

# Видимость и цитирование научной статьи: возможности влияния

Андрей Локтев,  
консультант по ключевым информационным решениям Elsevier

30/11/2017

# Содержание

- Роль научных источников в статье
- Выбор журнала
- Продвижение статьи



# Роль научных источников в статье

# Чтение научной литературы способствует созданию нового знания



## Доступ к качественным научным статьям необходим для подготовки публикации



- Цитирование лучших – это базовый принцип публикационной привлекательности
- Новизна может быть минимальной при проработанном заделе (принцип: “стоять на плечах гигантов”)

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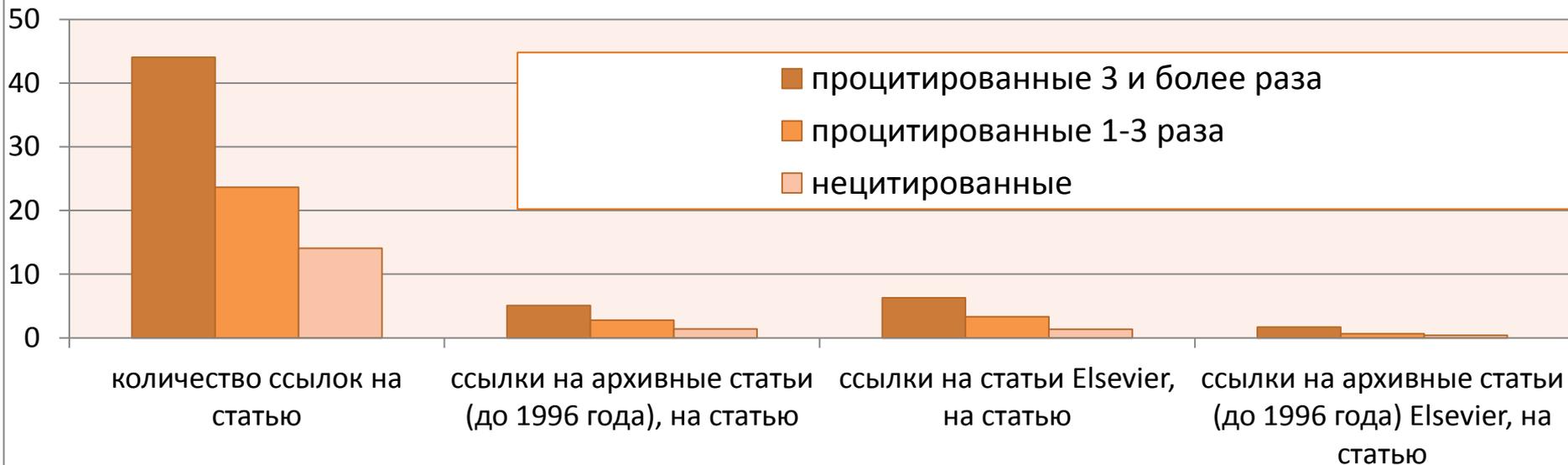
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публикации в Scopus за сентябрь-ноябрь 2014 г.

■ процитированные 3 и более раза    ■ процитированные 1-2 раза    ■ нецитированные



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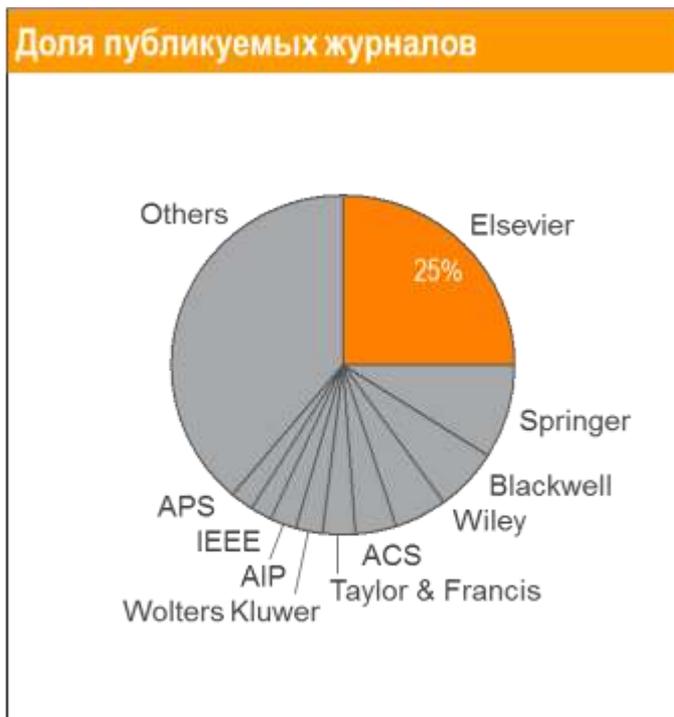


