How this fits into your seminar series

- **Linda Butler**
  - General intro into bibliometrics, incl. jnl rankings
  - Rose coloured, red-devil, **balanced** approach
  - Differences between disciplines in terms of ISI coverage and publication outlets (will also look at this from another angle)

- **Tony Sheil/Franz Pinz**
  - How Griffith uses citation analysis
  - WoS/Scopus introduction, journal impact factors, h-index
  - The importance of research networks digital repositories

- **Anne-Wil Harzing**
  - Focus on Google Scholar, Publish or Perish tool
  - Focus on practical tips for individual academics making their case for research impact
Presentation Outline

- Citation analysis: why?
  - Most presentations focus on “how to get published”
  - BUT: Publication is **NOT** the end result of research

- How to get cited?
  - Remember the three P’s of publishing? You need to publish before you can get cited and you won’t be cited if your work isn’t any good
  - However, you can improve your chances of being cited through: Communication, Collaboration, Care (more details to follow)

- Where to find citation data and how to use them?
  - Google Scholar, ISI
  - Live demonstration of citation search and analysis
  - How to make your case for research impact?
Citation analysis: why care?

- Why publish if nobody cites your work?
  - Okay, your work might still be read by students, managers, or academics who do not publish
    - But: academic research should also contribute to academic discourse
  - Government research assessments and academic promotions increasingly focus on impact

- Why would you want to know if your work is cited?
  - To prepare for confirmation/promotion/yearly performance appraisal
  - To know who is building on your work
    - They might be future collaborators
    - It is exciting to see how others are using your research, you might get new ideas through it
  - To get an ego boost, to know someone has (presumably) read your work 😊
How to get cited?  
My own take (1)

- Communicate (they can only cite your paper if they know it)
  - Personal website, the best thing I have ever done
    - Put your papers online [Online papers, full list of publications](#)
    - SSRN is a great alternative if you don’t have your own web site
    - Make sure your papers are found if someone searches for a topic relating to your research in Google
  - As an example my research interests: [International survey research; Language in international business; Expatriate knowledge transfer; Headquarters subsidiary relationships; Transfer of management practices](#)
    - [Bored in Melbourne 😊](#)
- Conferences, attend & talk to people
  - volunteer for PDWs, as discussant, session chair, committee member
- Email, ask for papers and send yours in return
  - Don’t be shy to send your papers, most academics appreciate it
How to get cited?
My own take (2)

- Collaborate
  - It often leads to better quality research and it’s fun!
  - Co-authored papers are cited more (because each author has their own network)
  - Your collaborators will cite you in other projects

- Care
  - For your own reputation, it is your most valuable asset
    - Nobody wants to use 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!
How to get cited?
What can universities do?

- **Create a research culture**
  - Invite (international) academic visitors
  - Get involved in (international) collaborations
  - Run seminar series, even if they are very informal

- **Be considerate**
  - Acknowledge that especially for areas such as HRM and accounting publishing in local journals is important for knowledge transfer to practice
  - Acknowledge that not all topics are easy to publish in top North American journals (but don’t discard that option just because you have Australian data, see Carol Kulik’s 2005 JoM editorial)

- **Celebrate**
  - Achievements (in all forms)
  - Diversity; do not engage in head-to-head “competition” with North American academics, we can only lose
Where to find citation data?
Google Scholar as a complement to ISI

- ISI has long been the “gold standard” of impact measurement
- Recently, alternatives have become available
  - Scopus (general), Citeseer (computer science), RePEc (Economics)
- Google Scholar is the only alternative that is:
  - Not focused on a single discipline only
  - Freely available to anyone with an Internet connection
  - Suitable for citation analysis (but only with Publish or Perish as an interface)
GS to complement ISI
Why? (1)

- Google Scholar gives a more comprehensive citation count
- WoS General Search is limited to ISI-listed journals
  - Citations to books, book chapters, dissertations, theses, working papers, reports, conference papers, and journal articles published in non-ISI journals are not included
  - Of the journals included in my JQL (generally only high-quality journals), ISI coverage runs from 30%-43% for Finance & Accounting, Management & Marketing to 73%-80% for Economics, MIS, Mgt Science/OR/Ops
  - Of the research output submitted for government evaluation in Australia generally only 24% (Economics) or 11% (Management) was published in ISI listed journals

