



Visibility and its Impact to University Rankings

Nader Ale Ebrahim, PhD

Research Visibility and Impact Consultant



@[aleebrahim](#)



aleebrahim@gmail.com



@aleebrahim



<https://publons.com/researcher/1692944>
<https://scholar.google.com/citation>



All of my presentations are available online at:
https://figshare.com/authors/Nader_Ale_Ebrahim/100797



Abstract

Higher education is increasingly becoming a global business. The main factor to distinguish between different universities is university ranking. Numerous university ranking systems directly or indirectly rely on research visibility and impact. The visibility for high quality research and publications are usually high. However, very few researchers may do high quality research that causes them to receive well-known awards like the Nobel Prize. The majority of researchers are doing moderate quality research, which needs to be promoted well for being visible and getting impact in the future. In this webinar, Nader elaborates the effect of research visibility and impact on university rankings and introduces some “[Research Tools](#)” which allows the researchers and universities to increase the research impact and visibility for their publications.

Keywords: H-index, Improve citations, Research tools, Research visibility, Research impact, University rankings

INTERNATIONAL UNIVERSITY RANKINGS Workshop



INTERNATIONAL UNIVERSITY RANKINGS Workshop



Topics

- Times Higher Education (THE)
- Quacquarelli Symonds (QS)
- The Academic Ranking of World Universities (ARWU)
- Islamic World Science Citation Center (ISC)

Speakers | July 6th, 2021



Invited Speaker

Mr. Phil Baty

Chief Knowledge Officer, THE (Times Higher Education)



Dr. Mostafa Rahimnejad

Head of office of scientific collaborations and international affairs, Babol Noshirvani University of Technology



Dr. Hoda Ghoreishy

Planning and international affairs deputy of office of scientific collaborations and international affairs, Babol Noshirvani University of Technology



Dr. Kasra Pirzadeh

International expert at office of scientific collaborations and international affairs, Babol Noshirvani University of Technology



INTERNATIONAL UNIVERSITY RANKINGS Workshop

Speakers | July 7th, 2021

Invited Speaker



Dr. Ashwin Fernandes
Regional Director – Middle East, North Africa &
South Asia, Quacquarelli Symonds (QS)



Dr. Nader Ale Ebrahim
Research Visibility and Impact Consultant



Dr. Azadeh Maddahi
Head of Performance Assessment and Monitoring Center,
Alzahra University



Dr. Afsaneh Tavassoli
Director of Research, Alzahra University



INTERNATIONAL UNIVERSITY RANKINGS Workshop

Date | Virtual Venue

- Date: 6 - 7 July, 2021
- Interactive Room: vc.alzahra.ac.ir/universityranking/
- Online Streaming: <https://www.aparat.com/AlzahraUniversity/live>

Get in Touch

- Link: <https://www.alzahra.ac.ir/>
- Tel: +98 (0) 21 88216690
- Email: intl.office@alzahra.ac.ir



Visibility

Visibility refers to how well other scientists and/or the general public know your research and you as a researcher.

Source: Lantsoght, E. O. (2018). *The A-Z of the PhD Trajectory, A Practical Guide for a Successful Journey*. Springer, Cham. <https://doi.org/10.1007/978-3-319-77425-1>

The easiest definition of
'research impact'
is
'making a difference'.

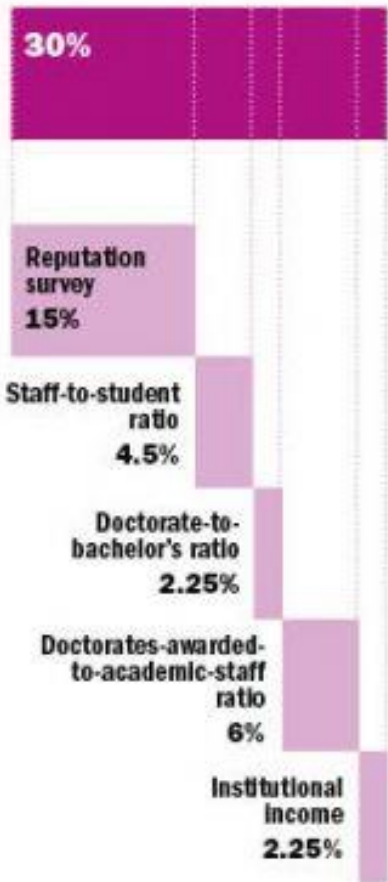
Source: <https://www.gla.ac.uk/myglasgow/ris/researchimpact/>

No.	Topic
1	University rankings and visibility
2	IRAN visibility status
3	International collaborations
4	Write article collaboratively
5	Establish repository
6	Open Access (OA) increases citation rate and visibility
7	Academic social networks
8	Visibility Check
9	Avoid unethical approaches
10	Q&A

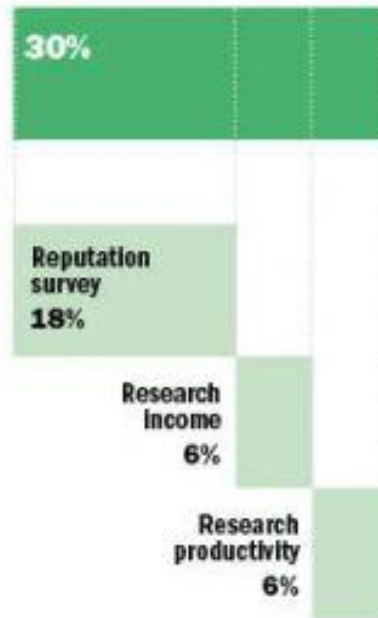
THE World University Rankings 2021: methodology



Teaching (the learning environment)



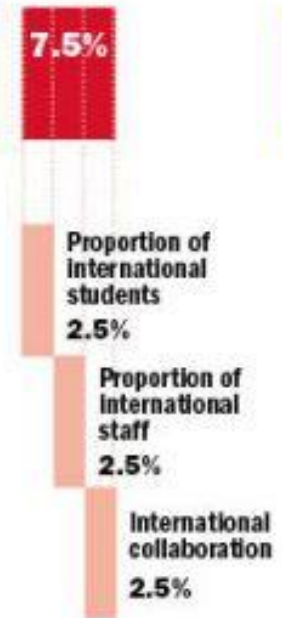
Research (volume, income and reputation)



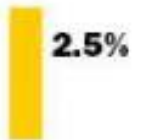
Citations (research influence)



International outlook (staff, students, research)



Industry income (knowledge transfer)



Source: <https://www.timeshighereducation.com/world-university-rankings/world-university-rankings-2021-methodology>

