Promoting your journal for maximum impact

4th Asian science editors' conference and workshop
July 6~7, 2017
Nong Lam University in Ho Chi Minh City, Vietnam

Soon Kim
Cactus Communications
Lecturer Intro

- Cactus Communications freelance consultant
- Elsevier Korea (2000 ~ 2014)

- Ph.D Library and Information Science. Ewha Womans University
- MS. Marketing. University of Denver
Objectives

By the end of this session, you will

- Understand the journal metrics
- Know how to calculate your journal impact
- Know some basic tip for increasing your journal impact
Understand the journal metrics
Three sources for citation data

WEB OF SCIENCE™

Scopus

Google scholar

CACTUS
Comparison

Scopus

~24K titles
Updated daily

Web of Science

~12K titles
Updated weekly
WOS Evaluation Process

- Evaluating newly applied and currently indexed journals, with journals being added to and deleted from Web of Science throughout the year.
- The nine editors: Experts in the literature of the fields that they manage, and many have educational backgrounds in those fields.
- Reviews about 3,000 journal titles a year for inclusion in Web of Science
- Around 10% to 12% of the journals that were evaluated were accepted for coverage.

http://www.editage.com/insights/the-impact-factor-for-better-or-for-worse
Journal Selection Criteria

- The application should include a letter with the journal name, the editors’ names, the publishing aims, and the scope, the major selling points of the journal.
- Will examine three consecutive issues of the journal, but will not look at retrospective issues.
- Should have something new to say, have a specific focus, have a unique market, and have enough submissions to allow timely publication.

http://www.editage.com/insights/the-impact-factor-for-better-or-for-worse
Journal Selection Process: Four Points of Evaluation

**Journal Publishing Standards**
- Timeliness of publication
- International Editorial Conventions
- English language
- Bibliographic Information
- Peer Review

**Editorial Content**
- Will this journal enrich WoS with novel content?
- Is this subject already well covered?
- How does this journal compare with covered journals of similar scope?

**International Diversity: Authors, EAB**
- Do authors, editors, EAB members represent the int’l research community?
- Does this journal target an International or Regional audience?

**Citation Analysis**
- New journals:
  - Citations to authors’, editors’ prior work.

- Established Journals:
  - Impact Factor

http://www.editage.com/insights/the-impact-factor-for-better-or-for-worse
Editors will need to establish whether the journal’s content will be cited at an appropriate level for the field and analyze the relationship to other journals in the field that are included in the index.

Citation analysis takes place on at least two levels. Thomson Reuters looks for citations to the journal itself, as expressed by IF and/or total citations received.

For new journals that do not yet have a citation history at the publication level, analysts examine the citation record of the contributing authors and Editorial Board members.

This allows them to see whether the journal is able to attract contributions from scholars whose prior work has been useful to the research community.
Journal Citation Reports (JCR)

- Yearly update
- Web Of Science data

Impact Factor

Eigenfactor Score™

Article Influence Score™

Rank-in-CategoryTables

5-Year Impact Factor

Immediacy Index

Cited Half-Life

Self-Citation Rates

CACTUS
Calculation of IF

- For Editors-in-Chief, the IF is an extremely important and useful tool, demonstrating the quality of their work through citations.

The IF is basically a ratio. The 2010 IF is calculated as follows:

\[
\text{IFX} = \frac{\text{All citations in 2010 to articles published in Journal X in 2009 and 2008}}{\text{All citable articles published in Journal X in 2009 and 2008}}
\]

As you might have guessed, IFs for 2010 become available only in 2011 and so on. Journal IFs are calculated yearly and disclosed in the Journal Citation Reports (JCR) published by Thomson Reuters.

WHAT’S IN THE DENOMINATOR?

ITEMS COUNTED:
- Original research articles
- Review articles
- Proceedings papers (published in the journal)

“Citable Items”

ITEMS NOT COUNTED:
- Editorials
- Discussions
- Commentaries
- Meeting abstracts
- Book reviews
- News items
- Letters typically not counted unless they function as “articles”

“Other Items”

CACTUS

http://clarivate.com
Impact Factor comparison by article type
JCR (SCIE – Nursing)
“Using the Impact Factor alone to judge a journal is like using weight alone to judge a person’s health.”

