



Enhancing Research Quality, Visibility and Academic Impact: A Strategic Roadmap for Improving Scholarly Profiles and Citation Metrics

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Abstract: Research quality, visibility, and academic impact are key to a successful academic career. Publishing research papers alone may not be sufficient to achieve wider recognition. Researchers need to improve the quality of their research, select suitable journals, maintain strong academic profiles, and effectively disseminate their work. This review presents a simple strategic roadmap for enhancing research quality, visibility, scholarly profiles, and citation metrics. It focuses on selecting relevant research topics, defining clear objectives, using appropriate methodology, presenting results effectively, and publishing in suitable peer-reviewed journals. The review also highlights the importance of maintaining updated profiles on ORCID, Google Scholar, Scopus, Web of Science, and ResearchGate. Open-access publishing, conferences, seminars, academic networking, social-media communication, and genuine research collaborations are discussed as useful approaches for increasing research visibility. The review further explains the importance of citation indicators such as citation count, h-index, and i10-index, while emphasising that citations should be achieved through valuable and accessible research rather than unethical practices. Research integrity, avoidance of plagiarism, correct referencing, and responsible citation practices are also highlighted. Overall, the proposed roadmap provides researchers with a practical approach to move from quality research to effective publication, greater visibility, legitimate citations, and improved academic impact.

Keywords: Research quality; research visibility; academic impact; scholarly profiles; citation metrics; h-index; research publication; research dissemination; academic networking; research collaboration; open access; research ethics.

1. Improving Research Quality

Improving the quality of a research paper begins with careful planning and continues through research design, data collection, analysis, writing, and presentation. A well-planned study with appropriate methods and clear scientific communication improves the reliability and usefulness of research findings (Kothari & Garg, 2019; Day & Gastel, 2012).

1.1 Select a Meaningful and Relevant Research Topic

A good research topic should address an important scientific question or a current problem in the field. The topic should be relevant to society, science, industry, or the environment and should have sufficient scope for investigation. Researchers should also consider the novelty, feasibility, available resources, and potential contribution of the proposed study. A well-selected topic provides a strong foundation for meaningful research (Kothari & Garg, 2019; Kumar, 2011).

1.2 Define Clear Research Objectives: Research objectives explain what the study intends to achieve. They should be clear, specific, focused, and achievable. Objectives should be directly related to the research problem and should guide



the selection of methods, data collection, analysis, and interpretation. Clearly defined objectives also help readers understand the purpose and expected contribution of the study (Kothari & Garg, 2019; Kumar, 2011).

1.3 Use Appropriate Research Methods: Appropriate methodology is essential for producing reliable and scientifically valid results. The researcher should select suitable research designs, sampling methods, instruments, laboratory procedures, and statistical techniques according to the research objectives. The methods should be described clearly enough to allow other researchers to understand and, where appropriate, reproduce the study. Transparent reporting of methodology strengthens the credibility and reproducibility of research (Kumar, 2011; Walliman, 2021; Day & Gastel, 2012).

1.4 Collect Reliable and Accurate Data: The quality of research depends greatly on the quality of the data collected. Researchers should use appropriate sampling procedures, reliable instruments, suitable controls, and standardised methods. Data should be recorded carefully and checked for errors before analysis. Proper documentation and transparent data-management practices increase the reliability and reproducibility of research findings (Kothari & Garg, 2019; Kumar, 2011).

1.5 Present Results Clearly: Research findings should be presented objectively and logically. Results should directly address the research objectives and should distinguish clearly between observations and interpretations. Statistical results should be reported appropriately, and important findings should be explained in simple scientific language. Unnecessary repetition of the same information in the text, tables, and figures should be avoided (Day & Gastel, 2012; Cargill & O'Connor, 2013).

1.6 Use Effective Tables and Figures: Well-designed tables, graphs, diagrams, photographs, and other visual materials can make complex information easier to understand. Tables are useful for presenting detailed data, whereas graphs and figures can highlight trends, comparisons, and relationships. Every table and figure should have a clear title, appropriate labels, units, and sufficient explanation. Visual materials should support the research findings rather than simply repeat information already presented in the text (Day & Gastel, 2012; Cargill & O'Connor, 2013).