Shanghai Ranking's Academic Ranking of World Universities Methodology 2020



Criteria	Indicator	Code	Weight
Quality of Education	Alumni of an institution winning Nobel Prizes and Fields Medals	Alumni	10%
Quality of Faculty	Staff of an institution winning Nobel Prizes and Fields Medals	Award	20%
Quality of Faculty	Highly Cited Researchers	HiCi	20%
Research Output	Papers published in Nature and Science*	N&S	20%
Research Output	Papers indexed in Science Citation Index-Expanded and Social Science Citation Index	PUB	20%
Per Capita Performance	Per capita academic performance of an institution	PCP	10%
Total			100%

Source: <https://www.shanghairanking.com/methodology/arwu/2020>

QS World University Rankings – Methodology

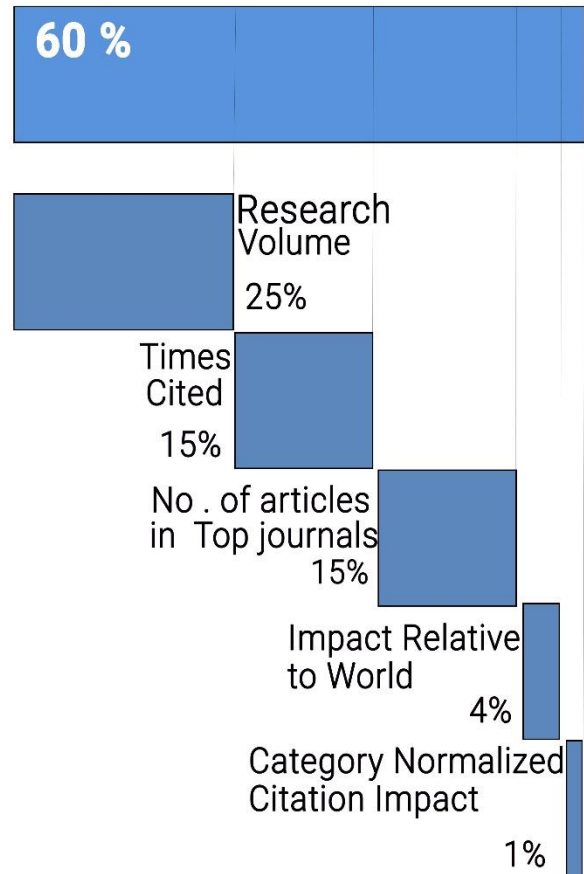


- **Academic reputation (40%)**
- **Employer reputation (10%)**
- **Faculty/Student Ratio (20%)**
- **Citations per faculty (20%)**
- **International faculty ratio/International student ratio (5% each)**

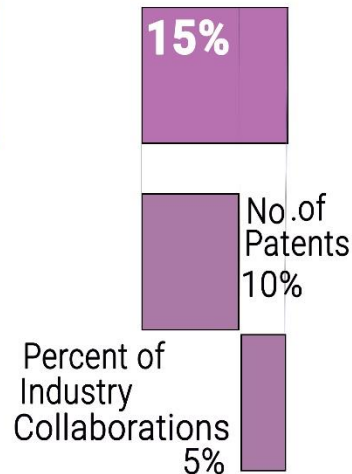
Source: <https://www.topuniversities.com/qs-world-university-rankings/methodology>

