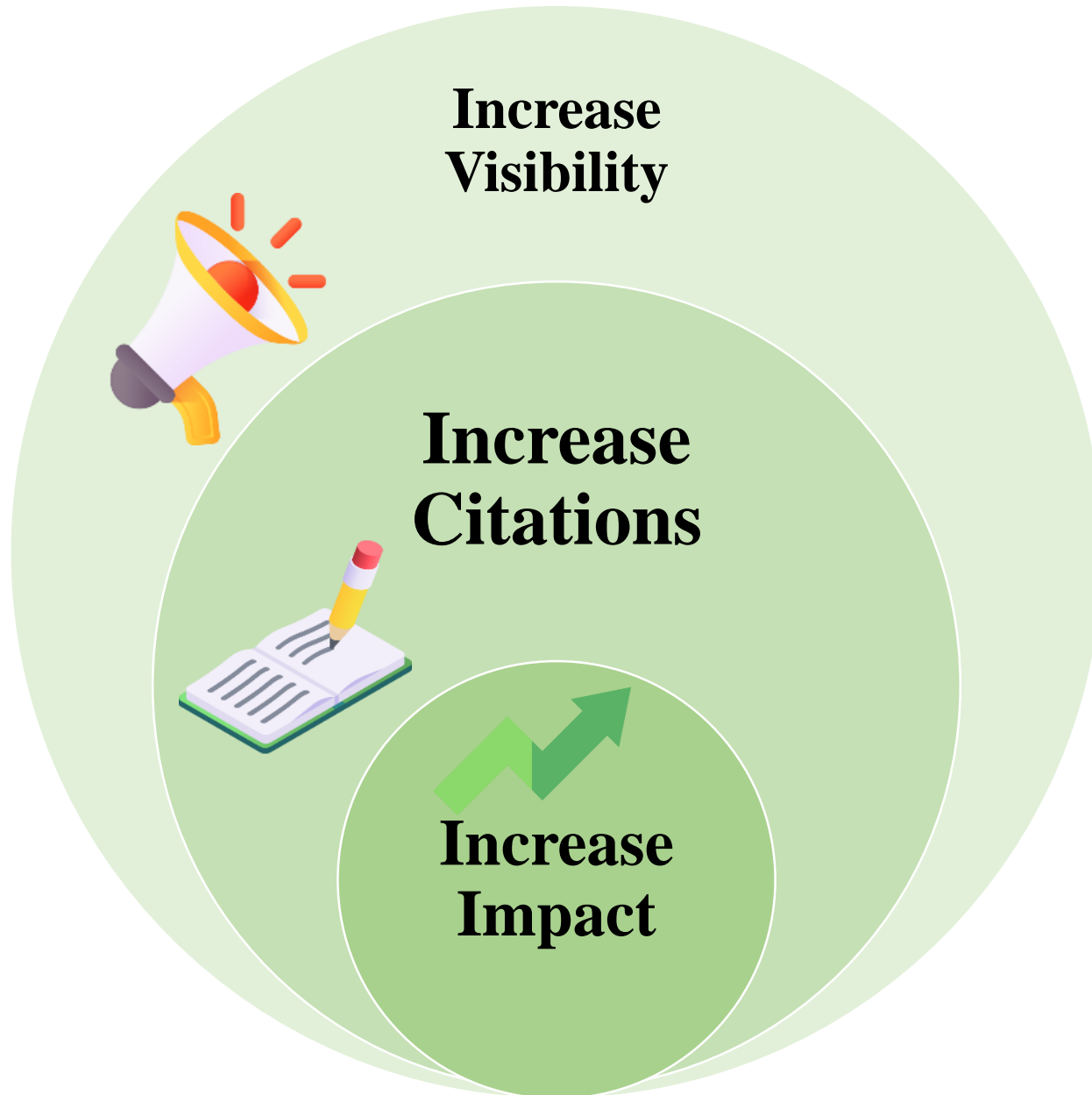
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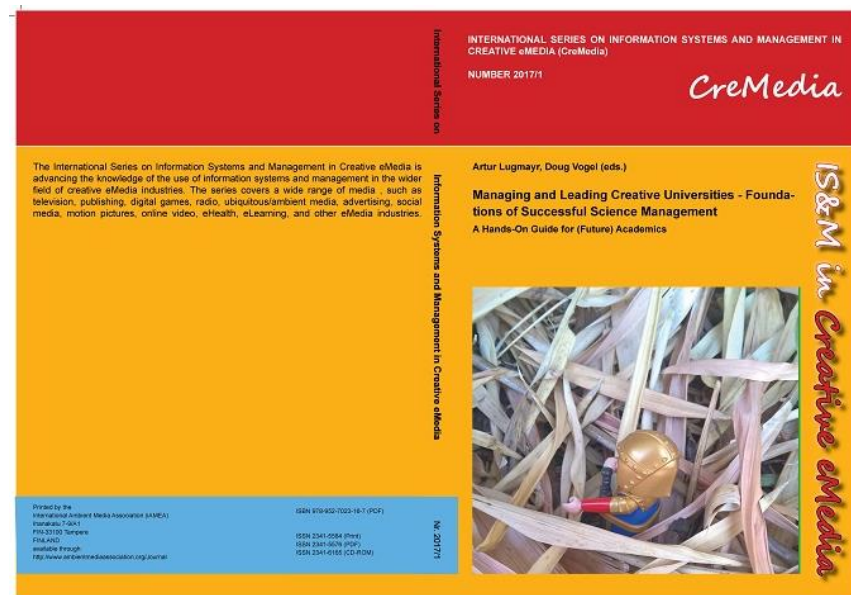
Source: <https://visibilitycheck.library.uu.nl>