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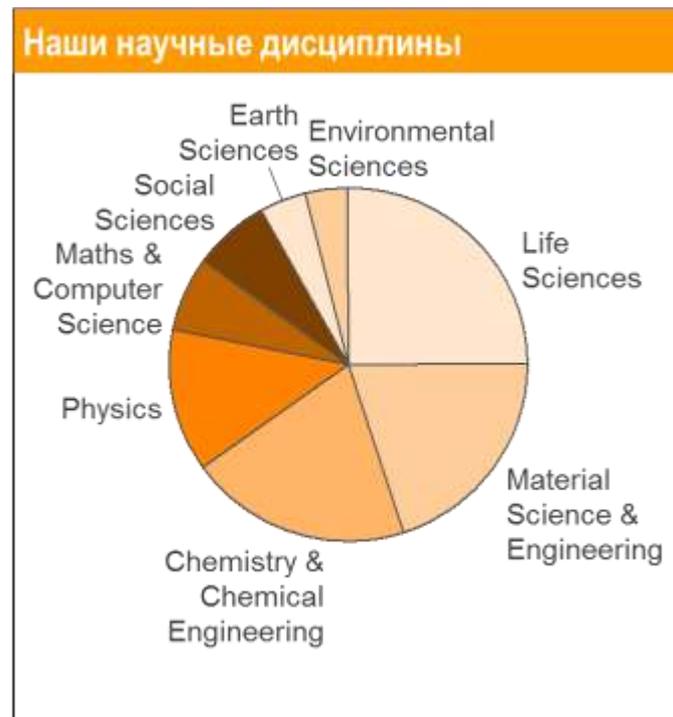
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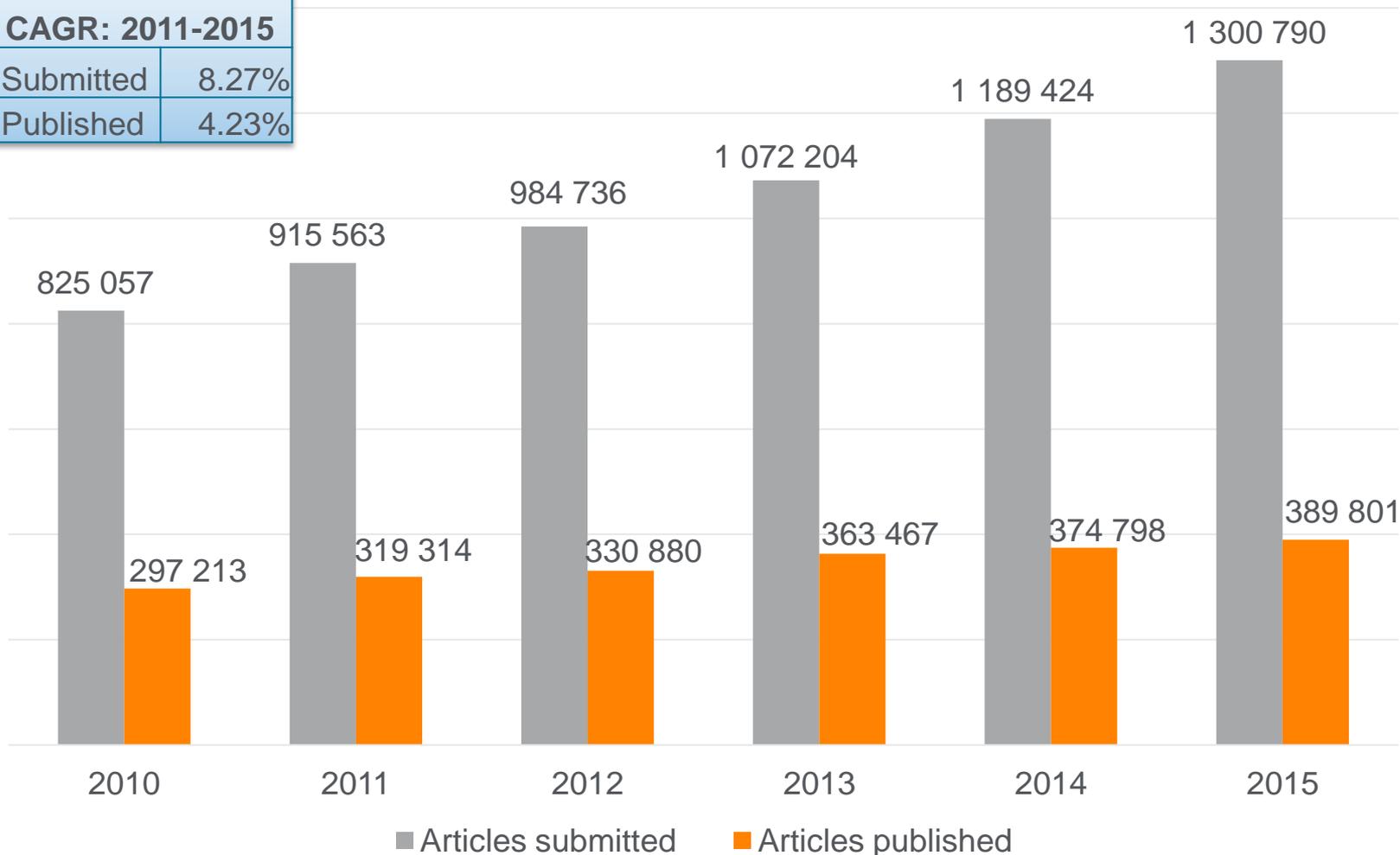


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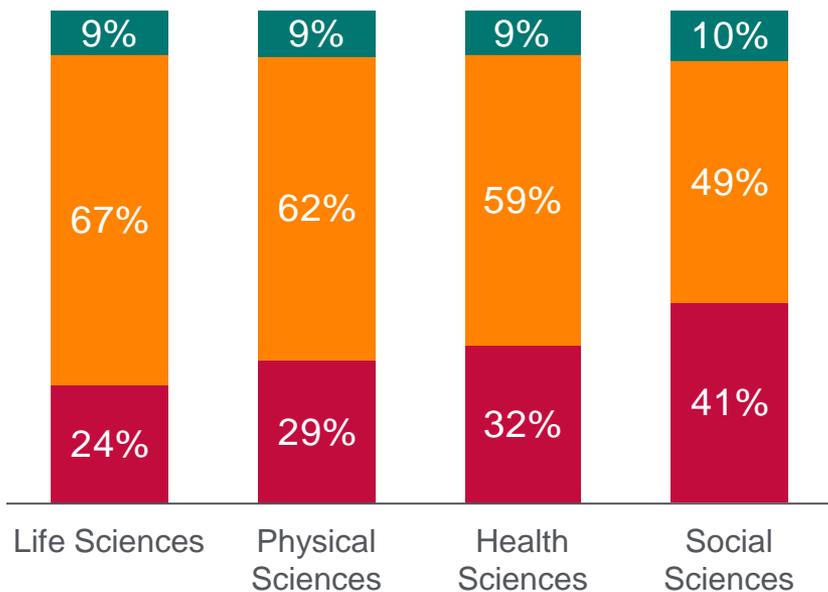
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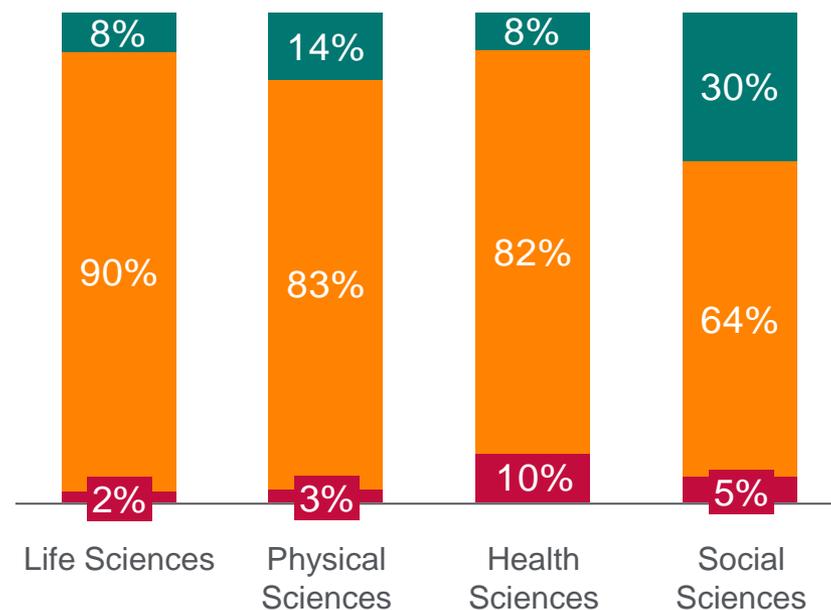
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- Effect of Biophysical Properties of Phosphatidylserine Particle on Immune Tolerance Induction Toward Factor VIII in Hemophilia A Mouse Model

*Journal of Pharmaceutical Sciences*, **In Press, Corrected Proof**, Available online 16 July 2016

Radha Ramakrishnan, Sathy V. Balu-Iyer

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Abstract

A Wireless Sensor Network consists of several simple sensor nodes deployed in an environment having as primary goal data acquisition. However, due to limited sensor communication range, oftentimes it is necessary to use a mobile sink node that will visit sensor nodes to gather up their collected data. An important aspect that must be taken into account in this case are the intrinsic limitations of the vehicle used, such as kinematic and dynamic constraints, since most of the vehicles present in our everyday life have such restrictions. Therefore, this work addresses the problem of planning efficient paths,

