

Results of scientific research valorization: the marginalized link in the research process

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Abstract:

The objective of this article is to examine the various legal and regulatory rules relating to the results of scientific research valorization in Algeria from the point of view of dissemination not from commercialization and transfer one. In its second section, it aims to consult the websites of the first fifth Algerian universities in the ranking web of universities of the July 2021 edition to examine if the universities raise the awareness of the academic communities to the importance of the exploitation of results of their research. The study was based on the descriptive analytical approach. It concluded that universities do not perform one of the tasks assigned to them, that is, to guide and direct the academic community on how to promote the results of their research.

Keywords: valorization; dissemination; scientific research; legal and regulatory rules; Algeria.

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1. Introduction:

Valorization is considered among the most widely used terms in academic circles. It is difficult, though, to find an accurate definition for it as it is a concept with multiple dimensions and connotations, whose content changes depending on the different actors and their different agendas. There exists numerous and similar expressions of this concept, among which: Research valorization and university experience, valorization of intellectual property, marketing scientific research results, transfer of knowledge and technology transfer... This shows that the evaluation of the results of the research combines a number of activities related to marketing and knowledge transfer. We will, in the following lines, present some definitions of the valorization concept.

Laperche (2010) defines research results valorization as "The process of converting basic knowledge into products or services that have profitable goals and achieved through a partnership between publically funded research and institutions". The Canadian Science and Technology Council (2005) defines scientific research valorization as follow: "The ensemble of activities which aims at increasing the value of search results and, in general, give value to knowledge". The use of university research results by institutions or the society in general is considered one of the many forms of university research valorization. Therefore, there are numerous forms that the researcher can exploit, and this include scientific publications, side meetings during congresses, posters...etc. In fact, it is the researcher who chooses the method he sees the most appropriate,

being able to use several forms at the same time (Canadian Science and Technology Council, 2005).

It appears clear from the previous definitions that the concept of research results valorization could be divided into two main parts: commercial valorization and economic valorization on one part, and social valorization on the other part. The first field is related to the commercial exploitation of research results through marketing or transfer, while the second is related to development and transmission [of research results].

In this article, we will focus on the social valorization of transmission of research results. By transmission, we mean making the research results open to the intended public, either by publishing them in known official channels for publication, such as scientific journals, or the publishing channels that have spread in recent years, such as academic social media, open archives, institutional archives...

2. Problematic and Methodology

2.1 The problematic

Research results are transmitted and shared in the form of scientific publications in specialized journals, or in the form of research papers during scientific congresses and colloquia. The first goal of research results valorization is to contribute to the dissemination and development of knowledge and render researchers more credible. The dissemination and transmission of knowledge - which is called scholarly communication - is an essential link in the research process, as pinpointed by research related to the sociology of sciences. There are different types of

scientific contacts between researchers, and each of these types has a special goal related to the state the research has reached. First, the researcher undertakes a set of informal contacts summarized in discussions and meetings, visits, and e-mail exchange, these steps are known under the concept of *Invisibles Colleges*. The next step is represented by attending conferences and meetings allowing oral and direct communication which in turn gives an opportunity to receive the opinions of other researchers in the same field. These oral interventions are then published in the form of conference proceedings. Lastly, the work is published in the form of an article after being subject to peer review by a scientific committee (Chartron, 1997).

If the results of research published in scientific journals do not seem to represent a problem in terms of access following their passing through the publication cycle, the results of research that are not subject to publication or are published on a small scale (publications known under the concept of gray literature) remain confined to the researcher and the institution to which he or she belongs which justifies the need to make more efforts to valorize it. In addition, it is well known that the scientific journals confined in major international databases allow their articles to be published and referred to on a large scale, unlike other journals that are not classified and ranked. As for the papers and presentations in conferences, they may not be published at all in conference proceedings.

It is obvious that the Internet has constituted an opportunity to identify and valorize research results, and there are many forms of transmission in various areas, including

research bodies' websites, institutional archives, academic social networking sites, etc. Therefore, the utilization of these spaces by academic institutions and by the researcher himself would contribute to fill this gap so one of the most important links in the publishing process is not marginalized. As a result, this study will try to answer the following main question: How did the Algerian legislative and regulatory texts address the issue of valorizing the results of scientific research from the social aspect standpoint, and did academic institutions contribute to sensitizing the academic community to the importance of valorizing the results of their research?

