

Maximized Research Impact: Effective Strategies for Increasing Citations

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Abstract The high competitive environment has forced higher education authorities to set their strategies to improve university ranking. Citations of published papers are among the most widely used inputs to measure national and global university ranking (which accounts for 20% of QS, 30% of THE, and etc.). Therefore, from one hand, improving the citation impact of a search is one of the university manager's strategies. On the other hand, the researchers are also looking for some helpful techniques to increase their citation record. This chapter by reviewing the relevant articles covers 48 different strategies for maximizing research impact and visibility. The results show that some features of article can help predict the number of article views and citation counts. The findings presented in this chapter could be used by university authorities, authors, reviewers, and editors to maximize the impact of articles in the scientific community.

Keywords: University ranking, Improve citation, Citation frequency, Research impact, Open access, h-index

Introduction

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 approach for rating research quality relies on the number of citations per article. Citation shows that how many times an article has been cited by other articles [1]. Writing an article for online distribution in a way that maximized the chances of citation hits, is different from preparing one for print journals in some small, but important, respects [2]. To be cited, articles have to be visible in an electronic environment. It is possible to answer questions such as "who publishes more articles" and "whose articles are be-

ing cited more often?” by Using Science Citation Index appeared in 1961 (following by, the Social Sciences Index in 1966) [3-5]. The number of citations of previously published works is an indicator of its subsequent recognition and impact in a field of study [5, 6]. Top-cited articles are often written by recognized experts who can offer insights into future directions of the discipline [5, 7, 8]. Citations to research publications are a quality indicator, important for both the author and the affiliated university [9]. 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 [10]. Ale Ebrahim [11] 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](#)”. Familiarity with the tools allows the researcher to increase his/her h-index in the short time. This article provides a list of simple yet effective ways to promote your publications [7, 12, 13]. 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 [14]. The following chapter covers 48 techniques for maximizing online visibility, strategies that authors and editors can use to improve the number of article citations once it published. However, articles must still be methodologically sound and justified, well-grounded theoretically, written and structured clearly, contain a solid literature review, contribute something new and useful to that literature, deliver a thorough discussion of their findings, and offer a satisfying conclusion [2]. However, being in the lucky position of building a research team will help tremendously in increasing the number of publications [15, 16].

Strategies for Increasing Citation Frequency

The article should have been written well. But, a few simple techniques can enhance the visibility and impact of any article without alerting its central arguments or general writing style. So, just a little more time spent on a few areas can do much to increase downloads and improve citation hits in an electronic environment [2, 7].

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 [17].

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 [9]. Providing accurate contact details are essential so that researchers can contact directly for queries, further information and discussions about the publication [18]. Therefore, a standardized institutional affiliation and address, without using abbreviations, is not a choice but it is mandatory [17].

3. 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 [9, 17]. The readability of abstracts also influences the number of citations an article receives, at least in Applied Physics and General and Internal Medicine [19, 20]. A less readable than average abstract, as measured by the Flesch Reading Ease Score [19], has a positive effect on the number of citations an article receives. More sentences in the abstract is also related to more frequent citation in Sociology, Applied Physics, and General and Internal Medicine [19, 20].

4. 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 [21].

5. Optimize your article for Google Scholar and other academic search engines

Academic search engine optimization (ASEO) is a debatable topic [21]. Some researchers believe “Designing scientific articles just for SEO would undermine the credibility and definitively the quality of the articles” [22]. On the other hand, the inclusion of the articles in the index improves the ability to make their articles available to the academic community [23]. “If you want your paper be “accepted” by a search engine you have to accept the search engines style guidelines” [22]. The literature indicates a significant and positive relationship between both citation in Google Scholar and ISI Web of Science with the number of versions. Increasing the visibility means raises the number of versions of an article and vice

versa. The number of “versions” will be accessible in a Google Scholar search result. There are several techniques that you can optimize your article for search engines [7, 21]:

- 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);
- The completeness of documents metadata;
- Write a good and short title;
- Consistent spelling of authors’ first and last names;
- Refer to reliable resources with high citations;
- Select a proper journal; and
- Deposit your paper in different repository

Google Scholar as one of the academic search engine indexes scholarly material from proprietary sources such as subscription and open access journals, conference proceedings and white papers. Google Scholar weighted heavily the title, the Journal name and author names also multiple versions of an article [21]. Beel, et al. [21] believe that academic search engine optimization (ASEO) should be a common procedure for researchers, similar to, selecting an appropriate journal for publication. ASEO should not be seen as a guide on how to cheat academic search engines. Rather, it is about helping academic search engines to understand the content of research papers and, thus, about how making this content more widely and easily available.

