

# Branding and social media in Academia

Njål Andersen

(And a thank you to Yvonne McNulty for valuable input)

# Branding and social media in Academia

## An important topic!

# My take on having an online persona online

Thoughts for going forwards in a global and digital world

Branding: An honest, Coherent and genuine picture of whom you are.. As a professional

# What is your aim?

- Be easy to be identified as a research partner
- Commercial / consulting / job opportunities
- Demonstrate your academic skills
- Access to data
- Communicate your findings
- .
- .
- Other?

# Disclaimer:

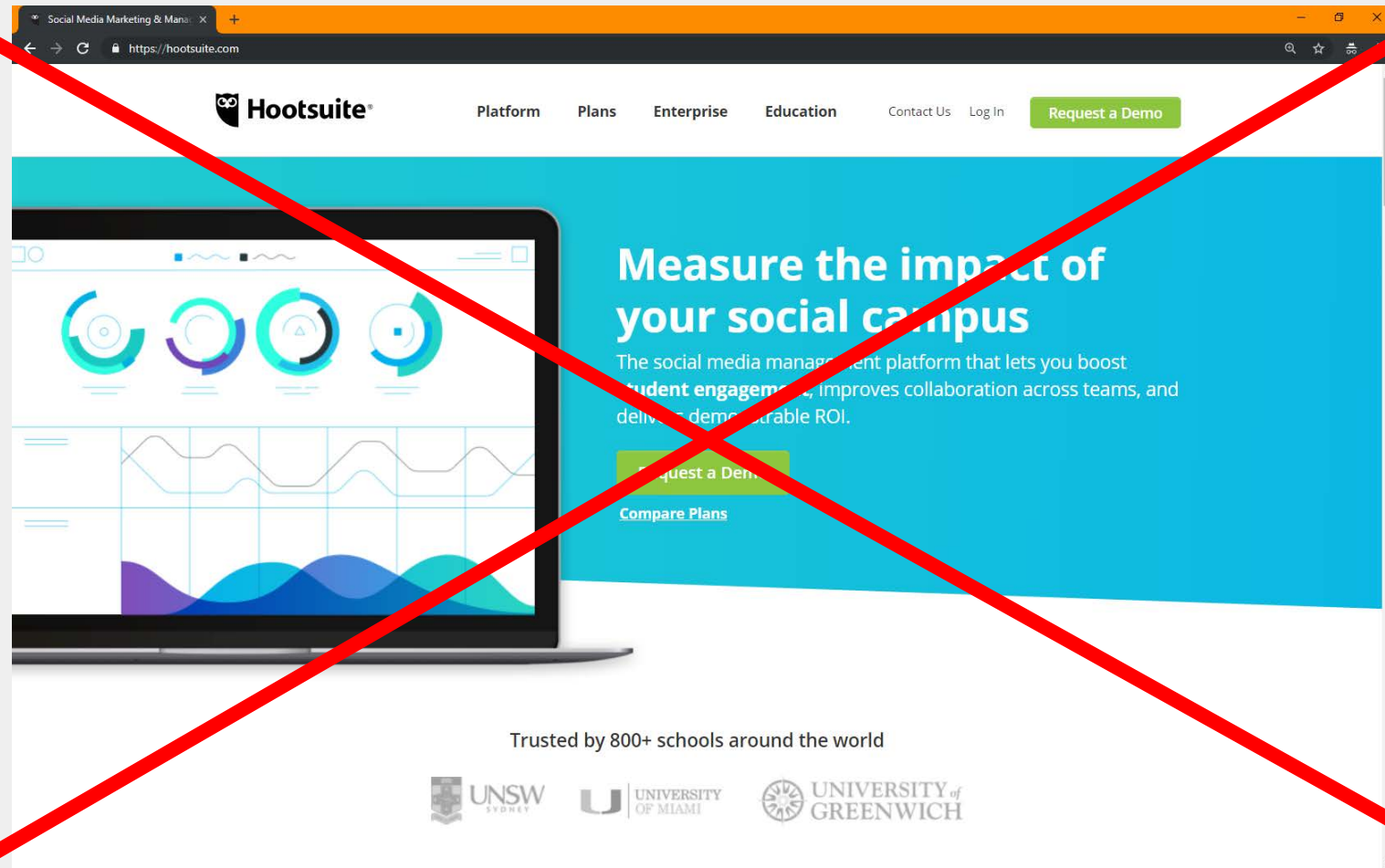
*An online presence is no panacea!*

# There are a myriad of alternatives..



# Use an aggregation service

Do NOT try to be everywhere; it is a full time job for a professional. Pick your arenas!



# Choose your platforms

*It is better to remain invisible, and be thought a fool,  
than to make a poor page, and remove all doubt.*



# Two main markets

- Academia and academics
- Rest of world


# Google Scholar

**The big one**

# ResearchGate



Front page is basically a summary...  
And a way to follow relevant  
researchers



**Yvonne McNulty**  
19 · Ph.D.

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### Introduction

RESEARCH INTERESTS \* Expatriates: low-status, children and third culture kids, divorce, crises, schooling, non-traditional, LGBT, expatriate international business travellers, failure, expatriatepreneurs, female breadwinners, trailing spouses, dual-careers, alternatives to expatriates, military, expatriate gig workers \* Expatriation: return on investment, expatriation versus migration, localisation, macro talent management and nation branding, the Hague Convention on International Child Abduction, global human resource management \* Theory: psychological contract theory, systems theory, prototype theory \* Methodological Approaches: construct clarity and jangle fallacy, insider status, ethnography \* Faculty Development: building a publishing pipeline, writing for publication, women in academia.

Skills and expertise (14) [View all](#)

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77  
Research items

22,783  
Reads 

715  
Citations

### Current research

#### Projects (2)

##### Expatriate Veterans

[Project](#)

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##### The Hague Convention on International Child Abduction

[Project](#)

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Publication

[Expatriated dual-career partners: hope a...](#)

Publication

[Work in Transition: Cultural Capital and...](#)

Publication





[What About 'Expatriate Children'? Child...](#)

### Featured research

Research items (77) [View all](#)


### Affiliation


**Singapore University of Social Sciences**  
Location  
Singapore  
Department  
S R Nathan School of Human Development  
Position  
Senior Lecturer


**Yvonne McNulty's Lab**  
Lab head  
 Yvonne McNulty  
Lab members (3)  
    
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Singapore University of ... [Follow](#)

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13.04 · (13) · Mona... [Follow](#)





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International Business

Business Consulting

International Business Management

Business Administration

Management studies

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Topics (2)

Business Administration

Human Resources

Research experience

Jan 2017–  
Dec 2017

**Senior Lecturer**  
SIM University · School of Human Development and Social Services  
Singapore · Singapore

Jul 2015–  
Jul 2016

**Associate Lecturer**  
RMIT University · School of Management  
Australia · Melbourne

Jul 2015–  
Jul 2015

**Associate Faculty**  
SIM University · School of Business  
Singapore · Singapore

Jul 2013–  
Jul 2015

**Associate Faculty**  
SIM University · School of Business  
Singapore · Singapore

Education

Jul 2002–  
Sep 2010

**Monash University (Australia)**  
International Business · Ph.D.  
Australia · Melbourne

Awards & achievements

# ResearchGate

Build a profile of what you want to do, going forward.

