

Open Access Scholarly Communications Series

How to Improve Research Visibility and Impact

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Time 9:00–11:00
Speaker Dr Nader Ale Ebrahim



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Most researchers are evaluated based on their publications, as well as the number of citations their publications receive. One of the key ways to increase citations is to expose the research output to the widest possible audience.

Publishing a high-quality paper in a scientific journal is only the half-way point in receiving citations in the future. The rest of the journey is advertising and disseminating the publications by using the proper “Research Tools”. Citations to an article strongly depend on the article’s visibility, rather than its merit. Researchers spend plenty of time and effort on writing their research for publication, however, most researchers stop their work after publication. Dissemination and archiving an article is an essential phase of the publication life cycle. There are tools that help to improve research visibility and impact. Effective use of these tools, which will be elaborated on in this webinar, can result in increased visibility and, thus, improve paper citations, sequential research impact, and university ranking.

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Dr Nader Ale Ebrahim currently works as a “Research Visibility and Impact” freelance consultant. He is also an adjunct lecturer at Alzahra University, Tehran, Iran. Dr Nader was working as a visiting research fellow with the Institute of Management and Research Services (IPPP), the [University of Malaya](#),

Kuala Lumpur, Malaysia, from 2013 to 2017. Dr Nader holds a PhD in Technology Management from the Faculty of Engineering, University of Malaya. He has over 25 years of experience in the field of technology management and new product development in different companies. His current research interests are University rankings, Open Access, Research Visibility, [Research Tools](#), and Bibliometrics. Dr. Nader provides assistance and guidance to researchers in disseminating and promoting their research work in order to enhance their research’s visibility and impact, as well as their citations. He believes that the research cycle does not end with publication, thus he encourages pro-activeness in the dissemination of research outputs.

Dr Nader is well-known as the creator of “[Research Tools Box](#)”. He was the winner of Refer-a-Colleague Competition and has received prizes from renowned establishments, such as Thomson Reuters (recently, known as Clarivate Analytics). He has so far conducted over 400 workshops within and outside of Malaysia. Over 100 of his papers/articles have been published and presented in several journals and conferences.

