

Enhancing Research Visibility and Impact

Publishing for Global Influence

OGUNBA, Beatrice Olubukola

eic@nutritionnigeria.org; bogunba@oauife.edu.ng

+2348034549282

Editor in Chief, Nigerian Journal of Nutritional Sciences

Learning objectives



Identify Reputable, Indexed Journals

Recognize journals indexed in PubMed/MEDLINE, Scopus, and Web of Science that genuinely fit your research

1



Differentiate Open Access from Subscription Models

Compare gold, green, hybrid, and subscription publishing routes to choose what suits your goals and budget

2



Apply AI and Digital Tools Ethically

Use AI responsibly during manuscript preparation while upholding disclosure and integrity standards

3



Build Productive International Collaborations

Form cross-border research partnerships that strengthen rigour and extend reach

4



Improve Research Visibility and Citations

Apply practical, evidence-based strategies to increase readership and citation of your work

5

THE CASE FOR VISIBILITY

Why Research Visibility Matters Now

- Excellent research that is never found, read, or cited cannot influence policy, practice, or funding decisions
- In Nutrition and Dietetics, where evidence must reach clinicians, policymakers, and communities, visibility is not a vanity metric
- **It is a determinant of impact**

50% of published papers are estimated to be read only by their authors, reviewers, and editors

3x higher citation rates typically seen for articles shared through open access and social channels

70%+ of African-authored health research is disseminated primarily through non-indexed or local outlets

THE VISIBILITY TO IMPACT CHAIN

- 1 Rigorous Research
- 2 Strategic Publishing Choice
- 3 Discoverability & Indexing
- 4 Reads, Downloads & Citations
- 5 Policy & Practice Influence

Why Research Visibility Matters Now cont.

- Research visibility contributes to:
- Greater scientific impact
- Increased citations
- Policy influence
- Improved grant competitiveness
- Academic promotion
- Institutional reputation
- Global collaborations

Key message

Research that cannot
be found is unlikely to
influence science or
society

THE LANDSCAPE

The Modern Scholarly Publishing Landscape

Journal publishing has diversified well beyond the traditional subscription model. Understanding the main routes helps you choose the path that fits your **goals, budget, and audience**



Subscription (Toll-Access)

- Reader or institution pays for access
- No author fee
- Reach limited by paywalls



Gold Open Access

- Freely available on publication
- Author or institution pays an article processing charge



Green Open Access

- Published version stays subscription based
- Author self archives an accepted manuscript in a repository



Hybrid & Transformative

Subscription journal offering an optional OA fee per article, often via institutional deals

*"Purchase this article for \$39.95"
or "Access through your
institution."*

Which offers the greatest visibility?

1. Gold Open Access:

- Excellent visibility

2. Hybrid Open Access:

- Excellent visibility if your article is published Open Access

3. Transformative:

- Excellent visibility when your article is published Open Access
- Often without a personal APC if your institution has an agreement

4. Green Open Access:

- Good visibility
- but sometimes delayed by embargoes and
- typically limited to the accepted manuscript rather than the final published version

1

Gold Open Access: Nutrition Journal, BMC Nutrition, Current Developments in Nutrition, Journal of Nutritional Science

2

Hybrid Open Access: The Journal of Nutrition, European Journal of Clinical Nutrition, British Journal of Nutrition

3

Transformative: British Journal of Nutrition, Public Health Nutrition,

4

Green Open Access: The Journal of Nutrition, European Journal of Clinical Nutrition, British Journal of Nutrition

5

Hybrid Open Access: The American Journal of Clinical Nutrition, The Journal of Nutrition, Public Health Nutrition

Choosing the Right Journal for Your Work

- **Scope alignment:** does the journal regularly publish work in your subfield?
- **Indexing:** is it listed in PubMed/MEDLINE, Scopus, Web of Science, or DOAJ?
- **Editorial board:** are editors identifiable, credentialed, and reachable?
- **Turnaround and fees:** realistic review timelines and transparent, justified costs
- **Audience fit:** will the readers who need this evidence actually find it there?



