



## Faculty Development Program



**VIT**<sup>®</sup>  
Vellore Institute of Technology  
(Deemed to be University under section 3 of UGC Act, 1956)

**Title :** How to increase the citations: The unconventional ways

**Date :** 2025-09-10 - 2025-09-10

**Time :** 11:45 - 13:15

**Venue :** MB 210

### Event Outcome

- Enhanced Visibility



#### **Resource Person 1 - Details**

**Name :** Partha Sharathi Mallick

**Designation :** Professor Higher Academic Grade, School of Electrical Engineering

**University/ Company :** VIT, Vellore

**Address :** India, 632014.

#### **Resource Person's Profile :**

##### 1. Profile of Partha Sharathi Mallick

Professor Partha Sarathy Mallick is the Pro-Vice Chancellor of Vellore Campus.

Citation growth is often viewed as the benchmark of a researcher's academic influence, yet traditional strategies such as publishing in reputed journals or collaborating with established authors are not always sufficient in today's competitive environment. This FDP explores unconventional yet impactful approaches to enhancing citation visibility. These include leveraging social media platforms for scholarly communication, employing data visualization and infographics to simplify complex findings, publishing lay summaries to reach interdisciplinary audiences, and optimizing research for academic search engines through strategic metadata and keywords. Additional tactics involve engaging with open peer-review forums, curating personal research repositories, and connecting findings with trending societal issues to ensure wider dissemination. By combining creativity with visibility, these non-traditional methods can substantially improve the reach, recognition, and ultimately the citation impact of scholarly work.

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**Coordinator:** Teaching Learning Centre of Excellence, VIT, Vellore