Waipapa Taumata Rau
University of Auckland

Research Profiles

Increase discoverability, collaboration and funding opportunities

Dahlia Han and Tracey Thomas
Research Services Advisers
Ngā Ratonga Manaaki Rangahau | Research Services
Te Tumu Herenga | Libraries and Learning Services

June 30, 2025

Overview

- Understand the importance of your research profile in academia for collaboration and funding
- Choose profiles platforms to promote your research
- Manage your research profiles

career

funding

collaboration

impact

Why?

"Researchers operate in a system tied to metrics: publications, grants, collaborations and IP. Putting ourselves forward for promotion and having the metrics to do so both require self-promotion. Papers need to be cited. You don’t have collaborators if no one knows you exist."

- Emma Williams, Times Higher Education

Funding

- Demonstrate your research experience to help funding bodies evaluate your expertise
- Funding bodies may assess your application to determine if you or your project team have the capacity to deliver results

Career

- Ensure that your digital presence is polished, professional, and regularly updated.
- Maintain a comprehensive record of your achievements is highly beneficial.

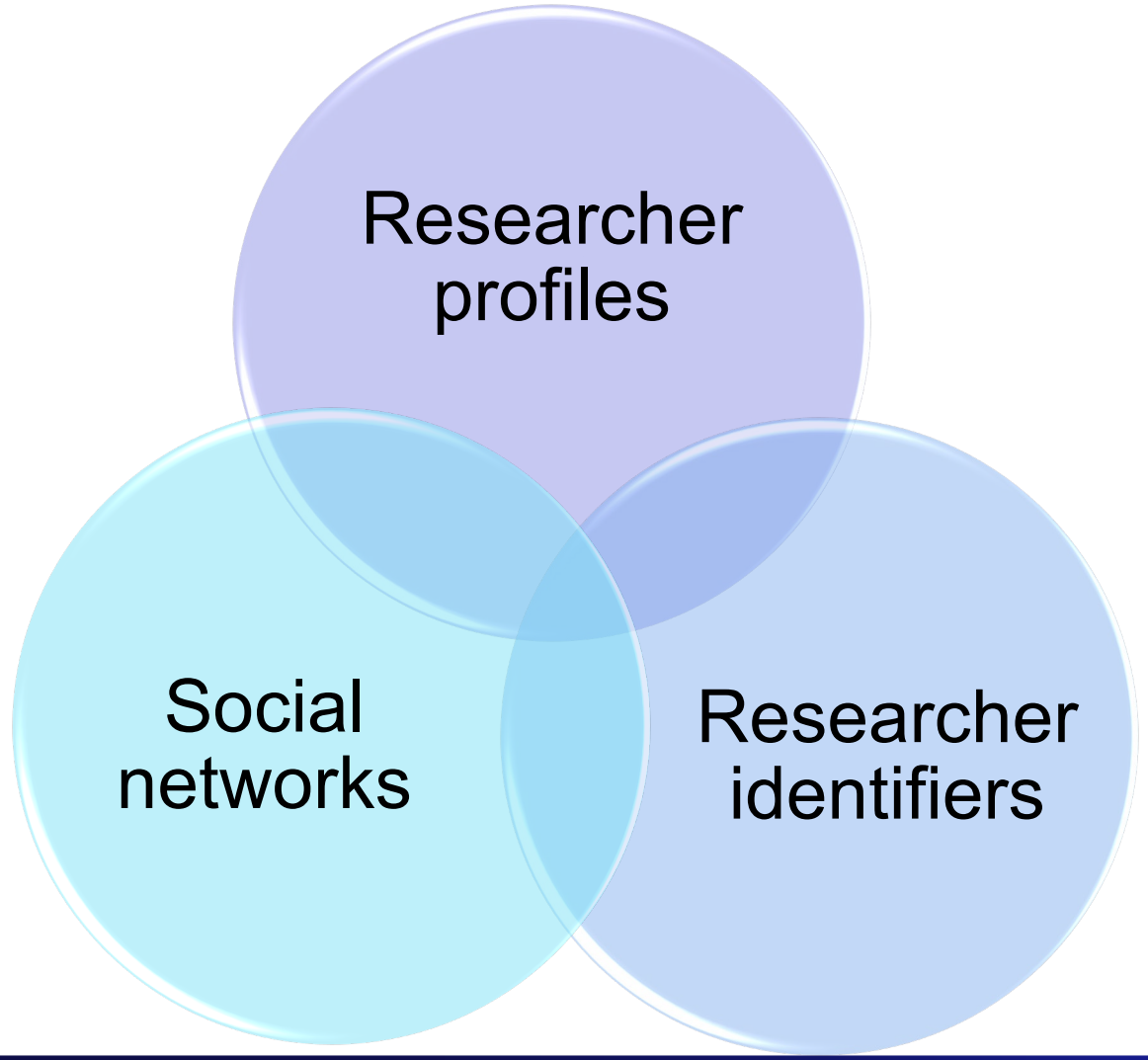
Collaboration

- Research is often collaborative.
- Consider how collaborators can discover your work.
- Your research profile can attract—or deter—potential collaborators.

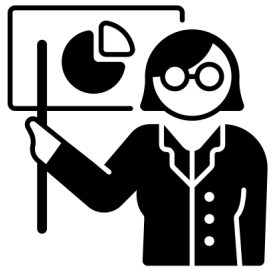
Impact

- Consider the impact your research profiles make
- Ensure your research profiles attracts your intended audiences e.g. policymakers, government, industry and society
- Think about how they will find your research
- Include all the information they need to know about your research expertise

Researcher profiles, identifiers and social networks



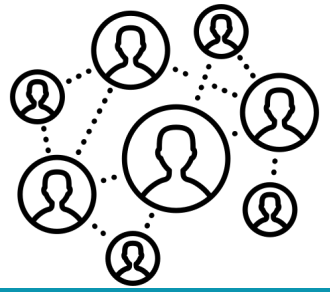
Types of profiles



Academic

Purpose
Track publications and associated metrics (e.g. citations and co-authors)

Examples
ORCID, Google Scholar, Scopus



Hybrid

Purpose
Networking, promotion, and some can also track publications and metrics

Examples
LinkedIn, ResearchGate, SSRN

Social

Purpose
Sharing, outreach, engagement, networking, self-promotion

Examples
X, Bluesky, Threads, Instagram, TikTok

Platform Types

ORCID

Google Scholar

Scopus

Web of Science™

University of Auckland Waipapa Taumata Rau New Zealand Discovery Profiles

LinkedIn

ResearchGate

SSRN

Bluesky

Instagram

Threads

TikTok

YouTube

Academic
(Publications & metrics)

Hybrid
(Academic & social network)

