

The Role of Communication and Public Relations in Enhancing Academic Research Promotion

Ioana Julieta JOSAN

University of Bucharest, Bucharest, Romania,
email: ioana.josan@faa.unibuc.ro

Correspondence should be addressed to: Ioana Julieta JOSAN; ioana.josan@faa.unibuc.ro

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Abstract

In the last decade, scientific research is facing countless changes, including increasing pressure to ensure better scientific productivity, but also the pressure to digitize its activities. In this context, researchers either become increasingly overwhelmed by these changes or become active agents of change in science. From the first category there is no possibility to develop a successful academic career without adapting to new trends. One of these trends is the promotion of scientific research, but also of the researchers increasing their visibility, recognition, and position in the scientific community. Therefore, the relationship between communication and public relations and scientific communication is becoming closer. Many of the activities required for promotion depend on the ability to use specific knowledge by public relations practitioners. To use these strategies and tactics, researchers need to be aware of their role in increasing their recognition and reputation. The literature review proves a limited attention on this subject and most of them are focused on the impact of social media on scientific results or are institutional guides for promoting online research. From that reason, the aim of the paper is to analyze the use of communication and public relations strategies from another perspective – the individual perspective - members of the academic community (academics, researchers, practitioners) as an integral part of individual and institutional development and recognition.

Keywords: communication, public relations, research promotion, reputation, recognition, scientific productivity

Introduction

The issue of using public relations in academic environment is not a new concept, like organizations in other fields, public and private educational institutions use such techniques to increase public reputation and image, gain public goodwill, develop mutually beneficial relationships with stakeholders, etc. All these objectives are focused on achieving an institutional/organizational public relations strategy whose efficiency often justifies the budgets used for such activities, making a valuable contribution in increasing institutional image and better recognition of academic environment. The objective of this paper is to analyze the use of public relations from another perspective, individual perspective - members of the academic community (academics, researchers, practitioners) whose results influences both the quality of individual and institutional level assessment.

Therefore, this paper draws attention to a new trend in academic environment on which the literature has focused its attention in a limited number of research, there are very few contributions in the development of knowledge of this new concept, namely the need to use strategies of public relations at individual level, of academics, researchers, practitioners whose work, materialized in publications (books, scientific articles, etc.) become” products”. Their work will have to be promoted to

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increase the visibility, reputation, and recognition of the public to whom they are addressing, turning them into their own public relations agents. This change is not just a social trend, but it is driven by two major changes and challenges those academics and researcher must face to meet academic criteria and pursue the development of their careers.

The first of these changes is that the promotion and the academic career depend on scientific productivity. In this case, without minimizing the qualitative role of the scientific content of works and publications where they are published, there is a need to promote their content, to reach the target audience and to recognize its value. Beyond the essential objective of research – producing new knowledge - there is a secondary objective to disseminate knowledge, to promote their own research, becoming creators and implementers of activities that aid in increasing the profile of their work in gaining appropriate recognition.

The second change comes from the characteristics of today's society, called the information society or digital society in which "creating, distributing, using information has a significant impact on the economic, political, social, cultural environment" (INS, 2011).

Objectives of the study

The main objective is to highlight a close link between the use of communication and public relations strategies and the enhancing academic visibility, reputation, and recognition in the context of new technological changes and academic requirements. The specific objectives include:

- a) To raise the academics and researchers' awareness about using Communication and Public Relations strategies and tactics increasing the visibility, reputation, and recognition of their publications.
- b) To develop a Communication and Public Relation strategy which can be used by researchers to enhance their work visibility, reputation, and recognition of their publications.
- c) To find the common challenges for researchers face in using communication and public relations to increase their recognition.