ISC Ranking Criteria & Indicators - 2020

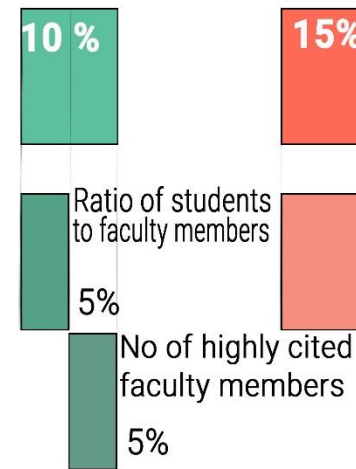
Research



Innovation



Education

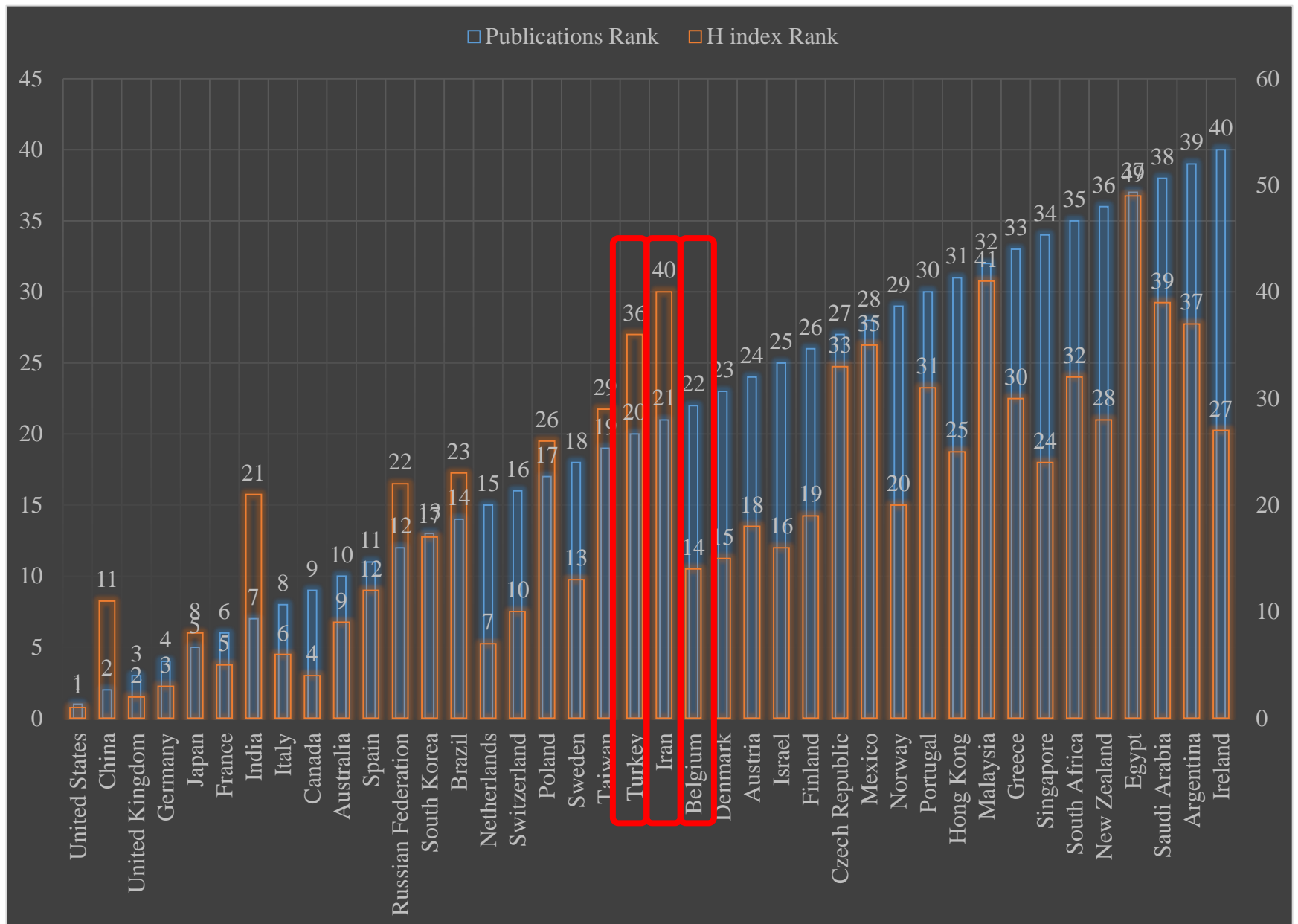


International Activity

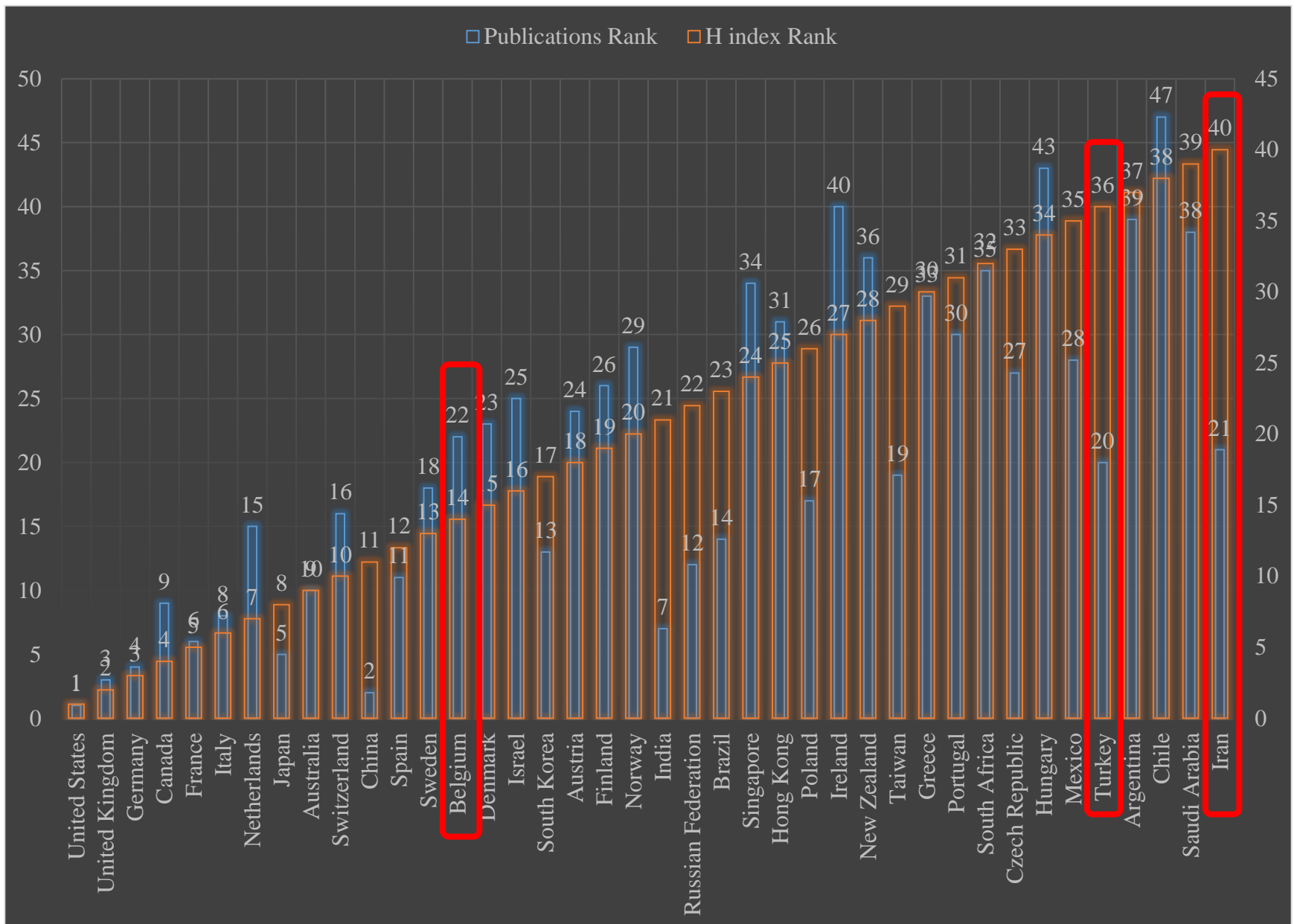


Source: <https://wur.isc.ac/Home/Methodology>

No.	Topic
1	University rankings and visibility
2	IRAN visibility status
3	International collaborations
4	Write article collaboratively
5	Establish repository
6	Open Access (OA) increases citation rate and visibility
7	Academic social networks
8	Visibility Check
9	Avoid unethical approaches
10	Q&A

