

Tips on Promoting Your Research – Sumeet Dua

1. **Serve on peer-review review panels** - as much as your time allows. Serving on peer-review panels provide you a window to the state-of-the-art in the area, besides exposing your research expertise to your peers.
2. **Write a survey/best practices/trends paper in your area in a widely circulated publication medium.** Such papers demonstrate your command in your research area and help you identify realms of possibilities in your area that you might be unaware of.
3. **Keep looking for newer applications of your research.** Applications add new legs, and sometimes new life, to your research.
4. **Maintain an "active" website.** Your website is a window to your scientific world.
5. **Talk to business professionals about your research.** You might be amazed on what additional value can your research create (or not create), and what really matters in your research product.