Source: The Joint Committee on Quantitative Assessment of Research; “Citation

CACTUS
CiteScore

- Scopus data
- Freely available at https://journalmetrics.scopus.com/
CiteScore

Journal Metrics

CiteScore 2016 values are here!
CiteScore metrics from Scopus are comprehensive, transparent, current and free metrics for serial titles in Scopus.
Read more  

Refine by subject areas... Search titles... 2016

Showing 22,618 titles

<table>
<thead>
<tr>
<th></th>
<th>Title</th>
<th>CiteScore</th>
<th>Highest CiteScore Percentile</th>
<th>CiteScore Rank</th>
<th>Citations 2016</th>
<th>Documents 2013-15</th>
<th>% Cited</th>
<th>SNIP</th>
<th>SJR</th>
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<td>89.23</td>
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<td>3</td>
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</table>
Scimago Journal Rank (SJR)

- Data source: Scopus
- Citations from prestigious journals are given more weight than citations from lower-tier journals (similar to Google’s PageRank algorithm).
Scopus SJR: SCImago Journal Ranking

SJR is a prestige metric – citations weighted depending on where they come from:
- A journal transfers its prestige by citing
- Prestige transferred = journal’s SJR

e.g. Lancet SJR 2007 = 1.541 – high prestige

e.g. Scandinavian Journal of Medicine and Science in Sports SJR 2007 = 0.153 – lower prestige

A journal’s prestige is shared equally between its citations:

Life Sciences journal:
- High impact, lots of citations
- One citation = low value

Arts & Humanities journal:
- Low impact, few of citations
- One citation = high value

Normalize for differences in citation behaviour between subject fields.
Source Normalized Impact per Paper (SNIP)

- Data source: Scopus
- Citations are normalized by field.
- Much more reliable indicator than the JIF for comparing journals among disciplines.
- It is also less open to manipulation by journals.
Eigenfactor score (ES)

- Data source: ISI Web of Science
- Similar to SJR; greater weight to citations from prestigious journals.
- 5-year period.
- normalizes citations by field. Finally, it tries to mathematically model the time that a researcher spends with each journal.
S2Journal (Combined Online Journal Metric Service)
Rising popularity of alternative metrics

- Tracking article or author level impact
- 15% of articles accounted for 50% of citations, and 90% of citations were generated by 50% of articles.
- Mathematics (average IF - 0.556), vs. Molecular and cell biology (IF - 4.763)
- Journal Usage Factor, an emerging metric system
Altmetrics (alternative metrics)

- “NO ONE CAN READ EVERYTHING.”

- Bibliometrics’s problem
  - Peer-review: slowness, conventionality, reviewers’ accountability
  - Citation counting: slowness, uncitededness, ignored context and reasons for citation
  - Journal Impact Factor: not real impact of individual article
Article or Author level impact

- Impact Story
  - 2011 established, non-profit organization
Kudos

- To help researchers ensure their publications get found, read and cited in a world of information overload

Bring your publications to life

**Explain**
Explain in plain language what your publication is about and why it is important. Add links to other materials that provide context.

**Share**
Share it to your social networks, web pages or email contacts.

**Measure**
Measure the effect on clicks, views, downloads, citations and altmetrics to learn which communication channels are most effective.
Mendeley Readership Statistics

72860 people have saved this article to Mendeley

Top disciplines:
- Biological Sciences: 30%
- Medicine: 15%
- Engineering: 10%

Top demographics:
- Ph.D. Student: 22%
- Student (Master): 18%
- Student (Bachelor): 14%

Top countries:
- United States: 2%
- Brazil: 1%
- Germany: 1%
Monitor your journal impact
IPP (Impact per Publication)

Impact per Publication by year

Note: Scopus does not have complete citation information for articles published before 1996.
Calculations last updated: 13 Jun 2014
Source normalized impact per paper by year