R<sup>G</sup>

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Filter by content type

☒ All types (35)

☐ Research items (33)

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☐ Questions (0)

Research Yvonne showed interest in

Expatriated dual-career partners: hope and disillusionment

Article

Agnieszka Kierner

8 Reads

Request full-text

Recommend Follow Share

Work in Transition: Cultural Capital and Highly Skilled Migrants' Passages into the Labour Market

Book

Arnd-Michael Nohl · Karin Schittenhelm · Oliver Schmidtke · Anja Weiß

19 Reads · 20 Citations

Request full-text

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What About 'Expatriate Children'? Child-Level Perspective on Self-Initiated Expatriation of Finns Abroad: Multidisciplinary Perspectives on Self-initiated Expatriation

Chapter

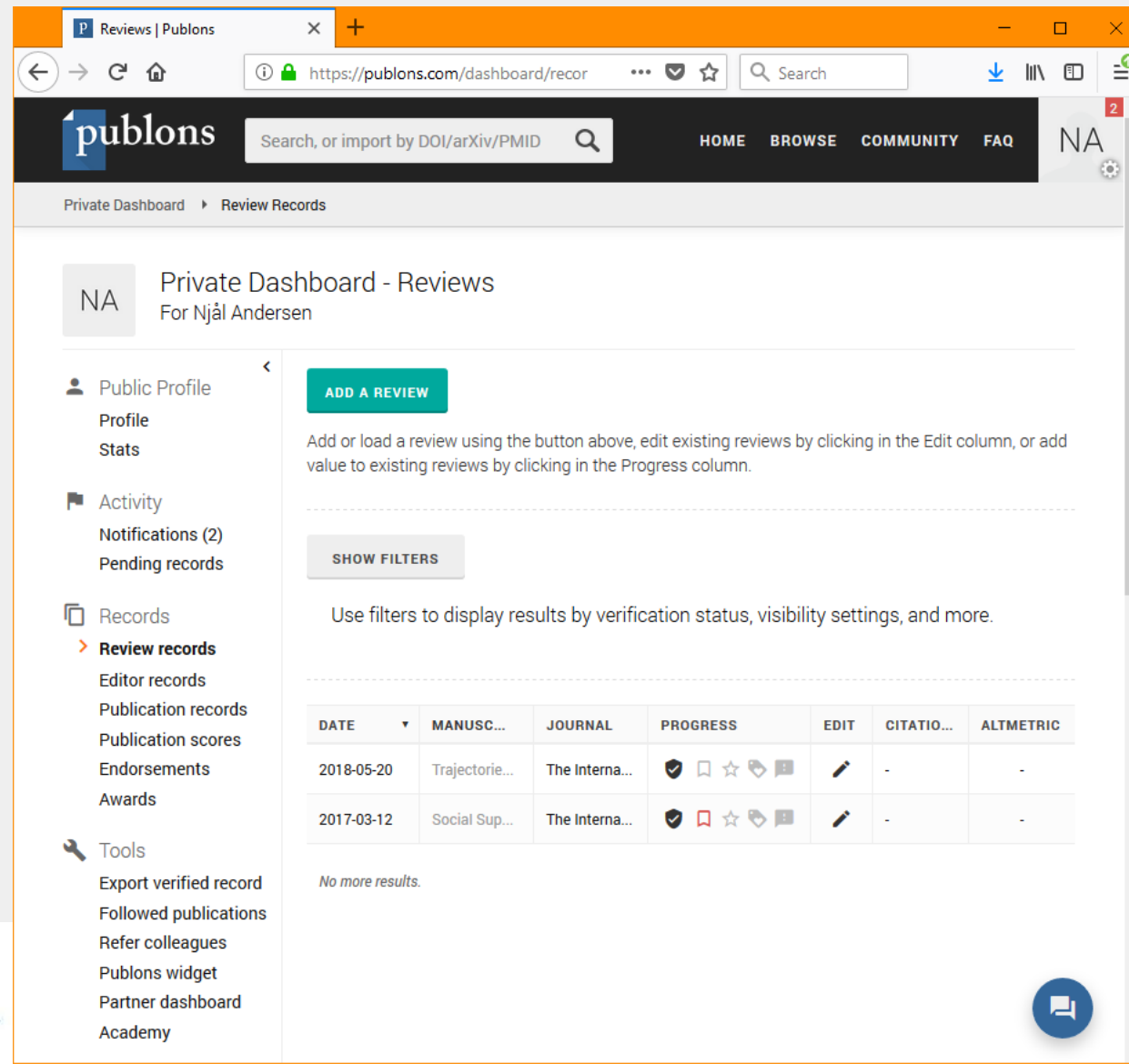
Anu Warinowski

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# Publons: Get credit for peer reviews



The screenshot shows the Publons dashboard for a user named Njål Andersen. The interface includes a sidebar with navigation options like Public Profile, Activity, Records, and Tools. The main content area displays a table of review records with columns for Date, Manuscript, Journal, Progress, Edit, Citations, and Altmetric. A 'No more results' message is shown below the table.











Private Dashboard - Reviews  
For Njål Andersen

**ADD A REVIEW**

Add or load a review using the button above, edit existing reviews by clicking in the Edit column, or add value to existing reviews by clicking in the Progress column.

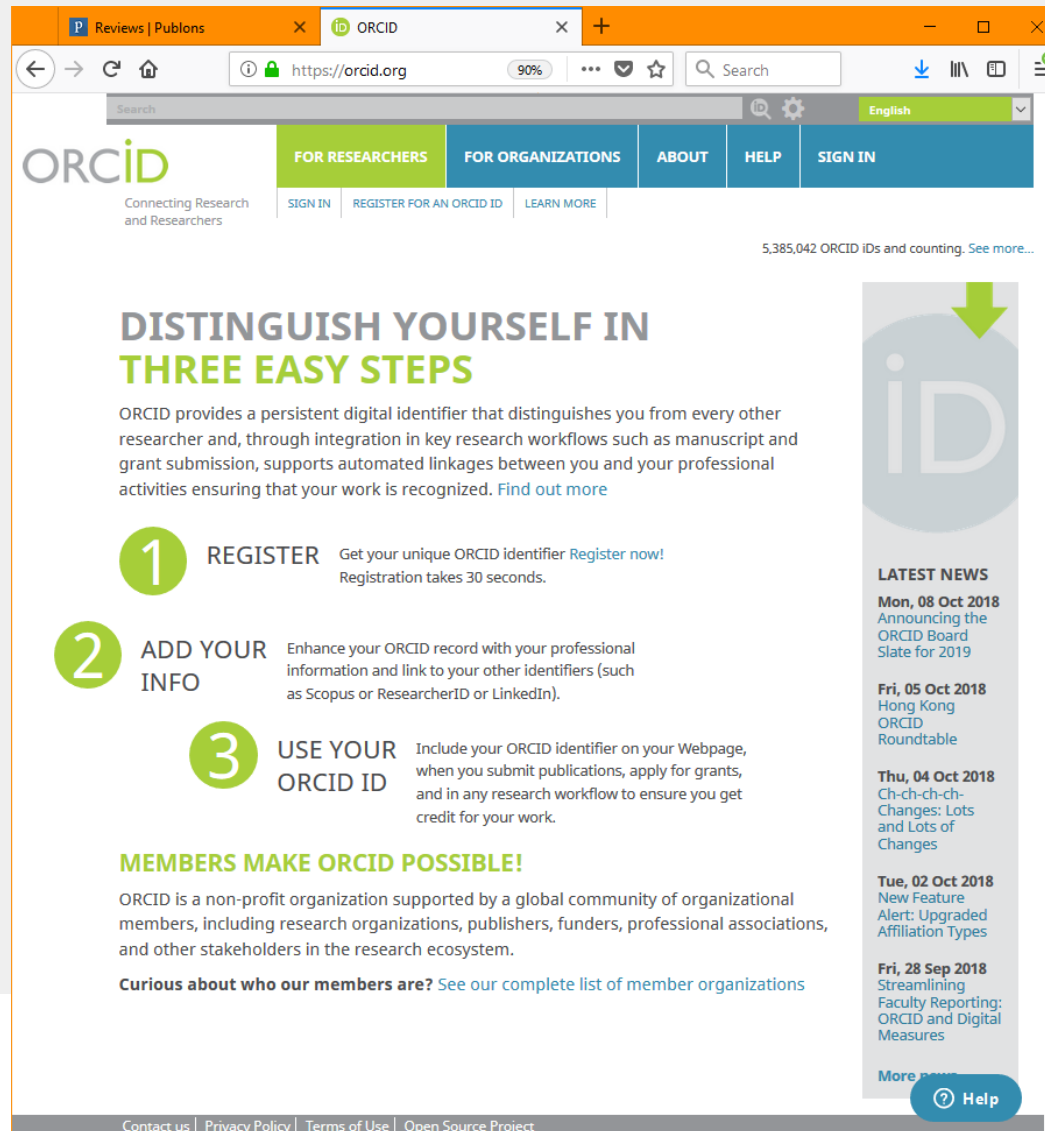
**SHOW FILTERS**

Use filters to display results by verification status, visibility settings, and more.