VERIFICATION TOOLS TO BOOKMARK

DOAJ

Directory of Open Access Journals: vets journals against transparency criteria

Think. Check. Submit.

A step-by-step checklist for evaluating journal trustworthiness

Journal/Author Name Estimator (JANE)

Suggests suitable journals based on your abstract

PubMed / Scopus Source lists

Confirm active indexing status directly at the source

RESEARCHER IDENTITY

Build a Persistent, Connected Researcher Identity

Name ambiguity, institutional moves, and inconsistent affiliations cause your work to be miscounted or lost. A connected identity system links every output back to you



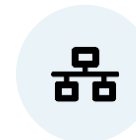
ORCID iD

- Your free, persistent 16-digit identifier
- Link it to every submission, grant, and institutional profile
- <https://orcid.org/0000-0002-6549-289X>
- Visit the official website at orcid.org/register



Google Scholar Profile

- Auto tracks citations and generates your h-index
- Keep it curated and merge duplicate entries
- [1Rmvl0UAAAAJ](https://scholar.google.com/citations?user=1Rmvl0UAAAAJ)
- scholar.google.com



Institutional & ResearchGate Profiles

- Reinforce affiliation and searchability
- Keep bios and publication lists current across platforms
- www.researchgate.net

Understanding Impact Metrics

Metric	What It Measures	
Citation Count	How often a specific paper is referenced by others	
h-index	Balance of an author's productivity and citation impact	
Journal Impact Factor	Average citations to a journal's recent articles	
Altmetrics	Online attention: news, policy documents, social posts	
Downloads / Views	Reader engagement before citation occurs	

Writing and Structuring for Impact



Optimize Your Title

- Front-load key terms;
- avoid clever wordplay that hides the topic from search engines



Write a Complete Abstract

- State objective, method, key finding, and implication
- Many databases index only this text



Choose Precise Keywords

- Select 5–8 terms that match how your audience actually searches
- not just journal jargon



ADD A PLAIN-LANGUAGE SUMMARY

A 100–150 word, jargon-free summary, posted with your article, on your institutional page, or shared on social platforms, lets clinicians, journalists, and policymakers grasp your finding in under a minute

TRY THIS FRAME

“We studied [population] to find out [question]. We found [result], which matters because [so-what for practice or policy].”

Reasons Editors Reject Manuscripts Before Peer Review (Desk Rejection)

- o The manuscript is outside the journal's scope
- o Lack of originality or novelty
- o Major methodological flaws
- o Poor writing and organization
- o Failure to follow journal instructions

- o Weak rationale or research question
- o Ethical concerns
- o Poor statistical analysis
- o Conclusions not supported by the data
- o Low potential impact for the journal's readership

Increasing Citation Metrics

- Publish quality research
- Select indexed journals
- Use searchable titles
- Write informative abstracts
- Use appropriate keywords
- Publish consistently

Increasing Research Visibility

- Create an ORCID profile
- Maintain Google Scholar profile
- Deposit articles in repositories
- Share preprints where appropriate
- Present at conferences
- Share publications on LinkedIn

Applying AI and Digital Tools Ethically

AI tools can speed up manuscript preparation, but they do not remove your responsibility for **accuracy, originality, and honesty in reporting**



Literature Screening & Summarizing

Speeds up scoping searches : but verify every source exists and read the primary text yourself



Language Editing & Clarity

Useful for grammar and phrasing, not for generating findings, data, or interpretation



Formatting & Reference Management

Automates repetitive tasks, freeing time for analysis, always spot-check citation accuracy



ETHICAL NON-NEGOTIABLES

- Disclose AI use per journal, ICMJE, and COPE requirements
- Never let AI fabricate citations, data, or results, verify every reference against the source
- You remain fully accountable for the accuracy and originality of the final manuscript
- Never upload unpublished data or participant information to public AI tools
- AI tools cannot be listed as an author

