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# Writing a good research thesis and article

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1<sup>st</sup> International Conference of the Faculty  
of Management Sciences, University of  
Maiduguri, Maiduguri, Borno State,  
Nigeria

31 January 2023

# Content



**Dr. Popoola, Oluwatoyin M. J.**

More [information](#)

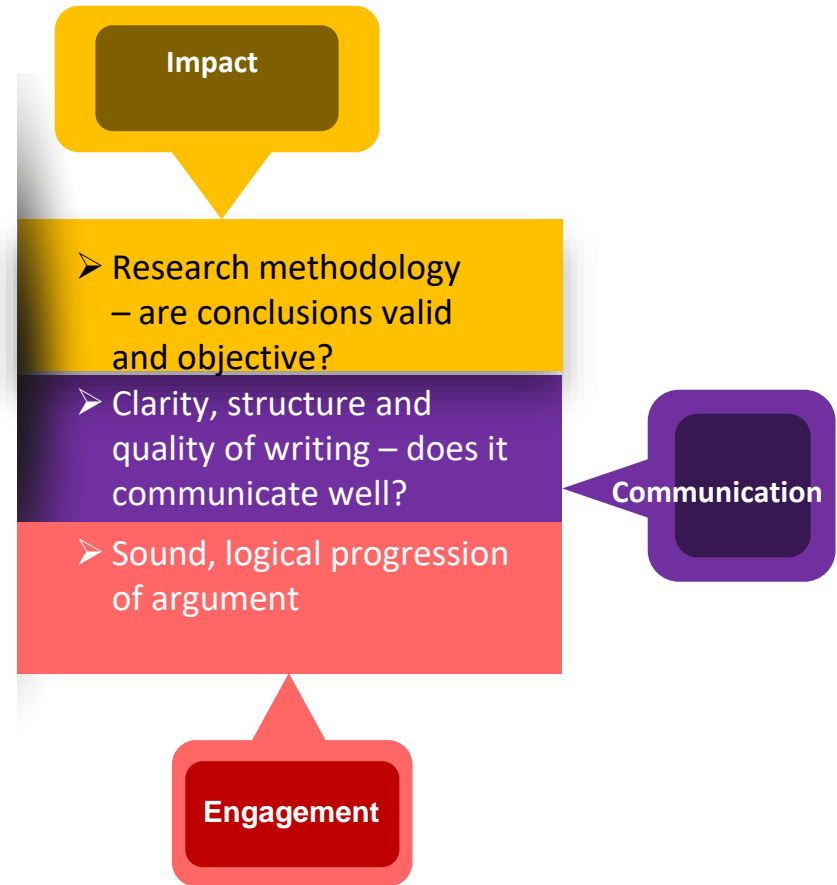
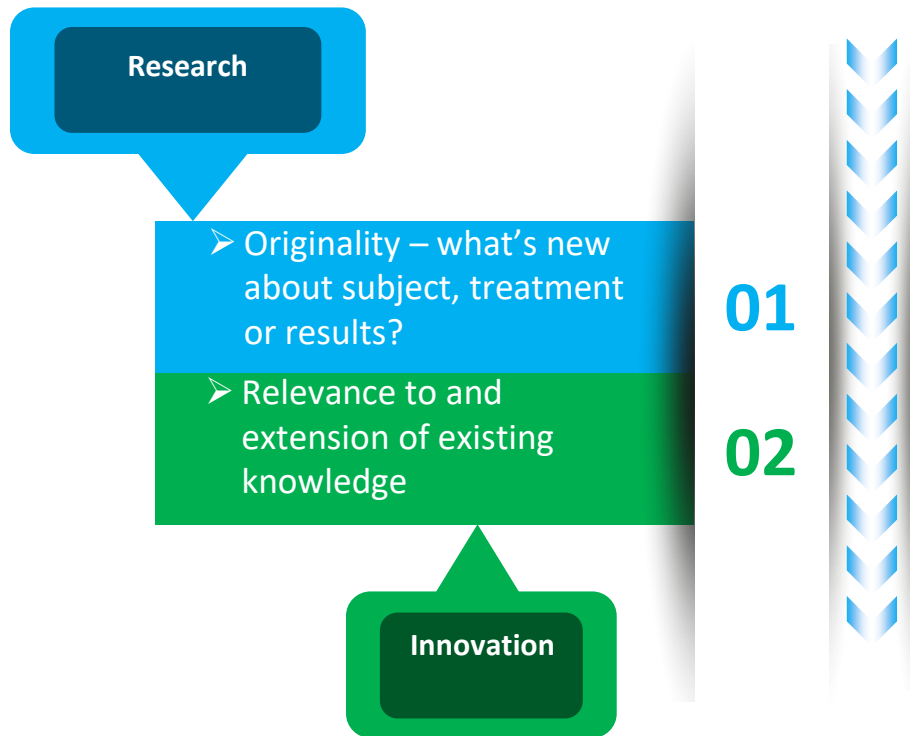
- Impact areas
- What makes a good quality research and article?
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- Article publication
- Article target
- Example of cover letter with editor comments
- Considering Co-authorship
- Considering co-authorship Tips
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# Impact Areas



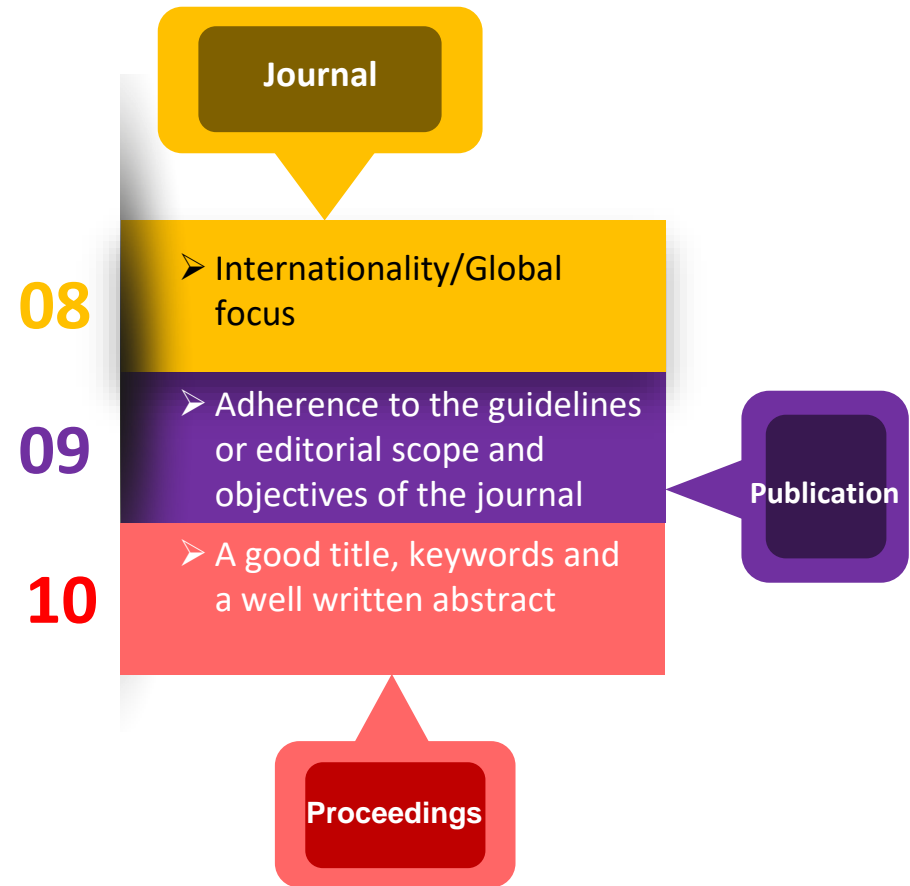
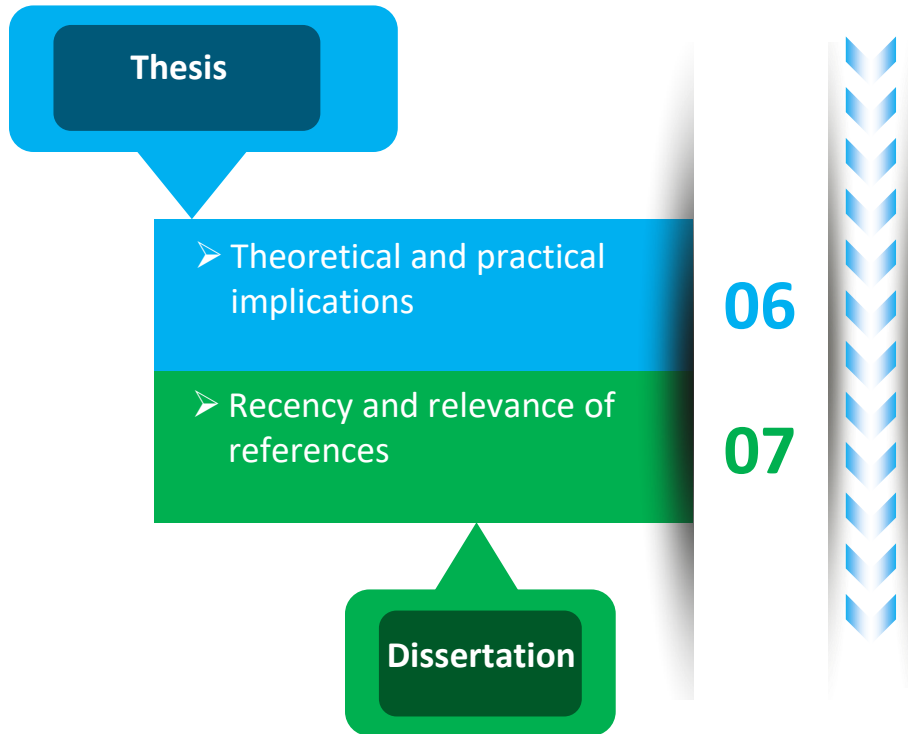
- Why are you writing?
- What impact will it have?
- Why am I doing research?
- What is it for?