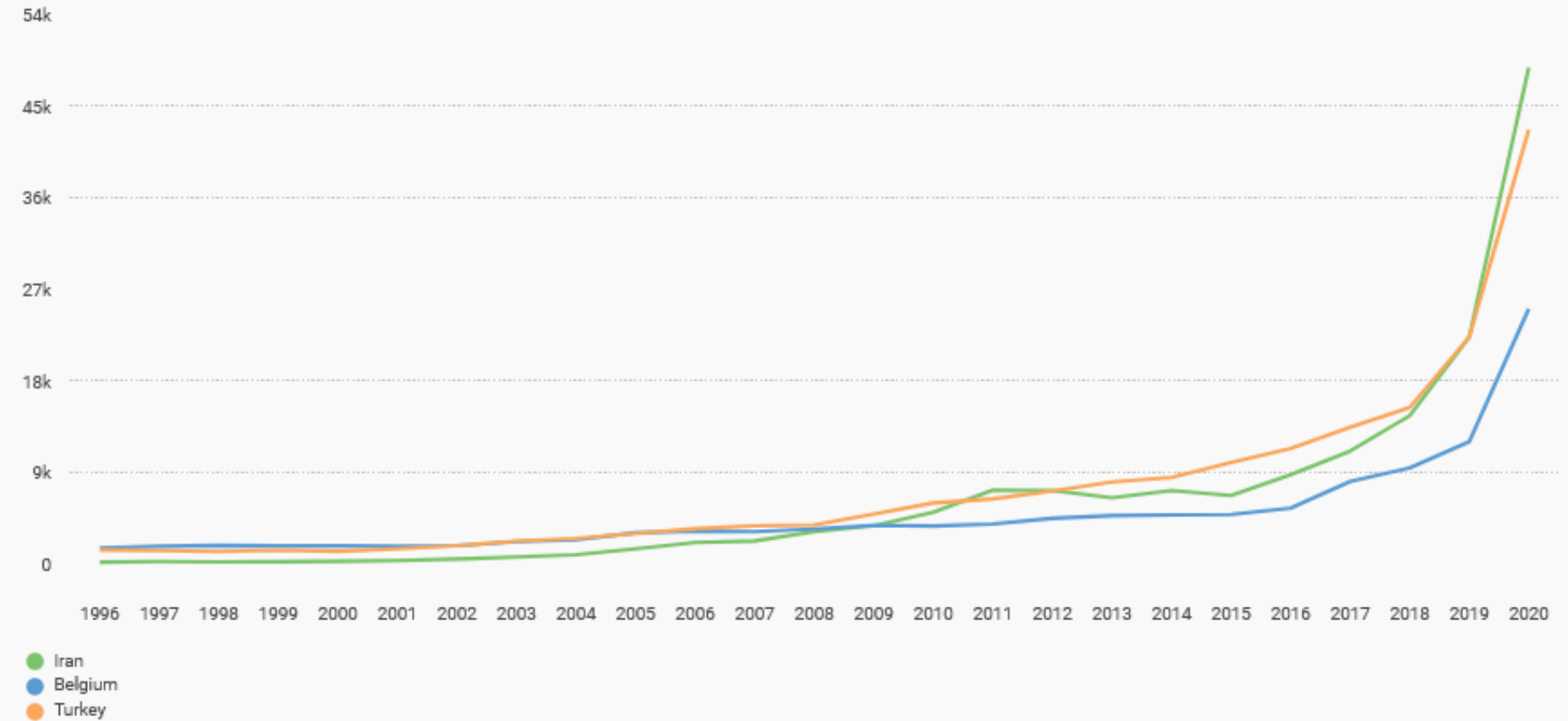


Source: <https://www.scimagojr.com/countryrank.php>



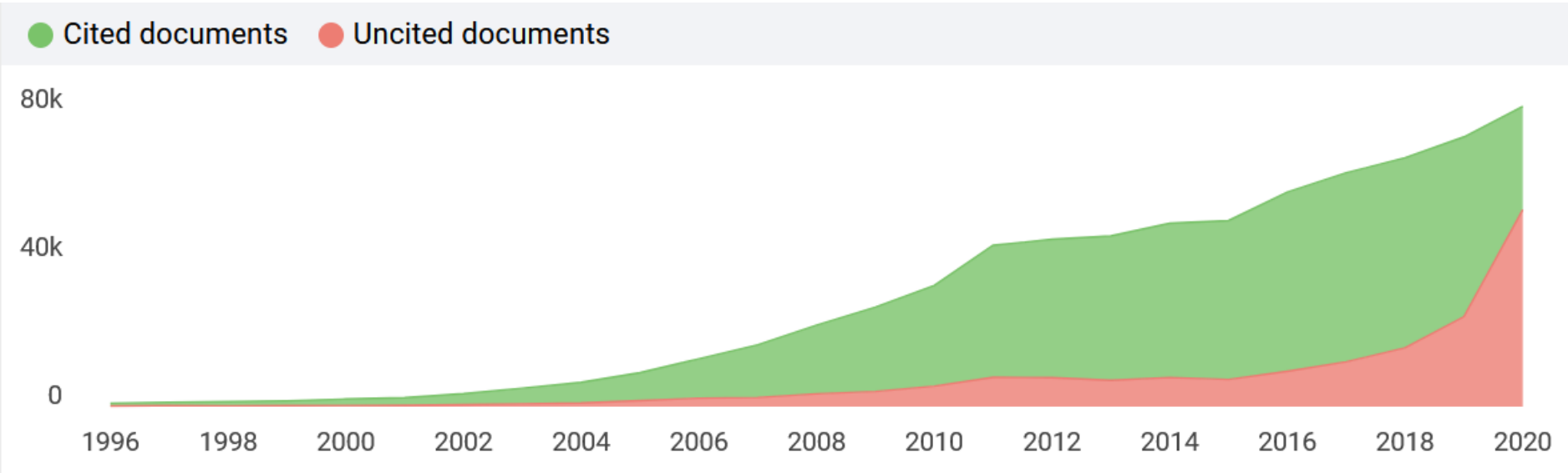
Source: <https://www.scimagojr.com/countryrank.php>

Non-cited documents



Source: [https://www.scimagojr.com/comparecountries.php?ids\[\]=ir&ids\[\]=be&ids\[\]=tr](https://www.scimagojr.com/comparecountries.php?ids[]=ir&ids[]=be&ids[]=tr)