Literature Review

Therefore, the Internet has changed communication in any environment, the current communication is no longer characterized by the one-way communication model, but by a model based on interaction between multiple parties, including the area of scientific communication. This model is based on mutual understanding and leads to solving possible communication problems. In the last decade, a first direction of research has developed around the investigation of the impact of social media on scientific results, especially as scientific metrics (Harley et al, 2010; Eysenbach, 2011; Shema et al, 2012; Shuai et al, 2012; Ware and Mabe, 2015; Jamali et al., 2016; Goldstein and Bik, 2013; Castillo et al, 2017; Hardman, 2020; Chandrasekaran and Belardi, 2020).

Another direction of literature development has been oriented towards the creation of guides to help researchers on their way to online promotion. Their creation and dissemination belong to universities, research institutes, scientific journals or academic platforms. The authors Goldstein and Bik (2013) pointed out that, although the number of these guides is still growing, many researchers still feel overwhelmed and hesitant about the virtual world, lacking sufficient information and guidance through formal scientific channels, such as peer-reviewed journals. review. Therefore, the reluctance and lack of confidence triggered necessary or further development of knowledge in this area. In addition, for this tactic to no longer be a challenge for some researchers, it is necessary to create a learning context and acquire specific user skills. Another approach for promoting research comes from investigating the impact of the reputation of the journal in which the paper is published (Canavero et al., 2014; Grech and Rizk, 2018;).

Public relations plan for increasing authors recognition

The use of public relations gaining the public's and subsequently gain public recognition, is based on a planned and sustained effort to establish, maintain mutual sympathy and understanding between the researcher (sender of messages) and his or her audience. Therefore, a well-established plan and a special attention must be paid to the effectiveness of the model used. There are several models of communication and public relations developed in the specialized literature, but the one closest to reaching the objective for the subject of this paper is the one that focuses its attention on the quality of communication acts. Cutlip, Center and Broom (1994) state that, in this model, the success of communication programs in public relations is determined by the "7 C" factors, each factor defining a certain quality of communication acts:



Fig. 1. The 7 C's of communication and PR efficiency.

Source: Coman C. (2001) apud Cutlip, Center and Broom (1994)

- Credibility - credibility of the receiver on the competence and prestige of the sender.
- Context - the correlation between the messages of the communication program and the realities of the environment.
- Content - the ability of messages to be meaningful, relevant and in line with the values of the target audience.
- Clarity - the quality of the messages to present in a simple and accessible way the ideas, themes, objectives, advantages of the respective program.
- Continuity and consistency - the permanent, repetitive character of the messages, the consistent character of the communication programs.
- Channels - the use of communication channels familiar to the public, channels that benefit from its trust.
- Capability of the audience - the way in which communication programs consider the resources, habits, cultural level, availability of the audience in relation to the intentions and content of the messages transmitted.

Beyond the quality of communication acts, making a public relations plan requires, as we stated above, an effort to plan every step taken.

Over several decades, numerous public relations models have been developed that were synthesized by Grunig (1992) and from which, for this paper, I will use a formula that synthesizes the different models, an approach followed from the work of the author Coman C. (2001) and adapted in this article to the specific needs of the investigated field. This model is developed during nine stages, each of which contributes to the creation of a plan that will lead to the achievement of the goal pursued by the researcher.

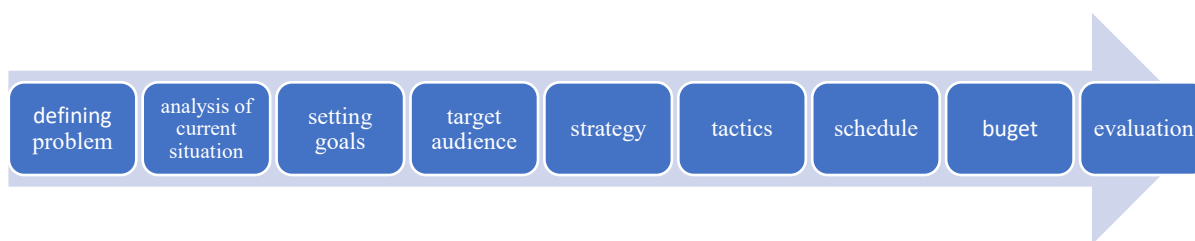


Fig. 2. The Public relations model

Source: Coman C. (2001)

I. Defining problem - as the name suggests, it is not just identifying matters that are negative, but the process of defining problems begins when “someone makes a valuable judgment about something going wrong or may not go well soon or something going wrong could go better” (Cutlip et al, 1994). In the case of the topic developed in this article, the definition of the problem may include, but is not limited to, an author who enjoys recognition, has a considerable number of citations, but these are only for 2-3 of his publications, the rest of the articles do not have the same recognition.