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3. Results

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Conflicts of Interests

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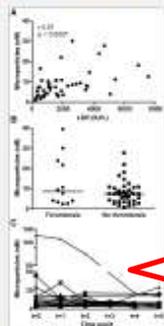


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Table 4

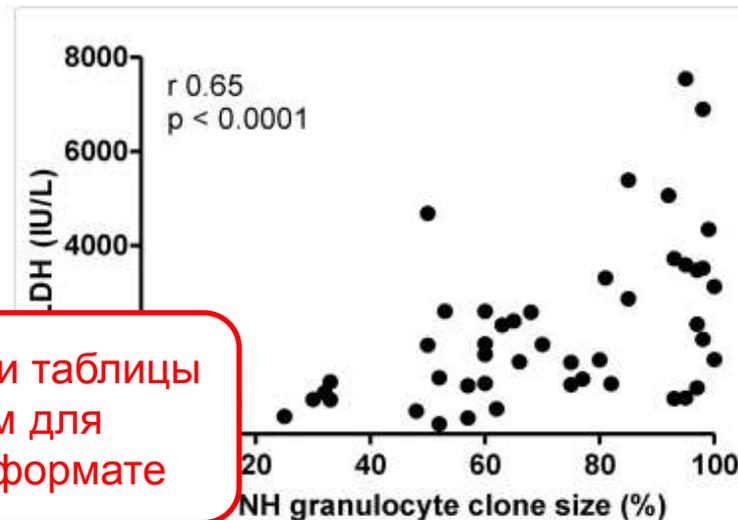
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Изображения и таблицы  
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endothelial activation markers during bezafibrate treatment, suggesting that bezafibrate may reduce endothelial activation [27].

In conclusion, our studies show that the decrease of D-dimer levels upon treatment with bezafibrate occurs in the first hours and is sustained. In addition, upon treatment with bezafibrate, D-dimer levels and thrombin peak height decrease. This suggests that, in addition to the described effect on endothelial activation, there may also be an effect on thrombin generation. The possible prognostic value of elevated D-dimer levels in patients with a history of thrombosis is promising but requires further investigation.

The following is the supplementary data related to this article.



Supplementary Fig. 1.

PNH granulocyte clone size correlates to the degree of hemolysis.

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## THE LANCET

Volume 379, Issue 9824, 14–20 April 2012, Pages 1447–1456



Review

### Modern haemophilia care

Prof Erik Berntorp, MD<sup>a</sup>,  , Amy D Shapiro, MD<sup>b</sup>

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doi:10.1016/S0140-6736(11)61139-2

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##### **Making haemophilia a global priority**

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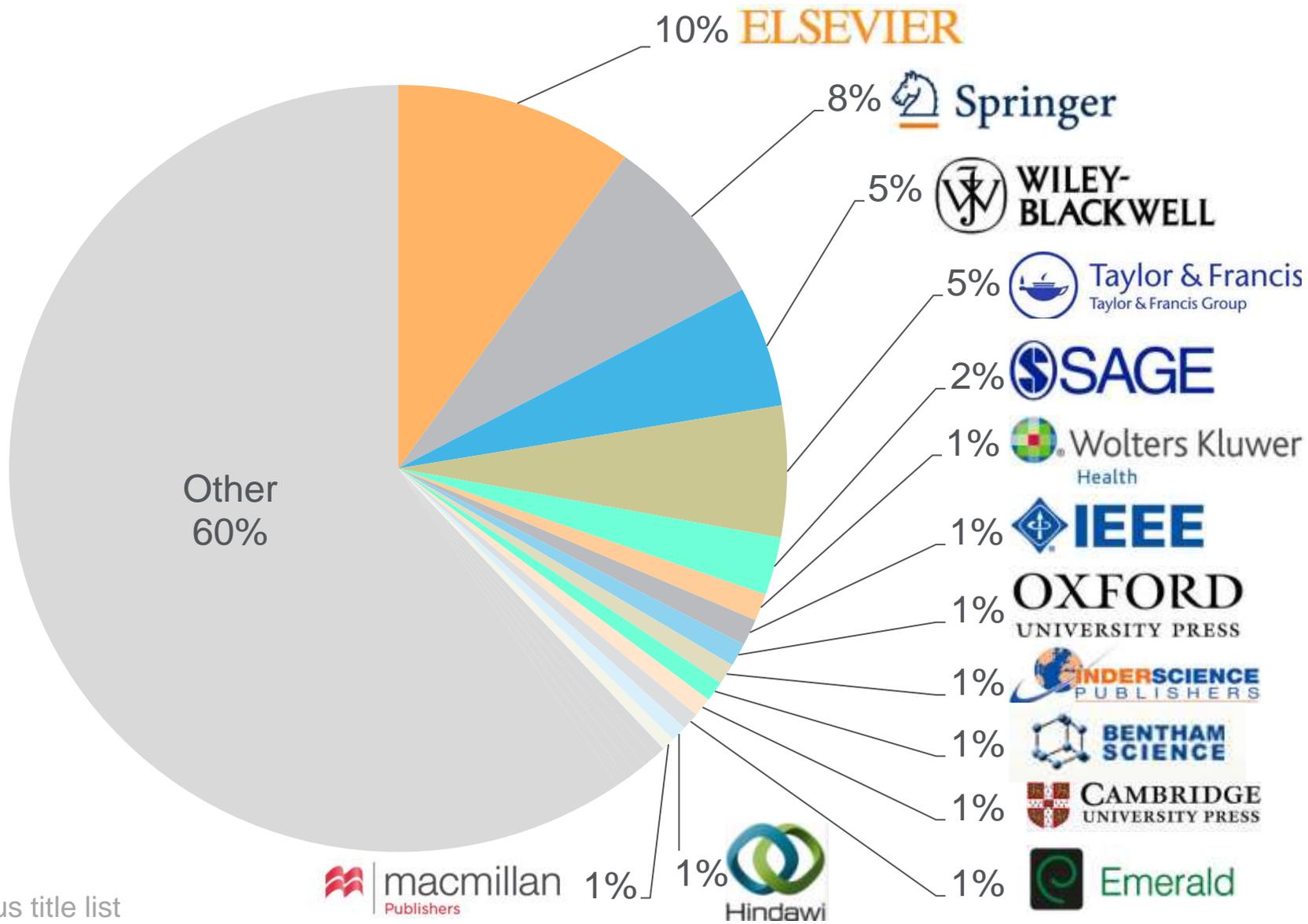
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Поиск  
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✕

Название статьи, краткое описан...



*Например, "Cognitive architectures" AND robots*

AND



Поиск

leurs or " leucyl-tRNA synthetase" or "aminoacyl tRNA synthetase"

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## Year

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- 2013 (1,186)

## Author Name

- Koskenniemi, M. (28)
- Nollkaemper, A. (27)
- Orakhelashvili, A. (26)
- Petersmann, E.U. (25)
- Roberts, W.H. (24)

- Is the doomsday of international law looming around in the twenty-first century?: A response to the sceptics of efficacy of international law Islam, Md.R.

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- Public International Law (B Book Chapter) Bobbitt, P.

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- Counter-imperial orientalism: Friedrich Berber and the politics of international law in Germany and India, 1920s-1960s Rietzler, K.

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- Sociological orientation of international law?: Theoretical constraints and challenges for socio-legal research Ramaswamy, M.P.