**Increase
Research
Visibility,
Citation,
and
Impact**



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>

Key Actions

Introduction

Building Online Research Profiles

Networking and Collaborations

Effective Publication and Dissemination Channels

Leveraging Social Media for Research Promotion

Things to Do When Writing a Paper

- **To ensure output traceability consistently use the same version of your name, including the same abbreviations, throughout your academic career;**
- **Use a standardized institutional affiliation and address;**

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

Tips for Online Researcher Profiles




1. Have a **professional** profile picture.
2. **Distinguish** yourself from other authors.
3. Describe your research in a **brief summary**.
4. Keep your profiles **up-to-date**. You won't get any benefits if you only signed up an account with an incomplete profile.
5. Ensure your details and publication list are **accurate**.
6. List **all of** your research outputs.
7. Make sure it is **public**.
8. **Avoid** using jargon and **complex terminology** in your profile.
9. Provide a **persistent link** back to your work.
10. Think about the layout of your profile and don't be afraid of using **white space**.


Researcher's Brand Name (Unique Keyword/s)

1. Make it unique (invent your research brand name)
2. Ensure you can make it Web-Friendly
3. Make it memorable
4. Ensure you can repeat in your publication's title and abstract
5. Test #
6. Pick a brand name that everybody is curious to know more about
7. Be careful not to choose a brand name that is too broad in scope
8. Can machines (like Cortana & Siri) spell it?
9. Make sure you can protect the research brand name




Researcher's Brand Name (Unique Keyword/s)





Lotfi A. Zadeh



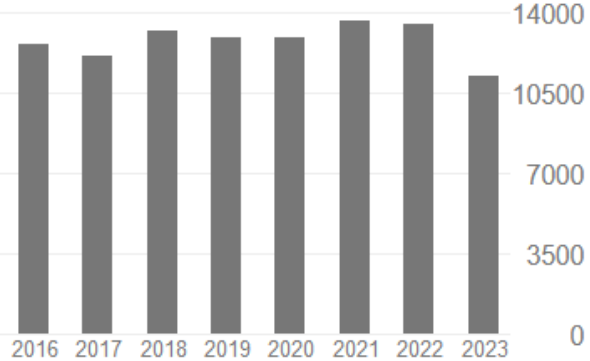
Professor Emeritus, EECS, [UC Berkeley](#)
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TITLE	CITED BY	YEAR
Fuzzy Sets L Zadeh Information and Control 8, 338-353	138057 *	1965
The concept of a linguistic variable and its application to approximate reasoning—I LA Zadeh Information sciences 8 (3), 199-249	36989 *	1975
The concept of a linguistic variable and its application to approximate reasoning—I LA Zadeh	21122	1975

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Citations	271830	77543
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Year	Citations
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2017	~11,000
2018	~12,500
2019	~12,000
2020	~12,000
2021	~13,500
2022	~13,500
2023	~11,000

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Create Google Scholar Online Profile



FULL NAME, FAMILY NAME LAST

Isidro F. Aguillo Caño (ORCID:0000-0001-8927-4873) **ORCID ID**

Cybermetrics Lab IPP-CSIC (grid.473650.3 / ROR 04q93ds34). SPAIN **GRID & ROR IDs**

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It is important to delete all the entries not being authored by you, as the profile can be excluded until it is cleaned

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- Provide information about your affiliation, including your **institution name and COUNTRY**. Preferably not degrees or positions
- Use an **institutional email account**, not an anonymous one like Hotmail, Yahoo, or Gmail
- Use **keywords in English** (about 5) for allowing comparisons with international colleagues. Preferably, neither general terms (physics, chemistry, medicine) nor very specific ones

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ORCID ID	First Name	Last Name	Other Names	Affiliations
0000-0001-7096-0929	Wang	Wang		Henan Normal University, Shenyang Pharmaceutical University, Zhengzhou University
0000-0002-9226-7639	Wang	Wang		Astroparticle and Cosmology Laboratory, Beijing Normal University, Erasmus Mundus Joint Masters Degree programme in Astronomy and Astrophysics(Astromundus)
0000-0002-2674-3924	Wang			Xuzhou Medical College, Xuzhou Medical College Affiliated Hospital

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There are 38 Authors Whose Last Name is “Wang”

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Citations & impact

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Guidelines for the use and interpretation of assays for monitoring autophagy (3rd edition).

Klionsky DJ¹, Abdelmohsen K², Abe A³, Abedin MJ⁴, Abeliovich H⁵, Acevedo Arozena A⁶ , Adachi H⁷ , Adams CM⁸, Adams PD⁹, Adeli K¹⁰ , Adihetty PJ¹¹, Adler SG¹², Agam G¹³, Agarwal R¹⁴, Aghi MK¹⁵, Agnello M¹⁶, Agostinis P¹⁷ , Aguilar PV¹⁸, Aguirre-Ghiso J¹⁹, Airoldi EM²⁰ ... [Show all 2472] ... Zughaier SM¹⁹⁸⁶


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 Annotations (8395)

