

10 useful tips to enhance the visibility and impact of your research

1) Considering the journal visibility

When you are deciding where you want to publish, you should consider not only the quality of the journal, but also its circulation: the more circulation it has, the better impact your research will have. Of course, the criteria for your choice depend on the research community and on the subject you are involved in; anyway, it is possible to define some guidance principles.

2) Deciding where to publish

- Try to identify in which journals your colleagues are publishing and which are those they usually quote. Every subject has different bibliographic databases. You should use [Web of Science](#) (WOS) or [Scopus](#) if the themes of your research refer to bibliometric indices. Moreover, we suggest you consult [ERIH](#) for Humanities and Social Sciences journals;
- use the [Journal Citation Reports](#) to find out impact factors (IF), [Scopus](#) ((see the list of the surveyed journals with their [SNIP](#)), the analogous [SJR](#), or free bibliometric indices, such as Eigenfactor (EI), (AIS), Google Scholar Metrics etc. Remember that journals with a high IF are not necessarily the most popular or the ones quoted by your colleagues;
- evaluate the type of documents usually published in the journal: your article must comply with the standard level;
- verify the selection criteria of the journal, depending on the percentage of acceptance of the papers, that is the relation between the sent articles and the accepted ones;
- consider how long it takes to publish an article after its submission;
- check if the journal is peer-reviewed.

3) Writing the abstract - Optimization of the search engines

Online publication and dissemination are changing the way researchers write articles. In order to guarantee a better

visibility to your article, you should take into account how search engines work:

- the abstract should be possibly in English;
- choose accurately the most meaningful key words for your abstract and title (which are for

searched ones);

- use plain and clear language: avoid too elaborated expressions.

4) Submitting your paper - Instructions for the authors

- Before submitting your paper to a journal, we suggest you read carefully all the instructions provided for the authors; also, try to use the templates where requested;
- in order to manage the boring but essential procedure of redacting bibliography, try to use tools like [BibTeX](#), [LaTeX](#), [Zotero](#), EndNote (via [Web of Science](#)), etc.

5) Submitting your paper - Selection of key words

You may be asked to select some key words to briefly describe your article, in order to complete the title and the abstract: choose them accurately, focusing on the most searched ones (see point 3).

6) Submitting your paper – Syntax of the name and affiliation of the author

6.1) The author

- Always use the same form for your name and surname;
- if you use the first letters of your name, remember to be consistent (e.g. always A.M. Rossi and not occasionally A. Rossi). Nonetheless, we suggest you write the full name without abbreviations;
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- first write your name and then your surname;
- verify that your name, as registered in the University database, is the same enlisted in other databases.

These suggestions will be helpful to find your papers with the most effective precision within the citation indices.

6.2) The affiliation

The institutional data about affiliation (including the Institution's name and address) bound to a publication are normally used to monitor national and international University rankings ([Times Higher Education Supplement's World University Rankings](#)).

In order to guarantee an accurate and precise mapping of your personal publications:

- always use the following caption: Università Ca' Foscari Venezia in the field of affiliation;
- always include the full name of the institution (while filling the mandatory fields in the form) and the specific Department address, e.g. Ca' Foscari Challenge School [School], Department of Philosophy and Cultural Heritage [Department], Università Ca' Foscari Venezia [institution's name].
- always include the complete University address (e.g. Dorsoduro 3246 - 30123 Venezia), or Department address (e.g. Calle Larga Santa Marta...);
- add your personal email address, if possible.

7) Being published - Copyright

Transferring copyright may present different options. Please read carefully the editorial agreement about the transfer

of copyright and try to preserve useful rights, among which:

- the right to use your work for your students;
- the right to publish your work on your personal website;
- the possibility to include some parts of it in future works;
- the possibility to add a digital copy of your work to the University's catalogue of research products (U-GOV Catalogue). Automatically, your work will be part of the institutional archive ([ARCA](#)) in the allowed editorial version, namely the final peer-reviewed one. See [Regolamento di Ateneo per il deposito in ARCA](#).

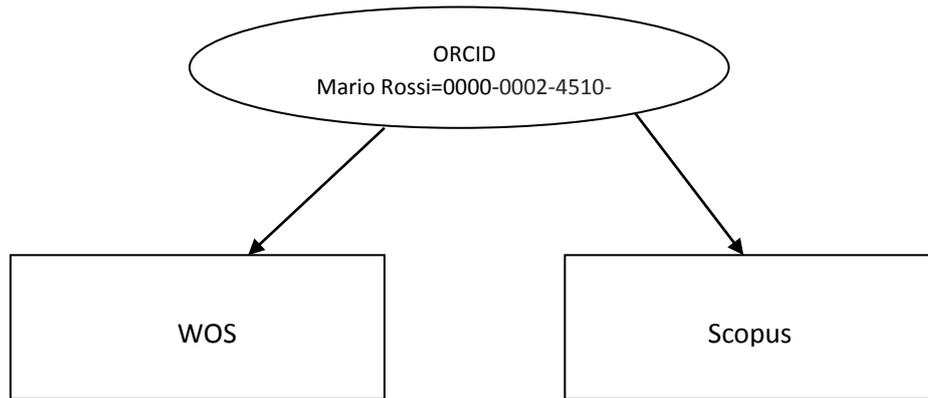
8) Being published - Boosting the visibility of your research thanks to Open Access (OA)

- Publishing your work on an Open Access journal can be worthwhile, but do not forget that the impact tends to be lower. OA magazines provide immediate and permanent online access to your scientific publications, which can be easily accessible and reachable by Google Scholar and other search engines. We strongly advise you not to choose the so-called [Predatory Open Access Publishers](#);
- when your paper is published in the institutional University database (ARCA), its visibility and circulation increase: the works available in ARCA are index-linked in the University Digital Library Catalogue ([cerCa](#)) and they are also easy to find by a Google search.
Higher circulation = Increasing Downloads = Increasing Citations = Higher impact!

9) Identifying univocally the author of the document: ORCID and ResearchID

[Orcid](#) is a free register of univocal identifiers that assigns a universal and unique code (ID) to each registered author. E.g.: Mario Rossi = 0000-0002-4510-0385.

Using an ORCID code solves problems of homonymy and different ways of indicating the same author. The code is accepted and used during the processes of data exchange among the most important online databases. The image below describes how ORCID codes are useful in databases like WoS and Scopus.



Moreover, your ORCID profile promotes the creation of additional links:



[ResearcherID](#) is a database created by Thomson Reuters (WoS - Web of Science) that allows previously registered authors to identify, control and validate their publications which, at times, may not be correctly attributed. When you sign in the register you are given an alphanumeric unique identifier code (ORCID compliant) and, thanks to the connection with WOS, metrical citation indices are directly generated from your professional profile.

10) Fast and effective monitoring of the impact of your own and other people's new scientific production

- Create a feed RSS (or an email alert) to monitor if your works are cited or if other significant documents within your research fields and topics are mentioned;
- remember to include your acknowledgements for possible financial funds: databases are presently working to index them;
- if you are publishing on an indexed journal you can point out the title using:

[WoS](#)

[SCOPUS](#)

[ERIH](#)

[DOAJ](#) (in case of OA publications).