

Detailed table of contents

Introduction	1
How Publish or Perish was born	2
Publish or Perish is widely used	4
It costs money to keep software free	5
Our philosophy	5
Overview of the book	6
Screenshots and examples	6
In sum	6
Chapter 1: The Publish or Perish interface	9
New interface	9
Tools pane	10
Please use the available help resources and tips	10
Search pane	11
Facilitate repeated searching	13
Boolean searches	15
Google Scholar: limit the number of search results	16
Google Scholar: exclude stray citations and patents	17
Results pane	18
What is included in the Type column?	19
Resizing and sorting columns	20
Sorting results by clicking on the column heading	21
Right-click popup contextual menu	22
Retrieving publications or citations	22
Exporting your data	24
Selection tools	27
Citation metrics pane	28
Search reports - basic or extended	29
Paper details pane	32
Full paper details	32
Copy paper details	33
Getting access to the paper itself	33
In sum	34
Chapter 2: Multi-searches centre	35
Searches folder tree view	35
Nested folders for effective search management	36
Searches list view	37

Results list in the Multi-searches centre	37
List view columns	38
Exporting your results	39
Export the results	39
Export the metrics.....	40
Importing Scopus data	41
Five easy steps	42
Compact list ready for further analysis	43
Importing Web of Science data	43
Five easy steps	43
Compact list ready for further analysis	45
Re-Importing exported PoP data	45
Making corrections and recalculate metrics	46
Worked example: corrected data	47
Conclusion.....	48
Exporting and Importing Archives	48
Archiving your data	48
Exporting the data archive	49
Importing the data archive.....	49
Rules applied when merging searches	50
The nitty gritty details.....	50
Comparing metrics across data-sources	50
Longitudinal comparisons	51
Aggregating searches	53
Example: Institutional aggregation	54
Example: Aggregation of collection of articles.....	55
Example: Journal aggregation	56
In sum	57
 Chapter 3: Citation Metrics	 59
Traditional simple metrics	60
Publication and citation years.....	61
Publications.....	62
Citations	63
Derived metrics	66
Newer – more sophisticated – metrics	67
h-index	68
h-index alternatives	69
g-index.....	73
Illustration of metrics in Publish or Perish	75
Traditional simple metrics.....	75
Composite metrics	76
In sum	78

Chapter 4: Data sources 79

Quick overview of the available data sources..... 79

Crossref..... 80

Google Scholar (Profiles)..... 81

Microsoft Academic 82

OpenAlex 83

PubMed 84

Scopus..... 85

Semantic Scholar 86

Web of Science 86

Maximum number of results 88

Partitioning searches to address results limitations 89

Web of Science (and Scopus) limitations..... 90

WoS stray citations 90

Publication matching in Cited Reference search 93

Lack of author disambiguation..... 94

Document misclassification 97

Scopus limitations 100

Conclusion..... 100

Which data source to use? 101

In sum 105

Chapter 5: Google Scholar: strengths and weaknesses..... 107

Google Scholar strengths 108

Google Scholar is free 108

Google Scholar is easy to use..... 109

Google Scholar is comprehensive 109

Google Scholar is multilingual..... 111

In sum 113

New Google Scholar features..... 114

Open related works..... 114

DOI extraction 114

Retrieval of citing works..... 115

Misconceptions about Google Scholar 118

Myth 1: Everything on the Internet counts..... 118

Myth 2: GS contains low-quality publications..... 119

Myth 3: Google Scholar is completely unreliable 119

Is Google Scholar perfect? Of course not! 121

Wrong master record..... 122

Truncating author and journal names 123

Online listing as year of publication..... 126

Stray citations 128

All citations attributed to the last edition of a book..... 132

You cannot restrict citation years	133
CAPTCHAS	135
PoP and Google Scholar do not match?	136
In sum	138

Chapter 6: Google Scholar Citations Profile..... 139

Why do I need a Google Scholar Profile?	140
A great solution for “stray” citations	140
How to create a Google Scholar Profile?	143
How do I keep my profile clean?	144
Automatic profiles may include rubbish	144
Automatic profiles lack author disambiguation	145
Avoiding profile pollution.....	146
What if I no longer have access to my GS Profile?	147
Enriching your profile	148
Adding co-authors.....	148
Adding labels/keywords	149
Getting information from your profile	150
Getting publication and citation alerts	150
Exporting your publications	152
GS Profiles and Publish or Perish	153
Searching for authors.....	153
Searching for labels (key words)	155
Searching for institutions	156
In sum	157

Chapter 7: Author searches..... 159

Author search: the basics	159
Limit the number of search results	161
Option 1: Use selective exclusion/inclusion	162
Option 2: Exclude stray citations and patents	163
What are CITATION records?	163
Option 3: Use multiple initials	165
Useful for Anglophone North Americans	166
Option 4: Exclude multiple initials	167
Option 5: Use full given name	168
Does not work if authors use initials only	169
Option 6: Use year restrictions	169
Option 7: Exclude/include research fields	171
Option 8: Use affiliation	174
Option 9: Use multiple names	176
Analyse co-author pairs	176
Option 10: Use all tactics	177

Address data quality issues	178
Check the year makes sense	178
Merge duplicate publications	179
Selective merging around the h-index cut-off	181
Author searches in other data sources	182
Crossref	183
Google Scholar Profiles	184
OpenAlex.....	185
PubMed.....	187
Scopus	188
Semantic Scholar.....	192
Web of Science	192
In sum	193