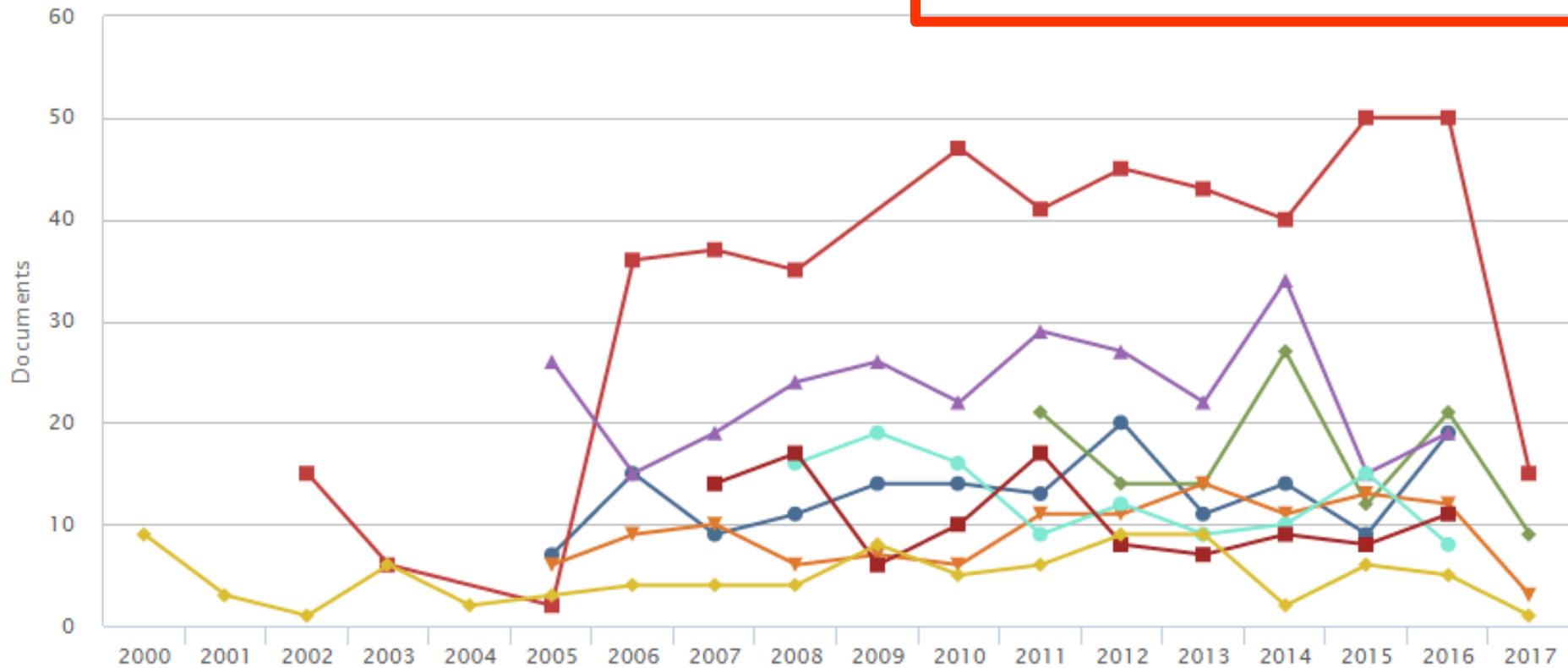
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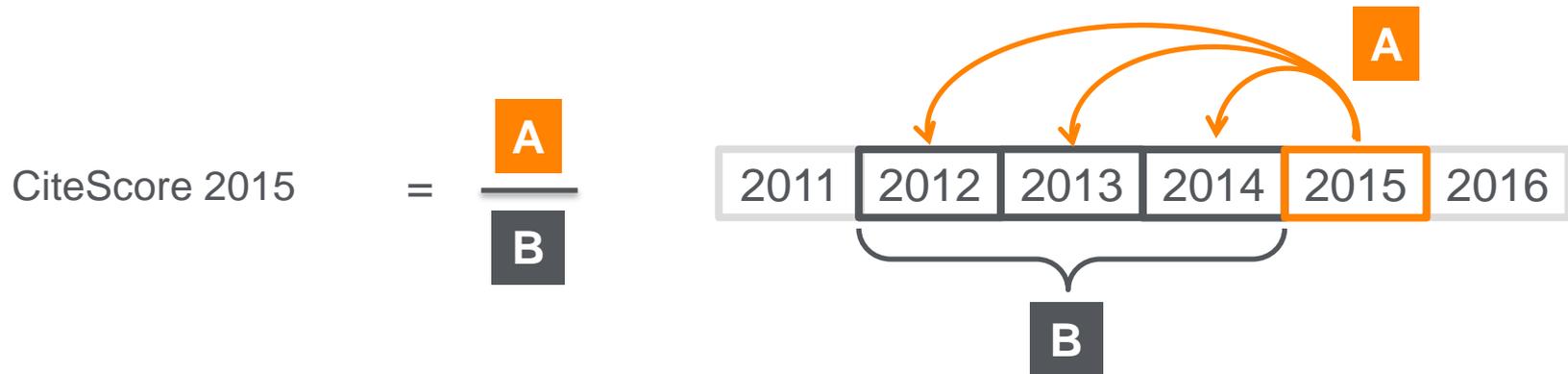
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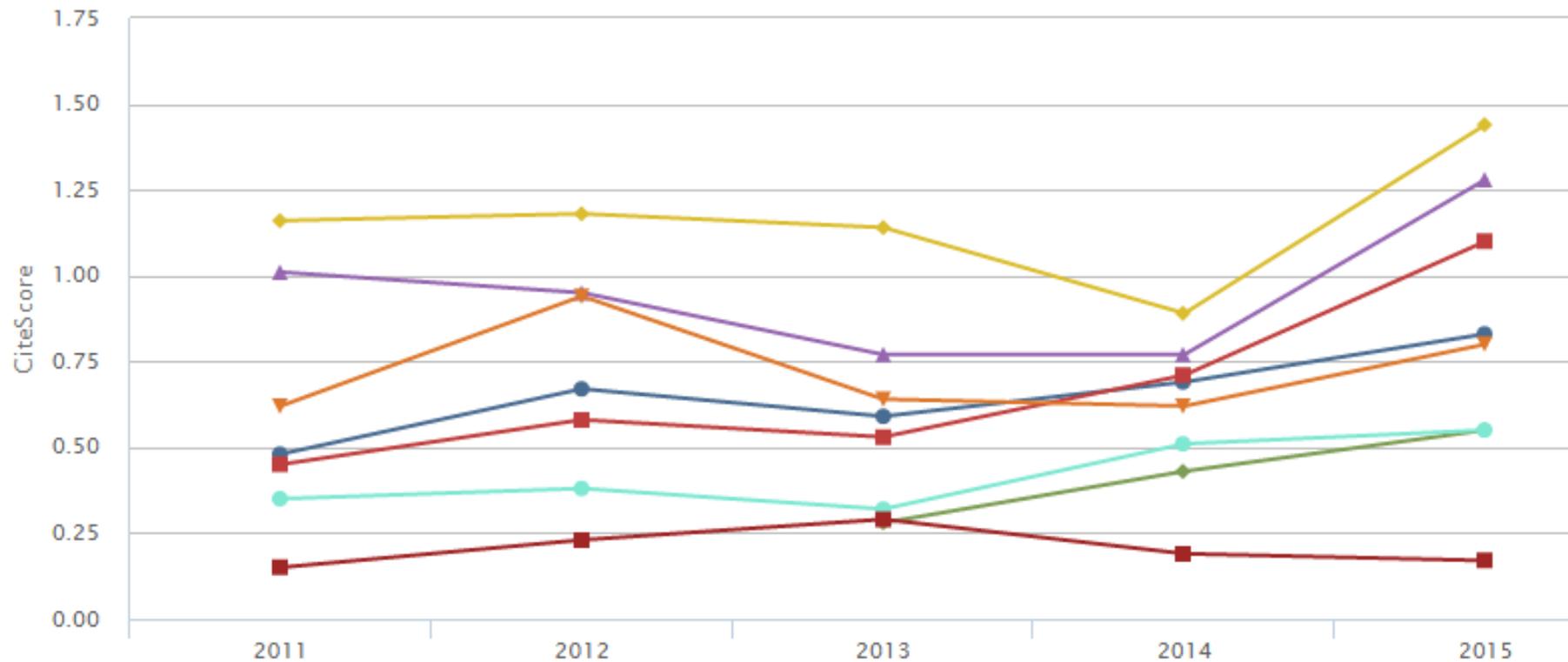
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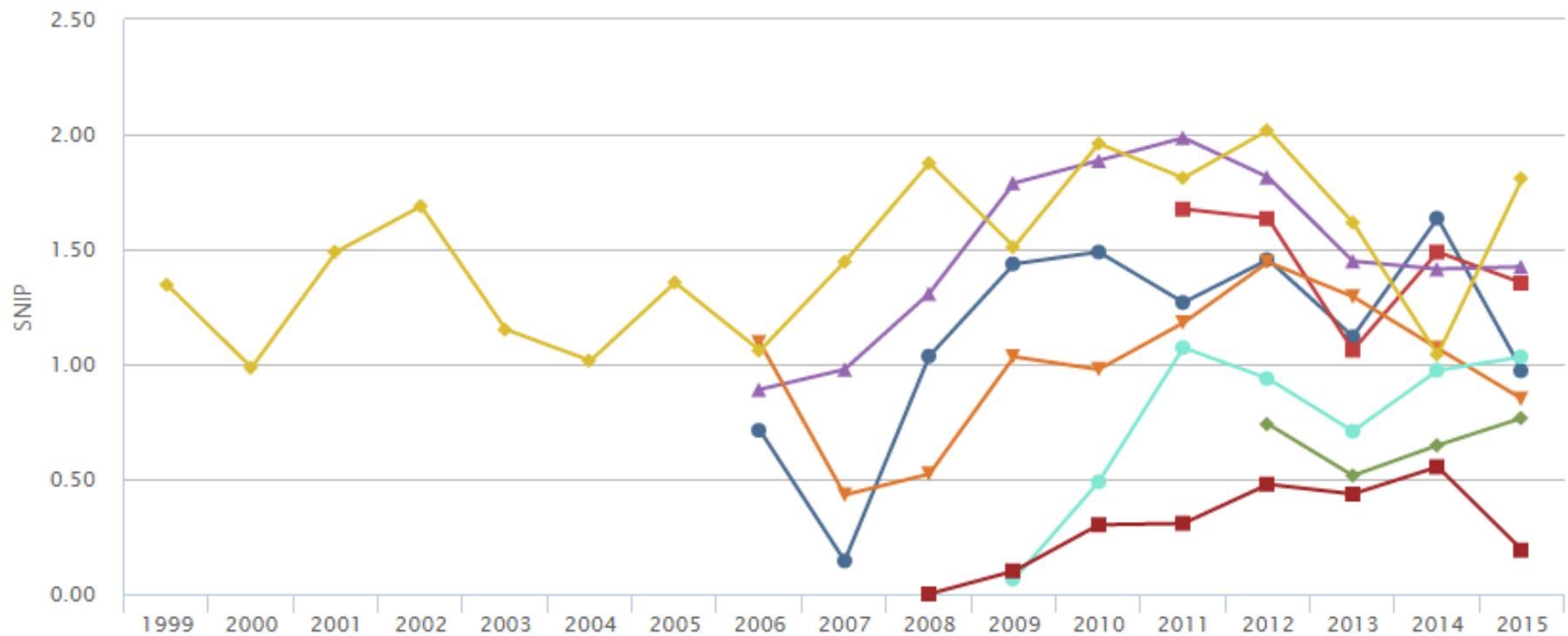