# What makes a Good quality study and article?



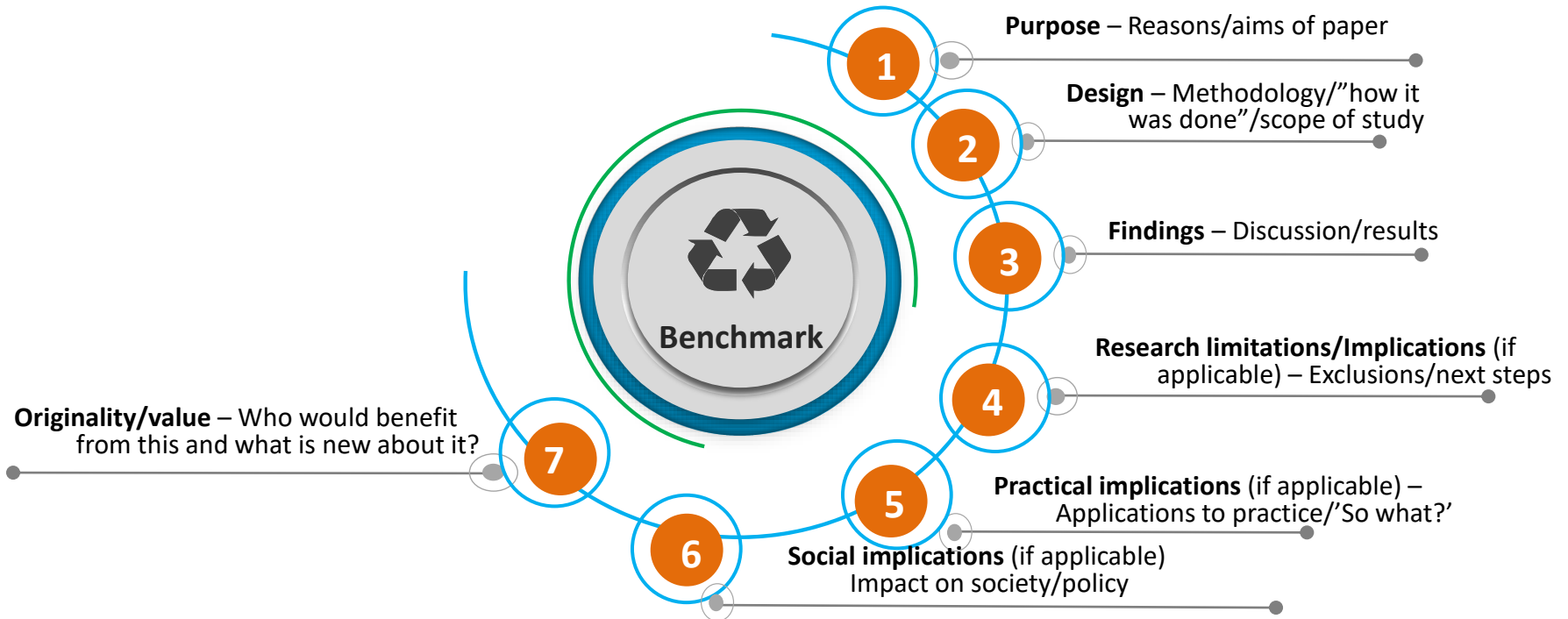


# What makes a good quality research and article?



# Structured Abstracts

250 words or less (no more than 100 in any one section)



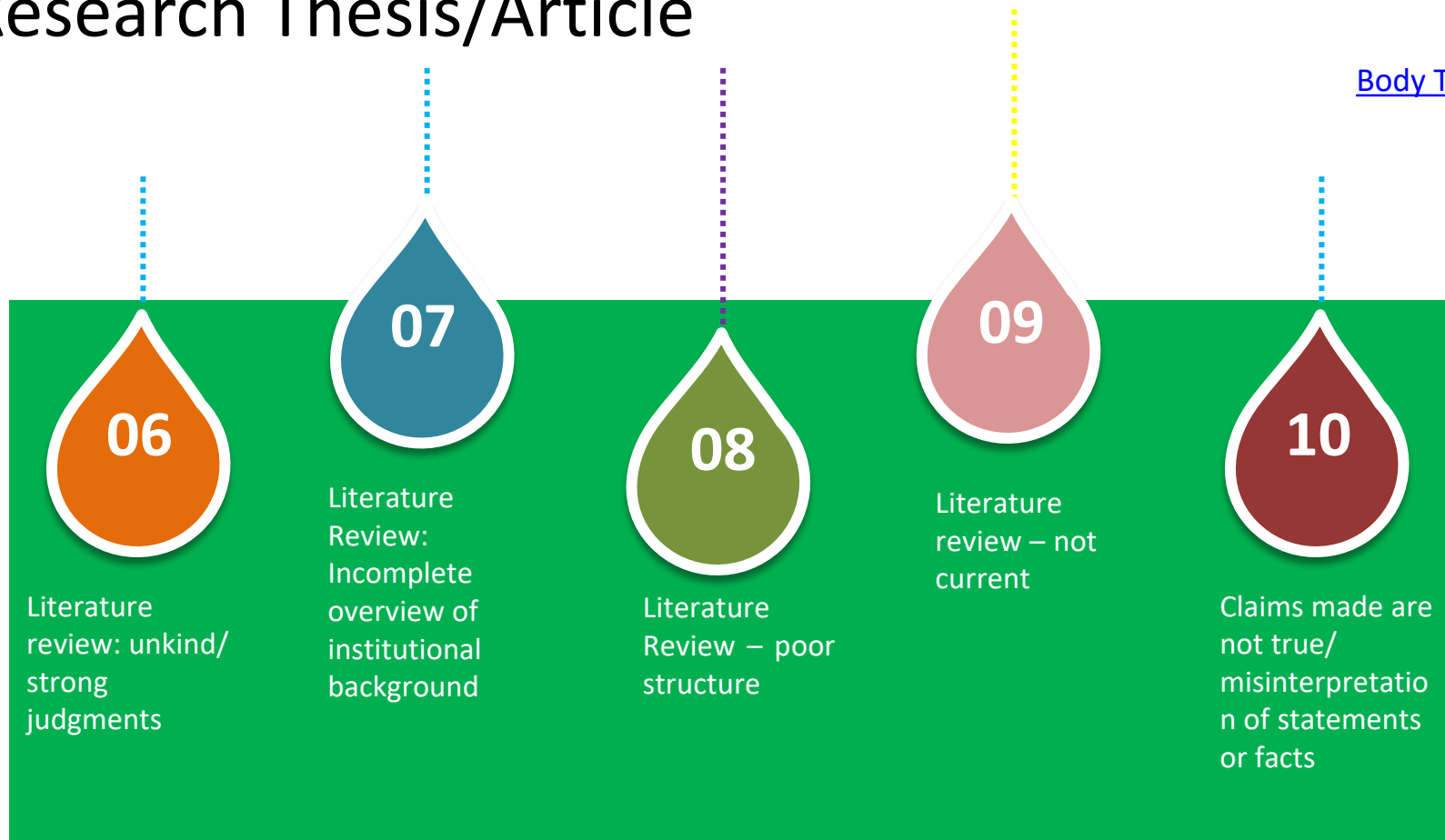
# Common flaws in the Research Thesis/Article

Body Text



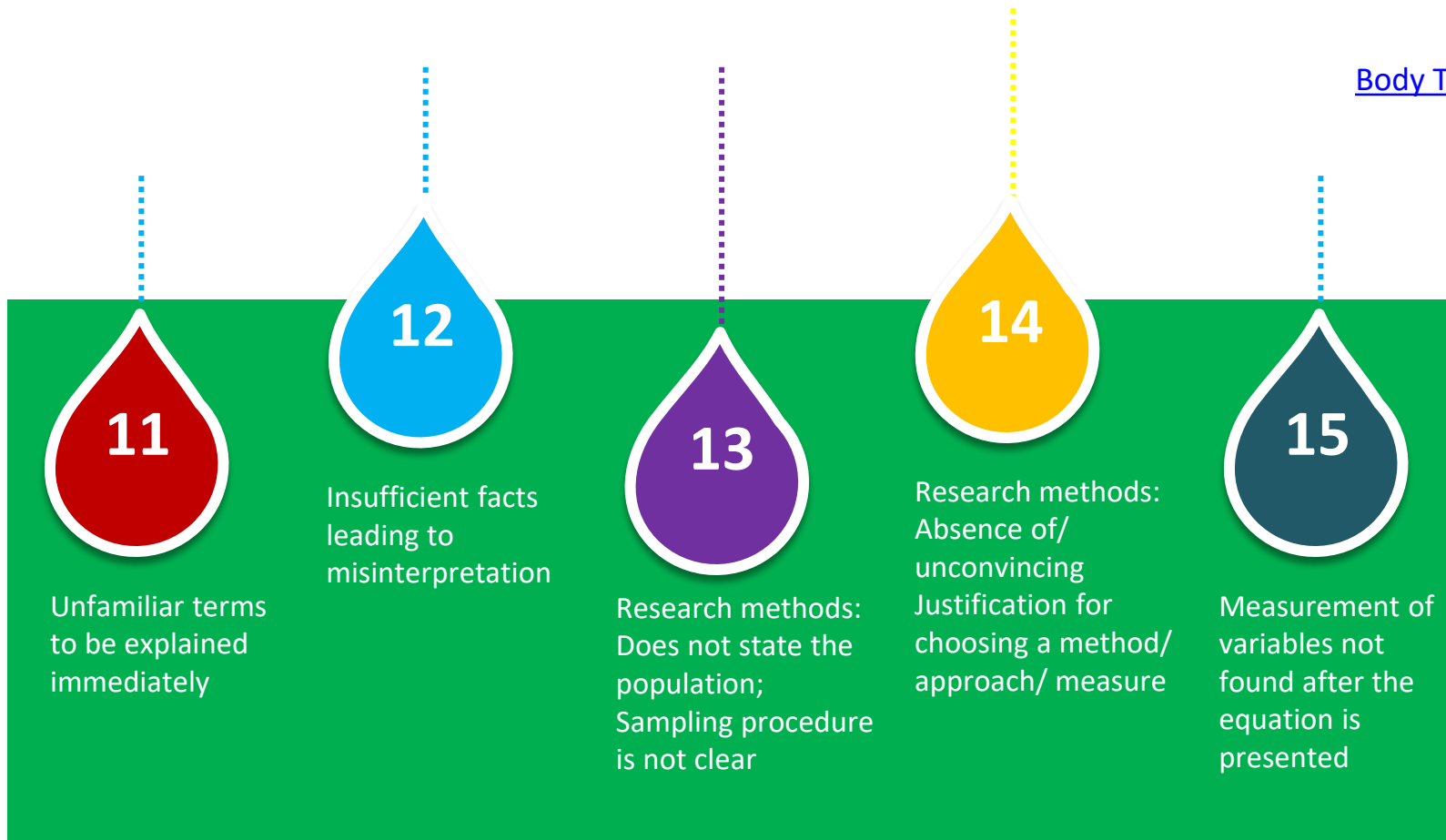
# Common flaws in the Research Thesis/Article

Body Text



# Common flaws in the Research Thesis/Article

Body Text



# Common flaws in the Research Thesis/Article

Body Text

16

Results and Discussion:  
improper  
presentation of  
tables/figures

17

Results and Discussion –  
missing  
demographic  
information

18

Results and Discussion - no  
attempt to link  
with theories and  
previous findings

19

Results and discussion –  
inconsistent use  
of abbreviations  
and acronyms

20

Results -  
Unsupported  
claims

# Common flaws in the Research Thesis/Article

[Body Text](#)

21

Results – too  
detail in  
discussing the  
descriptive  
statistics.