Chapter 8: Journal searches 195

Journal search: The basics	195
Option 1: Exclude stray citations and patents	196
Option 2: Exclude through sorting rank order	197
Option 3: Exclude by journal name	199
Option 4: Searching by ISSN	201
Specific use cases for journal searches	203
Searching for multiple journals.....	203
Analyse impact for specific years	205
Searching chapters in an edited volume.....	205
Journal searches in other data sources	208
Journal searches by ISSN.....	208
Journal searches by name.....	212
Searching for multiple journals.....	214
Conclusion.....	215
In sum	215

Chapter 9: Topic and affiliation searches 217

The basics	217
How to do a topic search?	218
Finding a specific paper	221
Finding a specific academic	223
Advanced author searches	224
Advanced journal searches	225
Affiliation searches	226
JIBS articles at the University of Melbourne	227
Literature reviews, journal submission, bibliometric research	228
Topic searches in other data sources	229
Crossref	229

OpenAlex.....	231
PubMed.....	232
Scopus	234
Semantic Scholar	236
Web of Science.....	238
Affiliation searches in other data sources	239
Crossref	239
OpenAlex.....	241
PubMed.....	245
Scopus and Web of Science	246
Searching for multiple universities.....	246
In sum	248
 Chapter 10: Presenting your case for tenure or promotion	 249
Pick your metrics wisely	250
Advice for early to mid-career academics.....	251
Create your own reference group.....	251
Differences in citation levels within sub-disciplines.....	252
How to pick your reference group?	253
Compare papers to the journal average	254
Most cited paper in the journal that year	255
Most cited single-authored paper.....	255
Paper in top 5% or top 10% most cited.....	256
Compare a body of work.....	257
Present comprehensive citation counts for edited volumes	258
Worked example: IHRM textbook.....	258
Find the pearls in your record	259
Different profiles, different stories	259
Creating effective stories	261
What if you have very few citations?	262
Argue for the use of Google Scholar	262
Argue citations are slow to pick up.....	262
Argue for quality “by association”	263
In sum	265
 Chapter 11: Evaluating other academics	 267
Reviewers, examiners, speakers, referees	267
Academic credibility	268
Expertise in the area in question	268
Experience with the journal	268
Geographical scope.....	270
Caveats.....	270
Meeting an academic visitor	271

What are you best known for?	271
Who are you working with?	272
What are you working on recently?	272
How long have you been in the business?	272
What journals have you published in?	272
Worked Example: Rabi Bhagat	273
In sum: PoP helps with academic detective work	276
Writing laudations or obituaries	276
Combining rigour and relevance	277
Reflections on our profession	277
Publication awards	279
Example: AMLE article of the year award	280
Preparing for a job interview	281
It is all about creating a connection	281
Find out what your panel members are working on	282
Find out where your panel members are publishing	282
Find out who are citing your panel members' work	283
Find out more about the university	284
Evaluating author output by affiliation	285
Conclusion and general word of caution	288
Co-authorships and citation connections	289
Have two academics ever published together?	289
Did a job applicant publish without their supervisor?	290
Figure out "citation connections"	291
How much is [author x] cited in [journal y]?	293
In sum	295
 Chapter 12: Conducting a Literature review search	 297
Literature review search: the basics	297
Comprehensive literature review: Born global firms	298
Founding authors	298
Historical development of the field	299
Important journals	300
Follow up on key publications in the field	301
In sum	302
How to conduct a longitudinal literature review?	302
Example 1: Culture in the field of IB	303
Example 2: HIV in Science, Nature, and Cell	304
Using Publish or Perish for meta-analyses	306
Integration between PoP and Endnote	306
Advantages of using PoP	307
In sum	308

Chapter 13: Researching target journals	309
Use Publish or Perish to search for keywords	309
Worked example: Ethical marketing.....	310
Journal of Business Ethics	310
Journal of Macromarketing.....	311
European Journal of Marketing.....	312
Journal of Consumer Marketing.....	313
Journal of Public Policy & Marketing	313
Journal of Marketing Education	314
Journal of the Academy of Marketing science	314
Using the “Title words” field to further refine results	315
Review key academics in your field	316
Before submission: Have you missed any papers?.....	318
Worked example: Entry modes of Japanese MNCs	318
No papers at all?	320
In sum	321
 Chapter 14: Doing bibliometric research.....	 323
Bibliometric research for authors	324
Comparing your own research metrics over time.....	324
Comparing data sources/metrics across disciplines	325
Creating rankings of individual academics	326
Bibliometric research for journals	328
Creating alternative journal rankings.....	329
Country differences in co-authorship patterns	330
Co-authorship patterns across disciplines and time	331
Historical development of a discipline	332
Bibliometric research for research topics	335
Alternative data sources	336
Visualisation: longitudinal development.....	337
Visualisation: analysis of themes	339
Bibliometric research for institutions	339
University rankings: Do metrics match peer review?	340
University publications in a set of journals	343
In sum	344
 Chapter 15: Development of PoP over the years	 345
Where? From Anglo/Western to world-wide.....	346
Why? From h-index calculator to literature reviews.....	347
When? Increasingly frequently... ..	350
What alternatives? Free services dominate	351
Who? From professors to students.....	352

Publish or Perish technical support	354
It costs money to keep software free	356
In sum	356
<u>Conclusion</u>	<u>359</u>