1.7 Write a Clear Discussion and Conclusion: The **Discussion** should explain the meaning and significance of the findings. Researchers should compare their results with previous studies, identify similarities or differences, and explain possible reasons for the observed findings. Limitations of the study should also be acknowledged where appropriate (Day & Gastel, 2012; Cargill & O'Connor, 2013).



Figure 1. Strategic roadmap for enhancing research quality, visibility and academic impact.

**Table 1. Key steps for improving research quality.**

Step	Key Action	Expected Benefit
Research topic	Select a relevant and meaningful topic	Scientific relevance
Objectives	Define clear objectives	Focused research
Methodology	Use appropriate methods	Reliable results
Data	Collect accurate data	Research validity
Results	Present findings clearly	Better understanding
Tables/Figures	Use effective visual presentation	Easy interpretation
Discussion	Compare and interpret findings	Scientific significance
Conclusion	Summarise major findings	Clear research contribution

2. Selecting the Right Journal

Selecting an appropriate journal is an important step in successful research publication. A suitable journal helps researchers reach the right audience and improves the visibility and credibility of their research. Researchers should consider the following points before submitting a manuscript.

2.1 Choose a Journal Related to the Research Subject: Researchers should select a journal whose aims and scope closely match the subject of the research paper. Publishing in a relevant journal increases the possibility that the paper will reach interested researchers and readers. The journal's previous publications can also be checked to determine whether similar research has been published (Day & Gastel, 2012; Cargill & O'Connor, 2013).

2.2 Check the Journal's Scope and Reputation: Before submission, researchers should carefully examine the journal's aims, scope, editorial board, publication history, indexing, and reputation. A journal should have a clear scope and transparent information about its editorial and peer-review processes. Choosing a reputable journal supports the credibility and visibility of the published research.

2.3 Prefer Peer-Reviewed and Recognised Journals: Peer review provides an important quality-control process in scholarly publishing. Researchers should prefer journals that clearly explain their peer-review procedures and are recognized in their academic field. The journal's indexing and other relevant information should be verified through reliable sources rather than relying only on claims made on the journal website (COPE, 2019; National Academies, 2017).

2.4 Avoid Predatory Journals: Researchers should be careful about journals that promise extremely rapid publication, provide unclear peer-review information, make misleading indexing claims, or aggressively solicit manuscripts and publication fees. Before submitting a paper, researchers should verify the journal's publisher, editorial practices, indexing information, and publication ethics. Careful journal selection helps researchers avoid unreliable or predatory publishing practices (Grudniewicz et al., 2019; COPE, 2019).

2.5 Follow the Journal's Guidelines Carefully: Every journal has specific instructions for authors regarding manuscript format, word limit, figures, tables, references, ethical requirements, and submission procedures. Researchers should read and follow these guidelines carefully before submission. Failure to follow the instructions may result in delays or rejection of the manuscript (Day & Gastel, 2012; Cargill & O'Connor, 2013).

3. Improving Academic Profiles

A well-maintained academic profile helps researchers present their publications, research interests, collaborations, and academic achievements to the scientific community. Accurate and regularly updated profiles can improve research discoverability and help distinguish a researcher from others with similar names.

3.1 Create and Maintain ORCID: Researchers should create an **ORCID iD**, which provides a unique identifier for distinguishing one researcher from another. It can be connected with publications, affiliations, and other research activities. Maintaining an updated ORCID record helps ensure that research outputs are correctly associated with the researcher.

3.2 Maintain a Google Scholar Profile: A Google Scholar profile can be used to display publications and monitor citations. Researchers should regularly check their publication list and remove duplicate or incorrectly attributed papers. Keeping the profile updated helps provide a clearer picture of scholarly output and citation performance (Martín-Martín et al., 2018).



3.3 Keep the Scopus Author Profile Accurate: Scopus provides author profiles containing publication and citation information. Researchers should check their profile for incorrect publications, duplicate author records, or incorrect institutional affiliations and request corrections when necessary. Accurate author information helps ensure that research output is properly attributed.

3.4 Maintain the Web of Science Researcher Profile: A Web of Science researcher profile can help researchers organise their publications and monitor citation-related information. Researchers should keep their publication records and institutional details up to date and check for possible errors in author identification.

3.5 Use ResearchGate for Academic Networking: ResearchGate can be used to share research information, follow scientific topics, communicate with researchers, and identify potential academic collaborations. Researchers should provide accurate publication information and share full-text papers only when they have the appropriate rights to do so.