This study will also answer the following secondary questions:

- What are the legislative texts that have dealt with this issue?
- Have academic institutions presented evidence or documents available on their websites focusing on this important step in the publishing process, as is the case on websites of academic institutions in the developed countries?
- What are the best strategies and tools that will contribute to valorizing the scientific research results and that could be used by the researcher?

2.2 The methodological framework

We relied in this study, on the following steps:

- 1- We searched the code of legal texts¹ from the Ministry of Higher Education and Scientific Research and extracted the legal and regulatory rules that focused on valorizing scientific research.

- 2- We browsed the websites of the top five Algerian universities in the Web Metrics ranking for the July 2021² edition in order to search for evidence or documents that introduce researchers to the methods, tools and strategies they need to produce in order for them to publicize the results of their research. The first universities in the ranking are: University of Science and Technology Houari Boumediene³, University des Frères Mentouri Constantine⁴, University of M'sila⁵, University of Oran¹ Ahmed Ben Bella⁶ and University of Abou Bakr Belkaid Tlemcen⁷
- 3- We suggested tools and strategies the Algerian researcher can implement to valorize the results of his research himself.

3. Valorization in the Algerian legal and regulatory rules

3.1 Valorization in legal bases: brief and superficial references

Scientific research is considered one of the sectors to which the Algerian state has given attention to, as it has worked on enacting a set of legal texts among which the law n° 11-98 of August 22, 1998 is the most important; it includes the directive law and the five-year program on scientific research and technological development. After this law, law n° 08-05 of February 23, 2008 amending and supplementing law n° 98 was issued. In 2015, law n° 15-21 of Rabi' Al-Awal 18, 1437 corresponding to December 30, 2015, was issued; this law includes the directive law on scientific research and

development. Then came law n° 20-01 of March 30, 2020, defining the tasks, training and organization of the National Council for Scientific Research and Technologies, and on the same date law n° 20-02, amending law n° 15-21 previously referred to.

These legal texts have opened the way for research faculty and contract researchers to create research laboratories and undertake scientific research related to national research programs. There is no doubt that these laws included articles urging and showing the necessity of valorizing scientific research results for research institutions as being the primary purpose of every scientific research. We will try through the above-mentioned legal text to highlight this fact.

- Law n° 98-11⁸: Absence of indication on the method of valorization

It includes 42 articles presented in eight chapters, as well as a general report in the form of an appendix. The law also included some articles pertaining to the valorization of scientific research results. It becomes clear when reading its various articles that the law dealt with the issue of transmission and valorization in seven articles distributed in three chapters. It devoted an entire chapter (chapter 6) to the issue of transmission and valorization. One of its articles (article 36) dealt with the responsibility of the State to take the necessary measures for the establishment of evaluation bodies and structures and the establishment of national centers for the valorization of research results. One of the articles of this chapter (article 37), deals with the issue of transferring, exploiting and generalizing research

results by implementing the necessary means for "publishing and encouraging research results, producing and distributing scientific and technical periodicals and literature, as well as protecting them."

The rest of the articles in the first and third chapters, were about transmission and valorization where they also tackled the goals that the directive law aims at. They also tackled the issue of establishing a national body to undertake the implementation of the national policy in the field of scientific research and also the establishment of a private public institution of a scientific and technological nature to achieve scientific research and technological development activities. It is worth noting that one of the articles touched on the funds allocated to scientific research, part of which is devoted to creativity and valorization.

We notice, after this reading, that the law paid special attention to valorizing the research results by dedicating an entire chapter to this issue in addition to addressing it in other chapters. However, what draws our attention in this context is that the treatment of this issue of valorization related to transmission was superficial, and no reference was made to how to achieve this except in Article 37, which referred to "the production, distribution and protection of periodicals and scientific and technical literature, as well as their protection", which is a brief reference in our view and does not really express the appropriate means of transmission and we think that maybe that is due to the context in which the law was enacted, as the priorities that distinguished that period were not focused on this aspect.

