



WHAT CAN WE LEARN FROM ACADEMIC IMPACT: A SHORT INTRODUCTION

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QUICK INTRO: ANNE-WIL HARZING

- ▶ My name?...., Yes Anne-Wil is one name and not part of my family name
- ▶ Started at Middlesex in September 2014
 - ▶ previously in Melbourne (PhD director 2004-2009, Associate Dean RHD, 2009-2010, Associate Dean Research, 2010-2013)
 - ▶ 1991-2001: Bradford (UK), Maastricht, Tilburg & Heerlen (Netherlands)
- ▶ Productive and passionate researcher & research mentor
 - ▶ 79 international journal articles since 1995 (160+ publications in total)
 - ▶ >11,000 Google Scholar citations, h-index 49, ISI citations: >4,000, listed in top 1% most cited academics world-wide in Economics & Business
 - ▶ Passionate about bridging European, Australian and American research traditions
- ▶ Service to the academic community
 - ▶ Editorial board membership of 5 IB journals, as well as HRM, EMR, EMJ, IJMR, JGM, HRDI
 - ▶ My personal website with freely available resources since 1999, 1000-1500 visitors/day
 - ▶ Journal Quality List since 2000, 57th edition
 - ▶ **Publish or Perish since 2006, continuous development**
 - ▶ **PoP version 5 launched late October 2016**

WHAT IS IMPACT?

EMERALD IMPACT MATRIX

- ▶ **Knowledge (academic):**
 - ▶ implications for research
 - ▶ citations
- ▶ **Practice (REF)**
 - ▶ implications for practice
 - ▶ actual application of research in industry and business, patents
- ▶ **Public policy (REF)**
 - ▶ implications for policy
 - ▶ actual influence on public policy
- ▶ **Teaching (REF 2021?):**
 - ▶ research-led teaching
 - ▶ provision of case studies and examples
- ▶ **Society (not measurable?):**
 - ▶ implications for society
 - ▶ actual change of norms & values, e.g. environmental impact, social responsibility

WHAT CAN WE LEARN FROM ACADEMIC IMPACT?

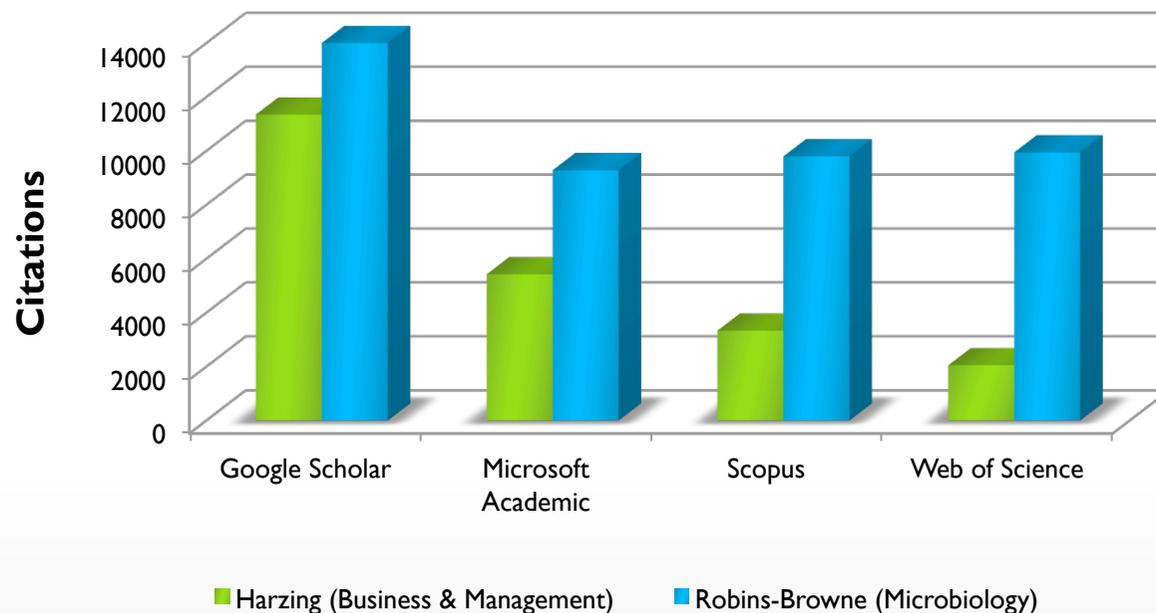
1. Need to use different data sources
2. Need to use a variety of metrics
3. Need to differentiate by discipline
4. Need to take a long term perspective