22

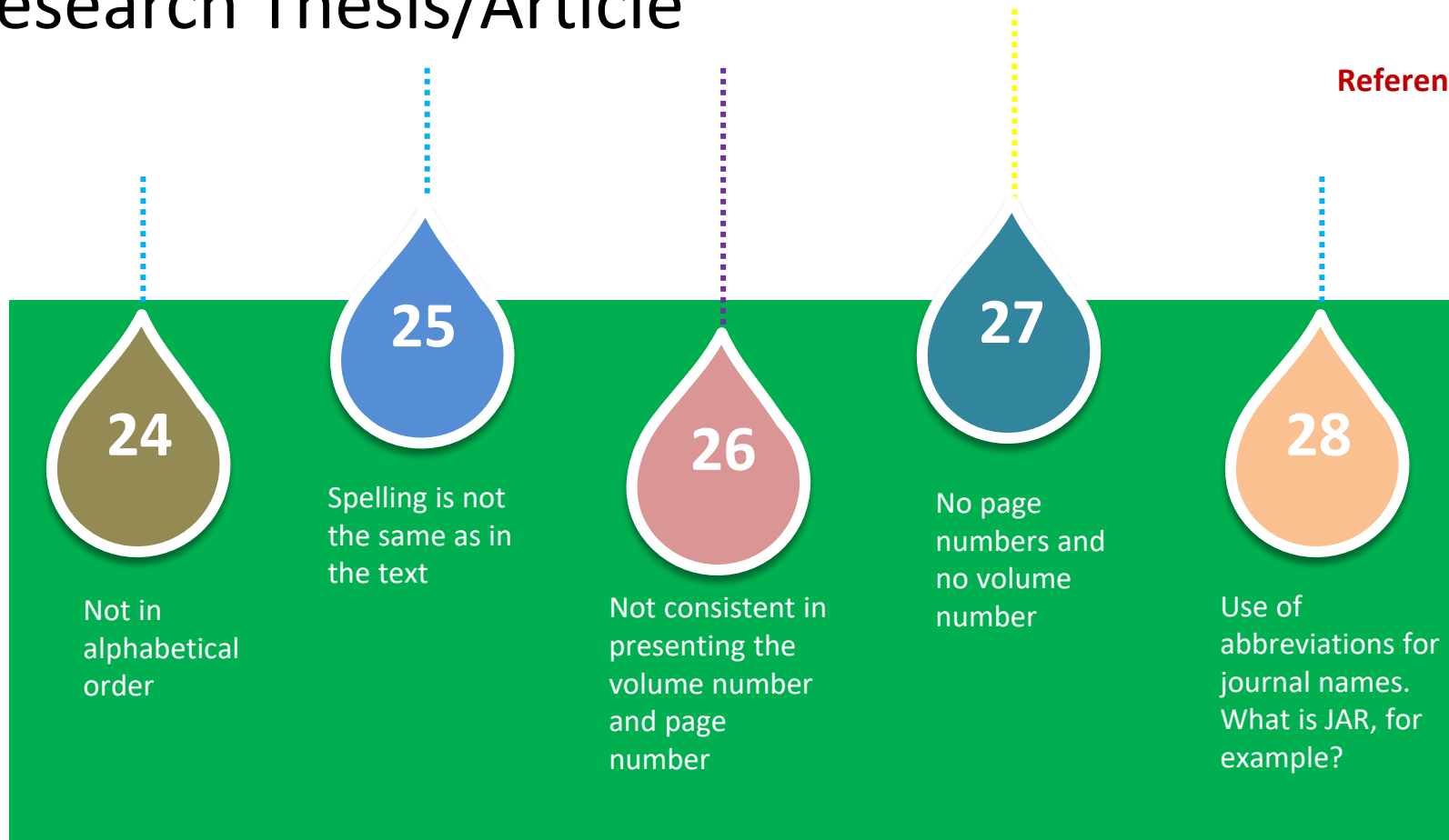
Results – No  
robustness tests

23

Conclusion –  
discussion of  
findings that are not  
discussed anywhere  
in the previous  
chapters.

# Common flaws in the Research Thesis/Article

## References





# Common flaws in the Research Thesis/Article

## References

29

Not in alphabetical order. Names of the authors are not spelled out. Instead, et al. is used

30

Inconsistent use of "&" instead of "and"

31

First and middle names initials come before the last name

32

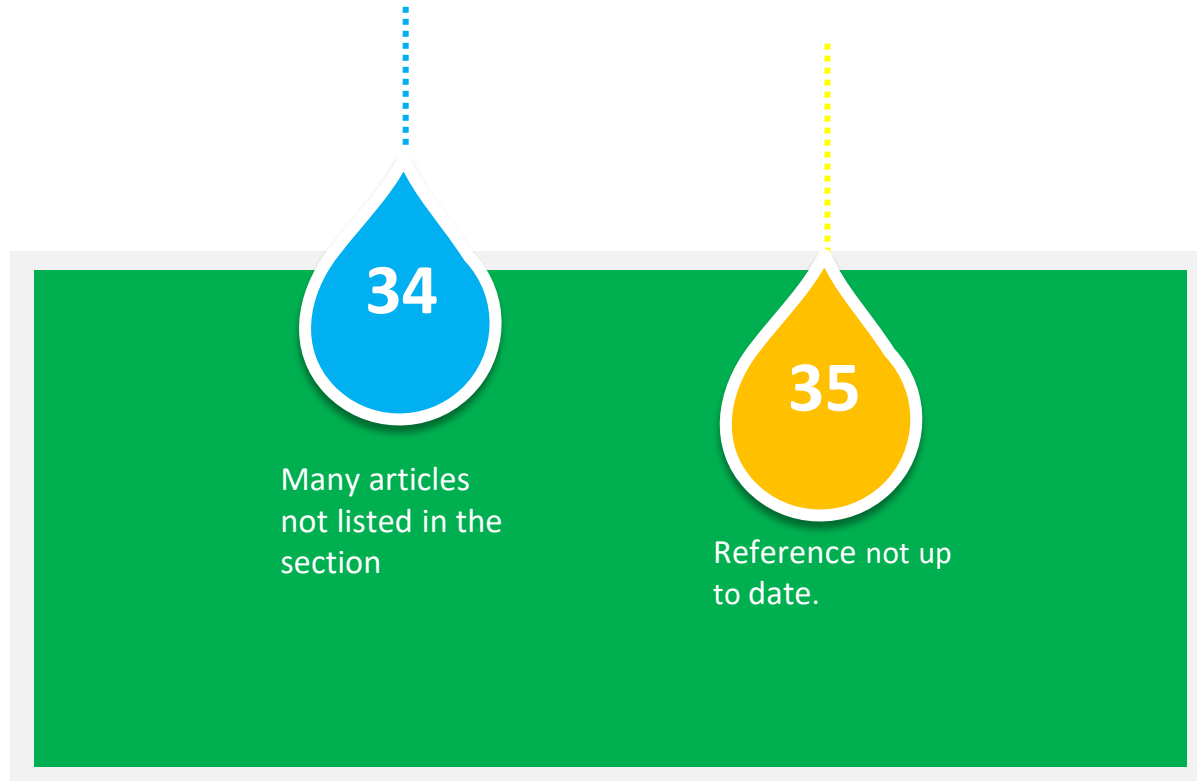
Date of symposium or conference not stated

33

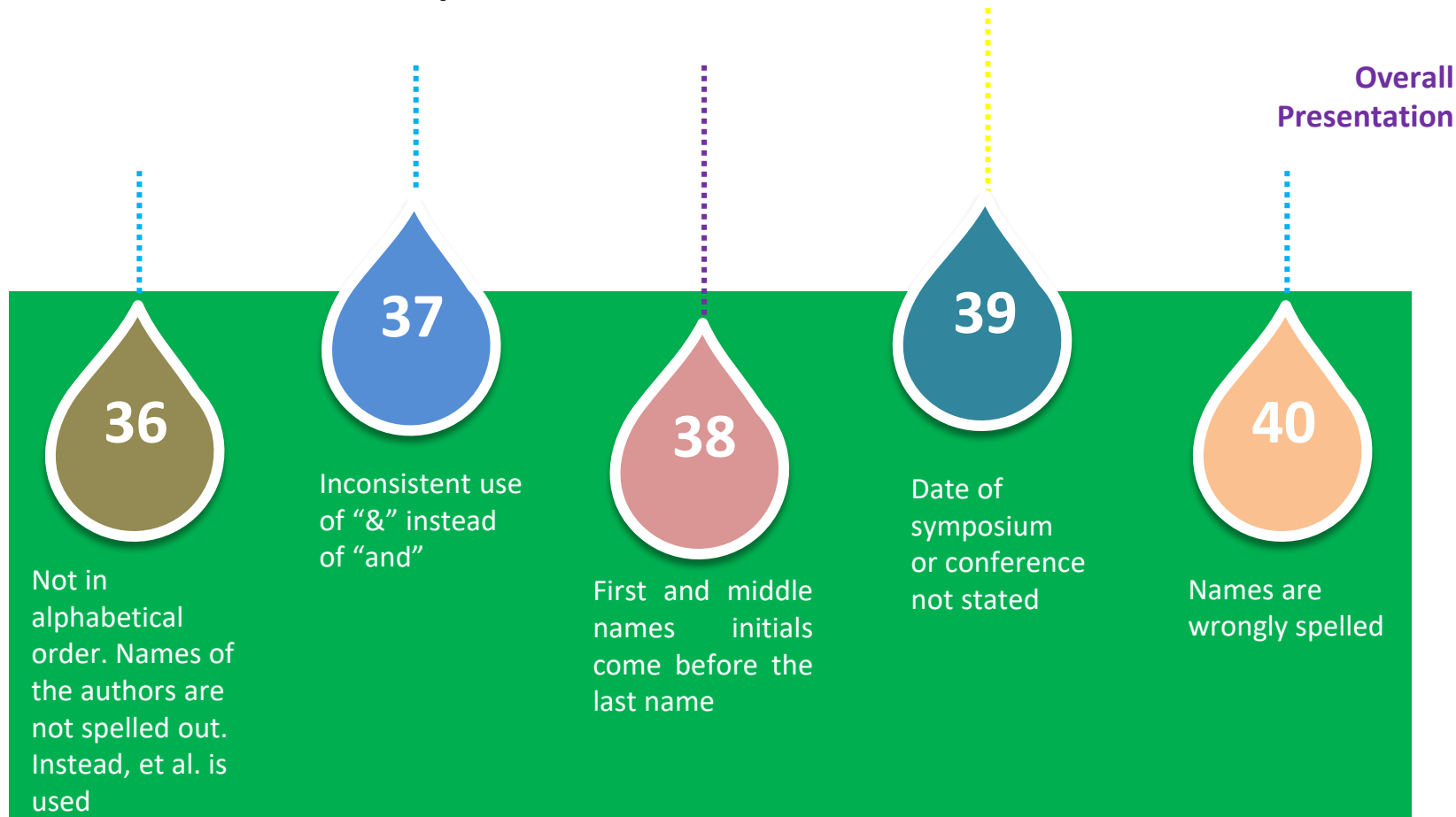
Names are wrongly spelled

# Common Flaws in the Research Thesis/Article

Body Text



# Common Flaws in the Research Thesis/Article



# Article Publication

Be committed to avoiding Desk reject

***“Many papers are rejected simply because they don’t fulfil journal requirements. They don’t even go into the review process.”***

# Article Target



- Identify a few possible target journals/series but be **realistic**
- Follow the **Author Guidelines** – scope, type of paper, word length, references style, etc
- Find out where to send your paper (editor, online submission e.g. Scholar One). Check author guidelines which can be found in a copy of the journal/series or the publisher's web site
- Send an outline or abstract and ask if this looks suitable and interesting (or how it could be made so)
- **Read** at least one issue of the publication – visit your library for access
- **Include a cover letter** – opportunity to speak directly to the editor, convince them of the importance of your manuscript to the journal

# Example of cover letter with editor comments



There are two useful things which should be included in a covering letter if relevant.

