



QUICK GUIDE:

HOW TO INCREASE THE VISIBILITY AND ACADEMIC IMPACT OF YOUR RESEARCH

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1 Introduction

Excellent research is not the sole factor determining the success of your academic career. While it might be tempting to think that good quality work speaks for itself, communication and active dissemination of your research work is crucial for advancing your career. Getting a research paper accepted for publication is the result of long and hard work. However publication of a paper does not represent the final step, but rather a milestone that indicates the beginning of the process of ensuring that your research gets the attention it deserves. In order to increase the impact of your research and its visibility in academic community, your published research must be disseminated in a proactive way. Making your research visible and easily discoverable by other members of academic community increases its chances of being cited and making a difference in your field of research.

There are several communication and dissemination strategies for promoting your research. Some of them, like Search Engine Optimization (SEO) and choice of the publisher need to be addressed prior to publishing. Other strategies point out the possibilities for disseminating the information about your research and making it available and visible in academic community. They range from sharing research findings with academic community through posting research work on the web ("self-archiving") and re-use of research work in teaching to use of social networks and networking at scientific events.

The present guide "How to Increase the Visibility and Impact of Your Research" does not claim to be comprehensive or guarantee exhaustive coverage of strategies for promoting research and enhancing its impact. Its purpose is to provide you with some "food for thought", to introduce some strategies that you can incorporate in your research practice and to point out some useful online resources related to this topic. The guide "How to Increase the Visibility and Impact of Your Research"

- discusses the issues of copyright;
- presents the possibilities of Open Access publishing;
- provides tips on increasing the visibility of your research work;
- introduces an array of possibilities for dissemination of research results and
- indicates measures and tools for scientific networking.

The guide was compiled by **Veronica Cacean**, Department of Research Funding, ESCP Europe Berlin Campus, in collaboration with **Professor Anne-Wil Harzing**, Research Development Advisor, ESCP Europe London Campus based on online-resources, Prof. Harzing's presentation "From Publication to Impact" as well as her recent article "Disseminating Knowledge: From Potential to Reality - New Open-Access Journals Collide with Convention."

2 Copyright & Open Access

2.1 Retaining rights

Some publishers of traditional subscription-based journals create significant barriers for authors who wish to re-use and disseminate their work by building “paywalls” and establishing embargo periods that hinder the open access to that work by others. Sharing research work with other members of scientific community by self-archiving the published work in digital repositories significantly facilitates the access to your work and increases its visibility. In order to be able to actively disseminate your work by posting it online or re-using it in your teaching activity you need to retain the right to do so. A way to secure the rights to re-use and share your research work is to negotiate the standard publisher’s agreements (copyright transfer agreements – CTA) and **to retain rights** related to “self-archiving”. More information on retaining copyright as well as samples of Copyright Amendments Form can be found on the web site of MIT Library.

According to their archiving policy some publishers allow their authors to archive pre-print (before peer-review) and postprint (after peer-review with revisions) or publisher’s version of the manuscript. Some allow only the archiving of postprint or publisher’s version. Some do not allow any archiving. When making your research public, make sure that by self-archiving (depositing in digital repositories, posting on your web site) you do not violate the copyright and that the signed copyright transfer agreement (CTA) allows self-archiving of scholarly peer-reviewed work. Good guidance in this question provides [SHERPA/RoMEO](#) database on publisher copyright and self-archiving policies.



Further Information:

MIT Library: Retaining Copyrights <http://libraries.mit.edu/scholarly/publishing/your-copyright/>



Useful Websites:

SHERPA/RoMEO Database <http://www.sherpa.ac.uk/romeo/>

2.2 Publishing in Open Access journals

Articles published in Open Access journals tend to be more widely read and cited than the articles published in traditional subscription-based journals. Despite the fact that very few “top-ranking” journals are Open Access journals consider publishing your work in an OA journal (gold publishing). OA journals allow their authors to retain the full rights to

the published research work, thus enabling the researchers to freely use a large variety of options for re-using, sharing and disseminating their articles.

To find a suitable OA journal you may consult the [Directory of Open Access Journals](#). DOAJ is an online directory that indexes and grants access to quality, OA, peer-reviewed journals. It provides you with a comprehensive overview of over 5.080 OA journals.

