

# **How to manage your Digital Academic Identity**

## INTRODUCTION

A researcher's identity is no longer confined to a single institution, publication, or database. Today, **scientific visibility is built across multiple digital platforms** that collect, organize, and disseminate academic output. As a result, researchers often have a presence in various systems such as **ORCID, Web of Science, Scopus, Google Scholar, and other scholarly databases.**

Managing this digital identity effectively is essential for ensuring that **research outputs are correctly attributed, easily discoverable, and accurately represented.** Scientific visibility can therefore be understood as a multi-step process that begins with understanding one's digital footprint and continues through the creation, maintenance, and synchronization of author profiles across different platforms.

The process can be divided into **five stages**:

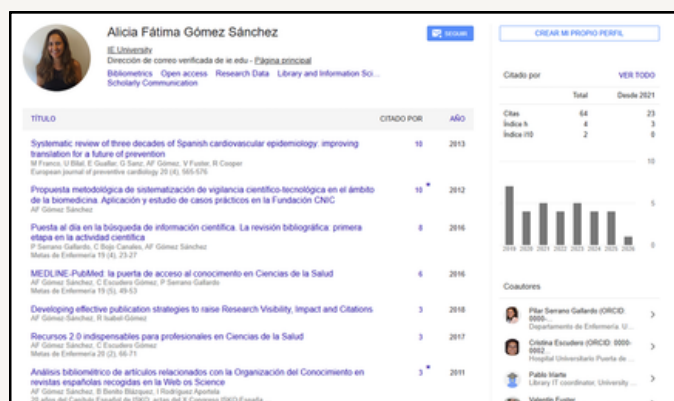
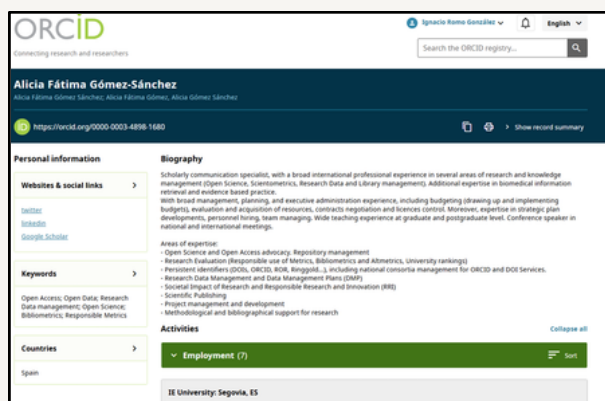
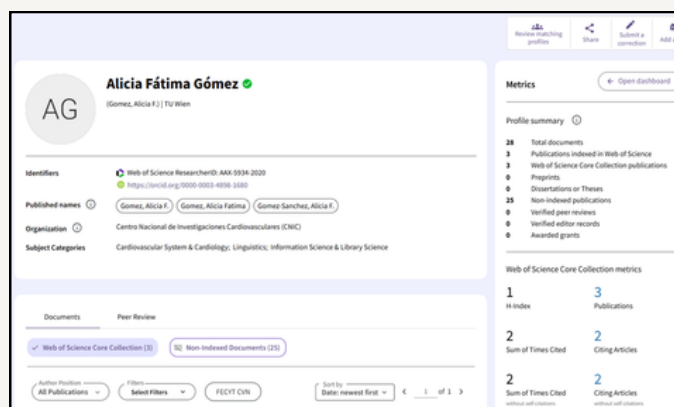
1. **Analysing** the **digital footprint.**
2. **Defining** an **academic signature.**
3. Creating and **managing an ORCID profile.**
4. Creating and **maintaining profiles** in major academic databases.
5. **Cultivating** and preserving a coherent **academic reputation.**

## Scientific visibility: a multi-step process

Your identity as a researcher isn't confined to just one place:



# How a good profile should look like:



## STEP 0: ANALYSE YOUR DIGITAL FOOTPRINT

The first step is understanding **how you already appear online**. A simple search of your name in Google often reveals a variety of profiles, publications, institutional pages, and references. The **issue** is not necessarily being present in many places; rather, it is the **lack of consistency between those places that can create problems**.

Researchers frequently have profiles distributed across different platforms, each containing varying levels of information. Ideally, **these profiles should present a coherent image of the researcher** by displaying the same name, institutional affiliation, and publication record whenever possible. Consistency improves discoverability and reduces confusion among readers, collaborators, and evaluators.

