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Every one is interested in receiving more credit, rather than being concerned about the quality. Universities and institutions are ranked based on several parameters. One important component is the citations in scholarly publications. The number of subsequent citations received by individual authors, institutions, and journals is considered a crucial proxy measure for evaluating the quality of research. Many citation-based measures, such as the impact factor and the h-index, are based on the number of citations.

Citations influence individual tenure, positions, institutional rankings, project funding, and academic rankings. Some believe that even without much quality, publishing and getting cited is possible. Is it true? Yes- not completely, but in certain cases and to some extent.

Visibility Process. When scientific output is available, it needs to be read, given attention, and have higher visibility to attract other researchers to use and cite it. There are many strategies and mechanisms available to promote its use and impact. These strategies are individual-driven and institution-driven. It is worth examining the processes with the help of several illustrations and live measures. *Research Productivity* and *Subsequent Use* will be the core theme of the proposed training workshop.

Are you interested in hosting this training in your institution? Contact us service@dirf.org/director@dline.info