

# Establishing a Publication Strategy



It is well understood that publication of research findings in peer-reviewed and well cited journals benefits faculty, their academic units, and the institution in many ways. A key component in developing a publication strategy is contextualization, which includes recognizing publishing patterns and discipline peers. The Articles section of the Academic Analytics portal delivers these powerful capabilities.

## Benchmarking > Articles

The Journals table offers insights into the publishing activities of each academic unit. Administrators can identify all journals where their faculty and peers have published, and filter on those journals most broadly cited or deemed most important to the discipline. Using this information to target the optimal set of publication venues for faculty research can be a highly effective approach to increasing recognition and influence.

Article Market Share is another useful way to think about publication activity for a department or program. Each unit's percentage of publications in their field is modeled against its percentage of faculty. These ratios along with

Target high exposure journal titles.

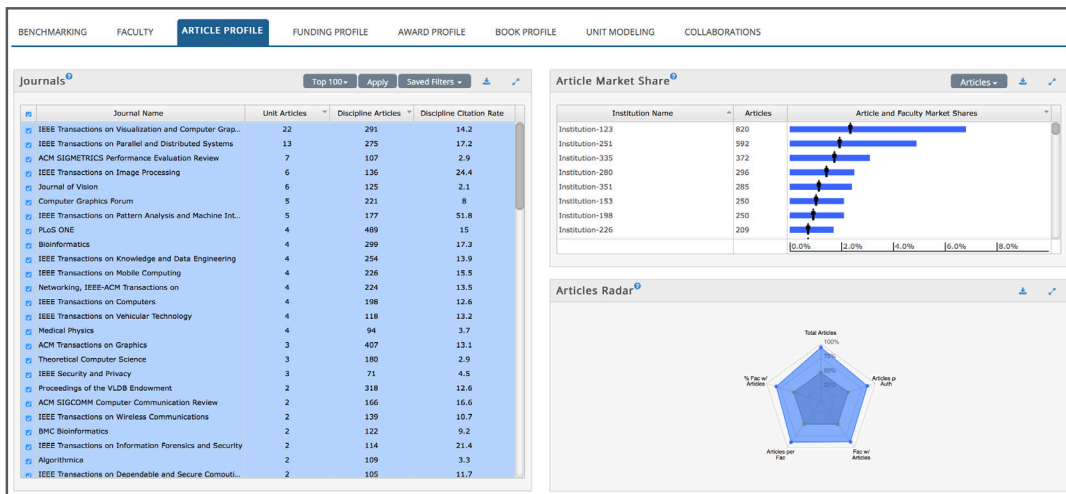
Maximize unit research in the disciplinary literature.

citations per publication are also benchmarked. Is the unit's publication percentage higher than that of the faculty, or the inverse? Are citations per publication aligned with discipline norms? How do each of the rates rank among peers?

Lastly, the Article Radar displays a series of percentile metrics relative to the nationwide discipline. These include total counts as well as per-capita counts to control for unit size. Is there a need to increase the number of articles per capita, for example, to amplify a department's reach and attract a higher caliber of prospective students and new faculty?

These sample use cases comprise just one facet of Academic Analytics data, which serve as pivotal, strategic inputs for institutional decision makers charged with leading the academic enterprise toward greater visibility, standing, and impact.

Request a demo to see the value of Academic Analytics at your institution. Contact us at [info@academicanalytics.com](mailto:info@academicanalytics.com)



The Article Profile page in the Academic Analytics Portal