Note: Scopus does not have complete citation information for articles published before 1996. Calculations last updated: 13 Jun 2014
Citations

Source citations by year

Excluding journal self-citations

Note: Scopus does not have complete citation information for articles published before 1996.
Calculations last updated: 07 Nov 2015
Source documents by year

Note: Scopus does not have complete citation information for articles published before 1996. Calculations last updated: 07 Nov 2015
% Not Cited

Percent of published documents not cited by year

Note: Scopus does not have complete citation information for articles published before 1996.
Calculations last updated: 07 Nov 2015
Percent of documents that are review articles by year

Note: Scopus does not have complete citation information for articles published before 1996.
Calculations last updated: 07 Nov 2015
Monitor your journal impact – Web of Science
Cited Reference Search

Web of Science

Select a database
Web of Science Core Collection

Basic Search  Cited Reference Search  Advanced Search  + More

Find the articles that cite a person’s work.

Step 1: Enter information about the cited work. Fields are combined with the Boolean AND operator.

* Note: Entering the title, volume, issue, or page in combination with other fields may reduce the number of cited reference variants found.

Example: O’Brian C* OR OBrian C*  Cited Author

ASIAN NURS RES]  Cited Work

View abbreviation list

Example: 1943 or 1943-1945  Cited Year(s)

Search

+ Add Another Field  |  Reset Form
Cited Reference Search

Web of Science

Search

Cited Reference Search
Find the articles that cite a person's work.

Step 2: Select cited references and click "Finish Search."

Hint: Look for cited reference variants (sometimes different pages of the same article are cited or papers are cited incorrectly).

CITED REFERENCE INDEX
References: 1 - 50 of 257

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<th>Cited Work [SHOW EXPANDED TITLES]</th>
<th>Year</th>
<th>Volume</th>
<th>Issue</th>
<th>Page</th>
<th>Identifier</th>
<th>Citing Articles**</th>
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Monitor editor’s research impact
Monitor editor’s research impact: h-index
The h-index of a researcher is the number n of the researcher’s published papers that have each been cited at least n times by other papers. For example, if a researcher has published 23 papers of which 16 have been cited at least 16 times each, then his/her h-index is 16.
List all published papers and the number of citations each has received. Source this data from multiple databases (Web of Science, Google Scholar, Scopus, etc.) without missing or duplicating any paper.

Arrange the list in decreasing order of the number of citations each paper has received. Number this list serially: The first paper should be the most cited, and the last the least cited.

The h-index is the highest serial number whose value is less than or equal to the number of citations.
<table>
<thead>
<tr>
<th>Serial no.</th>
<th>Article title</th>
<th>No. of citations</th>
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</thead>
<tbody>
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<tr>
<td>2</td>
<td>DEF</td>
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<tr>
<td>3</td>
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<td>4</td>
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<td>5</td>
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<td>6</td>
<td>PQR</td>
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<td>7</td>
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<td>YZA</td>
<td>5</td>
</tr>
<tr>
<td>10</td>
<td>BCD</td>
<td>3</td>
</tr>
</tbody>
</table>
h-index

Advantages
a. The h-index is an objective and easy-to-calculate metric.
b. It is a more accurate measure of research impact than is the journal impact factor.
c. It scores over other single-number metrics like total number of citations, citations per paper, and number of highly cited papers because it combines output and impact.
d. It excludes poorly cited papers and thus does not yield an inaccurately

Disadvantages
a. The h-index cannot be used to compare scientists across disciplines, owing to discipline-based variations in research output and citation patterns
b. It puts young researchers at a disadvantage because both output and impact are likely to increase with time.
c. It overlooks the number of coauthors and their individual contributions, giving equal credit to all authors on a paper.
Monitor editor’s research impact: Author profile
Author Profile

- Google Scholar Citation
- ORCID
- Scopus
- Web of Science : Researcher ID
Author Profile
: Google Scholar
DISTINGUISH YOURSELF IN THREE EASY STEPS

ORCID provides a persistent digital identifier that distinguishes you from every other researcher and, through integration in key research workflows such as manuscript and grant submission, supports automated linkages between you and your professional activities ensuring that your work is recognized. Find out more.