IRAN

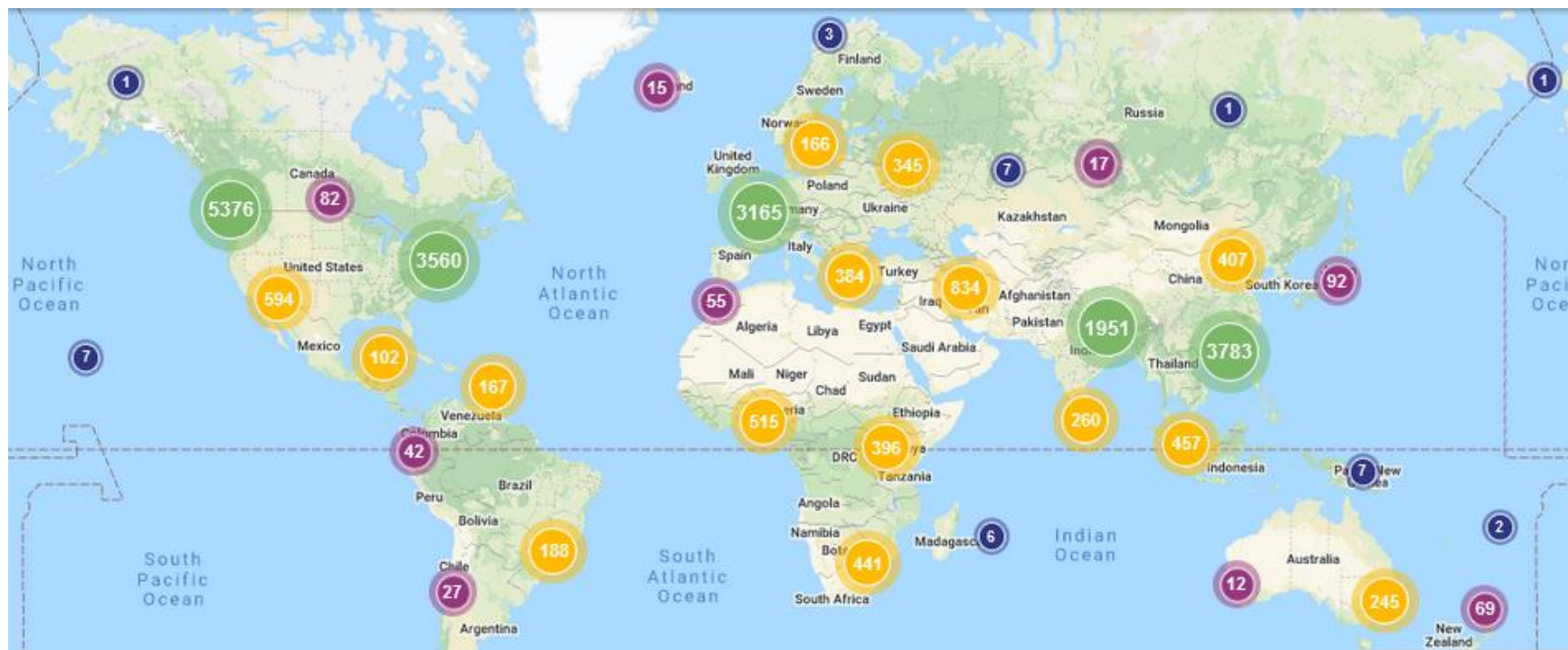


Source: <https://www.scimagojr.com/countrysearch.php?country=IR>

My paper “Effective Strategies for Increasing Citation Frequency” usage count reached 29,614.

(Available online at <https://works.bepress.com/aleebrahim/76/>)

Surprisingly, few people from my home country downloaded the paper. It seems “Research Visibility and Impact” is not their priority.



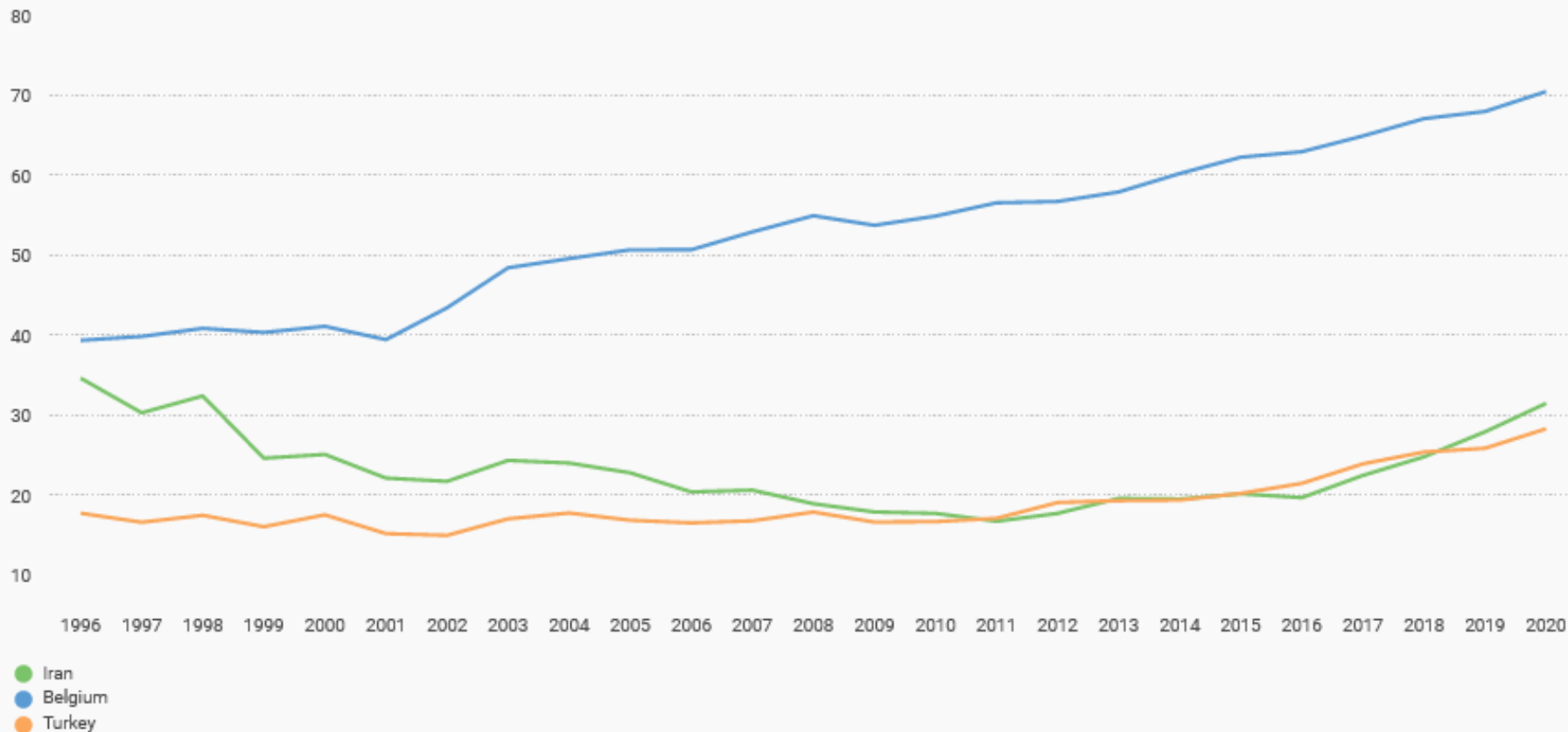
Source: https://www.linkedin.com/posts/aleebrahim_researchtools-researchimpact-researchvisibility-activity-6817200239485751296-OMEr

No.	Topic
1	University rankings and visibility
2	IRAN visibility status
3	International collaborations
4	Write article collaboratively
5	Establish repository
6	Open Access (OA) increases citation rate and visibility
7	Academic social networks
8	Visibility Check
9	Avoid unethical approaches
10	Q&A

Ale Ebrahim, Nader and Gholizadeh, Hossein and Lugmayr, Artur, **Maximized Research Impact: An Effective Strategies for Increasing Citations** (December 15, 2017). **Managing and Leading Creative Universities – Foundations of Successful Science Management: A Hands-On Guide for (Future) Academics** (pp. 29-51). Tampere, Finland: International Ambient Media Association (iAMEA); ISBN 978-952-7023-16-7, Available at SSRN: <https://ssrn.com/abstract=3101575>