DATE	MANUSC...	JOURNAL	PROGRESS	EDIT	CITATIO...	ALTMETRIC
2018-05-20	Trajectorie...	The Interna...	   		-	-
2017-03-12	Social Sup...	The Interna...	   		-	-

No more results.

# ORCiD: ID system for authors..



The screenshot shows the ORCID website homepage in a web browser. The browser's address bar displays 'https://orcid.org' with a 90% zoom level. The website's header includes the ORCID logo, a search bar, and navigation links for 'FOR RESEARCHERS', 'FOR ORGANIZATIONS', 'ABOUT', 'HELP', and 'SIGN IN'. Below the header, a banner states '5,385,042 ORCID IDs and counting. See more...'. The main content area features the heading 'DISTINGUISH YOURSELF IN THREE EASY STEPS' followed by a paragraph explaining the benefits of ORCID. A large green arrow points down towards the '1 REGISTER' step. The steps are: 1. REGISTER (Get your unique ORCID identifier, Register now! Registration takes 30 seconds.), 2. ADD YOUR INFO (Enhance your ORCID record with your professional information and link to your other identifiers (such as Scopus or ResearcherID or LinkedIn).), and 3. USE YOUR ORCID ID (Include your ORCID identifier on your Webpage, when you submit publications, apply for grants, and in any research workflow to ensure you get credit for your work.). Below the steps, a section titled 'MEMBERS MAKE ORCID POSSIBLE!' describes ORCID as a non-profit organization supported by a global community of organizational members. A link is provided to 'See our complete list of member organizations'. On the right side, a 'LATEST NEWS' section lists several announcements with dates: 'Mon, 08 Oct 2018 Announcing the ORCID Board Slate for 2019', 'Fri, 05 Oct 2018 Hong Kong ORCID Roundtable', 'Thu, 04 Oct 2018 Ch-ch-ch-ch-Changes: Lots and Lots of Changes', 'Tue, 02 Oct 2018 New Feature Alert: Upgraded Affiliation Types', and 'Fri, 28 Sep 2018 Streamlining Faculty Reporting: ORCID and Digital Measures'. At the bottom, there are links for 'Contact us', 'Privacy Policy', 'Terms of Use', and 'Open Source Project', along with a 'Help' button.

Reviews | Publons

id ORCID

https://orcid.org 90%

Search

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ORCID

Connecting Research and Researchers

FOR RESEARCHERS FOR ORGANIZATIONS ABOUT HELP SIGN IN

SIGN IN REGISTER FOR AN ORCID ID LEARN MORE

5,385,042 ORCID IDs and counting. See more...

## DISTINGUISH YOURSELF IN THREE EASY STEPS

ORCID provides a persistent digital identifier that distinguishes you from every other researcher and, through integration in key research workflows such as manuscript and grant submission, supports automated linkages between you and your professional activities ensuring that your work is recognized. [Find out more](#)

- 1 REGISTER** Get your unique ORCID identifier [Register now!](#)  
Registration takes 30 seconds.
- 2 ADD YOUR INFO** Enhance your ORCID record with your professional information and link to your other identifiers (such as Scopus or ResearcherID or LinkedIn).
- 3 USE YOUR ORCID ID** Include your ORCID identifier on your Webpage, when you submit publications, apply for grants, and in any research workflow to ensure you get credit for your work.

### MEMBERS MAKE ORCID POSSIBLE!

ORCID is a non-profit organization supported by a global community of organizational members, including research organizations, publishers, funders, professional associations, and other stakeholders in the research ecosystem.

Curious about who our members are? [See our complete list of member organizations](#)

#### LATEST NEWS

**Mon, 08 Oct 2018**  
Announcing the ORCID Board Slate for 2019

**Fri, 05 Oct 2018**  
Hong Kong ORCID Roundtable

**Thu, 04 Oct 2018**  
Ch-ch-ch-ch-Changes: Lots and Lots of Changes

**Tue, 02 Oct 2018**  
New Feature Alert: Upgraded Affiliation Types

**Fri, 28 Sep 2018**  
Streamlining Faculty Reporting: ORCID and Digital Measures

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## Katherine Ognyanova

1.0 | Rutgers, The State University of New Jersey, School of Communication and Information, F... | Communication +23

Katya Ognyanova is an Assistant Professor at the School of Communication and Information, Rutgers University. Prior to her appointment at Rutgers, she was a postdoctoral researcher at the Lazer Lab, Northeastern University and a fellow at the Institute for Quantitative Social Science, Harvard University. She holds a doctoral degree in Com... [more](#)

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2

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### PAPERS



#### Information, Communication & Society Contextualizing connectivity: how internet connection type and parental factors influence technology use among lower-income children

by [Vikki Katz](#) and [Katherine Ognyanova](#)

This project links research on digital inequality, which focuses on connection quality and its ou... [more](#)

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#### Network visualization with R

This tutorial covers network visualization using the R language for statistical computing (cran.r... [more](#)

[Download](#) 110 Views

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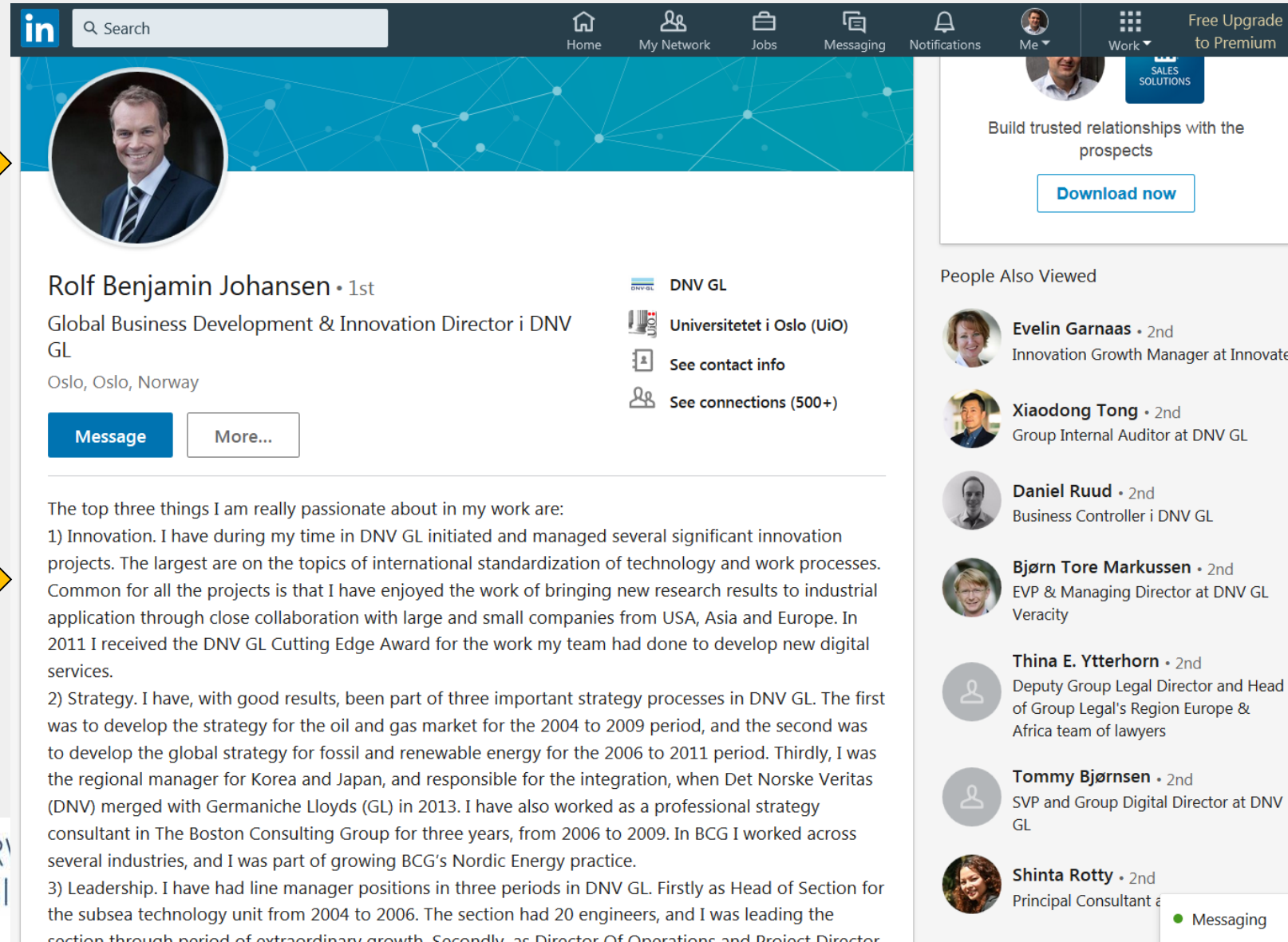