1. REGISTER
   Get your unique ORCID identifier Register now!
   Registration takes 30 seconds.

2. ADD YOUR INFO
   Enhance your ORCID record with your professional information and link to your other identifiers (such as Scopus or ResearcherID or LinkedIn).

3. USE YOUR ORCID ID
   Include your ORCID identifier on your Webpage, when you submit publications, apply for grants, and in any research workflow to ensure you get credit for your work.
ORCID (Open Researcher and Contributor Identifier) is a non-profit organization dedicated to solving the name ambiguity problem in scholarly research by assigning a unique identifier to each author. If an ORCID ID is associated to a Scopus author profile, you'll see a link to that ORCID ID on the Author details page.

You can use the Scopus Author Feedback wizard to import into ORCID your Scopus Author Identifier and the list of your publications in Scopus. The wizard takes you through the steps of finding the correct profile(s) in Scopus and checking the publications it contains. Once you've reviewed the profile and identified any corrections,

- Your Scopus Author Identifier is sent to ORCID
- Scopus remembers your ORCID ID
- The corrected publication list is sent to ORCID (optional)
- Any corrections you make are submitted to the Scopus Author Feedback team. You'll receive an email with a request to confirm them.

**Note** Occasionally, if your work is scattered across many different profiles, or if your name occurs very frequently, it may not be possible to gather all your publications and determine a final Scopus Author Identifier immediately. In that case, complete the wizard and supply your email address so the Scopus Author Feedback team can contact you and help sort out your profile. Corrections do not appear on Scopus until they are fully processed; this may take some time.
Author Profile
: Scopus
Scopus Author Searching

Scopus

Search | Alerts | My list

"Service Alert": Chrome 42 and higher and downloading documents from Scopus

Document search | **Author search** | Affiliation search | Advanced search

kim

seoul national university

Limit to:

- Subject Areas
  - Life Sciences
  - Health Sciences
  - Physical Sciences
  - Social Sciences & Humanities

Search history

1 AU-ID ("Kim, Hyosoo" 33567809200) OR AU-ID ("Kim, Hyosoo" 56373363800) OR AU-ID ("Kim, Hyosoo" 56655683400)

369 document results
Author profile
Documents by source

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<tr>
<td>Journal of the American College of Cardiology</td>
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<tr>
<td>Circulation Journal</td>
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</tr>
<tr>
<td>Circulation Cardiovascular Interventions</td>
<td>6</td>
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</table>

Documents by source

- International Journal of Cardiology: 7.5%
- Journal of the American College of Cardiology: 6.2%
- Circulation Journal: 5.7%
- American Heart Journal: 4.6%
- Korean Circulation Journal: 4.6%
- Circulation: 3.8%
- Arteriosclerosis Thrombosis and Vascular: 3.8%
- Jacc Cardiovascular Interventions: 3.2%
- Heart: 3.0%
- American Journal of Cardiology: 2.4%

Other (55.3%)
The combined h-index for these authors is 47
Citation by year

- **Citations by year**

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Note: Scopus is in progress of updating pre-1996 cited references going back to 1976. Pre-1996 citation counts might increase over time.
# Co-authors

<table>
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Request author detail correction

Scopus Feedback

Request author detail corrections
You have requested to correct details for the following author:

- **Author ID**: 33567809200
- **Documents**: 303
- **Affiliation**: Seoul National University

Include the following potential author matches in the request:

1. An, Chin Kim
   - **Author ID**: 7409963199
   - **Institution**: Martinovich Institute of Medical Parasitology and Tropical Medicine
   - **Documents**: 5

2. Chung, Sookja Kim
   - **Author ID**: 7404292976
   - **Institution**: The University of Hong Kong Li Ka Shing Faculty of Medicine
   - **Documents**: 101

3. Gil, Kim Young
   - **Author ID**: 7006155209
   - **Institution**: Korea Research Institute of Standards and Science
   - **Documents**: 2

4. Halford, Kim Kim
   - **Author ID**: 7605688053
   - **Institution**: University of Queensland
   - **Documents**: 100
Author Profile
: Web of Science
www.researcherid.com
Web of Science

Results: 175
(from Web of Science Core Collection)

You searched for: AUTHOR IDENTIFIERS: (q-2753-2012) ... More

Create Alert

Refine Results

Search within results for...