# STEP 1: DECIDE WHAT YOUR ACADEMIC SIGNATURE WILL LOOK LIKE

The foundation of scientific visibility is a **consistent academic signature**. Although choosing how to write one's name may seem trivial, it has significant consequences for the way databases identify and group publications.

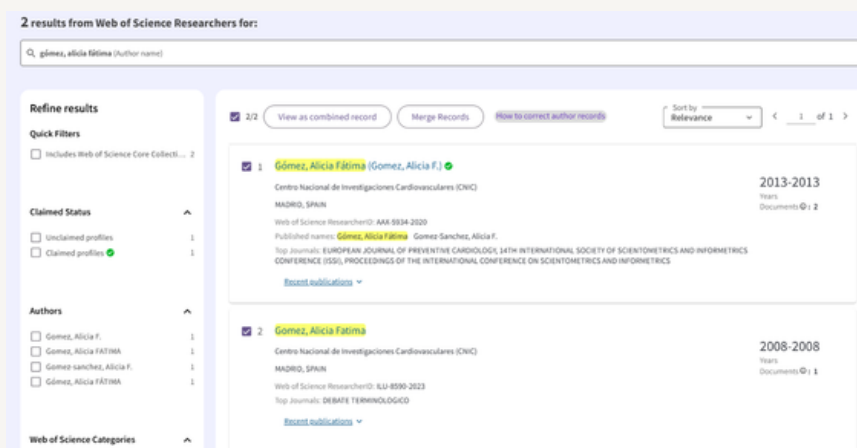
Many researchers inadvertently use different versions of their names throughout their careers. **Variations involving initials, accents, hyphenation, or surname order can lead databases to interpret these versions as different individuals.** As a consequence, publications may become scattered across multiple profiles.



- Gómez Sánchez, Eduardo
- Gomez Sanchez, Eduardo
- Sanchez, Eduardo G.
- G. Sánchez, Eduardo
- Gómez S., Eduardo



- Gómez-Sánchez,  
Eduardo – IE University



To avoid fragmentation, **researchers should decide on a preferred form of their name before publishing** and use it consistently in all scholarly outputs. In cases where surnames are common, combining them with a hyphen may help create a more distinctive academic identity.

Even when researchers are consistent, databases may still generate duplicate profiles due to algorithmic limitations. Nevertheless, maintaining a stable academic signature significantly reduces the likelihood of errors.

# Standardizing Institutional Affiliation

**Consistency should also extend to institutional affiliation.** Researchers affiliated with IE University, for example, should always use the official institutional name when publishing.

If authors use different variations of the institution's name, databases may create separate institutional profiles, **fragmenting the university's research output**. This can affect institutional visibility, research assessment exercises, and university rankings.

A standardized affiliation contributes not only to individual visibility but also to the accurate representation of the institution's scholarly activity.

**IE Universidad**  
C/ Cardenal Zúñiga, 12., Segovia, Segovia, Spain © 60109034

2608 Documents | 246 Authors

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| Documents                                                                                                           |                                                |
|---------------------------------------------------------------------------------------------------------------------|------------------------------------------------|
| Affiliation name                                                                                                    | Affiliation Institution City Country/Territory |
| <input type="checkbox"/> 1 IE Business School<br>IE Business School                                                 | 1726 1726 Madrid Spain                         |
| <input type="checkbox"/> 2 IE School of Human Sciences and Technology<br>IE School of Human Sciences and Technology | 39 39 Segovia Spain                            |
| <input type="checkbox"/> 3 IE School of International Relations<br>IE School of International Relations             | 9 9 Segovia Spain                              |

**IE Business School**  
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| Subject area                        | Documents |
|-------------------------------------|-----------|
| Business, Management and Accounting | 1,198     |
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| Social Sciences                     | 406       |

**Subject trends**

**Incorrect affiliation.** The correct name should be “IE Universidad” or “IE University”

## STEP 2: CREATE AN ORCID AND MANAGE IT

Once a researcher has established a consistent name and affiliation, the **next step is obtaining a unique identifier**. [ORCID](#) (Open Researcher and Contributor ID) provides precisely this function.

ORCID assigns **each researcher a permanent identifier** that remains constant throughout their academic career, regardless of institutional changes, name changes, or disciplinary transitions. It can be considered a form of academic passport that uniquely identifies its holder.

Today, many journals, funding agencies, and research projects **require authors to provide an ORCID** when submitting publications or applying for grants.