Digital tools for researchers

1

Literature search

- PubMed
- Scopus
- Google Scholar

2

Reference management

- Zotero
- Mendeley
- EndNote

3

Plagiarism checking

- iThenticate
- Turnitin

4

Writing support

- Grammarly
- Paperpal

Open Access Routes and Repositories

Where your paper sits after publication shapes who can reach it. Layering routes multiplies discoverability at little or no cost

1 Deposit the Accepted Manuscript



- Check your publisher's self-archiving policy (via Sherpa Romeo)
- then deposit post review

2 Use an Institutional Repository



- Most universities host one
- it is indexed by Google Scholar and preserved long-term

3 Add a Subject Repository



PubMed Central, AJOL, or a discipline-specific archive extends reach to specialist audiences

4 Register with a Persistent Link



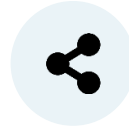
- Always share the DOI or repository link
- Never a PDF alone so downloads and views are tracked

Leveraging Networks and Social Platforms



Academic Networks

- ResearchGate & Academia.edu for peer discovery
- LinkedIn for policy and practitioner audiences
- Discipline-specific listservs and WhatsApp/Telegram groups



Public & Social Media

- X/Twitter threads summarizing key findings
- A short explainer video or infographic
- Conference hashtags to extend talk visibility



Institutional Channels

- University press releases and newsletters
- Departmental seminars and CPD sessions
- Alumni and professional association bulletins

Publishing in Indexed and Reputable Journals

Reputable Journals	Benefits
PubMed/MEDLINE	• Greater discoverability • Higher credibility • Increased citations • Wider readership
Scopus	
Web of Science	
Embase	
DOAJ (for quality Open Access journals)	

Recognizing and Avoiding Predatory Publishers

Warning Sign	Legitimate Practice
Unsolicited email inviting submission within days	Journals rarely recruit authors by cold email
Acceptance promised before review, or in under a week	Genuine peer review takes weeks to months
Vague or fabricated editorial board, no verifiable affiliations	Board members are named, credentialed, and searchable
Fees undisclosed until after acceptance	APCs are published clearly on the journal's website
Journal claims an impact factor absent from Clarivate/Scopus	Indexing claims are verifiable on the source database

Quartiles Matter

These quartiles are commonly assigned using databases such as **Scopus (through SCImago Journal Rank, SJR)** and **Clarivate's Journal Citation Reports (JCR)**

Q1 Journals

- Highest impact and visibility
- Receive more citations
- Usually have rigorous peer review and lower acceptance rates
- Highly regarded for promotion, funding, and international recognition

Q2 Journals

- Good-quality journals with respectable impact
- Slightly easier to publish in than Q1 journals

Q1	First Quartile	Top 25% of journals
Q2	Second Quartile	Between the top 25% and 50%
Q3	Third Quartile	Between the top 50% and 75%
Q4	Fourth Quartile	Bottom 25%

Quartiles Matter

Q3 Journals

- Moderate impact
- Suitable for specialized or regional research
- Often have higher acceptance rates than Q1 and Q2 journals

Q4 Journals

- Lower citation impact
- May still publish quality work, especially in niche or emerging fields
- Often serve regional or specialized audiences

Q1	First Quartile	Top 25% of journals
Q2	Second Quartile	Between the top 25% and 50%
Q3	Third Quartile	Between the top 50% and 75%
Q4	Fourth Quartile	Bottom 25%

Building International Collaborations

- Better research quality
- Access to funding
- Shared expertise
- Larger datasets
- Increased citations
- Global recognition



FINDING COLLABORATORS

- International conferences
- Professional societies
- ResearchGate
- LinkedIn
- University partnerships
- WHO collaborating centres
- International research consortia

Collaboration for a Global Research Voice



Co-Author Across Borders

International collaboration correlates strongly with higher citation rates and broader readership



Contribute to Regional Networks

West African and pan-African nutrition consortia amplify local evidence into global conversations



Mentor and Be Mentored

Pairing early-career and senior authors builds sustainable publishing capacity across institutions

NIGERIAN JOURNAL OF NUTRITIONAL SCIENCES (NJNS)

Visibility for Authors

A credible platform for high-quality nutrition research with local relevance and global visibility.



