FROM PUBLICATION TO IMPACT

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PRESENTATION OUTLINE

- Impact analysis: why?
  - Publication is NOT the end result of research
  - What is impact and how to measure it?
  - Why care about citation analysis?

- Where to find citation data and how to use them?
  - Citation search and analysis through Google Scholar/Publish or Perish
  - How to make your case for research impact?

- How to get cited?
  - Remember the four P's of publishing (Perform, Practice, Participate, Persist)? You need to publish before you can get cited and you won't be cited if your work isn't any good
  - However, you can improve your chances of being cited through: **C**ollaboration, **C**are, **C**ommunication (more details to follow)
  - The importance of paper repositories

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
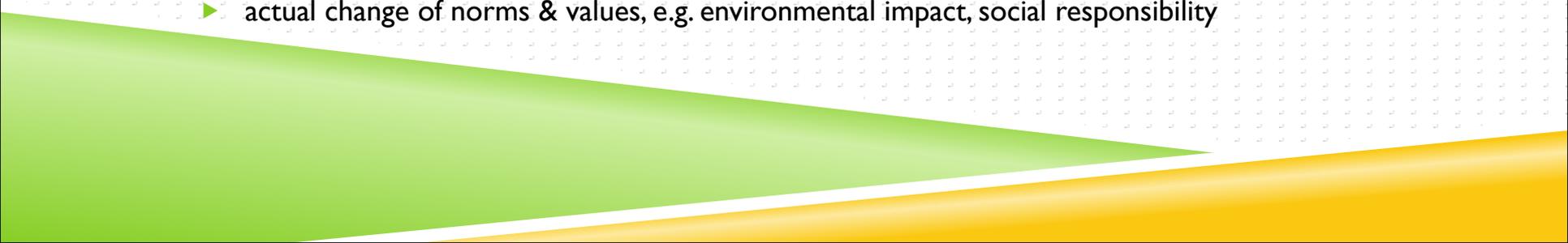
HOW TO MEASURE IMPACT?

- 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, web interface instable and jumps around
  - 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, usually need additional work (author ID, GSC profile, twitter account)
  - Could be incorporated into academic impact, e.g. Journal of Consumer Research only publishes work that they expect to have societal and practical impact
- In universities the main emphasis remains on academic impact
  - Citations are still seen as the main metric for academic impact
  - Focus 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

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?
MY OWN TAKE (1)

▶ 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: collaborate, care, communicate

▶ **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

HOW TO GET CITED?
MY OWN TAKE (2)

- **C**are
  - Ok, this is cheating a little as there might be only a very tenuous relationship, but I still think it matters
    - It 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
    - Don't ever contemplate violating research ethics
  - 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
    - **ALWAYS** thank others for their help (even if their input wasn't particularly useful, they spent their valuable time to help you)!

HOW TO GET CITED?
MY OWN TAKE (3)

- **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
- SSRN, Academia.edu, ResearchGate and LinkedIn are great alternatives if you don't have your own web site (more details to follow)
- Get a researcher ID especially if your name is not unique (more details to follow)
- Ensure your work is found if someone searches for related topics in Google
  - As an example my research interests: Language in international business; Headquarters subsidiary relationships; Transfer of management practices

- 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

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, see Carol Kulik's 2005 Journal of Management editorial)
- **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"

GOOGLE SCHOLAR FOR INDIVIDUALS HOW TO TRACK CITATIONS?

- ▶ Publish or Perish (http://www.harzing.com)
  - ▶ Designed to make GS a more useful alternative to ISI
  - ▶ Designed to empower individual academics by providing citation analysis with a wide range of metrics at a click of the mouse
  - ▶ Demonstration of author search
    - ▶ Different metrics, Merging publications, Sorting
  - ▶ Can also be used to assess journals, do literature research, etc.
- ▶ Google Scholar Citations
  - ▶ http://scholar.google.com.au/scholar?hl=en&as_sdt=0,5&q=harzing
  - ▶ Very easy to set-up, but needs to be done by individual in question, so I can't demonstrate
  - ▶ Might wrongly attribute publications to you if you have a common name and is prone to manipulation, so do not take all profiles at face value