- Law n° 08-05⁹: An interest that did not go beyond the

national level

Law n° 08-05 of Safar 16, 1429 corresponding to February 23, 2008, amending and supplementing law n° 98-11, which includes the directive law and the five-year program on scientific research and technological development 1998-2002. The law included 19 articles presented in six chapters, as well as a report in the form of an appendix, of which one of its paragraphs goes as follows:

"Scientific and technical information is considered a determining factor in the activity of scientific research and technological development, and as a consequence of this, controlling the production and dissemination cycle of information is a strategic bet. The measures that should be taken during the five-year period revolve mainly around improving the monitoring system considered as an analysis tool for the basic driving forces affecting the national information system and also an aid to decision-making. It should also be a tool to advance the process of developing a national system for scientific and technical information, intensive production of national databases, and defining a printing and dissemination strategy for National Scientific Journals."

We find that this paragraph is clearer in expressing the manner transmitting and valorizing should be by referring in the general report to the necessity of "intensive production of national databases and defining the strategy for printing and publishing national scientific journals". This expresses one of the many ways allowing transmission and visibility, but it is worth noting that the article focused only on the national level.

- Law n° 15-21¹⁰: Focusing on the economic aspect of valorization

Contrarily to the aforementioned laws which did not present a definition for valorization, the legislator defined the concept in this law as follow "every activity that allows the possibility of using or marketing research results, knowledge and skills". This law is made up of eight chapters totaling 61 articles. An entire chapter is devoted to valorization, it is the fourth chapter divided in two chapters. The evaluation related to transmission was dealt with in the first chapter, including six articles (article 19 - 24). Article 24 deals with the following: "In order to activate the work, transfer, exploitation and generalization of research results, the State, represented by the Ministry in charge of Scientific Research and the relevant ministries, will provide all the appropriate means to facilitate the publication, protection and enticement of research results and also the launching and distribution of periodicals and scientific and technical literature". This article does not differ from what is stated in law n° 98-11.

- Law n° 20-02¹¹: No change to the content of the previous law regarding valorization

As explained in its first article, this text aims to amend some provisions of Law n° 15-21 of December 30, 2015. The amendments that were targeted by the provisions of this text did not affect the articles related to the valorization of scientific research in the amended text (Law n° 15-21)

3.2 Valorization in the regulatory rules

The valorization of scientific research in the regulatory rules was cited in several executive decrees in addition to a joint ministerial decision that will be listed thereafter.

- Executive Decree n° 99-243¹²: Valorization: one of the tasks of the sectoral committees

The presence of the term valorization of scientific research results was among the tasks of the sectoral committees, more precisely the sixth point of the second paragraph of article two. It reads as follows: "Studying and proposing every procedure that would generalize the results of scientific research and technological development, and also its dissemination and valorization."

- Executive Decree n° 99 – 244¹³: The term valorization mentioned without detail

The decree included 27 articles divided in four chapters, valorizing research results by transmitting them and facilitating access to them was mentioned in this decree once in article 4 of part one related to general provisions, in the context of the research laboratories tasks. The decree did not specify the method of transmitting and valorizing research results, but simply mentioned it with facilitating access to scientific and technological information, in addition to contributing to the development of appropriate research networks.

- Executive Decree n° 03-279¹⁴: Valorization is among one of the main tasks of the university

The text is about eighty-nine (89) articles investigating the tasks, organization and functioning of the university bodies. The

term research valorization is cited in Article VI in the following way: "The main tasks of the university in the field of scientific research and technological development in particular are as follows: ...valorization of research results and dissemination of scientific and technical information,..." And also in article Twenty-one where it says: "The scientific council of the university enunciate its opinions and recommendations in particular regarding the following: ...valorization of the research results,..."

It appears clear, from these two articles, that the Algerian legislator made the valorization of scientific research results as one of the most important tasks of the university and impulsed its scientific council to have a say in this regard.

- The 2004 joint ministerial decision¹⁵: Valorization is among the tasks of some directorates

The subject of valorization in this decision was in the fourth paragraph of article four, which dealt with the Vice Rectorate for Post-Graduation, Higher Training, University Qualification and Scientific Research, as the latter was obligated to carry out every activity that would value the results of the research. The term was also mentioned in the third paragraph of article nine, in which the Vice Rectorate for Activity, Promotion of Scientific Research, External Relations and Cooperation was obligated to carry out as well every activity that would value the results of scientific research.

- Executive Decree n° 08-251¹⁶: Establishing a Sub-Directorate for Valorization

Article 17 stipulates that : *"Creating a sub-directorate for the valorization of research results in charge of proposing draft texts related to the stimulation of scientific production and publishing, identifying and materializing the activities that allow the promotion, exploitation and simplification of the activities of transferring the results of scientific research and technological development, preparing and setting up mechanisms that allow the transformation of research results into products accepting valorization"*.