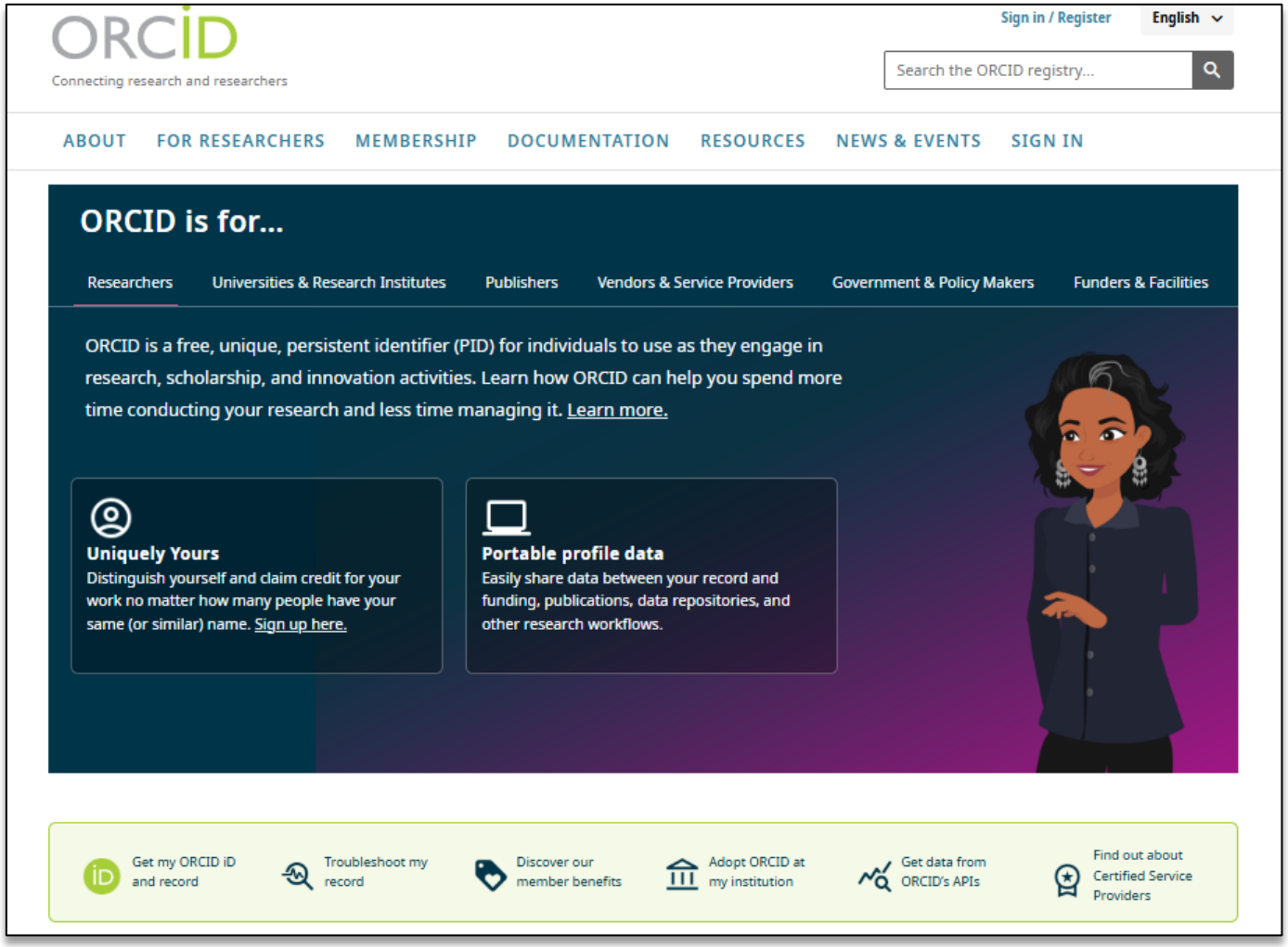
Social
(outreach)

What profile platforms do you already use?

Share in the chat your recommendations for researchers in your academic discipline

What is ORCID?

- **ORCID** – Open Researcher and Contributor ID.
- **ORCID iD** – A free, unique 16-digit persistent identifier for researchers.
- **ORCID record** – A profile that stores and links all your research to your ORCID iD.



Why ORCID?

ORCID can help eliminate name ambiguity

Publishers, databases and organisations use ORCID to link publications

Funders require your ORCID

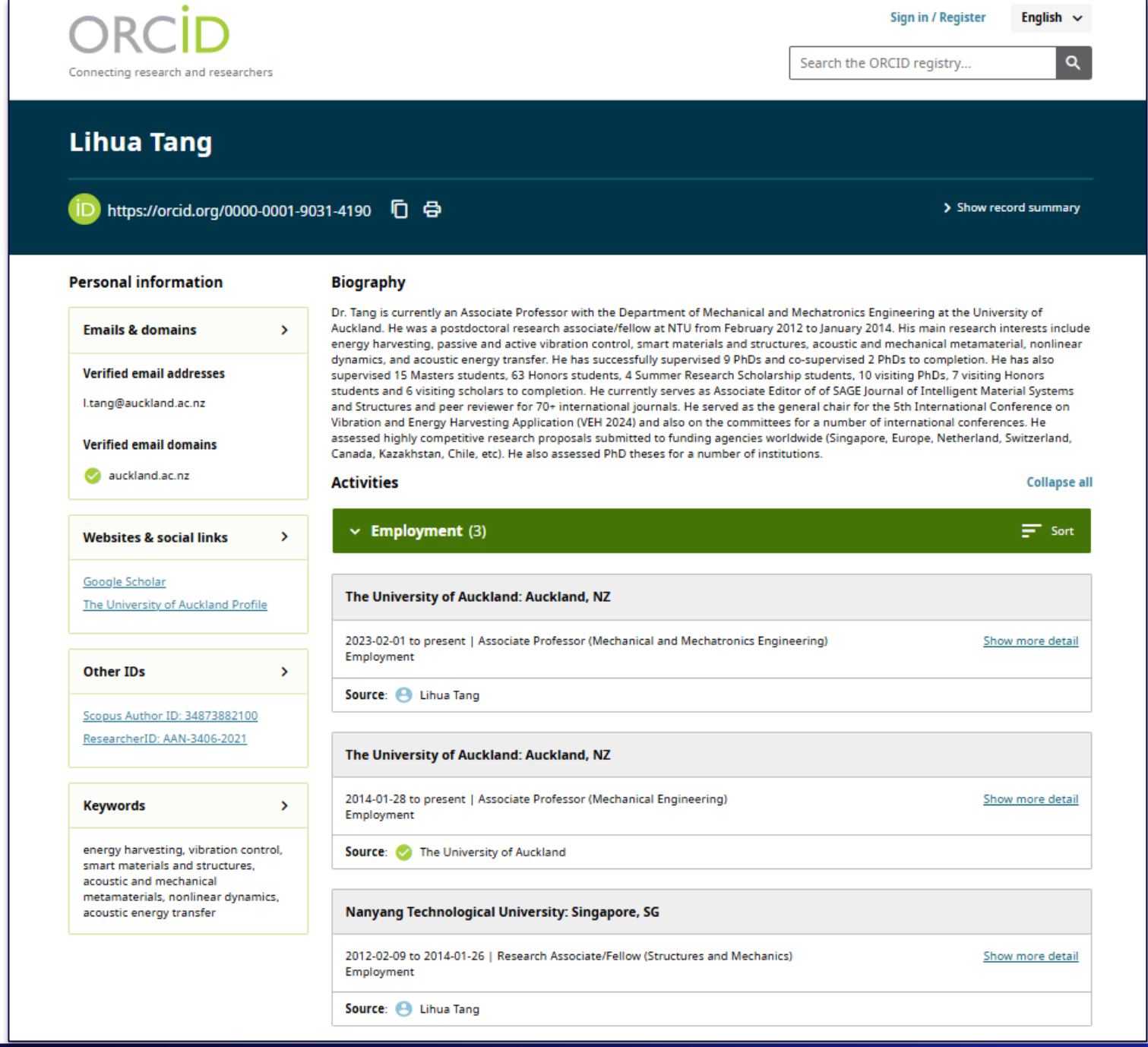
You can connect your ORCID to trusted organisations

