

# BgF Summer school

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Boosting Institute of Chemistry,  
Technology and Metallurgy in  
Water Biomonitoring

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Support Actions (HORIZON - CSA)

*Starting Date:* 01/10/2022

*Duration:* 36 months



*BgF Summer school, October 2023*

# Maximizing the impact and visibility of the research project

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# Introduction

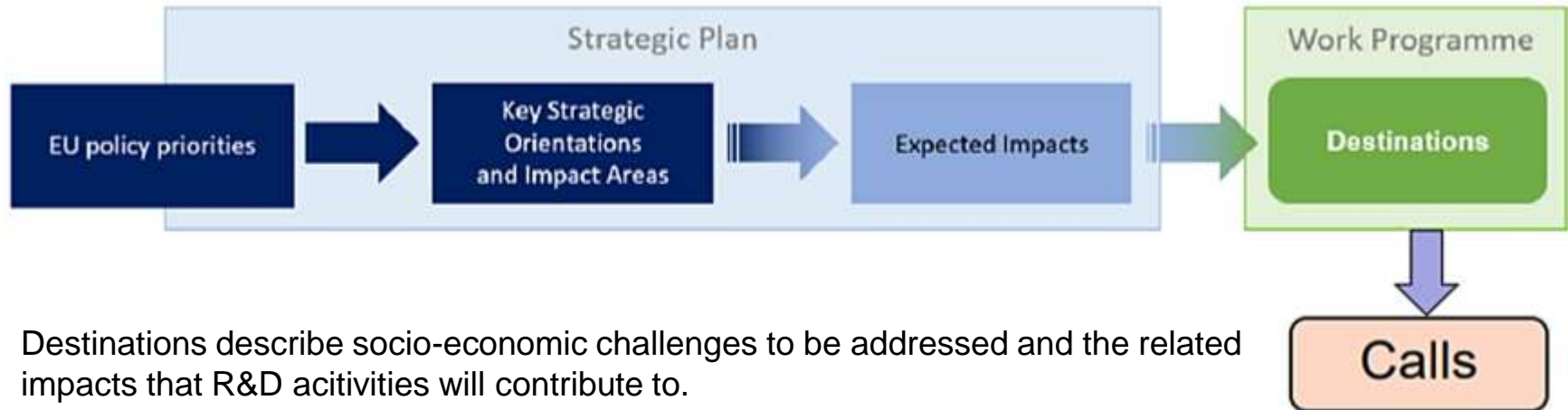
Project  
Deliverable Goals  
Outcome  
Results  
Impact



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# From EU priorities to work programme destinations



Source: [https://ec.europa.eu/info/funding-tenders/opportunities/docs/2021-2027/horizon/temp-form/af/af\\_he-ria-ia\\_en.pdf](https://ec.europa.eu/info/funding-tenders/opportunities/docs/2021-2027/horizon/temp-form/af/af_he-ria-ia_en.pdf)

## The four key strategic orientations in Horizon Europe Strategic Plan 2021-2024

### Key Strategic Orientation A

Promoting an open strategic autonomy by leading the development of key digital, enabling and emerging technologies, sectors and value chains to accelerate and steer the digital and green transitions through human-centred technologies and innovations

### Key Strategic Orientation B

Restoring Europe's ecosystems and biodiversity, and managing sustainably natural resources to ensure food security and a clean and healthy environment

### Key Strategic Orientation C

Making Europe the first digitally enabled circular, climate-neutral and sustainable economy through the transformation of its mobility, energy, construction and production systems

### Key Strategic Orientation D

Creating a more resilient, inclusive and democratic European society, prepared and responsive to threats and disasters, addressing inequalities and providing high-quality health care, and empowering all citizens to act in the green and digital transitions



## Horizon Europe implementation logic – overview



## Example: Culture, Creativity and Inclusive Society

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- Work Programme 2023-2024 - 5. Culture, Creativity and Inclusive Society
- 3 Destinations
  - DESTINATION: INNOVATIVE RESEARCH ON DEMOCRACY AND GOVERNANCE
  - DESTINATION: INNOVATIVE RESEARCH ON EUROPEAN CULTURAL HERITAGE AND CULTURAL AND CREATIVE INDUSTRIES - BUILDING OUR FUTURE FROM THE PAST
  - DESTINATION: INNOVATIVE RESEARCH on SOCIAL and ECONOMIC TRANSFORMATIONS



## Example: DESTINATION: INNOVATIVE RESEARCH ON DEMOCRACY AND GOVERNANCE

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### Expected impact:

Proposals for topics under this destination should set out a credible pathway to contributing to the following expected impacts of the Horizon Europe Strategic Plan:

- Democratic governance is reinvigorated by improving the accountability, transparency, effectiveness and trustworthiness of rule-of-law based institutions and policies and through the expansion of active and inclusive citizenship empowered by the safeguarding of fundamental rights.





## Example: DESTINATION: INNOVATIVE RESEARCH ON DEMOCRACY AND GOVERNANCE

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- Call - Standing up for democracy
- HORIZON-CL2-2023-DEMOCRACY-01-01: Detecting, analysing and countering foreign information manipulation and interference
- HORIZON-CL2-2023-DEMOCRACY-01-02: Developing a better understanding of information suppression by state authorities as an example of foreign information manipulation and interference
- HORIZON-CL2-2023-DEMOCRACY-01-03: New approaches for combatting corruption and other undue influences on political decision-making



## Example: New approaches for combatting corruption and other undue influences on political decision-making

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**Expected Outcome:** Projects should contribute to all of the following expected outcomes:

- Increased knowledge and data on political corruption and other undue influences on policymaking and policy implementation, and on how these impact the understanding of democracy and rule of law and the adherence of citizens to those values.
- Advance knowledge on the use of technologies (including AI, blockchain, encrypted data analysis...) to prevent and detect corruption and other undue political influence in the EU and its neighbourhood.
- Reinforce national and EU legislative tools for preventing and fighting corruption, so as to bridge the gap between a fertile corruption measurement landscape and the different levels of commitment shown by governments to the prevention of and fight against corruption.



# Structure of a project proposal

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- Part A - Administrative data and budget
- Part B - Technical description (45 or 50 pages)
  - 1. Excellence
    - 1.1 Objectives and ambition
    - 1.2 Methodology
  - **2. Impact**
    - **2.1 Project's pathways towards impact**
    - **2.2 Measures to maximise impact - Dissemination, exploitation and communication**
    - **2.3 Summary (canvas)**
  - 3. Quality and efficiency of the implementation
    - 3.1 Work plan and resources
    - 3.2 Capacity of participants and consortium as a whole



## 2.1 Project's pathways towards impact

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- Provide a narrative explaining how the project's results are expected to make a difference in terms of impact, beyond the immediate scope and duration of the project. The narrative should include the components below, tailored to your project.
  - (a) Describe the unique contribution your project results would make towards (1) the outcomes specified in this topic, and (2) the wider impacts, in the longer term, specified in the respective destinations in the work programme.
  - (b) Give an indication of the scale and significance of the project's contribution to the expected outcomes and impacts, should the project be successful. Provide quantified estimates where possible and meaningful.
  - (c) Describe any requirements and potential barriers - arising from factors beyond the scope and duration of the project - that may determine whether the desired outcomes and impacts are achieved.

Credibility of the **pathways** to achieve the **expected outcomes** and **impacts** specified in the programme, and the likely **scale** and **significance** of the contributions due to the project.



## Monitoring Horizon Europe - Key Impact Pathways

1. Creating high-quality new knowledge 2. Strengthening human capital in research and innovation 3. Fostering diffusion of knowledge and Open source	<b>Scientific impact</b>
4. Addressing EU policy priorities and global challenges through research and innovation 5. Delivering benefits and impact through research and innovation missions 6. Strengthening the uptake of research and innovation in society	<b>Societal impact</b>
7. Generating innovation-based growth 8. Creating more and better jobs 9. Leveraging investment in research and innovation	<b>Towards technological/ economic impact</b>

This approach aligns with a new level of ambition to boost the **diversity of impact of EU research and innovation funding**.