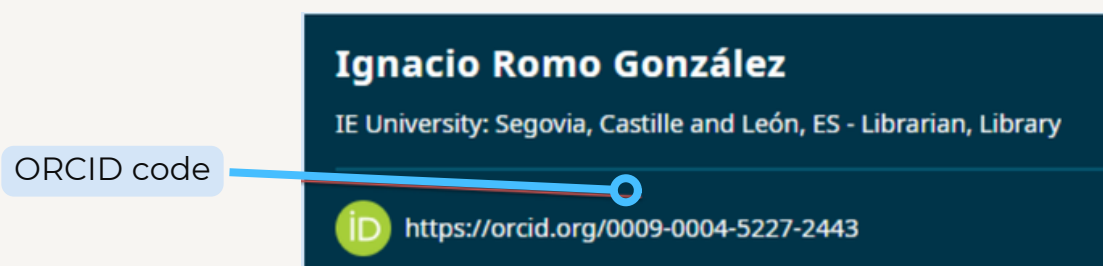
Creating an ORCID profile **is free and straightforward**. Researchers are encouraged to use a personal email address as the primary contact email and add institutional addresses as secondary emails. This ensures long-term access to the account even if institutional affiliations change.

An **ORCID profile can contain a wide range of information**, including:

- Employment history
- Educational background
- Professional activities
- Research funding
- Biographical information
- Keywords and areas of expertise
- Publications and scholarly outputs

One of ORCID's most valuable features is **its flexible privacy system**. Each section of the profile can have different visibility settings, allowing researchers to decide which information is public and which remains private.

Because of its widespread adoption and interoperability, **ORCID has become the global standard for researcher identification**.



An example of a very comprehensive ORCID profile: [ORCID code](#)

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## STEP 2: CREATE AND EDIT YOUR PROFILES ON THE VARIOUS SCIENTIFIC PLATFORMS

Research outputs are primarily discovered through academic databases. Among the most important platforms are **Web of Science, Scopus, and Google Scholar**.

Although each platform operates differently, **they share a common objective: organizing scholarly information and linking publications to their authors**.

### Web of Science



Web of Science is a **multidisciplinary academic database that indexes high-quality scholarly publications and provides citation analysis tools**.

One important characteristic of Web of Science is that **author profiles are generated automatically**. When a publication is indexed, the system creates an author profile based on the information available in the publication metadata.

Ideally, all future publications by that author will be assigned to the same profile. However, **because the process is algorithmic, errors can occur**.

