Research
Playing the impact game – how to improve your visibility

Helmien van den Berg
Economic and Management Sciences Library
7th May 2013
Research

“The situation universities are facing today has no precedent in their long history. Today, universities, in addition to traditional functions, are recognized as key drivers of development, in the context of a knowledge-based economy and socio-economic mobility”

Sadlack. 2013. IREG Observatory on Academic Ranking and Excellence.

- Academics =
- Knowledge economy / knowledge sharing
- Different format / Internet / wider audience

- Measured / Calculated / Evaluated / Bibliometric analysis
- Qualitative and Quantitative
- Citation analysis vs Viewed
- Journals and Authors
Accredited journals

Recognised research output which meets specified criteria and qualifies for subsidisation by the DHET
Impact factor (Journals)

• Measures influence in discipline
• Bibliometric indicator
• The average number of times articles from the journal published in the past two years have been cited in the Thomson Reuters ISI / JCR (Journal Citation Reports) year and
• It is calculated by dividing the number of citations in the JCR year by the total number of articles published in the previous two years

http://www.library.up.ac.za/journals/journalsaccredited.htm
Journal Citation Reports (JCR)

Select a JCR edition and year:
- JCR Science Edition 2011
- JCR Social Sciences Edition 2011

Select an option:
- View a group of journals by Subject Category
- Search for a specific journal
- View all journals

This product is best viewed in 800x600 or higher resolution

The Notices file was last updated Thu Sep 27 10:20:32 2012

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Tools / Systems

- **ISI** – bias towards USA and Natural and Life Sciences (only 250 journals on Economic and Management Sciences). Diversity?
- **Scopus** – most comprehensive coverage including Social Sciences and Humanities, 1114 Business and Management journals, European + Asian coverage
- **Publish or Perish** – Google Scholar, UPSpace, Open Access
- **NRF** – (National Research Foundation) is the rating system for SA researchers, amongst many other things like providing Funding etc. Promotes and supports research
- The NRF rating of individuals is based primarily on the quality and impact of their research outputs over the past eight years, taking into consideration the evaluation made by local and international peers.
H-index (Hirsch)

- New measure of academic impact
- Measures the cumulative impact of a researcher's output.
- Number of papers of author has at least $h$ citations each, and the other papers have no more than $h$ citations each
- Also other measures such as Eigenfactor
ISI & Incites

- ISI (Institute for Scientific Information) is a Thomson Reuters Web of Science commercial database. The DHET acknowledges the ISI journal titles indexed in Thomson Reuters Web of Science indices as accredited journals. ISI consists of the following three indices:
  - 1) Science Citation Index Expanded
  - 2) Social Sciences Index
  - 3) Arts & Humanities Index
E-Resources – Databases A-Z
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<thead>
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<tr>
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### Economic and Business Sciences - ISI papers

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<tr>
<td>Business &amp; Business, UNIV PRETORIA</td>
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<td>Business, STELLENBOSCH UNIV</td>
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</table>

[Graph showing the number of papers published by each institution]
Google Scholar

• Broader coverage than both ISI and Scopus.
• Covers citations IN and TO all academic journals
• Including ISI and Scopus, but also academic journals not listed in these d/bases, but are available on the Internet.
• Also includes citations in books, conference proceedings, white papers and gov reports
• Institutional repositories (UPSpace)
Publish or Perish

• Software programme developed by Prof Anne-Wil Harzing, Melbourne, Australia.
• Effective and responsible citation analysis
• Uses Google Scholar data

• Download programme from:

http://www.harzing.com
Author impact analysis - Perform a citation analysis for one or more authors

Author's name: naraidoo ruthira

Results:

<table>
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<tr>
<th>Papers</th>
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<th>h-index</th>
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Query date: 2013-05-03
Papers: 20
Citations: 55
Years: 12
**Author Impact Analysis - Perform a citation analysis for one or more authors**

**Author's Name:** naraidoo ruthira

**Exclude these names:**

**Year of publication between:** and:

**Results**

<table>
<thead>
<tr>
<th>Papers</th>
<th>Cites/paper</th>
<th>h-index</th>
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**Title**