3.6 Keep Researcher Information Consistent and Accurate: Researchers should use a consistent form of their name, institutional affiliation, department, and research information across academic platforms. Publication titles, journal details, DOI information, and author names should also be checked regularly. Accurate profiles reduce confusion and help ensure that publications and citations are correctly associated with the researcher.

4. Increasing Research Visibility

Research visibility refers to the extent to which research can be discovered, accessed, read, and used by other researchers. Improving visibility can help researchers reach a wider academic audience and increase opportunities for collaboration and legitimate citations. The following simple practices can improve the visibility of research work.

4.1 Use Clear Titles and Keywords: A research paper should have a clear, concise, and informative title that accurately reflects its main subject. Appropriate keywords should be selected to represent the important concepts of the study. Clear titles and relevant keywords help researchers find the paper through academic search engines and databases (Day & Gastel, 2012; Cargill & O'Connor, 2013).

4.2 Publish Through Suitable Open-Access Options: Open-access publishing can make research articles available to readers without subscription barriers. Where appropriate, researchers may choose reputable open-access journals or open-access options provided by established journals. However, researchers should check the journal's quality, peer-review process, and publication practices before submission (Piwowar et al., 2018).

4.3 Share Permitted Versions Through Institutional Repositories: Researchers can deposit an allowed version of their published paper in their university or institutional repository, subject to the journal's copyright and self-archiving policies. Institutional repositories can provide an additional route for readers to discover and access research outputs (Pinfield, 2015).

4.4 Maintain an Academic Webpage or Profile: A professional academic webpage or institutional profile can provide information about the researcher's publications, research interests, projects, academic achievements, and contact details. Keeping this information updated makes it easier for students, researchers, institutions, and potential collaborators to identify the researcher's work.

4.5 Share Research Through Appropriate Academic Platforms: Researchers can responsibly share their publications and research findings through academic platforms such as Google Scholar, ResearchGate, ORCID, institutional websites, and professional networking platforms. Research should be shared accurately and without making exaggerated claims. Where full-text sharing is involved, researchers should follow copyright and publisher policies.

5. Research Dissemination

Research dissemination is the process of sharing research findings with researchers, students, professionals, institutions, policymakers, and the wider community. Publishing a paper is an important part of research communication, but presenting and sharing findings through different academic platforms can further increase awareness and reach. Effective dissemination can also create opportunities for academic discussion, feedback, and collaboration (Wilson et al., 2010).

5.1 Conferences: Researchers can present their research at national and international conferences through oral presentations, posters, and scientific discussions. Conferences provide opportunities to communicate findings, receive feedback, meet researchers working in related areas, and develop professional connections.

5.2 Seminars: Seminars provide a useful platform for presenting research findings to students, teachers, researchers, and professionals. They encourage discussion and help researchers explain the significance and possible applications of their work.



5.3 Workshops: Workshops provide opportunities for researchers to learn new methods, technologies, and research practices. Researchers can also present their findings and interact with experts working in their field. Such activities can strengthen research skills and professional networks.

5.4 Webinars: Webinars allow researchers to communicate their research through online platforms. They can reach participants from different institutions and geographical locations without requiring physical travel. Webinars are particularly useful for sharing recent findings, methods, and scientific ideas with a wider audience.

5.5 Academic Networks: Academic networks help researchers connect with colleagues working in similar or complementary areas. Participation in professional associations, research groups, institutional networks, and collaborative projects can increase awareness of research and create opportunities for meaningful collaboration.

5.6 Professional Social-Media Platforms: Professional social-media platforms can be used to share newly published papers, conference presentations, research activities, and scientific information. Researchers should communicate their findings accurately, avoid exaggerated claims, and follow copyright and publisher policies when sharing publications (Collins et al., 2016).

6. Increasing Legitimate Citations

Citations indicate how often published research is referred to by other researchers. A higher citation count may indicate that research is being used, discussed, or developed by the scientific community. However, citations should be obtained through the quality, relevance, accessibility, and usefulness of research rather than through artificial or unethical practices. The following approaches can help improve the potential for legitimate citations.

6.1 Conduct Original Research: Research that provides new findings, methods, data, or interpretations can attract the attention of other researchers. Original and scientifically valuable studies provide a stronger basis for future research and may therefore receive citations (Aksnes et al., 2019).