Some OA journals use “author-pays” schemes. Therefore make sure to include any expenses related to OA-publishing (publication fees) in cost plan of your research project!



Useful Websites:

Directory of OA Journals <http://doaj.org/>

2.3 Publishing in hybrid journals

Another option for OA publishing is publishing your article in a so-called hybrid journal. Most academic publishers (e.g. Springer, Wiley, Elsevier, Routledge, Taylor Francis) now offer hybrid journals. Hybrid journals are traditional, subscription-based journals that offer their authors an option of OA publishing as a part of their publishing service. An additional fee is charged by journals for OA-publishing. By choosing the OA publishing-option of a subscription-based journal you make your article immediately freely accessible for readers worldwide without any embargo period. Other articles of the journal that were not published with OA-option remain accessible only to subscribed users. Hybrid journals can therefore be described as “article-based” or “single-article” OA journals.

You can identify a hybrid journal by searching the Directory of Open Access Journals or by searching the SHERPA/RoMEO database by journal or by publisher. “Paid Access” will appear in listing for a hybrid journal/publisher.



Useful Websites:

Directory of OA Journals <http://doaj.org/>
 SHERPA/RoMEO Database <http://www.sherpa.ac.uk/romeo/>

2.4 Predatory Open Access journals

Beware of so called predatory OA journals! Some publishers exhibit questionable publishing practices. They exploit the author-pays-for-submission business-model of commercial publishers of OA journals by charging authors substantial publication fees without providing the adequate publication services. Librarian and researcher Jeffrey

Beall based at University of Colorado Denver, defines predatory OA journals, as journals “whose main goal is to generate profits rather than promote academic scholarship.” In his blog “Scholarly Open Access: Critical Analysis of scholarly OA publishing”, Beall puts forward the criteria for determining predatory OA journals, also referred to as “junk journals”:

- The journal does not identify a formal editorial or review board;
- The publisher demonstrates a lack of transparency in publishing operations;
- The publisher begins operations with a large fleet of journals, often using a template to quickly create each journal’s home page;
- The publisher provides insufficient information or hides information about author fees, offering to publish an author’s paper and later sending a previously-undisclosed invoice.

According to Beall such publishers, typically “spam professional email lists, broadly soliciting article submissions for the clear purpose of gaining income, have a low article acceptance threshold, with a false-front or non-existent peer review process.” To avoid such pseudo-scholarly journals, please consult Beall’s “Black List” of predatory OA journals and publishers.



Further Information:

Article about predatory OA Journals in The New York Times

<http://www.nytimes.com/2013/04/08/health/for-scientists-an-exploding-world-of-pseudo-academia.html>



Useful Websites:

Beall’s List of predatory OA publishers

<http://scholarlyoa.com/publishers/>

Beall’s List of predatory OA journals

<http://scholarlyoa.com/individual-journals/>

3 Optimizing Discoverability of Your Research

Enhancing the discoverability and access to your research work is a good way to increase readership of your articles, to improve the number of citations and to create a stronger academic visibility and impact. While preparing a publication you need to keep in mind that the published work must be easily found and accessed by potential readers. The means for doing so is Search Engine Optimization (SEO) of your journal articles.

Different search engines use different algorithms for ranking the content. Most of the engines estimate the content by its relevancy and popularity measured by the number of links to the content from other websites. Some search engines use metadata tags to identify the topic of the piece of content or scan the content for keywords and key phrases. By optimizing your article for search engines, you ensure that your article is indexed and gains a higher ranking in search engines (Google, Google Scholar etc.) and appears at the top of the list in the search results.

There are several ways for improving the discoverability of your journal articles:

- **Formulate a concise, well-constructed, descriptive title.** With search engines giving extra weight to phrases in headings and to repeated phrases, the title of your article is the most crucial element. Anticipate the search terms that readers are likely to use when looking for your article and construct your title to include those keywords. In the days of print-only journals, it mattered far less if, for example, an author published an article on body dysmorphic disorder called "The Broken Mirror" in a psychology journal because the context was clear. On the web, people search for mirror when they want an item for their house.
- **Include crucial keywords in the abstract and reiterate the key words** or phrases from the title within the abstract itself. It is best to focus on a maximum of three or four different keyword phrases in an abstract rather than try to get across too many points. Check that the abstract reads well as your primary audience is still the researcher not a search engine.
- **Assign keyword terms to your manuscript.** You can use a keyword tool, e.g. Google AdWords, to find out what keywords are most popular in searches. Based on this information you can decide what keywords you will use in your title and abstract.
- **Use vector graphics.** The text in image-based graphics (e.g. file types .bmp, .jpeg, .png, .gif) that you use in your article cannot be read and indexed by search engines. Vector graphics use lines or paths to present an image instead of dots and can be indexed. Using vector graphics allows you to use keywords and phrases in those graphics, figures and tables, thus optimizing your article for search engines. Adobe Illustrator and CorelDraw are the vector graphics editing programs that allow you to create vector graphics. The common file extensions of vector graphics are: .ai, .eps, .svg and .drw.



Further Information:

Wiley-Blackwell
Elsevier

<http://authorservices.wiley.com/bauthor/seo.asp>

http://www.elsevier.com/_data/assets/pdf_file/0017/145052/ECR_SEO_180912.pdf



Useful Websites:

Google AdWords

<https://adwords.google.com/KeywordPlanner>

4 Dissemination of Your Research Results

Conducting research, writing and publishing your article in a scholarly journal is not the final step, but just the beginning of **communication and dissemination process**. With the article being published you have to actively promote your research, in order to increase the visibility and the academic impact of your research work. There are several strategies for promoting your research and increasing the number of citations to your past and current research. The core of dissemination strategy is "self-archiving" e.g. uploading your article to digital repositories and posting it on institutional or personal website. By uploading your article to various databases or websites makes it easier discoverable and more visible and therefore more likely to be cited.

4.1 Submit your article to an institutional digital repository

Most universities have their own OA multidisciplinary institutional digital repositories for peer-reviewed work. By uploading your manuscript (preprint, postprints or publisher's version) to an OA institutional repository, you make your publication freely accessible and searchable for all users of Internet. If you have no access to an institutional repository or a relevant subject repository, [Zenodo](http://www.zenodo.org/), hosted by CERN, will enable you to deposit your article and/or research data. Consider the copyright issues stated in the signed copyright transfer agreement, when making your work available to the public!



Useful Websites:

Zenodo <http://www.zenodo.org/>

4.2 Submit your article to a digital subject repository

Good possibility to disseminate your research result is to deposit your publication in disciplinary digital repository, i.e. digital archive dedicated to a certain discipline, e.g. in [RePEc](http://www.repec.org/) (Research Papers in Economics). RePEc is a collaborative effort to enhance the dissemination of research in Economics and related sciences. The heart of the project is a decentralized bibliographic database of working papers, journal articles, books, books chapters and software components. Some publishers index their content themselves into RePEc. However authors also have a possibility to contribute information about their publications to RePEc.

Another example of an Open Access subject repository is [SSRN](http://www.ssrn.com/) (Social Science Research Network) incl. networks in Accounting, Finance, Economics, Entrepreneurship, Marketing, Management, etc. that allows researchers to upload academic papers directly to the site. The uploaded papers are then available for worldwide free download.

It is up to authors to make sure that by uploading the scholarly peer-reviewed publication into a digital repository they do not violate the terms of the signed copyright transfer agreements (CTAs).



Useful Websites:

RePEc Database	http://repec.org/
SSRN Database	http://www.ssrn.com/en/
List of OA Repositories (ROAR)	http://roar.eprints.org/
Directory of OA Repositories	http://opendoar.org/index.html
Registry of research data repositories	http://www.re3data.org/

4.3 Post your article on your web site

Use the institutional website of your Chair/Department or set up a personal professional web site devoted to the research project or your research area and post manuscripts of publications, conference abstracts, and supplemental materials such as images, illustrations, slides, and progress reports on the site. A good example of a comprehensive, well-structured and regularly updated personal research site is the [web site](#) of Prof. Anne-Wil Harzing, ESCP Europe, London Campus.

Note that as a rule, the discoverability and visibility of publications posted on your website is lower than of publications uploaded to an institutional and/or disciplinary repository! Most digital repositories are compliant with technical standards that enable cross-archive searching (Open Archives Initiative's Protocol for Metadata Harvesting OAI-PMH). Thus, research output placed in a repository is far easier to find than through an individual's website. Several search engines such as Google or Google Scholar favor OAI-repository material, and display these results more prominently. Therefore take full advantage of the Search Engine Optimization (SEO) to improve the discoverability of your website and use keywords and phrases, metadata tags to best describe the content of your web page.



