Strategies to Improve Citations (impact factor) of the Journal

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Introduction

• Publication chain with the aim of dissemination of knowledge includes different parts with different expectations, flavors and abilities.

• It is expected of the editors to maintain equilibrium and make everyone happy including all stakeholders (authors, reviewer, editor, journal staffs, ministry,...INDEXING).
• Dr. Harvey: “In general the only people who love editors are their wives/husbands, children and parents.”

• Dr Whitefield: “If you do not want to make friends, become an editor.”
Improving Citation

Good?  Bad?  Ugly?

Let us believe that we have no choice but to accept
Citation as sole metric for evaluation of journals

• citation often plays a key role in evaluation. A journal with a high impact factor is often deemed to be of higher quality. However, there is some controversy as to whether this is actually true.

• Journal Impact Factors are published on an annual basis in the Journal Citation Reports (JCR), which are marketed by the information provider (ISI, Thomson Reuters or clarivate analytics) as a commercial product.
Authors

- Recruiting papers from highly-cited authors
- Attention to orchid numbers
- Invite active researchers as Guest Editor
• **Still with Authors**

• Article with fewer authors instead of a group, but single author is also problematic.

• **Identifying zero-cited papers**

A percentage of articles may never be cited at all, but would still affect the Impact Factor calculation. Review which topics do not attract citations and feed this information into your publishing strategy. It is important to remember that some papers can take a long time to accrue citations and although they were not cited, that does not mean they were not read. Strike a balance between maximizing citations and serving your readership.
Lack of research culture in some regions

• 25% of the world’s scientists are from developing countries, but unfortunately their contribution to world (medical) literature is down to 2%.

• The fact that medical writing was only recently has been recognized as a merit in medical schools could the reason for lack of incentive in this area.

• Research culture is now being taught earlier to increase the knowledge and move forward in the direction of greater scientific communities.
Lack of research culture in some regions

• Other issues that have set us back in research culture, is not appreciating research scientists and give them the respect and status they deserve.

• Also research has not been considered a sole career for scientists, however things are changing now.
Fraud

- **Authors** use some previously published statements in their manuscript consciously or unconsciously, which is named plagiarism. This observation is more extensive especially in non-English speaking countries.
Fraud: Market in scientific papers

These are parasitic jobs, as an unhealthy way of doing things.
Find a niche

- It can be helpful to find a niche. i.e., rather than being the 36th ranked journal on a more general topic, your journal can be the best or 7th ranked journal or a more refined topic.

1. Evaluate your passions and skills. This sounds so basic, but it really makes all the difference. ...
2. Figure out if there's a market for your niche. ...
3. Narrow down your niche. ...
4. Check out the competition for yourself. ...
5. Test your niche.
Any collaborations

• Collaboration with important events.
• Letter to international federation or Scientific Societies for introduction of journal
• Publishing special or thematic issue (or even a digital special collection)
• Translating the homepage to different language (English, Arabic, Spanish, Chinese)
Articles

• Check the title length and punctuation (articles with more succinct titles had higher citation counts).

Based on a review of more than 150,000 papers submitted to the UK’s Research Excellence Framework (REF) database in 2014, University of Bath economics professor, John Hudson, found that articles with more succinct titles had higher citation counts, as did those with fewer authors.

• Also, have a predefined range for article length.
  • The study also found that citations increased with the use of colons in the title, but decreased with the use of question marks.

• Publishing various types of manuscripts, news, letter to editor, editorial, some training courses, etc.
Still with articles

- Cut the hyphens.
- Generally, you need the hyphen only if the two words are functioning together as an adjective before the noun they're describing. If the noun comes first, leave the hyphen out. This wall is load bearing. It's impossible to eat this cake because it is rock hard.

A recent study led by T.H. Tse, a software engineer from the University of Hong Kong, and Zhi Quan Zhou, a computer scientist from the University of Wollongong, suggests this could be the case. Published in the journal IEEE Transactions on Software Engineering in May, the study found that when citing authors forgot to include hyphens in the titles of papers they cited, it adversely affected their citation counts.
Subject

• Avoid focusing on a local area (mentioning a traditional food, or country in the title, abstract or keywords)
Infrastructures

• Make the submission process more pleasant for authors. ...
• Make articles easier to find. ...
• Make articles free and open access or at least have a liberal copyright policy.
Process of Peer Review (PR)

• PR is poorly understood which can also cause controversy.
• Dr. Godlee: “Peer review is expensive, slow, subjective, biased, open to abuse, patchy at detecting important methodological defects and almost useless at detecting fraud and misconduct.”
• PR is not a reliable tool to reject or accept submissions.
• Lack of competent and qualified reviewers is largely the issue, which can force the small journals in most of the developing countries to “open the gates too wide” and use unqualified reviewers who can be not experts in the sciences.
Process of Peer Review (continue)

• Best peer reviewers are not necessarily the seniors, but even younger and recently graduated can be trained.

• Training courses should run and train editors and reviewers.

• Peer reviews can be improved by using best available peer reviewers.
First class products from first class raw materials

• After Publication

• It's just the beginning of activity...!!!
Increasing visual attractiveness to
- Increase readership
- Citation
- Impact factor
How do you feel about audio or video vs reading?