II. Analysis of current situation that include a summary of the “current state” of challenges, environment, strengths, weaknesses, opportunities, and threats. Thus, a detailed analysis of internal factors (related to the individual) and external (related to the academic environment, competition, public, etc.) can be used, which allows SWOT-type evaluations. The factors involved in the strategic analysis can be combined in several ways:

- a) SO (strengths and opportunities) strategies are based on the use of the individual's strengths to take advantage of opportunities in the external environment.
- b) ST (strengths and threats) strategies are based on the use of the individual's strengths to counter threats from the external environment.
- c) WO (weaknesses and opportunities) strategies that try to reduce the weaknesses of the individual in order to take advantage of the opportunities from the external environment.
- d) WT (weaknesses and threats) try to reduce both the weaknesses of the individual and the threats from the external environment.

A good identification of these factors used in the analysis will help to objectively define the situation and to correctly direct the other stages of the communication and public relations plan.

III. Setting objectives - it is a stage linked to the first two stages. Depending on the type of problem identified and the correctness of the situation analysis, 3-4 highly specific and time-bound directions can be created that will be accomplished through concrete actions. According to Coman C. (2001), a starting point, considering what was identified in the first two stages can be the answer to the question: "What do I want to achieve?", followed by specific questions, through which, in depending on how we defined the problem, we can set precise objectives (each objective being, in fact, the equivalent of a sub-problem from the initial definition). For example, after Wilcox et. al (1992) the objectives of a public relations campaign can be: **informational** when we follow the dissemination of information about a conference, congress, the launch event of the book whose author we are, we present information about the appearance of a new article or results from research; **motivational** when we aim to convince the public to determine certain actions. In the case of the subject of this article, a motivational objective is to convince a prestigious researcher in our area of interest to work with us in conducting research; another goal is to persuade readers to distribute the article or cite the paper. Other examples of objectives that we can have can be found in the guide of the Research Communications and Engagement team (MCE, 2020), as follows:

- Build awareness of the project among a target audience, such as potential end users.
- Secure the commitment of a target group of stakeholders to the project aims, e.g., new funders;
- Influence specific policies or policymakers on key aspects.
- Encourage participation from groups or organizations, such as researchers from other disciplines, or potential collaborators, or partner bodies.

Target Audience

To establish the audience, it is necessary to identify and know the different types of audience with which an author interferes. This stage of defining and knowing the public allows the construction of differentiated messages, in accordance with their values, representations about the world, expectations and language of the many types of audience they target. For a proper choice of the target audience, the answer we need to have two directions of questions that must be considered:

1. The objective aimed at the public; in common language this translates into what I want to achieve from the public.
2. Audience characteristics: who they are, what we already know about them, what they need to know about the topic, why they are in the audience on this communication channel (for example, on a website, on a Facebook page dedicated to a conference, what they follow when they read its contents).

Therefore, communication with the target audience must be based on the scientific research of the public because the goal is not to write and distribute as many messages as possible, using "press agent" type communication, specific to unilateral communication, but must pursue the development a two-way model of communication, especially in the current context where the development of technology has facilitated the increase of the interaction between the sender of the message and the receiver. Therefore, in the process of identifying and choosing the public we must "understand" the public, its needs and interests, attitudes, values, and behaviors. Moreover, identifying and classifying the audience can help to individualize the messages" tailored" to fit the information needs of different publics, based on how active or passive their communication behavior is and what issues are important to them" (Cutlip, 1994 apud Grunig). Public classification according to Grunig included three factors to predict whether publics will be latent, aware, or active, given a specific situation.