6. Become member of editorial boards, program committees, and review boards

To understand publishing and in particular the process of scientific publishing there is only one advice: take part as contributor to the scientific community, and take whatever volunteer ‘job’ is offered. Becoming member of boards, do the secretary work for scientific organizations, getting into conferences as review board member (or program committee member), becoming conference website designer, or being the handyman. These positions won’t earn salary, but allow the acquisition of knowledge about the actual process of scientific publishing. The scientific network will be strengthened and new relations with peers and colleagues emerge from which a researcher can benefit on the long run. You will be very surprised how many conference organizers will accept you in this roles and thank you dearly for the assistance you are providing.

7. Start being editor of journal special issues, edited books, and organize scientific events

Why not taking it's fate in your own hand and becoming editor? It needs a lot of efforts in organizing a journal special edition, getting a sufficient amount of authors to write contributions, and going through the review process. However, it gives visibility, and hopefully own contributions will also get accepted in self-edited works. If the decision is for becoming editor, one warning ahead: be careful when publishing own works – these also require a careful peer review and need to be of a certain quality. Don't come to the idea of simply publishing anything which is of low quality – it might turn out badly. But again, it's obvious, that it will strengthen scientific networks, and it's a very obvious place to meet people that are in the same area. Everyone who has gone through an editing process will be thankful that someone did the hard work of editing. However, another warning – it's important to select the publication venue carefully, and trying to get a medium or high ranked publication is essential.

8. Assign keyword terms to the manuscript

Using keywords is a vital part of abstract writing, because of the practice of retrieving information electronically: keywords act as the search term. Use keywords that are specific, and that reflect what is essential about the paper [17]. Put yourself in the position of someone researching in your field: what would you look for? Consider also whether you can use any of the current "buzzwords" [24]. Optimal online visibility rests mainly on how easy an article is to find by those who will view, download, and (it is to be hoped) cite it. The most effective way of ensuring this is to make its title search-engine-friendly. As both producers and consumers in this market, we need a greater awareness of our own research methods for finding and selecting relevant literature in promoting search engine-savvy writing techniques [2].

9. Doing basic research on trends, hypes, and hot topics

What are the current trends, hypes, and hot topics? Asking this questions at the beginning of publishing a paper can lead to valuable ideas about the paper content, it's title, and it's keywords. Each commercial marketing campaign begin with consumer research, and what are their particular needs. Trying to identify these, will help tremendously in shaping your paper, title, and paper keywords – in some cases, this might even lead to a change of research direction, but this won't be part of the discussion within this paper. Scientific databases such as IEEE or ACM deliver data on the frequency of search terms, as also Google trends does. This helps in understanding how to shape research work, and will assist in identifying research leads and paper topics that will matter. On a more general level, it's worthwhile to visit some marketing classes to improve your knowledge in this

domain. These are experts in transmitting messages to their consumers, whose knowledge becomes very handy when doing research work – not only for publications, but also for other aspects in a researchers' life such as project acquisition, marketing it's own research work, or simply marketing himself.

10. Avoid to select a question type of title

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 [6]. Jamali and Nikzad [25] investigated 2172 articles and found different types of title effects on the number of downloads and citations. Especially articles with question type titles tend to be downloaded more but cited less than the others. A paper's title largely determines how close to the top of a reader's search results it will appear, titles should be constructed carefully, with keywords in mind. Article titles are now largely sorted by machines first and humans second [2].

11. Select a short title for the article

The length of the title also influence on the number of citations [19]. However, the direction of the effect of title length seems to differ across fields. In Sociology, Applied Physics, and a sub-set of PLoS journals a shorter title is associated with more citations [6, 19, 20, 25]. Whilst in General and Internal Medicine the effect is reversed [19, 20]. Paiva, et al. [6] conclude that articles with titles containing a question mark, with references to specific geographical regions, and with a colon or a hyphen were cited less often, especially compared to articles with titles summarizing research results or conclusions, which were cited more often.