- ▶ Four C's of citation impact might be applicable to non-academic of impact too
 - ▶ competence, communication, collaboration, care

I. NEED TO USE DIFFERENT DATA SOURCES

- ▶ Different data-sources lead to different conclusions (5x, 3x, 2x, +25%)

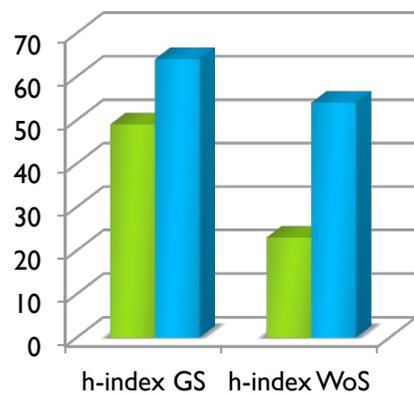


- ▶ Different sources of non-academic impact will give different conclusions, who do we ask?

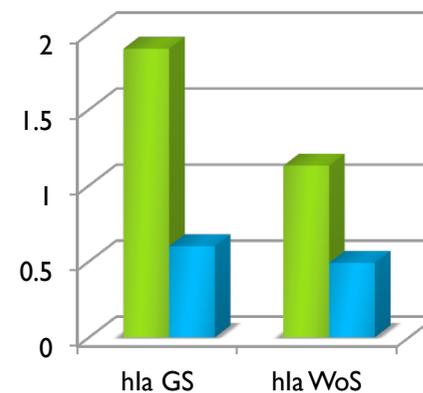
- ▶ For details see: Harzing, A.W.; Alakangas, S. (2016) **Google Scholar, Scopus and the Web of Science: A longitudinal and cross-disciplinary comparison**, *Scientometrics*, vol. 106, no. 2, pp. 787-804. [Available online...](#) - [Publisher's version](#) (read for free) - [Presentation slides](#) - [Video presentation of this article](#).

2. NEED TO USE A VARIETY OF METRICS

- ▶ hla adjusts h-index for
 - ▶ co-authorship (1.87 vs. 6.14), career length (22 vs. 43 years)



■ Harzing (Business & Management)
■ Robins-Browne (Microbiology)



■ Harzing (Business & Management)
■ Robins-Browne (Microbiology)

- ▶ Non-academic impact also needs a wide range of metrics tapping into different **aspects** of impact

- ▶ For details see: Harzing, A.W.; Alakangas, S.; Adams, D. (2014) **hla: An individual annual h-index to accommodate disciplinary and career length differences**, *Scientometrics*, vol. 99, no. 3, pp. 811-821. [Available online...](#) - [Publisher's version](#) (read for free)

3. NEED TO DIFFERENTIATE BY DISCIPLINE

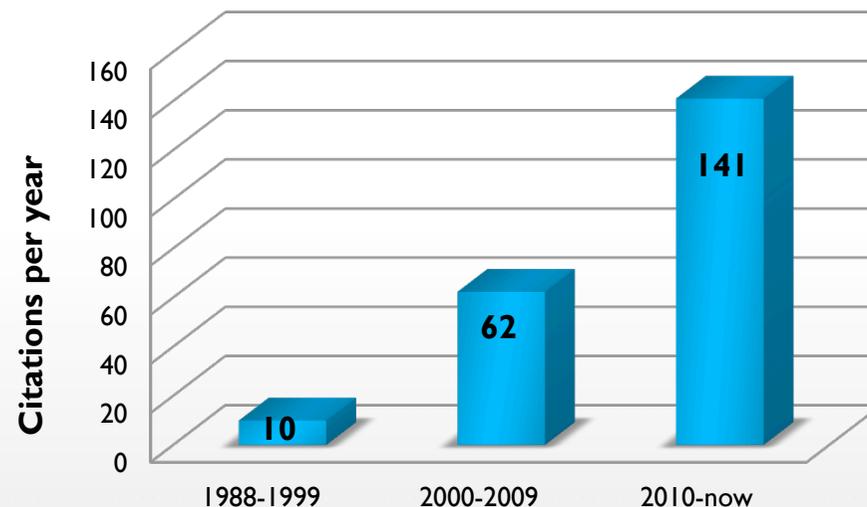
- ▶ Different academic disciplines have different preferences for publication outlets
 - ▶ Life Sciences and Sciences, mostly journal articles
 - ▶ Engineering, conference papers in addition to journal articles, software
 - ▶ Social Sciences, mix of journal articles, working papers, conference papers, books and chapters
 - ▶ Humanities, mostly books and book chapters
- ▶ Different disciplines can be expected to have different types of non-academic impact
 - ▶ Don't try to fit everyone in the STEM mold