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# Rest of world: LinkedIn



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**Rolf Benjamin Johansen** • 1st

Global Business Development & Innovation Director i DNV GL

Oslo, Oslo, Norway

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**DNV GL**

**Universitetet i Oslo (UiO)**

[See contact info](#)

[See connections \(500+\)](#)

The top three things I am really passionate about in my work are:

1) Innovation. I have during my time in DNV GL initiated and managed several significant innovation projects. The largest are on the topics of international standardization of technology and work processes. Common for all the projects is that I have enjoyed the work of bringing new research results to industrial application through close collaboration with large and small companies from USA, Asia and Europe. In 2011 I received the DNV GL Cutting Edge Award for the work my team had done to develop new digital services.

2) Strategy. I have, with good results, been part of three important strategy processes in DNV GL. The first was to develop the strategy for the oil and gas market for the 2004 to 2009 period, and the second was to develop the global strategy for fossil and renewable energy for the 2006 to 2011 period. Thirdly, I was the regional manager for Korea and Japan, and responsible for the integration, when Det Norske Veritas (DNV) merged with Germanische Lloyd's (GL) in 2013. I have also worked as a professional strategy consultant in The Boston Consulting Group for three years, from 2006 to 2009. In BCG I worked across several industries, and I was part of growing BCG's Nordic Energy practice.

3) Leadership. I have had line manager positions in three periods in DNV GL. Firstly as Head of Section for the subsea technology unit from 2004 to 2006. The section had 20 engineers, and I was leading the section through period of extraordinary growth. Secondly, as Director Of Operations and Project Director

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**People Also Viewed**

**Evelin Garnaas** • 2nd  
Innovation Growth Manager at Innovate

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Group Internal Auditor at DNV GL

**Daniel Ruud** • 2nd  
Business Controller i DNV GL

**Bjørn Tore Markussen** • 2nd  
EVP & Managing Director at DNV GL Veracity

**Thina E. Ytterhorn** • 2nd  
Deputy Group Legal Director and Head of Group Legal's Region Europe & Africa team of lawyers

**Tommy Bjørnsen** • 2nd  
SVP and Group Digital Director at DNV GL

**Shinta Rotty** • 2nd  
Principal Consultant at

[Messaging](#)

LinkedIn is similar to researchgate..

A few things to note :

- Have a professional photo.. (Show you are a fun person on facebook or a blog) Look professional, need not be a suit, but the photo must be a headshot, in focus and sharp.
- Describe where you are, and where you want to go.

## Experience



### DNV GL

9 yrs 1 mo

#### Global Business Development & Innovation Director

Jul 2015 – Present · 3 yrs 3 mos

Oslo Norway

Responsible for strategic business development initiatives and prioritized initiatives with high value add to tactical and yearly performance goals.

Responsible for shaping and implementing innovation processes that create value through digitization and industry cooperation.

#### Regional Manager Oil & Gas Korea & Japan

Apr 2012 – Jul 2015 · 3 yrs 4 mos

Haeundae-gu, Busan, Korea

Responsible for all DNV GL Oil & Gas services in Korea and Japan. P/L responsibility for revenue of 210 MNOK. Operational responsibilities for the local organization with 62 employees.

#### Project Director

Sep 2009 – Apr 2012 · 2 yrs 8 mos

Oslo Area, Norway

Responsible for a strategic initiative to incorporate digital technologies in DNV GL's offering to key clients in the maritime and energy business areas. Member of an international management team, managing a project team of 40 specialists and reporting to the CEO on key activities. Integration of small businesses acquired by DNV GL.... See more



### Seniorkonsulent

The Boston Consulting Group (BCG)

Jun 2006 – Sep 2009 · 3 yrs 4 mos

Oslo Area, Norway

Senior Consultant and Project Manager. Member of the energy practice's core group. Project work focused on oil and gas production, power generation and renewable energy. Project topics focused on strategy, innovation and productivity improvements.



### DNV GL

7 yrs 6 mos

Note that he divides up his 9 years experience at DNV.. To really explain his competence and experience. .. And that he describes it in detailed, and in NON-technical language!



### DNV GL

7 yrs 6 mos



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My Network



Jobs



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## Articles & activity

1,131 followers



### SHRM certification - prepare for success!



Helena Wennberg, GMS-T  
Published on LinkedIn

"Success is where preparation and opportunity meet" - Bobby Unser, American Racing Legend  
Many of you would probably agree with me that the HR profession is no longer just about wh ...see more

1 Like

Like Comment Share

[See all articles](#)



### Hur upplever dina internationella kollegor och kunder dig när du är på...

Helena shared this

1 Like



### Neat use of VR!

Helena shared this



### Looking forward to this Eurofound webcast next week!

Helena shared this

[See all activity](#)

## Experience



### PhD Researcher Strategic Talent Management/Global Mobility

DCU Business School

Oct 2018 – Present · 1 mo

County Dublin, Ireland



### Accedo.tv

1 yr 7 mos



Sr HR Generalist EMEA & Global Mobility Specialist

May 2018 – Sep 2018 · 5 mos



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# Some services that go for both markets

.. And should be tailored...



# Twitter

Who to follow: RELEVANT researchers, not generalists. Unless you are a generalist. (Delete people who tweet too much 😊)

Tweet regularly on quality topics.

The screenshot shows the Twitter profile of Marte C W Solheim (@MarteCWSolheim). The header features a banner with the Norwegian text "Ulikskap og mangfold kan føre til auka innovasjon og konkurransefortrinn." (Diversity and inclusion can lead to increased innovation and competitive advantage), a profile picture of Marte, and her name "Marte Cecilie Wilhelmsen Solheim" with the title "innovasjonsforskar" (innovation researcher). Below the header, statistics show 3,225 tweets, 3,084 following, 1,582 followers, and 12.8K likes. The bio identifies her as a postdoc at UniStavanger, focusing on innovation, diversity, migration, and foreignborn, with various related hashtags. Her location is Stavanger, Norway, and she joined in September 2013. The "Tweets" tab is active, showing three tweets. The first two tweets discuss future competences and diversity, with the second including a video thumbnail. The third tweet promotes "The Brexit Special" featuring Richard Wilson. A "Who to follow" section at the bottom suggests following Accenture Technology.