Useful Websites:

Web site of Prof. Anne-Wil Harzing <http://www.harzing.com/>

4.4 Make your research output available

Consider making your figures, research results and presentations available through [FigShare](#) , [Slideshare](#) or [Zenodo](#). FigShare is a repository where scholars can make their research outputs (figures, datasets, media, articles, presentations, file sets) available in citable, sharable and discoverable manner. The uploaded research results can be disseminated in a way that the current scholarly publishing models do not allow. Zenodo enables researchers to share and showcase research results (data und

publications) that are not part of the existing institutional or subject-based repositories of the research communities.



Useful Websites:

FigShare <http://figshare.com/>
 Slideshare <http://de.slideshare.net/?ss>
 Zenodo <http://zenodo.org/about>

4.5 Provide links

If you do not have the right to post a manuscript on web (“self-archiving”), create links to the manuscript from your institutional or personal web site that links directly to the publisher’s web page. Make it easy for those interested in your research by providing direct links to your publication along with the metadata about it. Use any opportunity to share a link to your publication or an abstract. Set links to your papers at your institutional or personal web site, blog, your social media profiles etc. Consider making your paper available in a mobile-friendly format such as HTML, since more and more readers use mobile devices to access web content.

4.6 Start a research blog

A research blog can be a good communication tool and an alternative to setting up a personal web site. The blog allows you to contribute your observations to the wider audience and to engage your readership in a scientific discussion as well as attract their attention to your research. Blogging also allows you to test your ideas and gather feedback of the academic community. In your blog you can announce the upcoming publications and events as well as post your manuscripts, abstracts, research reports and conference presentations. If you write about peer-reviewed research in you blog, you can register with [Research Blogging](#) to make it easy for the readers from around the world to find your posts about academic research.



Further Information:

About Scientific Blogging <http://blogs.lse.ac.uk/impactofsocialsciences/2012/02/24/five-minutes-patrick-dunleavy-chris-gilson/>



Useful Websites:

ResearchBlogging <http://researchblogging.org/post-list/list/date/all>
 Wordpress <https://wordpress.com/>
 Tumblr. <https://www.tumblr.com/>

4.7 Contribute to a wiki in your research area

By contributing to a wiki in your research field you become the exposure and the opportunity to post some content citing your own research work or even linking to the content on your own or institutional web site, thus increasing the search engine ranking of your article and/or web site.

4.8 Register with Mendeley, CiteULike or Zotero

Use the potential of social bookmarking! Register with [Mendeley](http://www.mendeley.com/), [CiteULike](http://www.citeulike.org/), or [Zotero](https://www.zotero.org/) and start a “library” of publications related to a research project or by author and share the research project library with other users. All three tools help you collect, organize, cite and **share** your research sources.



Useful Websites:

Mendeley	http://www.mendeley.com/
CiteULike	http://www.citeulike.org/
Zotero	https://www.zotero.org/

5 Scientific Networking

5.1 Build your research profile

Exploit the full potential of institutional website of ESCP Europe. Under Team & Contact of your Chair/Department you have the possibility to create your own research profile. Include the following information in your institutional research profile:

- CV;
- Research interests;
- List of publications;
- Membership in editorial boards/associations;
- Research projects you are/were involved in;
- Research grants you have been awarded;
- Scientific awards.

Consider creating a **scientific track record** highlighting your biggest academic achievements: publications in the top-ranked journals, scientific awards, award of a prestigious research grant etc. **Keep your research profile up to date!** Regularly update the list of your publications! As faculty member of ESCP Europe you also have a research profile that appears in [Faculty Search Engine](#) on ESCP Europe website. Update your faculty member profile on a regular basis! You can log in to update this information by using your Zimbra login.

