



# SCOPUS AND WOS : TIPS FOR PUBLICATION SUCCESS

*by*

**Lt. Col. (CD) Prof. Ts. Dr. Hj. Norazah Mohd Suki, FCMI**

**Professor of Marketing and E-Commerce**  
**Deputy Dean (Research, Innovation & Knowledge Transfer)**  
**Othman Yeop Abdullah Graduate School of Business (OYAGSB)**  
**Universiti Utara Malaysia**





# OUTLINES

01

INTRODUCTION

02

TIPS BEFORE SUBMISSION

03

TIPS ON THE MANUSCRIPT

04

TIPS AFTER RECEIVE COMMENTS

05

CONCLUSION



# SCOPUS PROFILES

Mohd Suki, Norazah

[Universiti Utara Malaysia, Sintok, Malaysia](#) [Show all author info](#)

18635232600 <https://orcid.org/0000-0002-8422-2449>

[Edit profile](#) [Set alert](#) [Save to list](#) [Potential author matches](#) [Export to SciVal](#)

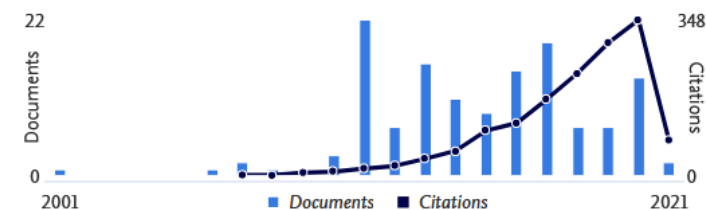
## Metrics overview

138  
Documents by author

1483  
Citations by 1314 documents

23  
h-index: [View h-graph](#)

## Document & citation trends



[Analyze author output](#) [Citation overview](#)

## Most contributed Topics 2015–2019

Pro-Environmental Behavior; Green Product; Environmental Attitudes  
[16 documents](#)

Technology Acceptance Model; Mobile Payment; UTAUT  
[8 documents](#)

Electronic Word-Of-Mouth; Online Reviews; Brand Community  
[3 documents](#)

[View all Topics](#)

Prepared by: Prof. Ts. Dr. Norazah Mohd Suki

Event Date: 25 Feb 2021

# HIGHLY CITED ARTICLES

Documents	Citations	<2017	2017	2018	2019	2020	2021	Subtotal	>2021	Total
		Total	361	171	229	296	348		78	
1	Consumer environmental concern and green product purchase in...	2016	1	8	15	20	28	8	79	80
2	Young consumers' insights on brand equity: Effects of brand ...	2015	3	7	12	23	27	5	74	77
3	User acceptance of the e-Government services in Malaysia: St...	2010	37	13	7	12	7	1	40	77
4	Passenger satisfaction with airline service quality in Malay...	2014	14	9	13	18	17		57	71
5	Green product purchase intention: impact of green brands, at...	2016		2	17	16	18	5	58	58

1. **Elsevier** - Journal of Cleaner Production **IF = 7.246**
2. **Emerald** - International Journal of Retail and Distribution Management **IF = 2.321**
3. **Informing Science Institute** - Interdisciplinary Journal of Information, Knowledge, and Management
4. **Elsevier** - Research in Transportation Business and Management **IF = 2.189**
5. **Emerald** - British Food Journal **IF = 2.102**

Prepared by: Prof. Ts. Dr. Norazah Mohd Suki

Event Date: 25 Feb 2021





# ELSEVIER TOP 3 AUTHORS GLOBALLY

---

**Pro-Environmental Behavior; Green Product; Environmental Attitudes; (T.874)**

Top authors in this topic

Name	Documents
Han, Heesup	32
Steg, Linda	31
Mohd Suki, Norazah	16
Agovino, Massimiliano	15
Kim, Wansoo	13



