
HOW TO MAXIMIZE THE RESEARCH IMPACT

Anupama Khera, Documentation Officer, NIRDPR, Hyderabad

Abstract

In The Higher Education System, Universities ranking depends up there search productivity of the faculty members. The quality of the research articles they and the of score of the citation their paper earns defines the ranking to their institution. The paper suggests the helps techniques to increase the citation frequency.

Keywords: Research productivity, citation, impact factor

Introduction

The research output is an essential part of an institution's measure and evaluation of research quality. Earlier, the number of publication and journal impact factors were the means to derive research ratings. Recent approach for rating research quality rely on the number of citations per article. Citation shows that how many times an article has been cited by the research scholars. The more citation one article gets the more the credibility of the article affiliates. This increases the value of the article in academic fertility.

What is Citation

Citation is a way of giving credit to individuals for their creative and intellectual works that you utilized to support your research. It can also be used to locate particular sources and combat plagiarism. Typically, a citation can include the author's name, date, location of the publishing company, journal title, or DOI (Digital Object Identifier).

There are different types of citations styles, which dictates the information necessary for a citation and how the information is ordered as well as punctuation and other formatting is formulated.

There are many ways of citation styles. The citation style sometimes depends on the academic discipline involved. Mainly the following three citation styles are in use:

- APA: APA (American Psychological Association) is used by Education, Psychology, and Sciences.
- MLA (Modern Language Association) style is used by the Humanities.

- Chicago/Turabian style is generally used by Business, History, and the Fine Arts.

Literature Review

The research output is an essential part of an institution's measure and evaluation of research quality. Previously, the numbers of publication and journal impact factors were the means to derive research ratings. Recent approaches for rating research quality rely on the number of citations per article. Citation shows that how many times an article has been cited by other articles (Fooladi et al. 2013). Citations to research publications are a quality indicator, important for both the author and the affiliated university (Jones and Evans 2013). Most researchers are evaluated based upon their publications as well as the numbers of citations their publications receive. One of the key ways to increase citations is to expose the research output to the widest possible audience. If people are unaware of the research, they won't be citing it. The more researchers and students in other fields who have heard about the research, the researcher will receive more citations. Citations to an article might strongly depend on the visibility, rather than the merit of the article (Marashi et al. 2013). Ale Ebrahim (2012) argues that publishing a high quality paper in scientific journals will be a halfway of receiving citation in the future. The rest of the way is advertising and disseminating the publications by using the proper "Research Tools". Post-print publishing means to make peer-reviewed, published research articles freely available to anyone with an internet connection, often greatly increases the citation frequency of articles (LiU E-Press 2007)

Strategies for increasing the Citation Frequency

1. **Use a unique name consistently throughout academic careers:** Authors are highly advised to use the same variation of their name consistently throughout their academic careers. If the name is a common name, consider adding your full middle name to distinguish it from other authors. Consistency enhances retrieval. For example: Dr.Rajkumar Singh Athwal in place of Dr.RajkumarS.Athwal.
2. **Use a standardized institutional affiliation and address, using no abbreviations:** Standardization of author affiliation is important to make sure work can be attributed to the correct author and institution. Providing accurate contact details are essential so that researchers can contact directly for queries, further information and discussions about the publication. Therefore, a standardized institutional affiliation and address, without using abbreviations, is mandatory.
3. **Keep the title short of the article:** The article's title has the challenging task of triggering the curiosity of readers by inviting them to appraise the article and perhaps use it as a reference for new research. Thus, the title is the most important summary of

a scientific article. It is generally the first (and sometimes the only) information obtained from the published article

4. **Repeat key phrases in the abstract while keeping readability:** Make some key phrases of your study and repeat them in the abstract page of your paper. Since search engines and citation trackers search the abstract of your article, the normal repetition of key words increases the chance of your paper to be retrieved more easily.
5. **Usage of strong keywords and synonyms:** Once the keywords are chosen, they need to be mentioned in the right places: in the title, and as often as possible in the abstract and the body of the text (but, of course, not so often as to annoy readers);
6. **Select correct metadata:** When documents are converted to PDF, all metadata should be correct (especially author and title). Therefore, the completeness of documents metadata is very crucial. Some search engines use PDF metadata to identify the file or to display information about the article on the search results page. It may also be beneficial to give a meaningful file name to each article.
7. **Explain Why Your Research Matters:**
 - Create a website that lists your publications.
 - Offer to give lectures or talks about your research.
 - Create your Google scholar or
 - Create a YouTube video, TedEd Lesson, Dynamic Poster, or Prezi presentation to post.
 - Engage in discussions about your research outside of your University.
 - Utilize both institution and publisher press releases.
 - Most institutions have a public relations division that can help create and deliver a press release.
8. **Describe the Evolution of Your Research in a Review:** Citation rates of reviews are generally higher than those of other papers. A well-written review contains many citations of the leaders in your field. Citing leaders in a field leads to reverse citations, which carry more weight. A review demonstrates thought-leadership within your field.
9. **Actively promote your work:** Talk to other researchers about your paper, even ones not in your field, and email copies of your paper to researchers who may be interested. Create a blog or a website dedicated to your research and share it.

10. **Share your data:** There is some evidence that sharing your data can increase your citations. Consider posting to data sharing websites, such as fig share or SlideShare, or contributing to Wikipedia and providing links to your published manuscripts
11. **Use Social Media:** Provide links to your papers on social media (e.g., Facebook, Twitter, Academia.edu, ResearchGate, Mendeley) and your university profile page.
12. **Open Access (OA):** Increases citation rate Free access increases citation rates, searching online is more efficient and following hyperlinks quickly leads researchers to their prevailing opinion Open Access has a positive impact on growth of citations.
13. **Make a unique phrase that reflects author's research interest and use it throughout academic life:** Add the name of study in the title of all publications and use the same title/ name consistently. It is suggested that "Branding yourself" to promote your research finding by using social media platform such as, Blogs, LinkedIn and Twitter.
14. **Self-citation:** Cite your own or your co-authors past papers as appropriate. This is important since citations of your past work factors into how search engines rank your current and future work. According to a major publisher, more than half of the traffic to it's online library comes from Google, Google Scholar and other search engines. A reason why publishersand journals today are focusing on SEO strategies to help improvecitations of their articles. Readership and citations affects the impact factor of the journal. And as an author you can and you shouldhelp improve the discoverability at the article level.

Conclusion

Publishing research output in high-impact journals is a primary concern of the researchers. The researchers also need to consider different ways to receive more citations after publishing a paper. When their works are published, they are concerned about citation which is directly related to the paper's quality and visibility. The researchers cannot increase the quality of their published papers; therefore, they can apply some of these 33 key points to increase the visibility of their published papers.

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