As author of scientific papers you should always use the same variation of your name throughout your academic career. If your name is very common, consider adding your middle name or initial to distinguish you from other authors with the same last name. Consider registering with [ORCID](#) or [ResearcherID](#). Both provide the solution to the author ambiguity problem within the scholarly research community. They provide a persistent digital identifier (ID) that distinguishes you from every other researcher. By including your ORCID or ResearcherID on your webpage, when submitting the publications or applying for grants, you ensure that you get the credit for your research work and avoid author misidentification. ResearcherID also allows you to manage your publication lists, to track your times cited counts and h-index and to identify potential collaborators.

The [Scopus Author ID](#) is not a typical researcher profile site, but helps author recognition and disambiguation when searching publications. The Scopus Author Identifier assigns a unique number to groups of documents written by the same author via an algorithm that matches authorship based on a certain criteria. Many researchers already have a Scopus ID without realizing it. By checking the correctness of publications assigned to your Scopus Author ID, you will certainly help others finding your stuff. It will also improve completeness and correctness of citation analyses.

[Google Scholar](#) is an online search engine that allows you to freely access print and digital scholarly literature (peer-reviewed articles, theses, books, abstracts). Google

Scholar also provides the possibility of creating a research profile. You can enhance your discoverability by creating an account and telling Google which publications in their database are yours. After taking these steps searches on your name will show your profile on top of the results. The profile itself indicates your list of publications in Google Scholar with basic metrics.

The table below provides a comparison of services offered by author disambiguation services (ORCID, ResearcherID) and search engines with author profiles (Google Scholar and Scopus):

	ORCID	Researcher ID	Scopus ID	Google Scholar
Publication list	yes	yes	yes	yes
Publication linked	yes	yes	yes	yes
Publication metrics	no	yes	yes	yes
Social media links	no	no	no	no
Bio, interest, affiliation	yes	yes	no	yes
Uploading papers	no	no	no	no
Adding publications manually	no	no	no	yes



Useful Websites:

Faculty Login on ESCP website <http://www.escpeurope.eu/nc/faculty-research/the-escp-europe-faculty/faculty-login/>
 ResearcherID <http://www.researcherid.com/>
 Scopus Author ID <http://www.scopus.com/search/form/authorFreeLookup.url>
 Google Scholar <http://scholar.google.de/>
 ORCID <http://orcid.org/>

5.2 Use social media tools

There are several social networking sites designed for academics. They provide a forum for disseminating your research, promoting discussion of your work, sharing scientific information and forming new collaborations. Social networks are a good supplement for your institutional/personal web site or blog as they allow you to quickly communicate to your network that e.g. a new article has been published. You can communicate information about your research via [ResearchGate](#), [Academia.edu](#), [Twitter](#), [Facebook](#) or [LinkedIn](#). Being a micro-blogging service that uses short 140-character messages (tweets), Twitter is a quick and easy to use tool for sharing information about research, engaging in conversations with others and sharing links to your papers and presentations. Creating profiles on one or more of these sites make you and your research more discoverable. Sign up for social networking sites to increase your visibility and connect with your colleagues!

Promote your research through **communication** with your academic network. Regularly inform the members of your professional network about your research activities, send

regular updates about your research project, announce when a paper has been accepted for publication and share links to your abstract or article!



Further Information:

Forbes Article "How could Twitter influence science"

<http://www.forbes.com/sites/haydnshaughnessy/2012/01/15/how-could-twitter-influence-science-and-why-scientists-are-on-board/>

5.3 Network at conferences

Disseminate your research results by attending conferences, workshops and other scientific events. Talk about your research activities with your fellow researchers and build a professional network! Follow up the conference contacts by asking for their paper and/or presentation and send them yours in return. Try to keep the promises you make at conferences. A conference attendee that you meet today can be a project collaborator and co-author of a research paper tomorrow!

6 Monitoring what works

Most probably the time that you can invest in promoting your research is limited. Therefore you will not be able to make use of all the resources and tool that are available and will have to identify the most effective ones. Monitor where your research becomes the most of traffic and where your readers are getting the information about your research, in order to find out the most effective channels for promoting your research. Use [Google Analytics](#) on your personal website to find out how many users are visiting your page, what countries they come from and what pages become the most hits. Usage statistic of [Slideshare](#) tells you how many users have viewed your presentations. Websites like [Topsy](#) provide statistics on URL usage and Twitter hashtags.



Useful Websites:

Google Analytics
Topsy

<http://www.google.com/analytics/>
<http://topsy.com/>