12. Use more references

There is a ridiculously strong relationship between the number of citations a paper receives and the number of its references [19, 26, 27]. Whilst references should be relevant to the paper, their numbers could be inflated by simply copying references from other papers [19, 28] or via a process of citation club (I cite you, you cite me) in a form of reciprocal altruism [19, 29]. Strong, current, comprehensive literature reviews that flag and situate the study's original contribution are, of course, a requisite of all good articles; however, for the same reasons that good review essays tend to generate more citations than many original research articles, before deciding on rejection, do consider the citation potential of papers with less-than-ground-breaking findings if they sport a terrific literature review [2]. The previous study prove an average number of 10 references per article [19, 30].

13. Publish a longer paper

Total length of article is another factor which, in most fields, correlates positively with the time an article is cited [19, 20, 27, 31]. A longer paper gathers more citations [32, 33]. Hamrick, et al. [34] indicated that longer papers are associated with more citations. Academic search engines use more than keywords in their result-ranking algorithms; the number of pages linked to an article also counts [2]. The number of citations per 100 words has risen from 0.3 in the period 1901–1925 to 1.8 in the period 1976–1995 [19, 35].

14. Cite relevant thought influencers in your article (To be the best, cite the best)

A study by Corbyn [36] suggest that, research that goes to be influential is more likely to cite important papers, than is research that does little to advance science.

15. 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 [17]. Deckers and Lacy [37] suggested that “Branding yourself” to promote your research finding by using social media platform such as, Blogs, LinkedIn and Twitter.

16. Write a review paper

Reviews are more likely to be cited than original research papers. Some types of articles including editorials, letters to editors, news items, meeting abstracts, and case studies are generally poorly cited [38]. Authors seeking to be well cited should aim to write comprehensive and substantial review articles, and submit them to journals with a high impact factor that carry previous articles on the topic [39].

17. Publish tutorials papers

Tutorial paper is “a paper that organizes and introduces work in the field. A tutorial paper assumes its audience is inexpert; it emphasizes the basic concepts of the field and provides concrete examples that embody these concepts [40]”. Tutorials papers tend to have a higher number of citations [34].

18. Publish with international authors

Several bibliometric studies have shown that international or multicountry papers are generally more cited than domestic or single country papers [41, 42]. Citation analysis shows that papers with international co-authors are cited up to four times more often than those without international co-authors [9]. Krause [43] argued that articles published with multi-countries or multi-institutes collaborations get cited more. Authors who are often involved in international collaboration received more citations [44]. A recent study even suggests that international collaboration is losing ground in citation impact [41, 45].

19. Write article collaboratively (Team-authored articles get cited more)

The number of authors contributing to a paper is also a stable positive influencer to improve citations [19, 20, 27, 46]. Team-authored articles get cited more [43]. Past studies have shown that research collaboration produces higher research impact than a single researcher in terms of number of publications and citations [47, 48]. Wuchty, et al. [49] have used 19.9 million papers over 50 years and demonstrated that team-authored articles typically produce more frequently cited research than individuals. A recent study by Cotropia and Petherbridge [50] in law review articles which were published within two decades also demonstrated that team research is on average more frequently cited than individual research. Typically high cited articles are authored by a large number of scientists [44]. In a study of highly cited papers from Norway, Aksnes [44] found that 63% of the highly cited papers were international, compared to 29% for all Norwegian papers. He concluded "that in order to produce very high-impact research it is almost a requirement for Norwegian scientists to collaborate with foreign scientists" [41].

20. Publish papers with a Nobel laureate.

Some landmark papers of Nobel laureates quite quickly give their authors a sudden boost in citation rate and this boost extends to the author's earlier papers too, even if they were in unrelated areas [51]. In the high-impact publication when eminent co-authors are named could also help the paper become highly cited [19, 46, 52].

21. Increase number of publications in peer-reviewed journals

In Peer reviewed journals, research work is evaluated by one or more people of related proficiency to the authors' of the research work (peers). Peer review methods could improve performance, quality of the research and also could provide

credibility. Therefore, publications in peer-reviewed journals could also help the paper become highly cited [53]. Nicholas, et al. [54] in their report mentioned that, one way of disseminating research results formally via traditional scholarly channels is “Publishing copiously in highly regarded and peer reviewed scholarly outlets (Most notably high Impact Factor/elite journals)” to achieve scholarly impact as reflected in citation and/or usage based metrics”.

