

## Publication Factor: Strategies and Planning

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**Abstract:** Publication is one of main contributor for research excellence. Through publication such as journal and book, the research finding can be shared with other researcher in the same field and also help to increase the Key Performance Index (KPI) of the university. This study discussed about the factor that influence the publication. Publication factor is a component that influences the publishing in terms of quality and quantity. The driving force that contributes to the excellence of research publication is the research unit. The strategies that must be applied of each research units are on how they develop their culture, activities and techniques. When every research unit is independent, competitive, motivated and progressive develop then the university will face no problem in achieving world class recognition.

**Key words:** Publication factor, research unit, research strategy, universities, quality, journal, Malaysia

### INTRODUCTION

Publication is at the heart of research in which it is important in introducing the findings to the community with same thrust area. The purpose of publishing is to publicize the research findings and share knowledge gained with other researchers in their respective fields of research (Ab-Rahman *et al.*, 2011c). It also shows the level of competitiveness and excellence in the education institutions in research and publications. The publication factor is divided into internal and external factors as shown in Fig. 1. Internal factor that is discussed in this research is a controlled factor where researchers can manage all the planning in the time and place according to the requirements. While the external factors such as waiting lists for publications issued and reviewing process which is uncontrolled factors of publication, since it is subject to the decision of journal publishers and reviewer. Therefore, this study focused on the internal factor, since it is easier to achieve and can be controlled.

Research quality expressed in the evaluation of term in order to observe the impact of a publication or research produced. If the use of terms (citation) for an institution

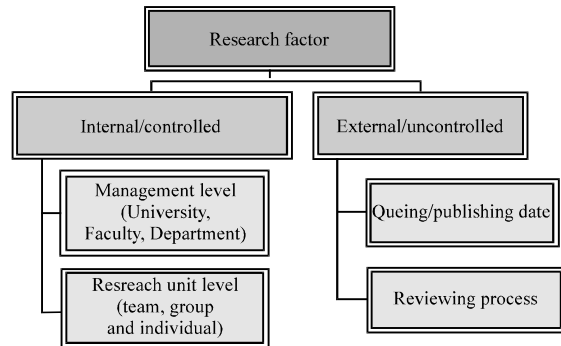


Fig. 1: Research factor component

of higher education is high then the research in that institution will influence other research. Research quality is state in two forms; namely H-index and impact factor. H-index is a measure of terms in the researchers' article that were mentioned in other publications. If a researcher has H-index is equal to 10 that she/he has 10 papers mentioned at least 10 times.

H-index can also be calculated to determine the productivity or the impact of the research group from the same department, university or country. Among the

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measures to increase the value of H-index is to publish the results of the study with a large quantity to increase the probability of the journal mentioned in any journal. To increase the annual research quantity may refer to this journal to learn effective techniques. Publications in large quantities are necessary in which a researcher will refer to and mention those articles have been published in the next publishing. Self-reference is also considered increasing the H-index.

**INTERNAL/CONTROLLED FACTOR**

Internal or controlled factor is something that affects a publication from the inside such as researcher, source and finding of the study. This factor is also a component that can be controlled by the need to publish the results. There are two stages that can be classified for internal factors, namely management level and research units level.

**Management level:** Management level usually consists of university management, faculties or departments. These level usually (Fig. 2) shows the roles usually taken in the management of the increasing quantity and quality of publications.

**Facilities:** The management usually plays a role in providing facilities for researchers to conduct studies such as electricity, water, free internet, work space, furniture and others.

**Research funding:** To increase the production of publications, many research funding were invested to the researcher and research unit.

**Moral support and reward:** Motivation such as moral support and reward is given to researcher and lecturer who achieve the target KPI that is proposed by the management level and excel in producing the journal or publication in term of quality and quantity.

**Rules and enforcement:** Rules have been set to make sure each research unit or researcher achieve the university's KPI and target. This method is implement to ensure each unit will conduct their research more effectively and efficiently and thus contribute to the excellence of the university.

**Planning and strategy:** A lot of planning and strategy have been implemented by this level to increase the research publication. The management also form the competition among the research unit in order to produce higher quality and quantity of publication. Figure 3 shows the flow of one example of strategy that have been done by the management level.

