THE FOUR C'S OF CITATION IMPACT

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WHAT IS IMPACT?
EMERALD IMPACT MATRIX

- ▶ Knowledge (academic):
  - ▶ implications for research
  - ▶ citations
- ▶ Practice:
  - ▶ implications for practice
  - ▶ actual application of research in industry and business, patents
- ▶ Teaching:
  - ▶ research-led teaching
  - ▶ provision of case studies and examples
- ▶ Public policy:
  - ▶ implications for policy
  - ▶ actual influence on public policy
- ▶ Society:
  - ▶ implications for society
  - ▶ actual change of norms & values, e.g. environmental impact, social responsibility

HOW TO MEASURE IMPACT?

▶ Non-academic aspects of impact are difficult to operationalise & measure

   ▶ Alt-metric.com free bookmarklet: tracks tweets, blogs, and other social media

      ▶ Does this constitute impact? Does it work reliably (it didn't for me)?

   ▶ Impactstory (aka Total Impact)

      ▶ Collection creation fairly time-consuming, import from Google Scholar Citations possible

      ▶ Impact report not very meaningful beyond the Scopus citation analysis

      ▶ Is now charging for profiles ($10 month)

   ▶ Other efforts: e.g. readermeter, crowdometer,

      ▶ All in beta, timed out/closed, (very) incomplete; enthusiastic starters, but no follow-through

      ▶ Aimed at one-off searches, need additional input (author ID, GSC profile, twitter account)

▶ In many universities the main emphasis remains on academic impact

   ▶ Citations are still seen as the main metric for academic impact

   ▶ My focus is on citation analysis of Google Scholar data through Publish or Perish

      ▶ Google Scholar could be argued to include some of the other forms of impact, because of its broader coverage than traditional commercial databases such as ISI and Scopus

      ▶ Publish or Perish is designed so that even the most inexperienced users can get good results and a clear and comprehensive overview quickly for a variety of uses

CITATION ANALYSIS:
WHY CARE?

- ▶ Why publish if nobody cites your work?
  - ▶ Not publishing is like being mute, not being cited is a lot like talking without anybody listening
  - ▶ Okay, your work might still be read by students, managers, or academics who do not publish
    - ▶ But: academic research should also contribute to academic discourse
  - ▶ Government research assessments and academic promotions increasingly focus on citation impact

- ▶ Why would you want to know if your work is cited?
  - ▶ To prepare for confirmation/promotion/yearly performance appraisal
  - ▶ To know who is building on your work
    - ▶ They might be future collaborators
    - ▶ It is exciting to see how others are using your research, you might get new ideas through it
  - ▶ To get an ego boost, to know someone has (presumably) read your work ☺

HOW TO GET CITED?
THE FOUR C'S OF CITATION ANALYSIS

- First of all **C**ompetence (aka as Performance in the four P's of publishing), you won't be cited if your work isn't any good.
  - However, you can improve your chances of being cited through the three remaining c's
- **C**ommunicate (they can only cite your paper if they know about it)
  - Personal website, the best thing I have ever done
    - Put your papers online Online papers, full list of publications
    - Ensure your papers are found if someone searches for a topic relating to your research in Google
    - As an example my research interests: Language in international business; Headquarters subsidiary relationships; Transfer of management practices
  - University Repository, SSRN, Academia.edu, ResearchGate and LinkedIn are great alternatives if you don't have your own web site; I use multiple services
  - Create a Google Scholar Citation profile
    - http://scholar.google.co.uk/citations?user=v0sDYGsAAAAJ&hl=en
    - http://scholar.google.co.uk/citations?hl=en&view_op=search_authors&mauthors=middlesex+university
  - Conferences, attend & talk to people
    - volunteer for PDWs, as discussant, session chair, committee member
  - Email, ask for papers and send yours in return
    - Don't be shy to send your papers, most academics appreciate it

EXAMPLE EMAIL

- ▶ I don't know if you remember me, but I met you at Victoria University (NZ) when you came to speak many years ago. At the time I was a PhD student researching multilingualism and the role of English in banks in Luxembourg.

- ▶ Now, I'm delighted to share with you what I have just published on YouTube. It's a short 20 minute illustration (doodle) on some aspects of my PhD. It's a video that could be used as a teaching resource. I've attached a free e-print from the 2013 journal article that goes with it and there are other publications found in the YouTube description. I hope you enjoy it as much as I did in producing it!