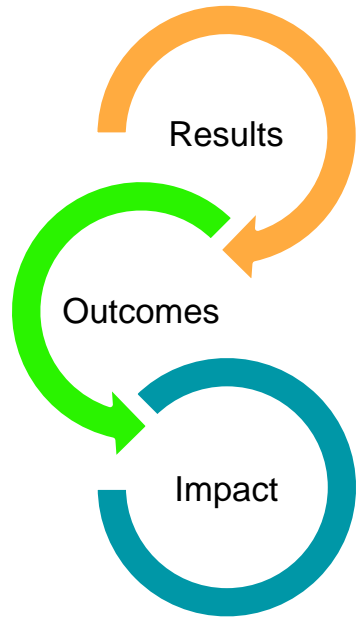
Source: [https://research-and-innovation.ec.europa.eu/strategy/support-policy-making/shaping-eu-research-and-innovation-policy/evaluation-impact-assessment-and-monitoring/horizon-europe-programme-analysis\\_en](https://research-and-innovation.ec.europa.eu/strategy/support-policy-making/shaping-eu-research-and-innovation-policy/evaluation-impact-assessment-and-monitoring/horizon-europe-programme-analysis_en)



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# The project's pathways towards impact



**Results** – These would be immediate, short term outputs of the project.

Examples include: know-how, innovative solutions, algorithms, proof of feasibility, new business models, policy recommendations, guidelines, demonstrators, datasets and databases, trained researchers, new infrastructures, networks, etc. The project's results must correspond to its objectives.

**Outcomes** – These are expected effects, over medium-term, of projects supported under a given topic.

The results of a project should contribute to these outcomes fostered, in particular, by the dissemination, communication and exploitation measures. The project's outcomes should directly correspond to the expected outcomes set in the topic description.

**Impacts** – These are wider, long-term effects on society (environment included), the economy and science, enabled by the outcomes of R&I investments.

They generally occur sometime after the end of the project. Impacts should refer to the specific contribution of the project to the Work Programme's expected impacts described in the Destination under which the chosen topic is situated.



# Outcomes vs. Impacts

## Expected outcomes = EFFECT

Focused EC goals  
Specified in the topic  
Medium term  
Occur during or shortly after the end of the project

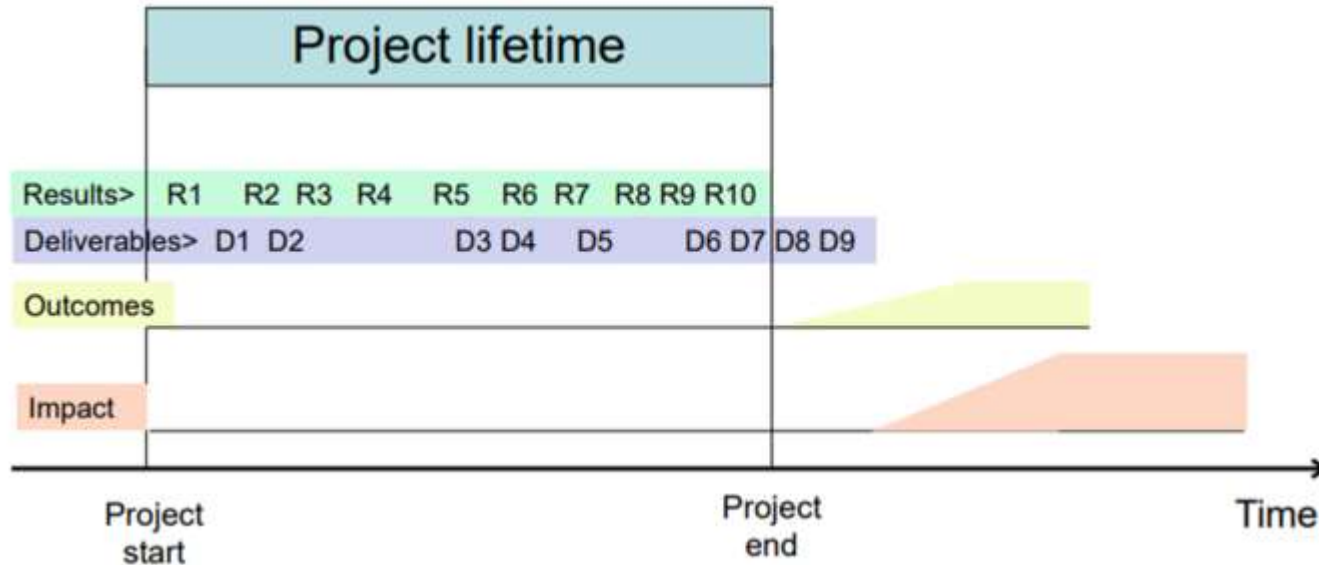
## Expected impacts = VALUE

Wider EC goals  
Specified in the destinations  
Long term  
Occur some time after the end of the project

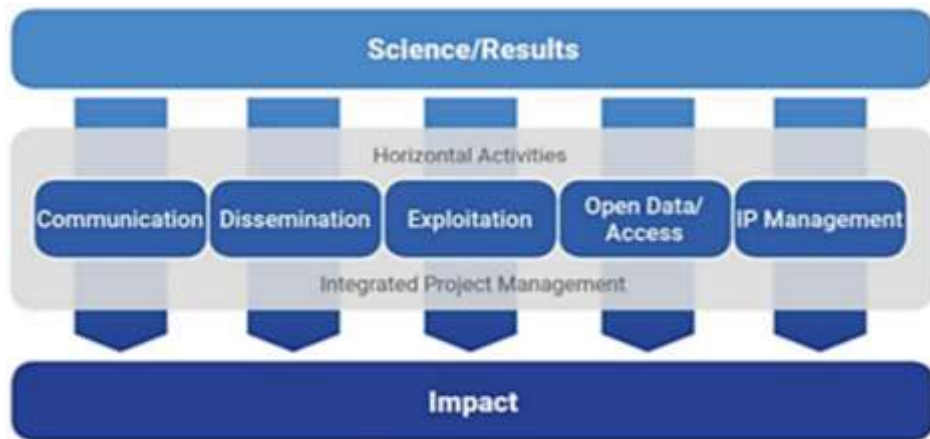


Deliverable – A report sent to EC

# Results, Deliverable, Outcome, Impact







**2.2 Measures to maximise impact - Dissemination, exploitation and communication [e.g. 5 pages, including section 2.3]**

- Describe the planned measures to maximise the impact of your project by providing a first version of your 'plan for the dissemination and exploitation including communication activities'. Describe the dissemination, exploitation and communication measures that are planned, and the target group(s) addressed (e.g. scientific community, end users, financial actors, public at large).
  - ⚠ Please remember that this plan is an admissibility condition, unless the work programme topic explicitly states otherwise. In case your proposal is selected for funding, a more detailed 'plan for dissemination and exploitation including communication activities' will need to be provided as a mandatory project deliverable within 6 months after signature date. This plan shall be periodically updated in alignment with the project's progress.
  - ⚠ Communication<sup>2</sup> measures should promote the project throughout the full lifespan of the project. The aim is to inform and reach out to society and show the activities performed, and the use and the benefits the project will have for citizens. Activities must be strategically planned, with clear objectives, start at the outset and continue through the lifetime of the project. The description of the communication activities needs to state the main messages as well as the tools and channels that will be used to reach out to each of the chosen target groups.
  - ⚠ All measures should be proportionate to the scale of the project, and should contain concrete actions to be implemented both during and after the end of the project, e.g. standardisation activities. Your plan should give due consideration to the possible follow-up of your project, once it is finished. In the justification, explain why each measure chosen is best suited to reach the target group addressed. Where relevant, and for innovation actions, in particular, describe the measures for a plausible path to commercialise the innovations.
  - ⚠ If exploitation is expected primarily in non-associated third countries, justify by explaining how that exploitation is still in the Union's interest.
  - ⚠ Describe possible feedback to policy measures generated by the project that will contribute to designing, monitoring, reviewing and rectifying (if necessary) existing policy and programmatic measures or shaping and supporting the implementation of new policy initiatives and decisions.
- Outline your strategy for the management of intellectual property, foreseen protection measures, such as patents, design rights, copyrights, trade secrets, etc., and how these would be used to support exploitation.
  - ⚠ If your project is selected, you will need an appropriate consortium agreement to manage (amongst other things) the ownership and access to key knowledge (IPR, research data etc.). Where relevant, these will allow you, collectively and individually, to pursue market opportunities arising from the project.
  - ⚠ If your project is selected, you must indicate the owner(s) of the results (results ownership list) in the final periodic report.

