

SUGGESTIONS ON HOW TO INCREASE CITATIONS

Some possible ways to increase citations are to

1. **encourage authors of articles recently submitted to your journal to cite articles previously published in your journal(s).**
 - a. You could help them along by performing a search on www.inderscience.com using the keywords from their article and provide the resulting citations to the author, suggesting that they identify whether any of the cited published research is beneficial to their research and, if so, amend their submission to appropriately reference these articles.
 - b. If you know or can identify them, you could also encourage authors of articles of other relevant journals and conferences to cite articles already published in your journal in the same way.
 - c. However, although Editors should encourage the citation of articles from their journal in articles published in the journal in order to increase the chances of the journal being accepted for an impact factor, they should be aware that Clarivate Analytics (formerly Thomson Reuters) monitors **self-citation**. *It is acceptable for research to have up to 20% of “self-published” citations meaning that, in an issue, as long as no more than 20% of citations overall are references to articles from the journal, the practice is allowable.* If, however, self-citation is utilised too heavily, Clarivate may blacklist the title.
 - d. Equally, Clarivate will *not* regard favourably the system of **citation stacking**, where publications are found to cite each other to excessive amounts. Citation stacking is a system of “donor” publications and “recipient” publications in which another publication (not necessarily a journal but also conference proceedings, etc) can act as “donor” by citing a large number of articles from the “recipient” journal, thus skewing the citation activity.
2. **choose a strategic selection of which issues or articles to use as your free access [sample] issues** on your journal home page. For example:
 - a. on a regular basis, post strong pre-current **issues**, which include high quality articles onto the website (past experience has identified this tactic as one of the most successful for increasing full text views, and ostensibly citations), or
 - b. publish a selection of high-quality **articles** published in different issues of the journal as a single sample issue (e.g. <http://www.inderscience.com/info/ingeneral/sample.php?jcode=ijstl>). The selection of articles should equate to about one issue (5-8 articles). You can change the selection when the current volume becomes pre-current or at any other time within reason. This way, high-quality articles are freely available and citations could increase.
3. **strongly promote all sample issues** – and any other open access material in your journal – via social media and elsewhere – sample issues are designed to show the quality/standard of the journal and any free access is always a good hook on which to hang publicity.
4. **publish review articles**. Clarivate states on its [Web of Science information page](#) that “Review articles generally are cited more frequently than typical research articles.”

5. **publish special issues on 'hot topics'**, if possible involving some high-profile authors
[see also 12 below]
6. **encourage authors to use tweets**: studies in the USA have shown that, where authors tweet about their articles, citations increase by up to 20%, so encouraging authors to use twitter – and other social media – may help with exposure. Also encourage authors to promote articles on relevant blogs, Facebook, Google+, LinkedIn, Youtube, academic social networking sites, academic discussion lists
7. **encourage authors to find a Wikipedia page** on a topic related to their article and add a reference to their article.
8. **ask conference organisers if they are prepared for the issue to be Open Access**. They will obviously need to pay to get this done, but we have published an *IJ Global Warming* issue, v.5(4) which has done that and will be permanently available free-of-charge, in addition to the sample issue. Obviously, not many conference organisers will be able/willing to afford to do this, but it may be worth asking them when you accept their invitations to publish articles. Also, **individual articles may be made OA**, if the author(s) is/are willing to pay. For both these cases, you need to ask the Editorial Office (Dr. Dorgham, editor@inderscience.com) for the prices. Free articles may attract more citations as they will attract more readers.
9. **add promotional multimedia content** to give another dimension to your journal, e.g., a video interview around the theme of the journal in general, or for a special issue, or by encouraging authors to submit video abstracts (whereby an author briefly outlines the purpose, methodology, originality and results of their research paper; this is *not* a video of the author reading the textual abstract aloud word for word).
10. **encourage authors to submit their papers to their institution repositories, etc.** ***BUT*** please note that there are restrictions on the particular version that can be uploaded as per http://www.inderscience.com/info/inauthors/author_copyright.php#entitlement: see 10 a) below
11. ***offer 'best article' awards** for special issues an/or for the Article of the Year annually, the award being a year's free access to the journal
12. ***highlight a current hot topic** or a particularly important sub-topic of the overall coverage by offering free access for a limited time to special issues or a limited number of papers (e.g. a news item on the home page, '*Spotlight on XXX*', whenever something particularly newsworthy to the readership is published or when a topic is in the news and you have papers on it)

***For 11 and 12, please either contact your Journal Manager or support@inderscience.com to arrange for the free access**

10 a) **what authors are entitled to do with their published papers:**

Authors can use their article **for non-commercial purposes** after publication in these ways:

- Posting the *Author's Original** on the Author's personal or departmental web pages and/or institutional repositories and/or subject repositories without embargo and sharing it as much as desired. For open [freely available] repositories, if the manuscript was funded by either RCUK or the Wellcome Trust, use the [CC-BY: Creative Commons Attribution-NoDerivs 4.0](#). Otherwise, follow the licensing restrictions applied to all material copyrighted by Inderscience;
- Posting the *Accepted Manuscript**
 - on the Author's personal or departmental web pages or social media at any point after publication and/or
 - on institutional repositories and/or subject repositories subject to an embargo of *6 months* after publication or
 - on academic social networks such as Mendeley, ResearchGate or Academia.edu subject to an embargo of *6 months* after publication;
- Posting the *Version of Record** to a subject-based repository such as PubMed Central *only* in cases where a funding agency providing the grant for the research on which the Article is based requires this of the Author, upon condition that it shall not be accessible until after six months from Inderscience's publication date. The PDF of the VoR should not be posted anywhere else unless it has been published as Open Access. This also applies to any Author who has published with Inderscience in the past;
- Using the article in further research and in courses that the Author is teaching;
- Incorporating the article content in other works by the Author.

In all cases, acknowledgement in the form of a full citation must be given to the journal as the original source of publication, together with a link to the journal webpage and/or DOI as soon as they are available.

*Versions of a paper defined as

- **Author's Original** = Author's manuscript prior to peer review [often called a 'preprint']
- **Accepted Manuscript** = Accepted version of author's manuscript, accepted for publication, i.e. post-review, pre-typesetting. *We recommend retaining this version for future posting.*
- **Version of Record** = Publisher's version of finished article