#### Common problems include:

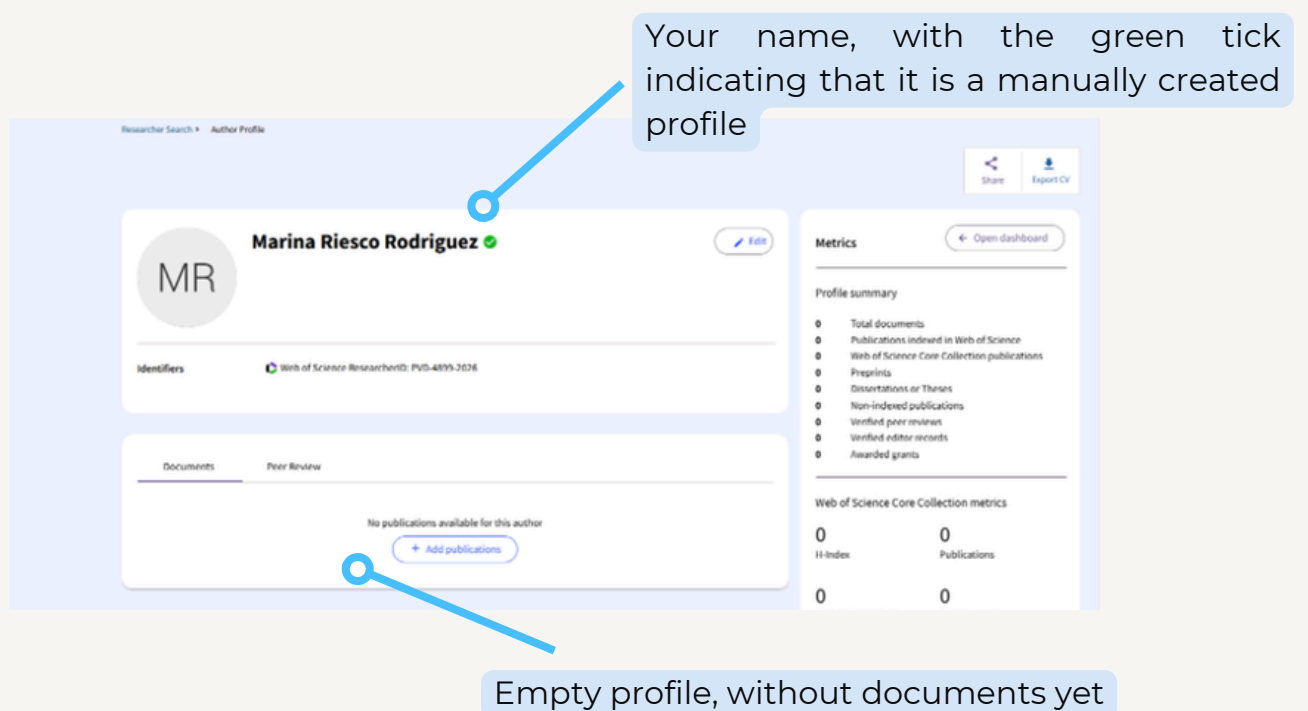
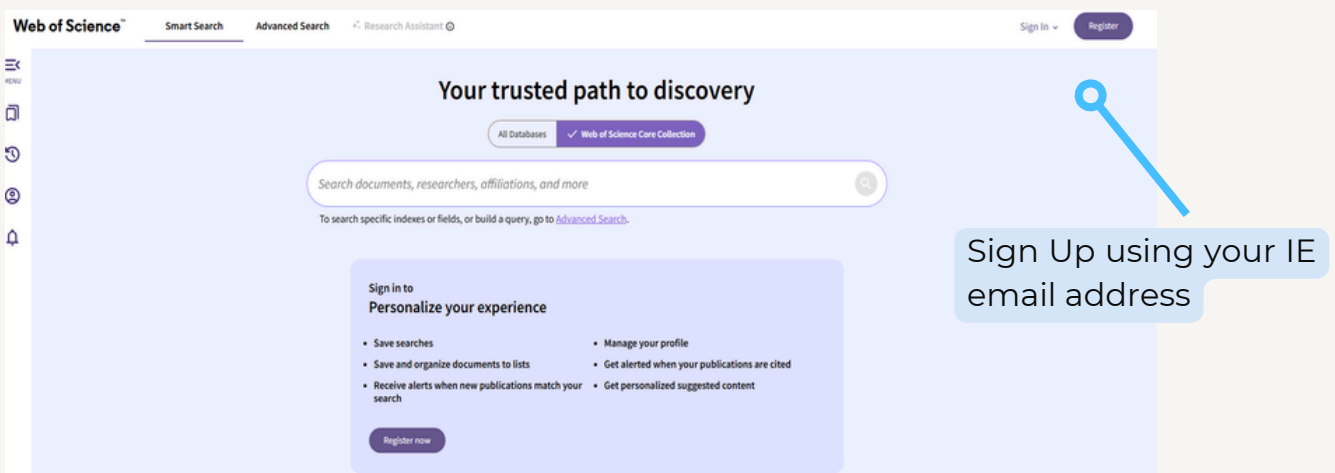
- Duplicate author profiles
- Publications assigned to the wrong researcher
- Incorrect affiliations
- Variations in author names

**Researchers can improve these automatically generated profiles by claiming them** and converting them into researcher-managed profiles. Claimed profiles allow researchers to review publications, validate information, add additional details, and link the profile to ORCID.