ORCID increases discoverability and raises research visibility

Your ORCID record will continue to exist when you leave an organisation

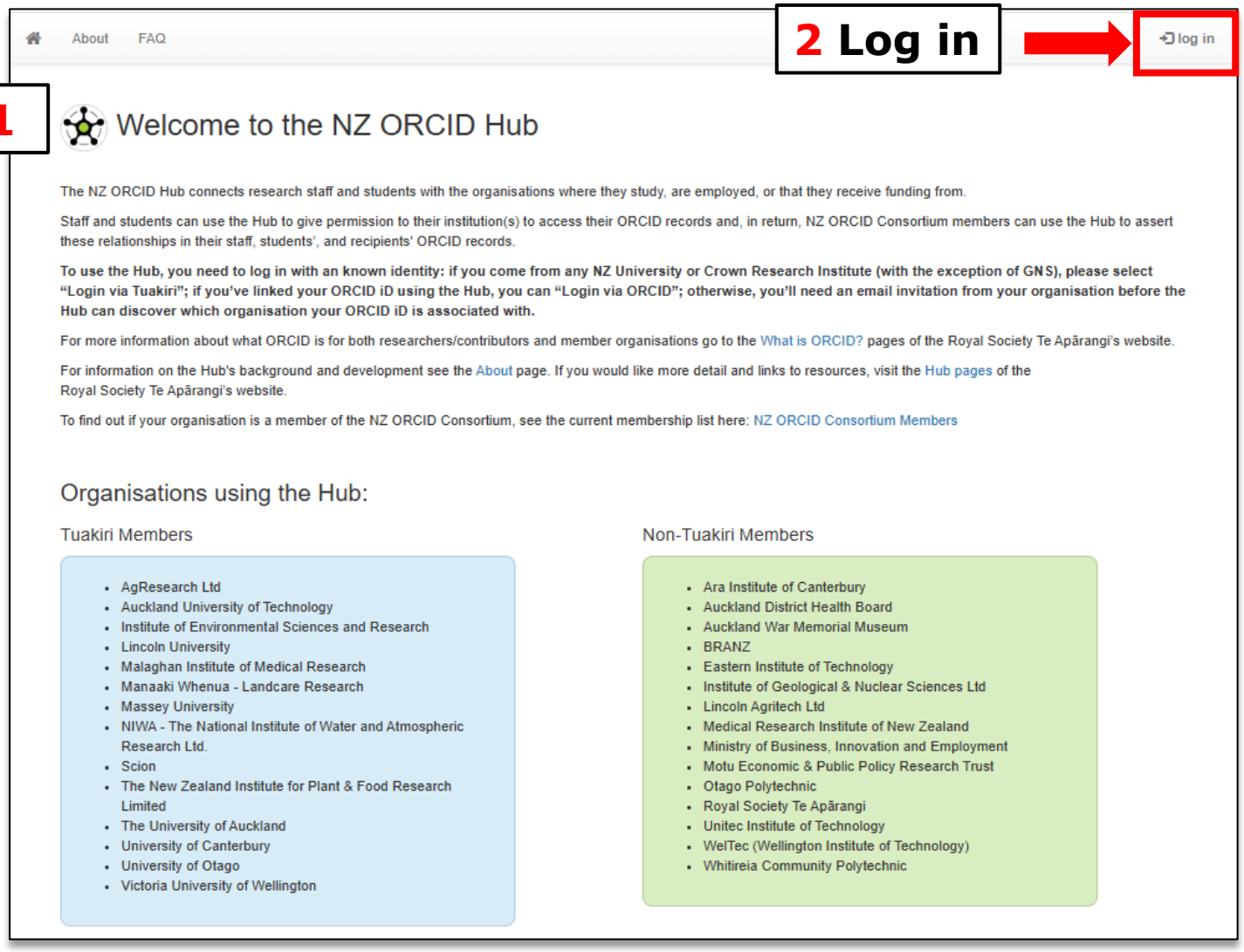
ORCID Profile

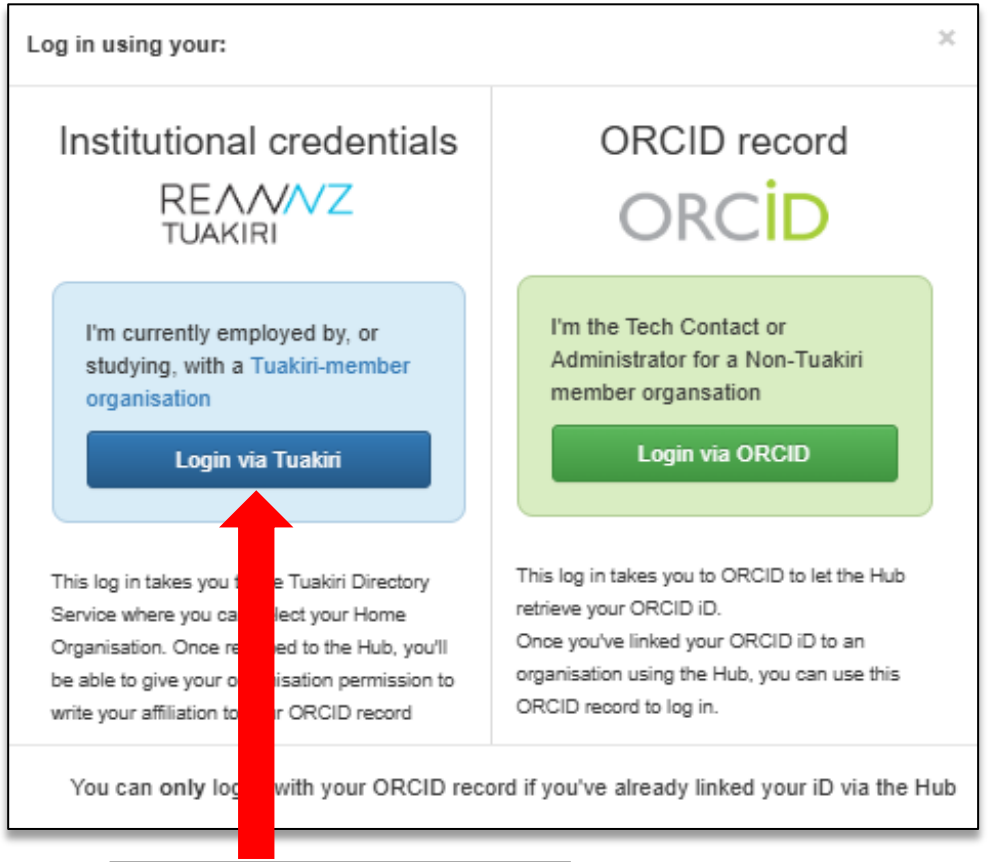
- Create an ORCID and make it visible for everyone
- Connect your ORCID to NZ ORCID Hub
- Enhance your ORCID to optimize your research expertise and experience for funders and collaborators