Depending on each category, it is necessary to build a strategy adapted to them. Another audience classification used in public relations practice, and which can be adapted for the subject of this paper, includes four categories, as highlighted by the authors of the guide Research Communications and Engagement team, MCE (2020). They classify audiences according to the two factors: interest and influence, as follows:

- 1) Key players – they are both interested in your research and are important in your field because of their influence. These are the people you will want to engage and consult regularly to increase the likelihood that they will use and promote your research. E.g., researchers working in related fields.

2) Key audiences – they are people that perhaps don't yet know so much about your work but who are important in your field/have influence. These are the people you want to engage with regularly to increase their interest in your work. E.g., experts in the field, involved in governance.

3) Secondary audiences – they are people that may be very interested in your research but don't have real influence in the field. You will want to keep them informed and feeling positive as they have the potential to be an ambassador and tell other people about your work. E.g., goodwill ambassadors as media representatives.

4) General audiences – these are the people who you want to be aware of your work, but you are not sure what they can/will do with what you tell them. You should try to find ways to communicate with them regularly so that they become more interested and engaged over time. E.g., wider research community, general public.

A practical example of audience classification for researchers is presented in the guide of the British Ecological Society and authors (2018). This includes four examples of audiences created for environmental researchers, but which we can consider guiding the specific actions of the research field.

Table 1. A practical example of audience classification for researchers

Audience:	Other researchers	Policymakers	The media	Educators
Who are they?	Researchers in similar field; Researchers in related areas	All people involved in formulating, developing, or amending policy.	Journalists, broadcasters, bloggers – and through them, members of the public	Teachers, tutors
What do they already know?	They have a certain level of background knowledge and understanding of scientific terms and methods	Varying levels of understanding, depending on the person, their position, and their level of experience. Usually looking for/need information on a specific issue.	They may have peripheral interest in science but may have no prior knowledge of your topic.	Generally, relatively little in-depth knowledge, but can have general knowledge acquired through personal education, nature documentaries or their students' own interests.
What do they need to know?	That your approach is robust, the results are sound and that you have made a useful contribution to the field.	They need clear, accurate and concise information. Focus on highlights, key takeaways, practical impacts, etc.	The personal relevance of the research and how it might affect their readers, viewers, and listeners and, also the research potential for public interest.	Key messages and findings of the paper, which need to be very easily accessed from the start.

Source: British Ecological Society and authors (2018)

As can be seen, the authors of the above study propose a series of questions to which the articles creators should answer through a research process specific to each proposed objective. Each category of audience is different and requires an approach specific to its characteristics, needs and interests. For communication with these categories to be effective, the message, channel and context must be given special attention.

In the case of the message, we need to make sure that the words we use, as the sender, represent to the receiver the same thing as to us and produce the strongest and most desirable impact on the listener or viewer. In its creation, the message must be clear, concise, targeted and summarize what is to be conveyed. It should also include a call to action and attract the viewer's interest in finding out more about us. Another requirement related to the message is related to its adaptation to the transmitted channel because the chosen channel dictates, to a certain extent, the types of textures (design of colors, letters and fonts, images, etc.).

Choosing the right communication channels aims at the goal we set to achieve, the strategy we choose to achieve the goal, also including the reporting to the public which is essential to achieving the effectiveness of the plan. Depending on the chosen target audience, the communication channels represent the gateway to the target audience. There are a multitude of communication channels, but the difficulty is to identify the most suitable ones, evaluating them according to the intended objective and then filtering them. The filtering criteria must relate to the objective, the target audience, but also to the available resources and the credibility of these means chosen to convey the message and which can bring the efficiency of the targeted results. In addition, the author Rădulescu C. (2005) adds another important attribute to be efficient which refers to "the adequate and inventive use of existing communication channels and various media".