EXCERPT FROM PROPOSAL TEMPLATE



## 2.2 Measures to maximise impact - Dissemination, exploitation and communication

---

- Describe the planned measures to maximise the impact of your project by providing a first version of your 'plan for the dissemination and exploitation including communication activities'. Describe the dissemination, exploitation and communication measures that are planned, and the target group(s) addressed (e.g. scientific community, end users, financial actors, public at large).
- Outline your strategy for the management of intellectual property, foreseen protection measures, such as patents, design rights, copyright, trade secrets, etc., and how these would be used to support exploitation.

Suitability and quality of the measures to maximise expected outcomes and impacts, as set out in the **dissemination** and **exploitation** plan, including **communication** activities.



# Impact of the project

## DISSEMINATION, EXPLOITATION AND COMMUNICATION

TO INCLUDE A DRAFT PLAN IN PROPOSAL IS AN ADMISSIBILITY CONDITION, UNLESS THE WORK PROGRAMME TOPIC EXPLICITLY STATES OTHERWISE.

ALL MEASURES SHOULD BE **PROPORTIONATE TO THE SCALE OF THE PROJECT**, AND SHOULD CONTAIN **CONCRETE ACTIONS TO BE IMPLEMENTED BOTH DURING AND AFTER THE END OF THE PROJECT**.

### ELEMENTS OF THE D&E&C PLAN

- » **PLANNED MEASURES** TO MAXIMISE THE IMPACT OF PROJECTS
- » **TARGET GROUPS** (E.G. SCIENTIFIC COMMUNITY, END USERS FINANCIAL ACTORS, PUBLIC AT LARGE) AND PROPOSED CHANNELS TO INTERACT
- » **COMMUNICATION MEASURES** FOR PROMOTING THE PROJECT AND ITS FINDINGS THROUGHOUT THE FULL LIFESPAN OF THE PROJECT
- » **POLICY FEEDBACK** MEASURES TO CONTRIBUTE TO POLICY SHAPING AND SUPPORTING THE IMPLEMENTATION OF NEW POLICY INITIATIVES AND DECISIONS
- » FOLLOW UP PLAN TO FOSTER **EXPLOITATION /UPTAKE** OF THE RESULTS

COMPREHENSIVE AND FEASIBLE STRATEGY FOR THE MANAGEMENT OF THE INTELLECTUAL PROPERTY (THE PROVISION OF A RESULTS OWNERSHIP LIST IS MANDATORY AT THE END OF THE PROJECT).



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# Communication vs. Dissemination

COMMUNICATION	DISSEMINATION
ABOUT THE <b>PROJECT</b> AND <b>RESULTS</b>	ABOUT <b>RESULTS</b> ONLY
<b>MULTIPLE AUDIENCES</b> BEYOND THE PROJECT'S OWN COMMUNITY (INCLUDE THE MEDIA AND THE PUBLIC)	<b>AUDIENCES THAT MAY USE RESULTS</b> IN THEIR OWN WORK E.G. PEERS (SCIENTIFIC OR THE PROJECT'S OWN COMMUNITY), INDUSTRY, AND OTHER COMMERCIAL ACTORS, PROFESSIONAL ORGANISATIONS, POLICY MAKERS
<b>INFORM</b> AND <b>REACH OUT TO SOCIETY</b> , SHOW THE BENEFITS OF RESEARCH	ENABLE USE AND UPTAKE OF RESULTS



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# Dissemination

The aspects below will help you ensure that dissemination plan achieves the ultimate goal of maximizing the impact of the project:

Objective(s)

Target audience(s)

Channel(s)

Messaging

The list of the most important actions your dissemination plan should include:

- Publication of scientific articles
- Oral presentations
- Presentation of posters
- Organization of events
- Networking with other projects



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# Communication

- Website
- Leaflet
- Infographics
- Videos
- Press release and conferences
- Social media

For Horizon Europe projects, all communication items shall have EU emblem, sources of funds and disclaimer.



# Obligations of beneficiaries to exploit their resources

- In Horizon Europe the obligation to exploit remains and is a responsibility of the beneficiaries on a “best efforts” approach.
- When specified in the WP additional exploitation obligations could be applied.
- Horizon Europe encourages the use of the R&I results through third party exploitation (when appropriate).
- If despite the best effort for exploitation no uptake happens within a specific period after the end of the project (1 year), then the project must use the Horizon Results Platform to make exploitable results visible (unless obligation is waived).
- The Horizon Results Platform is free, is part of the F&T portal, available to all beneficiaries and is based on results, not on projects.

<https://ec.europa.eu/info/funding-tenders/opportunities/portal/screen/opportunities/horizon-results-platform>



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## 2.3 Summary (1)

### SPECIFIC NEEDS

- What are the specific needs that triggered this project?

### EXPECTED RESULTS

- What do you expect to generate by the end of the project?

### D & E & C MEASURES

- What dissemination, exploitation and communication measures will you apply to the results?

### TARGET GROUPS

- Who will use or further up-take the results of the project? Who will benefit from the results of the project?

### OUTCOMES

- What change do you expect to see after successful dissemination and exploitation of project results to the target group(s)?

### IMPACTS

- What are the expected wider scientific, economic and complete societal effects of the project contributing to the expected impacts outlined in the respective destination in the work programme?





# Why it is important to describe the impact well?

- Improves visibility of the project
- It represents a good material for the promotion of the project
- It helps all project participants to understand the importance of the project
- It helps to get the support of all stakeholders
- It helps evaluators understand that the project is in line with the call
- It greatly influences the decision to finance the project



# What is visibility of research?

**Visibility of research** is a measure that shows the extent to which your

- research idea,
- research hypotheses,
- research plan,
- methodology,
- collected and processed data,
- developed software, tools, materials and
- research results

**are visible to the rest of the world.**

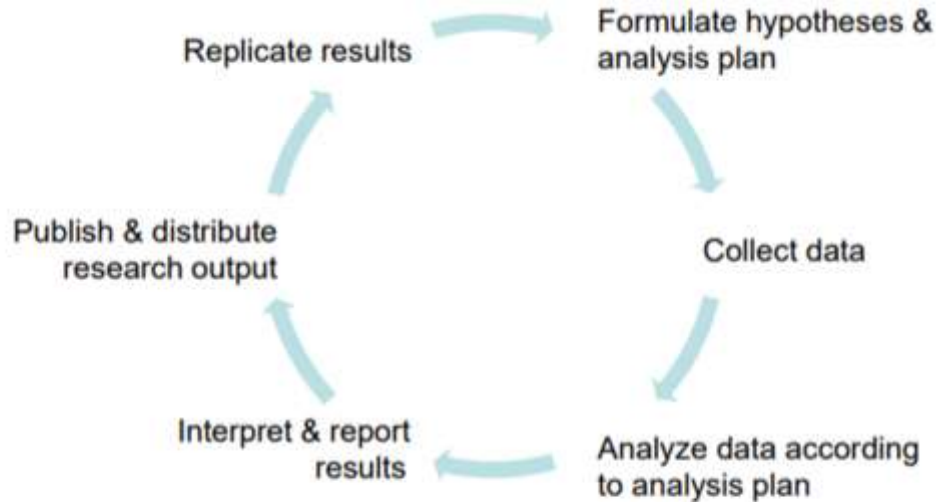


# Why we need visibility of research?

- Your scientific work **only makes sense** if it is visible to your institution, the scientific community and society as a whole;
- By making your research visible and accessible you increase chances of your research **being noticed**, used and having impact, thus increasing your own reputation and chances of success in your academic or research work.
- Only if your research work is recognized as valuable you will meet **your personal goals**.



# The Confirmatory Research Process



OSC - LMU Open science center / CC BY 4.0 Wagenmakers et al. (2012)

Adapted from: **Open Science and IPR**, Nikola Korunovic, Dragan Misic and Miroslav Trajanovic



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## Distinguish yourself

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- **ORCID iD** ( Open Researcher and Contributor ID) is a persistent digital identifier that you own and control, and that distinguishes you from every other researcher. You can connect your iD with your professional information — affiliations, grants, publications, peer review.
- Why?
  - Most of the leading journals will ask you for ORCID iD
  - Others can share their same or similar name
  - You can easy change your name or institution
- Registration at [www.orcid.org](http://www.orcid.org)



## Distinguish yourself

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- **ResearcherID** - used in Clarivate Analytics's Web of Science, the world's leading scientific citation search and analytical information platform
- **Publons** - record, verify, and showcase researcher's peer review contributions for use in promotion applications. Researchers get recognition even if their reviews are anonymous and the manuscript is never published. (Clarivate Analytics)
- **Scopus Author ID** is developed by Elsevier and used in Scopus



## Distinguish yourself - Example

*This author profile is generated by Scopus [Learn more](#)*

Trajanović, Miroslav D.