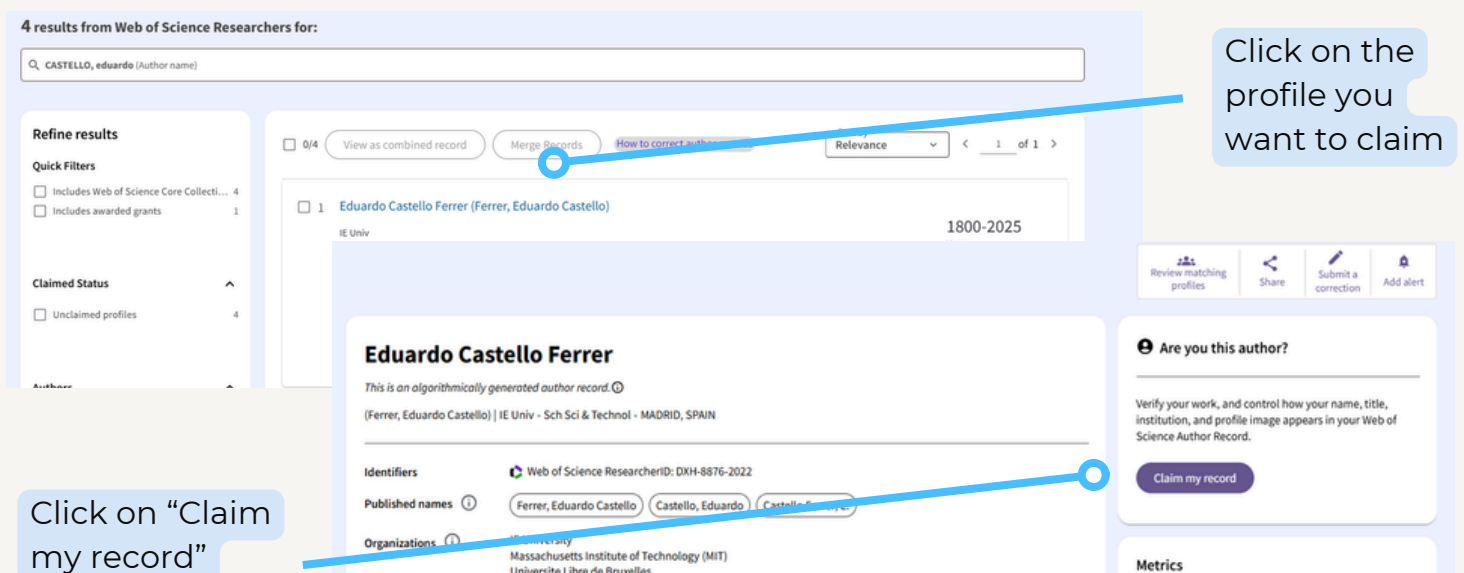
The claiming process **involves reviewing proposed publications and selecting those that genuinely belong to the researcher**. Changes are subsequently reviewed by the Web of Science team before being finalized.

Researchers can also customize profile settings, manage associated email addresses, review suggested profiles, and configure ORCID synchronization.

To create a profile from zero go to [Recursos Científicos](#).



If you need to claim a profile:



# SCOPUS Scopus®

**Scopus** functions similarly to Web of Science in many respects. It **indexes scholarly literature and automatically creates author profiles** when indexed publications become available.

However, Scopus differs in one significant aspect: **researchers cannot directly claim and edit their profiles**. Instead, they can submit correction requests to the Scopus team.

The Scopus Author ID serves as an automatically generated identifier that groups publications belonging to a researcher. As in Web of Science, the system relies on algorithms to assign documents to authors, which can occasionally result in errors.

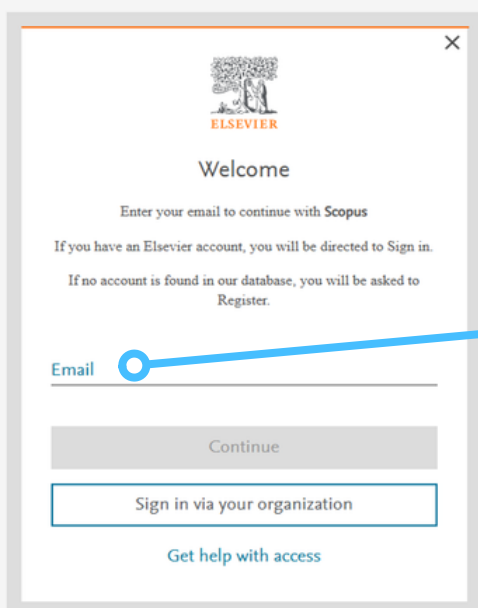
## Common issues include:

- Duplicate author profiles
- Incorrect affiliations
- Name variations
- Publications incorrectly assigned to an author

**Researchers should regularly search for their names within Scopus to identify potential duplicates.** When multiple profiles belong to the same person, Scopus provides a **profile-merging process through which correction requests can be submitted**.