6.2 Address Important Research Problems: Research addressing significant scientific, environmental, health, agricultural, or societal problems may have wider relevance. Studies connected with important and emerging research areas can be useful to a larger scientific community and may have greater citation potential.

6.3 Write Clear and Well-Structured Papers: A clear title, informative abstract, logical organization, appropriate figures and tables, and a well-written discussion make research easier to understand and use. Good scientific writing improves the discoverability and communication of research findings (Day & Gastel, 2012).

6.4 Use Appropriate Keywords: Relevant keywords help databases and search engines identify the main subject of a paper. Researchers should select specific keywords that accurately represent the research topic, methods, important variables, and major concepts. Appropriate keywords can improve the discoverability of research.

6.5 Make Research Accessible: Research that is easier for other researchers to access has greater potential to be read and used. Where possible, researchers can use legitimate open-access publishing options, institutional repositories, or permitted author versions of articles according to publisher policies. Greater accessibility can contribute to wider dissemination and potential citation (Piwowar et al., 2018).

6.6 Share Research Responsibly: Researchers can share their publications and findings through academic profiles, conferences, institutional webpages, repositories, and appropriate professional platforms. Research should be communicated accurately, without exaggerated claims. Copyright and publisher policies should always be respected.

6.7 Develop Genuine Research Collaborations: Meaningful collaboration with researchers from different institutions or disciplines can bring new expertise, ideas, methods, and research networks. Genuine collaborative research can increase the reach of research and create opportunities for further scientific work and legitimate citations. However, collaborations should be based on actual intellectual or scientific contributions rather than citation-based arrangements.

Important Note: Researchers should **never manipulate citations** by purchasing citations, participating in citation cartels, excessive self-citation, or adding irrelevant references simply to increase citation counts. Citation impact should be a natural outcome of useful, credible, and accessible research (COPE, 2019) (Table-2).

Table 2. Strategies for improving research visibility and citation potential.

Area	Strategy	Possible Outcome
Academic profiles	ORCID, Google Scholar, Scopus, Web of Science	Better researcher identification
Publication	Suitable peer-reviewed journals	Research credibility
Open access	Legitimate open-access options	Wider accessibility
Repository	Institutional repository	Increased discoverability
Dissemination	Conferences, seminars, webinars	Greater awareness



Networking	Academic networks	New collaborations
Collaboration	Joint research	Wider research reach
Keywords	Relevant keywords	Better discoverability
Sharing	Academic platforms	Wider communication
Citation	Quality and useful research	Legitimate citations

7. Academic Collaboration

Academic collaboration is an important part of modern research. Working with researchers from different institutions, disciplines, and regions can bring together diverse knowledge, skills, experience, and research facilities. Meaningful collaboration can improve the quality and reach of research and create opportunities for new scientific work (Katz & Martin, 1997).

7.1 Improve Research Quality: Collaboration allows researchers to combine different areas of expertise and approaches. Working together can improve research design, methodology, data analysis, and interpretation. Interdisciplinary collaboration can also provide new perspectives on complex research problems.

7.2 Share Knowledge and Research Facilities: Researchers from different institutions may have access to different laboratories, equipment, databases, field sites, and technical expertise. Sharing knowledge and appropriate research resources can help researchers conduct studies that may not be possible within a single institution.

7.3 Develop New Research Ideas: Interaction with researchers from different backgrounds can generate new ideas and research questions. Discussions, joint projects, seminars, and academic meetings can help identify emerging research areas and encourage interdisciplinary research.

7.4 Increase Research Visibility: Collaborative research can reach wider academic networks because researchers from different institutions may share and communicate the work within their respective research communities. This can increase awareness and opportunities for further academic engagement.

7.5 Create Opportunities for Joint Publications: Genuine research collaboration can lead to joint research papers, review articles, book chapters, conference presentations, and research projects. Authors should be included according to their actual intellectual or scientific contributions, and authorship should follow accepted publication-ethics principles (COPE, 2019).

7.6 Build Long-Term Research Networks: Successful collaboration can develop into long-term academic relationships. Researchers can establish joint projects, exchange knowledge, organize conferences and workshops, and develop interdisciplinary research programmes. Sustainable research networks can contribute to continued academic development and research impact.

8. Understanding Citation Metrics

Citation metrics are quantitative indicators used to assess the visibility and influence of research publications. They can help researchers and institutions monitor research performance. However, these indicators should be interpreted carefully because citation practices vary among disciplines, publication types, and research areas (Hicks et al., 2015; Aksnes et al., 2019).