[University of Niš](#), Nis, Serbia [Show all author info](#)

 35768527000  <https://orcid.org/0000-0002-3325-0933>

Scopus  
Author ID

[Trajanovic, Miroslav](#)

University of Nis

Fac Mech Engn

NISH, SERBIA

Web of Science ResearcherID: AAP-3223-2020



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Adapted from: How to increase the visibility of the research project and maximise the impact, Miroslav Trajanovic

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# Publish in indexed journals, books & conferences

- Publish in open access journals.
- Indexed in Web of Science, Scopus, MEDLINE
- Publish your preprints through institutional repositories and preprint servers.



<https://www.doaj.org>

Sherpa Romeo

<https://v2.sherpa.ac.uk/romeo/>

Useful journal finders:

<https://www.journalguide.com/>

<https://journalsuggester.springer.com/>

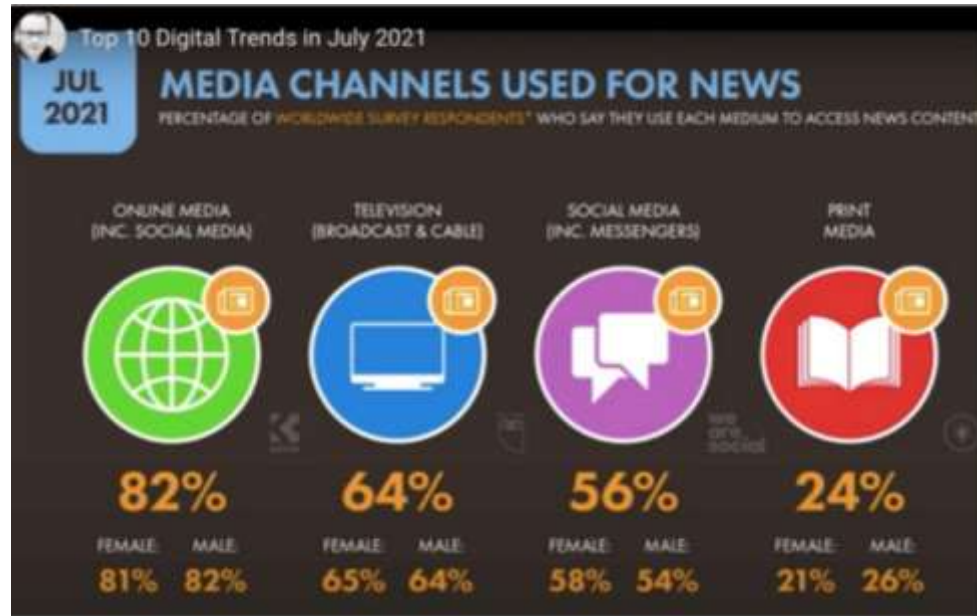


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# Tools to increase research visibility

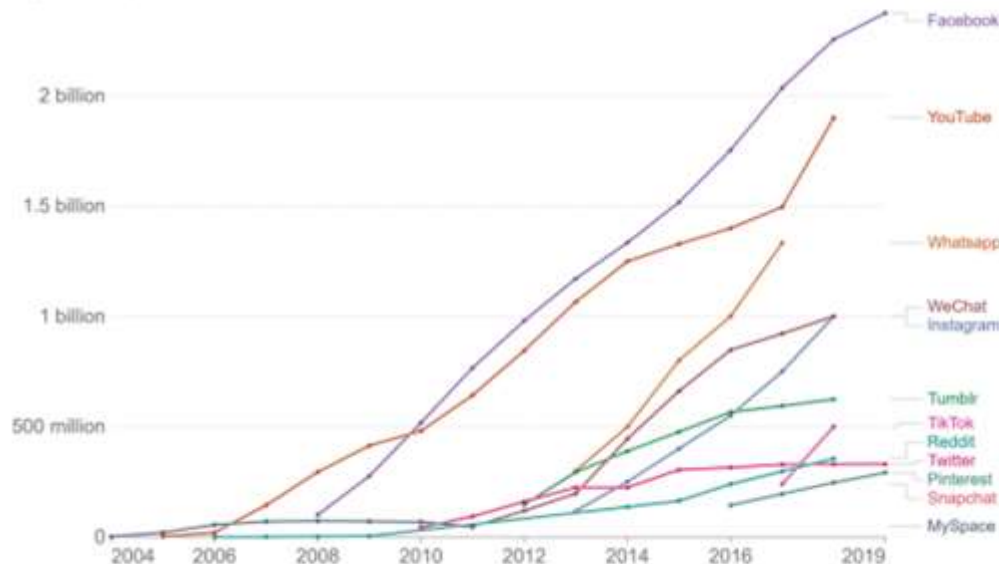


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# Number of people using social media platforms

Number of people using social media platforms, 2004 to 2019

Estimates correspond to monthly active users (MAUs). Facebook, for example, measures MAUs as users that have logged in during the past 30 days. See source for more details.




















Source: Statista and TNW (2019)

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## Social media statistic (October 2021)

Social media	Monthly active users (billion)
 Facebook	2.895
 YouTube	2.291
 WhatsApp	2.0
 Instagram	1.393
 Facebook Messenger	1.3
 WeChat	1.251
 TikTok	1.0
 Douyin (抖音)	0.6
 QQ (腾讯QQ)	0.591
 Sina Weibo	0.566
 Telegram	0.55
 Snapchat	0.538
 Kuaishou	0.506
 Pinterest	0.454
 Twitter	0.436
 Reddit	0.43
 Quora	0.3

<https://datareportal.com/social-media-users>

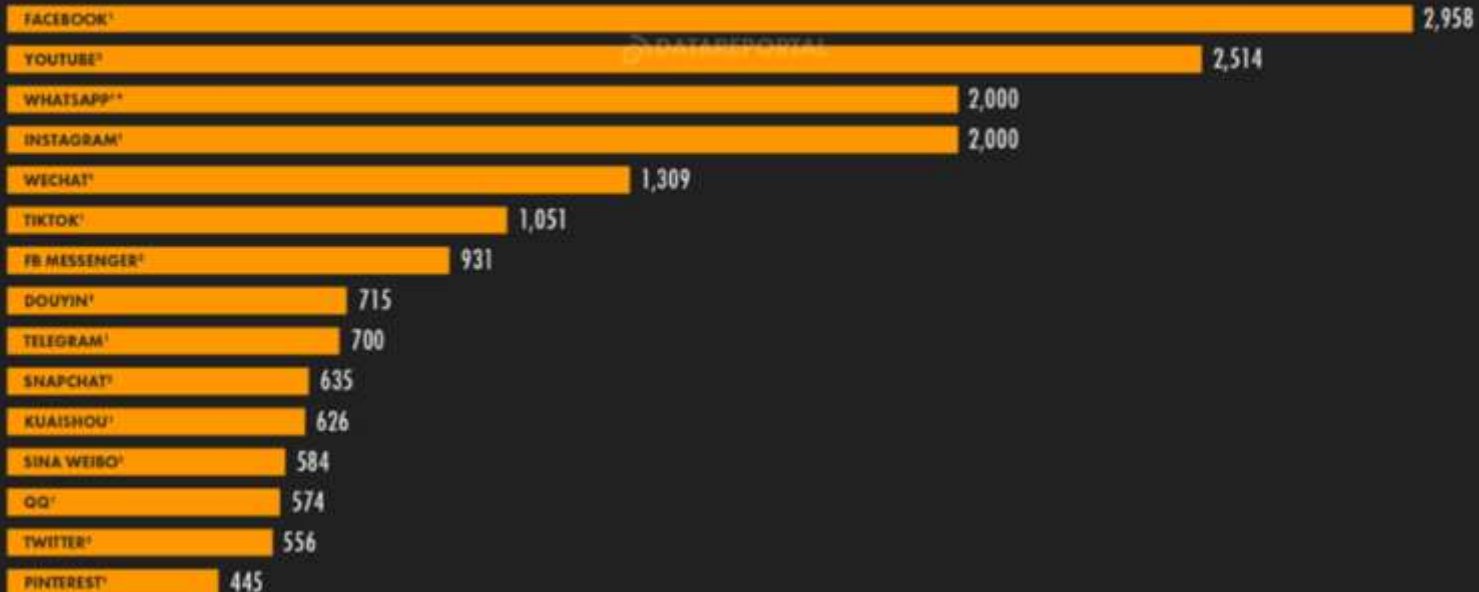


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JAN  
2023

## THE WORLD'S MOST USED SOCIAL PLATFORMS

RANKING OF SOCIAL MEDIA PLATFORMS BY GLOBAL ACTIVE USER FIGURES (IN MILLIONS)