Ulikskap og mangfold kan føre til auka innovasjon og konkurransefortrinn.

Marte Cecilie Wilhelmsen Solheim  
innovasjonsforskar

Tweets 3,225 Following 3,084 Followers 1,582 Likes 12.8K Moments 1 Following

**Marte C W Solheim**  
@MarteCWSolheim Follows you

Marte Cecilie Wilhelmsen Solheim 🧐 - Postdoc @UniStavanger : #Innovation & #Diversity 🌈 #migration #foreignborn #mangfold #mangfold #inequality #integration

Stavanger, Norway  
[researchgate.net/profile/MarteCWSolheim](https://researchgate.net/profile/MarteCWSolheim)  
Joined September 2013  
Born on October 07

Tweet to Message

1 Follower you know

552 Photos and videos

ding: what competences do we need in the future? What do we have today, and what will we get if we broaden our horizons? About diversity, integration, inclusion and innovation in a rapidly changing world, at a seminar for leaders/managers. Would be great to hear what you think: what do YOU think that are the skills and competences that we would need more of in the future?

**Marte C W Solheim** @MarteCWSolheim · 4h  
Next week I am presenting: what competences do we need in the future? What do we have today, and what will we get if we broaden our horizons? at a conference for leaders. Would be great to hear what YOU think!  
[#diversity](#) [#workforcecomposition](#) [#digitalization](#) [#integration](#)

**Marte C W Solheim** @MarteCWSolheim · 4h  
What [#skills](#) and [#competences](#) do we need in the future? What are YOUR thoughts?  
[#diversity](#) [#future](#) [#digitalization](#) [#migration](#) [#integration](#) [#backgrounds](#) [#mangfold](#)

**Marte C W Solheim** @MarteCWSolheim · 8h  
«The Brexit Special»  
[#brexit](#)

**'The Brexit Special' starring Richard Wilson**  
Apparently, when the Brexit Special is on the menu, there is nothing better that you can order. However, when Richard Wilson, a man we best know as Victor Me...  
[youtube.com](https://www.youtube.com/watch?v=...)

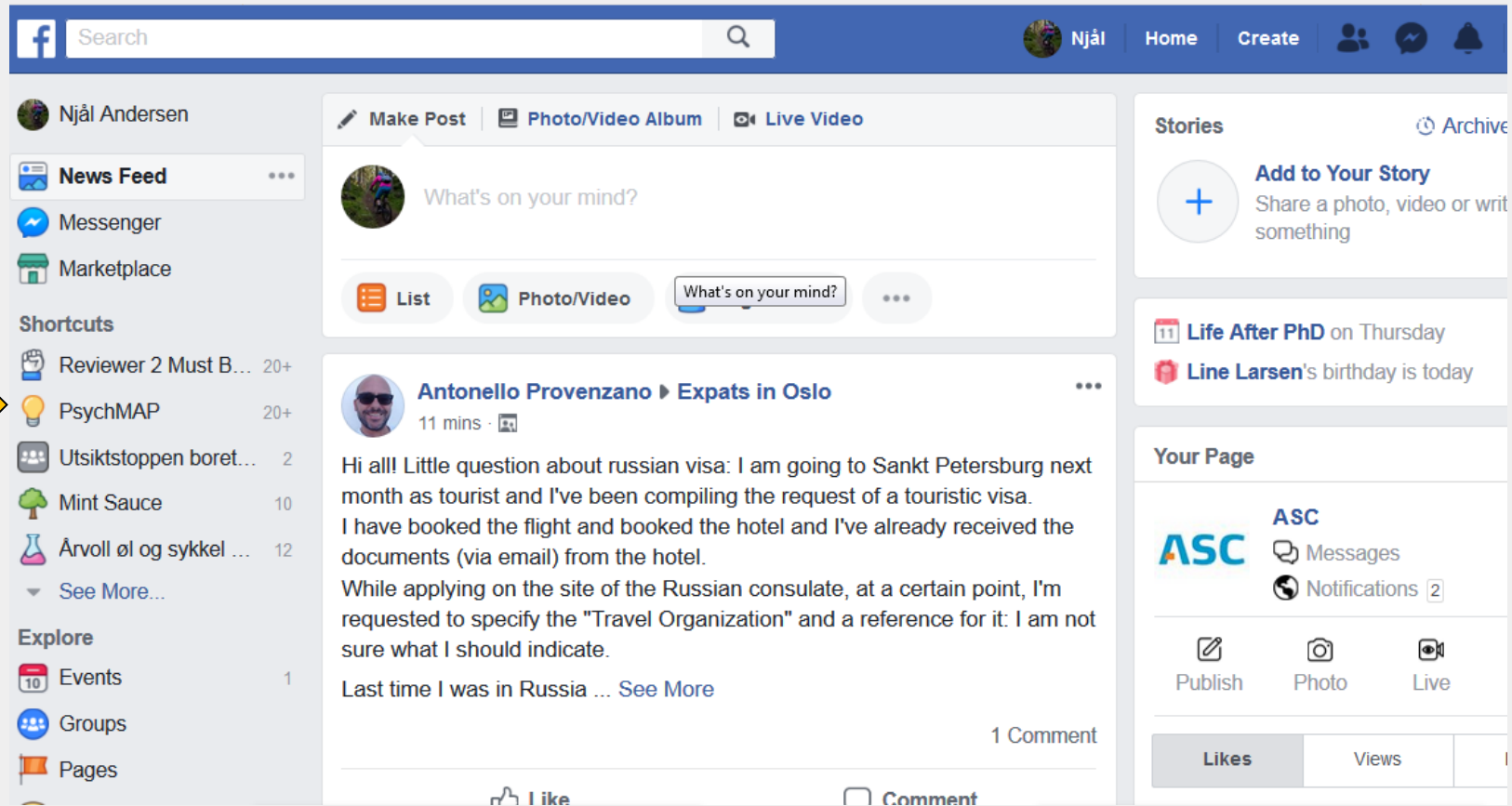
**Who to follow** - Refresh - View all

Accenture Technology @...  
Follow  
Promoted

# Facebook



May also be worth joining groups, such as I have for PsychMAP, and to make it easy to contact you