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Key Actions

Introduction

Building Online Research Profiles

Networking and Collaborations

Effective Publication and Dissemination Channels

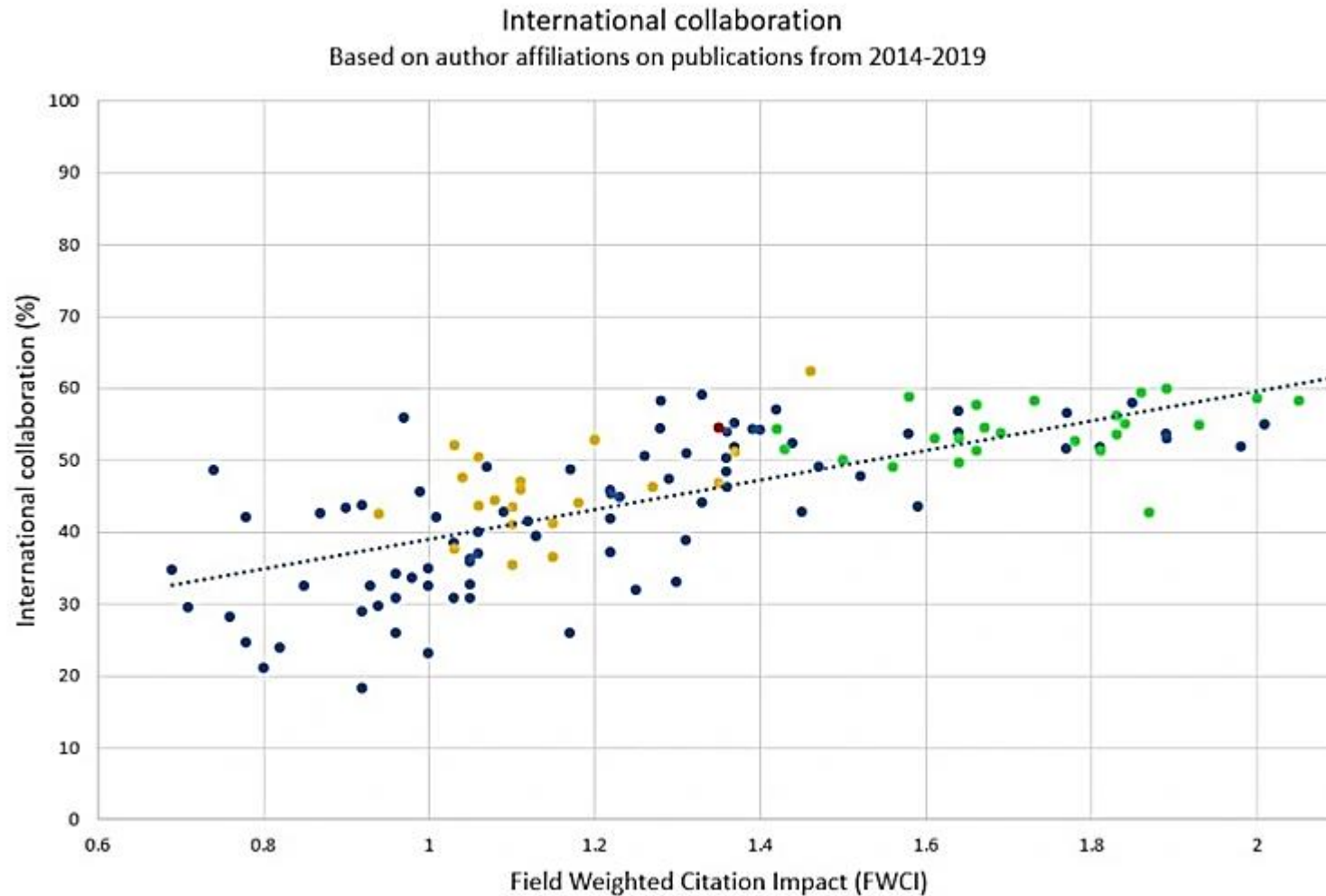
Leveraging Social Media for Research Promotion

Things To Do When Writing a Paper and Selecting a Journal

- **Collaborate with international authors;**
- **Publish papers with Nobel laureates;**
- **Explore opportunities to collaborate with industry partners or other organizations that may be interested in your research, and promote your paper to these potential partners;**

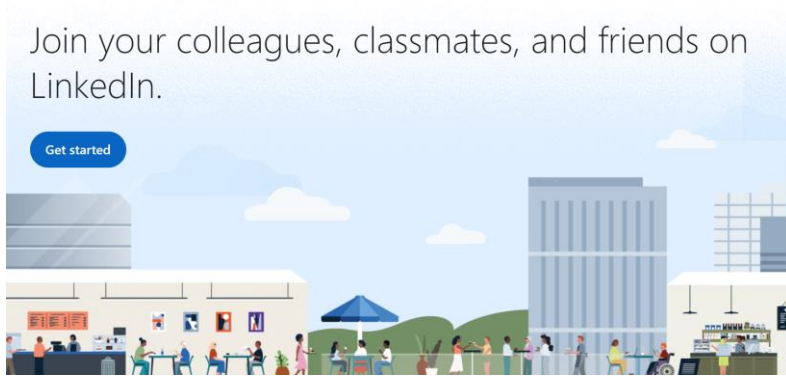
Read more: Ale Ebrahim, N., Salehi, H., Embi, M. A., Habibi Tanha, F., Gholizadeh, H., Motahar, S. M., & Ordi, A. (2013). [Effective Strategies for Increasing Citation Frequency](#). *International Education Studies*, 6(11), 93-99. doi: 10.5539/ies.v6n11p93