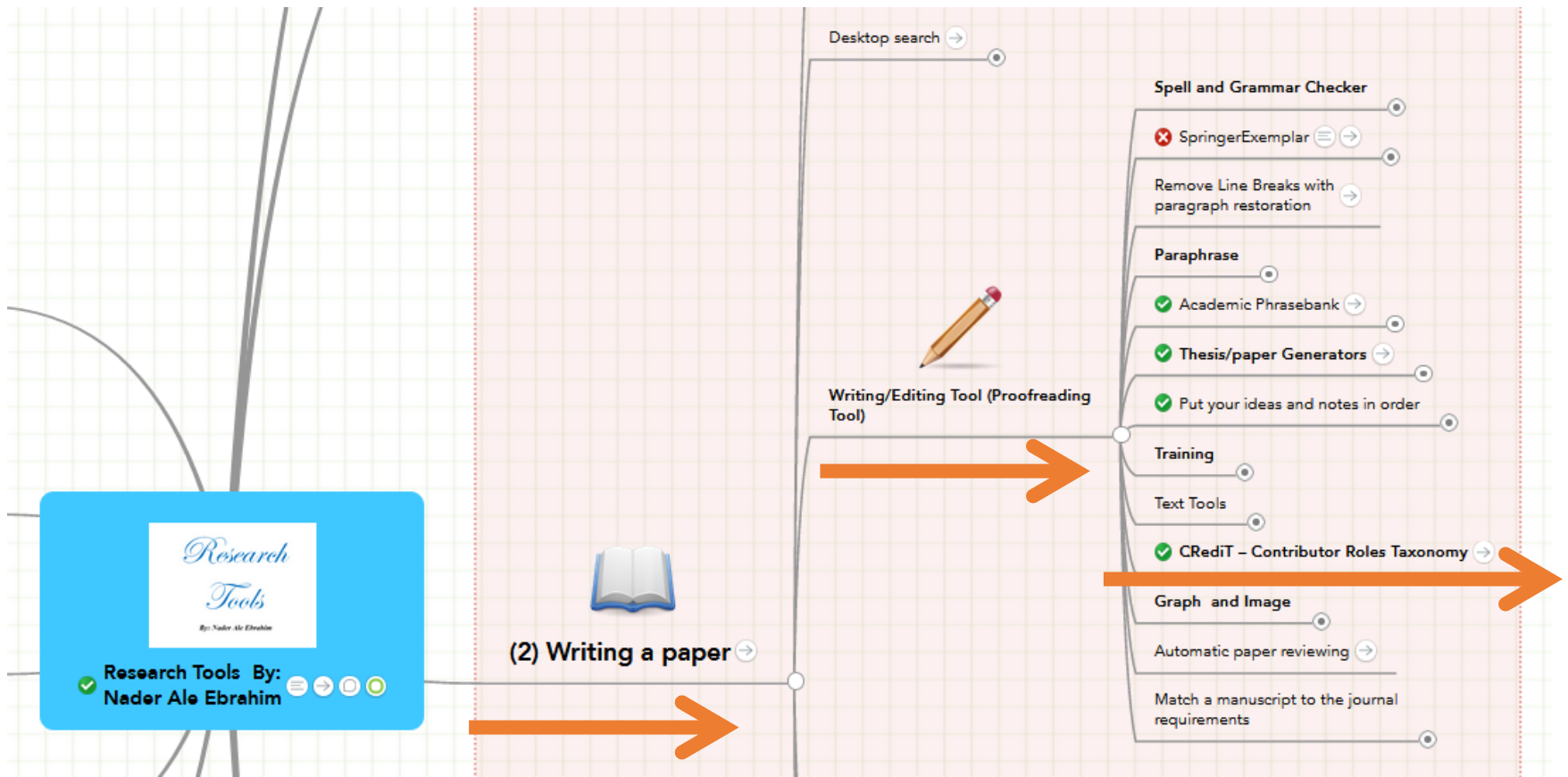


% International Collaboration



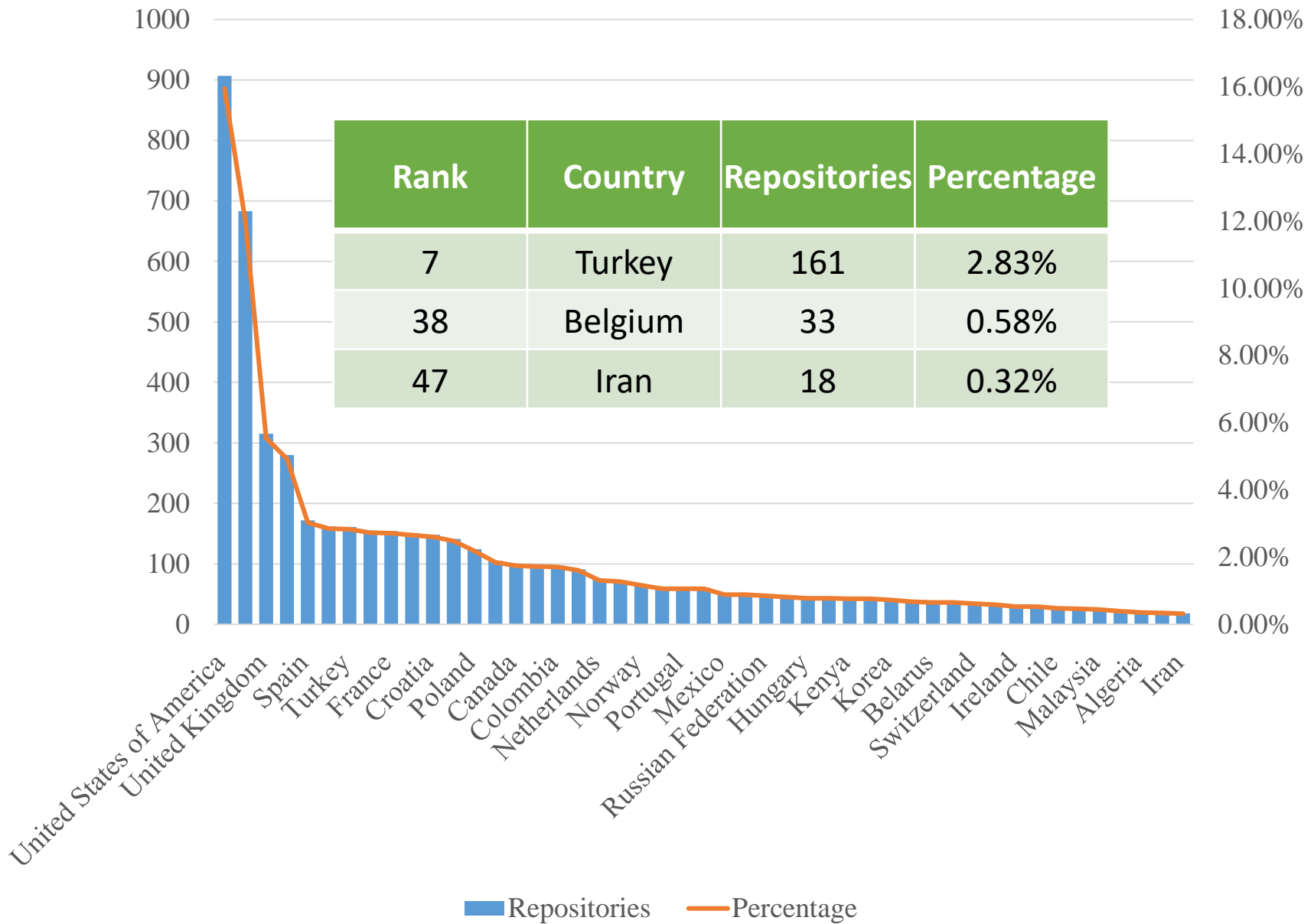
Source: [https://www.scimagojr.com/comparecountries.php?ids\[\]=ir&ids\[\]=be&ids\[\]=tr](https://www.scimagojr.com/comparecountries.php?ids[]=ir&ids[]=be&ids[]=tr)