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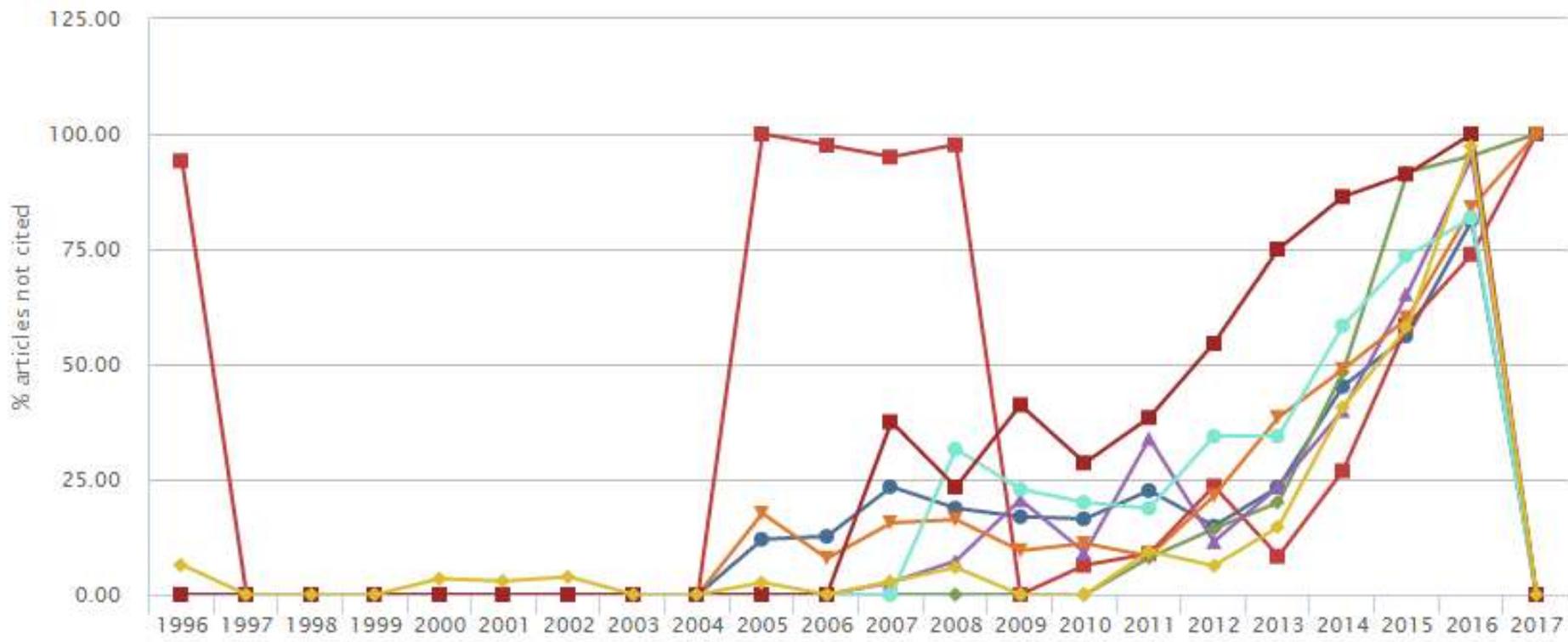
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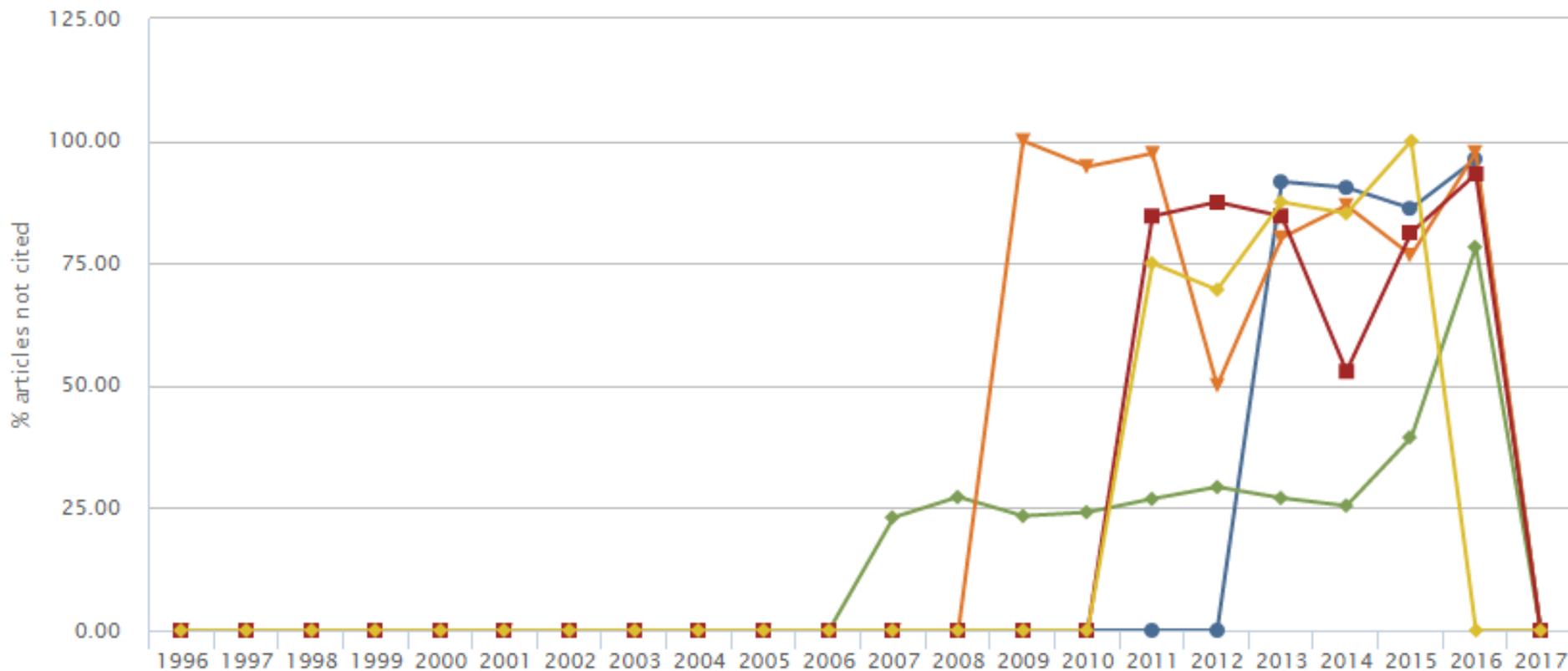
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# Thin Solid Films