1. A statement of why the paper is being submitted to this journal, if it is a bit unusual, or outside the journal's usual scope.
2. A statement about any papers on similar topics being submitted elsewhere, whether or not these are referenced in the article.

So a good covering letter dealing with these points would say:

- *I am submitting this article to Journal of Documentation. You will see that it deals with public library management, which I appreciate is outside JDoc's normal scope. However, it focuses on the novel application of a theoretical model to the topic, and hence I think it is appropriate for JDoc.*
- *I am submitting an article with a similar title to 'Public Library Journal'. However, that article gives a series of case studies, rather than describing and applying the model, and so is quite distinct from the paper submitted here. I can send a copy of the PLJ paper if required.*

# Example of cover letter with editor comments



A 'bad' covering letter would be one which either gave a poor reason for submitting the paper to a particular, or which showed lack of understanding of the peer review process.

An example would be:

- *I am sending this article for you to publish in Journal of Documentation, after your editorial amendments. I have chosen ARJ to publish this paper, as it is a high-impact and well-regarded journal.*

# Considering Co-authorship



## Where to find a co author

- Supervisor or colleague
- Conferences
- Journals
- Emerald Research Connections

## Benefits

- First time authors
- Demonstrates the authority and rigour of the research
- Especially useful for cross-disciplinary research



# Considering co-authorship



## Tips

- Ensure the manuscript is checked and edited so that it reads as one voice
- Exploit your individual strengths
- Agree and clarify order of appearance of authors and the person taking on the role of corresponding author
- Distributing work
- Leader
- Extending your work

# Before submitting an article: carry out a peer review

- Let someone else see it — show a draft to friends or colleagues and ask for their comments, advice and honest criticism
- We are always **too close** to our own work to see its failings
- **Always** proof-check thoroughly – no incorrect spellings, no incomplete references. Spell checkers are not fool-proof



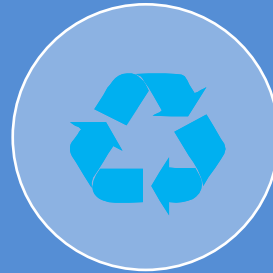
Spot the error:

“A **knew** research methodology introduced in 2023...”

# Other useful resources



- [www.isiwebofknowledge.com](http://www.isiwebofknowledge.com) (ISI ranking lists and impact factors)
- [www.harzing.com](http://www.harzing.com) (Anne-Wil Harzing's site about academic publishing and the assessment of research and journal quality, as well as software to conduct citation analysis)
- [www.scopus.com](http://www.scopus.com) (abstract and citation database of research literature and quality web sources)
- [www.cabells.com](http://www.cabells.com) (addresses, phone, e-mail and websites for a large number of journals as well as information on publication guidelines and review information)
- [www.phrasebank.manchester.ac.uk](http://www.phrasebank.manchester.ac.uk) (a general resource for academic writers, designed primarily with international students whose first language is not English in mind)
- <http://www.esrc.ac.uk> (impact toolkit)
- [www.emeraldinsight.com/structuredabstracts](http://www.emeraldinsight.com/structuredabstracts)



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# Thank You

*Have a nice day*

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**+23480 3328 4641**



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DIGITAL SOCIETY



# The Role of Management Science Oriented Research in Situations of Uncertainty: Implications of Research Impact and Visibility

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*1st International Conference of the Faculty of Management Sciences, University of Maiduguri, Maiduguri, Borno State, Nigeria*

*31 January 2023*

- ▶ *Asst Prof Dr Oluwatoyin Muse Johnson Popoola, PhD, MBA, RPA, Member INSOL International, AM(M) FCTI, CFA, FCA*

# OUTLINE

Introduction here



- ▶ **Section 1**  
Management Science Research
  - ▶ What is Management Science Research?
  - ▶ Concepts of Management Science
  - ▶ Levels of Management Science
  - ▶ Importance of Management Science Research
- ▶ **Section 2**  
Research Impact
  - ▶ Global and Local Research
  - ▶ Research and Impact areas
  - ▶ Elements of a good quality research
- ▶ **Section 3**  
Research Visibility
  - ▶ Author profiles and platforms
  - ▶ Social media and Repositories
  - ▶ Enhancing research visibility





01

# RESEARCH IMPACT

The easiest definition of  
"Research impact" is  
"Making a difference"

<https://www.gla.ac.uk/myglasgow/ris/researchimpact/>

# WHAT IS MANAGEMENT SCIENCE RESEARCH?



- Management science is the study of **problem-solving and decision-making** in organizations. You can think of it as **applying the scientific method to management**, enabling managers to make decisions for an organization and improve its performance.
- Management research is the **application of information which has been gathered and analysed** to the resolution of a given problem or question. It should **contribute, whether directly or indirectly, to the decision-making** processes in an organization.



# 5 CONCEPTS OF MANAGEMENT SCIENCE





# 3 LEVELS OF MANAGEMENT SCIENCE RESEARCH

01

The fundamental level lies in three mathematical disciplines: probability, optimization, and dynamical systems theory.

02

The modeling level is about building models, analyzing them mathematically, gathering and analyzing data, implementing models on computers, solving them, experimenting with them—all this is part of management science research on the modeling level.

This level is mainly instrumental, and driven mainly by statistics and econometrics.

03

The application level, just as in any other engineering and economics disciplines, strives to make a practical impact and be a driver for change in the real world.

# IMPORTANCE OF RESEARCH IN MANAGEMENT SCIENCE

Conducting research can help firms avoid failure in the future.

Businesses may utilize research to determine whether now is the best time to expand into a new city or whether they require a loan.

It could also help small businesses figure out whether or not a procedure needs to be changed.



# GLOBAL AND LOCAL RESEARCH COUNTRY RANKINGS



Scimago Journal & Country Rank

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All subject areas

All subject categories

All regions

1996-2021

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Documents

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	Country	↓ Documents	Citable documents	Citations	Self-Citations	Citations per Document	H index
1	United States	14408686	12662685	422381431	181255974	29.31	2711
2	China	8254736	8081358	96129346	55619277	11.65	1112
3	United Kingdom	4235739	3564646	114382158	24729307	27.00	1707
4	Germany	3663812	3352795	89183196	20651732	24.34	1498
5	Japan	3191326	3035507	58822810	14431511	18.43	1171
6	France	2521133	2325263	61010667	11895280	24.20	1352
7	India	2353482	2177268	26332969	8967838	11.19	745
8	Italy	2197985	1983062	48803041	11022920	22.20	1189
9	Canada	2146402	1917712	58975462	9677796	27.48	1381
10	Australia	1747456	1538304	43564203	8366775	24.93	1193

## What is an h-index?

The h-index is an index that **attempts to measure both the productivity and impact** of the published work of a scientist or scholar. In Scopus, the h-index is not a static value.

(Herfindahl–Hirschman index · Solomon H. Snyder · Jorge E. Hirsch)

## What does an h-index of 6 mean?

An h-index of 6 means that this author has published at least 6 papers that have each received at least 6 citations.

(Ireland, MacDonald & Stirling, 2013).

# GLOBAL AND LOCAL RESEARCH COUNTRY RANKINGS



scimagojr.com/countryrank.php

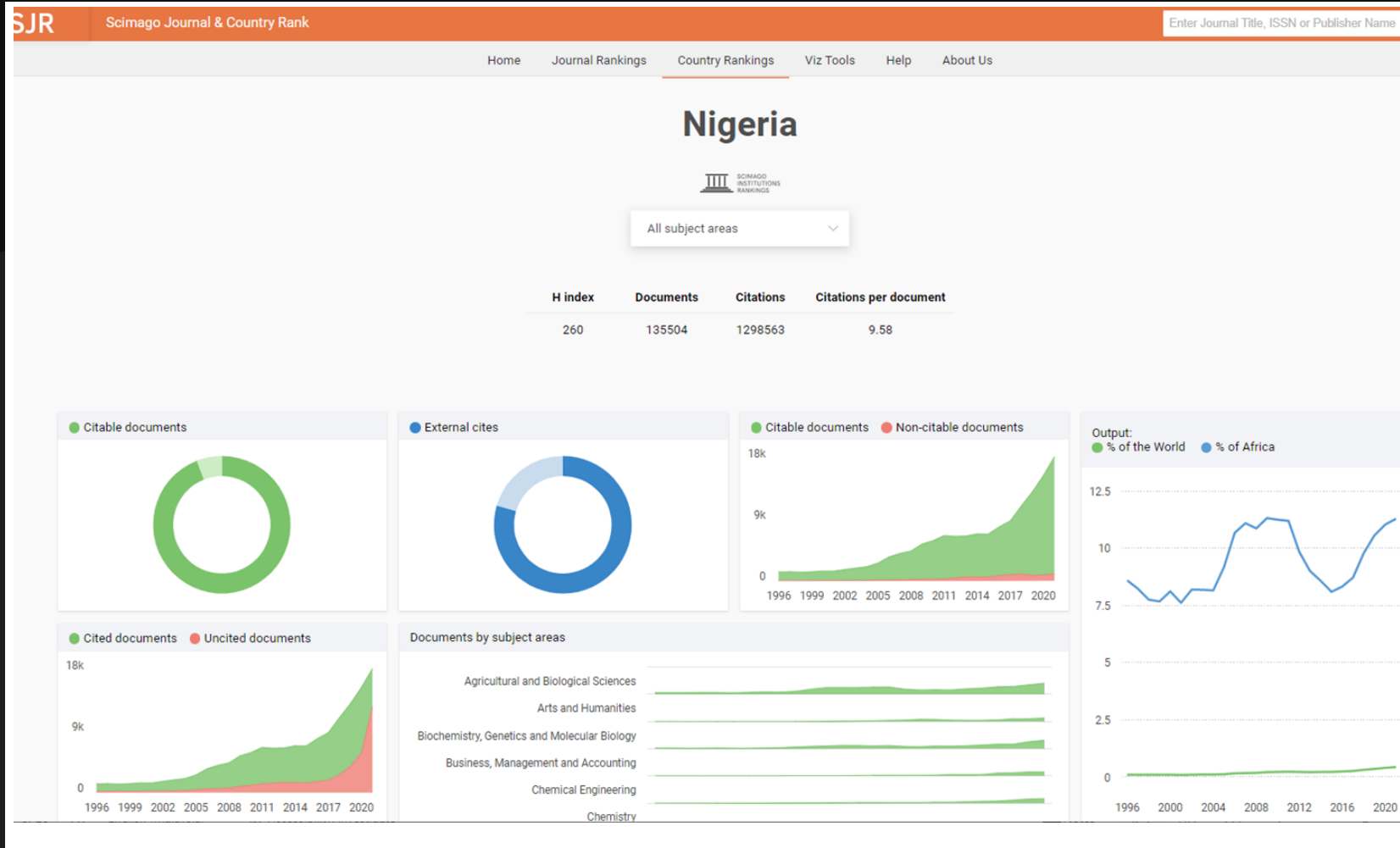


35		South Africa	372646	336951	6268457	1247517	16.82	567
36		Egypt	302626	290713	3812756	786275	12.60	349
37		New Zealand	301756	265890	7413693	933091	24.57	633
38		Saudi Arabia	299283	285929	4487881	712683	15.00	478
39		Ireland	264124	231551	6448205	628096	24.41	628
40		Indonesia	263491	256614	1393314	377132	5.29	284
41		Argentina	260997	243496	4704091	861118	18.02	510
42		Romania	255651	244577	2492998	493756	9.75	364
43		Ukraine	250206	243638	1933272	544015	7.73	323
44		Thailand	248087	235095	3447129	522983	13.89	396
45		Pakistan	244476	232874	2798976	679622	11.45	353
46		Hungary	235457	220928	4463516	610303	18.96	540
47		Chile	203622	191964	3555884	639491	17.46	451
48		Colombia	150096	141076	1794712	273154	11.96	356
49		Slovakia	141920	136388	1741765	304134	12.27	331
50		Nigeria	135504	127434	1298563	265966	9.58	260

