

Internationally Active – Professionally Valuable

Publishing internationally
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Credits

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1 Introduction

Involvement in publishing activities on one side and international research and development projects and educational activities on the other may produce significant synergies resulting in increased international cooperation and visibility of university teachers and researchers. For example, research and development projects financed by European Commission, like Horizon, Interreg, or even Erasmus+ projects, are a good opportunity to create joint publications or participate in conferences to disseminate the projects and their outcomes, thus increasing their visibility and impact. Furthermore, the results of such projects may also result in the creation of teaching material that can be later introduced into day-to-day educational activities. Such an approach may also promote so-called internationalisation at home and encourage international cooperation among higher education staff and institutions. Besides, the internet, as a space where individuals and institutions can share their research globally and social networks where they can establish links, and promote their research among peers worldwide, has created a massive opportunity for internationalisation and enhancement of one's research visibility and impact.

2 Publishing as an internationalisation opportunity

2.1 Types of publications

Involvement in various academic activities, such as research projects, mobilities, etc., represent a good opportunity for publishing, and vice versa; joint publishing, especially in international cooperation, might be an excellent opportunity for new international collaborations in research and education activities.

Several kinds of publications may represent the opportunity for embedding an individual within international activities and increasing their visibility and impact in the international environment, such as *original scientific articles, preliminary communications, reviews, conference papers, chapters or independent contributions to scientific books or monographs, and scientific monographs*.

2.2 Indexation of journals

For the author's international visibility and impact, the visibility and impact of the journals in which the author has published his works are crucial. Therefore, better indexation, more substantial author visibility and impact may be expected in the international context.

A journal index, also called a 'bibliographic index' or 'bibliographic database', is a list of journals organised by discipline, subject, region and other factors. To the authors, publishing the research in an indexed journal increases the credibility and visibility of their work.

3 Measuring visibility and impact of publications

Suppose researchers want to increase their visibility and impact in the international context. In that case, they should carefully manage their publicist work, which does not mean only the proper selection of publications, journals and indexation, but also following and measuring the actual impact of their publications and them personally. Nowadays, several online services may give perfect insights into one’s international research visibility and impact, like [Publish or Perish](#), [Dimensions](#), or [Scite](#). Altmetric, on the other hand, measure and monitor the reach and impact of scholarship and research through online interactions. [Altmetric](#), which stands for “alternative metrics”, reports how research and scholarship are used. Citations, namely, represent only one type of impact. Since most research works are now electronic and networked, it can easily be tracked how many times accompanying media items such as data, tools, software, websites, and videos are accessed, used, and shared. [Google Scholar](#) searches across many disciplines and sources like articles, theses, books, abstracts and court opinions from academic publishers, professional societies, online repositories, universities and other websites. It also ranks documents the way researchers do, e.g., by weighing the full text of each document, the publication in which it was published, the co-authors, and how often and how recently they have been cited.

4 Increasing visibility of publications in international space

Activities aimed at promoting research are increasingly important for higher education staff. By making research visible, the chances of the research being noticed in an international context will be increased, thus increasing the researcher’s reputation and chances of success in academic work. Various activities and tools exist to promote the research work, connect with other researchers in the international space, and engage in scholarly discourse.

4.1 Citation

With citation, the author acknowledges the source of a specific part of the text in the text. It is a form of credit the author gives to the person whose ideas have been used. Therefore, being cited is essential to increasing the visibility and impact in the international context and the possibilities of broader involvement in internationalisation. The number of citations is also one of the most important indicators being followed and reported by the tools and online applications listed in section 3.

4.2 Open Access Repositories

Publications, preprints, conference papers and posters, presentations, research data, videos, and code are all evidence of research activity. By making them publicly accessible, visibility in the international

environment will be achieved, and one's research outputs will be preserved to make them available for future use. There are many websites with open-access repositories nowadays. [OpenDOAR](#), for example, is a comprehensive database of open-access repositories. Among popular subject repositories are [PubMedCentral](#) (repository for US federally funded research outputs in medicine), [Research Papers in Economics - RePEc](#) (economics and related sciences), [Social Science Research Network - \(SSRN\)](#) (social science, business, law and economics research).