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[Effect of deposition conditions and post deposition anneal on reactively sputtered titanium nitride thin films](#) Nikhil K. Ponon | Daniel J.R. Appleby | ...

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Antibody ID	AB_10671176
Antibody Target	Cavbeta4 calcium channel
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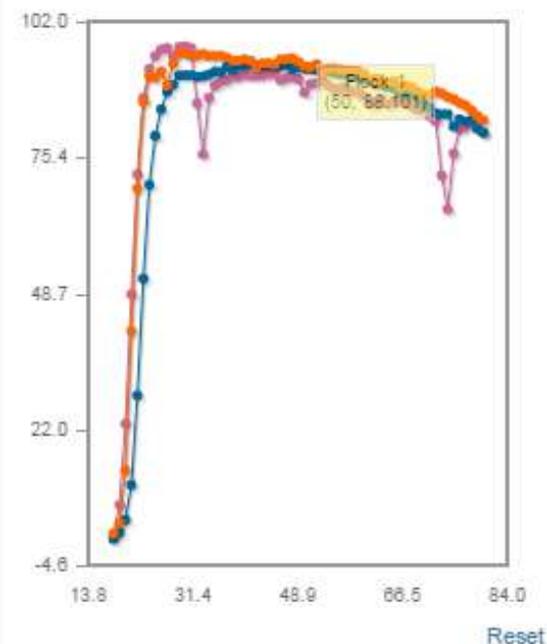
Genes, expression, function, phenotypes for mice

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**Animal Behaviour**  
Volume 86, Issue 6, December 2013, Pages 1165–1181

**Cuckoos in raptors' clothing: barred plumage illuminates a fundamental principle of Batesian mimicry**  
Thanh-Lan Gluckman, Nicholas I. Mundy

DOI: 10.1016/j.anbehav.2013.09.020

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Highlights

- We quantified barred plumage in Old World parasitic cuckoos and sympatric raptors.
- We test whether distribution overlap predicts similarity in barred plumage.
- Cuckoos match sympatric raptors and similarity is rarely influenced by habitat.
- There is no match for any aspect of patterning in cuckoos and allopatric raptors.
- This conforms to Batesian mimicry and cuckoo-hawk mimicry may be widespread.