Create Citation Report

Citation report for 175 results from Web of Science Core Collection between 1998 and 2017

Total Publications: 175
H-index: 44
Sum of Times Cited: 8,403
Citing articles: 7,137

Average citations per item: 48.02
Without self citations: 8,191
Without self citations: 7,046

Sum of Times Cited per Year

Use the checkboxes to remove individual items from this Citation Report

or restrict to items published between 1998 and 2017

1. Comparison of endothelialization and neointimal formation with stents coated with antibodies against CD34 and vascular endothelial-cadherin
By: Lee, Joo Myung; Choe, Won Seok; Kim, Baek Kyung; et al.
Biomaterials. Volume: 33 Issue: 35 Pages: 8917-8927 Published: DEC 2012

2. Characterization of two types of endothelial progenitor cells and their different contributions to neovascularogenesis
By: Hur, J; Youn, CH; Kim, HS; et al.
Arteriosclerosis, Thrombosis, and Vascular Biology. Volume: 24 Issue: 2 Pages: 280-293 Published: FEB 2004

Create Citation Report

Analyze Results
Research ID’s Author profile

**ResearcherID:** J-2753-2012

**Other Names:** [Redacted]

**URL:** http://www.researcherid.com/id/J-2753-2012

**My Institutions** (more details)

- Primary Institution: Seoul National University College of Medicine
- Sub-org/Dept: Medicine
- Role: Faculty

**My Publications**

This list contains papers that I have authored.

235 publication(s)

1. Title: Assessment of mitral annulus velocity by Doppler tissue imaging in the evaluation of left ventricular diastolic function
   - Authors: Sohn, D. W.; Chai, I. H.; Lee, D. J.; et al.
   - Source: Journal of the American College of Cardiology Volume: 30 Issue: 2 Pages: 474-480 Published: 1997
   - Times Cited: 958
   - DOI: 10.1016/s0735-1097(97)88335-0

2. Title: Effects of intracoronary infusion of peripheral blood stem-cells mobilised with granulocyte-colony stimulating factor on left ventricular systolic function and restenosis after coronary stenting in myocardial infarction: the MAGIC cell randomised cli...
   - Authors: [Redacted]
   - Added: 29-Nov-12

**CACTUS**
Citation Metrics

This graph shows the number of times the articles on the publication list have been cited in each of the last 20 years. Note: Only articles from Web of Science Core Collection with citation data are included in the calculations. More information about these data.
Collaboration Network

Collaboration Network
The graph below displays (up to) this researcher’s top 20 co-authors. Data is presented in descending frequency order.

Top: Authors | Research Areas | Countries/Territories | Institutions | Map

Collaboration Network for

Authors

- PARK YB: 124
- OH BH: 100
- PARK KW: 96
- KANG HJ: 93
- KOO BK: 76
- CHAE IH: 70
- LEE HY: 54
- CHO HJ: 43
- LEE MM: 41
- YANG HM: 41
- CHOI DJ: 38
- CHOI YS: 32
- CHO YS: 30
- YOUN TJ: 30
- SOHIN DW: 26
The graph below displays (up to) the top 20 research areas for publications that have cited this researcher. Data is presented in descending frequency order.
Increasing the journal impact
Increasing the impact factor

- To be indexed in an international database such as PubMed
- To allow Googlebot to crawl the entire data of the journal
- Medical editors have switched their journals' language to English and produced PMC XML files for inclusion in PMC (PubMed Central)

ScienceCentral

- Korean Federation of Science and Technology Societies (KOFST) launched the ScienceCentral in September 2013
- Free JATS XML, full-text database for Korean society
- 50 dollars per paper for CrossRef/XML, CrossMark XML, and FundRef XML
- 50,000 papers from 450 STM journals in Korea
Increasing the journal impact I: Meet the International standard of online journal publishing
International standard of online journal publishing