Either we will focus our strategy on increasing our recognition in the offline environment through face-to-face meetings (conferences, seminars, workshops, book launches, etc.), or we will adopt an online strategy that may include websites, chat rooms, online forums, discussion groups, and blog posts, all require time and knowledge, and their effectiveness depends on the choice of the process we must make.

The context represents the correlation between the messages of the communication program and the realities of the environment. The communication context is composed of four contexts that make up the communicative event. The first context is the physical one in the development of the communication act, the second is the semantic context, referring to the meanings of the words and their correlations; the third is situational context subject to circumstances; and the latter is the cultural context, subject to customs. If we know how to make good use of the context in which we run the communication program, it can help to achieve the set objectives. To fulfill this desire, authors need to know the context, adapt by creating content of interest to the interest of the target audience and react immediately (especially in the case of the situational context).

Defining the strategy

The strategy is the general plan for the designated program to achieve an objective. This includes the guidelines and major themes of a campaign. In the literature and practice of public relations, the choice of strategy includes a series of several strategy proposals from which to choose the best which, through the actions involved, meets the most the objectives set and reaches the most significant categories of public (Coman, 2001). The author also mentions that the purpose of any strategy is to gain public understanding and recognition: this can be achieved both through current communication activities and through the organization of special events. Therefore, a good strategy must include research, creativity, and inventiveness to succeed in attracting the audience's attention and fulfilling its goal (s).

Defining tactics

This step is dependent on the steps above. Basically, the definition and choice of tactics represents the implementation of the strategy, it is a tool in the communication process, a tool used to transmit, on different channels, messages for the target audience.

In the case of tactics, there are a multitude of choices that can be prioritized depending on what we want to achieve. Practically, each action planned within this stage is addressed to a specific category of public. Among the tactics, we can identify:

- The use of online repositories as they can help increase the impact and coverage of research being much more accessible to all potential readers. The advantages of online repositories are to increase the visibility of research results available online, free of charge, without access restrictions. They can also be an important source of attracting various collaborative projects. For this to happen, it is important that the message sent convinces and contains complete information about the academic profile: links to online publications, updated information about the latest research publications, areas of expertise, etc.

- Participation in conferences helps authors to be closer to the target audience, to persuade them more easily because participation already involves a segmented audience that has certain characteristics and common knowledge. In conferences, communication is much more individualized and interactive, facilitating the opening of knowledge to everyone's work and to the creation of opportunities for collaboration. A good preparation for the conference includes a special attention on the presentation (content, oral and visual presentation), but also the exercise of the relationship skills and the creation of a post-conference relationship. For this last point, you can provide contact details at the end of the presentation (invite them to visit your website / blog / online profile) during the conference, but also later by connecting on social networks. According to the authors of Promote your research (UCD, Dublin) to increase visibility and recognition, attending a conference should include:

- use of platforms that allow access to online slides (e.g., Slide Rocket, Prezi, etc.);
- using podcasts available on YouTube or Vimeo;
- using Tweet about the research to peers, subject influencers, potential collaborators / media. Also, on Twitter, an author can use conference hashtags where available and Digital Object Identifiers (DOIs) because they link directly to the publication and boost your profile in alternative metrics rankings.

- Using media via press releases. Creating good relations with the media has an impact on increasing visibility, but also on the author's confidence in the author's qualities and his recognition. A good relationship with the media is strengthened over time, consumes time and creativity, and when we have a well-established communication and relationship plan, press release can be an effective tactic. To persuade the press to disseminate it, the content of the press release must be relevant and of interest to the public of the journalists we are addressing. Therefore, the content must be concise, adapted to the journalistic style and present impact data for the public, community, etc. If this tactic has limits to be used at the individual level, a possible open door to the press can be made through the Press Office or the Communication and Public Relations Office of the institution to which you are affiliated.