- Executive Decree n° 13-77¹⁷: Valorization is one of the duties of the Minister of Higher Education

The valorization of scientific research within the rules of this text was referred to in article VII, which was made up of two paragraphs. The first one touched upon the minister's mission regarding the valorization of research results : "The Minister of Higher Education and Scientific Research in the field of valorization of research results is charged with organizing programs and projects related to the technological, industrial and economic exploitation of research results, and also coordinating it ...". The second paragraph, deals with what is assigned to the Minister: "...proposes incentive measures to encourage and improve the use of research results as well as works of invention and creativity..."

- Executive Decree n° 13-78¹⁸: Valorization is also one of the tasks of the General Directorate for the Development of Information Systems Technologies.

This decree contains thirteen articles, and valorization of scientific research was addressed by limiting the tasks of the

General Directorate for the Development of Information Systems Technologies for Higher Education and Scientific Research, which was entrusted with carrying out sixteen tasks, the penultimate task being "valuing scientific production through information and communication technologies and information and communication technologies for education."

- Executive Decree n° 21-89¹⁹: The ability to value results as a condition for preparing research projects.

There were three rules addressing the valorization of scientific research within the rules of this text. The first rule (in article 4), pertains to "*...assigning to each thematic agencies for research, each one within its own jurisdiction, to coordinate and follow up the implementation and evaluation of projects of scientific research and technological development programs...*"

The second rule dealing with valorization is represented by article 6 of the same decree, which states that the preparation of research projects depends on the scientific capabilities and available technology and the acceptability of their results to scientific valorization. Finally, one finds in the seventh article almost the same idea, where the said article insisted on the capability of the expected product to yield achievements and models capable of being valorized in the form of patents or exploitable licenses.

4. Instructions issued by the bodies in charge of scientific research:

After reviewing the legal and regulatory rules, we browsed the websites of the top five Algerian universities in the

Webometrics ranking July 2021 edition. This was done in order to know the extent to which those in charge at the institutions sensitize, motivate and train their researchers on the tools and strategies allowing the dissemination of scientific production on a large scale. We wanted through this to compare what websites of developed countries universities often implement in including guides to introduce the different methods and tools for valorizing their scientific research results. The five first universities in the ranking are: *University of Science and Technology Houari Boumediene*, *University des Frères Mentouri, Constantine 1*, *University of M'sila*, *University of Oran 1*, *Ahmed Ben Bella* and *University Abou Bakr Belkaid of Tlemcen*.

The University of Science and Technology Houari Boumediene, which is the first university in the July 2021 ranking of the Webometrics, neglected the valorization aspect and did not include any guide or page indicating, clarifying and explaining to their researchers the best ways to introduce and present their scientific production on the web, the same observation could be made after reviewing the university's faculties' websites.

It seems obvious that the absence of any indication regarding this matter should make us conclude that the bodies in charge of valorizing scientific research at The University of Science and Technology Houari Boumediene, and referred to in the legal texts, have issued internal instructions and their content has not been published on the web despite the importance of this medium in disseminating and generalizing information.

In the other hand, University Frères Mentouri Constantine 1, the second Algerian university in the ranking of the Webometrics, also did not include a guide that shows researchers the methods to make their work known and the way to valorize it, despite that the University's Rector's speech came under the title "*The Web is a space for readability and visibility*" in which he emphasized that "... Scientific production and scientific and technical information are one of the basic tasks of the university and will allow it to participate effectively in the process of sharing knowledge...".

The University of M'sila, through its official page provided a link to the university on the academic social networking site *ResearchGate*, this link will contribute to introduce one of the most important Web 2.0 scientific publishing platforms in the world. The University of M'Sila has realized the importance of this issue by providing a scientific portal through one of its pages under the title " Your Scientific Gate", but the content of this site remained empty, despite that we browsed repeatedly the site during the month of January 2022 and found these elements unchanged despite their importance in providing the researchers and visitors to its site with the necessary information.

Oran University 1 Ahmed Ben Bella is the only university that provided multiple content urging researchers on this issue. It published on its website's home page a space for its researchers in *ResearchGate* and also in *Google Scholar*. This space allows knowing the researchers who are in these spaces (*ResearchGate* and *Google Scholar*) and, by the same token, directly access their

respective accounts and know the number of citations they have obtained.