Collaborate with International Authors



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

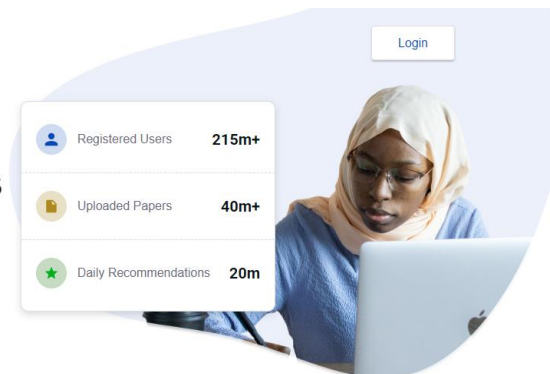
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Boosting Your Research Impact: Key Strategies & References

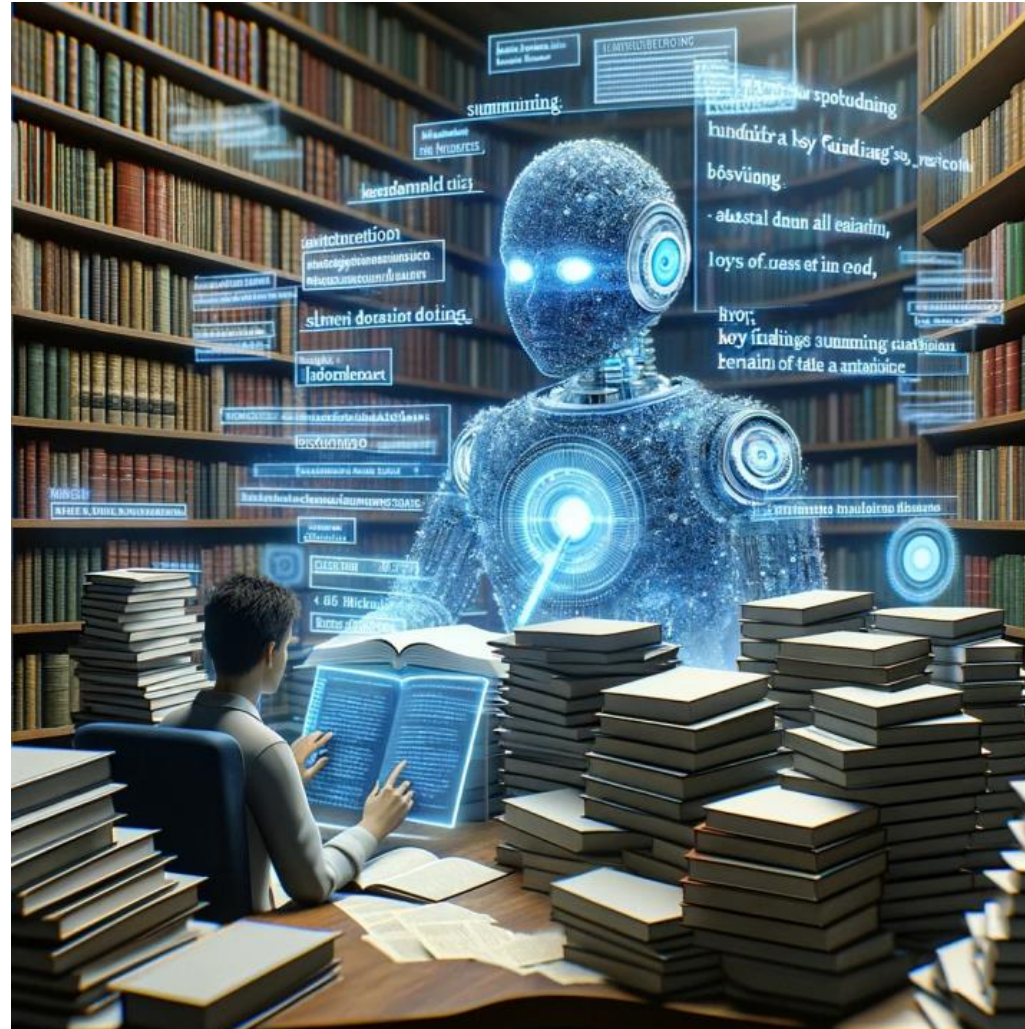


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Unlocking the Power of AI for Research Impact

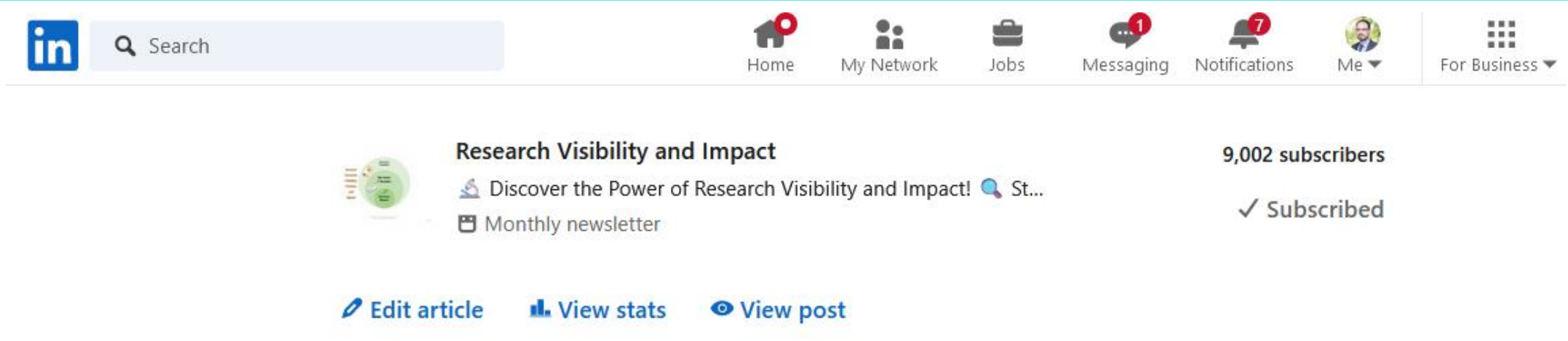


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Research Visibility and Impact Center-(RVnIC)