4.3 Social networking and portals for sharing research

Another possibility to disseminate the research and gain a reputation is active engagement in research networking communities. These services allow the creation of profiles, showcase research outputs, identify communities of interest and participate in discussions by posting and answering questions in a network. They will also inform about the impact of the activities in these networks, for instance, downloads of publications, views of profiles and levels of action compared to others in the network. The most popular academic social networks are, for example, [ResearchGate](#), [Academia.edu](#), [LinkedIn](#) and [Mendeley](#).

4.4 Spreading and sharing research internationally

Getting a unique author identifier ORCID is a possibility to distinguish a researcher and his work from all other researchers, and it is a must today.

General science repositories, such as [figshare](#), [Dryad Digital Repository](#) or [Mendeley Data](#), handle various data and may be appropriate for storing different materials. [Slideshare](#) is great for sharing your presentations; a similar website is also [PDFSlide](#). [F1000Research](#) is an option for researchers in life sciences. For code developers, [GitHub](#) may be a good solution for depositing.

Personal and institutional websites or commercial services may also highlight the researcher's professional accomplishments and areas of expertise.

Google Scholar Citation Profile is a popular tool to showcase an individual's research outputs alongside citations associated with these outputs. [ImpactStory](#) is another free online tool that showcases research outputs. [Kudos](#) allows for showcasing publications by creating links to full text and including additional information like a short title, language explanation, impact statement and links to extra data.

Blogging is another tool for making research content more visible. Blog posts can be freely shared via social media and, therefore, not limited by publisher restrictions. [ResearchBlogging](#) and [ScienceBlogs](#) are examples of aggregators for blogs discussing research.

4.5 Use of publications for education activities

The use of publications that are the result of international research work may significantly increase the quality of teaching and also the quality of institutions. Besides, to the higher institution, it can bring additional benefits of internationalisation at home. Especially in the case of doctoral study programmes, introducing the teaching staff's own research publications into the teaching may result in an increased citation and thus international visibility and research impact.

5 Other means of internationalisation related to publishing

5.1 Co-authorship

Co-authorship can bring several benefits related to one's involvement in internationalisation activities. First, it can be an essential step forward in gaining more citations by allying with international colleagues. Second, it may be evidence that a researcher cultivates a personal network. Third, it is also a way to give more value to the publication or expand the research beyond the discipline and national borders. Finally, strategically looking, inviting someone more senior or known into the production of a publication may significantly affect the possibilities of increasing the international visibility and impact.

5.2 Editorial roles

Involvement in editorial work may be a step forward in being even more deeply involved in international publishing. This might bring several benefits, from getting access to the latest research in advance, new contacts in own research field, personal visibility, and enhanced academic influence to creating a more comprehensive international network of researchers, authors and higher education teachers.

5.3 Scientific conferences

Attending international conferences allows for meeting people from all around the world. Besides, it also enables the recognition of new ideas and concepts that may lead to better research initiatives, increasing personal visibility and impact. Among others, attending conferences boosts personal branding and networking with peers in the international environment.

5.4 R&D projects

As mentioned in section 1, research and development projects may be an excellent opportunity to establish personal and institutional links in the international research context and collect ideas and

valuable materials for possible publications.

5.5 Open access publishing

Open access is a broad international movement that seeks to free and open online access to academic information, such as publications and data. A publication is defined as 'open access' when there are no financial, legal or technical barriers to accessing it. So, anyone can read, download, copy, distribute, print, search for and search within the information, or use it in education or any other way within the legal agreements. A list of fully open-access journals that are accessible worldwide can be, for example, found on the [DOAJ](#) website. More sites with open-access resources and publishers may be found [here](#).

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