
MEASURING SCHOLARLY INFLUENCE IN THE DIGITAL AGE: RESEARCH METRICS, ACADEMIC VISIBILITY, AND IMPACT ASSESSMENT

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ABSTRACT:

To improve research visibility and credibility, it is important to maintain a researcher presence on many different platforms. A researcher profile not only facilitates Curriculum and grant application modifications, but it also differentiates researchers with similar names. Important resources for profile management and publication monitoring include Publons, SciENCv, ORCID, and Google Scholar. To make educated submission decisions, it is important to understand research metrics like as citation rates and journal performance indicators such as the Impact Factor. This study looks at how academic influence is shaped in the digital age by research metrics systems like Google Scholar, SCOPUS, Clarivate, ORCID, Publons, SciENCv, and Web of Science. It investigates how metrics like citation counts and h-index are used by these platforms to increase the impact and visibility of research. Furthermore, the study places Indian Knowledge Systems in the context of all of these measures, highlighting how pertinent they are to the "Viksit Bharat 2047" goal. In order to optimize scholarly impact and promote a strong academic ecosystem, the findings are intended to serve as a guide for scholars and institutions as they utilize these platforms.

KEYWORDS: Research Metrics, Research Visibility, Impact Factor, Citation Analysis, Research Impact Assessment.

1. INTRODUCTION

Digital technologies have reshaped how academic research is created, shared, and evaluated. Assessment of scholarly work has moved beyond traditional indicators like citation counts

and journal impact factors to include digital platforms such as Google Scholar, SCOPUS, Web of Science, ORCID, Publons, and SciENcv, which enhance visibility and track research influence more broadly. [1]

Here are some key points on the importance of research metrics in academics: [2], [3]

- Assess academic influence, consistency, and quality of research work.
- Support recruitment, promotion, tenure, and performance evaluation decisions.
- Improve chances of securing research funding, grants, and academic awards.
- Help institutions monitor research output and strengthen overall performance.
- Contribute to national and global rankings by highlighting research strengths.
- Enhance research visibility, credibility, and global discoverability.
- Encourage transparency and accountability in academic assessment.
- Recognize outstanding scholarly contributions across disciplines.

Align national research output, including the Indian Knowledge System, with global standards and India's 2047 vision. [4]

1.1 Brief Overview of Key Research Metrics Platforms

In today's academic landscape, Research metrics platforms play a key role in measuring and showcasing academic impact. Google Scholar offers open access to scholarly works and citation tracking across disciplines. SCOPUS provides extensive citation data for analyzing authors, institutions, and research trends. Web of Science (Clarivate) delivers curated metrics such as Impact Factor and h-index for reliable evaluation. ORCID ensures accurate researcher identification and profile integration, while Publons recognizes peer review and editorial contributions. SciENcv supports standardized researcher profiles for grant applications, and Altmetrics track online engagement beyond traditional citations. Together, these tools help quantify, highlight, and broaden the understanding of scholarly influence.

Scholarly influence is the impact of a researcher's work on advancing knowledge, recognized through its visibility, relevance, and acknowledgment within the academic community.

"Assess article and author influence by using Google Scholar to review citation counts, view h-index numbers, and other metrics."

--Google Scholar [7]

“Considered the largest abstract and citation database of peer-reviewed literature and quality web sources with smart tools to track, analyze and visualize research.”

--Scopus [7]