- WoS Cited Reference Search
  - Does include citations to non-ISI publications. However, it only includes citations from journals that are ISI-listed.
  - Counts citations to non-ISI journals only towards the first author
    - Co-authorship is increasingly common and hence ISI misses many citations
GS to complement ISI

Why? (2)

- In contrast to GS, ISI seem to have difficulty in dealing with non-Anglo name variants
  - 80% of citations to “Baden-Fuller” have been entered as “Badenfuller”
  - 80-90% of citations to “van Raan” have been entered as “Vanraan”
  - Both receive only about 100-150 citations to their correct name in spite of the fact that usually their names were in fact correctly referenced (they were apparently incorrectly entered by ISI staff)

- WoS has very limited coverage of non-English sources
  - e.g. one French Accounting academic has 30 cites in ISI, but >1000 in GS as most of citations are in French journals
  - Non-English coverage is particularly important for disciplines with a strong local content such as accounting and industrial relations

- WoS has poor aggregation of minor variations of the same title
  - “Stray” citations are very common
  - I will show you later how you can get ISI to merge them into the master record
Citations in different data sources: what’s the difference?

- ISI General Search: 560
- ISI Cited Reference Search: 1230
- Google Scholar: 3130
GS for individuals
What measures to use?

- H-index is increasingly seen as a convenient summary of quantity & impact and is used in many research assessments
  - H-index of 10 means 10 papers with at least 10 citations each
  - Can be adjusted for co-authorships (Hi index, cites/authors) and for age (Hc index, citations in recent years count more; \( m = h\)-index/year the academic is active)

- Total # citations is probably the fairest way to assess impact for individuals, a focus on citations per paper might discourage people to publish additional papers
  - It can be adjusted by years (Cites/year) age of papers (AWCR; age-weighted citation rate) and # of authors (AWCRpA)
GS for individuals
How to track citations?

- Publish or Perish
  - Designed to make GS a more useful alternative to ISI
  - Designed to empower individual academics by providing citation analysis with a wide range of metrics at a click of the mouse
  - As with ISI: don’t take its results as absolute and think before passing a “verdict”; we are dealing with human beings, not machines!
  - Demonstration of author search
    - Different metrics
    - Merging publications
    - Sorting
  - Can also be used to assess journals, do literature research, etc.
GS for individuals
How to present your case?

- Review various measures of impact (Search: A Harzing)
  - Many well-cited pubs (h-index) vs some highly-cited pubs (g-index)
  - Young versus older researchers (hc index measures current impact)
  - Single versus co-authored (hl norm corrects for multiple authors)

- Which of your publications is a star? (Idem)
  - Review citations per year for each publication
  - Shows you which of your research topics have more impact
  - What type of publication is it?

- How does your article score within the journal?
  - The top, or one of the top-3 or top-10 scorers in that year? (JWB 2001)
  - The first listed paper from your country/outside North America? (JIBS 2000)
  - The top-10/20/50 since inception (IBR 1997)
  - The most-cited paper in the journal since inception (ESEP 2008)
More information?

Chapter 1: Introduction to citation analysis
Chapter 2: Introduction to Publish or Perish
Chapter 3: Author searches
Chapter 4: Journal searches
Chapter 5: General citation search queries
Chapter 6: Multi-query centre
Chapter 7: Making your case for tenure or promotion
Chapter 8: How to evaluate other academics?
Chapter 9: Tips for deans and other academic administrators
Chapter 10: Where to submit your paper?
Chapter 11: Conducting a literature review
Chapter 12: Doing bibliometric research on authors & journals
Chapter 13: Evaluating Google Scholar
Chapter 14: Evaluating Thomson ISI Web of Science
Chapter 15: A Google Scholar h-index for journals
Chapter 16: Author citation analysis across disciplines
ISI Searches

- General search vs. cited reference search
- Citation report
- How to merge stray citations
- Essential Science Indicators
  - Highly cited papers
  - Highly cited authors
- Go to ISI
The End!

Any questions or comments?