8.1 Citation Count: Citation count refers to the **number of times a research publication has been cited by other scholarly publications**. A higher number of citations may indicate that a paper has been used or discussed by other researchers. However, citation counts should not be considered the only measure of research quality because highly cited papers may be cited for different reasons.

8.2 h-index: The **h-index** is an indicator that combines research productivity with citation impact. A researcher has an h-index of h when h of their publications have received at least h citations each. For example, an h-index of 10 means that the researcher has at least 10 publications that have each received at least 10 citations (Hirsch, 2005).

The h-index can be useful for assessing a researcher's overall citation performance, but it is influenced by the researcher's career length and field of study.

8.3 i10-index: The **i10-index** represents the **number of publications that have received at least 10 citations**. It is commonly displayed in Google Scholar profiles. This indicator provides a simple measure of the number of relatively well-cited publications.

8.4 Journal Impact Factor: The **Journal Impact Factor (JIF)** is a journal-level metric that reflects the average number of citations received by eligible articles published in a journal during a specified period. It is used to describe the citation performance of a journal.



Importantly, the Journal Impact Factor **should not be used as a direct measure of the quality of an individual research article or researcher**. The quality and significance of each article should be assessed on its own merits (Clarivate, 2024; Hicks et al., 2015).

8.5 Responsible Use of Citation Metrics: Citation metrics should be used together with qualitative assessment of research quality, originality, relevance, and contribution. Researchers should avoid using citation indicators as the sole basis for judging scientific achievement. The **Leiden Manifesto** recommends responsible use of quantitative indicators and emphasizes that research assessment should consider the characteristics of different disciplines (Hicks et al., 2015). (Table-3)

Table 3. Common citation and bibliometric indicators.

Metric	Meaning	Purpose
Citation count	Number of citations received	Shows citation reach
h-index	Combines publications and citations	Indicates overall citation performance
i10-index	Publications with at least 10 citations	Simple citation indicator
Impact Factor	Journal-level citation indicator	Describes journal citation performance

9. Research Ethics

Research ethics and integrity are essential for producing trustworthy and credible scientific knowledge. Researchers should conduct their work honestly, transparently, and responsibly. Ethical research practices protect the reliability of scientific literature and maintain public confidence in research.

9.1 Avoid Plagiarism: Plagiarism is the use of another person's ideas, words, data, or work without appropriate acknowledgement. Researchers should present their own work and properly cite the sources used. Direct quotations, paraphrased ideas, figures, and data should be appropriately acknowledged (COPE, 2019).

9.2 Report Results Honestly: Researchers should report their findings accurately and objectively. Data should not be fabricated, falsified, or selectively manipulated to produce desirable results. Both positive and negative findings should be reported appropriately, and conclusions should be supported by the evidence obtained from the study (National Academies, 2017).

9.3 Follow Proper Authorship Practices: Authorship should be based on substantial contributions to the research and manuscript. All individuals who meet appropriate authorship criteria should receive proper credit, while individuals who have not made sufficient contributions should not be included as authors. The responsibilities of authors should be clearly understood before publication (ICMJE, 2024).

9.4 Give Correct References: Researchers should acknowledge previous research that has contributed to their work. References should be accurate, relevant, and complete. Sources should be checked carefully to ensure that authors, titles, journals, publication years, and other bibliographic details are correct.

9.5 Declare Conflicts of Interest: Researchers should disclose financial, professional, personal, or other relationships that could influence the research or its interpretation. Transparent disclosure allows readers and editors to assess potential sources of bias (ICMJE, 2024).

9.6 Avoid Unnecessary or Manipulated Citations: Citations should be included because they are relevant to the research. Researchers should avoid excessive self-citation, irrelevant references, citation manipulation, citation cartels, or adding references solely to increase citation counts. Citations should reflect genuine scholarly relationships between the current work and previous research.

9.7 Maintain Research Transparency: Researchers should provide sufficient information about research methods, data sources, analysis, and limitations to allow readers to understand and evaluate the study. Where appropriate and permitted, researchers should make supporting data, materials, or methods available to other researchers. Transparent reporting improves reproducibility and strengthens trust in scientific research (National Academies, 2017).

