WHAT CAN WE LEARN FROM ACADEMIC IMPACT: A SHORT INTRODUCTION

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QUICK INTRO: ANNE-WIL HARZING

- My name?....., Yes Anne-Wil is one name and not part of my family name
- Started at Middlesex in September 2014
  - previously in Melbourne (PhD director 2004-2009, Associate Dean RHD, 2009-2010, Associate Dean Research, 2010-2013)
  - 1991-2001: Bradford (UK), Maastricht, Tilburg & Heerlen (Netherlands)
- Productive and passionate researcher & research mentor
  - 79 international journal articles since 1995 (160+ publications in total)
  - >11,000 Google Scholar citations, h-index 49, ISI citations: >4,000, listed in top 1% most cited academics world-wide in Economics & Business
  - Passionate about bridging European, Australian and American research traditions
- Service to the academic community
  - Editorial board membership of 5 IB journals, as well as HRM, EMR, EMJ, IJMR, JGM, HRDI
  - My personal website with freely available resources since 1999, 1000-1500 visitors/day
    - Journal Quality List since 2000, 57th edition
    - Publish or Perish since 2006, continuous development
    - PoP version 5 launched late October 2016
WHAT IS IMPACT?
EMERALD IMPACT MATRIX

- **Knowledge (academic):**
  - implications for research
  - citations

- **Practice (REF):**
  - implications for practice
  - actual application of research in industry and business, patents

- **Public policy (REF):**
  - implications for policy
  - actual influence on public policy

- **Teaching (REF 2021?):**
  - research-led teaching
  - provision of case studies and examples

- **Society (not measurable?):**
  - implications for society
  - actual change of norms & values, e.g. environmental impact, social responsibility
WHAT CAN WE LEARN FROM ACADEMIC IMPACT?

1. Need to use different data sources
2. Need to use a variety of metrics
3. Need to differentiate by discipline
4. Need to take a long term perspective

- Four C’s of citation impact might be applicable to non-academic of impact too
  - competence, communication, collaboration, care
I. NEED TO USE DIFFERENT DATA SOURCES

- Different data-sources lead to different conclusions (5x, 3x, 2x, +25%)

For details see: Harzing, A.W.; Alakangas, S. (2016) Google Scholar, Scopus and the Web of Science: A longitudinal and cross-disciplinary comparison, Scientometrics, vol. 106, no. 2, pp. 787-804. [Available online... - Publisher's version](read for free) - Presentation slides - Video presentation of this article.
2. NEED TO USE A VARIETY OF METRICS

- hIa adjusts h-index for
  - co-authorship (1.87 vs. 6.14), career length (22 vs. 43 years)

Non-academic impact also needs a wide range of metrics tapping into different aspects of impact

3. NEED TO DIFFERENTIATE BY DISCIPLINE

- Different academic disciplines have different preferences for publication outlets
  - Life Sciences and Sciences, mostly journal articles
  - Engineering, conference papers in addition to journal articles, software
  - Social Sciences, mix of journal articles, working papers, conference papers, books and chapters
  - Humanities, mostly books and book chapters

- Different disciplines can be expected to have different types of non-academic impact
  - Don’t try to fit everyone in the STEM mold

NEED A LONG-TERM PERSPECTIVE

- Citations can take a long time to “take off”
  - One of the most-cited articles in the field of International Business
    - In the first 12 years it acquired only just over 100 citations
    - In the last 6 years alone it acquired 846 citations
    - Citations per year are STILL increasing after nearly 30 years

- Non-academic impact might take a long time to materialise, especially in the Social Sciences and Humanities
HOW TO GET CITED/CREATE IMPACT?  
THE FOUR C’S APPLY TO IMPACT TOO

First of all Competence (aka as Performance in the 4 P’s of publishing): your work won’t be cited or create impact if it isn’t any good

- However, you can improve your chances through the remaining c’s

Communicate (they can only cite your paper/research or use it outside academia if they know about it)

- Personal website, the best thing I have ever done
  - Put your papers online Online papers, full list of publications
  - Ensures your papers are found if someone googles a topic relating to your research
    - 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

- Create a Google Scholar Citation profile

Non-academic impact might require different communication channels, but communication is equally crucial.
HOW TO GET CITED/CREATE IMPACT?
THE FOUR C’S APPLY TO IMPACT TOO

- **Collaborate** (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)
  - Collaborate with stakeholders outside academia for better and more relevant research

- **Care** (this more generally makes our profession a nicer place to be)
  - For your own reputation, it is your most valuable asset
    - Nobody wants to 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!
    [http://www.harzing.com/blog/2016/04/thank-you-the-most-underused-words-in-academia]
  - Genuine care for societal problems is often the foundation of true research impact
PUBLISH OR PERISH VERSION 5
MORE INFORMATION?

80 tips to get the best out of the software

- PoP tip 1: Author search: Three easy steps
- PoP tip 34: Multi-query center: Aggregating queries
- PoP tip 41: What the heck are all these metrics? hI, norm and hI, annual
- PoP tip 43: Present your case: Find the pearls in your record
- PoP tip 46: Present your case: Compare your best papers to the journal average
- PoP tip 50: Evaluating other academics: Meeting an academic visitor
- PoP tip 53: Evaluating other academics: Preparing for a job interview
- PoP tip 54: Tips for Deans and other administrators
- PoP tip 57: Where to submit your paper?: Have you missed any papers?
- PoP tip 59: Identifying key authors, journals, and publications in a field
- PoP tip 61: Bibliometric research with Google Scholar