Connecting with NZ ORCID Hub

NZ ORCID Hub: https://orcidhub.org.nz/

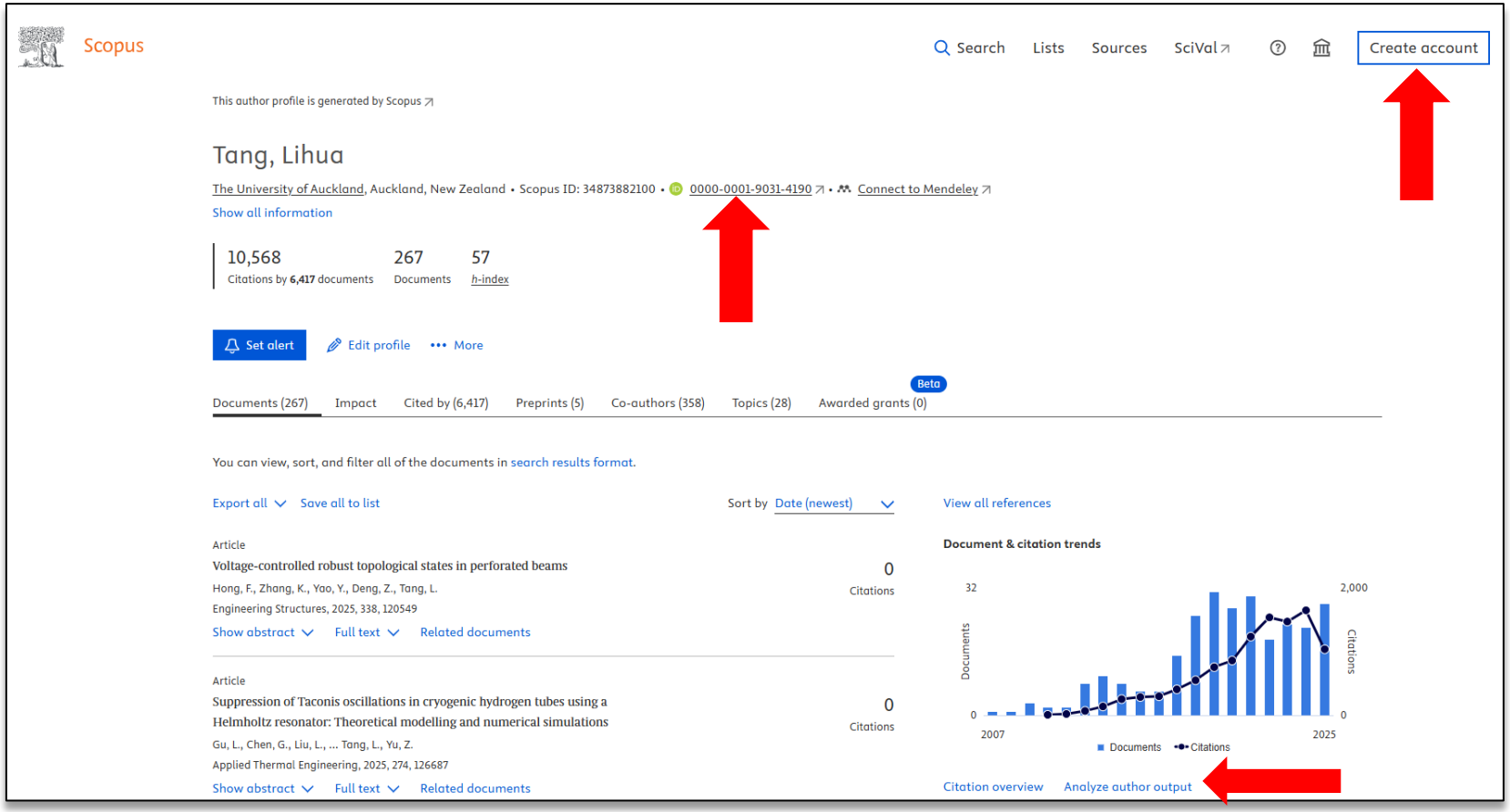




3 Login via Tuakiri

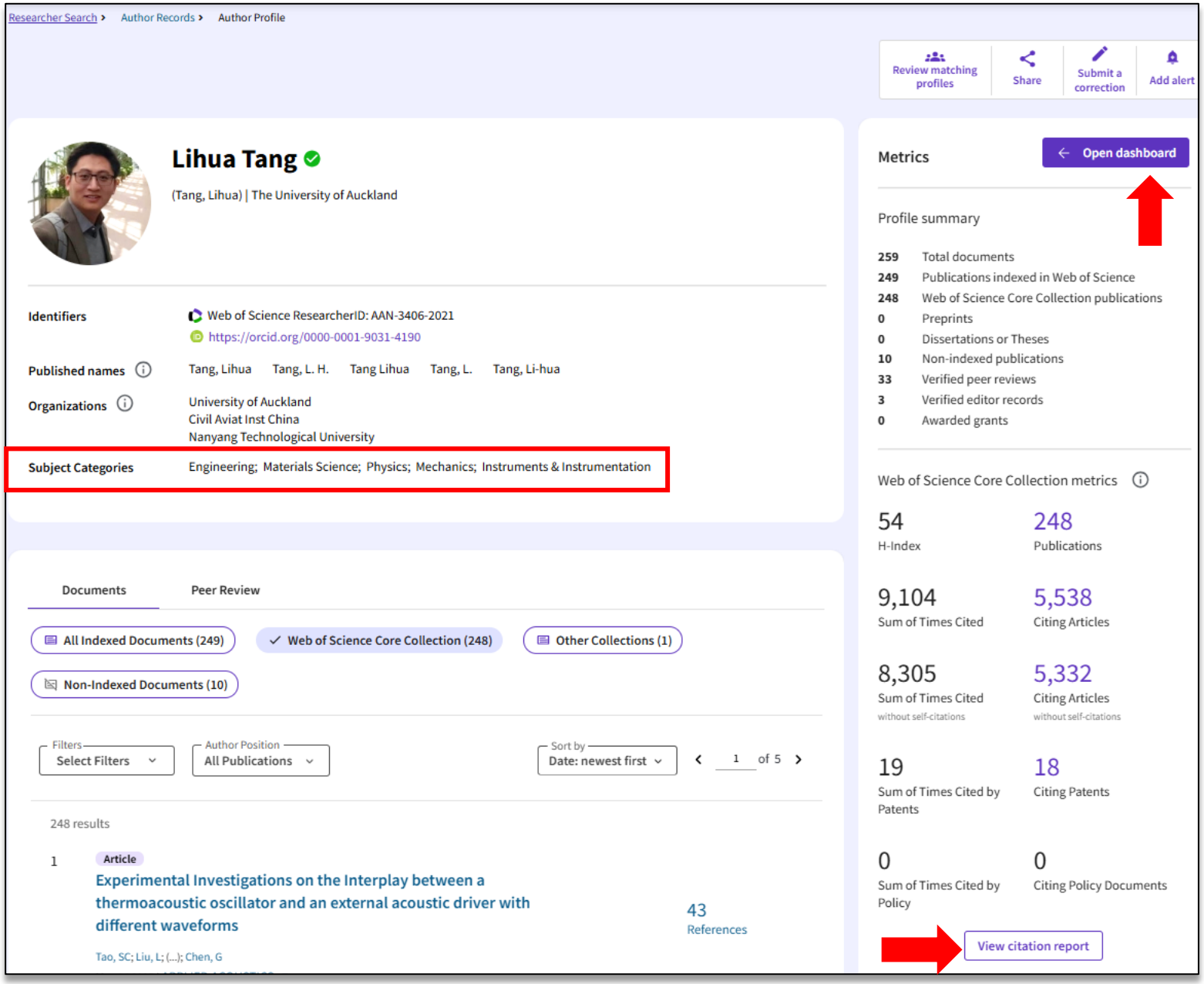
Scopus author ID profile

- List of publications indexed by Scopus
- Citation metrics: total citations and h-index
- Collaborations
- Connect your Scopus profile with your ORCID