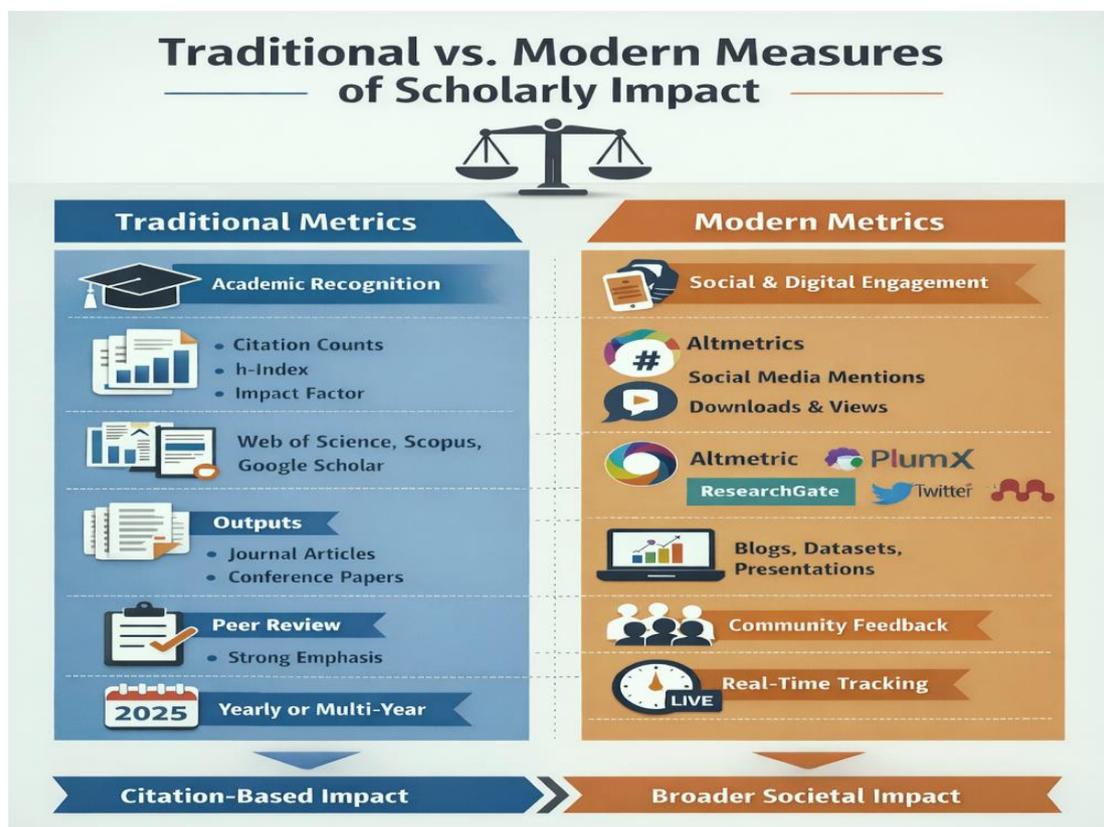
“Journal metrics, such as Impact Factor and CiteScore, measure the frequency with which all articles within a journal are cited.”

--Jamie L. Conklin, Marilyn H. Oermann [8]

Citation impact reflects the value of research, as higher citations indicate wider use and influence. Collaboration, especially across disciplines, improves visibility and recognition. Publishing in well-known journals increases reach and citation potential. Public engagement and media communication show social relevance, while altmetrics capture early online attention beyond traditional citations.

1.2.3 Traditional vs. modern measures of scholarly impact

The assessment of scholarly influence has shifted, with traditional metrics being supplemented or reconsidered through newer approaches. The following figure illustrates a comparison between conventional and modern methods of measuring intellectual impact:



1.3 Research Metrics and Journal Monitoring

Research metrics such as citation counts, the h-index, and the impact factor are quantitative measures used to evaluate the importance and influence of scholarly work. Journal monitoring focuses on aspects like reputation, indexing status, peer review quality, and ethical standards to ensure the reliability of academic publications. Together, these practices help researchers choose trustworthy journals and remain informed about current publishing norms.

1.3.1 How to Use Metrics to Monitor Your Journal?

Using research metrics helps journals improve visibility, reputation, and academic influence. Citation measures like the impact factor and h-index show citation performance and productivity, while altmetrics reflect online and public attention. Indexing in databases such as SCOPUS, Web of Science, and Google Scholar increases discoverability and trust. Acceptance rates and peer review quality further indicate journal standards, helping journals attract quality submissions and maintain credibility.

1.3.2 How to Identify the Right Metrics for Your Journal?

Select metrics that align with your journal's goals to monitor performance effectively. Track citations per article, h-index, and impact factor for academic influence. Use altmetrics to gauge public engagement and social media attention. Ensure indexing in Web of Science or SCOPUS, and monitor Eigenfactor Score or SCImago Journal Rank (SJR) for reputation. For open access journals, track downloads, follow COPE ethical standards, and use Publons to assess peer review quality. These metrics help evaluate and improve journal performance.