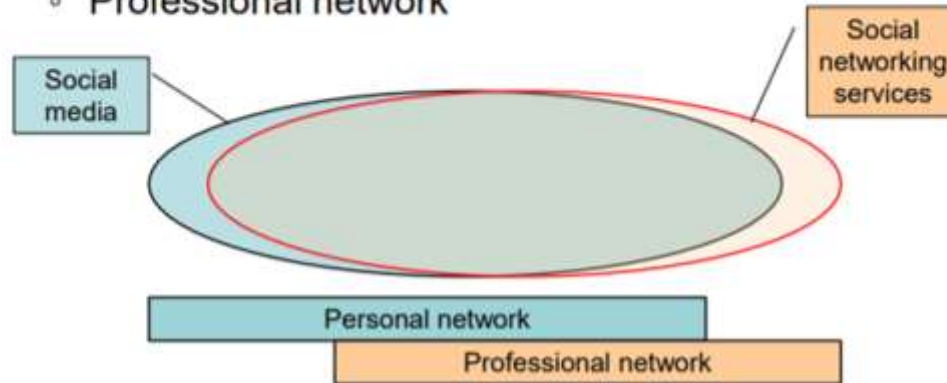


Source: <https://datareportal.com/social-media-users>



# What are we talking about?

- Social media
- Social networking service
- Personal network
- Professional network



# Social media

- **Social media** are interactive technologies that facilitate the creation and sharing of information, ideas, interests, and other forms of expression through virtual communities and networks.
- Common features:
  - Social media are interactive Web 2.0 Internet-based applications;
  - User-generated content—such as text posts or comments, digital photos or videos, and data generated through all online interactions;.
  - Users create service-specific profiles for the website or app that are designed and maintained by the social media organization;
  - Social media helps the development of online social networks by connecting a user's profile with those of other individuals or groups.

Source: [https://en.wikipedia.org/wiki/Social\\_media](https://en.wikipedia.org/wiki/Social_media)



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# Social networking service

- A **social networking service** or **SNS** (sometimes called a **social networking site**) is a type of online social media platform which people use to build social networks or social relationships with other people who share similar personal or career content, interests, activities, backgrounds or real-life connections.

Source: [https://en.wikipedia.org/wiki/Social\\_networking\\_service](https://en.wikipedia.org/wiki/Social_networking_service)



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# Personal network

- A **personal network** is a set of human contacts known to an individual, with whom that individual would expect to interact at intervals to support a given set of activities.
- A personal network is a group of caring, dedicated people who are committed to maintain a relationship with a person in order to support a given set of activities.

Source: [https://en.wikipedia.org/wiki/Personal\\_network](https://en.wikipedia.org/wiki/Personal_network)



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# Professional network service

- A professional network service is a type of social network service that focuses solely on interactions and relationships for business opportunities and career growth, with less emphasis on activities in personal life.
- A professional network service is used by working individuals, job-seekers, and businesses to establish and maintain professional contacts, to find work or hire employees, get ahead in career as well as share professional achievements, sell or promote services, and stay up-to-date with industry news and trends.

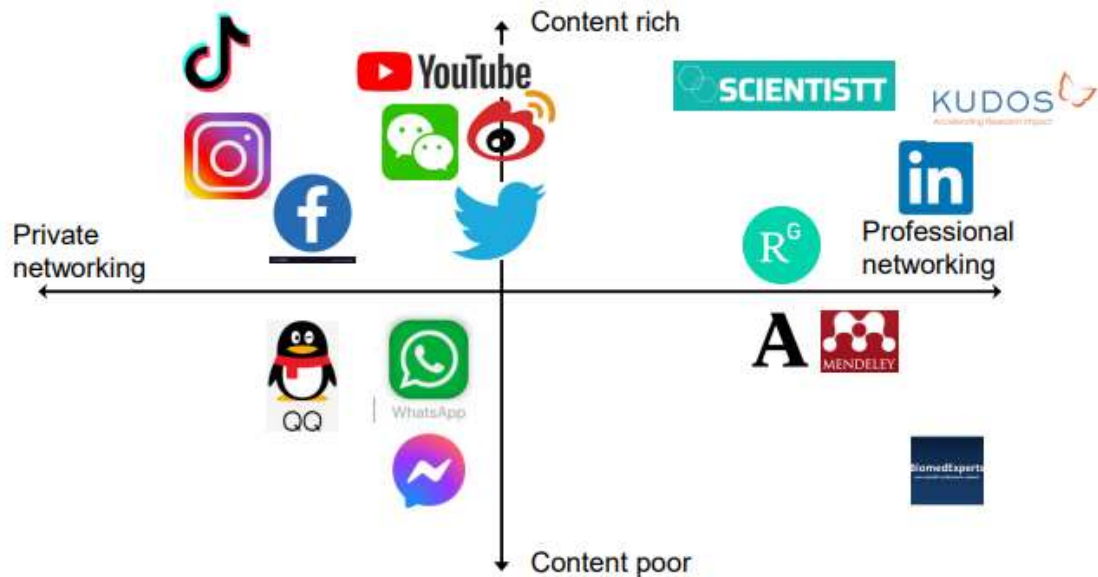
Source: [https://en.wikipedia.org/wiki/Professional\\_network\\_service](https://en.wikipedia.org/wiki/Professional_network_service)

