Enhancing Institutional Visibility and Global Ranking Through Open Access Journals and Books

BY

PROFESSOR EDEHEUDIM B. ETUK

DEPUTY VICE-CHANCELLOR (RESEARCH, DEVELOPMENT AND INNOVATION)

Presented at the Bookhub Scholarly Book Authoring Workshop at Federal University of Technology, Owerri (FUTO) on Tuesday November 10, 2026

Why Institutional Visibility Matters

Institutional visibility influences:

- Academic reputation
- Research funding opportunities
- Student attraction and retention
- International collaborations
- Industry partnerships
- Policy influence and societal impact

Universities that are more visible attract more attention, citations, collaborations, and resources.

Simple Reality: Visibility drives recognition, and recognition drives ranking .

Understanding Open Access

What is Open Access?

- Open Access (OA) refers to scholarly publications that are made **freely available online without subscription barriers**.

How Open Access Enhances Visibility

✅ Reach readers worldwide

✅ Eliminate subscription barriers

✅ Increase article downloads

✅ Improve citation rates

✅ Enhance research discoverability

✅ Promote institutional web presence

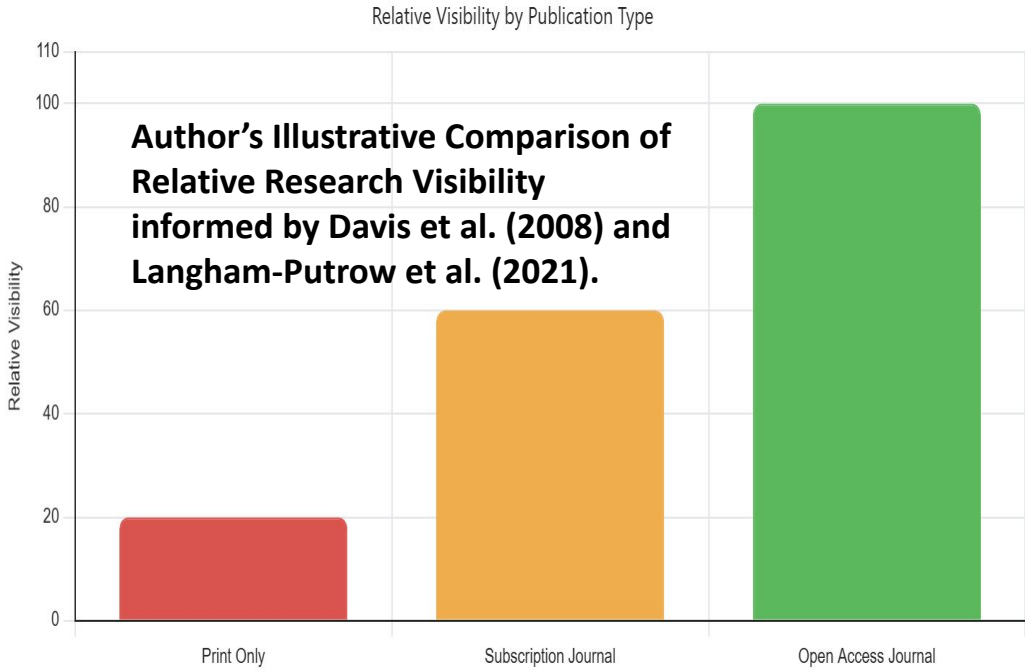
A publication that nobody can access cannot create impact

Open Access Ecosystem and its Benefit to Universities

Category	Key Platforms	Main Benefit
Researcher Profiles	ORCID, Google Scholar	Researcher visibility
Repositories	DSpace, EPrints, Zenodo	Global access to research outputs
OA Journals	DOAJ, AJOL, PLOS, Frontiers	Increased readership & citations
OA Books	DOAB, OAPEN, BookHub Africa	Wider dissemination of books
Preprints	arXiv, bioRxiv, SSRN	Early visibility and feedback
Data Sharing	Zenodo, Figshare, Dryad	Data preservation and reuse
Discovery Tools	OpenAlex, Dimensions, Lens	Enhanced discoverability
Academic Networks	ResearchGate, Academia.edu	Collaboration and engagement

A publication that nobody can access cannot create impact

How Open Access Enhances Visibility and Impact



Open Access Amplifies Reach

- Research hidden in libraries reaches hundreds.
- Research openly available can reach millions.

Research Impact

- A publication hidden behind a paywall or even physical library collections may reach a limited audience;
- Open Access publication can reach researchers, practitioners, policymakers, and students across the globe.

Impact Pathway: Publication ↓ Discoverability ↓ Downloads ↓ Citations ↓ Influence ↓ Rankings