1.3.3 Key Considerations [9]

✓ Target Audience

Identify your journal's audience—researchers, scholars, industry experts, policymakers, or the public. Audience understanding helps tailor content, outreach, and metrics. Academic audiences may prioritize Impact Factor and h-index, while public engagement requires tracking altmetrics and social media attention.

✓ Journal Objectives

Define clear goals such as publishing cutting-edge research, fostering collaboration, increasing readership, or influencing policy. Objectives determine content strategy, marketing, and which metrics to track, such as downloads and social media engagement for broader visibility.

✓ **Subject Area**

The discipline of your journal influences the choice of metrics and expectations for impact. Life sciences may emphasize citations and Impact Factor, while social sciences may value public engagement more. Differences in research types across fields affect how outputs are evaluated and presented.

✓ **Business Model**

The journal's financial model—subscription, open access, or hybrid—shapes audience engagement, accessibility, and funding strategies. Open access journals may focus on downloads and reach, whereas subscription journals track subscription growth and retention. Understanding the model guides pricing, marketing, and long-term sustainability.

1.4 Journal Metrics: Citations, Usage, Speed, and Acceptance Rate

Journal metrics help assess the quality and impact of scholarly publications. Citations show how influential a journal is, while usage metrics like downloads and views reflect reader interest. Publication speed indicates review efficiency, and acceptance rate shows selectivity and standards. Together, these measures help researchers judge a journal's reputation, relevance, and accessibility.

1.4.1 What is the Impact Factor?

The **Impact Factor (IF)** measures the average number of citations received by articles published in a journal over a specific period, usually two years. Produced annually by Clarivate Analytics through the Journal Citation Reports (JCR) [10], it reflects a journal's significance in its field. Higher IF values typically indicate greater citation frequency and the perceived quality of the published research, making such journals often regarded as more reputable.

The Impact Factor can be calculated using the following formula:

$$\text{Impact Factor} = \frac{\text{Citations in a given year to articles published in the previous two years}}{\text{Total number of articles published in those two years}}$$

For example, if a journal has an impact factor of 4 in 2024, it indicates that, on average, papers published in 2022 and 2023 were referenced 4 times in 2024. The Impact Factor is widely valued in fields such as medicine and the natural sciences, where research is published and cited frequently. Its importance varies across disciplines, as social sciences and humanities usually receive fewer citations and therefore have lower IFs. Although helpful,

the Impact Factor has limits because it focuses on citation numbers rather than research quality and may favour popular topics over specialized studies.

(i) How to Obtain an Impact Factor for Your Journal?

To obtain an Impact Factor, a journal must be indexed in Clarivate Analytics' Web of Science Core Collection. It must publish regularly, follow strict peer review and ethical standards, and provide English-language metadata. Journals apply through the Web of Science Publisher Portal, where they are evaluated for quality, citation performance, and international reach. New journals usually begin in the Emerging Sources Citation Index (ESCI) and, after steady publication and citation activity over time, may qualify for a full Impact Factor.

1.4.2 How to Access Your Journal's Usage Data

Journal usage and impact can be monitored through publisher analytics dashboards, COUNTER reports, and tools like Google Analytics for independent websites. Additional insights may be obtained from institutional access reports or directly from the publisher. Altmetrics further complement these methods by capturing online attention and public engagement. Together, these approaches help journals understand readership patterns, engagement levels, and overall academic influence.

1.4.3 Metrics Related to Journal Speed (Submission to Publication Time)

Journal speed metrics show how efficiently a journal manages the publication process. Key measures include time to first decision, time to publication after acceptance, and the total duration from submission to publication. Acceptance rate can influence timelines, as stricter review often takes longer. Editorial efficiency, reflected in peer review and revision timelines, along with publication frequency, also affects how quickly research becomes available. [11]

1.4.4 Metrics related to acceptance rates

Acceptance rate metrics indicate how selective a journal is and reflect the competitiveness of its publication process. Key aspects include the proportion of submitted manuscripts that are accepted, trends over time, and the relationship between acceptance rate and perceived quality—lower rates often signal higher standards and rigor in peer review.