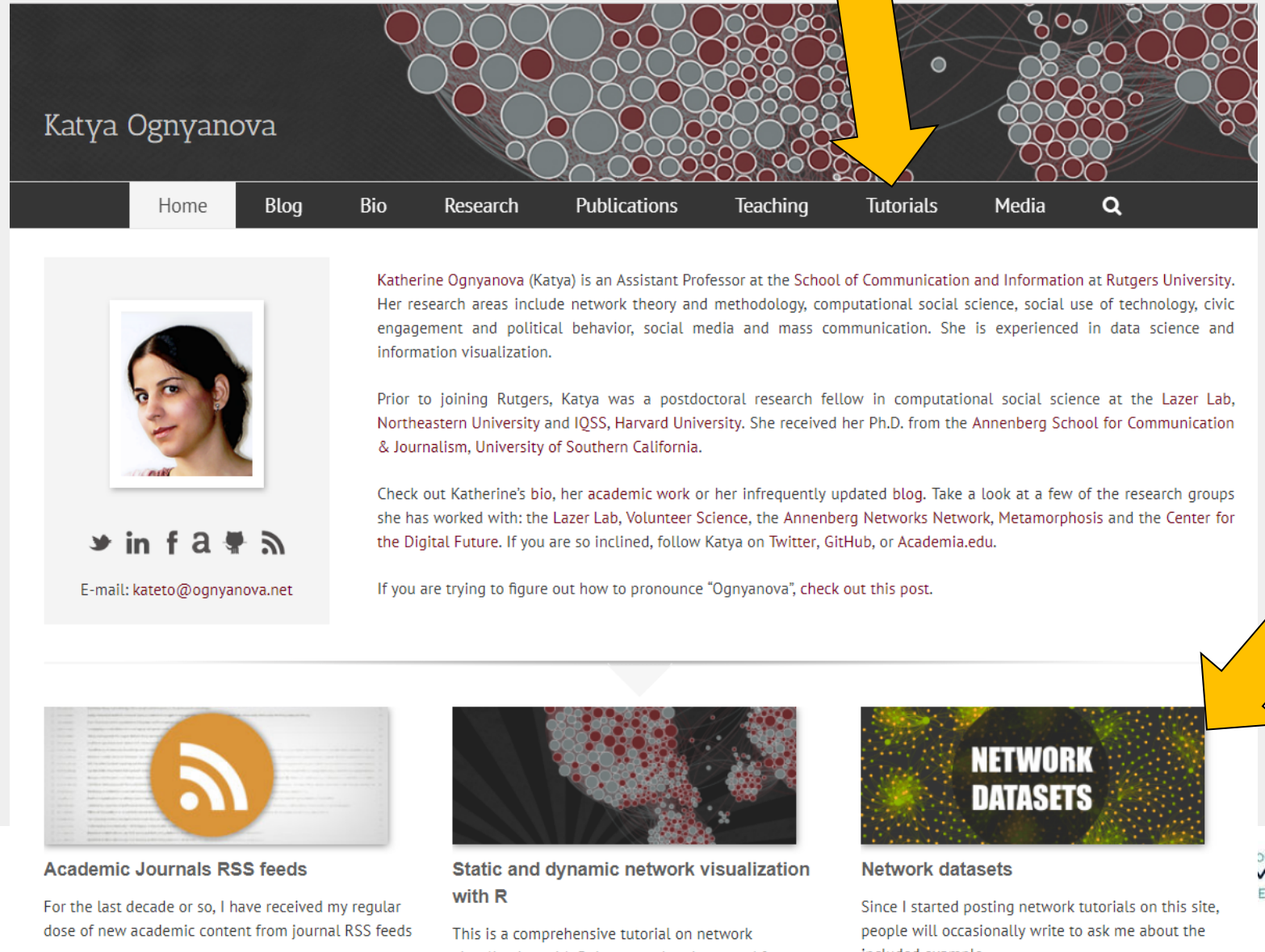


# Personal blog

Katya started this blog half way through PhD, and has developed it.


She shares resources, both her own and those she has found.  
This drives traffic to her site.

She also makes a point that she wants to run projects with NGOs..  
Good way to market her ability. Has also become popular at SNA conferences.



Katya Ognyanova

Home Blog Bio Research Publications Teaching Tutorials Media Q



Twitter LinkedIn Facebook Academia GitHub RSS


E-mail: [kateto@ognyanova.net](mailto:kateto@ognyanova.net)

Katherine Ognyanova (Katya) is an Assistant Professor at the School of Communication and Information at Rutgers University. Her research areas include network theory and methodology, computational social science, social use of technology, civic engagement and political behavior, social media and mass communication. She is experienced in data science and information visualization.

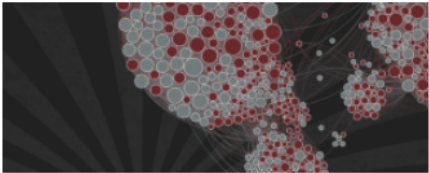
Prior to joining Rutgers, Katya was a postdoctoral research fellow in computational social science at the Lazer Lab, Northeastern University and IQSS, Harvard University. She received her Ph.D. from the Annenberg School for Communication & Journalism, University of Southern California.

Check out Katherine's bio, her academic work or her infrequently updated blog. Take a look at a few of the research groups she has worked with: the Lazer Lab, Volunteer Science, the Annenberg Networks Network, Metamorphosis and the Center for the Digital Future. If you are so inclined, follow Katya on Twitter, GitHub, or Academia.edu.


If you are trying to figure out how to pronounce "Ognyanova", check out this post.

 Academic Journals RSS feeds

For the last decade or so, I have received my regular dose of new academic content from journal RSS feeds

 Static and dynamic network visualization with R

This is a comprehensive tutorial on network

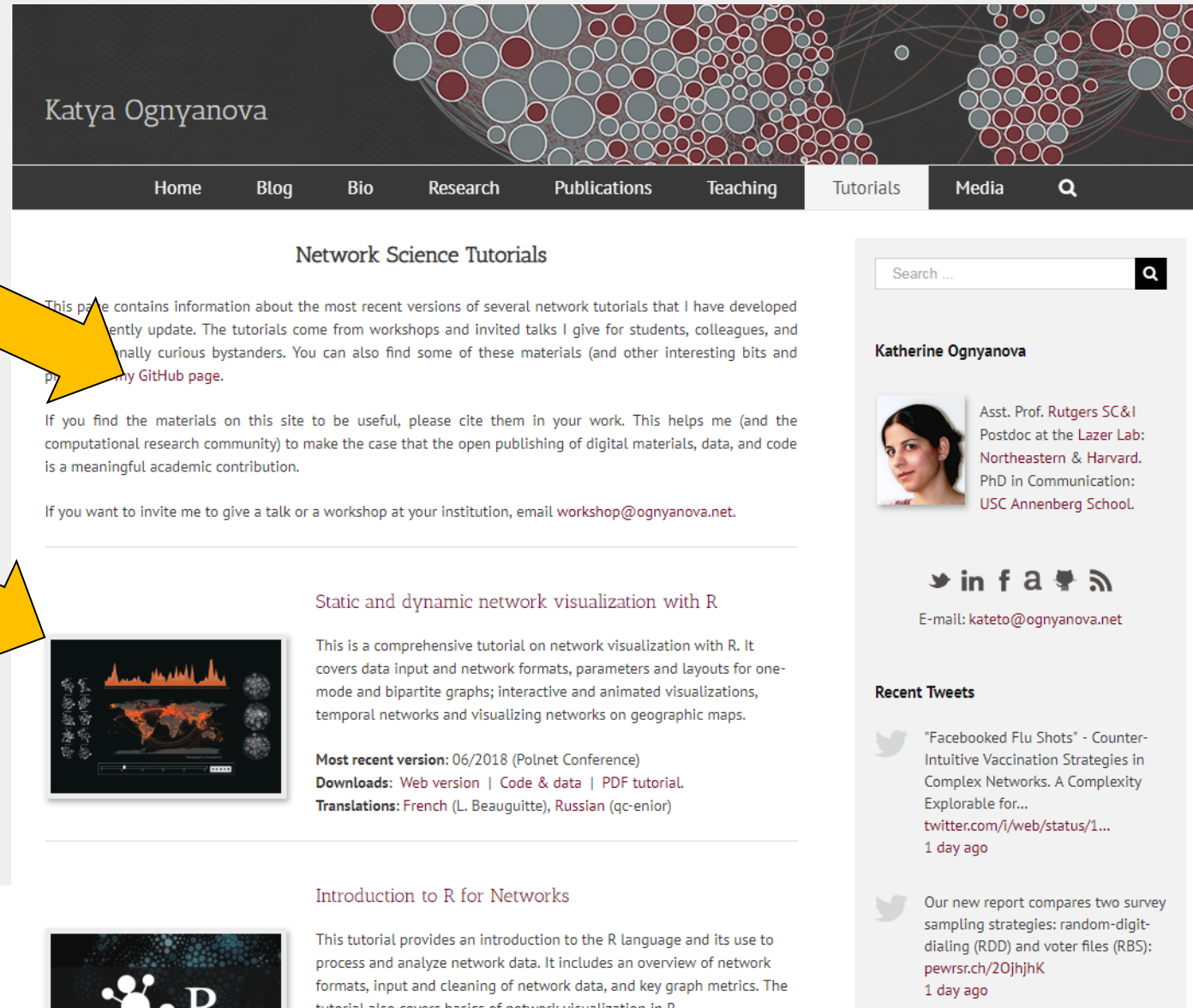
 NETWORK DATASETS

Network datasets

Since I started posting network tutorials on this site, people will occasionally write to ask me about the included examples.