PAPER REPOSITORIES (1)

- SSRN, http://www.ssrn.com/en/
    - Oldest repository, established in 1994
    - Very popular in Economics (also RePEc), most economists will publish working papers on SSRN first
    - Fairly involved process for uploading (compared to the other repositories)
    - Produces all sorts of rankings that might be of interest to you
    - Anyone wants to share experience with this?
- LinkedIn
    - Professional networking
    - Good source of basic information about academics
        - Some academics use it as an online CV, combine with links to paper repositories (http://www.linkedin.com/in/tvanlaer)
    - Allows you to find shared connections, but might result in many unwanted invitations
    - Gives you updates of what your connections are doing/recommending etc.

PAPER REPOSITORIES (2): ACADEMIA.EDU

▶ http://unimelb.academia.edu/AnneWilHarzing

▶ Established in 2008

▶ Adding papers seems easier than for SSRN

▶ Allows "hierarchical" listing: http://unimelb.academia.edu/Departments/Management_Marketing

▶ Provides analytics: https://unimelb.academia.edu/AnneWilHarzing/Analytics#overview

▶ Seems to do well in Google search, but still doesn't seem to get a great number of visitors/downloads (at least not for me)

    ▶ Note Rating vs Ranking paper (first listed) here and on Researchgate

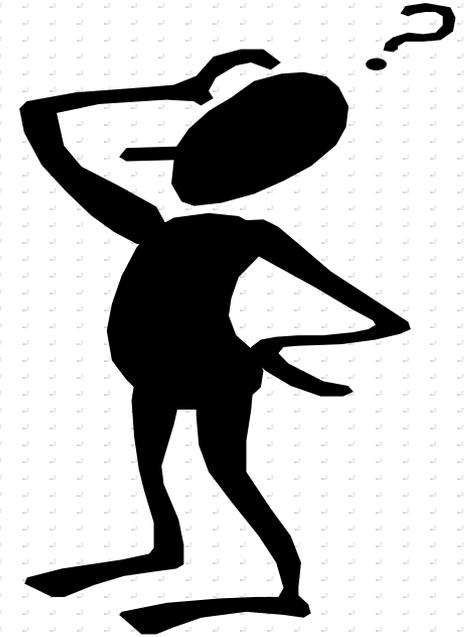▶ If you only want to go for one repository I recommend Researchgate

PAPER REPOSITORIES (3): RESEARCHGATE

- https://www.researchgate.net/profile/Anne-Wil_Harzing/?ev=hdr_xprf
- Also founded in 2008, but seems to have grown rapidly in recent years
- Attracted major funding (35M) by investors, incl. Bill Gates
- Seems to have the most painless method for adding papers
  - add hla paper as example
- Seems to draw more researchers judging from the number of views/ downloads
  - Ranking vs rating article has 62 downloads, compared with only 8 for Academia.edu
- Presents extensive comparative analytics for
  - Research Gate members as a whole (RG Score)
  - Your own department (Bottom of the page of Stats)

RESEARCHER ID: YOUR UNIQUE NUMBER

- Created to solve the problem of ambiguous author names
  - Great idea, but this will only work if a substantial number of authors sign up, so please consider doing so
- Two main commercial sources of author IDs
  - ISI: Researcher ID (http://www.researcherid.com/rid/C-7472-2014)
  - Scopus: Scopus Author ID (http://www.scopus.com/authid/detail.url?authorId=6602836555)
- Orchid (Open Researcher & Contributor ID): non-for-profit community-driven alternative started late 2012
  - Suggest you start here as it is most universal, but ensure your Scopus Author ID is complete before you do so; if you have published in different fields you might have two separate Author IDs in Scopus
  - Allows easy import of Scopus publications, which will capture the majority of your journal publications (http://orcid.org/0000-0003-1509-3003)
    - Login and show how to add 5 new publications through Scopus (Import works/select Scopus)
  - You can then manually add remaining publications and export all publications to your ISI Researcher ID

THE END!

Any questions or comments?