(i) Rate of Acceptance: The proportion of submitted papers accepted for publication in a journal is known as the acceptance rate. The following formula is used to compute it:

$$\text{Acceptance Rate} = \left(\frac{\text{Number of Accepted Articles}}{\text{Total Number of Submitted Articles}} \right) \times 100$$

A lower acceptance rate usually implies a more selective journal, whereas a greater acceptance rate may reflect a broader approach. [12]

(ii) Rate of Rejection: The percentage of submitted papers that are rejected is shown by the rejection rate, which is a complement to the acceptance rate. It is computed as follows:

$$\text{Rejection Rate} = \left(\frac{\text{Number of Rejected Articles}}{\text{Total Number of Submitted Articles}} \right) \times 100$$

The journal's editorial standards and the accuracy of its peer review procedure can be inferred from rejection rates. [13]

(iii) Revise and Resubmit Rate: It indicates the percentage of submitted articles that are invited for revision rather than being accepted or rejected outright. This metric reflects a journal's approach to working with authors to improve their manuscripts before final

$$\text{Acceptance Rejection Rate} = \left(\frac{\text{Number of Rejected Articles}}{\text{Total Number of Submitted Articles}} \right) \times 100$$

A high number of revisions and resubmissions might indicate that the journal wants to improve the standard of research that is published. [14]

(iv) Time to Make a Decision: Average time to reach a decision on submitted manuscripts provides insight into the editorial process. Longer times may indicate thorough review, while shorter times suggest a more efficient workflow.

(v) Trends in Submissions over Time: Monitoring acceptance rates over time reveals trends in submission volume and selectivity. A declining acceptance rate may indicate higher competition due to increased submissions or stricter quality standards.

(vi) Comparative Acceptance Rates: Comparing acceptance rates with similar journals in the field helps assess competitiveness. Authors can use these metrics to make informed decisions on where to submit their work.

1.5 The 5-year Impact Factor

The **5-year Impact Factor (5-year IF)** measures the average number of citations received per article published in a journal over the past five years. It extends the traditional 2-year Impact Factor, providing a broader views of long-term scholarly impact.

The equation is:

$$5 - Year Impact Factor = \frac{\text{Total Citations in Year } X \text{ to articles published in the previous 5 years}}{\text{Total Number of Articles Published in the same 5-year period}}$$

For example, the **5-year Impact Factor** for a given year, such as 2024, considers citations to articles published in the previous five years (2019–2023). This metric provides a broader and more reliable measure of a journal’s long-term influence, especially in fields where citations accumulate slowly, such as humanities and social sciences. [15]

By accounting for extended citation patterns, the 5-year IF complements the 2-year Impact Factor, allowing better comparisons across disciplines and highlighting journals that maintain relevance over time. It aids researchers, institutions, and libraries in making informed decisions about funding, publication, and journal selection.

1.6 Eigen factor

1.6.1 What is the Eigen factor?

The **Eigenfactor** is a bibliometric metric that measures a journal’s impact by considering both the number and quality of citations it receives. Unlike the traditional Impact Factor, which counts all citations equally, the Eigenfactor gives more weight to citations from highly influential journals. Developed by researchers at the University of Washington, this metric provides a broader view of a journal’s role and influence within the academic community by accounting for the networked significance of citations. [16]

1.6.2 How is it calculated, and why does it matter?

The **Eigenfactor Score** measures a journal’s influence over a five-year period by weighting citations according to the prestige of the citing journals and excluding self-citations. Based on network theory and PageRank principles, it emphasizes high-impact citations, providing a quality-adjusted indicator of a journal’s overall importance. Unlike the Impact Factor, which only counts citations, the Eigenfactor offers deeper insights into journal quality and is especially useful for comparisons across disciplines, including social sciences and humanities.

1.7 Article Influence Score

The **Article Influence Score** measures the average impact of individual articles in a journal, factoring in both citation frequency and quality. A score above 1.0 indicates above-average influence. Unlike the Impact Factor, it reflects long-term, quality-adjusted impact and helps researchers and institutions identify high-impact journals for publication and resource decisions.