OCIATION IBA EDITED

# Personal blog



Katya Ognyanova

Home Blog Bio Research Publications Teaching Tutorials Media

## Network Science Tutorials

This page contains information about the most recent versions of several network tutorials that I have developed and I will continue to update. The tutorials come from workshops and invited talks I give for students, colleagues, and occasionally curious bystanders. You can also find some of these materials (and other interesting bits and pieces) on my [GitHub page](#).

If you find the materials on this site to be useful, please cite them in your work. This helps me (and the computational research community) to make the case that the open publishing of digital materials, data, and code is a meaningful academic contribution.

If you want to invite me to give a talk or a workshop at your institution, email [workshop@ognyanova.net](mailto:workshop@ognyanova.net).

### Static and dynamic network visualization with R

This is a comprehensive tutorial on network visualization with R. It covers data input and network formats, parameters and layouts for one-mode and bipartite graphs; interactive and animated visualizations, temporal networks and visualizing networks on geographic maps.

**Most recent version:** 06/2018 (Polnet Conference)  
**Downloads:** [Web version](#) | [Code & data](#) | [PDF tutorial](#)  
**Translations:** [French](#) (L. Beauguitte), [Russian](#) (qc-enior)

### Introduction to R for Networks

This tutorial provides an introduction to the R language and its use to process and analyze network data. It includes an overview of network formats, input and cleaning of network data, and key graph metrics. The tutorial also covers basics of network visualization in R.

**Katherine Ognyanova**

Asst. Prof. Rutgers SC&I  
Postdoc at the Lazer Lab:  
Northeastern & Harvard.  
PhD in Communication:  
USC Annenberg School.

[Twitter](#) [LinkedIn](#) [Facebook](#) [Google+](#) [RSS](#)

E-mail: [kateto@ognyanova.net](mailto:kateto@ognyanova.net)

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"Facebooked Flu Shots" - Counter-Intuitive Vaccination Strategies in Complex Networks. A Complexity Explorable for...  
[twitter.com/i/web/status/1...](https://twitter.com/i/web/status/1...)  
1 day ago

Our new report compares two survey sampling strategies: random-digit-dialing (RDD) and voter files (RBS):  
[pewrsr.ch/20jhjK](https://pewrsr.ch/20jhjK)  
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# Aim it at academics...?

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## SCHOCHASTICS

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David Schoch

Researcher in Network Analysis  
University of Manchester



## Biography

I'm a PhD in Computer Science and currently employed as a Presidential Fellow at the University of Manchester in the Department of Sociology. I'm a mathematician by training and my research interests lie in the field of (social) network analysis. More specifically, I work with measures of network centrality, or the question of who or what is important in networks. I am also a semi-active [blogger](#), writing about doing things in R.

## Interests

- Network Analysis
- R Development
- Soccer Analytics
- Data Science

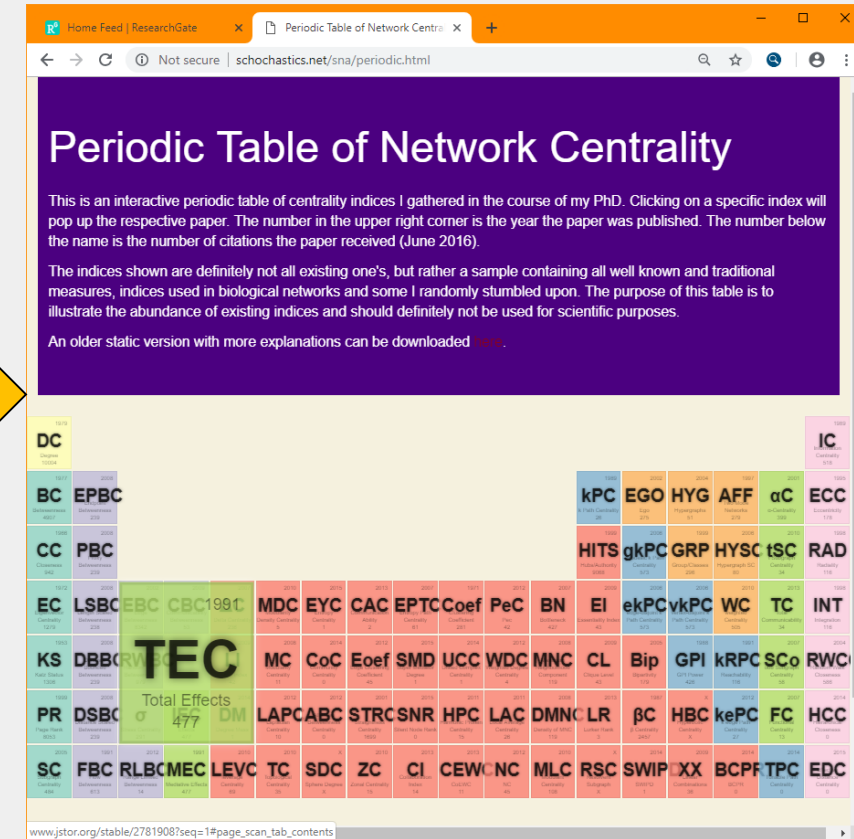
## Education

- 🎓 PhD in Computer Science, 2015  
University of Konstanz
- 🎓 Diploma in Business Mathematics, 2012  
Karlsruhe Institute of Technology

## Selected Publications

## Centrality without indices: Partial rankings and rank probabilities in networks

We present an alternative approach to assess centrality in networks which does not rely on traditional indices. The work is based on neighborhood-inclusion, a partial ranking inducing relation of nodes, which was shown to be preserved by many existing centrality indices. As such, it can serve as the