10. Monitoring Research Impact

Monitoring research performance regularly helps researchers understand the reach, visibility, and influence of their scholarly work. Citation indicators and other research information can be used to identify progress and areas for improvement. However, quantitative indicators should be considered along with the quality, originality, and relevance of the research (Hicks et al., 2015; Aksnes et al., 2019).



Researchers should regularly check the following:

10.1 Number of Publications: Researchers should maintain an updated record of their research papers, review articles, books, book chapters, conference papers, and other scholarly outputs. Monitoring publications helps researchers track their research productivity over time.

10.2 Citation Count: Citation count indicates how many times research publications have been cited by other scholarly works. Researchers can periodically check citation counts through appropriate academic databases and researcher profiles. Citation numbers may differ between databases, so comparisons should be made carefully.

10.3 h-index: The h-index indicates both publication productivity and citation impact. Researchers can monitor changes in their h-index over time as their publications receive citations. It should be interpreted carefully because citation patterns differ among disciplines and career stages (Hirsch, 2005).

10.4 Research Collaborations: Researchers should maintain information about their national and international collaborations, joint publications, research projects, and institutional partnerships. Monitoring collaboration can help identify active research networks and opportunities for future scientific work.

10.5 Profile Visibility: Researchers can periodically check whether their academic profiles are complete and updated on platforms such as ORCID, Google Scholar, Scopus, Web of Science, and ResearchGate. Accurate profiles make research outputs easier to discover and correctly associate with the researcher.

10.6 Downloads and Reads: Where these indicators are available, researchers can monitor article downloads, reads, views, or other usage indicators. These measures can provide additional information about how widely research is being accessed. However, downloads and reads should be treated as complementary indicators rather than direct measures of research quality.

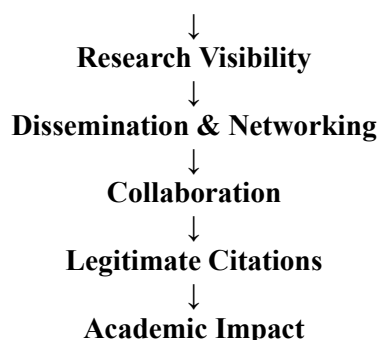
10.7 Regular Review and Improvement: Research performance should be reviewed periodically rather than focusing only on citation numbers. Researchers can use the information to identify which research areas are receiving attention, improve future publications, strengthen collaborations, and develop effective dissemination strategies. Responsible research assessment should combine quantitative indicators with qualitative evaluation of research contribution and quality (Hicks et al., 2015).



Figure 2. Continuous cycle for improving scholarly visibility and academic impact.

11. Practical Roadmap





12. Conclusion

Enhancing research quality, visibility, and academic impact is a continuous and systematic process. High-quality research begins with selecting a meaningful and relevant research topic, defining clear objectives, using appropriate research methods, collecting reliable data, and presenting results in a clear and understandable manner. Careful selection of suitable and reputable journals further strengthens the credibility and reach of research publications.

Maintaining accurate and updated academic profiles on platforms such as ORCID, Google Scholar, Scopus, Web of Science, and ResearchGate helps researchers improve the discoverability of their scholarly work. Research visibility can be further enhanced through open-access options, institutional repositories, academic webpages, conferences, seminars, workshops, webinars, and professional academic networks. Genuine collaboration with researchers from different institutions and disciplines can provide new ideas, knowledge, expertise, and opportunities for joint research and publications.

Citation metrics such as citation count, h-index, and i10-index can help researchers monitor the reach and influence of their publications. However, citation numbers should not be considered the only indicators of research quality or academic success. Legitimate citations should result from original, useful, relevant, accessible, and well-communicated research rather than from artificial or unethical practices.

Research ethics and integrity are essential throughout the research and publication process. Avoiding plagiarism, reporting results honestly, following proper authorship practices, providing accurate references, declaring conflicts of interest, avoiding citation manipulation, and maintaining research transparency are fundamental responsibilities of every researcher.

Regular monitoring of publications, citations, collaborations, profile visibility, downloads, and reads can help researchers understand their progress and identify areas for improvement. Overall, the proposed strategic roadmap emphasizes that **quality research is the foundation, visibility increases its reach, collaboration strengthens its influence, and ethical dissemination supports legitimate citations and lasting academic impact.** By consistently following these principles, researchers can gradually improve their scholarly visibility, recognition, citation performance, and contribution to the advancement of knowledge.

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