22. After a conference takes the paper, correct it, extend it, and submit it to a journal

Presentation an article in a seminar shows the audiences that the research work is ongoing and still not finished. Researchers should encourage their audience to follow their study until publishing and cite the paper after publication. The purpose of the conference is to refine one's research. Audiences in a conference could help the researcher to improve the methodology of their research works that could increase the chance of publication in a better journal and therefore receiving higher citations. If the manuscript includes more than 30% new information than conference paper, it could be submitted to a journal. Godoy, et al. [55] found that due to citations effect 87 % of the researchers prefer to publish in journals than in conferences. This is the main reason to converting conference article to a journal paper.

23. Publish in journal with high impact factor

The most effective strategy to increase citation rates is publishing in a journal with higher impact factor [39]. Dhawan and Gupta [56] studied 1101 papers and found that articles published in high impact factor journals increase the probability of getting cited.

24. Publish across disciplines

Over the past decades, numerous studies have focused on the differences in citation practices across disciplines, or specifically, between natural sciences and social sciences and humanities [57]. Publication and citation behavior differs largely across disciplines [58]. Publishing across disciplines has been found to increase citation e.g. chemistry, biological science and physics [59].

25. Self-archive articles

Free online availability increases a paper's impact [60]; therefore, maximize the visibility of your research by making copies of your articles available online [9]. Gargouri, et al. [61] have made a strong and a declarative link between self-

archiving and increased citation performance. The practice of self-archiving increase citation impact by a dramatic 50% to 250% [62, 63].

26. Keep your professional web pages and published lists up to date

The advantage of self-archive on the web and make a link between published lists is obvious. Freely accessible articles increase citations by 50% or more [62]. Therefore, keep your professional web pages and published lists up to date [9]

27. Make your research easy to find, especially for online searchers

Jamali and Nikzad [25] investigated 2172 articles and found that there is a positive relationship between the number of downloads and citations. So, Make your research easy to find, especially for online searchers [9]. Research shows that there is a correlation between highly cited articles and the likelihood of it being online [64].

28. 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 [65, 66]. Open Access has a positive impact on growth of citations (Table 1) [67].

Table 1 Effect of Open Access (OA) to increase the level of citations [67].

Size of OA citation advantage when found (and where explicitly stated by discipline)	% increase in citations with Open Access
Physics/astronomy	170 to 580
Mathematics	35 to 91
Biology	-5 to 36
Electrical engineering	51
Computer science	157
Political science	86
Philosophy	45
Medicine	300 to 450
Communications studies (IT)	200
Agricultural sciences	200 to 600

29. Deposit paper in Open Access repository

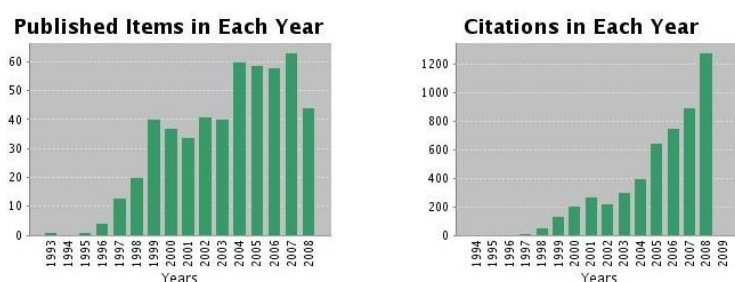


Figure 1 The patterns of citations to Ray Frost's articles that are deposited in the Queensland University of Technology (QUT) repository [68].

Depositing papers in Open Access repositories will increase the visibility and citation of the article [68]. For example, Ray Frost is a chemist who published prolifically about three years ago; he began depositing his articles in the Queensland University of Technology (QUT) repository. So far, he has deposited over 300 of his articles. Figure 1 (derived data from the Web of Science) shows the patterns of publication and citations to those publications. When Ray started putting his articles into the QUT repository, the numbers of citations began to take off. The latest count is 1200 in one year. Even though Ray's publication rate went up a bit over this period, the increase in citations is impressive [68].