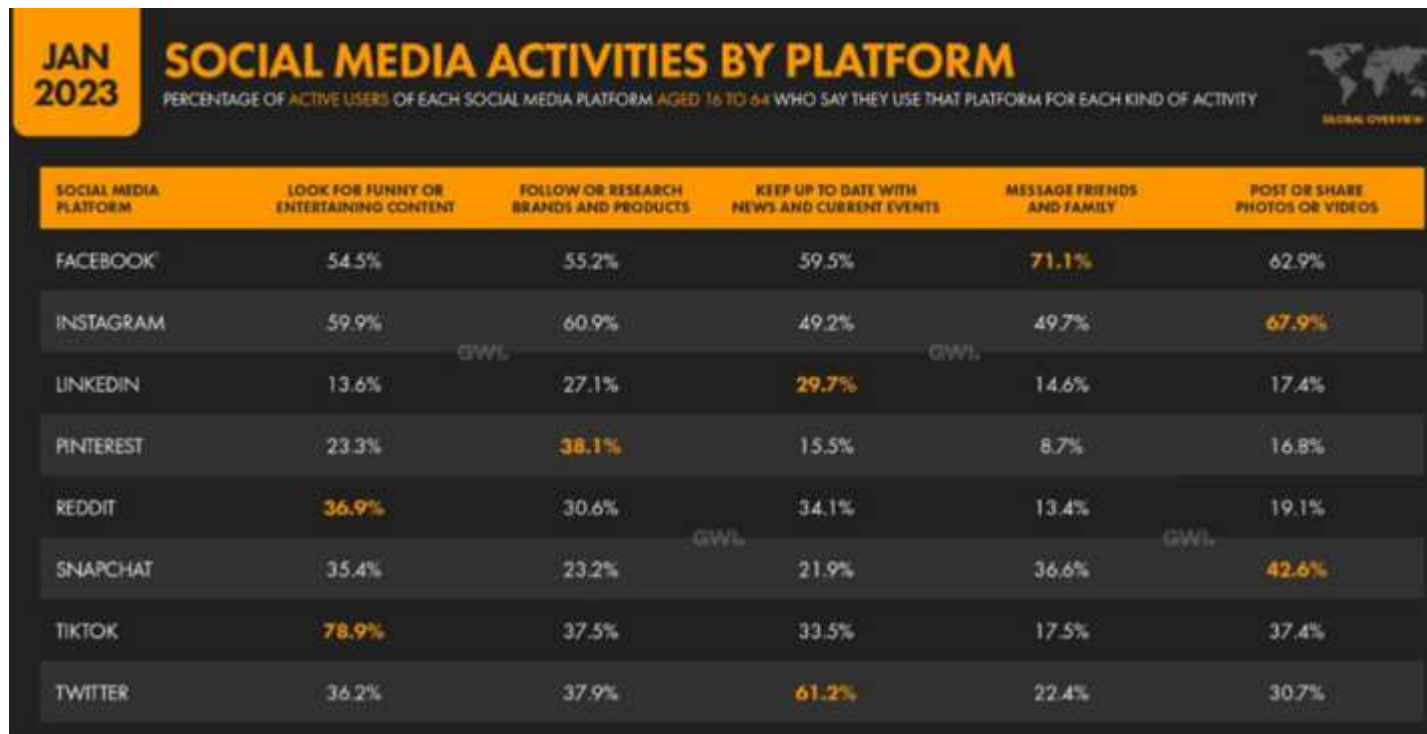


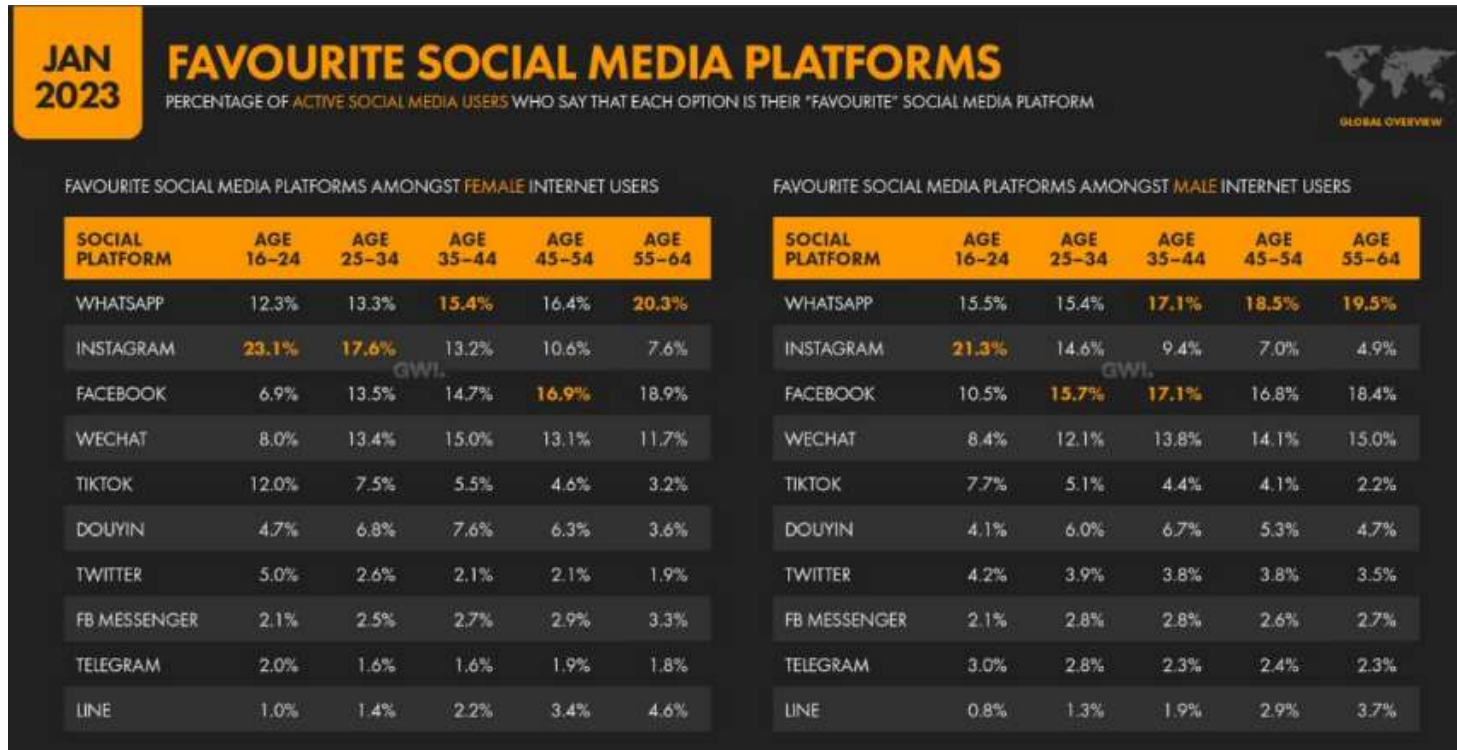
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## Social media/networking services platform space







# Professional network services for researchers

- ResearchGate
- Academia.edu
- Mendeley
- Kudos
- LinkedIn
- BioMedExperts
- X (Twitter)
- Meetup
- Xing
- Opportunity





## ResearchGate

- ResearchGate, the largest researcher's network, is a European commercial social networking site for scientists and researchers to share papers, ask and answer questions, and find collaborators
- Location: Germany, Berlin
- Founded: 2008
- Worldwide: 193 countries
- Number of users: 20+ million
- <https://www.researchgate.net/>



## Research

Projects (13)

Research items

All (152)

Article (84)

Book (5)

Chapter (6)

Conference Paper (52)

Data (3)

Research

Presentation

Poster

Cover Page (1)

Preprint (1)

Full-texts (104)

## ResearchGate

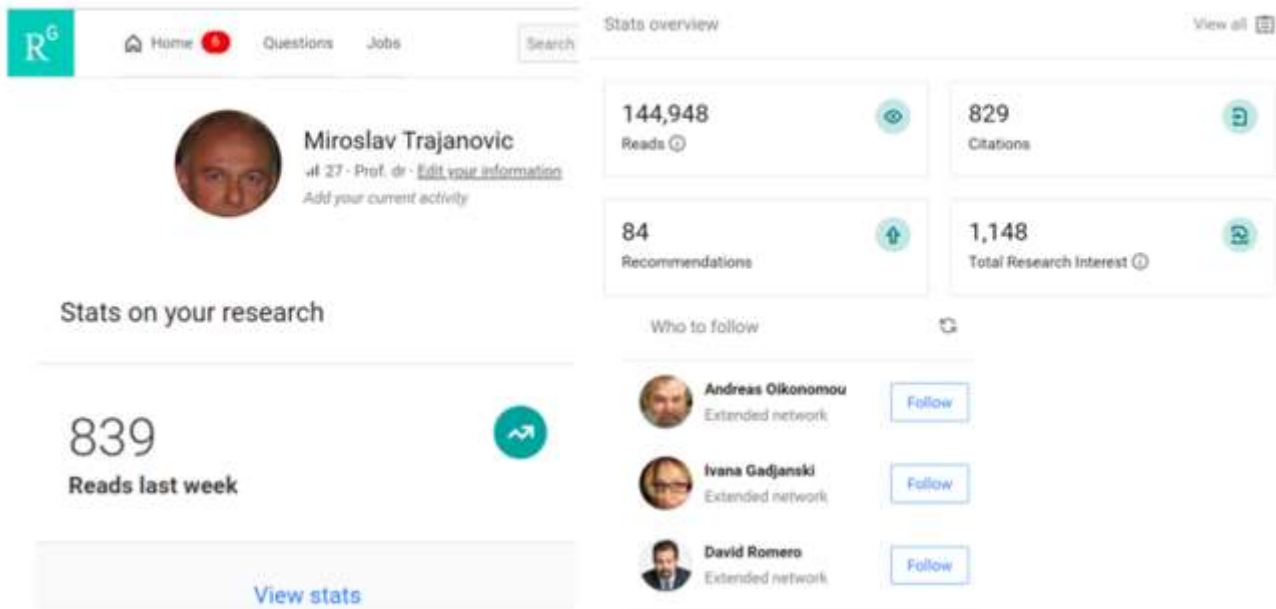


### Members by discipline



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## Research Gate Account



The screenshot shows the ResearchGate profile of Miroslav Trajanovic. The profile includes a navigation bar with 'Home', 'Questions', and 'Jobs' tabs, and a search bar. The main profile section displays the user's name, a bio indicating they are a professor, and a link to edit their information. Below this, there are statistics for 'Stats on your research' and 'Stats overview'. The 'Stats on your research' section shows 839 reads last week. The 'Stats overview' section shows 144,948 reads, 829 citations, 84 recommendations, and 1,148 total research interests. A 'Who to follow' section lists three people: Andreas Oikonomou, Ivana Gadjanski, and David Romero, each with a 'Follow' button.