The fact that these accounts are provided starting from the university's home page create an emulation and a spirit of competition between researchers not to mention that they make these researchers familiar with these spaces. Once a young and new researcher not familiar with these tools sees these spaces, he will, undoubtedly, search himself for how to create an account and publish his work in them.

The University of Tlemcen, Abu Bakr Belkaid website also did not include a guide that introduces the researcher to the effective methods of introducing his research results, and contented itself with publishing an instruction issued by the Vice Dean regarding the creation of accounts for faculty members and doctoral students in Google scholar.

5. Discussion

The Algerian legislator has touched on the issue of valorizing the research results in several texts, including four (04) laws, seven (07) executive decrees and a joint ministerial decision. He was more focused with valorization related to innovation, marketing and transmission than with valorization related to publishing. And in this regard, the articles of the law came in brief phrases that were limited only to the traditional methods of publishing the results of scientific research represented in scientific journals and forums and the establishment of national databases without reference to modern methods and tools. The issue of transmission-related valorization was superficially treated in the laws of scientific research and

was not mentioned in their definition of valorization which was defined by law 15-21 as "every activity that allows the possibility of using or marketing research results, knowledge and skills". And this definition would have been limited only to valorization related to marketing. In this respect, the articles of the scientific research laws did not elaborate on how the researcher defines his scientific production in the various platforms provided by the web, and the articles coverage did not go beyond the national level, and neglected the necessity of limiting scientific journals to international databases, which would achieve transmission and visibility at the international level and thus effective valorization. Add to that, the laws generally spoke about "research results" and did not elaborate on the various types of documents released by research bodies, like documents that are not subject to publication, such as papers presented during conferences.

The Algerian legislator's approach of the valorization issue related to broadcasting with this superficiality makes us conclude that he left this responsibility to the bodies in charge of scientific research, led by the Ministry of Higher Education and Scientific Research, and this is what we have already noticed in the various executive texts in which the legislator considered valorization as one of the tasks of the Minister of Higher Education and Scientific Research, and one of the main tasks of the university represented in its Scientific Council, as well as thematic agencies of the Ministry of Higher Education and Scientific Research that are tasked with coordinating, following up, implementing and evaluating research program projects.

The valorization of scientific research that some executive texts dealt with was also considered as one of the tasks of the General Directorate of Scientific Research and Technological Development, as the text pertaining to defining its tasks included the establishment of a sub-directorate for valorizing scientific research results. This sub-directorate will implement the development of mechanisms that will ultimately transform the scientific research results into products capable of being valorized.

Regarding the joint ministerial decision, it considered valorization among the Vice Rectorate for Postgraduate Higher Training and University Qualification and Scientific Research and the Vice Rectorate for Revitalization and Promotion of Scientific Research tasks, as they were obligated to carry out every activity that would value the scientific research results. There were no details provided by the decision on the issue, and the same could be said regarding the rest of the legal and regulatory rules. When browsing the website of the five universities, one concludes that this matter has also not had its fair share of attention. In our view, the academic community should be sensitized to this issue, and that should be based on the official interface of the university represented by its official website, which was not the case for the five universities in the July 2021 Webometrics ranking except for The Oran University 1 website (in its French version). The Oran University 1 website made two links available, one for the researchers affiliated with ResearchGate and the other for the researchers affiliated with Google Scholar. In addition, a brief introduction of the ResearchGate social networking site was made urging

researchers to create an account in Google Scholar in order to achieve better visibility for the university and the research results carried out by its researchers at its level.

To overcome the shortcomings related to valorizing the scientific research results related to publishing, the researcher must take personal initiatives by undertaking and implementing a set of strategies and tools that would publicize his research and make it more visible.

Strategies: can be divided into two parts: before the work is published, while it is published

- Before publishing the work:

- Presenting preliminary research results in meetings and conferences (Lehey, 2007)

- Research reports should be published early because the time required for acceptance of a scientific work, in some disciplines, exceeds two years for a scientific article and one year for a paper in conferences, and therefore in order to make the work known, it is advised to publish it in the form of a research report, whether on the laboratory website or in open archive repositories. The benefit of this manner to proceed is that the researcher ensure that the researcher establishes precedence in the results of his research and ensures also that the results of his research are shared with his peers from the same discipline and, as a result, be cited even before his work is published in the form of a scientific article (Rajkumar, 2006).