1.8 Cite Score

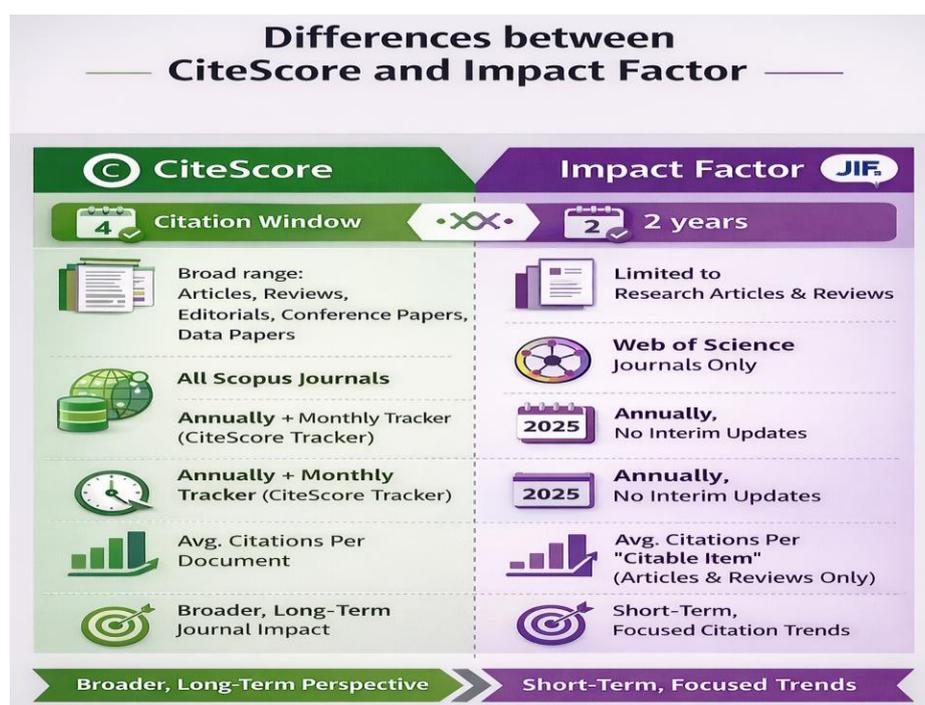
What is CiteScore?

CiteScore is a journal metric by Elsevier that measures the average number of citations per article over a four-year period. It reflects a journal's influence by showing how often its articles are cited and includes various document types such as articles, reviews, conference papers, and data papers.

$$\text{Cite Score} = \frac{\text{Total Citations in a Year to articles published in the previous 4 years}}{\text{Total Number of Documents Published in the same 4 - year period}}$$

For example, a journal's **2024 CiteScore** considers all citations in 2024 to articles published in the journal from **2020 to 2023**, providing a four-year view of its citation impact. [17]

Differences between Cite Score and Impact Factor



1.9 Author Metrics

Author metrics evaluate a researcher's scholarly impact by measuring productivity, citations, and contributions.

What is the h-Index?

The **h-index**, introduced by Jorge E. Hirsch in 2005, measures both the productivity and citation impact of an author's publications. An author with an h-index of 10 has at least 10 papers that have each been cited 10 or more times, reflecting consistent influence in their field.

How is the h-index Calculated?

The **h-index** measures a researcher's productivity and impact by ranking publications by citation count. It is the highest number **h** such that the researcher has **h** papers with at least **h** citations each. For example, an author with five papers cited 15, 12, 8, 5, and 3 times has an h-index of 3, since the third paper has 8 citations (≥ 3). This metric combines both quantity and influence in a single value.

What are the advantages of the h-index?

- **Integrates influence and Productivity:** The h-index is a comprehensive metric of academic influence since it accounts for both the amount and quality of publications (citation impact).
- **Calculation Ease:** The h-index is easily calculated and accessible in a variety of research databases, including Web of Science, Scopus, and Google Scholar.
- **Resilience to Outliers:** The h-index lessens the impact of one or two highly cited or uncited articles by concentrating on a core number of often cited papers.

Alternative author metrics: g-index, i10-index, and others

(i) **G-index:** The g-index was proposed as a substitute for the h-index and assigns greater weight to publications with a large number of citations. If an author's top g articles earn at least g^2 citations overall, their g-index is g . One of the drawbacks of the h-index is addressed by this statistic, which highlights highly cited literature.

(ii) Google Scholar uses the **i10-index**, which counts the number of publications having ten or more citations. This measure is simple, but because it only includes publications that match the 10-citation criteria, it could be lacking in complexity.