A fundamental principle of Batesian mimicry is that it pays to look like a local harmful species that is recognizable to other local species (receivers). Mimicking an allopatric species confers no benefit, as it is

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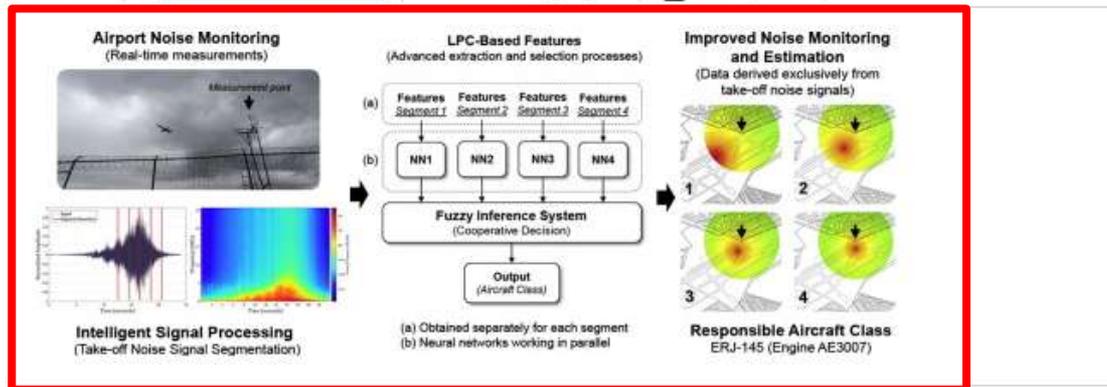


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 Abhishek Sahai, Frank Wefers, Sebastian Pick, Eike Stumpf, Michael Vorländer, Torsten Kuhlen  
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- Airport take-off noise assessment aimed at identify responsible aircraft classes Original Research Article ☰  
*Science of The Total Environment, Volume 542, Part A, 15 January 2016, Pages 562-577*  
 Luis A. Sanchez-Perez, Luis P. Sanchez-Fernandez, Adnan Shaout, Sergio Suarez-Guerra  
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- The influence of acoustical and non-acoustical factors on short-term annoyance due to aircraft noise in the field — The COSMA study Original Research Article ☰  
*Science of The Total Environment, Volume 538, 15 December 2015, Pages 834-843*

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All Years

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Last 96 Months

Last 108 Months

Last 120 Months

Last 132 Months

Last 144 Months

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Last 168 Months

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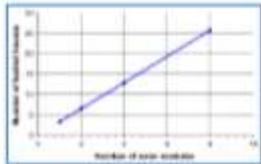
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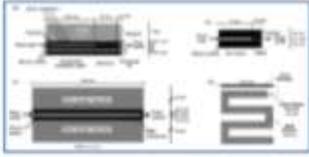
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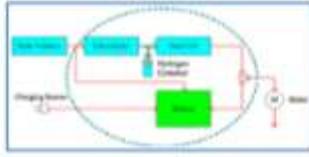
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(a) Schematic of solar module: the thickness of all layers is enlarged by the factor of 5 for better illustration. The...

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Solar-hydrogen fuel cell mild hybrid power system structure for electric vehicles.

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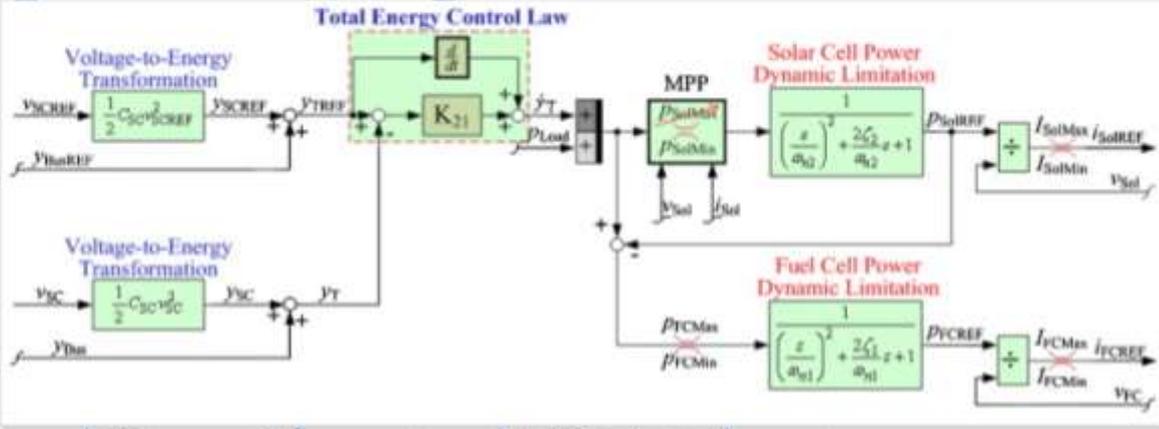
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Proposed hybrid energy system supplied by fuel cell, solar cell and supercapacitor, where  $pLoad = vBus \times iLoad$ ,  $vBus$  and...

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**Total Energy Control Law**

The diagram illustrates a control system for a hybrid energy system. It includes two 'Voltage-to-Energy Transformation' blocks, a 'Total Energy Control Law' block with a derivative operator  $\frac{d}{dt}$  and gain  $K_{21}$ , an 'MPP' (Maximum Power Point) block, and two 'Dynamic Limitation' blocks for solar and fuel cell power. The solar power block uses a transfer function  $\frac{1}{(\frac{s}{\omega_{s2}})^2 + \frac{2\zeta_{s2}}{\omega_{s2}}s + 1}$  and limits current between  $I_{SolMin}$  and  $I_{SolMax}$ . The fuel cell power block uses a transfer function  $\frac{1}{(\frac{s}{\omega_{fc1}})^2 + \frac{2\zeta_{fc1}}{\omega_{fc1}}s + 1}$  and limits current between  $I_{FCMin}$  and  $I_{FCMax}$ . Power signals  $P_{SolREF}$  and  $P_{FCREF}$  are generated, and the system output is  $v_{Bus}$ .

# Подготовка статьи

## Поисковая оптимизация (SEO)

The screenshot shows the ScienceDirect interface for an article in *Physics Letters B*. The article title is "Cross sections of the  $pp \rightarrow K^+ \Sigma^+ n$  reaction close to threshold". The abstract states: "We have measured inclusive data on  $K^+$ -meson production in  $pp$  collisions at COSY Jülich close to the hyperon production threshold and determined the hyperon-nucleon invariant mass spectra. The spectra were decomposed into three parts:  $\Lambda p$ ,  $\Sigma^0 p$  and  $\Sigma^+ n$ . The cross section for the  $\Sigma^+ n$  channel was found to be much smaller than a previous measurement in that excess energy region. The data together with previous results at higher energies are compatible with a phase space dependence." The "Data for this Article" section is circled in yellow and contains a link to "HepData Reactor data". An arrow points from the text "Link to data repository" to this link.

# Mendeley Data

Научные данные могут опубликованы в хранилище Mendeley Data с метаданными (DOI; опубликованная статья, при наличии; управление версиями данных), что повышает значимость наборов данных, делая их максимально пригодными для повторного использования.

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## For datasets big and small

Store your research data online

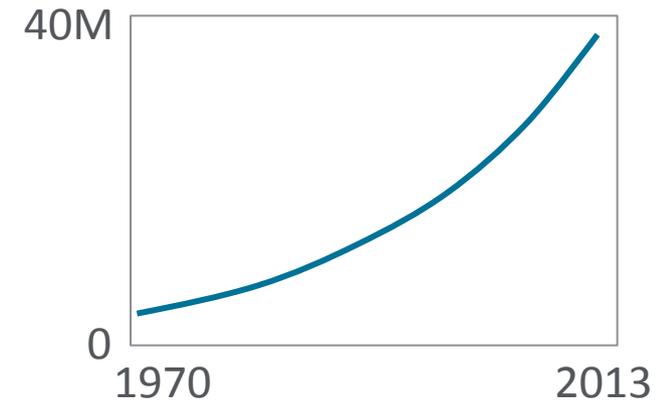
Quickly and easily upload files of any type and we will host your research data for you. Your experimental research data will have a permanent home on the web that you can refer to.