30. Dissimilar Gender Working Groups

Dissimilar gender working groups may produce higher quality knowledge [69]. Work groups are typically gathered from persons varying in abilities, personality, knowledge, skills, and attitude [70]. There is uncertain evidence for the effect of gender diversity on group performance, even though gender diversity is known to improve internal group processes [69, 71]. Theoretical study by Hong and Page [72], [73], shown that gender diversity may improve productivity. Research study by Campbell, et al. [69], shown dissimilar gender working groups produce higher quality science (specially working groups with at least one female) and may receive higher citation rates compare to collaborative male groups, or female [69]. A recent research study by Maliniak, et al. [74], evaluating about three thousand articles published from 1986-2000, shown that men cite their own published articles (self-citation) more than women (approximately one and a half times more than women) [74]. They mentioned few reasons for men's higher citation rate. First of all, men assess their knowledge and abilities more positively than women. The second reason is generally men face less social sanctions against self-promotion. Thirdly, men focus more in academic sub-fields than women, and

this may give more confidence for more self-citation. And lastly, men have more research paper to cite as they publish more papers, mostly earlier in their career.

31. Contribute to Wikipedia

Try to contribute in Wikipedia [75]. As a good example, one paper [76] that was used as a reference in defining virtual teams in Wikipedia has received significant citations in comparison to the rest of the articles from the same author [77].

32. Start blogging

Academic blogging is quite a new thing and we are still lacking a deeper understanding of this concept [75]. Some academics are reluctant to devote their time to the blogosphere. They usually think they have more serious things to do, and that it is better to spend more time on research or teaching than on writing posts. But there is growing evidence to suggest that blogging is a very efficient tool for academic communication, and that it also may have positive influence on career development [78]. Use blogs and podcasts to leverage on-going researcher discussion on the Internet [38]. Web 2.0 tools such as wikis and blogs can be created to inform, describe and link people's research interests and publications [18]. Authors are encouraged to promote their papers through the addition of links which web search engines such as Google take particular notice for their page ranks [79].

33. Share your article on all social media platforms

Join academic social networking sites will improve citations [80, 81]. Increasing the availability of articles through social networking sites broadens dissemination, increases use, and enhances professional visibility which lead to increased citations and usage [82]. Academia is an online social reference tool that allows reference sharing among academics and researchers. Alternatively, researchers may use Citeulike to share their interests in research publications [18]. Academia, Citeulike, ResearchGate and LinkedIn are just a few examples of knowledge sharing tools to make others aware of research articles that may be of relevance to authors and hence get cited.

34. Interact with your peer connections through academic social media

The purpose of academic social media networks is connection and interaction between the researchers and people of related proficiency. Academic social media offers plenty of chances for learning, interactivity and increase visibility [83]. A key factor in social media is sharing. Academic social media networks could offer

a way to publicize and promote research works, and compare to the traditional academic publishing have a wider audience [84].

35. Keep track of all your international contacts

At conferences make sure you use all the lunch and coffee breaks for networking and making friends around the world. Swap emails and make contacts. The more you get known, the more people will check out your papers. Keep track of all your international contacts by using the LinkedIn web utility [85]. The core of academic social media is relationship between the researchers and people of related proficiency. Using a social network manager (like Hootsuite) can help the researcher to keep track of their social networks.

36. Individually email the pdf file of your published papers to selected collaborators

When your paper is finally published, individually email the pdf to selected collaborators [86]. As a result, not only will your research become more visible, but you will also attract more readers, potentially increase citations, build a stronger reputation and expand your professional network [87].

37. Take paper photocopies and leave them on the brochure desk of the conference

One of the most important factors in getting a work noticed, read, and cited is accessibility. The authors need to make it as easy as possible for people to find their work. Therefore, researchers should take 50 photocopies of their best 1-2 papers to conferences, and leave them on the brochure desk as a handout [86].

38. Papers published after having first been rejected elsewhere receive significantly more citations

Submission history affected post-publication impact, resubmissions from other journals received significantly more citations than first-intent submissions [88]. Usually, papers published after having first been rejected elsewhere receive significantly more citations [89].

39. Papers with a larger number of “callouts” be likely to receive a higher number of citations

A “callout” is a phrase or sentence from the paper that is displayed in a different font, somewhere in the paper. Generally, callouts are inserted by the editorial staff to call attention to potentially interesting aspects of a paper [34].