Nigeria is No. 50 in the global and local Research Country Rankings behind South Africa, Egypt

Source:  
<https://www.scimagojr.com/countryrank.php>

# All Subjects



# Business, Management and Accounting



SJR

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Enter Journal Title, ISSN or Publisher Name

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## Nigeria



Business, Management and Accounting

H index	Documents	Citations	Citations per document
61	4837	28320	5.85

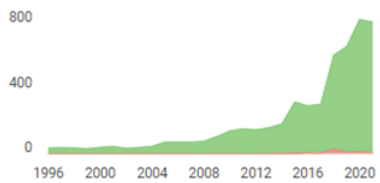
Citable documents



External cites

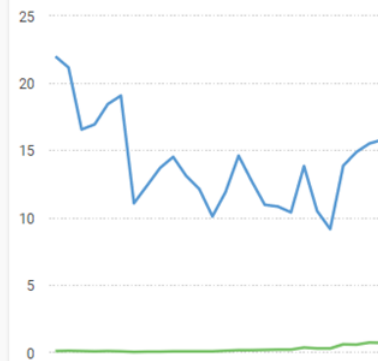


Citable documents Non-citable documents

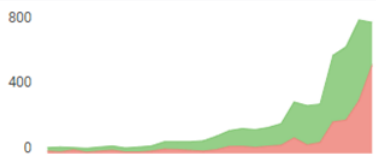


Output:

% of the World % of Africa



Cited documents Uncited documents



Documents by subject categories

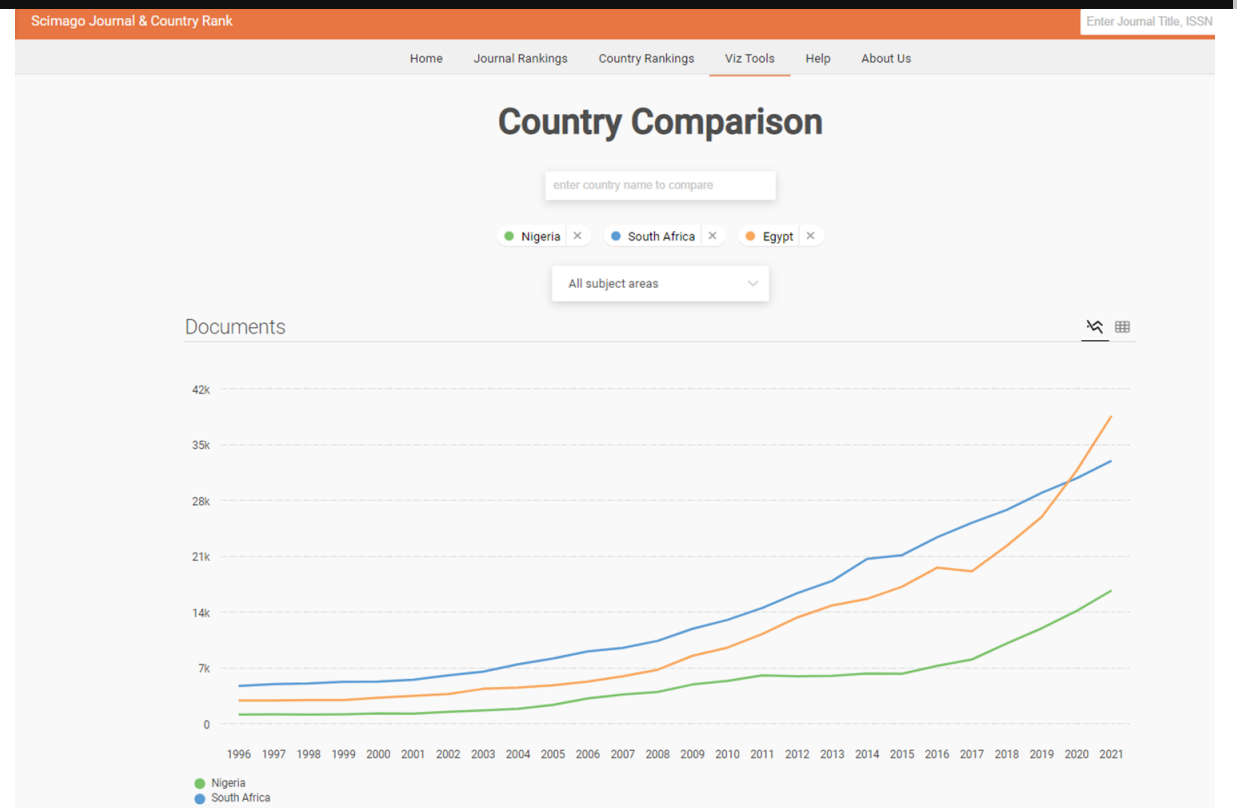
Accounting

Business and International Management

# COUNTRY COMPARISON

*South Africa, Egypt and Nigeria*

Comparison: South Africa (35),  
Egypt (36), and Nigeria (50)





## Nigeria: Journal indexed in Scopus (1-21)

SJR Scimago Journal & Country Rank









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All subject areas All subject categories Nigeria All types 2021

Only Open Access Journals  Only SciELO Journals  Only WoS Journals <sup>?</sup> Display journals with at least 0 Citable Docs. (3years) Apply

Download data

1 - 21 of 21 < >

	Title	Type	↓ SJR	H index	Total Docs. (2021)	Total Docs. (3years)	Total Refs. (2021)	Total Cites (3years)	Citable Docs. (3years)	Cites / Doc. (2years)	Ref. / Doc. (2021)	
1	<a href="#">African journal of reproductive health</a>	journal	0.360 Q3	44	93	211	2880	221	183	0.79	30.97	
2	<a href="#">Pan African Medical Journal</a> 	journal	0.283 Q3	36	979	2778	17561	2288	2413	0.82	17.94	
3	<a href="#">Nigerian Journal of Clinical Practice</a>	journal	0.277 Q3	29	284	843	8093	1092	836	1.15	28.50	
4	<a href="#">African Journal of Infectious Diseases</a> 	journal	0.256 Q4	14	20	61	511	74	61	0.57	25.55	
5	<a href="#">Nigerian postgraduate medical journal, The</a>	journal	0.245 Q3	20	48	149	0	148	147	1.16	0.00	
6	<a href="#">Filosofia Theoretica</a>	journal	0.199 Q1	8	45	70	1329	28	67	0.28	29.53	

<https://www.scimagojr.com/journalrank.php?country=NG>

# Nigeria: Journal indexed in Scopus (1-21)



scimagojr.com/journalrank.php?country=NG

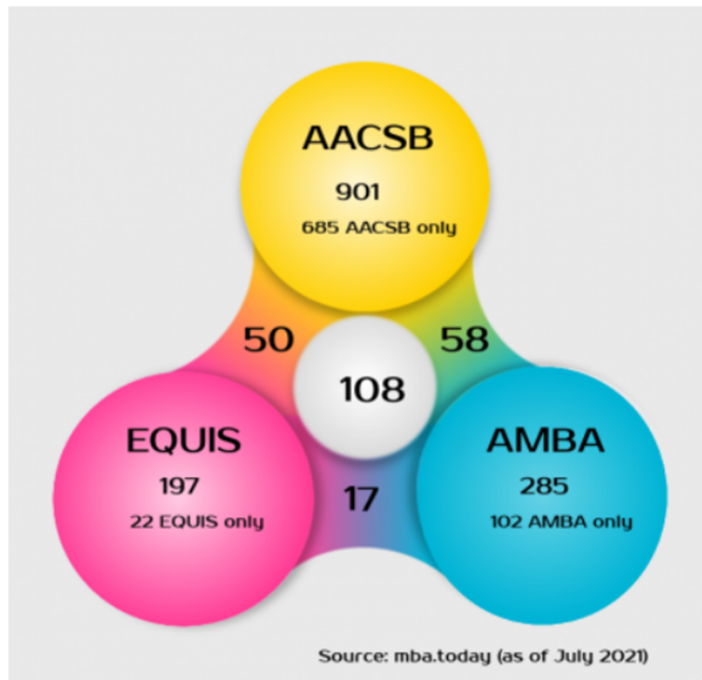
9	Journal of Agricultural Extension	journal	0.169 Q4	6	40	263	819	122	263	0.50	20.48	■ ■
10	Nigerian Journal of Physiological Sciences	journal	0.167 Q4	19	17	97	722	57	96	0.53	42.47	■ ■
11	Journal of the Nigerian Society of Physical Sciences	journal	0.154 Q4	3	60	48	1527	22	48	0.46	25.45	■ ■
12	African Journal Biomedical Research	journal	0.137 Q4	17	40	187	1363	46	183	0.19	34.08	■ ■
13	Nigerian Journal of Economic and Social Studies	journal	0.135 Q4	5	12	25	491	9	25	0.32	40.92	■ ■
14	African Journal of Library Archives and Information Science	journal	0.130 Q4	10	18	23	598	14	23	0.61	33.22	■ ■
15	West African Journal of Medicine	journal	0.129 Q4	31	0	101	0	25	100	0.25	0.00	■ ■
16	Tropical Journal of Natural Product Research	journal	0.128 Q4	5	319	344	11948	119	342	0.30	37.45	■ ■
17	African Journal of Drug and Alcohol Studies	journal	0.122 Q4	10	0	32	0	11	32	0.20	0.00	■ ■
18	Nigerian Journal of Parasitology	journal	0.120 Q4	5	24	106	723	16	105	0.12	30.13	■ ■
19	Nigerian Journal of Technological Development	journal	0.117 Q4	1	39	40	1349	11	40	0.28	34.59	■ ■
20	Nigerian Journal of Nutritional Sciences	journal	0.113 Q4	2	0	61	0	8	61	0.13	0.00	■ ■
21	Ikenga	journal		0	18	0	654	0	0	0.00	36.33	■ ■

n/journalsearch.php?q=21101044730&tin=sid&clean=0

<https://www.scimagojr.com/journalrank.php?country=NG>

# List of Triple-Accredited Business Schools (AACSB, EQUIS, AMBA) 2021

As of July 2021, 108 institutions hold the triple crown accreditation.



<https://www.efmd.org/accreditation-main/equis>

<http://www.aacsb.edu/>

<http://www.mbaworld.com/>

# Nigeria: Conference and Proceedings – 2021



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## War Thunder

Astonishing graphics, authentic sound effects and beautiful music

War Thunder

Open >

All subject areas

All subject categories

Nigeria

Conferences and Proceedings

2021

Only Open Access Journals  Only SciELO Journals  Only WoS Journals <sup>?</sup>

Display journals with at least 0

Citable Docs. (3years)

Apply

Sorry, your Ranking Parameters did not match any journal. Please, try different values.