(iii)The **m-index** is calculated by dividing the h-index by the number of years since the initial publication of a researcher. When comparing early-career researchers, this measure is fairer because it takes career length into consideration.

(iv)The **Author Influence Factor** is a custom metric that certain databases offer. It measures the average number of citations per article or other citation-based metrics to show the influence over a specified period of time.

2. Research Metrics Platforms

2.1 Google Scholar [18]

Google Scholar, a freely available online search engine developed by Google, indexes academic literature from a wide range of fields. It was launched in 2004 and has since become an indispensable resource for researchers, professors, and students all around the world, with an enormous database of articles, theses, books, conference papers, preprints, and patents.

2.1.1 The coverage and its content: The content on Google Scholar comes from a number of reliable sources, such as universities, research groups, and academic publications. It is a multidisciplinary resource that may be used in a variety of sectors, including the humanities, social sciences, engineering, and science. Google Scholar is still widely used because of its accessibility and scope, even if it does not have the strict organization and filtering requirements of certain premium databases.

Features and functionality

2.1.2 Features and functionality

- **Advanced Search:** Filter by date, author, and publication.
- **Cited by:** Shows how often a work is cited.
- **Related Articles:** Helps discover similar research.
- **Alerts:** Notify users about new publications on specific topics or authors.
- **Library Links:** Access full texts via institutional subscriptions.
- **Metrics:** Provides basic journal rankings.

2.1.3 Author Profiles and Citations

Researchers can create profiles displaying publications, citation counts, **h-index**, and **i10-index**, facilitating networking and academic visibility. Citation tracking helps evaluate research impact, though accuracy may be lower than Scopus or Web of Science.

Uses and Benefits: Google Scholar is ideal for literature reviews, assessing research impact, and connecting with peers. It is freely accessible and supports broad academic discovery.

2.1.5 Limitations

- Includes non-peer-reviewed content, affecting reliability.
- Incomplete coverage in some fields, especially arts and humanities.
- Duplicate entries can inflate citation counts.
- Limited sorting and filtering options.

Despite limitations, Google Scholar remains a widely used, accessible tool for scholarly research, though it lacks the precision of databases like Scopus and Web of Science.

2.2 SCOPUS

Elsevier created SCOPUS in 2004, and it is one of the largest abstract and citation databases worldwide. It offers a wide spectrum of academic literature from numerous fields, making it a valuable resource for researchers, institutions, and libraries to obtain research articles and assess scientific impact. The tool helps to evaluate research outputs, discover collaborative networks, and measure scholarly influence, giving significant insights into worldwide research trends.

2.2.1 Features, Indexing, and Data Coverage [19]

SCOPUS is a leading interdisciplinary database known for its extensive coverage and high-quality indexing, supporting scholars across diverse fields.

Key Features:

- **Multidisciplinary Coverage:** Indexes nearly 25,000 peer-reviewed journals across STEM, social sciences, arts, and humanities, including conference proceedings, book chapters, patents, and trade publications.
- **Large Database:** Contains around 77 million records from over 7,000 global publishers, enabling comprehensive literature reviews and tracking research trends across disciplines and regions.
- **High-Quality Metadata:** Provides abstracts, keywords, author affiliations, ORCID integration, and funding information, facilitating quick assessment of content relevance.
- **Regular Updates:** Frequently updated to include new research, helping users stay current in fast-moving fields like biotechnology and AI.

- **Selection Criteria:** Content is vetted by an independent **Content Selection and Advisory Board (CSAB)** to ensure reliability and quality of indexed sources. [20]

2.2.2 Citation Metrics and tools

SCOPUS offers multiple tools to evaluate academic influence:

1. **h-Index and Citation Counts:** Measure an author's productivity and impact, with article-level citations showing the influence of individual works.
2. **Field-Weighted Citation Impact (FWCI):** Normalizes citations by discipline; an FWCI above 1.0 indicates above-average impact.
3. **Scholarly Output Analysis:** Categorizes publications by type, research area, and funding, helping analyse collaboration, funding effects, and trends.
4. **Author and Institution Profiling:** Aggregates records, citations, and research areas to assess productivity and influence for authors and institutions.