# PUBLICATION SUCCESS

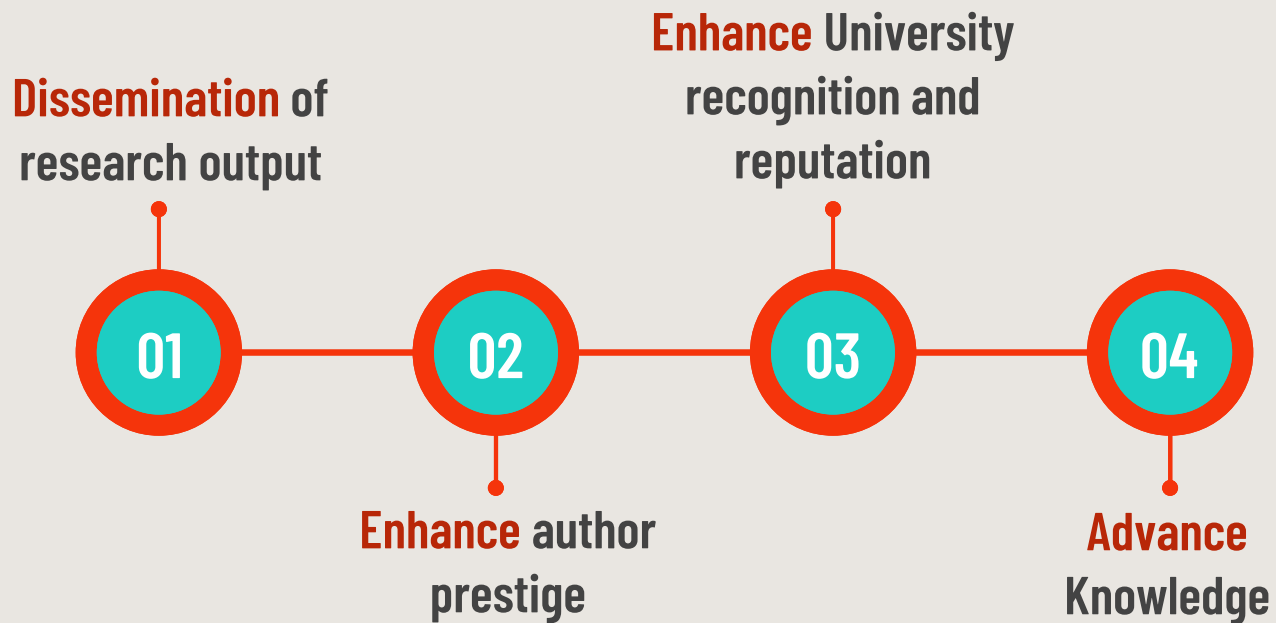


Prepared by: Prof. Ts. Dr. Norazah Mohd Suki

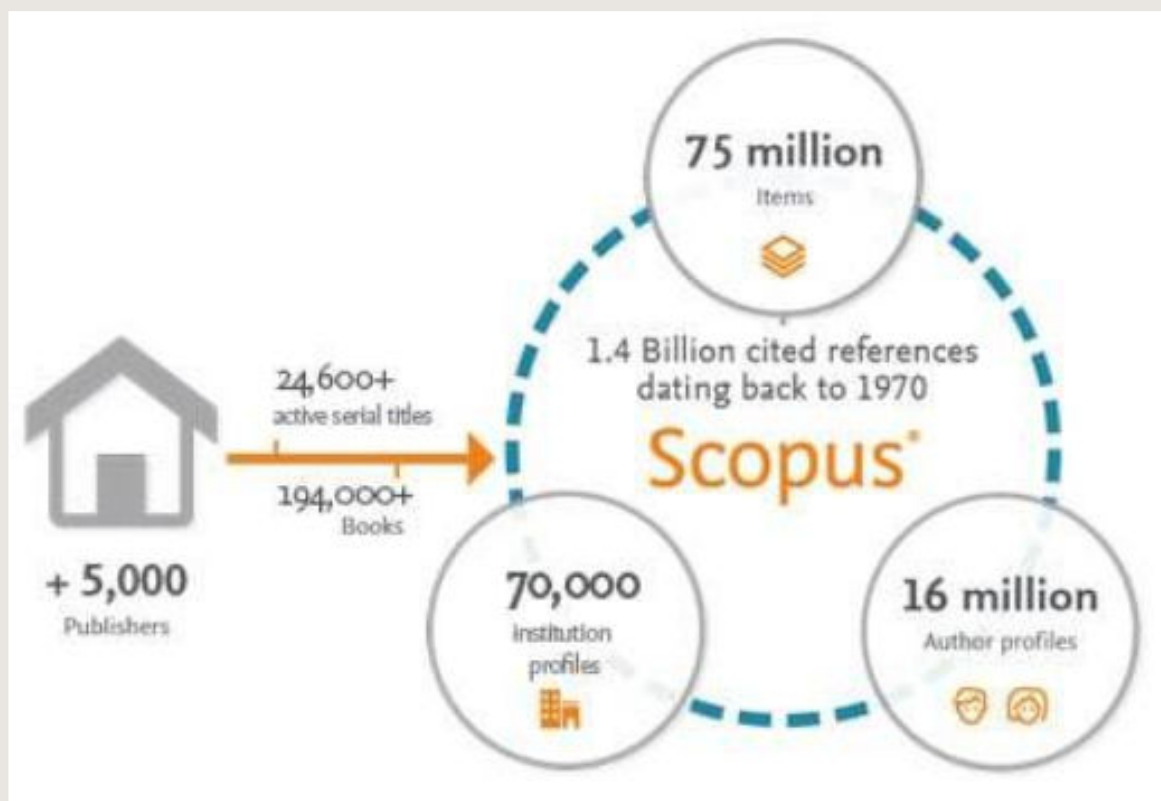
Event Date: 25 Feb 2021



# WHY PUBLISH ?



# WHY SCOPUS ?





# WHY SCOPUS ?

Help researchers manage **career**, **citation counts**, and **h-index**

Track **impact of research**; monitor global **research trends**

Determine how to differentiate **research topics**, **find ideas**



Identify and analyze **which journals to read / submit to**

Decide **what, where**, and **with whom** to collaborate

Find out **what already exists** in the global world of research



# TIPS BEFORE SUBMISSION

Follow **submission guidelines**

Ensure **zero typos and grammatical errors**

Sharpen your **abstract, IMRAD, references**

Know the **audience of the journal**

Share **drafts with trusted friends or colleagues**

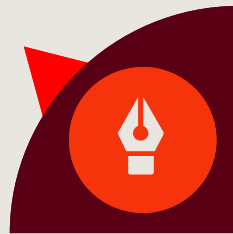
Prepared by: Prof. Ts. Dr. Norazah Mohd Suki

Event Date: 25 Feb 2021



# TIPS ON THE MANUSCRIPT

Attract readers with  
a **strong title**



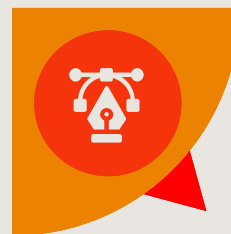
Research must be  
**robust** and **solve** a  
**significant problem**



Good use of **figures**  
and **tables**



Write **concisely**,  
**clearly**, and **succinctly**





# THINK

## Are you submitting your research to a trusted journal?

Publishing your research results is key to **advancing your discipline** – and your **career** – but with so many journals in your field, how can you be sure that you're choosing a **reputable, trustworthy** journal?