Web of Science ResearcherID profile

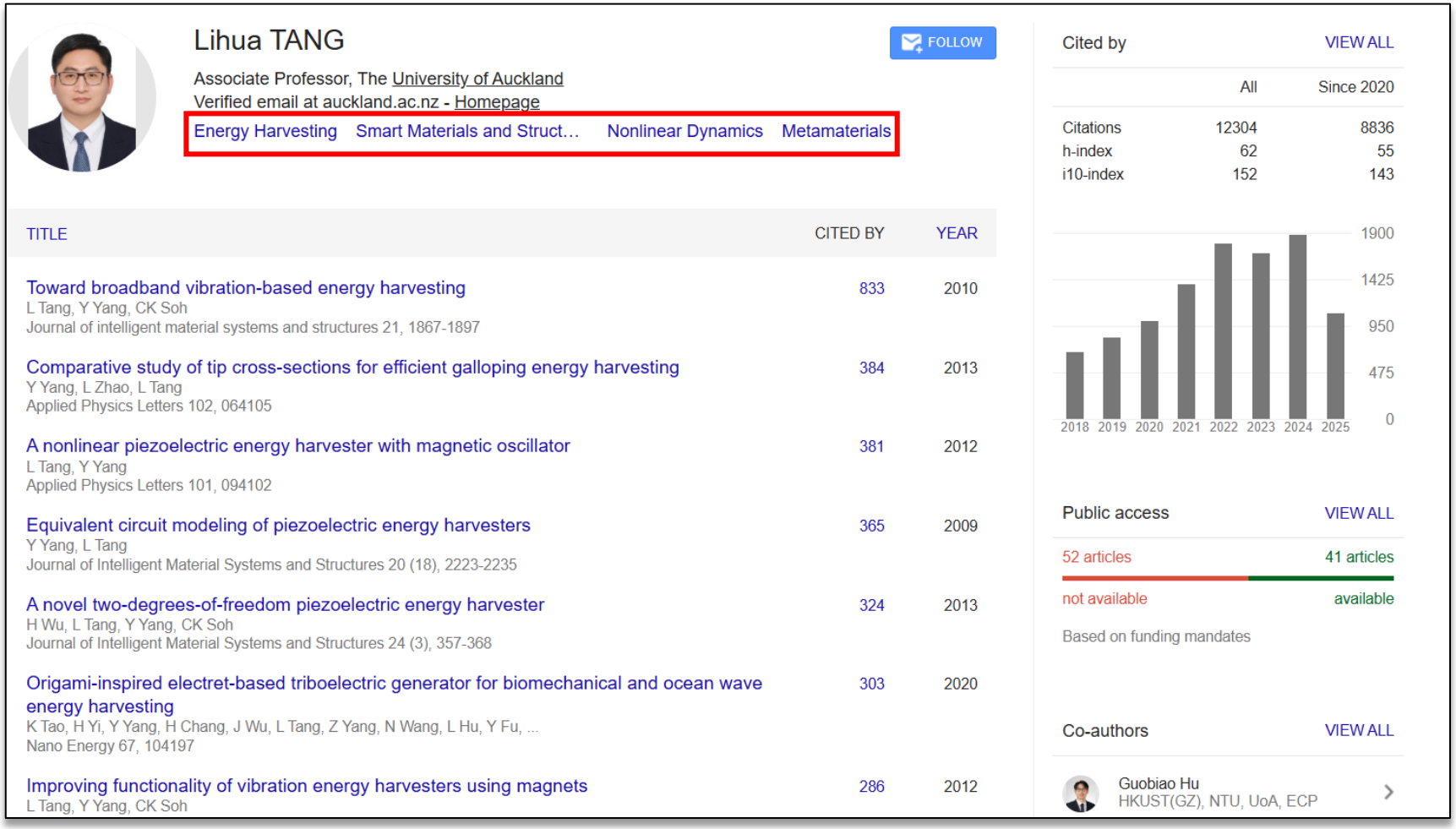
- List of publications indexed by Web of Science
- Citation metrics: total citations and h-index
- Connect your Web of Science ResearcherID with your ORCID



Google Scholar profile

- Link to your ORCID or Institutional profile
- Include research keywords
- List of publications including preprints
- Citation metrics

citation data may not be reliable



Lihua TANG

FOLLOW

Associate Professor, The University of Auckland
Verified email at auckland.ac.nz - Homepage

Energy Harvesting | Smart Materials and Struct… | Nonlinear Dynamics | Metamaterials

TITLE	CITED BY	YEAR
Toward broadband vibration-based energy harvesting L Tang, Y Yang, CK Soh Journal of intelligent material systems and structures 21, 1867-1897	833	2010
Comparative study of tip cross-sections for efficient galloping energy harvesting Y Yang, L Zhao, L Tang Applied Physics Letters 102, 064105	384	2013
A nonlinear piezoelectric energy harvester with magnetic oscillator L Tang, Y Yang Applied Physics Letters 101, 094102	381	2012
Equivalent circuit modeling of piezoelectric energy harvesters Y Yang, L Tang Journal of Intelligent Material Systems and Structures 20 (18), 2223-2235	365	2009
A novel two-degrees-of-freedom piezoelectric energy harvester H Wu, L Tang, Y Yang, CK Soh Journal of Intelligent Material Systems and Structures 24 (3), 357-368	324	2013
Origami-inspired electret-based triboelectric generator for biomechanical and ocean wave energy harvesting K Tao, H Yi, Y Yang, H Chang, J Wu, L Tang, Z Yang, N Wang, L Hu, Y Fu, ... Nano Energy 67, 104197	303	2020
Improving functionality of vibration energy harvesters using magnets L Tang, Y Yang, CK Soh	286	2012