No.	Topic
1	University rankings and visibility
2	IRAN visibility status
3	International collaborations
4	Write article collaboratively
5	Establish repository
6	Open Access (OA) increases citation rate and visibility
7	Academic social networks
8	Visibility Check
9	Avoid unethical approaches
10	Q&A



Source: <https://www.mindmeister.com/39583892/research-tools-by-nader-ale-ebrahim?fullscreen=1>

No.	Topic
1	University rankings and visibility
2	IRAN visibility status
3	International collaborations
4	Write article collaboratively
5	Establish repository
6	Open Access (OA) increases citation rate and visibility
7	Academic social networks
8	Visibility Check
9	Avoid unethical approaches
10	Q&A



Source: https://v2.sherpa.ac.uk/view/repository_by_country/

No.	Topic
1	University rankings and visibility
2	IRAN visibility status
3	International collaborations
4	Write article collaboratively
5	Establish repository
6	Open Access (OA) increases citation rate and visibility
7	Academic social networks
8	Visibility Check
9	Avoid unethical approaches
10	Q&A

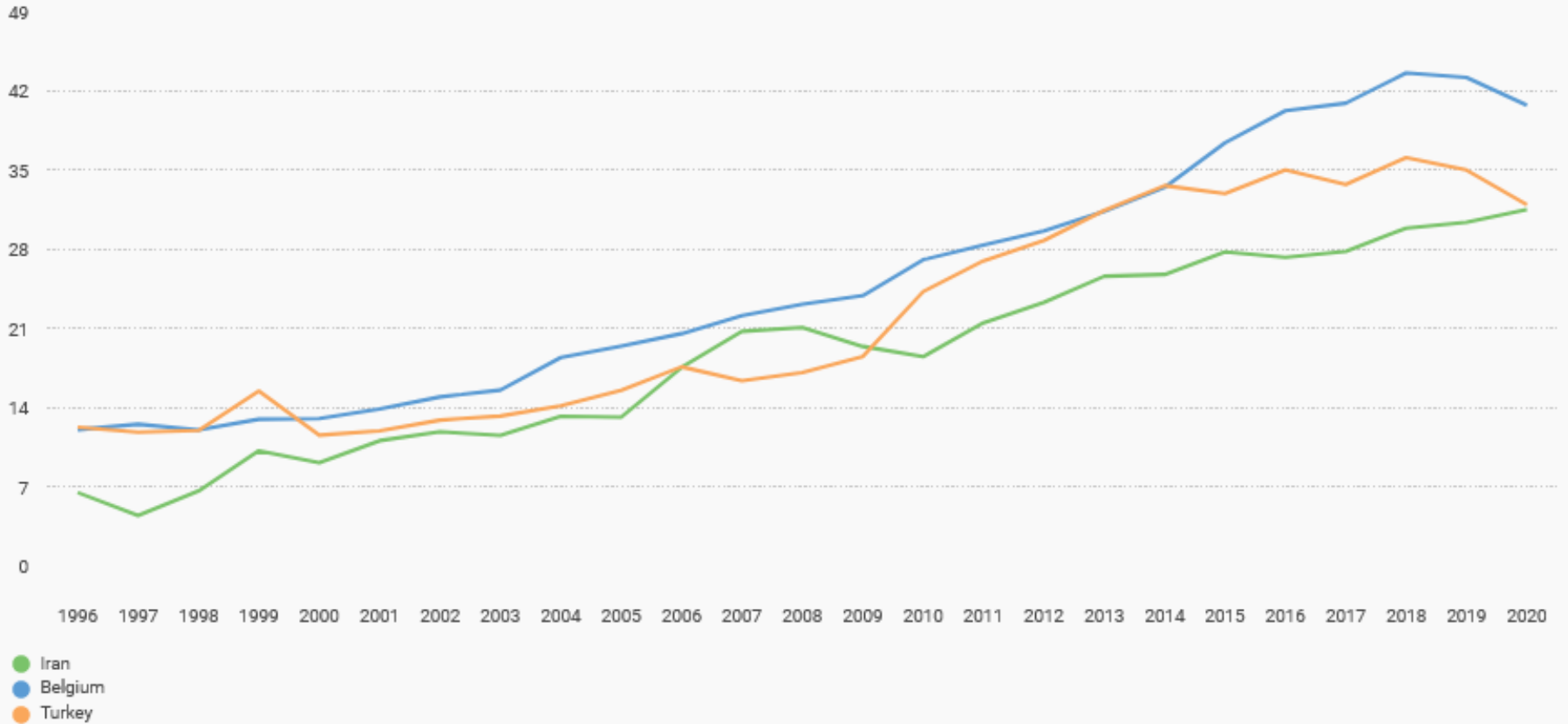
you get cited

Open Access papers are 2x as likely to be cited within 4-10 months and nearly 3x as likely to be cited 10-16 months after publication.¹

Open Access articles have a 36-172% citation advantage, depending on the discipline.²


Source: <https://plos.org/open-access-week-citations/>

% Open Access



Source: [https://www.scimagojr.com/comparecountries.php?ids\[\]=ir&ids\[\]=be&ids\[\]=tr](https://www.scimagojr.com/comparecountries.php?ids[]=ir&ids[]=be&ids[]=tr)

No.	Topic
1	University rankings and visibility
2	IRAN visibility status
3	International collaborations
4	Write article collaboratively
5	Establish repository
6	Open Access (OA) increases citation rate and visibility
7	Academic social networks
8	Visibility Check
9	Avoid unethical approaches
10	Q&A




Stanford University
Stanford, CA, United States

Overview Contributions Departments Members Member stats

Σ il **186,696.38** **18,393**
Total RG Score from Members [View member stats](#)

325,494
Publications [Add these stats to your site](#)

Source: <https://www.researchgate.net/institution/Stanford-University>



University of Tehran
Tehran, Tehran, Iran

Overview Contributions Departments Members Member stats

Σ il **66,868.67** **31,195**
Total RG Score from Members [View member stats](#)

69,531
Publications [Add these stats to your site](#)

Source: <https://www.researchgate.net/institution/University-of-Tehran>

No.	Topic
1	University rankings and visibility
2	IRAN visibility status
3	International collaborations
4	Write article collaboratively
5	Establish repository
6	Open Access (OA) increases citation rate and visibility
7	Academic social networks
8	Visibility Check
9	Avoid unethical approaches
10	Q&A



The Visibility Check provides you with insight into the extent of your academic outreach. Moreover, it gives advice on how to generate more attention for your academic work and professional career.