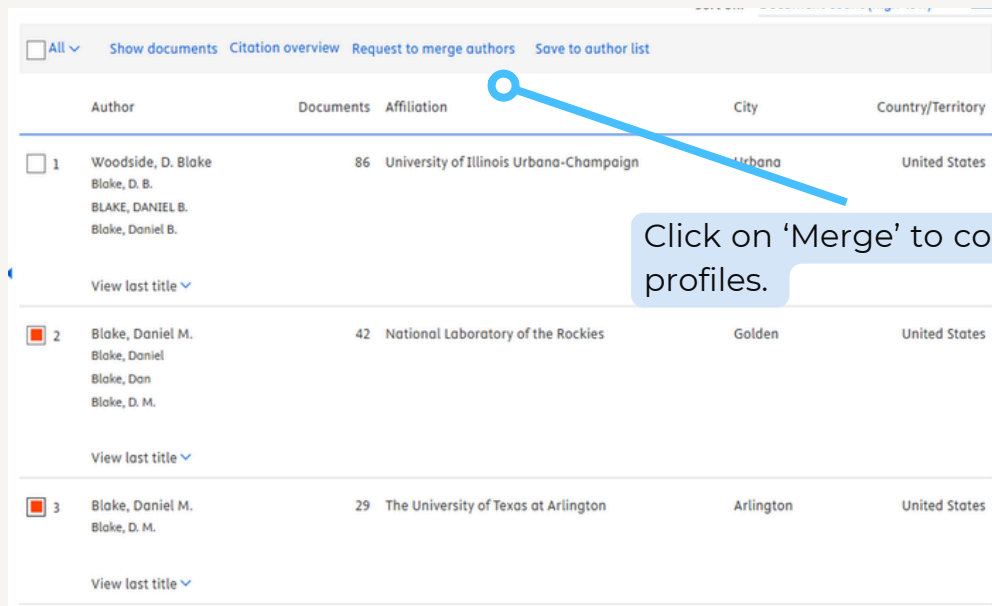
Researchers may also update certain profile elements, including their name, affiliation, and ORCID connection.

To create a profile from zero:



The screenshot shows the Elsevier Scopus 'Welcome' page. At the top is the Elsevier logo. Below it, the text reads: 'Welcome', 'Enter your email to continue with Scopus', 'If you have an Elsevier account, you will be directed to Sign in.', and 'If no account is found in our database, you will be asked to Register.' There is an 'Email' input field with a blue circle icon next to it. A blue arrow points from this icon to a callout box on the right that says 'Sign Up using your IE email address'. Below the input field are two buttons: 'Continue' (disabled) and 'Sign in via your organization' (active). At the bottom is a link 'Get help with access'.

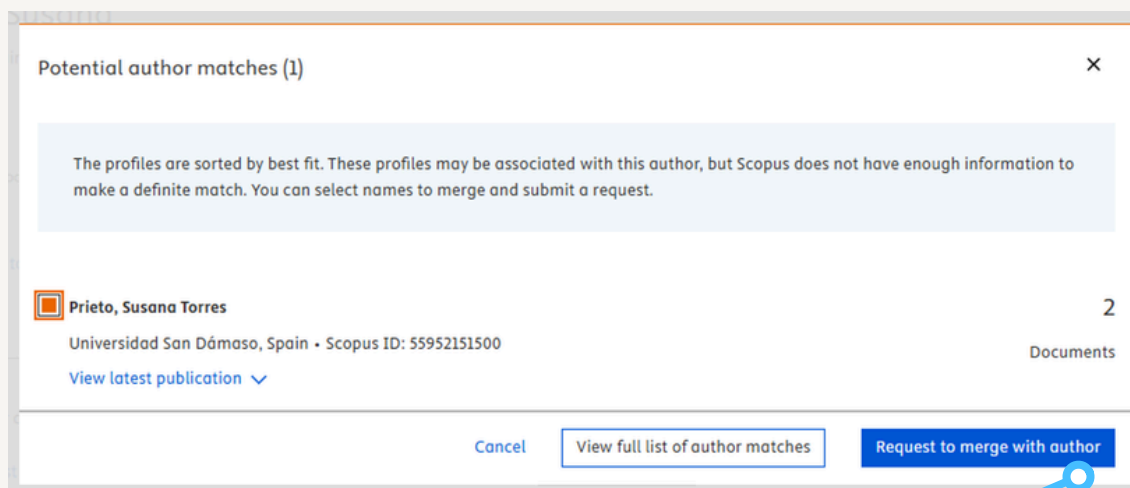
If your profile is duplicated, it will appear like this:



Navigation: ☐ All [Show documents](#) [Citation overview](#) [Request to merge authors](#) [Save to author list](#)

|                                       | Author                                                                     | Documents | Affiliation                             | City      | Country/Territory |
|---------------------------------------|----------------------------------------------------------------------------|-----------|-----------------------------------------|-----------|-------------------|
| <input type="checkbox"/> 1            | Woodside, D. Blake<br>Blake, D. B.<br>BLAKE, DANIEL B.<br>Blake, Daniel B. | 86        | University of Illinois Urbana-Champaign | Urbana    | United States     |
| <a href="#">View last title</a> ▾     |                                                                            |           |                                         |           |                   |
| <input checked="" type="checkbox"/> 2 | Blake, Daniel M.<br>Blake, Daniel<br>Blake, Dan<br>Blake, D. M.            | 42        | National Laboratory of the Rockies      | Golden    | United States     |
| <a href="#">View last title</a> ▾     |                                                                            |           |                                         |           |                   |
| <input checked="" type="checkbox"/> 3 | Blake, Daniel M.<br>Blake, D. M.                                           | 29        | The University of Texas at Arlington    | Arlington | United States     |
| <a href="#">View last title</a> ▾     |                                                                            |           |                                         |           |                   |

Click on 'Merge' to combine duplicate profiles.



Potential author matches (1) ×

The profiles are sorted by best fit. These profiles may be associated with this author, but Scopus does not have enough information to make a definite match. You can select names to merge and submit a request.

☒ **Prieto, Susana Torres** 2  
Universidad San Dámaso, Spain • Scopus ID: 55952151500 Documents  
[View latest publication](#) ▾

[Cancel](#) [View full list of author matches](#) [Request to merge with author](#)

This way you can combine profiles!

# GOOGLE SCHOLAR

Google Scholar differs substantially from Web of Science and Scopus. Rather than applying strict selection criteria, **it indexes a broad range of academic content from repositories, institutional websites, theses, conference materials, and other scholarly sources.**

As a result, **Google Scholar profiles typically contain more documents** than those found in Web of Science or Scopus. This broader coverage makes Google Scholar particularly useful for increasing visibility and discoverability.

However, because indexing is highly automated, **the quality control is lower.** Researchers must therefore monitor their profiles carefully to ensure accuracy.

**Creating a Google Scholar profile requires a Google account.** Researchers should:

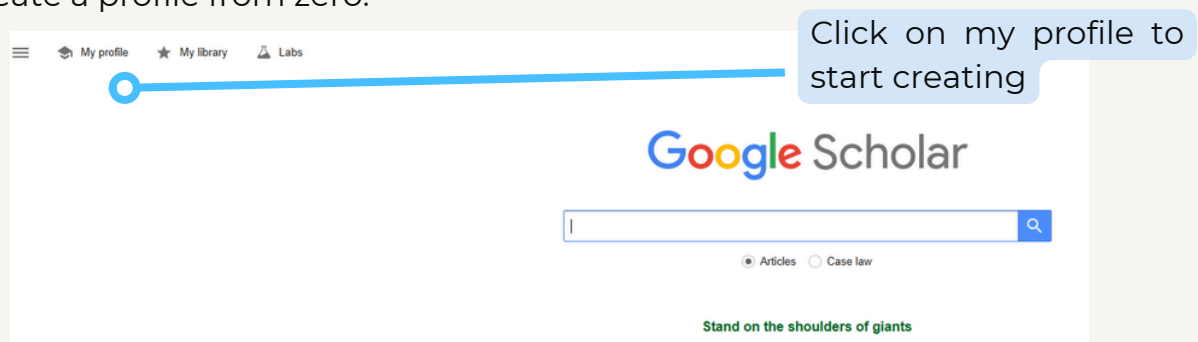
- Use their institutional affiliation.
- Verify their institutional email address.
- Select relevant research interests.
- Add publications carefully.

**Google Scholar automatically suggests publications based on the author's name.** Researchers should review these suggestions before accepting them.

To maintain profile quality, **it is advisable to disable automatic updates.** Instead, researchers can choose to receive email notifications when Google Scholar identifies potential new publications, allowing manual verification before additions are made.

**Google Scholar also provides tools for merging duplicate records,** which is especially important given the diversity of sources indexed by the platform.