- Keeping the rights that allow reusing of the work. Among these rights, we can mention:

- The possibility of publishing the work on the research laboratory website;

- Publishing the work in open archive repositories;

- The possibility of presenting work in conferences and scientific meetings.

- Taking into consideration, when choosing the periodical, the targeted audience of the work, as it is known that publishing in specialized journals allows for effective transmission of the research results compared to publishing in generalist titles (Sarli; Holmes).

- Depositing preprints articles in electronic institutional repositories: sharing them does not conflict with most publishing policies, and it is an easy, legal and free way to make work available. The Sherpa/Romeo²⁰ tool is a helpful tool to search for the policies of each journal.

- During the publishing cycle

- Publicizing the work on the researcher's personal website: publishing the full text on the researcher's personal website would increase his presence, but numbers of researchers do suffice themselves with publishing only the bibliographic data of their work to avoid running afoul with the contract signed with the publisher. However, the researcher can create a direct link to the official publisher of his work in order to increase his presence.

- Intensifying participation in international conferences and forums and convincing the organizers to publish the work and make it available to the public in full and not only the abstract.

- Deposit work in appropriate subject repositories: There are currently several subject repositories covering a specific field, in addition to ArXiv²¹ (being the first and best known subject repository and specializing in the field of physics, mathematics and computer science), there are repositories of pre-publication articles that have appeared such as BioRxiv²² in the biological sciences, SocArxiv²³ in the social sciences. Sharing work on one of these platforms is simple and free and promotes the availability of research papers.

- Publishing the work in open access journals would allow it to be disseminated on a larger scale than using traditional methods of publication.

- Creating a website for the research project and choosing keywords and a web page title that reflect the content of the site that will allow retrieval by search engines.

- Sharing the data research data by depositing it in specialized repositories or databases or by publishers of scientific journals that wish to publish it.

- Sending the research to periodicals in different languages would increase the visibility of the work on a large scale.

Tools: In order to make the results of scientific research known, the researcher could use several tools that can be exploited in the Internet's era.

- Creating a Google Scholar account²⁴: In addition to some important functions such as saving the search, creating an alert about new content, creating an account in Google Scholar helps

track article citations for free and increases its presence and visibility.

- Creating an account in ORCID²⁵ (Open Researcher and Contributor ID), which is a unique identifier for researchers and a free resource that guarantees the attribution of work to its creator and removes confusion regarding the different authors holding the same name (Meadows, 2017). The importance of using ORCID lies in its wide adoption by researchers. The researcher should make sure that he only downloads the content allowed to be published. He will not, in this manner, breach the contract that binds him to the publisher.

- Informing Twitter users and selecting appropriate Hash tags to increase the reach of the work.

- Posting a link to the article on public social networks such as Facebook, or academic ones such as ReserchGate²⁶ and Academia.edu²⁷, and professional one such as LinkedIn²⁸. Like Twitter, these platforms, could be good tools for increasing the readability of the work. Posting the research in a number of platforms is an appropriate way to achieve high visibility for the work and, as a consequence, readability and citation.

- Creating a personal website for the researcher, listing his curriculum vitae, areas of interest, scientific production, scientific activities, and affiliation.

- Publishing the work on sharing sites like SlideShare²⁹ and sharing the figures and images contained in the work in FigShare³⁰.

- Publishing the work as a video podcast on private sites such as You Tube³¹ and Vimeo³².

- Disseminating the work in blogs dedicated to research, which allows opening discussion in the scientific community around the world. Among these sites, we mention ResearchBlogging³³.

- Publishing information related to the research topic on Twitter³⁴, which is an effective platform for disseminating information.

6. CONCLUSION

In light of the superficial legal and regulatory rules dealing with the issue of valorization related to publishing as one of the prerogatives of the bodies in charge of scientific research, foremost of which are universities, as well as the fact that the issue is not given its due by the latter, the gap can only be filled by empowering the researcher himself and making him responsible for valorizing the results of his research and publicizing it by publishing it through various Web 2.0 platforms. This will allow him more visibility and readability, more precisely by achieving work citation and impact, which is the goal of every researcher.

To be able to achieve this requires only knowledge and control of the tools and strategies the researcher should use and follow, but this should not conflict with the journal's publication policy.

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