2.2.3 Strengths of SCOPUS

SCOPUS is a valuable research tool because it:

- Provides **broad, cross-disciplinary, and global coverage**, supporting insights from multiple fields and regions.
- Offers metrics like **h-index, FWCI, and output analysis** for tracking impact and benchmarking quality.
- Ensures **data reliability** through strict indexing standards and frequent updates.
- Features an **intuitive interface** with advanced search, visualization, and filtering tools, making relevant research easy to find.

2.2.4 Potential Limitations of SCOPUS

While SCOPUS is a powerful research tool, it has some drawbacks:

1. **STEM-Centric Bias:** Emphasizes STEM fields, often underrepresenting humanities and social sciences.
2. **Access Cost:** Subscription-based, which can limit availability for smaller institutions or researchers in developing regions.
3. **Coverage Gaps:** Some regional or smaller journals may be excluded, reducing comprehensiveness in certain research areas.

2.3 Clarivate (Web of Science)

Clarivate Analytics created Web of Science (WoS), a prominent citation index and research platform that offers access to several databases encompassing literature from the social, technological, and scientific domains. Originally created as the Science Citation Index (SCI) by Eugene Garfield in the 1960s, Web of Science has subsequently developed into a complete research tool that serves academics, institutions, and research organizations globally and places a significant focus on citation analysis and journal review.

Role in Journal Impact Factors (JIF): Web of Science calculates **Journal Impact Factors**, a key measure for journal ranking and research evaluation:

- **Impact Factor Calculation:** Average citations of articles published in the past two years, reported annually in Journal Citation Reports (JCR).
- **Prestige and Ranking:** Higher JIFs indicate greater journal prestige, attracting more submissions.
- **Field-Specific Relevance:** Impact factors vary by discipline; life sciences and medicine typically have higher JIFs than humanities.

Other Citation Metrics and Insights:

- **h-Index:** Measures author productivity and citation impact.
- **Article Influence Score:** Assesses average long-term impact per article.
- **Eigen factor Score:** Weights citations from high-impact journals and excludes self-citations.
- **Top Papers:** Highlights highly cited papers and emerging “Hot Papers” to track trends and key publications.

Pros:

- Indexes credible journals through strict selection and independent review.
- Supports research evaluation, funding applications, and author/journal analysis.
- Over 100 years of coverage enables long-term trend analysis.
- Cross-database search allows multidisciplinary literature reviews.

Cons:

- High subscription costs limit access for small institutions and independent researchers.
- Primarily STEM-focused, with limited coverage of social sciences and humanities.
- Emphasis on JIF can incentivize journals to inflate metrics.
- Open-access data may be less comprehensive than Google Scholar or SCOPUS.

2.4 ORCID [21]

ORCID (Open Researcher and Contributor ID) is a non-profit organization that assigns researchers a unique identifier—a 16-digit alphanumeric ORCID iD—that is linked to their research activities, results, and professional connections. ORCID was founded in 2012 to solve concerns of name ambiguity in scholarly communications and to simplify the process of monitoring and validating academic contributions across databases and organizations.

Goal and Key Features: ORCID provides a centralized researcher identity system:

- **Unique Identifier:** ORCID iD distinguishes researchers, ensuring proper attribution across platforms and publications.
- **Comprehensive Profile:** Maintains records of funding, publications, collaborations, and other contributions; integrates with databases like Scopus, CrossRef, and Web of Science.
- **Integration with Research Systems:** Works with institutional repositories, funding bodies, and submission portals to reduce administrative work and avoid data duplication.
- **Open & Interoperable:** Public API allows global adoption and integration with various research platforms, supporting open science.

Significance:

- **For Researchers:** Enhances visibility, ensures accurate attribution, and streamlines administrative tasks via automated data integration.
- **For Institutions and Funders:** Improves data accuracy, facilitates reporting, supports funding evaluation, and promotes open science.

2.5 Publons [22]

Publons, developed by Clarivate in 2012, enables researchers to document and showcase their peer review and editorial contributions, addressing the issue of unrecognized peer review work. Integrated with Web of Science, it allows scholars to build profiles highlighting verified reviews, editorial roles, and publications, enhancing their academic reputation.

Key Features:

- **Verified Peer Review Records:** Confirms reviews across multiple journals, strengthening a researcher's profile.
- **Editorial Roles Display:** Records and acknowledges editorial responsibilities.
- **Publication Integration:** Links with Web of Science to present a complete academic portfolio.