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Leveraging Google Alerts for Enhanced Visibility and Impact



Source: <https://www.linkedin.com/pulse/leveraging-google-alerts-enhanced-visibility-impact-must-ale-ebrahim-jhpf/>

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Key Actions

Introduction

Building Online Research Profiles


Networking and Collaborations

Effective Publication and Dissemination Channels


Leveraging Social Media for Research Promotion

6 Tips to Achieve a Highly Cited Article


- 1

Title Length 


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
- 3

Characters 


35,000 characters (minimum)
 - no spaces
 - including references
- 4

Figures 

6 figures (minimum)
- 5

Tables 

2 tables (minimum)
- 6

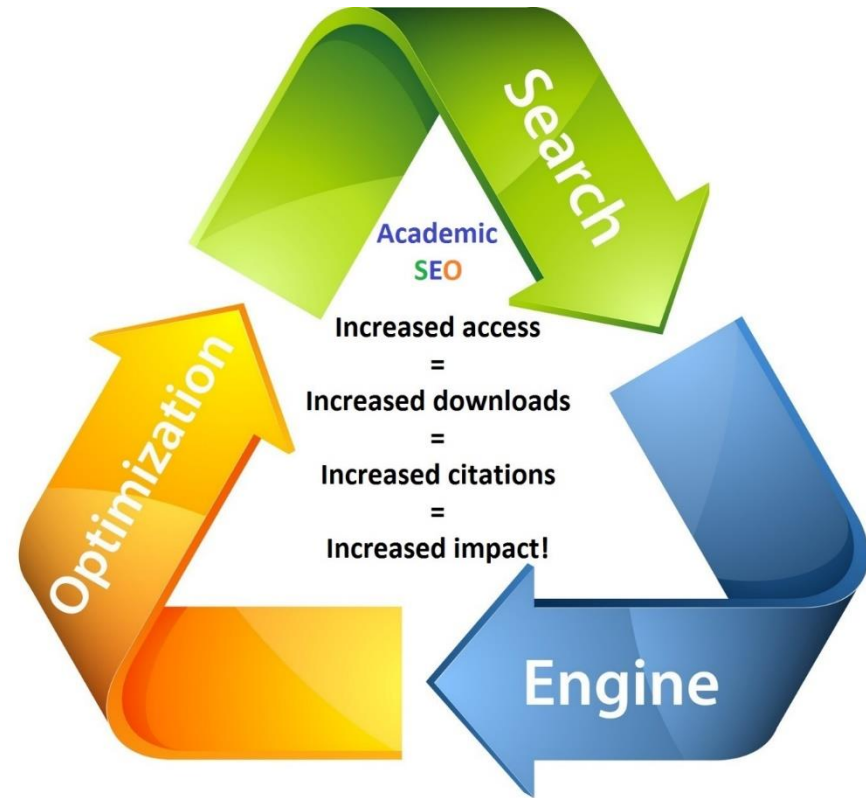
Equations 

Do not count equations
 - use them if needed
 - use as many when needed

Source: Elgendi, M. (2019). Characteristics of a Highly Cited Article: A Machine Learning Perspective. *IEEE Access*, 7, 87977-87986.
[doi:10.1109/ACCESS.2019.2925965](https://doi.org/10.1109/ACCESS.2019.2925965)

Things to Do When Writing a Paper 2/2

- Repeat key phrases in the abstract while writing naturally;
- Assign keyword terms to the manuscript;
- To be the best, cite the best



Read more:

1. 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
2. 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>
3. Corbyn, Z. To be the best, cite the best. *Nature* (2010). <https://doi.org/10.1038/news.2010.539>

