

# A Series of Interactive Webinars on References, Citations, and Citation Analysis

## Author

Enago Academy

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[Enago](#) in collaboration with [Mahasarakham University](#) conducted interactive online sessions for research scholars at different career stages to help them achieve publication success. Our first session aimed to educate researchers to efficiently manage references and citations while preparing their manuscripts and avoid plagiarism. Further, we shared practical and effective tips to increase the citations of research articles and make a significant impact. Finally, we shared insights on citation databases, related metrics, and ways to interpret them as a measure of research excellence.

## Session 1: Opening Speech by MSU president

**Date: 10th March 2022**

**Time: 13:30 – 13:50(Local time)**

## Session 2: How to Manage References—Tips on Inserting Citations & Avoiding Plagiarism

**Date: 10<sup>th</sup> March 2022**

**Time: 14:00 – 15:00 (Local time)**

Citations allow research scholars to acknowledge significant scientific contributions by other researchers in their field and increase their credibility as a scientist. It also works as evidence for assertions and claims that researchers make in their manuscript. Further, an exhaustive and methodical reference list is a hallmark of a well-informed researcher. In the first session, we will discuss good citation practices and share tips to draft a well-organized bibliography. Researchers will learn:

- Why proper citation and referencing is important?
- Why and what should you cite?
- An overview of different citation styles
- Where can you find citations/references?
- Forward and reverse searches
- Paraphrasing and quoting
- How to avoid plagiarism
- Reference management tools

### **Session 3: How to Evaluate Research Impact through Citation Analysis**

**Date: 10<sup>th</sup> March 2022**

**Time: 15:00 – 16:00 (Local time)**

Understanding research metrics is fundamental for researchers to be able to assess the scholarly impact at the author and journal level. While citation metrics are prominently used to quantify and determine the quality of scientific publications, alternative metrics (Altmetrics) compliment this traditional approach by providing insights on how readers are engaging with the research output online. This session will help researchers increase their awareness of the following:

- An overview of Bibliometrics, Scientometrics, and Altmetrics
- Role of citation analysis (citation metrics) and its significance
- How to measure research impact using research metrics (Journal, Article, and Author metrics)?
- Citation databases and their features
- Applications of citation-based indicators
- Personalizing feeds through Researcher app

### **Session 4: How to Boost Citations—Tips for Researchers**

**Date: 10<sup>th</sup> March 2022**

**Time: 16:00 – 17:00 (Local time)**

In today's [academic publishing](#) landscape, it is as important for researchers to promote their research as it is to publish it in a good journal. The number of times a work is cited indicates its impact on the field. An increase in the citation count undoubtedly has a positive impact on a researcher's career because universities and funding agencies often look at the number of publications and the citation count jointly, when making tenure and grant decisions. It is also important for the editors to boost citations of the articles published in their journals to maximize the reach of their journals. Through this session, researchers will have an improved understanding of the following:

- Importance of acknowledging the sources in the manuscript
- Understanding the significance of research promotion

- Awareness about various strategies to boost citations
- Effective use of academic and social media networks for endorsing an article
- Measuring the impact of the applied promotion strategy

## About the Speaker

### **Fiona Murphy, DPhil English Literature, University of Oxford**

Dr. Murphy is an independent publishing consultant with more than 20 years of experience in the scholarly publishing industry. She is the owner of Murphy Mitchell Consulting Ltd. advising institutions, learned societies, and commercial publishing companies about research data and its collection, management, storage re-use, and access requirements. She is currently a board member of the data repository, Dryad and an Editorial Board Member of the Data Science Journal. Along with holding an Associate Fellowship at the University of Reading, she is also a member of the peer-review board of Research Data in the Earth Sciences, Data2Paper, and Belmont Forum, and a co-Chair of WDS-RDA Publishing Data Workflows Working Group and Force11 Scholarly Commons Working Group. Dr. Murphy is DPhil in English Literature from the University of Oxford and has collaborated with several reputed publishers like Oxford University Press, Bloomsbury Academic, and Earth and Environmental Sciences at Wiley in past. She has also written and presented widely on data publishing, Open Data, and Open Science.

## Cite this article

Enago Academy, A Series of Interactive Webinars on References, Citations, and Citation Analysis. Enago Academy. 2001/01/07. <https://www.enago.com/academy/a-series-of-interactive-webinars-on-references-citations-and-citation-analysis/>