To create a profile from zero:



1 Profile Track citations to your articles. Appear in Scholar.  
estrella.ele@gmail.com [Switch account](#)

2 Articles

3 Settings

Name  
Full name as it appears on your articles  
Elena Moreno Domínguez  
[+ Add another name](#)

Affiliation  
E.g., Professor of Physics, Princeton University  
IE University

Email for verification  
E.g., einstein@princeton.edu  
elena.moreno@ie.edu

Areas of interest  
E.g., general relativity, unified field theory  
Library Science, Information Science, Libraries

Homepage (optional)  
E.g., http://www.princeton.edu/~einstein  
https://orcid.org/0009-0004-1688-2375

NEXT

Important: make sure you set your IE email address as your verification email!

Select the documents that really belong to you.

✓ Profile  
2 Articles  
3 Settings

Add articles you wrote. © Selected: 0

Elena Moreno Domínguez

Groups Articles

☐ Elena Moreno Domínguez 1 ARTICLE

La difusión de colecciones digitales en la web semántica: mujeres en la historia de la biblioteconomía en España.  
E Moreno Domínguez - 2021

#### Article updates

Scholar automatically finds your new articles and changes to existing articles.

- ☐ Apply updates automatically
- ☒ Email me updates for review

#### Profile visibility

Public profiles help your peers find and follow your work.

- ☒ Make my profile public

#### Follow by email (requires public profile)

- ☒ New articles related to my research
- ☐ New citations to my articles

Done

Recommendation: don't let Google Scholar update your profile automatically

# MATCHING ORCID TO YOUR PROFILES

## Web of Science

Account sign in & security

You can manage emails, create or change your password, connect sign in methods, and request deletion of your account.

Your account sign in & security changes will apply across Clarivate products.

Personal Email Password **Connected accounts** Delete/merge account

Connected accounts provide flexibility in sign in options. We do not post back information to your social accounts. If you remove a connected account, your email address will not be automatically removed. You can remove the email address from the Emails tab.

Connected Accounts

ignacio.romo@ie.edu Last sign in: 24 abr. 2026 | 01:32 p. m.

More Options

- Facebook
- LinkedIn
- ORCID
- Google

Connect

Connect

Connect

Connect

Sign in to ORCID

Don't have your ORCID ID yet? [Register now](#)

Email or ORCID ID

ignacio.romo@ie.edu

For example: joe@institution.edu or 0000-1234-5678-9101

Password

\*\*\*\*\*

Log in in your newly created account

ignacio.romo@ie.edu Last sign in: 24 abr. 2026 | 01:48 p. m.

https://orcid.org/0009-0004-5227-2443 Remove

## SCOPUS

Torres Prieto, Susana

IE Universidad, Segovia, Spain • Scopus ID: 58243771500 • [Connect to ORCID](#)

[Show all information](#)

1 Citation by 1 document 3 Documents 1 [h-index](#)

[Set alert](#) [Save to list](#) [Edit profile](#) [More](#)

Just click here to link your ORCID profile!

## **STEP 3: MAINTAINING A STRONG ACADEMIC REPUTATION**

Creating profiles is only the beginning. **Scientific identity requires continuous maintenance.**

**Researchers should periodically review** all their profiles to ensure that:

- Their preferred name is consistently used.
- Institutional affiliations are correct and up to date.
- ORCID remains connected to relevant platforms.
- Duplicate profiles are merged.
- Incorrect publications are removed.
- New publications are added when necessary.

Academic identity is dynamic. Changes in affiliation, research interests, and publication activity require corresponding updates to researcher profiles.

**Regular maintenance ensures that scholarly contributions remain visible**, accurately attributed, and professionally represented across the research ecosystem.

# CONTACT

## Location

### MADRID

#### María de Molina Campus

C/ Maria de Molina 31 bis, floor -1.

#### IE Tower

C/ Castellana 259E, 9th floor, Library Reference Space [Mountain Side]

### SEGOVIA

#### Segovia Campus

C/ Cardenal Zuñiga 12, Santa Cruz la Real Convent, 2nd floor.

#### Creative Campus

C/ Trinidad 3, 1st floor

## On-Site Library Support

#### María de Molina 31bis -1 floor:

- Monday to Friday: 10 am – 8 pm

#### IE Tower 9th floor (Library Reference Space)

- Monday to Friday: 11 am – 2 pm / 3 pm – 7 pm

#### Segovia's consult desk

- Monday to Friday: 1 pm – 2 pm

#### Creative Campus:

- Monday to Friday: 10.15am – 2pm / 3pm – 6.45pm

## Online Help Desk

#### Monday to Friday:

- 10 am – 8 pm

#### Saturday:

- 10 am – 2 pm



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