Things to Do When a Paper Comes Out: A Checklist 1/3

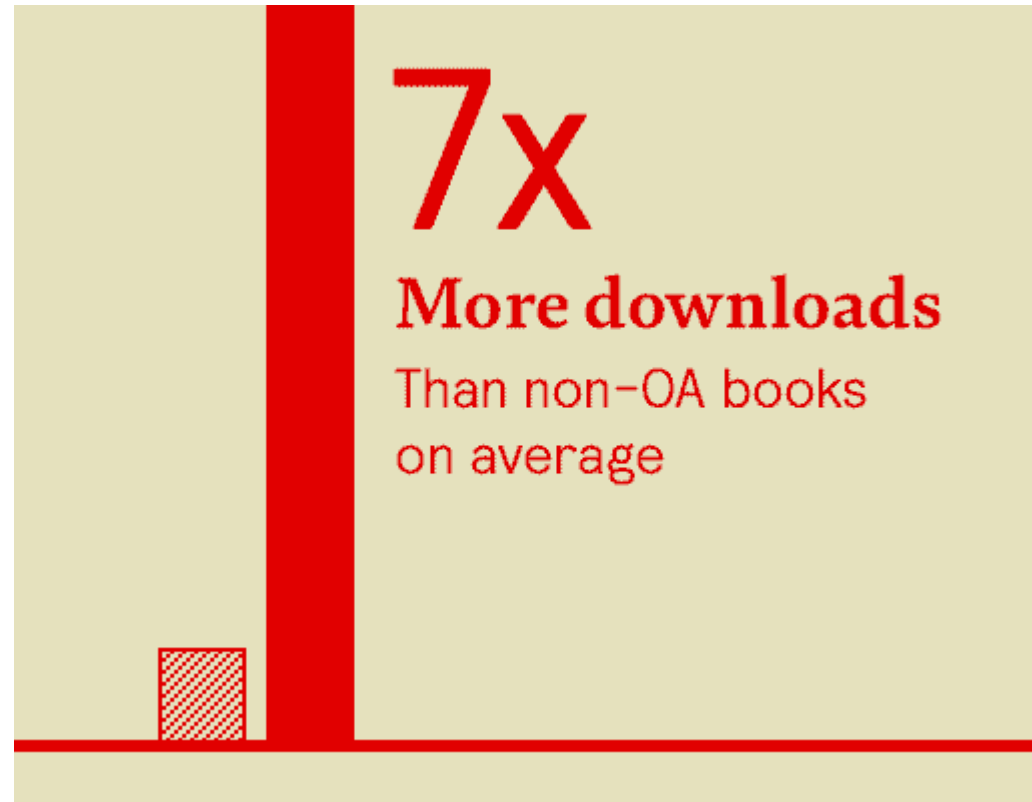
1. Add your paper to preprint servers or open-access repositories.
2. Prepare paper for online archiving.
3. Contact your institutional press office or communications team and ask them to promote your paper through their channels.
4. Create a video abstract of your paper and share it.
5. Create infographics or other visual aids that summarize key points or findings from your paper, and share them on social media or other platforms.
6. Create a podcast describing the paper and share it.
7. Promote your paper at relevant conferences, workshops, or seminars by presenting or discussing it.
8. Update your CV or resume with your new publication and its impact.
9. Update your profile on the institution's website.
10. Update your ORCID profile.

Things to Do When a Paper Comes Out: A Checklist 2/3

- 11. Update your LinkedIn profile.**
- 12. Update your ResearchGate.**
- 13. Update your Academia.edu.**
- 14. Add your paper to public repositories.**
- 15. Contribute to Wikipedia.**
- 16. Publish a blog post about your paper.**
- 17. Tweet about your paper.**
- 18. Request feedback and reviews from colleagues or experts in your field and respond to their comments.**
- 19. Engage with online communities or forums related to your field and share your paper with them.**
- 20. Update Google Scholar, if it doesn't pick up the paper.**

Things to Do When a Paper Comes Out: A Checklist 3/3

21. Post about the paper on Facebook.
22. Send the paper PDF to your peers through email.
23. Write short and plain language about your paper.
24. Link your latest published article to your email signature.
25. Participate in peer review activities for other journals or conferences to build your reputation and network.
26. Use Altmetrics tools to track and analyze the attention and impact of your paper across different platforms and audiences.
27. Use citation tracking tools, such as Web of Science or Scopus, to monitor how your paper is being cited by others.
28. Consider translating your paper into other languages or formats to reach broader audiences.



Source: https://www.intechopen.com/welcome/c7066c5f85fb017f?book_id=1003444

ChatGPT

Customer Interaction:

Utilizing AI like ChatGPT for automated customer service can streamline inquiries and provide quick responses to common questions.

Content Creation:

ChatGPT can assist in creating diverse content such as blog posts, social media posts, and product descriptions, saving time and resources.

Data Analysis:

AI can process large volumes of data from social media and other sources to glean insights on consumer behavior, preferences, and market trends.

Personalization:

AI technologies can help businesses personalize their offerings and marketing, tailoring communications to individual customer preferences and behaviors.

Innovation:

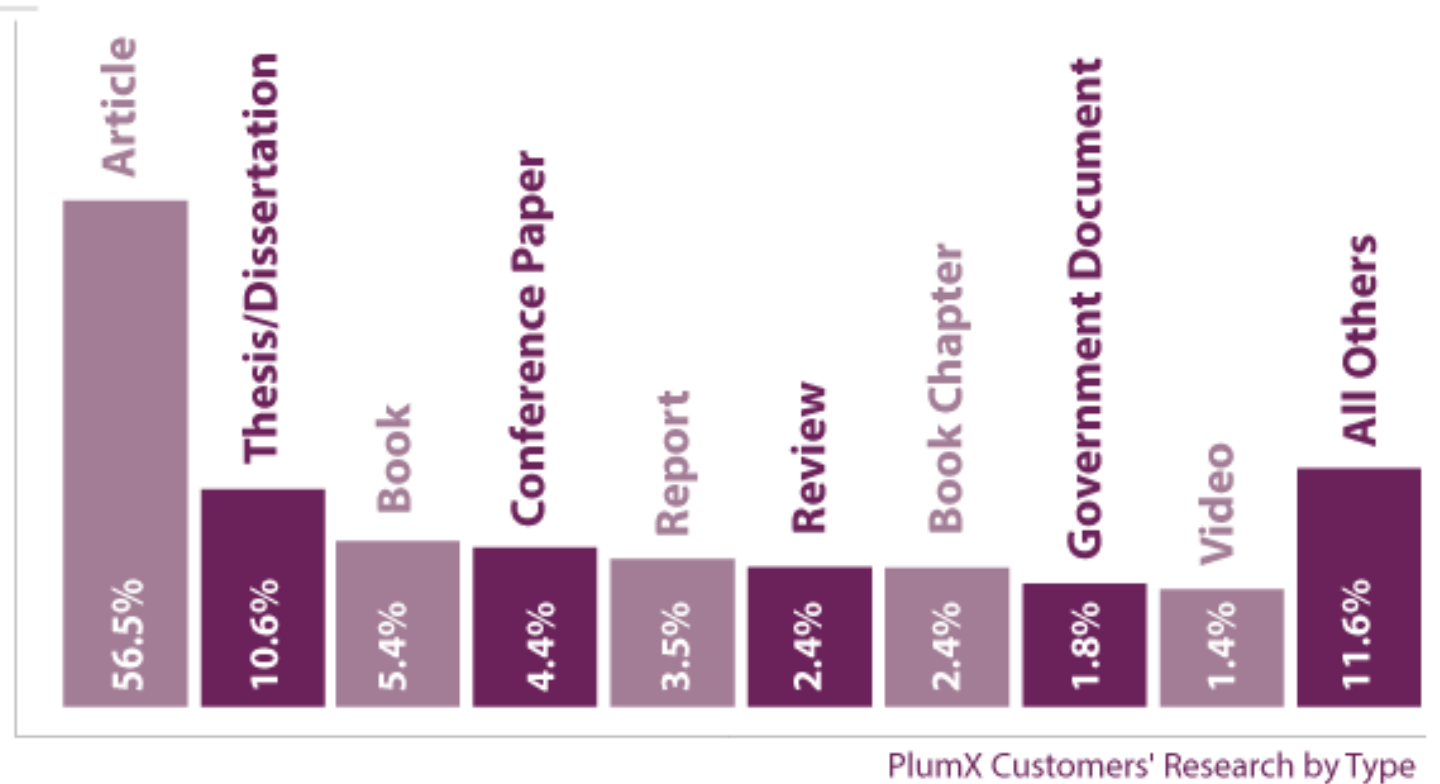
Incorporating AI like ChatGPT into products or services can drive innovation, offering novel solutions and enhancing the customer experience.