# WHAT IS RESEARCH?

Research is a **systematic** and **organized effort** to investigate a **specific problem** that requires a **solution**.







# RESEARCH?

To do  
good research

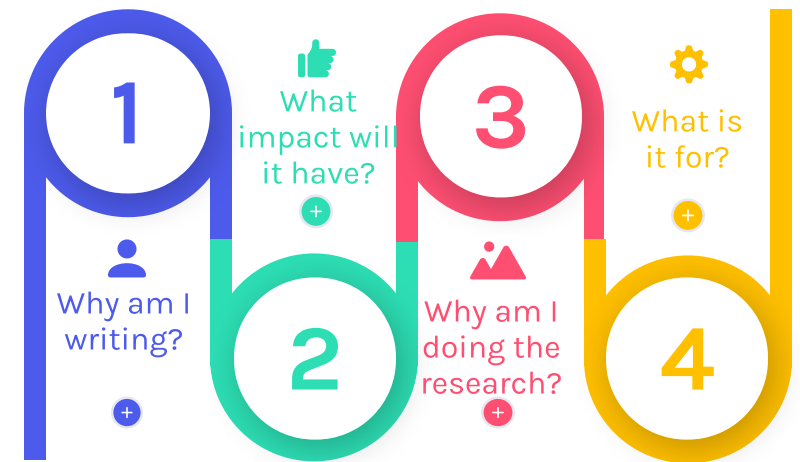


Don't need to  
Know  
Everything

Have to know what is  
Known &  
Unknown



# IMPACT AREAS



Source: [www.emeraldinsight.com/](http://www.emeraldinsight.com/)

Elaborate: [Interesting Ideas.pdf](#)



## RESEARCH WITHOUT IMPACT

- Lack of Interesting Idea
- Inappropriate Samples
- Faulty Measures
- Weak Results
- Size of the Contribution

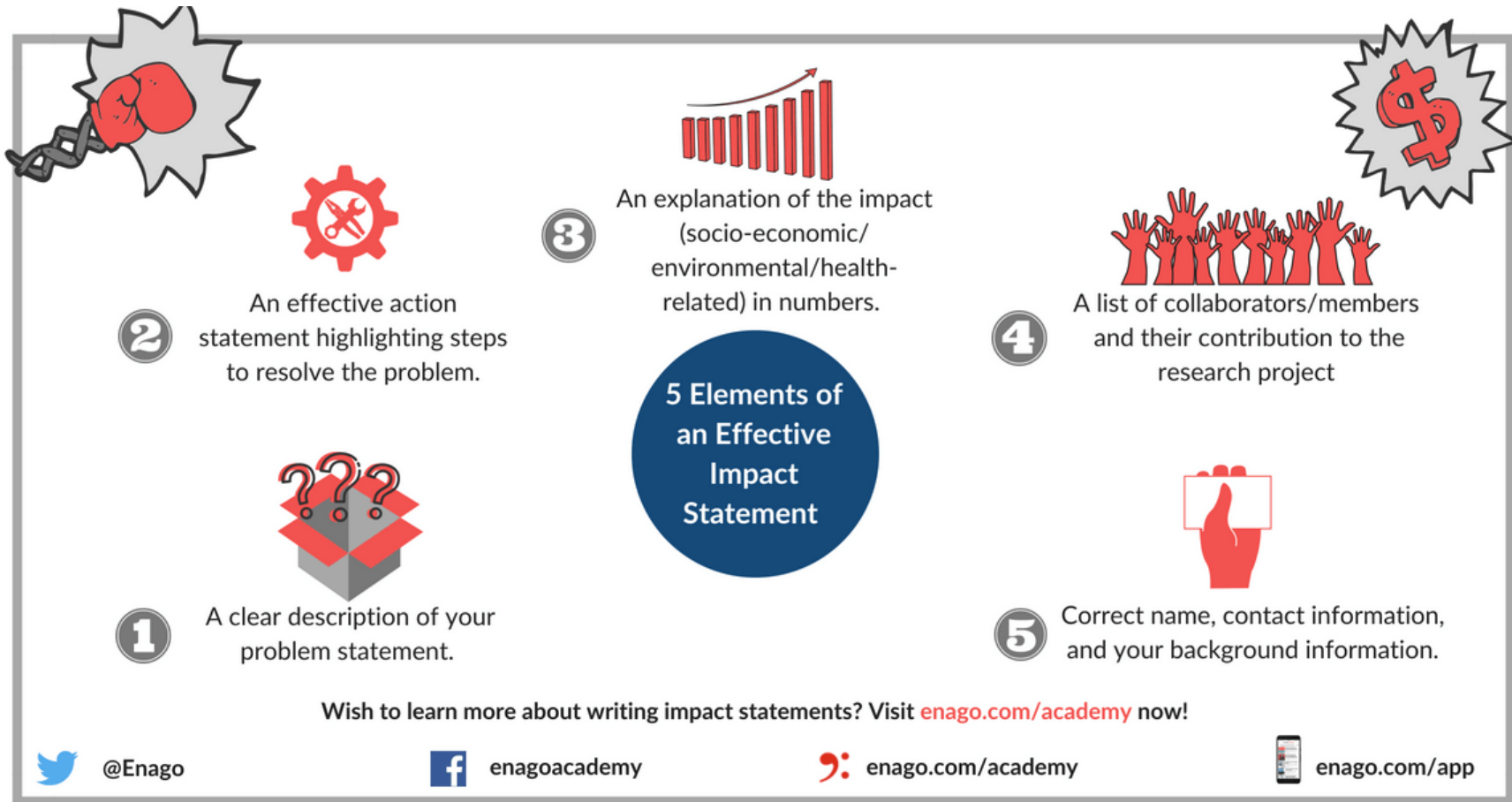
*Elaborate: Interesting Ideas.pdf*

*Source: Smith (2003, p.319)*





# IMPACT STATEMENT



# COMPONENTS OF A GOOD RESEARCH/ARTICLE





# ELEMENTS OF A GOOD QUALITY RESEARCH

➤ Originality – what's new about subject, treatment or results?

01

➤ Relevance to and extension of existing knowledge

02

03

➤ Research methodology – are conclusions valid and objective?

04

➤ Clarity, structure and quality of writing – does it communicate well?

05

➤ Sound, logical progression of argument



# ELEMENTS OF A GOOD QUALITY RESEARCH

➤ Theoretical and practical implications

06

➤ Recency and relevance of references

07

08

➤ Internationality/Global focus

09

➤ Adherence to the guidelines or editorial scope and objectives of the journal

10

➤ A good title, keywords and a well written abstract

Publication



02

## RESEARCH VISIBILITY

# VISIBILITY DEFINED



**Visibility refers to how well other scientists and/or the general public know your research and you as a researcher**

*Source: Langsoght, E. O. (2018). The A-Z of the PhD Trajectory: A Practical Guide for a successful journey. Springer, Cham.  
<https://doi.org/10.1007/978-3-319-77425-1>*

# AUTHOR PROFILES AND PLATFORMS

1. Go to <https://scholar.google.com/> and click on My Profile at the top left corner of the window. top right of the page. You would need to log in to your Google account to create your Google Scholar profile.



*"Here are some of the more commonly used author profiles and platforms:*

- *Google Scholar Profile*
- *ORCID iD (<https://orcid.org/>)*
- *Scopus Author ID (*
- *Publons (or ResearcherID)*
- *SciSpace"*

<https://scholar.google.com/schhp?hl=en>

<https://libguides.nus.edu.sg/researchimpact/profiles>





# AUTHOR PROFILES AND PLATFORMS

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Sign In with your institution's group or regional affiliation

Select institution

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- Get credit**  
Track your contributions to demonstrate your expertise throughout your career
- Save time**  
Manage one profile that syncs with ORCID, giving you more visibility with less effort.

*"Here are some of the more commonly used author profiles and platforms:*

- **Google Scholar Profile**
- **ORCID iD (<https://orcid.org/>)**
- **Scopus Author ID (**
- **Publons (or ResearcherID)**
- **SciSpace"**

<https://clarivate.com/webofsciencegroup/>

<https://clarivate.com/products/scientific-and-academic-research/research-discovery-and-workflow-solutions/researcher-profiles/>





# AUTHOR PROFILES AND PLATFORMS

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Connecting research and researchers

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## Distinguish yourself in three easy steps

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Who are the stakeholders of your research?



Can they understand your work?



Can they access your work?



How can they discover your work?





# THANKS!

Asst Prof Dr Oluwatoyin Muse Johnson Popoola, PhD, RPA,  
Member INSOL International, FCTI, CFA, AM(M), FCA  
TISSA-UUM, College of Business, Universiti Utara Malaysia  
and  
Chairman, ICAN Malaysia District Society  
popoola@uum.edu.my  
+60164354874





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# IMPLICATIONS OF RESEARCH IMPACT AND VISIBILITY

*Asst Prof Dr Oluwatoyin Muse Johnson Popoola, PhD, MBA, RPA, AM(M),  
Member INSOL International, FCTI, CFA, FCA  
TISSA-UUM, College of Business, Universiti Utara Malaysia*

*1st International Conference of the Faculty of Management Sciences,  
University of Maiduguri, Maiduguri, Borno State, Nigeria*

*31 January 2023*

Asst Prof Dr Oluwatoyin Muse  
Johnson Popoola, PhD, MBA, RPA,  
Member INSOL International,  
AM(M) FCTI, CFA, FCA



# OUTLINE

Introduction here



## Section 1

Research Impact



Global and Local Research



Research and Impact  
areas



Elements of a good  
quality research



## Section 2

Research Visibility



Author profiles and  
platforms



Social media and  
Repositories



Enhancing research  
visibility



## Section 3

Questions and Answers



01

# RESEARCH IMPACT

The easiest definition of  
"Research impact" is  
"Making a difference"

<https://www.gla.ac.uk/myglasgow/ris/researchimpact/>

# GLOBAL AND LOCAL RESEARCH COUNTRY RANKINGS



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1996-2021

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	Country	↓ Documents	Citable documents	Citations	Self-Citations	Citations per Document	H index
1	United States	14408686	12662685	422381431	181255974	29.31	2711
2	China	8254736	8081358	96129346	55619277	11.65	1112
3	United Kingdom	4235739	3564646	114382158	24729307	27.00	1707
4	Germany	3663812	3352795	89183196	20651732	24.34	1498
5	Japan	3191326	3035507	58822810	14431511	18.43	1171
6	France	2521133	2325263	61010667	11895280	24.20	1352
7	India	2353482	2177268	26332969	8967838	11.19	745
8	Italy	2197985	1983062	48803041	11022920	22.20	1189
9	Canada	2146402	1917712	58975462	9677796	27.48	1381
10	Australia	1747456	1538304	43564203	8366775	24.93	1193

## What does an h-index of 6 mean?

An h-index of 6 means that this author has published at least 6 papers that have each received at least 6 citations.

## More context:

The first paper has been cited 33 times, and gives us a 1 (there is one paper that has been cited at least once). The second paper has been cited 30 times, and gives us a 2 (there are two papers that have been cited at least twice). The third paper gives us a 3 and all the way up to 6 with the sixth highest paper. The final two papers have no effect in this case as they have been cited less than six times (Ireland, MacDonald & Stirling, 2013).



