

Establishing a Publication Strategy



Faculty members and their academic units benefit from the placement of their research findings in widely read, highly respected, and frequently cited journals. The goal is to maximize exposure of a unit's faculty research in the literature focused on the particular area(s) of the discipline in which the unit operates.

Contextualization is a crucial first step in the process. Establishing disciplinary peers and publishing cycle date ranges forms the foundation for your strategy.

The Article Profile Page Helps Analysis of Unit Publication Patterns

The Journal Listing in the Article Profile page of the Academic Analytics portal provides the means to analyze unit publication patterns viewed in relation to top journal titles with the highest citation rates. Maximizing the potential recognition and influence of a unit's scholarship hinges on matching unit identity (how the unit practices the discipline) with targeting appropriate, high profile journals.

Target high exposure journal titles.

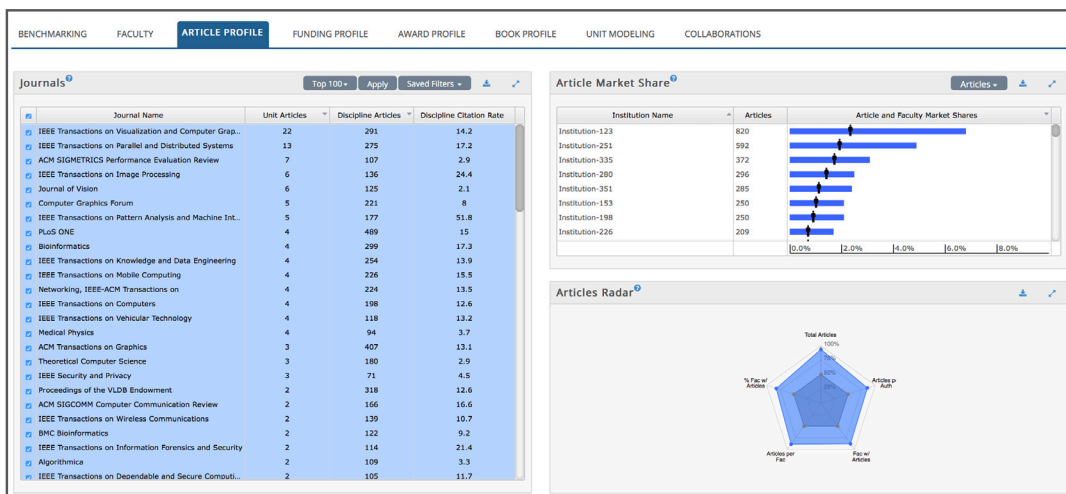
Maximize unit research in the disciplinary literature.

The institutional Article and Citation metrics are the tools necessary to determine your unit publication output, your percentage of publications in the disciplinary literature in the context of your percentage of faculty in the discipline. Is the rate of your unit citations per publication up to expectations? How does the publishing activity of your unit compare to that of your peers?

The Citations Radar shows unit publishing activity in the context of the national discipline. Could submitting manuscripts to other, higher profile journal titles increase the overall unit citation rate?

Academic Analytics data enables a rich contextualization of a unit's research activity in relation to its goals, to its impact, to its success in reaching key audiences, and to the research activities of its peers.

Request a demo to see the value of Academic Analytics at your institution. Contact us at info@academicanalytics.com.



The Article Profile page in the Academic Analytics Portal.