- Use of websites and social media. With the huge increase in interconnectivity and people's appetite for the online environment, especially social media, this tactic has become of interest to both public relations practitioners and other categories of professions. In the case of this paper, a growing body of evidence suggests that public visibility and constructive conversation on social networks may be beneficial to scientists, impacting research in several keyways (Godstein and Bik, 2013). These actions are based on building a digital profile and involvement in online discussions as sources of increasing visibility, reputation, collaboration, and feedback. The most common actions involve:

- creating a website or blog for the research project or a personal website or blog if they do not already exist. If there is, this tactic involves creating content tailored to the objective of the current public relations plan by creating specific content. Such a tactic offers the advantages of openness to the online space, being accessible to all and representing an element of presentation of past, present, and future scientific achievements. Also, a blog is a good way to open a conversation with the audience. This tactic involves having good content creation skills, but also SEO and page optimization skills.
- creating a personal or research project Twitter account. It is useful for instant conversations, personalized news feeds, and for building and maintaining communities. Options such as hashtags, a phrase that begins with a hash / pound sign allow users to aggregate tweets by topic.
- creating a personal or project account on Tumblr / Pinterest / Instagram - can help the researcher to disseminate information in a creative way, adapted to the interest of the audience and with an impact on increasing traffic to the other tactics included in the promotion plan.
- creating a LinkedIn account - can help increase professional visibility by creating content that can include research results, articles, images, videos, SlideShare presentations, etc. Also, connecting to groups relevant to the professional field (researchers, policy makers, business representatives, etc.) offers the widening of visibility and confidence in professional qualities through comments within the group. In 2014, LinkedIn was used professionally by 65 percent of the researchers who created their profile and posted latest accomplishments according to Burger M. (Elsevier, 2014).
- create a profile with Google Scholar Citations. As mentioned in the description of the platform (<https://scholar.google.com/intl/en/scholar/citations.html>), the benefits Google Scholar profiles provide authors with an easy way to present their academic publications. They can check who is citing their articles, the graph of citations over time, and calculations of multiple citation values.
- creating a profile and keeping them updated on free academic research sharing platforms such as ResearchGate, Academia.edu etc. which offers the advantages of increasing visibility in a community with an audience that has similar interests but, at the same time, also very numerous. In 2021, according to ResearchGate official presentation, this community has over 20 million researchers and 135 million publication pages (<https://www.researchgate.net/>). At the Academia.edu platform are over 166 million users and academics have uploaded 22 million papers (<https://www.academia.edu/about>). Therefore, listing publications already published, in preparation or submitted, or in press will increase the impact on accessing publications and citation. At the same time, it increases the potential to connect with people who have the same fields of research and can be an effective tactic to increase professional reputation.
- use of Mendeley, Zotero etc. as online reference managers which can help increase connection and collaboration with the global research community, but also increase the number of citations. Actions for their use involve creating a profile, importing personal publications, tracking the researchers you are interested in, connecting to different groups, depending on the goal and professional interest.

The actions presented above are indicative, being presented only some of the most common used in the online environment for the subject of this paper. Each researcher will identify and choose those tactics which are the most suitable to the established objectives and strategy. There is no recipe that can guarantee success, each plan has its own specific. It is important to pay attention to the knowledge of the internal and external environment (which we discussed at the beginning of the paper), to plan objectively and to identify those tactics that respond to the needs and interests of the target audience.

Planning

In the planning process, the program represents a correlation with the objectives pursued. The calendar must be designed in such a way as to make visible the main elements of the campaign strategy and to indicate the date, day, time when the action

included in the strategy will take place - on the one hand - and to show the necessary time for its preparation and development on the other hand. In determining the time needed to prepare a strategic element of the campaign, all activities that contribute to the realization of the event or message in question must be considered. To facilitate the planning of the program, you can use free schedule planner online applications that provide users with the creation of charts and virtual resources (templates which can be personalized, etc.). Adherence to the program of actions included is an important element in ensuring the effectiveness of the campaign.

