

Academic BRASS

published by the
[BRASS Business Reference in Academic Libraries Committee](#)

[Vol 6\(2\), Fall 2011](#)

Leslie Farison
Assistant Professor: Business Librarian
Appalachian State University

Citation Analysis in the Business Disciplines

Recently a colleague in the management department who was going up for promotion to full professor asked for my assistance in conducting a citation analysis for his publications. It is common for universities to evaluate the impact of a scholar/author's research during hiring, promotion, and tenure and merit pay decisions. The idea is that the more a researcher's work is accessed, read and used, the more the research has contributed to the field. Citation analysis is an increasingly common way to evaluate research impact and is considered to be more appropriate and objective than other metrics such as journal impact factors or rankings. The primary reason that citation analysis is preferred is that it looks at the article or publication itself and not the co

I am happy to report that my colleague was successful in his promotion to full tenure and I am now giving faculty workshops on citation analysis so that everyone can present their case for research impact to its best advantage regardless of their field of study.

References [A.W. Publish or Perish](#)

Bensman, S. J. (2011). Anne-Wil Harzing: The publish or perish book: Your guide to effective and responsible citation analysis. *Scientometrics*, 88(1), 339-342.

Moed, H. F. (2005). *Citation analysis in research evaluation*. Dordrecht: Springer.

Harzing, A.W. (2007) Publish or Perish [Software]. Available from
[http://www.harzing.com/2007/01/11/publish-or-perish-software/](#)