

## OPTIMISING GOOGLE SCHOLAR INDEXATION: A STRATEGY TO IMPROVE LECTURERS' ACADEMIC REPUTATION

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### Abstract

This study aims to analyse the effect of optimising Google Scholar indexation on improving the academic reputation of lecturers. The method used is literature. The results showed that the use of relevant keywords, regular profile updates, and managing references with reference management applications contributed significantly to increasing the visibility and citation of lecturers' academic work. This has a positive impact on individual and institutional reputation. This research suggests that modern academic activities should embrace indexation technology to increase global scholarly reach and influence, as well as strengthen professional networks within the academic community.

**Keywords:** Optimisation, Google Scholar Indexation, Strategy, Lecturer Academic Reputation.

### Introduction

In today's digital era, a lecturer's academic reputation is not only measured by the quality of teaching and research conducted physically or within the academic environment, but also by the visibility and accessibility of his/her works on digital platforms, such as Google Scholar. (Liu et al., 2021). Google Scholar is a specialised search engine that allows individuals to widely access academic literature, including journal articles, conferences, dissertations, and other academic resources. The presence and activity of a lecturer in Google Scholar is one of the important barometers that show his academic reputation (Su et al., 2022).

A strong academic reputation not only benefits individual lecturers, such as in terms of promotion, professional image enhancement, and research collaboration opportunities, but also has a positive impact on the reputation and ranking of their educational institutions. (Sitopu et al., 2024); (Fawait et al., 2024). One of its most important aspects is its influence on the quality of academic education and research. A strong academic reputation indicates not only the quality of teaching but also the relevance and impact of the research conducted by the lecturer. This greatly influences the ability of higher education institutions to attract quality students and researchers, and to secure funding for research. (Saad & Zainudin, 2022).. In addition, with the widespread use of digital platforms in knowledge dissemination, lecturers' presence in the digital world helps in extending the reach of learning and research to a wider audience (Kusmaryono et al., 2021)..