Budget

The budget calculation for the campaign is a complex activity and has the role of ensuring the good development of the activities included in the strategy, but also of constantly controlling the expenses, being an element included in the final evaluation of the communication success and public relations campaign. If the budget used is higher than the results obtained, then the efficiency of the campaign did not reach its goal. In order not to end up in the situation described above, a careful and objective allocation of the funds to be used is needed. According to the author Coman C., 2001 (apud W.S. Dunn, 1986; D. Newsom, A. Scott, J.V. Turk, 1993), after setting the goal, it is recommended to outline a preliminary budget; this operation is not always easy to perform, and it depends on the experience and intuitions of the specialist. Establishing preliminary costs immediately after setting the goal of the campaign is important, because the specialist may discover, before launching into the design and planning of the entire campaign, that the budget is much too small; thus he may reconsider the objectives and build a new campaign project, otherwise it may happen that the program is stopped in the middle of it, because there is insufficient budget, or certain actions have to be given up. The actual calculation of the budget can be done after the strategies, tactics and calendar of the campaign have been established, in this way it will be possible to evaluate the expenses for each action, in relation to the total planned actions and the time allocated for each of them. Although several actions can be taken by using free solutions, it should be kept in mind that additional costs may arise caused by the installation of certain versions of programs that allow a better use of these free solutions. It is also possible that a researcher does not have know-how for all the activities included in the planning and will have to turn to external services.

Evaluation

Evaluation is the process that allows us to identify and learn what we have done right and what we have done wrong, to see if we have made progress, and to understand how we can do better next time. Evaluation is not a single action, in the end, but must be seen as an ongoing process, which must be carried out at all stages of a public relations campaign: the preparation of the plan, its implementation, the impact that the campaign had on the various categories of public. (Coman, 2001). Continuous evaluation helps the smooth running of the stages, if an initial stage has an unsatisfactory evaluation, immediate measures can be taken that do not affect the efficiency of the other stages. There are a variety of evaluation methods: quantitative metrics, including media monitoring or the number of website hits, and qualitative measures, such as research feedback, the impact of the event you attended, and citations. The type of evaluation is determined according to the objectives of the plan and the communication channels used. For example, a useful tool for certain activities included in a researcher's communication and public relations plan is Altmetric (www.altmetric.com). This is an analytical tool that tracks and analyses disparate activity in the online environment surrounding published research and provides a single visually engaging and informative view. The analysis of the online activity carried out by Altmetric includes social media, scientific blogs, press articles and publications of special interest, but also reference managers for the mentions in scientific publications.

Conclusions

As I highlighted in the content of the paper, technology and digitalization have reconfigured fields of activity, but also the communication of practitioners and experts in these fields. Scientific communication has also transformed, both in the offline environment using various digital means of research, creation, and presentation, and in the online environment through increased interactivity, promotional media, but also competition to gain visibility, attention and accepting readers who are bombarded by the online world. Therefore, the current context is a factor of pushing scientific communication to adopt a model based on public relations.

The research work does not stop when an article has been published in a high-ranking journal, but continues, through a sustained and well-planned effort, to create an environment conducive to the "market" entry of that article, like the work of a public relations practitioner. The treatment of promoting scientific research from the perspective of public relations is based on the very meaning attributed to the concept of public relations beyond promotion, the function of public relations is to gain public trust and goodwill through the quality of programs/ campaigns, information, and openness to a sustainable relationship. Therefore, an approach to a promotion plan strictly from a marketing perspective cannot fulfill an important desire for researchers, that of gaining public understanding and acceptance. Moreover, the work of a researcher depends on his image, the reputation he has, and the use of public relations as part of creating and developing a favorable image is another important tool for achieving professional goals.

The proposed model of communication and public relations must be considered as an introductory model that lays the foundations for future work in terms of scientific promotion, from the perspective of its author. Future research directions

include conducting a survey of researchers to test their perception of using a public relations model to promote their publications; concrete testing of the model on a representative sample to measure its effectiveness.

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