**Miroslav Trajanovic**  
Prof. dr · [Edit your information](#)  
*Add your current activity*

**Stats on your research**

839  
Reads last week

[View stats](#)

**Stats overview**

144,948 Reads	829 Citations
84 Recommendations	1,148 Total Research Interest

**Who to follow**

- Andreas Oikonomou**  
Extended network [Follow](#)
- Ivana Gadjanski**  
Extended network [Follow](#)
- David Romero**  
Extended network [Follow](#)



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Adapted from: How to increase the visibility of the research project and maximise the impact, Miroslav Trajanovic

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- Academia.edu is an American for-profit social networking site for academics.
- Location: USA, San Francisco
- Founded: 2008
- Number of users: 174+ million
- <https://www.academia.edu/>

A screenshot of the Academia Premium subscription page. At the top, the word "ACADEMIA" is displayed in a grey box. Below it, a white box contains the text "People in 48 countries have visited your profile". A green button labeled "Learn About Them" is positioned below this text. To the right, the "Academia Premium" section shows a price of €6.58 (€14.00) billed annually, with annual payments of €79.00 (€180.00). It includes a link for "Students and Bulk Licenses" and payment options for "Credit Card" and "PayPal". Below these are input fields for "Card Number", "MM / YY", and "Security Code (CVC)", followed by a gold button labeled "Upgrade to View your Visitors".



## Mendeley

- **Mendeley** is a company which provides products and services for academic researchers.
- Its reference manager is used to manage and share research papers and generate bibliographies for scholarly articles.
- Location: Netherlands, Amsterdam
- Founded: 2008 in UK
- Mendeley was purchased by the academic publisher Elsevier in 2013
- Number of users: 2,5+ million



# KUDOS

- Helps researchers and their institutions and funders **increase the visibility and impact** of their publications
- Showcase Your Expertise and Increase Readership of Your Research
- Create a digital portfolio of your research
- Link together your publications, data and presentations
- Showcase your research to a broad, global audience
- Track readership, social media coverage and citation growth
- No technical knowledge needed

## Kudos



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## LinkedIn

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- Online social network which may represent real-world professional relationships.
- Operates via websites and mobile apps.
- Primarily used for professional networking and career development, and allows job seekers to post their CVs and employers to post jobs
- Location: USA, Sunnyvale, California
- Founded: 2003
- Number of users: 774+ million
- Worldwide: 193 countries
- <https://www.linkedin.com>



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Use social network to direct the research community and the general public towards your research outcomes



Academia.edu

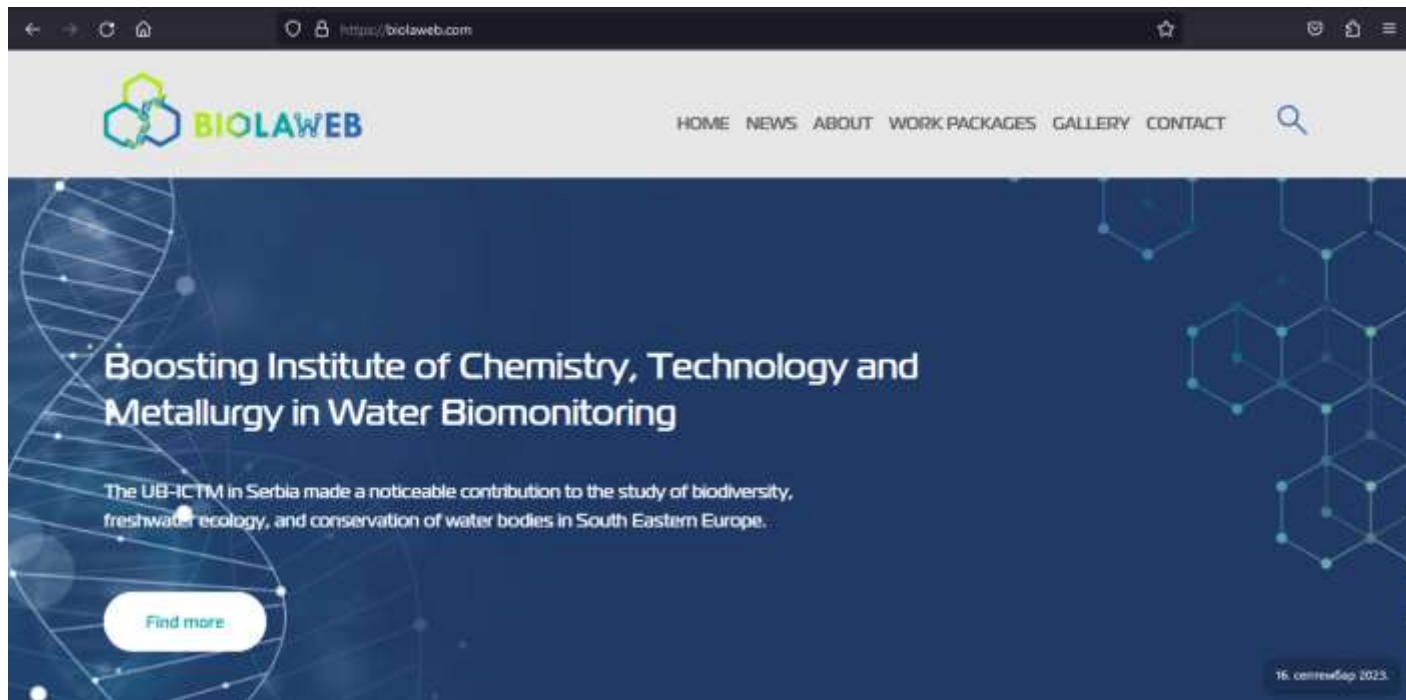
KUDOS 

The SCIENTISTT logo, featuring a green hexagonal icon with a white molecular structure and the text "SCIENTISTT" in white on a green rectangular background.



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## Make your web site or blog

A screenshot of the BIOLAWEB website. The browser address bar shows "https://biolaweb.com". The website header includes the BIOLAWEB logo and a navigation menu with links for HOME, NEWS, ABOUT, WORK PACKAGES, GALLERY, and CONTACT, along with a search icon. The main content area has a dark blue background with a DNA double helix and molecular structures. The headline reads "Boosting Institute of Chemistry, Technology and Metallurgy in Water Biomonitoring". Below it, a sub-headline states: "The UB-ICTM in Serbia made a noticeable contribution to the study of biodiversity, freshwater ecology, and conservation of water bodies in South Eastern Europe." A "Find more" button is positioned at the bottom left of the article preview. The date "16. септембар 2023." is visible in the bottom right corner of the article area.

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[www.biolaweb.com](http://www.biolaweb.com)

## E-mail signature

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Best regards / Distinti saluti / Freundliche Grüße / Cordialement / Vänliga hälsningar / S poštovanjem,

---

Prof. dr Miroslav Trajanovic  
University of Nis  
Mechanical Engineering Faculty  
18000 Nis  
Aleksandra Medvedeva 14  
Serbia

GSM, Viber +381 63 403 553  
Skype: miroslav.trajanovic

### Projects:

OpenClick - Discover physical status, skills and abilities of people based on human – computer interaction tests

<http://www.openclick.rs/index.php/en/>

VIHOS - Virtual human osteoarticular system and its application in preclinical and clinical practice

<http://vihos.masfak.ni.ac.rs>

<http://www.euraxess.rs>

Recently published: Reverse modeling of the human mandible 3D geometric model, <https://doi.org/10.2298/VSP170727063M>



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Adapted from: How to increase the visibility of the research project and maximise the impact, Miroslav Trajanovic

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## POSTERS



## PROMOTIONAL MATERIALS



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**WBC-RRINET** Call for Submission of Good Practices in RRI

WBC-RRINET is a consortium of research, research and innovation (RRI) from across the European Union.

WBC-RRINET aims to develop good practice and disseminate it, to get involved with researchers, researchers and innovation (RRI).