Cited by VIEW ALL

	All	Since 2020
Citations	12304	8836
h-index	62	55
i10-index	152	143

Public access VIEW ALL

52 articles 41 articles
not available available

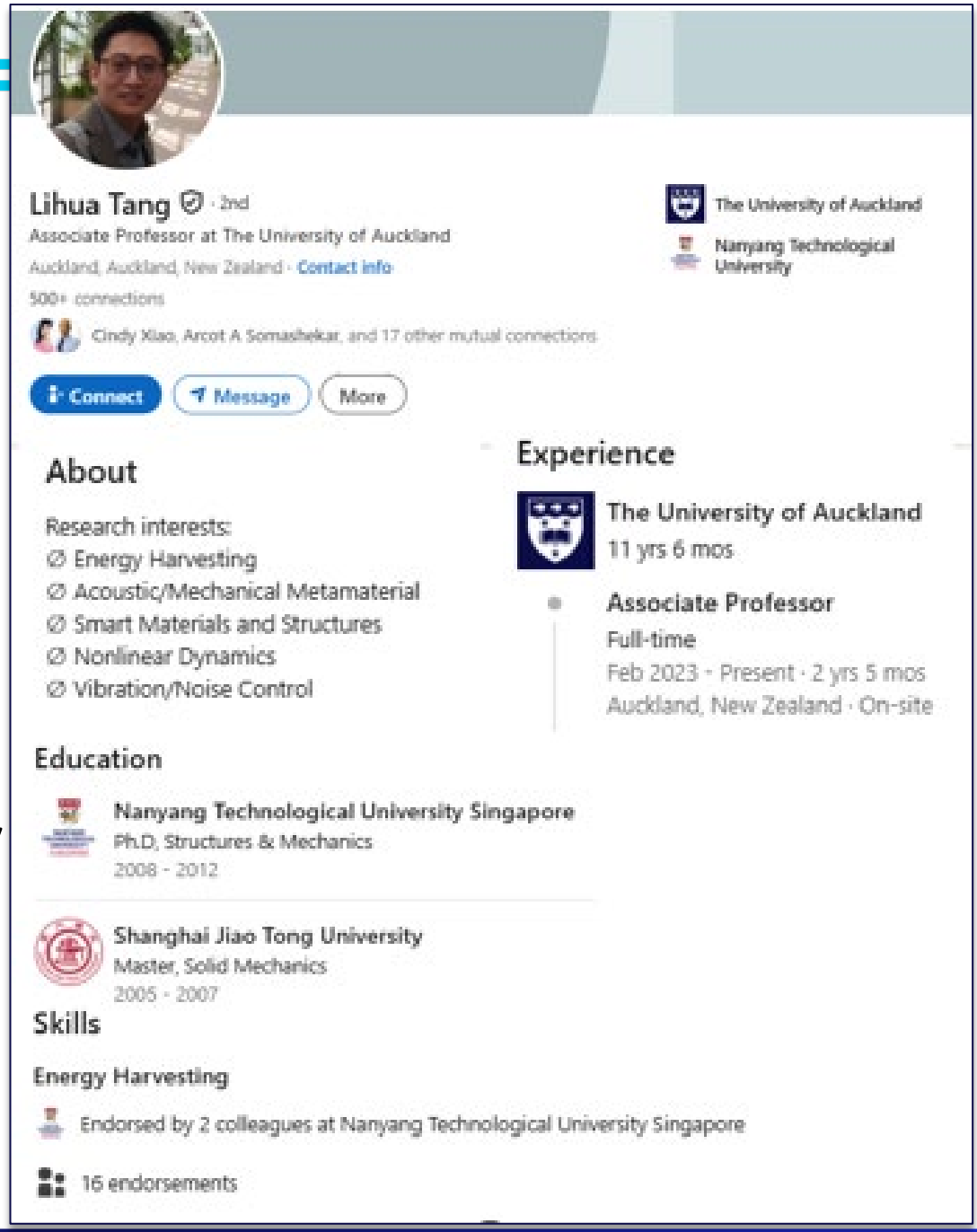
Based on funding mandates

Co-authors VIEW ALL

Guobiao Hu
HKUST(GZ), NTU, UoA, ECP

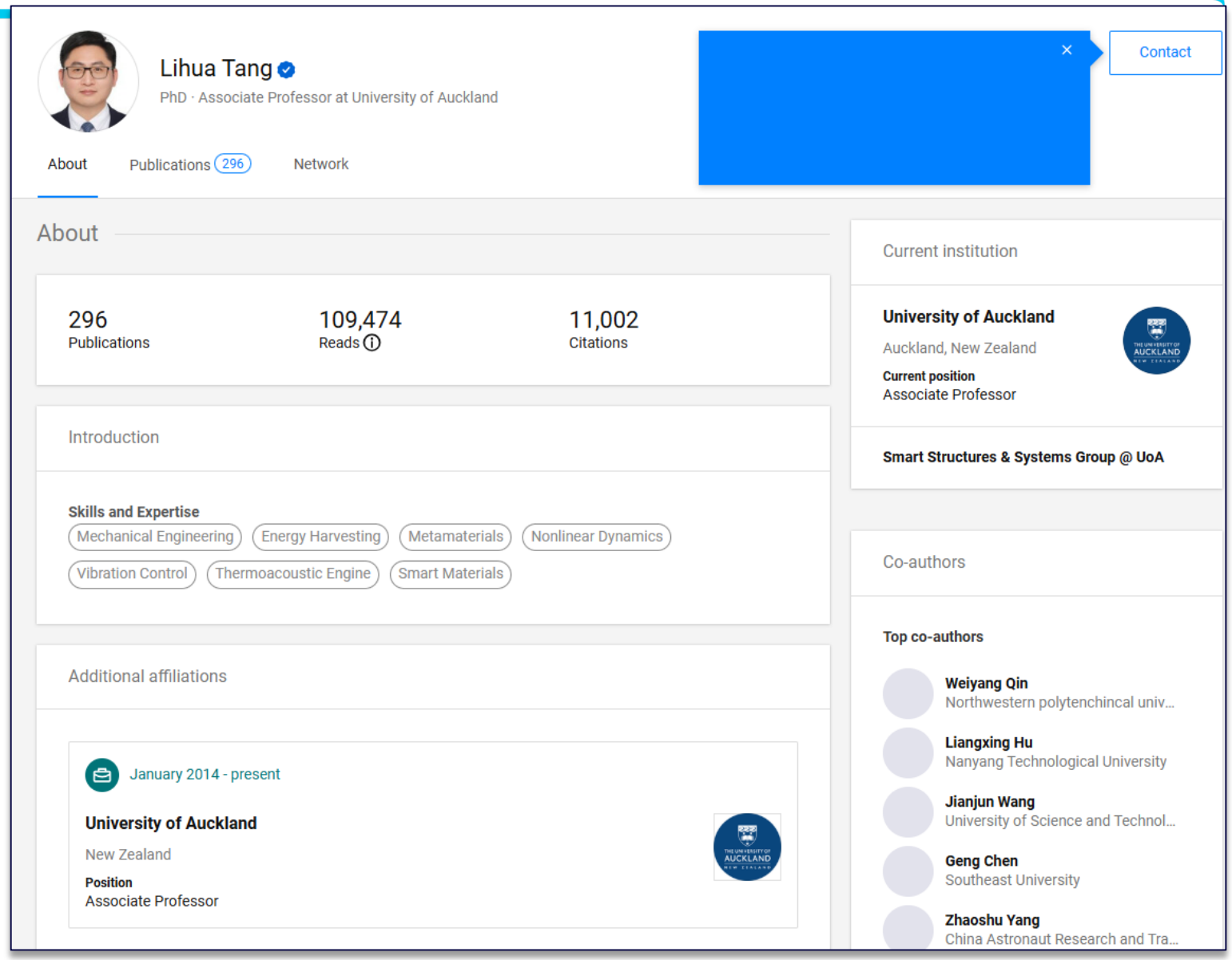
LinkedIn profile

- Link to your other profiles
- Include research interests, experience, education and skills
- Add your publications
- Add your academic social media activity posts



