Covenant University
EXECUTIVE ADVANCE
Programme for Faculty and Senior Non-Teaching Staff: 2016/2017 Academic Session

Date: AUGUST 1 - 5, 2016
Venue: AFRICAN LEADERSHIP DEVELOPMENT CENTRE
Covenant University, Km. 10 Idiroko Road,
Canaan Land, Ota, Ogun State, Nigeria

Theme: ‘RECITE’ APPROACH FOR THE ATTAINMENT OF VISION 10:2022
Towards Increased Research Citations for Covenant University

By

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Vice Chancellor
Covenant University, Ota
For what if some did not believe? Shall their unbelief make the faith of God without effect? God forbid ...
Management’s Vision

To fulfill Vision 10:2022 by Evolving a World-Class Research University
ReCITE = 100%
Research + Teaching + International Outlook etc = 70%
Citation = 30%
ReCITE

Research is our responsibility

Citation + Innovation →

Income is the reward

Teaching is our goal
ASSUMPTION

Vision 10:2022 (1-of-10-in-10) is considered fulfilled whenever Covenant attains a Top 10 position in any reputable global academic ranking outlet, irrespective of the ranking methodology.
STRATEGY

• Aim for the Sun and land on the Moon, given that Moon resides in domain Top 10 WCU.
  • This we shall accomplish through the instrumentality of ‘Glocalisation’
  • i.e. benchmarking with established WCUs, while introducing innovations to address our local contextual needs.
Introduction

- **Research Citation** indicator of Times Higher Education (THE) WUR measures *Role of a University in spreading new knowledge and ideas* by:
  
  a) Capturing the number of times a university’s published work is cited by scholars globally;

  b) Comparing those published work with the number of citations a publication of similar type and subject is expected to have
Introduction

- The analysis covers citations made only to:
  
  a) *Journal articles*;

  b) *Conference proceedings*; and

  c) *Reviews*, published *in the last five years*. 
Introduction

• Table 1 shows the performance indicators of THE WUR
  • *research citation* contributes 30% to the total

<table>
<thead>
<tr>
<th>Table 1: Performance Indicators of THE World University Ranking</th>
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<tr>
<td><strong>Overall Indicator</strong></td>
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<tr>
<td>Research Volume, Income and Reputation</td>
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<td>Citations Research Influence</td>
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<tr>
<td>Teaching Learning Environment</td>
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<tr>
<td>International Outlook Staff, Student, and Research</td>
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<td>Industry Income Innovation/Knowledge Transfer</td>
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Towards Increased Research Citations (TIRC): Tips & Techniques

- **Give your research output the widest possible visibility**
  - Citations strongly depends on the visibility, irrespective of its merit
  - Publish in reputable peer-reviewed journals
  - Advertise publications by using the proper “Research Tools”
**TIRC for CU: Tips & Techniques**

- **Give your research output the widest possible visibility**
  - Use research tools for *‘Enhancing Visibility and Impact’*
  - Post-print publishing
    - ✓ Make articles *freely available to anyone with an internet connection*,
    - ✓ often greatly increases the citation frequency of articles
TIRC for CU: Tips & Techniques

- Use *same name variation* consistently
  - If your name is a common name:
    - Add your full middle name to distinguish from others

*Consistency enhances retrieval*
Provide standardized institutional affiliation & address

• Avoid the use of abbreviations
• Guarantees attribution to correct author and institution
• Provide accurate contact details for queries
Repeat some *key phrases* of your study in the abstract:

- Search engines and citation trackers look through the abstract of your article
- Clever repetition of keywords increases the chance of electronic retrieval
TIRC for CU: *Tips & Techniques*

- Use keywords that are *specific*
  - They should reflect the essence of the paper
  - Electronic information retrieval is done using keywords as search term
  - Use current/trendy and contextually related words
TIRC for CU: Tips & Techniques

- Coin a *unique phrase* that reflects your research interest and use it consistently
  - Let it appear frequently in:
    - the *Title* of your publications
    - the list of *Keywords*
    - the *Abstract*
TIRC for CU: Tips & Techniques

- Publish in peer-reviewed journals with high impact factor

  - Articles published in high IF journals have higher chances of getting cited
Publishing in Open Access (OA) outlets increases research citation rate

- Free access to published articles increases citation rate
- Searching online is more efficient
- Hyperlinks leads researchers to their prevailing opinion
- Open Access has a positive impact on growth of citations
TIRC for CU: Tips & Techniques

https://doaj.org/
TIRC for CU: Tips & Techniques

Deposit paper in Open Access repositories

- Covenant University repositories:
  - http://eprints.covenantuniversity.edu.ng
  - http://dspace.covenantuniversity.edu.ng

- Cornell University:
  - https://arxiv.org/

- PennState
  - http://citeseerx.ist.psu.edu/index

- Social Science Research Network

“If you think something would work without you working it, you’d be fooling yourself.” --- D.O. Oyedepo
TIRC for CU: Tips & Techniques