Do you see room for improvement? Any tips? Please use the Feedback button.

START THE CHECK

Source: <https://visibilitycheck.library.uu.nl/>

You have completed the check. Below you will find your score.

Planning (100%)



Research profiles (100%)



Academic social networks (100%)



Personal Channels (100%)



Open Access (100%)



The check helps you to gain insight into the extent of your academic visibility. Practical tips and advice can be found on [the to-do list](#).

It could be that you have a specific question you need answered. If so, feel free to request a consultation with our team. Leave your details below and let us know what you need.

No.	Topic
1	University rankings and visibility
2	IRAN visibility status
3	International collaborations
4	Write article collaboratively
5	Establish repository
6	Open Access (OA) increases citation rate and visibility
7	Academic social networks
8	Visibility Check
9	Avoid unethical approaches
10	Q&A



Source: http://wiki.lib.sun.ac.za/index.php/SUNScholar/Research_Article_Metrics

Research Visibility and Impact Center-(RVnIC)
©2021-2023 Dr. Nader Ale Ebrahim

NEWS · 14 AUGUST 2020

Signs of ‘citation hacking’ flagged in scientific papers

An algorithm developed to spot abnormal patterns of citations aims to find scientists who have manipulated reference lists.

Source: <https://www.nature.com/articles/d41586-020-02378-2>

No.	Topic
1	University rankings and visibility
2	IRAN visibility status
3	International collaborations
4	Write article collaboratively
5	Establish repository
6	Open Access (OA) increases citation rate and visibility
7	Academic social networks
8	Visibility Check
9	Avoid unethical approaches
10	Q&A





RESEARCH TOOLS . RESEARCH VISIBILITY AND IMPACT . UNIVERSITY RANKINGS .



Thank you

Nader Ale Ebrahim, PhD


Research Visibility and Impact Consultant

 [@aalebrahim](https://www.instagram.com/aalebrahim)

 aalebrahim@gmail.com

 [@aalebrahim](https://twitter.com/aalebrahim)

 <https://publons.com/researcher/1692944>
<http://scholar.google.com/citations>

 All of my presentations are available online at:
https://figshare.com/authors/Nader_Ale_Ebrahim/100797



My recent publication:

1. Chen, W., Ahmed, M. M., Sofiah, W. I., Isa, N. A. M., Ale Ebrahim, N., & Hai, T. (2021). A Bibliometric Statistical Analysis of the Fuzzy Inference System - based Classifiers. *IEEE Access*, 9, 77811-77829. doi: <https://dx.doi.org/10.1109/ACCESS.2021.3082908>
2. Benkari, N., Jamali, S. M., Caldieron, J. M., & Ale Ebrahim, N. (2021). Research Trends in Vernacular Architecture: A bibliometric study. *ISVS e-journal*, 8(2), 72-91. doi: <https://doi.org/10.6084/m9.figshare.14607585.v1>
3. Ale Ebrahim, S., Poshtan, J., Jamali, S. M., & Ale Ebrahim, N. (2020). Quantitative and Qualitative Analysis of Time-Series Classification using Deep Learning. *IEEE Access*, 8, 90202 - 90215. doi: <https://dx.doi.org/10.1109/ACCESS.2020.2993538>
4. Ale Ebrahim, S., Ashtari, A., Pedram, M. Z., Sanati-Nezhad, A., & Ale Ebrahim, N. (2020). Publication Trends in Exosomes Nanoparticles for Cancer Detection. *International Journal of Nanomedicine*, 15, 4453–4470. doi: <https://doi.org/10.2147/IJN.S247210>
5. Mohammadi Ziarani, G., Mohajer, F., Jamali, S. M., & Ale Ebrahim, N. (2020). Quantitative and Qualitative bibliometric scope toward the Synthesis of Rose Oxide as a Natural Product in perfumery. *Current Organic Synthesis*, 17(8). doi: <https://doi.org/10.2174/1872208314666200722161044>
6. Nordin, N., Khalid, S.-N. A., Samsudin, M. A., & Ale Ebrahim, N. (2020). Bibliometric Analysis of Publication Trends in Family Firms' Social Capital in Emerging Economies *Journal of Entrepreneurship, Business and Economics*, 8(1), 144–179. doi: <https://doi.org/10.6084/m9.figshare.12730967.v1>
7. Samsudin, M. A., Jamali, S. M., Zain, A. N. M., & Ale Ebrahim, N. (2020). The Effect of STEM Project Based Learning on Self-Efficacy among High-School Physics Students. *Journal of Turkish Science Education*, 17(1), 94-108. doi: <https://dx.doi.org/10.0.143.73/tused.2020.15>
8. Yusop, F. D., Ghaffar, F. A., Danaee, M., Firdaus, A., Hamzaid, N. A., Hassan, Z. F. A., . . . Chen, Y. M. (2020). TWO DECADES OF RESEARCH ON EARLY CAREER FACULTIES (ECFs): A BIBLIOMETRIC ANALYSIS OF TRENDS ACROSS REGIONS. *Pertanika Journal of Social Sciences & Humanities (JSSH)*, 28(1), 325 - 342. doi: <https://doi.org/10.6084/m9.figshare.12008841.v1>

References

1. Lantsoght, E. O. (2018). *The A-Z of the PhD Trajectory, A Practical Guide for a Successful Journey*: Springer, Cham. <https://doi.org/10.1007/978-3-319-77425-1>
2. Ale Ebrahim, Nader and Salehi, Hadi and Embi, Mohamed Amin and Habibi, Farid and Gholizadeh, Hossein and Motahar, Seyed Mohammad and Ordi, Ali, Effective Strategies for Increasing Citation Frequency (October 23, 2013). *International Education Studies*, Vol. 6, No. 11, pp. 93-99, 2013, Available at SSRN: <https://ssrn.com/abstract=2344585>
3. Ale Ebrahim, Nader and Gholizadeh, Hossein and Lugmayr, Artur, Maximized Research Impact: An Effective Strategies for Increasing Citations (December 15, 2017). *Managing and Leading Creative Universities – Foundations of Successful Science Management: A Hands-On Guide for (Future) Academics* (pp. 29-51). Tampere, Finland: International Ambient Media Association (iAMEA); ISBN 978-952-7023-16-7, Available at SSRN: <https://ssrn.com/abstract=3101575>
4. Source: Van Noorden, Richard. "Signs of citation hacking' flagged in scientific papers." *Nature* 584.7822 (2020): 508-508, doi: <https://doi.org/10.1038/d41586-020-02378-2>