# GLOBAL AND LOCAL RESEARCH COUNTRY RANKINGS



scimagojr.com/countryrank.php



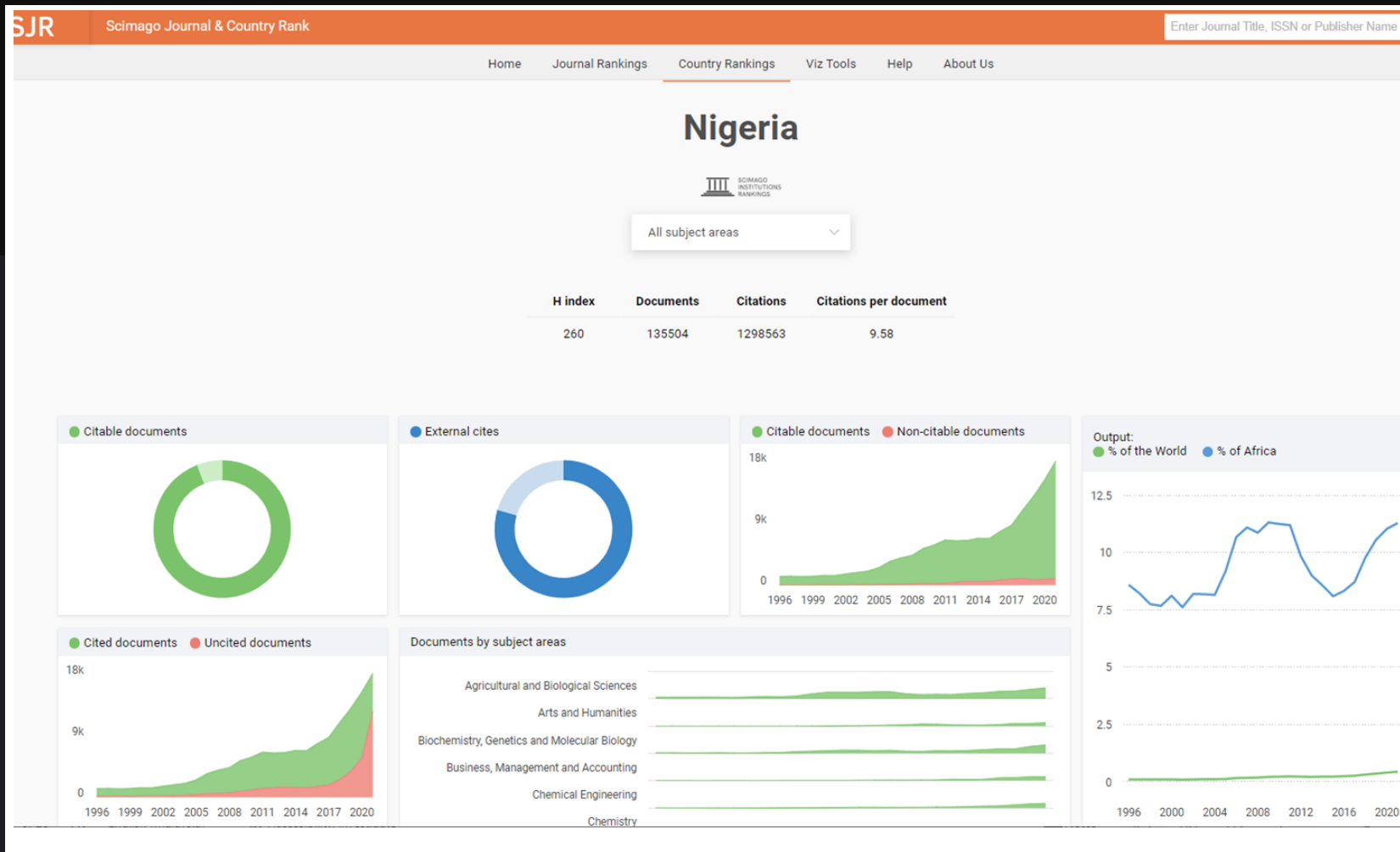
35		South Africa	372646	336951	6268457	1247517	16.82	567
36		Egypt	302626	290713	3812756	786275	12.60	349
37		New Zealand	301756	265890	7413693	933091	24.57	633
38		Saudi Arabia	299283	285929	4487881	712683	15.00	478
39		Ireland	264124	231551	6448205	628096	24.41	628
40		Indonesia	263491	256614	1393314	377132	5.29	284
41		Argentina	260997	243496	4704091	861118	18.02	510
42		Romania	255651	244577	2492998	493756	9.75	364
43		Ukraine	250206	243638	1933272	544015	7.73	323
44		Thailand	248087	235095	3447129	522983	13.89	396
45		Pakistan	244476	232874	2798976	679622	11.45	353
46		Hungary	235457	220928	4463516	610303	18.96	540
47		Chile	203622	191964	3555884	639491	17.46	451
48		Colombia	150096	141076	1794712	273154	11.96	356
49		Slovakia	141920	136388	1741765	304134	12.27	331
50		Nigeria	135504	127434	1298563	265966	9.58	260

Nigeria is No. 50 in the global and local Research Country Rankings behind South Africa, Egypt

Source:

<https://www.scimagojr.com/countryrank.php>

# All Subjects



# Business, Management and Accounting



SJR

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## Nigeria



Business, Management and Accounting

H index	Documents	Citations	Citations per document
61	4837	28320	5.85

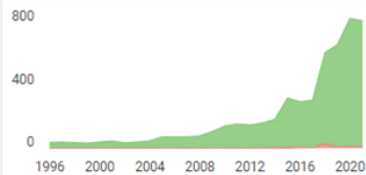
Citable documents



External cites

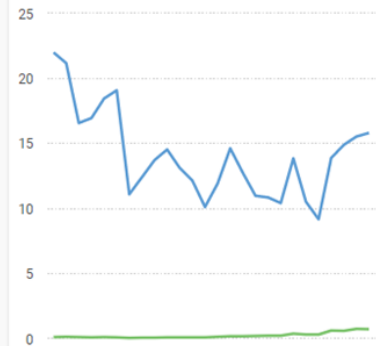


Citable documents Non-citable documents



Output:

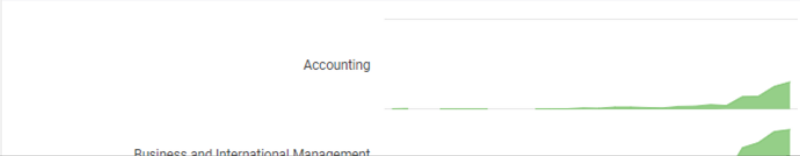
% of the World % of Africa



Cited documents Uncited documents



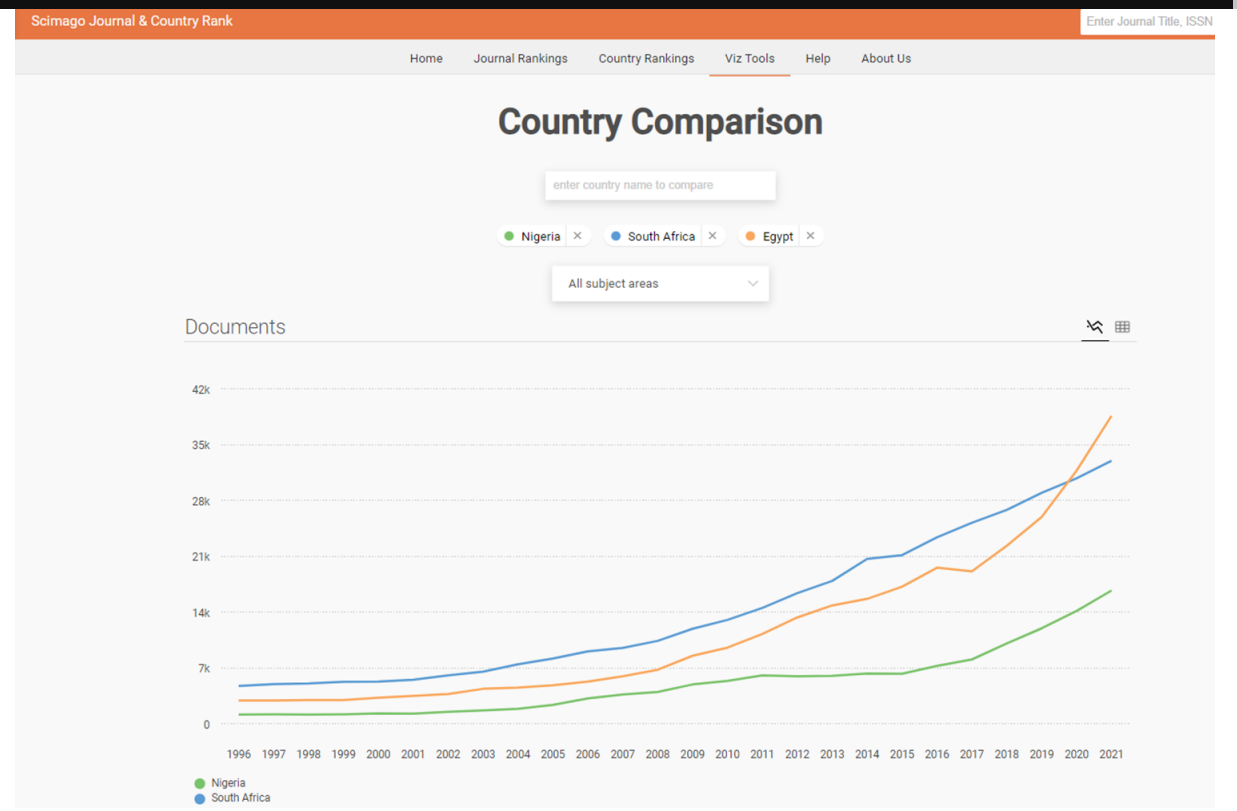
Documents by subject categories



# COUNTRY COMPARISON

*South Africa, Egypt and Nigeria*

Comparison: Egypt, South Africa and Nigeria





## Nigeria: Journal indexed in Scopus (1-21)

SJR Scimago Journal & Country Rank









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All subject areas All subject categories Nigeria All types 2021

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	Title	Type	↓ SJR	H index	Total Docs. (2021)	Total Docs. (3years)	Total Refs. (2021)	Total Cites (3years)	Citable Docs. (3years)	Cites / Doc. (2years)	Ref. / Doc. (2021)	
1	<a href="#">African journal of reproductive health</a>	journal	0.360 Q3	44	93	211	2880	221	183	0.79	30.97	
2	<a href="#">Pan African Medical Journal</a> 	journal	0.283 Q3	36	979	2778	17561	2288	2413	0.82	17.94	
3	<a href="#">Nigerian Journal of Clinical Practice</a>	journal	0.277 Q3	29	284	843	8093	1092	836	1.15	28.50	
4	<a href="#">African Journal of Infectious Diseases</a> 	journal	0.256 Q4	14	20	61	511	74	61	0.57	25.55	
5	<a href="#">Nigerian postgraduate medical journal, The</a>	journal	0.245 Q3	20	48	149	0	148	147	1.16	0.00	
6	<a href="#">Filosofia Theoretica</a>	journal	0.199 Q1	8	45	70	1329	28	67	0.28	29.53	

