**Table 1. Impact Factors by Area**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | Agregated |  |  |  | 4 |  |  | 4\* |
| Area | N | FI |  | N | FI |  | N | FI |
| Psychology (General) | 9 | 7.460 |  | 8 | 7.684 |  | 1 | 5.667 |
| General Mgmt, Ethics, Gender & Social Resp. | 8 | 6.156 |  | 4 | 4.941 |  | 4 | 7.372 |
| International Business and Area Studies | 2 | 4.814 |  | 1 | 3.758 |  | 1 | 5.869 |
| Sector Studies | 5 | 4.616 |  | 5 | 4.616 |  | - | - |
| Strategy | 1 | 4.461 |  | - | - |  | 1 | 4.461 |
| Entrepreneurship and Small Business Management | 3 | 4.409 |  | 3 | 4.409 |  | - | - |
| Operations Research and Management Science | 5 | 4.195 |  | 3 | 5.457 |  | 2 | 2.301 |
| Innovation | 2 | 4.127 |  | 1 | 3.759 |  | 1 | 4.495 |
| Marketing | 8 | 3.719 |  | 2 | 2.774 |  | 6 | 4.035 |
| Information Management | 4 | 3.624 |  | 2 | 2.233 |  | 2 | 5.016 |
| Operations and Technology Management | 3 | 3.499 |  | 2 | 2.645 |  | 1 | 5.207 |
| Social Sciences | 9 | 3.450 |  | 6 | 3.027 |  | 3 | 4.297 |
| Public Sector and Health Care | 3 | 3.352 |  | 2 | 3.292 |  | 1 | 3.473 |
| Psychology (Organisational) | 7 | 3.275 |  | 6 | 3.133 |  | 1 | 4.130 |
| Organisational Studies | 5 | 3.259 |  | 4 | 3.402 |  | 1 | 2.691 |
| Economics, Econometrics and Statistics | 23 | 2.960 |  | 17 | 2.532 |  | 6 | 4.174 |
| Finance | 8 | 2.822 |  | 5 | 1.668 |  | 3 | 4.746 |
| Accounting | 6 | 2.554 |  | 2 | 2.013 |  | 4 | 2.825 |
| Management Development and Education | 1 | 2.426 |  | 1 | 2.426 |  | - | - |
| Human Res. Management & Employment Studies | 5 | 1.844 |  | 5 | 1.844 |  | - | - |
| Regional studies, planning & environment | 2 | 1.710 |  | 2 | 1.710 |  | - | - |
| Business and Economic History | 2 | 0.829 |  | 2 | 0.829 |  | - | - |
| Total | 121 | 3.750 |  | 83 | 3.446 |  | 38 | 4.416 |

Average impact factors for journals classified by area of knowledge which are at the top of the list prepared by the Chartered Association of Business Schools (2018). Note: The Chartered Association of Business Schools publishes the *Academic Journal Guide*, which is updated every 3 years, with its most recent edition being published in 2018. This publication lists scientific journals in the area of business, using a scale of 5 ratings, ranging from 1 (the most basic) to 4\* (the highest). N = Number of journals with the highest ratings in the 2018 ABS list; IF = Impact Factor 2017.

**Table 2. Increasing Research Visibility**

|  |  |
| --- | --- |
| # | Tips to increase research visibility |
| 1 | Expand your base of co-authors and include relevant stakeholders from the beginning of the research process, and do not forget that ideas travel through the internet and through relationships |
| 2 | Select a title that represents the main results obtained by the article, and be perceptive in the choice and use of keywords |
| 3 | Give preference to open access journals, and include your articles in repositories dedicated to open access: Researchgate, SSRN, and Econpapers, among others |
| 4 | Make effective use of social media: Twitter, Facebook, LinkedIn |
| 5 | Create and share podcasts; research is not just text and figures. Seek to describe your research and consider sharing your podcast via YouTube or Vimeo. See, for example, the [Washington University Channel](https://www.youtube.com/user/wustlpa) on YouTube |
| 6 | Share your research results via SlideShare, Scribd, Data Dryad, Zenodo, and figshare |
| 7 | Disseminate your research via personal blogs: Tumblr, Wordpress, Research blogging |
| 8 | Obtain and use an author identifier ORCID to distinguish yourself from other researchers |
| 9 | Write and disseminate executive summaries that allow the lay public to understand what you have done, and use these documents as a tool to communicate your research results in an effective manner to the most relevant policy makers and stakeholders |
| 10 | Use other forms of dissemination: Kudos, ImpactStory, Google Scholar, and the inclusion of personal email subscriptions which contain links to the researchers’ profiles on social networks |
| 11 | Find a Wikipedia page related to your research topic and add a link to your article |

Tips to increase the visibility and dissemination of research results. This table represents a non-exhaustive list of strategies to increase the dissemination of research results to facilitate the effective impact of published scientific works; issues related to works *per se* are not addressed in this table. To illustrate this: there are those who argue that more editing tends to lead to more citations, vis-a-vis unedited research articles. More than five thousand scientific articles are published daily, which is why it is necessary to make the greatest effort possible to obtain visibility. Even a small effort to promote our articles can make it easier for our research to be discovered. Source: Adapted from Tripathy, et al., (2017, p. 11).