• Obligate Graphical Abstract, Audio or Video Abstract
Indexing database

• Google Scholar, as largest database is being increasingly used by researchers and covers lots of published manuscripts.
• DOAJ is also another database which has recently changes its strategies to cover all open access journals and has exclude some of approved journal from the list.
• Scopus is another international abstracting and indexing database (coverage of all scientific journals around the world)
• Last but not the list, “Journal Citation Reports” is one the most important database for indexing journals.
Servers and Repositories

• Take advantage of preprint servers and release your results early (Don’t keep your work close to your chest). ...
• Link your paper to the supporting data in a freely accessible repository. ...
• An open-access repository or open archive is a digital platform that holds research output and provides free, immediate and permanent access to research results for anyone to use, download and distribute.
• Opening up outputs of the institution to a worldwide audience;
• Maximizing the visibility and impact of these outputs as a result;
• Showcasing the institution to interested constituencies – prospective staff, prospective students and other stakeholders;
• Enabling and encouraging interdisciplinary approaches to research;
• Facilitating the development and sharing of digital teaching materials and aids,
• The most frequently used repository software for open-access repositories according to OpenDOAR are Digital Commons, DSpace and EPrints. Other examples are arXiv, bioRxiv, Dryad, Figshare, Samvera, Ubiquity Repositories and Zenodo.
Website

• Typical journal website problems are lack of regular update, lack of subjectivity, variable titles (due to translations), not eye capturing and interesting view.

• As economic sanctions by the United States, Iran continues to methodically build out its Internet infrastructure, working on its domestic connectivity (including IPv6), providing service to neighboring countries (such as Iraq and Afghanistan), stockpiling limited IPv4 address space, and providing a strategic terrestrial alternative to vulnerable submarine cables.
Editorial Board

• Members of editorial board have no specific training in editing and acquired the skills through experience on the job.

• Using field editors or (or section editor) is a successful approach to increase speed and quality of revision, (finding a right person (expertise, enough famous to know several expert reviewers, responsibility for fast reply and check referee and authors letters) in some fields of sciences are difficult [4-6].
• Reminding authors and reviewers of relevant papers previously published in the journal: Making journal self-citation a condition for publication, however, or specifying particular citations to submitting authors, is unethical and should not be done.

• Encourage editors to cite articles from the journal in their own other work irrespective of relevance. Anyway, making a real team work with editorial team and office (citation in their own manuscripts or other journals) is helpful in the beginning.

• Collaborate with editors from related journals in the same categories to encourage citations of each others journals
Ways to Increase the Visibility of Your Online Content

1. Followers: Quality Over Quantity.
2. Engage With People.
3. Post at the Right Time.
4. Optimise Online Content for Search and Make It Unique.
5. Include Visuals.
6. Use Hashtags.
7. Pin Your Most Important Posts.
8. Share Other People's Content.
Ways to improve Google Ads CTR (click through rate)

• Improve your Quality Score. ...
• Test different ad types. ...
• ...

![Image showing multiple hand clicks on a window]

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Financial constrains: It is clear how difficult the role of editor is (especially in some developing countries) where there are financial constrains.
Conclusion
• “Citation” is not adequate as the sole metric for selecting a journal, and is certainly not a suitable means of evaluating the work of individual scientists or scholars, but there is no choice.

• Few countries in the world have this discipline in their curriculum, and Iran has joined the five countries of the world with this specialty. They have developed the program, and set it up at the graduate council for master of science since 2009 [7].

• The curriculum is an important educational program for the promotion of writing in the field of medical sciences, and those who graduate from this area can assist faculty members in promoting the editorial and technical content of articles.
Solutions

• work harder on journal content rather than technical issues in proof-reading and layout issues)
• Inviting seniors to submit paper (clean citation, prompting publication)
• Periodical publication on time (continuous)
• Being on time should not sacrifice the quality of the publication
• No need for hard copies anymore
Solution of “Writing” is training:

• writing and research methodology early on in university degrees
• Organizing frequent courses, seminars, symposia and workshops for authors and reviewers.
• To train the editorial staff and to have reliable and hardworking editors is the new objective in mind and tight collaborations needs to be planned between the countries striving to have high quality journals.
Suggestions for managing a new journal:

• Shorten editing and supplementary time expenditures
• Increase attractiveness (competitive world)
• Contact scientists and authors rather than waiting for them to contact us (Inviting as editor at first..!)
• Articles should provide real scientific contribution
• Authors need and want recognition (demanding research career)
• Good editorial process
• Ability to detect fraud and plagiarism
• **Suggestions for managing a new journal:**

• Motivation for reviewers
• Helping active researchers for Registration in the journal homepage as authors or Reviewer
• Give recognition for their effort rather than money (makes a impact for their future in the scientific community)
• If the reviewers misses something or makes a mistake cancel their contract
• Reviewers should be expert in the field they are working on (specific field for specific reviewer)
• Use post-publication review and blog
Solution: Peer review

• In other words, editor can improve peer reviews by using best available peer reviewers.
• Training courses should run and train editors and reviewers. The need for a training journalism program in education of postgraduate level has been approved.
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Hope to see you soon in Iran
• http://journals.sbmuc.ac.ir/afb

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