- **Self-archive articles**
  - There is a *strong positive relationship* between self-archiving and increased citation performance:
    - Google Drive: [https://drive.google.com](https://drive.google.com)
    - MS OneDrive: [https://onedrive.live.com](https://onedrive.live.com)
    - Apple iCloud: [https://www.icloud.com/](https://www.icloud.com/)

*Free accessibility increase citations by >50%*
The ‘*Do as you would be done by principle*’

- Include more references in your work
- There is a strong correlation between the number of citations a paper receives and the number of its cited references

*To get cited, get citing.*
The ‘Do as you would be done by principle’

**An integrated encyclopedia of DNA elements in the human genome**

The ENCODE Project Consortium

<table>
<thead>
<tr>
<th>Publication</th>
<th>h5-index</th>
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<tr>
<td>Nature</td>
<td>379</td>
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<tr>
<td>The New Eng. Journal of Medicine</td>
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<td>Science</td>
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<td>The Lancet</td>
<td>259</td>
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<tr>
<td>Cell</td>
<td>224</td>
</tr>
</tbody>
</table>

Nature: h5-index:379 #1 Life Sciences & Earth Sciences

Title / Author

An integrated encyclopedia of DNA elements in the human genome
ENCODE Project Consortium, Nature 489 (7414), 57-74

Cited by 4088 Year 2012
TIRC for CU: Tips & Techniques

- **Increase collaboration and publish with international authors**
  - Articles with *international co-authors* are cited *up to four times* more often than others
  - Articles published with *multi-countries* or *multi-institutes* collaborations attract more citations
  - Authors who are often involved in international collaboration receive more citations
Don’t be a lone ranger

- Engage in team authorship
- Articles authored by a team typically produce more frequently cited research than those written by individuals.
- Typically *highly-cited* articles are authored by a large number of scientists.
\textbf{Publish with Nobel laureates}

- Joint authorship with Nobel laureates gives \textit{sudden boost in citation} rate of co-authors.
- The citation leap extends to the co-author's earlier papers too, even if they are in unrelated areas.
**Write review papers**

- Craft comprehensive and review articles on current issues in your subject area
- Submit them to journals with a high *IF* that published previous articles on the research topic
- *Reviews are more likely to be cited* than original research papers
- Editorials, letters to editors, news items, meeting abstracts, and case studies are generally poorly cited
TIRC for CU: Tips & Techniques

- **Attend and publish working papers in reputable conferences**
  - Working papers are freely available before and after the articles are published.
  - Upload *working papers* into OA repositories including the personal websites
Share comprehensive research dataset

• Regardless of journal IF, country of authors, and time since publication, publicly-available datasets facilitate significant increase in citations to articles that accompany the data.
Once rejected is not Always rejected

- Papers published after initial rejection elsewhere receive significantly more citations
- Submission history affects post-publication impact
- Resubmissions from other journals receive significantly more citations than first-intent submissions
- Initially rejected paper may become the highest-cited paper
TIRC for CU: Tips & Techniques

- Engage in strong cross-disciplinary approach to research
- Publish articles in subject-specific journals
  - Carefully choose a journal that fits your field of study
Use **blogs** and **podcasts** to leverage on-going research discussion on the Internet

- Web tools such as **wikis** and **blogs** can be created to inform, describe and link research interests and publications
- Add links that web search engines can easily notice for their page ranks

**Sign up on academic, social, and professional networking sites**

- Broadens dissemination,
- Increases use
- Enhances professional visibility
- **Academica**, **Citeulike**, **ResearchGate** and **Linkedin** are knowledge sharing tools to make others aware of research articles that may be of relevance to them and hence get cited
Use **blogs** and **podcasts** to leverage on-going research discussion on the Internet

- Web tools such as **wikis** and **blogs** can be created to inform, describe and link research interests and publications
- Add links that web search engines can easily notice for their page ranks
Avoid using a *question-type* title

- Articles with *question-type* titles tend to be downloaded more but cited less than the others
TIRC for CU: *Tips & Techniques*

- Create online *CV* like *ORCID* or *ResearcherID*
  - Makes a link between the list of published papers and OA versions of relevant articles
  - Increases your visibility to the academic community
Make yourself visible

- Link your latest published article to your email signature
  - Get extra attention of email recipients
TIRC for CU: *Tips & Techniques*

- **Publish tutorials papers**
  - Paper that organizes and introduces work in the field
  - Assume inexperienced readers
  - Emphasize the basic concepts of the field and provide concrete examples to substantiate them
Conclusion

• Management is currently working on modalities for quantifying the contribution of individual researchers to the citation profile of Covenant
The Parting Word of Prophecy

2 Tim 2:13

If we believe not, yet he abideth faithful: he cannot deny himself.
ReCITe

Research is our responsibility

Citation + Innovation → Income is the reward

Teaching is our goal
Thank You!