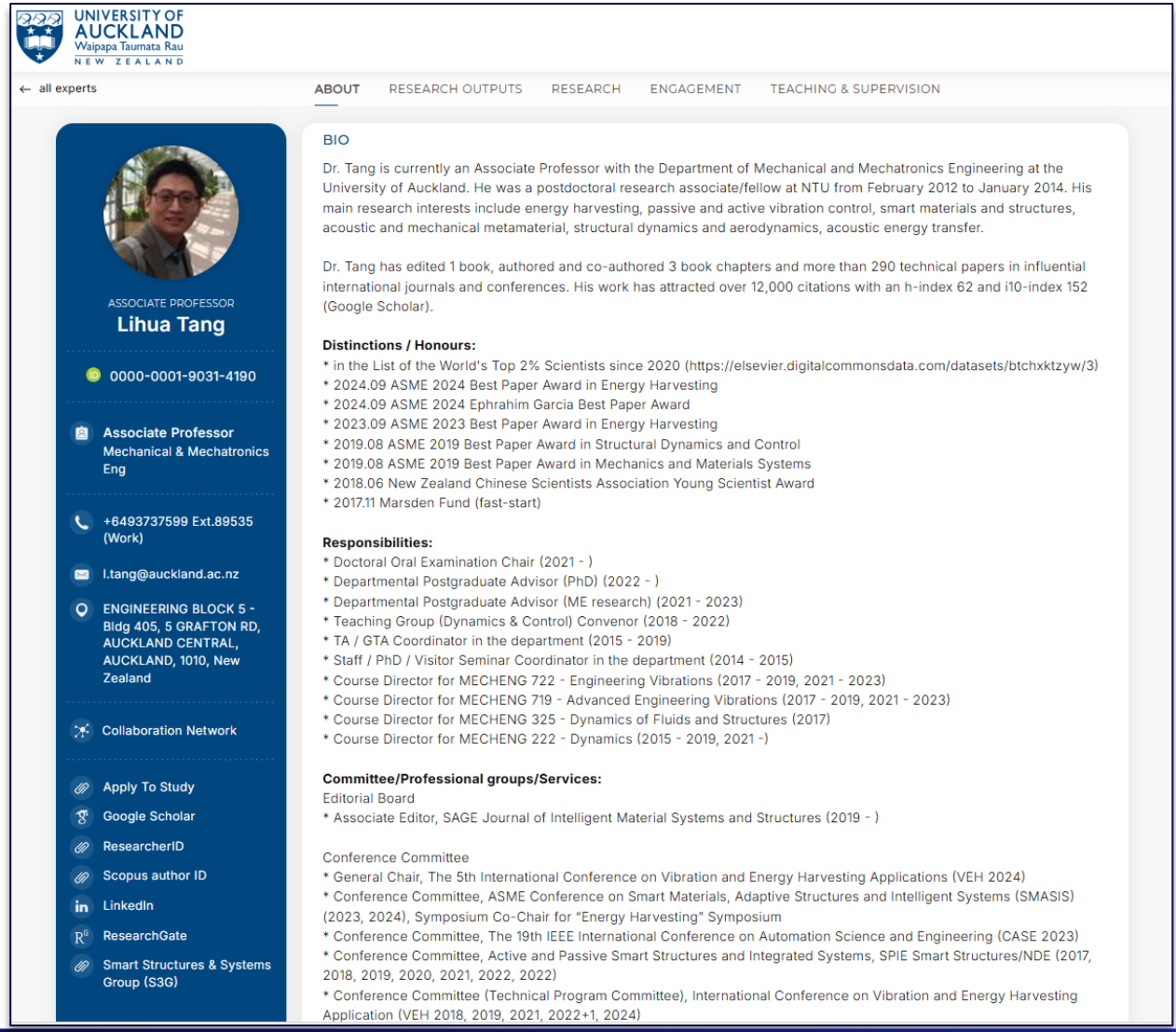
ResearchGate profile

- Add your ORCID
- Include skills and expertise keywords
- Add your publications

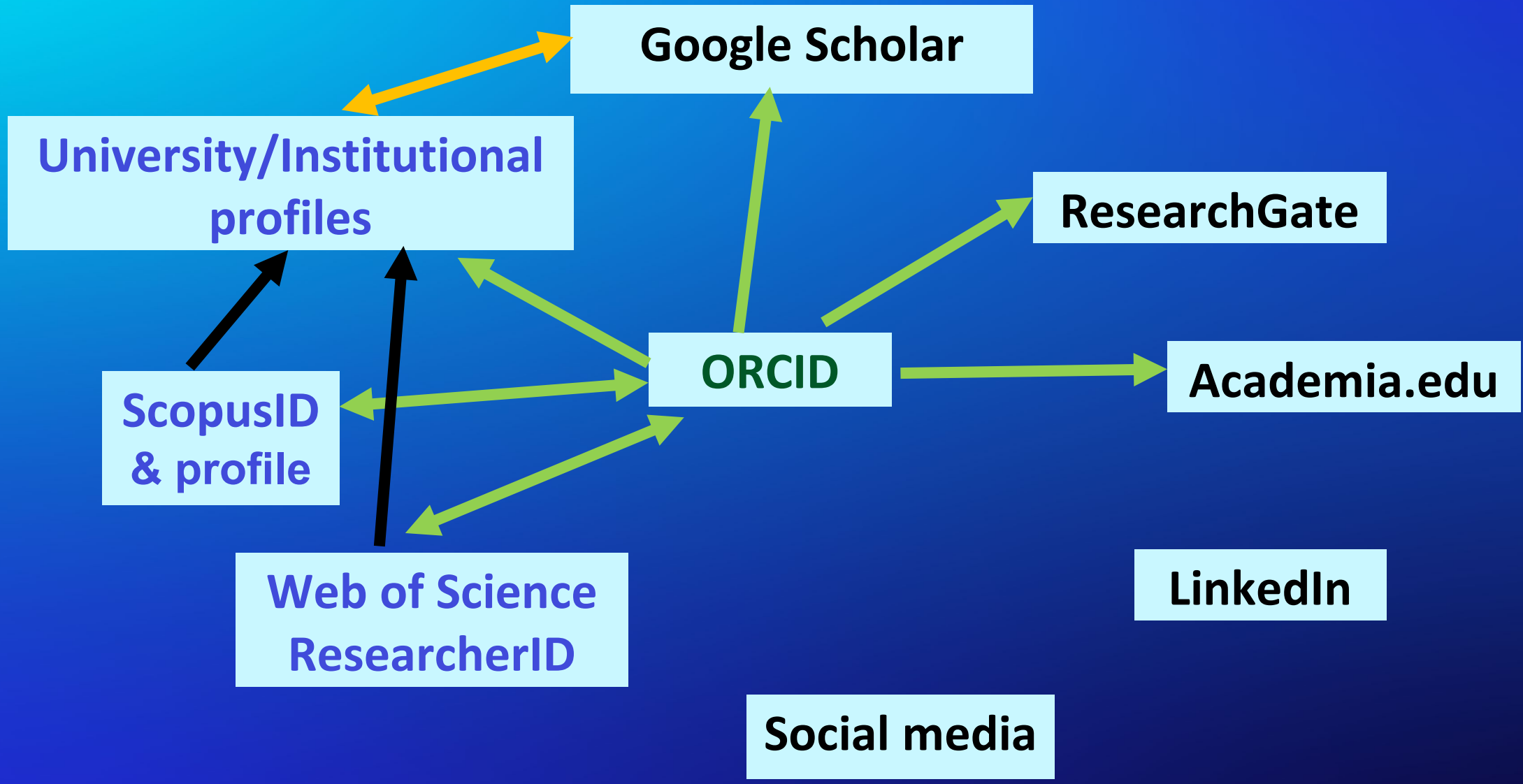


University or institutional profile

- Include a Bio
- Use bold headings and bullet points
- Add your ORCID and other research profiles
- Add your publications, research interests
- Include your research groups