- ▶ For details see: Harzing, A.W. (2013) **Document categories in the ISI Web of Knowledge: Misunderstanding the Social Sciences?**, *Scientometrics*, vol. 93, no. 1, pp. 23-34. [Available online...](#) - [Publisher's version](#) (read for free)

NEED A LONG-TERM PERSPECTIVE

- ▶ Citations can take a long time to “take off”
 - ▶ Kogut, B & Singh, H (1988). The Effect of National Culture on the Choice of Entry Mode
 - ▶ One of the most-cited articles in the field of International Business
 - ▶ In the first **12 years** it acquired only just over **100 citations**
 - ▶ In the last **6 years alone** it acquired **846 citations**
 - ▶ Citations per year are **STILL** increasing after nearly 30 years



- ▶ Non-academic impact might take a long time to materialise, especially in the Social Sciences and Humanities

HOW TO GET CITED/CREATE IMPACT? THE FOUR C'S APPLY TO IMPACT TOO

- ▶ First of all **C**ompetence (aka as Performance in the 4 P's of publishing): your work won't be cited or create impact if it isn't any good
 - ▶ However, you can improve your chances through the remaining c's
- ▶ **C**ommunicate (they can only cite your paper/research or use it outside academia if they know about it)
 - ▶ Personal website, the best thing I have ever done
 - ▶ Put your papers online [Online papers, full list of publications](#)
 - ▶ Ensures your papers are found if someone googles a topic relating to your research
 - ▶ As an example my research interests: [Language in international business](#); [Headquarters subsidiary relationships](#); [Transfer of management practices](#)
 - ▶ University Repository, SSRN, Academia.edu, ResearchGate and LinkedIn are great alternatives if you don't have your own web site
 - ▶ Create [a Google Scholar Citation profile](#)
- ▶ Non-academic impact might require different communication channels, but communication is equally crucial



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Cited by 11282
[HQ-subsidiary relations](#) [International HRM](#) [Language in IB](#)
[Quality & Impact of Academic Research](#) [Bibliometrics](#)

HOW TO GET CITED/CREATE IMPACT? THE FOUR C'S APPLY TO IMPACT TOO

- ▶ **C**ollaborate (not just because it makes doing research more fun)
 - ▶ It often leads to better quality research
 - ▶ Complementary skills (theory development, empirical research, analysis, practical implications)
 - ▶ Always someone to read your paper critically
 - ▶ More motivation to finish your papers
 - ▶ Co-authored papers are cited more (because each author has their own network)
 - ▶ Collaborate with stakeholders outside academia for better and more relevant research

- ▶ **C**are (this more generally makes our profession a nicer place to be)

- ▶ For your own reputation, it is your most valuable asset
 - ▶ Nobody wants to cite the work of someone they don't respect
- ▶ For others; help wherever you can
 - ▶ Keep the promises you make at conferences
 - ▶ Alert collaborators and academic friends to useful information & congratulate them on their achievements



- ▶ Thank others for their help!
[<http://www.harzing.com/blog/2016/04/thank-you-the-most-underused-words-in-academia>]
- ▶ Genuine care for societal problems is often the foundation of true research impact

PUBLISH OR PERISH VERSION 5

Harzing's Publish or Perish 5.23.0.6142

File Edit Query Tools Help

My queries

- Saved queries
- 4 databases
- A-Archive
- A-Harzing longitudinal
- A-Old research projects
- ERC Advanced Grant
- Institutions
- JME 2016 Authors
- Language review
- Multilingual GS

Query	Source	Papers	Cites	Cites/year	h	g
✓ Anne-Wil Harzing - Professor of International Ma...	Google Citations Profile	119	11143	530.62	49	105
✓ a harzing	Microsoft Academic	126	5388	256.57	37	72
✓ International Business Review from 2016 to 2016	Google Scholar	231	277	138.50	7	11
✓ A Harzing from 1995	Google Scholar	284	11331	539.57	49	104
✓ Journal of World Business from 2013 to 2013	Microsoft Academic	53	797	265.67	17	24
✓ TC Melewar	Google Scholar	327	7282	158.30	45	79
✓ Kuansan Wang	Microsoft Academic	270	1817	44.32	25	35
scientometrics, social sciences	Google Scholar	76	2117	58.81	19	45