- Research and innovation (RRI)
- RRI in RRI
- RRI in RRI
- RRI in RRI
- RRI in RRI
- RRI in RRI

We are looking for a growing and diverse number of individuals (researchers and innovation) to get involved in our growing network of researchers and innovation (RRI) in RRI. We are looking for researchers and innovation (RRI) in RRI to get involved in our growing network of researchers and innovation (RRI) in RRI.

We are looking for a growing and diverse number of individuals (researchers and innovation) to get involved in our growing network of researchers and innovation (RRI) in RRI.



**Our events hub**

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**Public Engagement Practices in EC-Funded RRI Projects: Fostering Socio-Scientific Collaborations**

by [Mark Mitchell](#) and [George Dimitrakidis](#)

• South East European Research Centre (SEERC) 34022 Theodoros Stratos  
• Computer Science, Free State University (FreeState), Mafes, PO 3333, USA  
• Authors to whom correspondence should be addressed

Date: 2022-03-10; 104 <https://doi.org/10.21960/rrinet.13020148>

Received: 1 June 2021 / Revised: 21 July 2021 / Accepted: 21 July 2021 / Published: 11 August 2021



**WBC-RRINET** Podcast #2

**Integrating gender dimension for more inclusive research and innovation**

with **Dragan Stojkovic**

WBC-RRINET Podcast #2 with Dragan Stojkovic

Integrating RRI in RRI



<https://conference.seer.eu/posters/>

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**WBC-RRINET** Anchor Initiative

WBC-RRINET is a consortium of research, research and innovation (RRI) from across the European Union.

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## **FESTIVAL OF SCIENCE**



## **RESEARCHERS' NIGHTS**



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## PUBLICATIONS



## INTERNATIONAL CONFERENCES



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## ARTICLES

**PROFESOR GORAN STOJANOVIĆ SA SVOJIM TIMOM U NOVOSADSKOM NAUČNO-TEHNOLOŠKOM PARKU STVARA PRAKTIČNE RJEŠAVANJE**

# MASKA SAD OTKRIVA I KORONU

*Iskuzena je srebrnim koncem koji reaktivuje obojasi virus*



**IZUMELNI**  
U ovoj maski...  
...srebrni konci...  
...reaktivuju...  
...obojasi virus...

**ELEKTRONIKA**  
Profesor Stojanović...  
...svojom ekipom...  
...razvija masku...  
...koja može...  
...otkrivati...  
...koronu...

**SKUPOR ZA INVAZIJU VASA I PERIPIJA**  
Profesor Stojanović...  
...razvija skupor...  
...koji može...  
...otkrivati...  
...invaзию...  
...vasa i peripija...

**MOŠE**  
...razvija masku...  
...koja može...  
...otkrivati...  
...koronu...



## „Паметна” маска штити од вируса и открива проблем с плућима

Истраживачи из Физичког института прецизно пројектују Паметну (Smart) masku koja može da otkrije...  
...i reaktivuje...  
...obojasi virus...  
...koronu...





**Strentex**  
...razvija masku...  
...koja može...  
...otkrivati...  
...koronu...

Adapted from: Impact section – EUTA training, Goran Stojanovic



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## VIDEOS

<https://www.youtube.com/watch?v=G7VauDrookw>

<https://www.rts.rs/page/magazine/story/7523/maska/4632824/maske-sa-izvezim-seizornima-prof-goran-stojanovic-novi-sad.html>

<https://www.youtube.com/watch?v=UjUob12FLRm&t=303s>

<https://www.youtube.com/watch?v=3jHMcwR7kys>



Strentex - Izazovaj Pitali - Goran Stojanovic  
07 Nov 2020



Adapted from: Impact section – EUTA training, Goran Stojanovic



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# KUDOS

**Kudos**



**Designing microsensors for human and environmental health**  
Goran Stojanovic

Project ID: 75240220444978

**What is it about?**

**Microfluidics** is the science of manipulating fluids on an extremely small scale. Microfluidic devices have made it possible to perform chemical and biological reactions like never before—occurring on a fraction of a millimeter.

For over two decades, Goran Stojanovic, Full professor at the University of Novi Sad in Serbia, has designed microfluidic platforms for biomedical and environmental applications.

Now, Stojanovic is harnessing his expertise and that of his colleagues to create microfluidic and textile structures that enable health in real-time.



**Publication**

**Electrical Characterization of Conductive Threads for Textile Electronics**

In recent years, advancements in technology are constantly driving the miniaturization of electronic devices, not only in the renowned domain of Internet of Things



**Publication**

**A Textile-Based Microfluidic Platform for the Detection of Cytostatic Drug Concentration in Sweat Samples**

This work presents a new multilayered microfluidic platform, manufactured using a rapid and cost-effective autography technique, for the detection of drug concentration



**Publication**

**Fabric based printed-distributed battery for wearable e-textiles: a review**

The review summarizes chemistry and material components of several flexible and textile-based batteries, and provides an outlook for the future development.



**Publication**

**Impedance analysis of milk quality using functionalized polyamide textile-based sensor**

Present paper demonstrates design and characterization of a textile based microfluidic chip sensor for the detection of milk adulteration.



**Publication**

**FEM Analysis of Various Multilayer Structures for CMOS Compatible Wearable Acousto-Optic Devices**

The study is conducted to find the optimal normalized thickness of the multilayer structures with a material possessing the best piezoelectric properties.



**Publication**

**Silver Conductive Threads-Based Embroidered Electrodes on Textiles as Moisture Sensors for Fluid Detection in Biomedical Applicat...**

This paper presents a capacitive sensor on textile substrate using electrodes made of conductive silver threads, silver mesh 150 and HC 12.



Adapted from: Impact section – EUTA training, Goran Stojanovic



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# General recommendations

- Create a profile that summarizes your research;
- Upload your publications, so others can find them;
- Find and follow other researchers, so you can receive automatic updates on their new publications;
- Find and read others' publications;
- Make a review of your colleague's scientific paper;
- See platform-specific metrics that indicate the readership and reach you have on those sites.



# Make your visibility strategy

- **What is the purpose of your research?**
  - It will help you identify whom you need to communicate your research to.
- **To whom do you want to present your research and results?**
  - It will help you to define appropriate communication method or channels.
- **How they can access information about your research?**
  - It will help you to decide where to publish your accomplishment.
- **Are your achievements discoverable?**
  - It will help you to promote and disseminate your accomplishment.
- **Can the audience understand your accomplishment?**
  - It will help you to select a form of presentation of your accomplishment.



# Preserve your integrity

MAGAZIN - SRBIJA

## Srpski docent među 30 najvećih plagijatora na svetu, Univerzitet čuti

30/01/2021 13:53 | 30/01/2021 13:53 | Dodaj komentar | Redakcija

Čak 25 radova je povučeno docentu doktoru Daliboru Petkoviću sa niškog Univerziteta, pod sumnjom da su plagijati.

One of Shamshirband's co-authors has objected to one of the retractions Elsevier has already issued for faked reviews, arguing the reviewers were PhD students without institutional email addresses. A spokesperson for Elsevier told us:

*In accordance with our policy of offering authors due process, the authors' explanations were fully considered but were not deemed satisfactory, hence the retractions.*

That co-author, Dalibor Petković at the University of Niš in Serbia, is also listed on five of the six upcoming retractions.

## RETRACTED: Kinetostatic Analysis of Passively Adaptive Robotic Finger with Distributed Compliance

Dalibor Petković, Javed Iqbal, Shahaboddin Shamshirband, more...

Show a

First Published January 1, 2014 | Research Article | 

<https://doi.org/10.1155/2014/145648>



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EDUCATION

## Stanford president resigns after fallout from falsified data in his research

Updated July 20, 2023 · 6:36 PM ET

By Ayana Archie



People walk on the Stanford University campus beneath Hoover Tower in Stanford, Calif., on March 14, 2019. Stanford President Marc Tessier-Lavigne said on Wednesday he would resign, citing an independent review that cleared him of research misconduct but found flaws in other papers authored by his lab.

dan Margolis

Harvard University

• This article is more than 2 months old

## Harvard professor who studies honesty accused of falsifying data in studies

Francesca Gino, a prominent Harvard Business School professor, alleged to have falsified results in behavioral science studies



• Baker Library at Harvard Business School campus. Photograph: Susan Young/Harvard Business School.



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# Acknowledgement



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**Thank you for your attention!**

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