THINK



CHECK

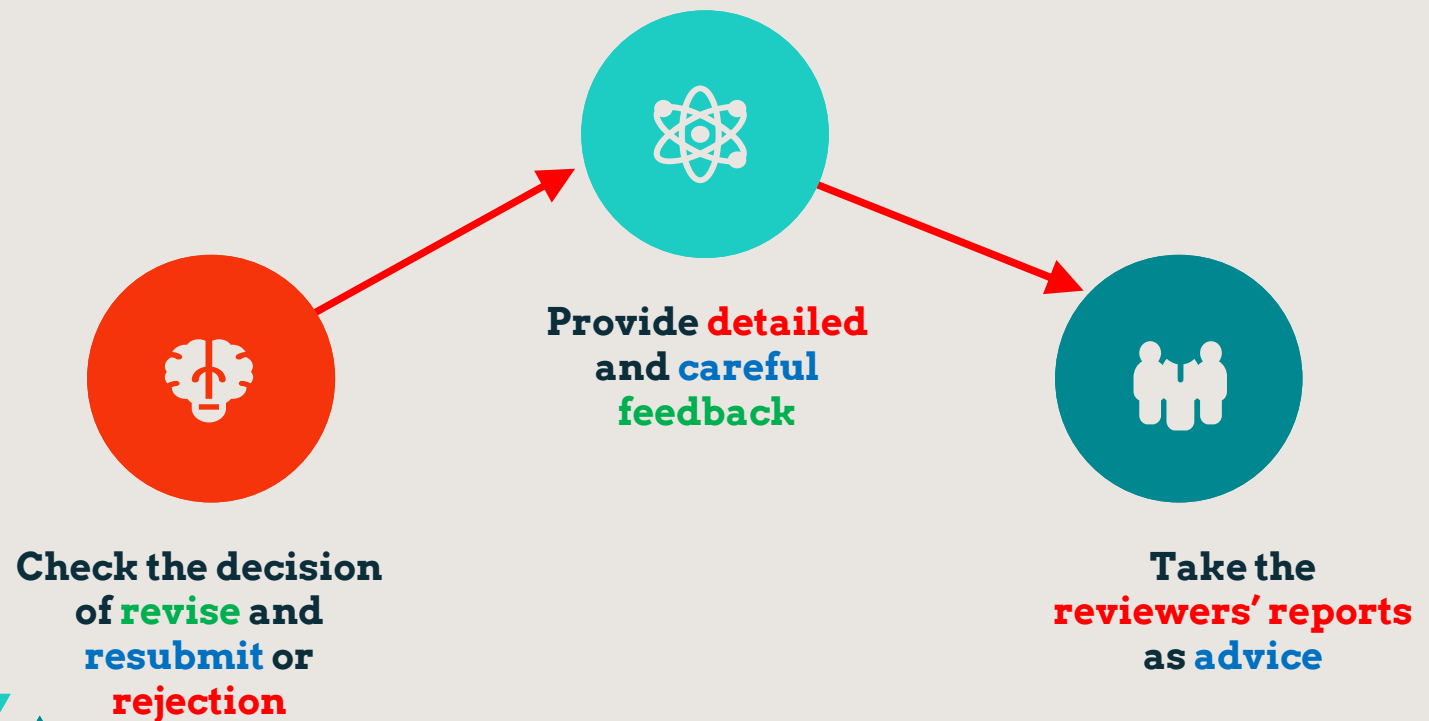


SUBMIT

Tips to **confirm** a journal's credentials and decide if it will help you **reach** the right audience with your research, and make an **impact** on your career.



# TIPS AFTER RECEIVED COMMENTS

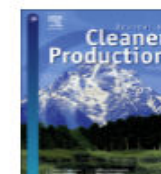




Contents lists available at ScienceDirect

## Journal of Cleaner Production

journal homepage: [www.elsevier.com/locate/jclepro](http://www.elsevier.com/locate/jclepro)



### Examination of peer influence as a moderator and predictor in explaining green purchase behaviour in a developing country

Norazah Mohd Suki <sup>a,\*</sup>, Norbayah Mohd Suki <sup>b</sup>

<sup>a</sup> Othman Yeop Abdullah Graduate School of Business, Universiti Utara Malaysia, 06010, UUM Sintok, Kedah, Malaysia

<sup>b</sup> School of Creative Industry Management & Performing Arts, Universiti Utara Malaysia, 06010, UUM Sintok, Kedah, Malaysia



#### ARTICLE INFO

*Article history:*

Received 18 October 2018

Received in revised form

9 April 2019

Accepted 18 April 2019

Available online 24 April 2019

*Keywords:*

Green products

Consumer behaviour

Peer influence

Perceived deterioration

Environmental concern

Acquisition transaction utility theory

#### ABSTRACT

This study examines the factors affecting consumers' purchasing behaviour in respect of green products in a developing nation. Additionally, it ascertains the moderating effect of peer influence on this relationship. A questionnaire was administered to a group of 400 respondents through the convenience sampling method. Data were analysed via the Partial Least Square-Structural Equation Modelling (PLS-SEM) approach to examine the posited research hypotheses. The PLS-SEM approach revealed that perceived deterioration of environmental problems was the strongest predictor of consumers' purchasing behaviour in respect of green products in a developing nation. This was followed by environmental concern, and then by perceived environmental responsibility, and environmental self-image. Furthermore, the moderating effects varied significantly across peer influence groups. Producers and marketing managers should overtly demonstrate their sensitivity to the need to care for the environment. This requires them to arouse positive environmental awareness among consumers about the deterioration of environmental problems. The originality of the paper is its investigation of peer influence as the moderator and predictor in the proposed theoretical framework, something that has been overlooked in prior studies. The results underpin new and extensive inputs into marketing theory, and enlarge the emergent literature related to consumer green purchasing behaviour in a developing nation. Directions for future research are offered.

© 2019 Elsevier Ltd. All rights reserved.





**NOW / NEXT ???**

**THANK YOU**

azahsuki@yahoo.com