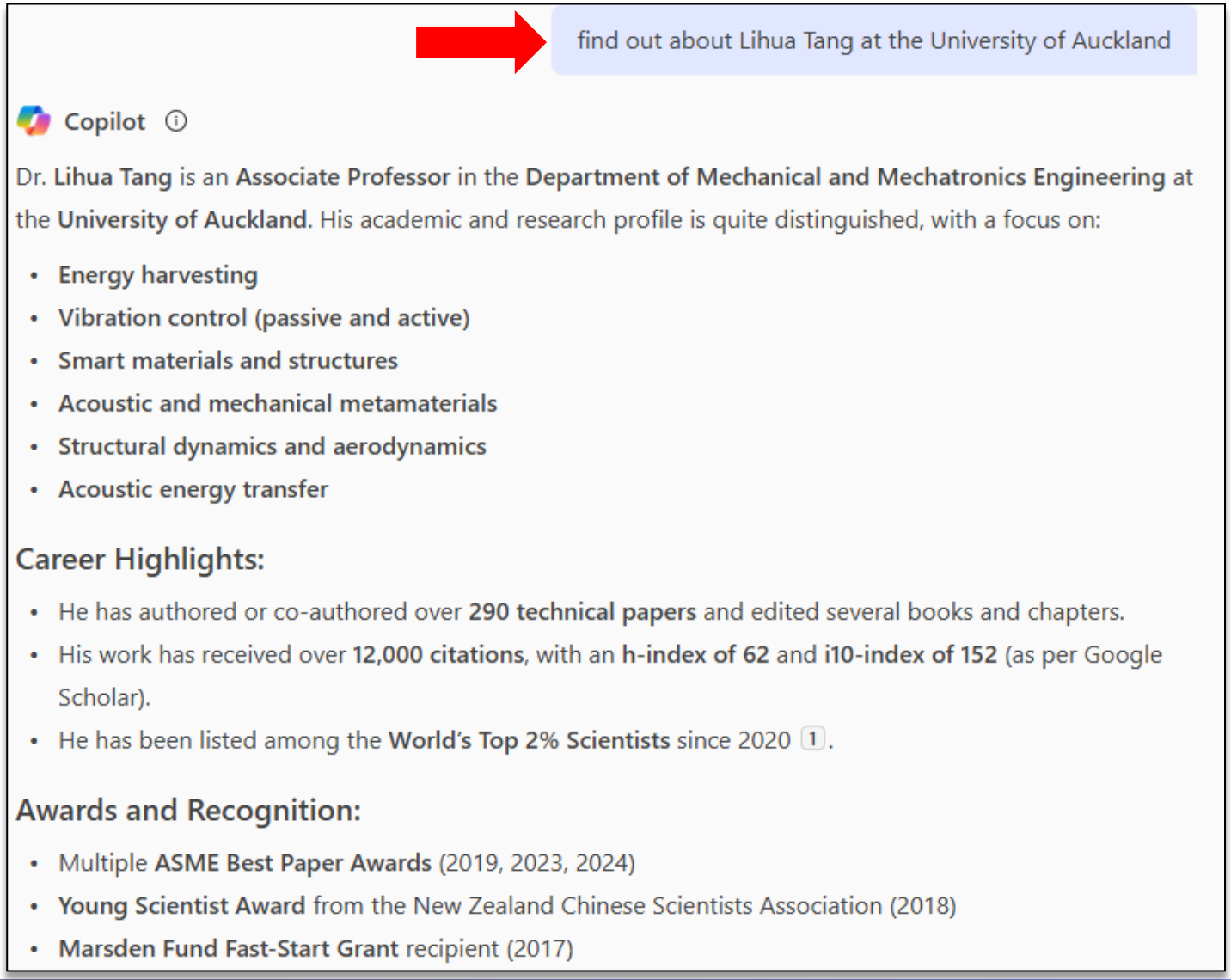


Connect your profiles



Searching for researchers using GenAI tools - Copilot

- GenAI tools help find researcher profiles
- Copilot used Lihua Tang's university profile
- These tools summarise information from researcher profile bullet points
- Keep profiles updated for accuracy



Searching for researchers using GenAI tools - Perplexity

- Perplexity is a popular GenAI tool for research
- Perplexity used Lihua Tang's institutional profile, Google Scholar profile, LinkedIn profile and other profiles as sources

find out about Lihua Tang at the University of Auckland

Answer · Sources · 8 · Steps

profiles.auckland.ac
Lihua Tang Profile | University of Auckland

scholar.google.com
Lihua TANG - Google Scholar

Dr. Lihua Tang
Dr. Lihua Tang | Smart Structures & Systems...

linkedin
Lihua Tang - The University of Auckland - LinkedIn

Lihua Tang at the University of Auckland

Position and Department

- Dr. Lihua Tang is an Associate Professor in the Department of Mechanical and Mechatronics Engineering at the University of Auckland [1] [3] [4].

Education

- PhD in Structures & Mechanics, Nanyang Technological University, Singapore (2011)
- MEng in Solid Mechanics, Shanghai Jiao Tong University, China (2007)
- BEng in Engineering Mechanics, Shanghai Jiao Tong University, China (2005) [3] [4] [5]

Career Progression

- Associate Professor, University of Auckland (2023–present)
- Senior Lecturer (above bar), University of Auckland (2020–2023)
- Senior Lecturer, University of Auckland (2018–2020)
- Lecturer, University of Auckland (2014–2018)
- Research Fellow and Research Associate, Nanyang Technological University, Singapore (2012–2014) [3] [4]

Research Interests

- Energy harvesting
- Smart materials and structures
- Nonlinear dynamics
- Acoustic and mechanical metamaterials
- Vibration control
- Thermoacoustic engines [2] [3] [4] [5]

Academic Impact

- Dr. Tang has authored or co-authored more than 100 technical papers, including over 60 journal articles [5].
- His work is highly cited, with more than 12,000 citations according to Google Scholar [2].

Publishing Tips

ORCID

- Register for an ORCID iD
- Connect with NZ ORCID Hub
- Link it to all your research profiles
- Include your ORCID every time you submit your paper to a publisher

Name

- Use a consistent name format when publishing (e.g., J. Doe)
- Always include your full, correct affiliation (e.g., J. Doe, Liggins Institute, Waipapa Taumata Rau | University of Auckland, New Zealand)

DOI

- DOI = Digital Object Identifier
- Ensure all your publications have DOIs
- Use DOIs when promoting your work to track impact (e.g., Altmetric)

Make a plan

- Define your goals
- Pick your platforms
- Make a schedule

Considerations when setting up profiles

- How much information do you want to disclose?
- Whether you have the rights to share published materials?
- How many notifications you wish to receive?
- How reliable are the citation metrics?

Actions

Today

- Sign up for ORCID
- Link ORCID to your existing research profiles
- Connect your ORCID via NZ ORCID Hub

- Set Your Goals:
  - Short-term
  - Long-term

This week

- Explore different platforms
- Explore your colleagues' research profiles
- Update your other research profiles
- Participate in online community discussions

This month

- Choose the platforms you will actively use
- Set a schedule for updating your profiles
- Add your new publications, events and project activities into your ORCID and other profiles, e.g. LinkedIn

What research profile information is already online about you?

- Google your name
- Can you find your own profiles?
- Are there other researchers with your name?

Resources

- ORCID and Researchers
- NZ ORCID Hub
- Scopus author ID
- Web of Science Researcher profiles
- Web of Science Researcher Profiles online course

- Questions?