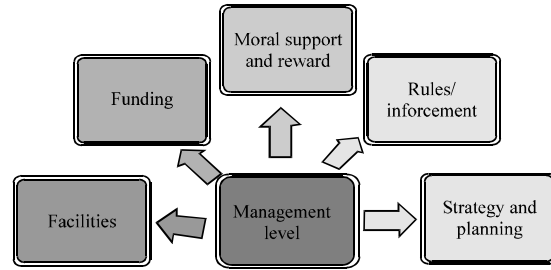


Fig. 2: The role of management level

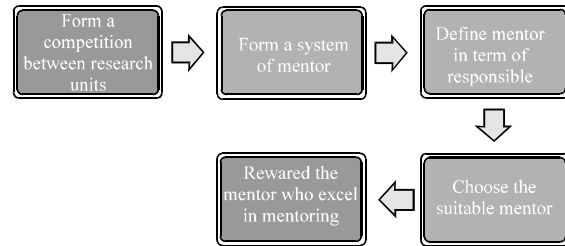


Fig. 3: Strategy implemented by the management level

**Mentor system:** Each university often have the lecturers which are proactive, highly motivated, productive and highly resilient. They are among Professor, Associate Professor, Senior Lecturer or perhaps a Junior Lecturer. Universities must be smart to identify them and appoint them as a mentor to Junior Lecturer. These mentors usually have their own research empire which new lecturer can be absorbed in these research group. Thus, the problem of new lecturers who are still wavering and cannot adapt into the research environment is no longer happen. The space problem for research can be overcome if the lecturer can work together and share in conducting research and subsequently contributed the output to the university.

**Research unit level:** This level is the most crucial for every research and publication. It is because they are the one who do the research and make the actual effort to get the research finding. The research unit usually consists of research group, team and individual researcher (lecturer him/herself). The research group or team is basically formed from a group of student (postgraduate and undergraduate) with same interest and lecturers who will guide and lead the group. The characteristics that should exist in each research unit are defined in Fig. 4.

**Competitive:** Have the ability to compete with other research units in terms of research product and publications. This competition can increase the production of research publications among research groups.

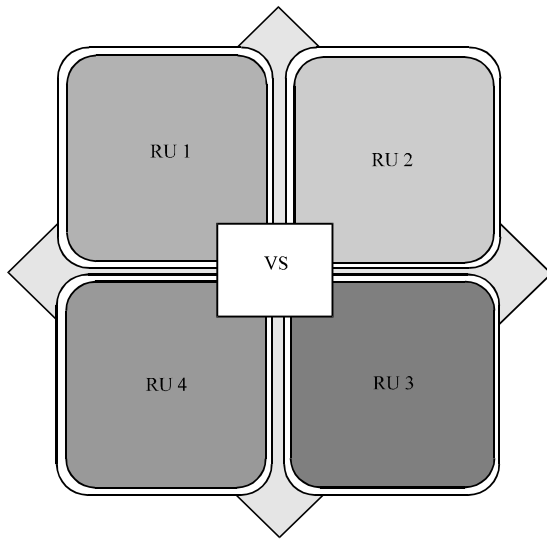


Fig. 4: Each Research Unit (RU) must capable to compete with each other

**Independent/matured:** Able to obtain the research grants independently without the help from the university and faculty.

**Develop the strategy to excel in research:** Able to develop a strategy to success in research. Usually, the strategy that has been done such as by increasing the published research findings in the form of either journals and academic books. In order to penetrate the high quality journal, the collaboration with well-known scientist in the same research field as co-researcher but it should be noted that the co-researchers should be involved in a study before their names are placed in the list of researchers (Ab-Rahman, 2011).

**Develop the research empire:** Through cooperation, the strength of the research can be doubled. Any weaknesses (such as space, finances, equipment and raw materials) in the research groups or individuals can be compensated by working with others whether other universities or industry. Therefore, researchers can build their research empire from the start because the larger network of research groups, the larger notion of empire. Short-term plan also requires the collaboration of research to support individual researchers in conducting research (Ab-Rahman *et al.*, 2011b).

**RESEARCH UNIT STRATEGIES**

Three main strategies components develop the basis of a research unit such as the activity, work culture and the techniques used as shown in Fig. 5.

Research unit level (heart of excellence)		
<u>Cultures</u>	<u>Activites</u>	<u>Techniques</u>
Good monitoring system Close relationships among members	Workshops Seminars Conferences Periodic research presentation	Express writing MDA (Multi-Dimensional Assesment) Research collaboration Database development Effective desperate strategy

Fig. 5: The component that is applied in each research unit

**Cultures:** Research culture is a structure that shows the importance of behavior and enables us to understand and evaluate research activities (Cheetham, 2007; Stehlik, 2004). While in a university, the culture is that structure which it is based on the staff and students behavior which allows us to transfer the knowledge gained through this systematic process to the students and the community.

In general, these actions are aimed at raising the level of dissemination, discussion, interaction and mutual support (Cheetham, 2007). Good relationship among research members and good monitoring system will benefit the research unit and the research itself will be conducted well (Ab-Rahman *et al.*, 2011a).

**Activities:** Research activities are the activities that are often done to encourage publication of research such as attending seminars, conferences and workshops to give exposure on the environment and research methodologies (Stehlik, 2004).

**Techniques:** Research technique is a method that researchers applied while conducting the research (Dix, 2004). In order to increase the publication of the research, the techniques as shown in Fig. 5 is applied. These techniques are applied to make a good journal or book in term of quality or quantity.

**CONCLUSION**

Internal or controlled factor is important in order to increase the publication. The research unit is a main factor that influences the research publication in term of quality and quantity.

The culture, techniques and activities that are done will contribute to the excellence of each research unit and thus, achieve the target that has been set by the management level; faculty or university.

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