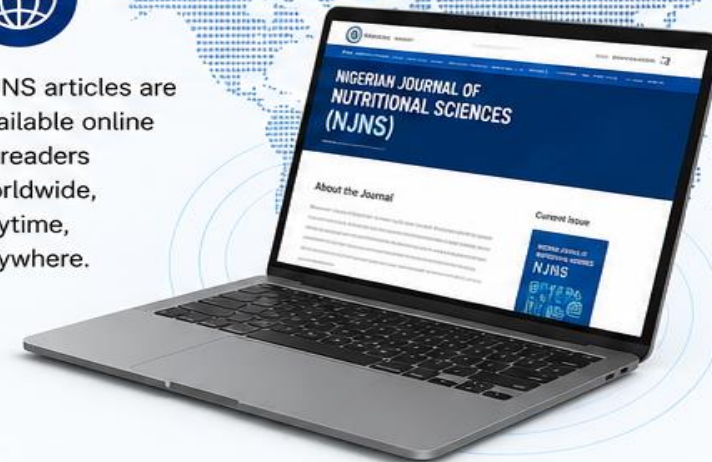
WHY PUBLISH IN NJNS?

Publishing in NJNS offers authors strong visibility, credibility and impact within **Nigeria, Africa** and the **global** nutrition research community.

INTERNATIONAL ONLINE AVAILABILITY



NJNS articles are available online to readers worldwide, anytime, anywhere.



SCOPUS-INDEXED JOURNAL

Scopus®

NJNS is indexed in Scopus, one of the world's largest abstract and citation databases, enhancing global discoverability and citation tracking for your research.



SJR 0.102
(Scopus 2024)



h-index
4



Quartile
Q4



Coverage
2019–2024

AJOL HOSTING



NJNS is hosted on African Journals Online (AJOL), increasing visibility across Africa and beyond.



MORE VISIBILITY. GREATER IMPACT.



GOOGLE SCHOLAR DISCOVERABILITY

Articles are easily discoverable through Google Scholar, increasing readership and citations.



PEER-REVIEWED PUBLICATION

Rigorous peer review ensures the quality, credibility and integrity of published research.



LONG-ESTABLISHED JOURNAL

NJNS is a respected, long-running journal currently publishing Volume 47 (2026), reflecting decades of contribution to nutrition science.



GLOBAL REACH

Connect with a diverse international audience of researchers, policy makers and practitioners.



RELEVANT TO POLICY AND PRACTICE

Research published in NJNS informs nutrition policy, programs and practice in Nigeria, Africa and beyond.



YOUR RESEARCH. REAL IMPACT.

Share your findings, influence decisions and contribute to a healthier future.

90-Day Visibility Action Plan

Days 1–30

Foundations

- Register or update your ORCID iD
- Create/clean your Google Scholar profile
- Audit one target journal using Think.Check.Submit.

Days 31–60

Positioning

- Draft a plain-language summary for a recent paper
- Deposit an accepted manuscript in a repository
- Identify two relevant regional or global networks to join

Days 61–90

Amplifying

- Share findings via one social/professional channel
- Reach out to a potential co-author outside your institution
- Track citations and downloads; note what worked

KEY RESOURCES

Thank You — Keep Building Your Visibility

- ORCID.org: register your researcher identifier
- DOAJ.org: verify open access journal legitimacy
- Think, Check, Submit (thinkchecksubmit.org)
- Sherpa Romeo (sherpa.ac.uk/romeo): check self-archiving rights
- African Journals Online (ajol.info): regional indexing



QUESTIONS & DISCUSSION

What is the one action you will complete in the next 7 days to strengthen your research visibility?