- Make a JATS XML file for journal homepage and for depositing it to PMC for better visibility.
- Participate in CrossRef and add DOI, CrossMark, and FundRef to their articles.
- Mention the ORCID of all authors with the authors’ names.
- Transition your journal into an English-language journal if you want to promote your journal internationally.
International standard of online journal publishing

- Recruit editorial board members from at least 10 countries.
- Include manuscripts from at least 10 countries.
- Acknowledge in the manuscript any research support from government, private, or public institutes.
- Describe the aims and scope precisely with a minimum of 300 words and stress the uniqueness of the journal.

International standard of online journal publishing

- Adopt open access policy
- Do not change the editors frequently (at least five years)
- Recruit a manuscript editor or hire the services of a professional manuscript editing company to keep with the style and format of the journal.
- English proofreading is mandatory if the author is not a native English speaker.

International standard of online journal publishing

- CrossCheck should be used routinely to avoid plagiarized or duplicated content.
- Enough budget is the necessary minimum condition to promote the journal
- Participate in the editors’ association

Increasing the journal impact II: Article Presentation & Multimedia
Article Presentation & Multimedia

1. AudioSlides – short, five-minute presentations in which you can explain your paper in your own words. Share it online and using social media.

2. Featured Multimedia for this Article – Upload multimedia elements -such as video

3. Sharing Data: enables others to gain new insights and make interpretations for their own research.

Source: https://www.publishingcampus.elsevier.com (Get Noticed Promoting your article for maximum impact)
Graphical abstract

A rough set-based association rule approach for
Available online 24 May 2016
Shu-hsien Liao, Hsiao-ko Chang

Source: https://www.publishingcampus.elsevier.com
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Famotidine Is Inferior to Pantoprazole in Preventing Recurrence of Aspirin...

The video abstract features the following article

Polyvalent Oligonucleotide Gold Nanoparticle Conjugates as Delivery Vehicles for Platinum(IV) Warheads
Shanta Chert, Weston L. Davis, David A. Gilchrist, Chad A. Mirkin‡ and Stephen J. Lippard‡
J. Am. Chem. Soc., (Communication), 2009, 131 (41), pp 14652-14653. DOI: 10.1021/ja9071232
Search Engine Optimization (SEO)

- Your article appears higher in the results returned by search engines such as Google.
- Attract more readers, gain higher visibility in the academic community, and potentially increase citations.

- Use keywords, especially in the title and abstract.
- Add captions with keywords to all photographs, images, graphs and tables.
- Add titles or subheadings (with keywords) to the different sections of your article.
- Make sure you place links to your article from relevant websites e.g. your institute’s website, Wikipedia, LinkedIn, blogs and social media.

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Increasing the journal impact III: Case story
Journal of Neurogastroenterology & Motility (JNM) Success story

- Quick peer review and correction by native English speaker
  - Excellent review articles by worldwide pool
  - Home page upgrade, Hire manuscript editor
  - Faithful Korean Publication Members
  - Effective Distribution of Worldwide and domestic scholars Distribution of PDF files by worldwide internet network
- Editorial Boards
- Reviewer: Increase up to 200
- Excellent review article submission
- PMC release
- Epub ahead of print
- Crossmark, ORCiD, FundRef

Source: JNM’s success story, KSCE Workshop, 2013, Nayoung Kim
How Can I Improve My Journal?

- Active recruitment of high-impact articles by courting researchers
- Offering authors better services
- Boosting the journal’s media profile
- More careful article selection

The Role of the Editorial Office

- Editorial Offices should have clear instructions and well-formulated policies, standardized procedures, and consistent records and reports to provide the breeding ground for growth and reproducible results (i.e., more and higher-quality submissions).
- Showing loyalty to authors and reviewers and running a clean and timely peer-review process (i.e., one that is transparent and ethical) will help to build a good reputation and produce better publications in a journal.
- Clean peer review will guarantee scientific quality and close the circle for continued improvement.
Thank You

Soon Kim (soonkim0916@gmail.com)