What is Research Output?

There are
67
ARTIFACT
TYPES

Research output is
more than articles.

Measure
it ALL



Source: <https://plumanalytics.com/learn/about-artifacts/>

67 different types of artifacts

- abstracts
- articles
- audio files
- bibliographies
- blogs
- blog posts
- books
- book chapters
- brochures/pamphlets
- cases
- catalogues
- clinical trials
- code/software
- collections
- commentaries
- conference papers
- corrections
- data sets
- designs/architectural plans
- editorials
- exhibitions/events
- expert opinions
- file sets
- figures
- government documents
- grants
- guidelines
- images
- interviews
- issues
- journals
- learning objects
- lectures/presentations
- letters
- live performances
- manuscripts
- maps
- media files
- musical scores
- newsletters
- news
- online courses
- papers
- patents
- policy
- posters
- preprints
- press releases
- projects
- recorded works
- reference entries/works
- reports
- research proposals
- reviews
- retractions
- speeches
- standards
- syllabi
- technical documentation
- textual works
- theses/dissertations
- videos
- visual arts
- volumes
- web pages
- web resources
- other

Source: <https://plumanalytics.com/learn/about-artifacts/>

Key Actions

Introduction

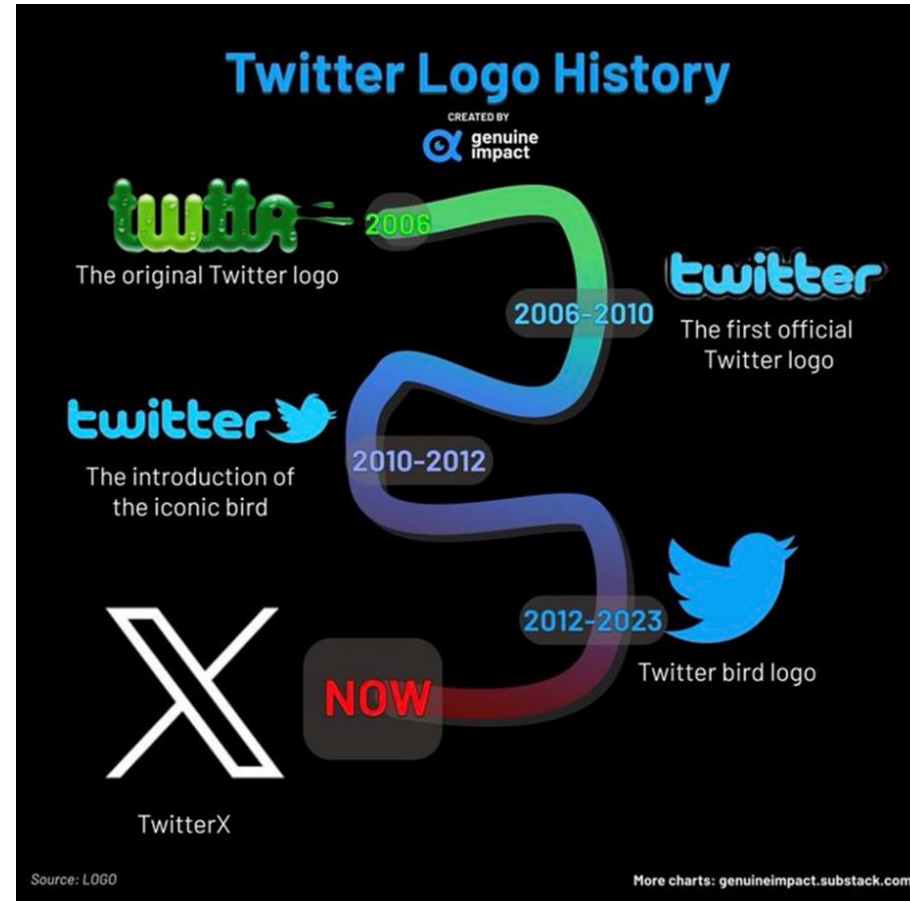
Building Online Research Profiles

Networking and Collaborations

Effective Publication and Dissemination Channels

Leveraging Social Media for Research Promotion

Blogging/Microblogging



LinkedIn

Networking:

LinkedIn is essential for building professional networks, allowing businesses and individuals to connect with peers, industry leaders, and potential clients.