# Need not go it alone: Collective blog



## Home

Welcome to The Familiar Strange, an anthropology

JULIA BROWN

IAN POLLOCK

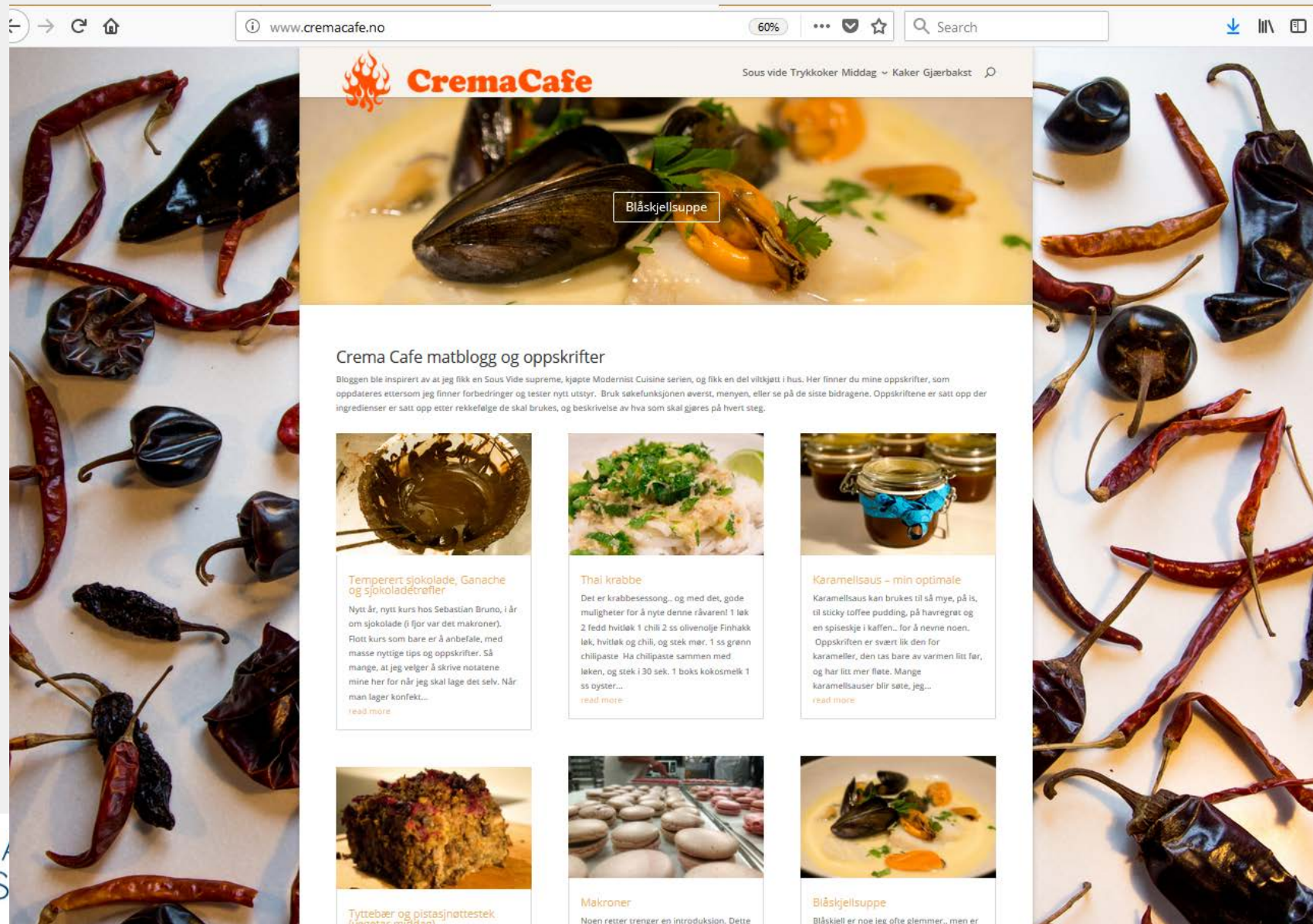
SIMON THEOBALD

JODIE-LEE TREMBATH

If you would like to write for us or have anything to say about the project  
(blog/podcast/social media) please email us at: [submissions@thefamiliarstrange.com](mailto:submissions@thefamiliarstrange.com)



# Need not be academic...



The screenshot shows the website [www.cremacafe.no](http://www.cremacafe.no) with a browser interface. The main header features the **CremaCafe** logo and navigation links for "Sous vide Trykkoker Middag" and "Kaker Gjærbakst". A large image of mussels in a sauce is featured with the label "Blåskjellsuppe". Below this, the text "Crema Cafe matblogg og oppskrifter" is followed by a paragraph about the blog's inspiration and content. A grid of recipe cards is displayed, each with a photo and a title:

- Temperert sjokolade, Ganache og sjokoladétrær**: Nytt år, nytt kurs hos Sebastian Bruno, i år om sjokolade (6 for var det makroner). Flott kurs som bare er å anbefale, med masse nyttige tips og oppskrifter. Så mange, at jeg velger å skrive notatene mine her for når jeg skal lage det selv. Når man lager konfekt...
- Thai krabbe**: Det er krabbesessong... og med det, gode muligheter for å nyte denne råvaren! 1 løk 2 fedd hvitløk 1 chili 2 ss olivenolje Finhakk løk, hvitløk og chili, og stek mør. 1 ss grønn chilipaste Ha chilipaste sammen med løken, og stek i 30 sek. 1 boks kokosmelk 1 ss oyster...
- Karamellsaus – min optimale**: Karamellsaus kan brukes til så mye, på is, til sticky toffee pudding, på havregrot og en spiseskje i kaffen... for å nevne noen. Oppskriften er svært lik den for karameller, den tas bare av varmen litt før, og har litt mer fløte. Mange karamellsauser blir søte, jeg...
- Tyttebær og pistasjennøtter**: (Væretar middag)
- Makroner**: Noen retter trenger en introduksjon. Dette
- Blåskjellsuppe**: Blåskjell er noe jeg ofte glemmer... men er



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### Personal branding and social media: thoughts for budding academics

Tools

I have been asked to give a lecture on how budding academics may want to think about their online personas for a conference held here at BI Norwegian Business School. Here is some supporting documents to that lecture. A key point is to choose what services to use and...

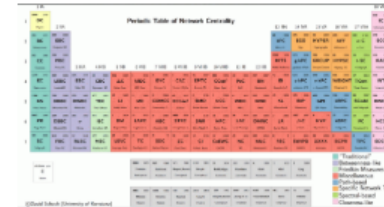


### PhD comic and my dream

Talks

I love this comic... and think this is a great example! 😊

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### SNA measures are not like other measures

Statistics, Talks

There is a multitude of measures in social network analysis (SNA). In other social sciences, great lengths are gone to develop robust and valid measures, with discrete validity, which means there are relatively few overlapping constructs; and some remain standard for...

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## How to publish.. according to AMJ

Sep 24, 2015 | Academics

Publishing is a craft, like so many others. A series of five articles in Academy of Management Journal, where various editors come with recommendation for how to approach each part of the process from design to the final article.

Publishing in *AMJ*—[Part 1: Topic Choice](#) Alt: [\(EBSCO Download\)](#)

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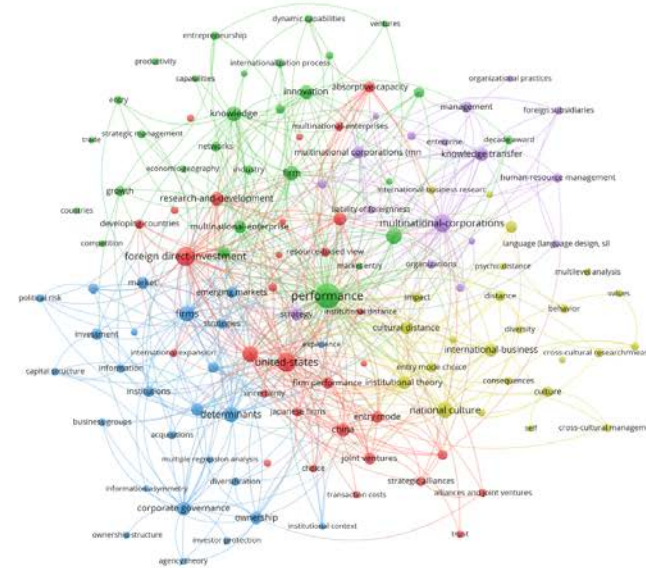
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make it as relevant as possible.

## JIBS Keywords



VOSviewer

## Top Keywords by cluster in JIBS\*

Cluster 1	Cluster 2	Cluster 3	Cluster 4	Cluster 5
Multinational-enterprise	Determinants	Competitive advantage	Cultural distance	Entry mode
Firm	Institutional environment	Institutional theory	International-business	Joint ventures
Knowledge	Governance	Knowledge transfer	Distance	International joint ventures
Research-and-development	Emerging markets	Resource-based view	Entry mode choice	Strategic alliances



A good blog / website **can not be created in a week.**  
A little over time, is much better.  
(The same is true for all social media platforms)

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# There are a myriad of alternatives..



# There are a myriad of alternatives..



# Volunteer for online responsibilities

## Advice from Yvonne McNulty:

“Volunteer to run something on social media that is academically related to your field of research: as the moderator, your name is the one that keeps popping up over and over and over again when you promote or run the group/platform.

Put your photo in the profile. I have been to conferences all over the world where complete strangers walk up to me and say ‘it is so nice to meet you in person after having you in my inbox for a year’. People start to associate XYZ with your name. This alone has built my profile over the past 5 years in ways that publications never could.” It’s about being known, and carefully ensuring you are known in the areas/fields you want to be known in. Doing it online is a no brainer – your bum never has to leave your seat, you get instant outreach globally without ever leaving home.”

# Academics are vagabonds

Your school e-mail and profile are temporary

Be easy to find and get to know.. also for the future!

# Go forth and develop your online brand..

.. And do as I say, not necessarily as I do.