40. Sharing detailed research data

Open data (Publicly-available datasets) are significantly associated with a 69% increase in citations to articles that accompany the data. This correlation is independent of Journal Impact Factor, country of authors and time since publication [67, 90]. Sharing research data also can boost the citations rate significantly ($p = 0.006$) regardless of date of publication and journal impact factor [90-95]. Piwowar, et al. [90], evaluated the number of citation of 85 articles in the field of cancer microarray published in the period of five year between 1999 and 2003 [90]. They found 48 percent (less than half) of the studies that their data was publicly available on the internet, have received 85% of the total number of citations. In recent study by Piwowar and Vision [96] the number of citations of 10,555 papers (on gene expression) were evaluated [96]. The results shown that research studies with publicly available data on the internet could receive more citation rate than the similar studies that their data was not made accessible [96]. Recently, sharing research data encouraged by some universities, journals and institutes such as the National Science Foundation (NSF), US National Institutes of Health (NIH), and the National Health and Medical Research Council (NHMRC) [90].

41. Present a working paper

Try to go to a prestigious conference and present some parts of your research or publish working paper[38]. Working papers are freely available before and after the articles are published. Researchers may upload their working papers into open access repositories including the personal websites or more formal repositories such as arXiv and SSRN [97].

42. Publish your article in one of the journals everyone in your discipline reads

Choosing a journal that matches with researcher’s field of study is thus very important because it makes it more likely that article receives more citation [38]. A journal which covers a broad range of disciplines may be the best.

43. Publicize yourself - link your latest published article to your email signature

A great way to spread researchers' outputs and get extra attention of email recipient is to add a link to the latest publication [38]. This little section of contact information that most people ignore, provides a good platform for publication marketing.

44. Publish your work in a journal with the highest number of abstracting and indexing [11].

Abstracting and indexing services generate visibility for the material published in most journals [98]. Citation potential increases by attributing to the high visibility of scientific materials. Therefore, a journal with the highest number of abstracting and indexing in different databases can be a good target.

45. Follow-up the papers which cited your article

The researcher who cited your paper's might be referred to your publication in their future publication as well [99]. So, follow-up the paper's which cited your article by sending an email and introducing your new publications.

46. Create a podcast describing the research project

Research is not just text and figures. Create a podcast describing the research project and submit the podcast to YouTube or Vimeo [17]. Podcasts can describe the research efforts. Video is an increasingly important way for researchers to communicate their results and welcome submissions of podcasts from authors and editors [17].

47. Make an online CV Like [ORCID](#) or [ResearcherID](#)

Researchers today need to be visible, so that their research is accessible to a wide range of readers and collaborators, and so that they can understand and gather information about how their work is being used. Researcher online profile (Online CV) makes a link between the list of published papers and open access versions of relevant articles [100]. Its increase your online visibility and thus the chances of your research being read and being cited. Online CV increases researchers' output visibility to the academic community. Utrecht University [101] library web site listed seven reasons for the answer of "Why should I care about my online presence?".

- To make your research and teaching activities known
- To increase the chance of publications getting cited
- To correct attribution, names and affiliations
- To make sure that as much as possible is counted in research assessments
- To increase the chance of new contacts for research cooperation
- To increase the chance of funding
- To serve society better

And finally

48. Use all “Enhancing Visibility and Impact” tools which are available on <http://www.mindmeister.com/39583892/research-tools-by-nader-ale-ebrahim>.

Familiarity with academic advertisement tools allows the researcher to increase his/her h-index in the short time. H-index shows the academicians’ influences in the specified field of research [102]. Therefore, a person with higher levels of h-index has higher quality publications with high amount of citations [11]. The advertisement section of the above mind map includes the tools which can assist the researchers to disseminate and increase visibility of their published papers.

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 before and after publishing a paper. Prior the publication, the research should have value added and well contribution to the current knowledge. Then, the quality paper should target a high quality journal with the highest number of abstracting and indexing. 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 48 ethical key points to increase the visibility of their published papers. However, these techniques should not lead the scientist to misconduct the research and adding unnecessary references, purposely change the abstract, or increasing the length of paper. The author should always follow the ethic of publications.

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