

Sarkina Bt Mat Saad @ Shaari

From: CAS - Pusat Pengajian Pengkomputeran
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To: UUM - All Staff; UUMstudentgroup
Cc: uumsoc4@gmail.com
Subject: OF STRATEGIES TO BOOST OUR CITATION BY PROF. DR. SUHAIDI HASSAN



**Pusat Pengajian
Pengkomputeran
School Of Computing**
Universiti Utara Malaysia

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السلام عليكم ورحمة الله وبركاته

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YBrs. Prof./Assoc. Prof./Dr./Sir/Madam

OF STRATEGIES TO BOOST OUR CITATION BY PROF. DR. SUHAIDI HASSAN



SOC ONLINE: Write, publish and get cited, three keywords highlighted by Prof. Dr. Suhaidi Hassan in his talk on the Strategies to Increase Citation Workshop. The workshop was jointly organized by three committees (publication, research and seminar) from the School of Computing (SOC), Universiti Utara Malaysia (UUM).

In his talk, Prof. Dr. Suhaidi Hassan highlighted that in order to gain citation, ones need to published something and that something should come from a writing of a good idea. Motivated by "The Muqaddimah" a manuscript written by a Muslim scholar Ibn Khaldun in 1377 which was also cited by Mark Zuckerberg in his Facebook, he share his wisdom on co-writing an article that had boosted his citation. An article titled "Trust management in cloud computing: a critical review", is among of his highest cited article. The article presented their innovative idea of research that is "trust" in computer security has been published in one of the International Telecommunications Union (ITU) publications. Although this article was presented as a poster paper, but the idea presented in this article has attracted many readers which in turn cited the article. He also admits that publication under ITU platform is another boosting factor.

He shared several common/right strategies to boost citations. Most of the strategies he believes have been practiced by most scholars including those from UUM. Yet, some has neglected the important of collaboration when writing an article. Co-authoring an article in a team and with international scholars will attract readers to read and cite our article. Nevertheless, some authors overlooked the use of standardize author name and

university affiliation. Not to mention the construction of the appropriate title and keywords. Further, he stressed out the self-citation practice in which might increase the citation but not highly recommended as it can affect the reputation of the author and quality of the article.

PUSAT PENGAJIAN PENGKOMPUTERAN

School of Computing | College of Arts And Sciences
Universiti Utara Malaysia | 06010 Sintok | Kedah Darul Aman

Tel: +604-928 5058 / +604-928 5055 / +604-928 5051 | Faks: +604-928 5067

website: www.soc.uum.edu.my



Universiti Utara Malaysia Official Website <http://www.uum.edu.my>

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