- Zone Targeting Monetary Policy Preferences And Financial Markets
- Modelling monetary policy in South Africa: focus on inflation targeting
- Financial asset prices, linear and nonlinear policy rules. An In-sam... 2009 South African Journal of Economic Studies 137.2159.22 Wiley Online Library
- Vicious and Virtuous Circles: The Political Economy of Unemployment 2002
- Forecasting monetary rules in South Africa 2010
- Forecasting monetary policy rules in South Africa
- Mosh? que Uddin,"
- Financial conditions and non-linearities in the European Central Bank...
- Financial asset prices, linear and nonlinear policy rules: An in-sample as...
- Financial market conditions, real time, nonlinearity and European... 2009 South African Journal of Economics Wiley Online Library
- The opportunistic approach to monetary policy and financial mark...
- Nonlinear tax elasticities and their Implications for the structural... 2011 Journal of Applied Business Research journals.cuteonline.com Elsevier
- Optimal monetary policy reaction function in a model with target z...
- Vicious and virtuous circles—The political economy of unemployment...
- The political economy of unemployment and threshold effects. A... 2008 European Journal of Political Economy Elsevier
- Vicious and Virtuous Circles—the Political Economy of Unemployment...
- DP3618 Vicious and Virtuous Circles-The Political Economy of Unemployment...

**Publisher**

- Wiley Online Library
- repository.up.ac.za
- patrickminford.net
- repository.up.ac.za
- Elsevier
- Journal of International Business Studies
- Journal of International Business Studies
- Elsevier
- Wiley Online Library
- emeraldinsight.com
- repository.up.ac.za
- Taylor & Francis
- journals.cuteonline.com
- Elsevier
- Elsevier
- Elsevier
- cepr.org
Open Access / UPSpace

- **Freely** available online for use, re-use or redistribution.
- Financial barriers to access disappear (Traditionally income derived from subscriptions)
- Author-side paid publishing (or UP on behalf of)
- SA Journal of Industrial Engineering + SA Journal of Economic and Management Sciences (ISI accredited)
- **UPSpace** (institutional repository) statistics
  April 2013 - Items viewed = 332,062!!!
- Access from Library website
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UPSpace items **viewed** more than 50 times:
April 2013

151 items /Faculties

- Educ. (13)
- EBIT (28)
- EMS (48)
- Health (5)
- Hum. (13)
- Law (18)
- NSE (9)
- Theol. (1)
- Vet. Science (16)
EMS: 48 UPSpace items viewed more than 50 times: April 2013

Departments

- Auditing (5)
- Business (3)
- Economics (2)
- GIBS (5)
- Human (1)
- Marketing (6)
- SPMA (23)
- Taxation (1)
- Tourism (2)
## Country visits

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<th>Country/Territory</th>
<th>Visits</th>
<th>Contribution to total:</th>
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<td>United States</td>
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<td>(not set)</td>
<td>1,718</td>
<td>6.34%</td>
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<td>United Kingdom</td>
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<tr>
<td>Netherlands</td>
<td>276</td>
<td>1.02%</td>
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How to get published & cited

• Purpose and scope of journal
• Cite editor & articles in specific journal
• Hook – very clearly stated
• Originality – what’s NEW
• Implications – so what?
• **Review articles** cited more than primary articles. Current state of research on a particular topic. Authors rather cite 1 article.
• Clarity
• Quality of writing
• Distinctive author name – be consistent. 1st author
• Keywords !!! Abstract!!!
• Add email address!!
• Don’t limit to South Africa or Geographical region (international audience, significance)
• Title names – informative + memorable. Short titles. No question marks, colons or hyphens.
• Rejection – opportunity to revise and resubmit with valuable input and feedback.
• Self-cite, citing of peers - good but be careful. Justify.
• **Collaborate, collaborate, collaborate!** / Co-author!!
• Multi-disciplinary!
Macroeconomics, finance, commodities: Interactions with carbon markets in a data-rich model

Julien Chevallier

Université Paris Dauphine, Place du Maréchal de Lattre de Tassigny 75775 Paris Cedex 16, France
Wishing you well

• May you write lots of wonderful papers

• May the editors look favourably upon you

• May you receive many citations and a high h-index
“All paid jobs absorb and degrade the mind”

Aristotle