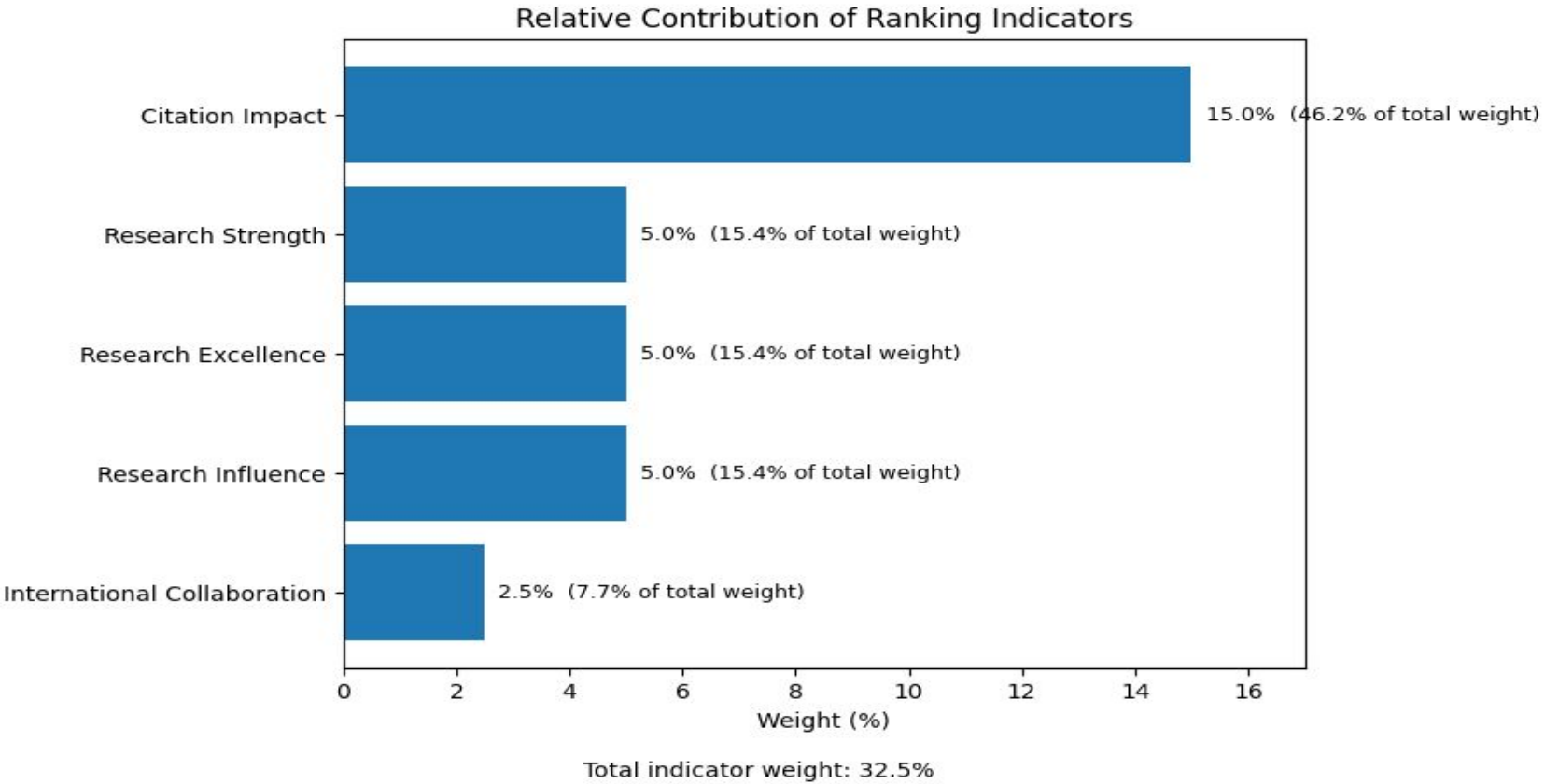
Open Access and Global University Rankings

Open Access contributes directly to many of University Ranking indicators driven mostly by VISIBILITY.

Typical Ranking Factors	Contribution of Open Access
Citations	Increased readership and citations
Academic Reputation	Greater global exposure
International Collaboration	Wider research networks
Web Visibility	Stronger repository presence

The Ranking indicators are reflected in both international and Nigerian ranking systems

Visibility Matters: Evidence from THE Ranking indicators



Visibility Matters: Evidence from NiTERAC Ranking indicators

Nigerian University Ranking (NiTERAC)

The following indicators are strongly linked to Open Access visibility:

Indicator	Weight
Academic reputation	10%
International research collaboration	3%
Research output per academic staff	8%
Highly cited researchers	5%
Web presence and visibility	2%
Intra-African research collaboration	2%

The value of research is not determined solely by its quality ONLY, but by its discoverability.

Research Quality Scores: Open Access to the Rescue!

*THE's **Research Quality** pillar (30% of the total score) is based largely on citation impact, research excellence, research strength and research influence*

THE's Research Quality Scores: South-East vs Nigeria's Best

Institution	Research Quality Score
University of Ilorin	**69.4**
University of Lagos	**67.8**
Bayero University	**66.5**
University of Ibadan	**64.9**
Landmark University	**61.5**
Ahmadu Bello University	**60.3**
University of Benin	**58.9**
University of Maiduguri	**57.8**
Federal University of Technology, Minna	**55.8**
University of Jos	**54.7**
Nigerian Mean	**43.3**
Nnamdi Azikiwe University	**46.4**
University of Nigeria, Nsukka	**42.6**
South-East Mean	**35.4**
Federal University of Technology, Owerri	**28.0**
Michael Okpara University of Agriculture, Umudike	**24.7**

Finally


Enhancing Institutional Visibility and Global Ranking
Through Open Access Journals and Books
OPEN ACCESS
Free • Global • Impactful
Open Access Journals
Open Access Books
Greater Visibility
Higher Impact
Improved Ranking
TOP RANKING
Global Rankings
National Rankings
Institutional Visibility
Global Accessibility
Increased Research Impact
Greater Academic Recognition
Stronger Institutional Reputation
Higher Rankings
Open Access Publishing Today... A Higher Ranking Tomorrow!

'Here in Owerri UNITECH the world's great minds and thinkers meet' Today the BookHub opportunity beckons!

PUBLISH. BE VISIBLE. RISE IN THE RANKING!

Ndewoo !