- ▶ https://www.youtube.com/watch?v=1O1yE9ylqZo

- ▶ http://www.tandfonline.com/eprint/VQn6deUXGpAkvGBDDgr7/full

- ▶ Signature
  [Picture included]

HOW TO GET CITED?
THE FOUR C'S OF CITATION ANALYSIS

- **C**ollaborate (not just because it makes doing research more fun)
  - It often leads to better quality research
    - Complementary skills (theory development, empirical research, analysis, practical implications)
    - Always someone to read your paper critically
    - More motivation to finish your papers
  - Co-authored papers are cited more (because each author has their own network)
  - Your collaborators will cite you in their other projects

- **C**are (this more generally makes our profession a nicer place to be)
  - For your own reputation, it is your most valuable asset
    - Nobody wants to use and cite the work of someone they don't respect
  - For others; help wherever you can
    - Keep the promises you make at conferences
    - Alert collaborators and academic friends to useful information & congratulate them on their achievements
    - Thank others for their help!
- Read the Impact 2-pager I sent around 2 months ago!

HOW TO GET CITED?
WHAT CAN UNIVERSITIES DO?

- **C**reate a research culture
  - Invite (international) academic visitors, get involved in (international) collaborations
  - Run seminar series, even if they are very informal
- Be **c**onsiderate
  - Acknowledge that especially for areas such as HRM and accounting publishing in local journals that attract fewer citations is important for knowledge transfer to practice
  - Acknowledge that not all topics are easy to publish in top North American journals, but don't discard that option just because you have Australian/British/European data
    - Kulik, C.T. (2005). On editing in an international context. *Journal of Management*, *31*(2), 162-166.
- **C**elebrate
  - Achievements (in all forms), but don't make others feel like a failure
  - Diversity in topics, research methods, writing styles
    - Do not engage in head-to-head "competition" with North American academics, we can only lose
    - Build on your strengths, but do change the 10-30% of your approach you need to adjust "to be heard"
- Provide a **c**omprehensive university repository
  - Research that is available open access is cited more
  - Ensure that academics submit their work into the repository
    - It really isn't that hard; I submitted a dozen papers in less than an hour
    - Library information session on the 13th of May

MORE INFORMATION?
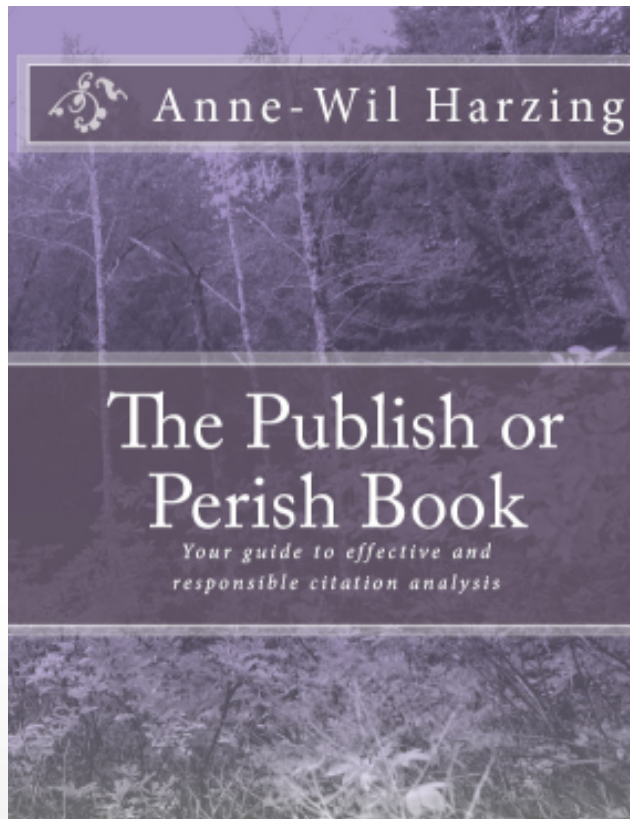
▶ Chapter 1: Introduction to citation analysis

▶ Chapter 2: Introduction to Publish or Perish

▶ Chapter 3: Author searches

▶ Chapter 4: Journal searches

▶ Chapter 5: General citation search queries

▶ Chapter 6: Multi-query centre

▶ **Chapter 7: Making your case for tenure or promotion**

▶ Chapter 8: How to evaluate other academics?

▶ **Chapter 9: Tips for deans and other academic administrators**

▶ **Chapter 10: Where to submit your paper?**

▶ **Chapter 11: Conducting a literature review**

▶ Chapter 12: Doing bibliometric research on authors & journals

▶ Chapter 13: Evaluating Google Scholar

▶ Chapter 14: Evaluating Thomson ISI Web of Science

▶ Chapter 15: A Google Scholar h-index for journals

▶ Chapter 16: Author citation analysis across disciplines

Now available online:
http://www.harzing.com/popbook/index.htm