Brand Building:

Through company pages and personal profiles, LinkedIn provides a space for businesses to showcase their brand, culture, and services.

Thought Leadership:

Publishing articles and sharing insights on LinkedIn can establish a company or individual as a thought leader in their field.

Talent Acquisition:

It is a prime platform for recruiting top talent, enabling companies to post job listings and search for candidates with specific skill sets.

B2B Marketing and Sales:

LinkedIn's environment is conducive to B2B interactions, where businesses can engage with potential clients and partners directly.

Twitter (X)

Real-time Engagement:

Twitter's real-time nature allows businesses to engage with trends, respond to consumer feedback, and participate in conversations as they happen.

Brand Personality:

It provides an opportunity for brands to have a voice and personality, which can humanize the company and build stronger connections with customers.

Content Distribution:

Twitter is an effective channel for distributing content such as blogs, white papers, and news updates to a wide audience.

Customer Service:

Many businesses use Twitter as a platform for customer support, offering a quick and public way to address queries and concerns.

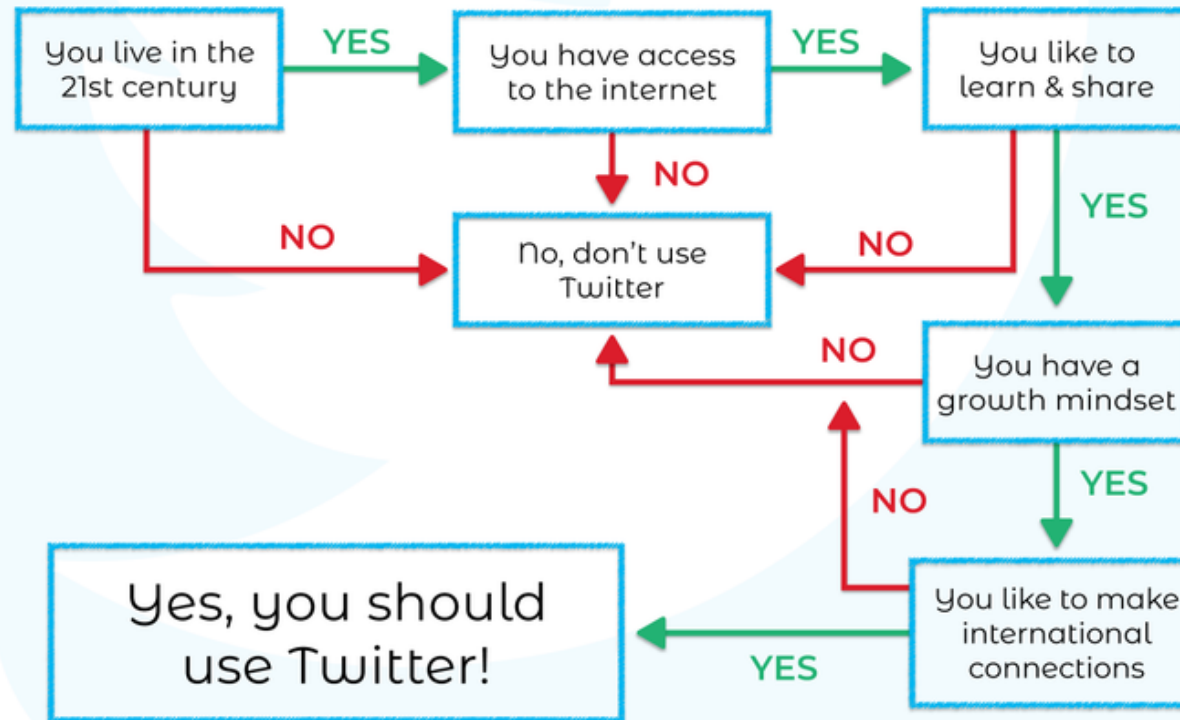
Influencer Collaboration:

Collaboration with influencers can be a powerful way to increase visibility and credibility, as influencers can introduce the brand to their followers.

SHOULD YOU USE TWITTER?

Infographic by @agrassoblog

START HERE



Data source: Sylviaduckworth

Boosting University Rankings by Improving Research Visibility and Impact

1. Definitions
2. Do and Don't
3. Motivation - International University Rankings
4. Motivation - Research Visibility and Impact
5. Case Study
6. Key Actions
- 7. Q&A**



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

If you found the content informative, you may follow me on [LinkedIn](#) for more!

My Recent Publications

1. Haidari, S., Hashemi, Z., Jamali, S. M., & Ale Ebrahim, N. (2023). Quantitative and qualitative analysis of executive functions: a bibliometric approach. *Current Psychology*. <https://doi.org/10.1007/s12144-023-05033-x>
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3. Ale Ebrahim, Nader (2023). Maximizing Your Research Visibility and Impact, Researcher Branding. figshare. Presentation. <https://doi.org/10.6084/m9.figshare.22139825.v1>
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7. 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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11. 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>
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