<https://www.scimagojr.com/journalrank.php?country=NG>

# Nigeria: Journal indexed in Scopus (1-21)



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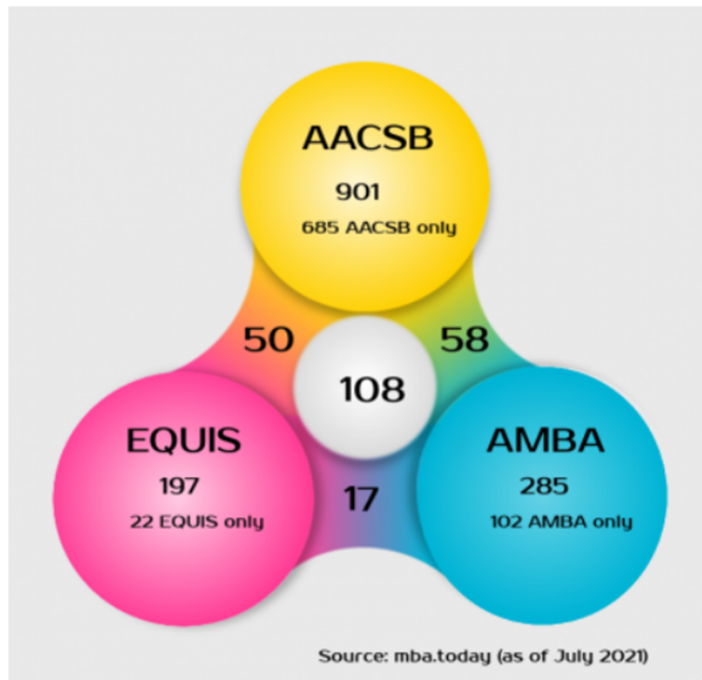
9	Journal of Agricultural Extension	journal	0.169 Q4	6	40	263	819	122	263	0.50	20.48	■ ■
10	Nigerian Journal of Physiological Sciences	journal	0.167 Q4	19	17	97	722	57	96	0.53	42.47	■ ■
11	Journal of the Nigerian Society of Physical Sciences	journal	0.154 Q4	3	60	48	1527	22	48	0.46	25.45	■ ■
12	African Journal Biomedical Research	journal	0.137 Q4	17	40	187	1363	46	183	0.19	34.08	■ ■
13	Nigerian Journal of Economic and Social Studies	journal	0.135 Q4	5	12	25	491	9	25	0.32	40.92	■ ■
14	African Journal of Library Archives and Information Science	journal	0.130 Q4	10	18	23	598	14	23	0.61	33.22	■ ■
15	West African Journal of Medicine	journal	0.129 Q4	31	0	101	0	25	100	0.25	0.00	■ ■
16	Tropical Journal of Natural Product Research	journal	0.128 Q4	5	319	344	11948	119	342	0.30	37.45	■ ■
17	African Journal of Drug and Alcohol Studies	journal	0.122 Q4	10	0	32	0	11	32	0.20	0.00	■ ■
18	Nigerian Journal of Parasitology	journal	0.120 Q4	5	24	106	723	16	105	0.12	30.13	■ ■
19	Nigerian Journal of Technological Development	journal	0.117 Q4	1	39	40	1349	11	40	0.28	34.59	■ ■
20	Nigerian Journal of Nutritional Sciences	journal	0.113 Q4	2	0	61	0	8	61	0.13	0.00	■ ■
21	Ikenga	journal		0	18	0	654	0	0	0.00	36.33	■ ■

n/journalsearch.php?q=21101044730&tin=sid&clean=0

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# List of Triple-Accredited Business Schools (AACSB, EQUIS, AMBA) 2021

As of July 2021, 108 institutions hold the triple crown accreditation.



<https://www.efmd.org/accreditation-main/equis>

<http://www.aacsb.edu/>

<http://www.mbaworld.com/>

# Nigeria: Conference and Proceedings – 2021



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Metrics based on Scopus® data as of April 2022



# WHAT IS RESEARCH?

Research is a systematic and organized effort to investigate a specific problem that requires a solution.







# RESEARCH?

To do  
good research

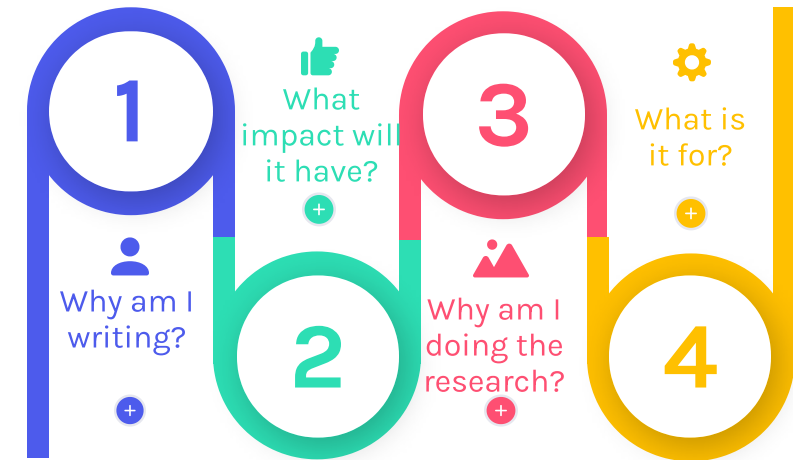


Don't need to  
Know  
Everything

Have to know what is  
Known &  
Unknown



# IMPACT AREAS



Source: [www.emeraldinsight.com/](http://www.emeraldinsight.com/)

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## RESEARCH WITHOUT IMPACT

- Lack of Interesting Idea
- Inappropriate Samples
- Faulty Measures
- Weak Results
- Size of the Contribution

*Elaborate: Interesting Ideas.pdf*

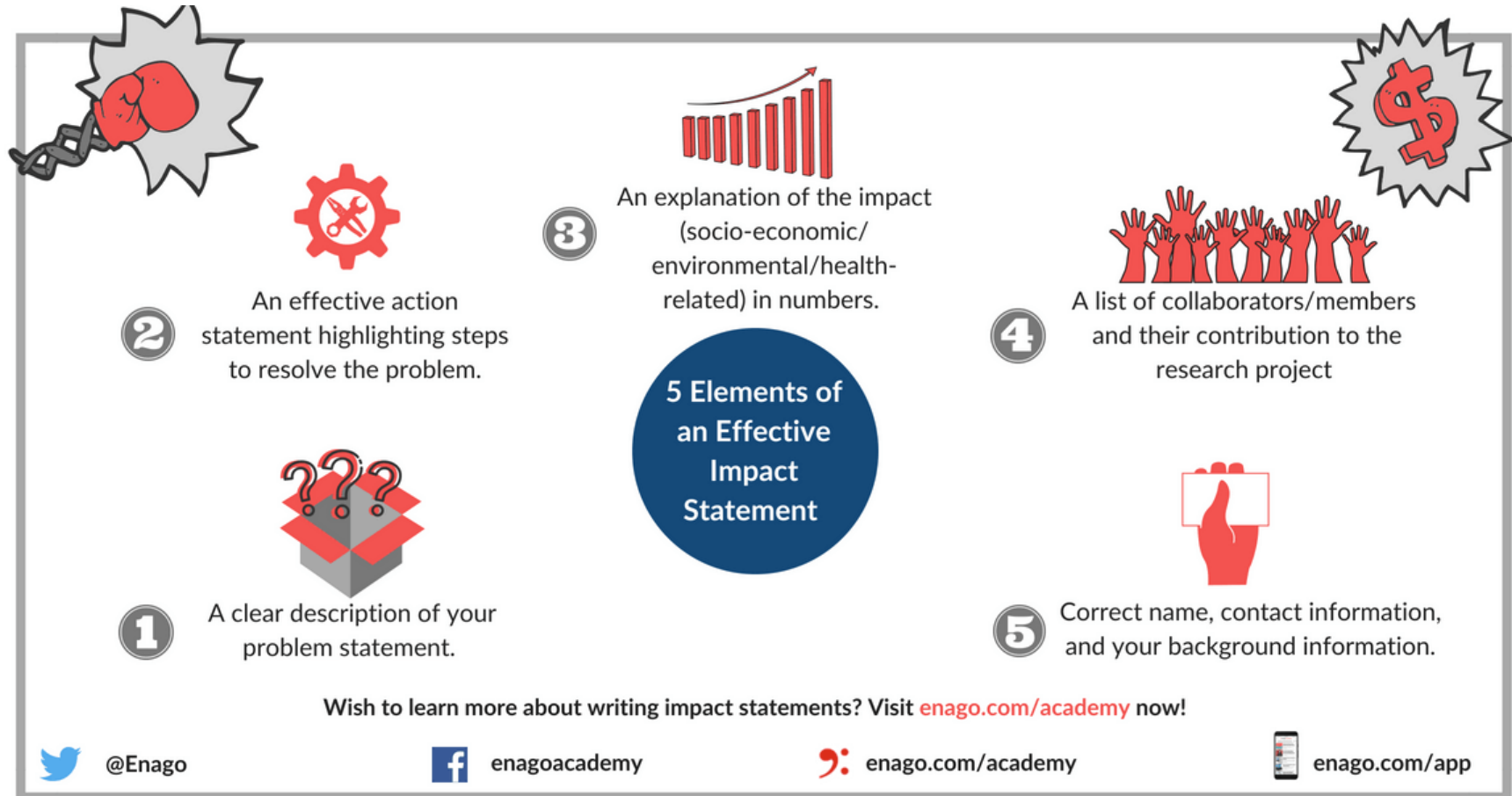
*Source: Smith (2003, p.319)*



# COMPONENTS OF A GOOD RESEARCH/ARTICLE



# IMPACT STATEMENT





# ELEMENTS OF A GOOD QUALITY RESEARCH

➤ Originality – what's new about subject, treatment or results?

01

➤ Relevance to and extension of existing knowledge

02

03

➤ Research methodology – are conclusions valid and objective?

04

➤ Clarity, structure and quality of writing – does it communicate well?

05

➤ Sound, logical progression of argument



# ELEMENTS OF A GOOD QUALITY RESEARCH

➤ Theoretical and practical implications

06

➤ Recency and relevance of references

07

08

➤ Internationality/Global focus

09

➤ Adherence to the guidelines or editorial scope and objectives of the journal

10

➤ A good title, keywords and a well written abstract

Publication



02

## RESEARCH VISIBILITY

# VISIBILITY DEFINED



**Visibility refers to how well other scientists and/or the general public know your research and you as a researcher**

*Source: Langsoght, E. O. (2018). The A-Z of the PhD Trajectory: A Practical Guide for a successful journey. Springer, Cham.  
<https://doi.org/10.1007/978-3-319-77425-1>*

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# SOCIAL MEDIA TO COMMUNICATE RESEARCH/ARTICLE



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***ResearchGate  
Academia.edu***

***WordPress - Create a free blog or website with this user-friendly web-based software.***

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# ENHANCING YOUR RESEARCH VISIBILITY

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What is the purpose of your research?



Who are the stakeholders of your research?



Can they understand your work?



Can they access your work?



How can they discover your work?





# THANKS!

Asst Prof Dr Oluwatoyin Muse Johnson Popoola, PhD, RPA,  
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+60164354874