# Продвижение статьи

Вам следует убедиться в том, что ваше исследование получает то внимание, которое оно заслуживает

- Количество научных статей растет ускоренными темпами
- Для большинства ученых, это сложно оставаться в курсе и следить за всеми публикуемыми статьями
- Ваша задача: сделать все для того, чтобы ваше исследование не затерялось в общем потоке!



**7 час./неделя**  
средние затраты  
времени на чтение  
научной литературы

# Продвижение статьи

## 1. Конференции

- Приготовьтесь устанавливать новые контакты
- Устанавливайте контакты онлайн
- Онлайн-постер



## Подбор конференций



- Быстрый поиск высокорейтинговых конференций по всему миру
- Предоставление дополнительной информации, достаточной для принятия решения о посещении мероприятия
- Взаимодействие с другими участниками конференций, работа с отзывами
- Планирование мероприятий и настройка оповещений

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## Events



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## Sustainable Built Environment Conference 2016 Hamburg

Date: **8–11 March 2016**Disciplines: **Engineering, Materials Science**Location: **Hamburg, Germany**Event types: **Conference**

*The organizers of the Sustainable Built Environment Conference 2016 in Hamburg are pleased to announce the call for papers for the SBE16 Hamburg: Strategies – Stakeholders – Success factors. The SBE16 Hamburg conference is part of an...*

**View event details ▶**

## Introduction to River Hydrology and Hydraulics

Date: **14–15 March 2016**Disciplines: **Earth Science, Engineering**Location: **Oxfordshire, United Kingdom**Event types: **Course**

# Проверка индексации конференции в Scopus

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Decision Sciences



## International Conference on Information and Knowledge Management, Proceedings

Scopus coverage years: from 1995 to 2015

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2012	166 documents	<a href="#">View citation overview &gt;</a>

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## Устанавливайте контакты онлайн

- Ссылка на ваш профиль в Mendeley  
<https://www.mendeley.com/profiles/aleksandr-yakimov/>
- Ссылка на ваш профиль в ORCID  
<http://orcid.org/0000-0001-6048-2169>



# Продвижение вашей статьи

## 2. Взаимодействие со СМИ

- Research statement
- Каналы коммуникации Вашего университета
- Каналы коммуникации Издательства



## Каналы коммуникации Elsevier

**Elsevier продвигает наиболее значимые научные достижения используя**

- Пресс-релизы
- Elsevier Research Selection (рассылка два раза в неделю 1600 журналистам)
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elsevierconnect

# Короткая ссылка для продвижения статьи

Authors > Journal Authors > Share link

## Share Link

### How it works

Authors receive a customized Share Link to their newly-published article on ScienceDirect. The link provides 50 days' free access to their article – after that, the usual access rules apply.

Users clicking on the Share Link within the 50-day period will be taken directly to the article with no sign up or registration required. Share Links are ideal for sharing via email and social networks such as [Facebook](#) ↗ , [Twitter](#) ↗ , [LinkedIn](#) ↗ , and [ResearchGate](#) ↗ .

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# Продвижение Вашей статьи

## 3. Резюме онлайн



## Продвижение Вашей статьи



### Соцсети: Twitter

- Присоединяйтесь к другим ученым
- Публикуйте регулярно и отвечайте быстро
- Используйте «ретвиты»
- Используйте изображения



### Соцсети: Facebook

- Пригласите коллег
- Делитесь изображениями, видео, аудио-слайдами
- Ссылка на Ваши статьи
- Обсуждайте и просите обратную связь

### LinkedIn

- Делитесь ссылкой на Ваши статьи в релевантных группах
- Добавьте иллюстрации, Аудио-слайды
- Добавьте видео, Переместите секцию с публикациями на более заметное место в Вашем профиле
- Используйте ключевые слова

## Продвижение Вашей статьи



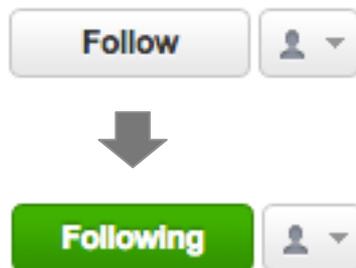
### Mendeley

- **Сеть для сотрудничества ученых**
- **Бесплатный менеджер ссылок**
- **Ваша библиотека с возможностью поиска по документам**
- **Цитируйте, когда пишете**
- **Читайте и делайте аннотации к вашим PDF файлам**



## Восстановить контакт с коллегами

Найдите коллег на закладке 'Follow' для получения регулярных обновлений.



The screenshot shows the 'People' section of a web application. At the top, there are navigation tabs: 'Dashboard', 'My Library', 'Papers', 'Groups', and 'People'. Below the tabs is a search bar containing 'Victor Henning' and a search icon. Below the search bar, there is a suggestion: 'eg: Victor Henning'. A pagination bar shows 'Prev < 1 2 3 ... 170 > Next'. The main content area displays a list of people:

- Victor Henning**, Post Doc, Co-Founder/CEO, Mendeley & VP Strategy. Status: **Following**.
- Victor Henning**, Post Doc. Status: **Follow**.
- Henning Henning**, Ph.D. Student. Status: **Follow**.
- Henning Dickten**, Ph.D. Student, PhD-Student. Status: **Follow**.



## Создание групп

Три возможных типа групп:

- **Open Public Groups** – Каждый может подписаться на обновления группы и выкладывать ссылки.
- **Invite-only Public Groups** – Только приглашенные члены групп могут публиковать в ней, остальные могут подписаться на обновления.
- **Private Groups** – Полностью закрытая от внешнего мира группа.

**Create a new group**

Enter a group name...

Enter a group description...

Group Type

- Private**  
Share references and full-text files. Only group members can see the group, good for sharing in private.
- Invite-only**  
Share references only. Public can follow the group only, good for sharing references or reading lists.
- Open**  
Share references only. Public can become a member or follow the group, good for crowd sourcing reading lists.

Cancel Create group

# Поиск открытых групп

## Groups

In this catalog: 96,039 public groups

Future of Science



eg: Social networks

Groups 1 - 20 of 1,113

Prev ◀ 1 2 3 ... 56 ▶ Next



### Future of Science

An open group to collect and discuss articles around the future of science, peer review, open access, and science 2.0 / 3.0 ideas.

[Open Access](#) [open source](#) [publishing](#) [Science2.0](#)

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### Future of Science resources

These are some links about interesting developments on the web that involve science. I'm linking here to references to papers, and to Web sites....

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# Создайте свой научный профиль

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Andrey



## David Neal

Professor

Professor of Surgical Oncology

University of Oxford

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### Other IDs

[orcid.org/0000-0002-6033-5086](https://orcid.org/0000-0002-6033-5086)**Scopus**

Author ID: 35393852700

Author ID: 57191601102

### Research interests

Urology

Surgical Oncology

### Publications

Unable to load publications right now. Please try refreshing the page.

### Professional experience

July 2015 - Present

- Professor of Surgical Oncology  
University of Oxford

July 2014 - Present

- SVP Global Research (Academic)

October 2002 - June 2014  
(12 years)

- Senior Group Leader and Professor of Surgical Oncology  
University of Cambridge

Найдите ваших  
коллег и  
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близкие группы

Поделитесь своими публикациями

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