- **Recognition Metrics:** Tracks number of verified reviews, journals reviewed, and editor roles for reporting, promotions, and grants.

Benefits:

- **For Researchers:** Validates peer review and editorial contributions, improves visibility, supports career advancement, and fosters networking.
- **For Institutions and Publishers:** Provides access to verified reviewers, improves peer review transparency, and aids faculty contribution reporting.

2.6 SciENcv

SciENcv is a platform designed in 2014 to help researchers create, maintain, and present standardized profiles for grant applications, particularly for U.S. government funding agencies like the NIH and NSF. Unlike platforms such as Google Scholar or Web of Science, it does not provide direct citation metrics like h-index or impact factor but complements them by organizing academic accomplishments for funding purposes.

Key Features:

- **Standardized Profiles for Grants:** Provides templates aligned with agency requirements for biosketches and CVs.
- **Integration with Other Systems:** Works with ORCID, eRA Commons, and NSF profiles to auto-populate sections and maintain consistency.
- **Customizable Biosketches:** Allows multiple tailored profiles highlighting relevant achievements for specific research proposals.

SciENcv (designed 2014, updated 2026) supports researchers in presenting their scholarly work for funding applications through standardized, integrated, and customizable profiles, enhancing visibility and compliance with grant requirements without offering direct citation-based metrics.

3. Comparative Analysis of Research Metrics Platforms

The major research metrics platforms—SciENcv, ORCID, Clarivate (Web of Science), Scopus, Google Scholar, and Publons—serve complementary roles in assessing and demonstrating scholarly impact. Each system offers distinct features, advantages, and limitations, ranging from citation-based metrics and journal evaluation to researcher identification, peer-review recognition, and grant-focused profile management. Collectively,

these platforms support researchers, institutions, and funding agencies by enhancing research visibility, evaluation, accountability, and credibility within the academic research ecosystem.

A comparative overview of the key research metrics platforms

Platform	Main Priority	Important Metrics and Characteristics	Strengths	and Drawbacks
Google Scholar	Open and free metrics for citations	Citation counts, user-editable profiles, h-index, and i10-index	Accessible and cost-free; extensive coverage	Data that is less reliable and susceptible to manipulation by self-citation
Scopus	Author profiles and citation metrics	Detailed author biographies, institutional metrics, the h-index, and Field-Weighted Citation Impact (FWCI)	Broad range of fields; beneficial for metrics measuring collaboration	Less non-English journals than Google Scholar; subscription-based
Clarivate (Web of Science)	Journal impact factors and a thorough citation analysis	Journal impact factor, category normalized citation impact, citation counts, and h-index	Thorough data curation; reliable for funding, tenure, and promotion effect metrics	Cost of subscription; restricted access to non-English sources
ORCID	Identity and affiliation of the researcher	Distinct researcher ID, provides profiles for publications and contributions, and connects with other databases.	Extensively used; guarantees reliable researcher identification	Metrics are limited; data upkeep is necessary.
SciENcv	Standardized biosketches and resumes for grants	Biosketches that integrate with ORCID, eRA Commons, and NSF; conform to NIH, NSF, and IES formats.	Simplifies grant submissions and allows for great customization	Only federal grant applications from the United States; no citation metrics
Publons	Monitoring editorial contributions and peer review	Editorial records, verified peer review, and Web of Science integration	Increases reviewer recognition and encourages openness in peer review	Only journals that take part in Publons; no metrics for citations

4. CONCLUSION

Research metrics platforms such as Google Scholar, Scopus, Web of Science, ORCID, Publons, and SciENcv play an important role in assessing scholarly influence. They provide

tools for tracking citations, ensuring researcher identification, recognizing peer review contributions, and supporting grant applications, thereby enhancing visibility, accountability, and transparency. ORCID ensures accurate attribution, SciENcv helps prepare standardized grant biosketches, Publons highlights editorial and review work, and Google Scholar offers broad, open-access visibility, particularly for emerging fields. Together, these platforms give a comprehensive view of academic impact, enabling researchers and institutions to evaluate performance, improve recognition, and strategically contribute to the global research ecosystem.

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