Google Citations Profile query

Profile name: Anne-Wil Harzing - Professor of International Management - Middlesex University

Year	2008	2009	2010	2011	2012	2013	2014	2015	2016
Annual citations:									
New	538	709	757	982	1103	1271	1260	1367	1239
Total	2455	3164	3921	4903	6006	7277	8537	9904	11143

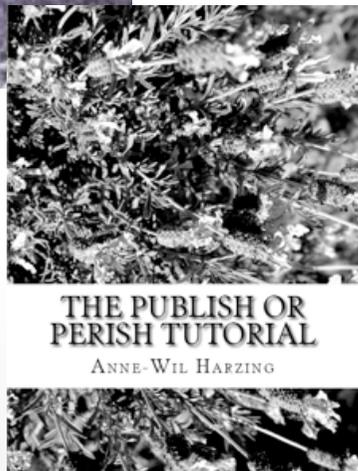
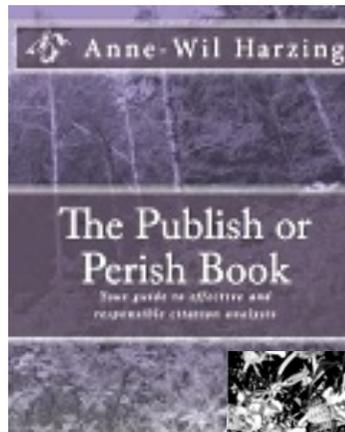
Statistics

- Publication years: 1995-2017
- Citation years: 21 (1995-2016)
- Papers: 119
- Citations: 11143
- Cites/year: 530.62
- Cites/paper: 93.64
- Cites/author: 8119.00
- Papers/author: 80.08
- Authors/paper: 1.87
- h-index: 49
- g-index: 105
- hI_norm: 40
- hI_annual: 1.90
- *Count: 46

Cites	Per year	Authors	Title	Publisher	Type
h 549	39.21*	AW Harzing	Acquisitions versus greenfield invest...	...	Journal article
h 538	59.78*	AW Harzing	Publish or Perish	http://www...	Online document
h 526	75.14*	NJ Adler, AW Harzing	When knowledge wins: Transcendii...	...	Journal article
h 513	64.13*	AW Harzing, R van de...	Google Scholar as a new source for	1...	Journal article
h 492	30.75*	AW Harzing	An empirical analysis and extensio...	1...	Journal article
h 451	26.53*	AW Harzing	Managing the multinationals: An internat...	Edward Elgar	Book
h 405	33.75*	AW Harzing & Pinnin...	International Human Resource Managem...	Sage Public...	Book
h 392	26.13*	AW Ha	The ...		Journal article
h 388	18.48*	AW Ha	te fai...		Journal article
h 356	18.74*	AW Ha	surve...		Journal article
h 334	33.40*	AW Ha	vey r...		Journal article
h 327	25.15*	AW Ha	gin a...		Journal article
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		AW Ha	onal ...		Journal article
		AJ Feely	onal ...		Journal article
		M Pude	onal ...		Journal article
		N Noor	onal ...		Journal article
		AW Ha	onal ...		Journal article
		AW Ha	onal ...		Journal article
		AW Harzing	The role of culture in entry-mode studies...		Journal article
		AW Harzing	Cross-national industrial mail surveys: W...		Journal article
		AW Harzing	The publish or perish book		Journal article
		AW Harzing	Are our referencing errors undermining o...		Journal article

10th Anniversary Celebration

MORE INFORMATION?



80 tips to get the best out of the software

- ▶ PoP tip 1: Author search: Three easy steps
- ▶ PoP tip 34: Multi-query center: Aggregating queries
- ▶ PoP tip 41: What the heck are all these metrics? hI, norm and hI, annual
- ▶ PoP tip 43: Present your case: Find the pearls in your record
- ▶ PoP tip 46: Present your case: Compare your best papers to the journal average
- ▶ PoP tip 50: Evaluating other academics: Meeting an academic visitor
- ▶ PoP tip 53: Evaluating other academics: Preparing for a job interview
- ▶ PoP tip 54: Tips for Deans and other administrators
- ▶ PoP tip 57: Where to submit your paper?: Have you missed any papers?
- ▶ PoP tip 59: Identifying key authors, journals, and publications in a field
- ▶ PoP tip 61: Bibliometric research with Google Scholar