



**UNIVERSITETI - UNIVERSITY - UNIVERZITET
"HAXHI ZEKA"**

"HAXHI ZEKA" UNIVERSITY

Manual for setting standards for the ranking of "Haxhi Zeka" University on Webometrics

I. Introduction

"Haxhi Zeka" University in Peja drafts the Manual for Setting Standards for Institution Ranking on Webometrics. This manual has been prepared to serve the institution, staff and students who are interested to contribute in raising the performance of the institution with the aim of ranking as high as possible.

The manual will serve as a guide to manage the work of the institutional system in the field of information and promotion activities for the criteria and steps that must be followed to obtain high institutional quality. It will also serve as informant for interested parties who are interested in participating in the promotion of the institution. The manual includes: the purpose of the manual, the evaluation criteria, the responsibilities of the supervisory mechanism, the staff and students of the institution, the period of implementation of certain activities, and the necessary forms for the activities of key actors.

The manual is a dynamic document that can change depending on the needs of the institution as well as the ranking criteria on Webometrics.

II. Purpose of the manual

The main purpose of this Manual is to establish the Standards for the Ranking of Haxhi Zeka" University on Webometrics as well as to create an effective and efficient mechanism to help raise the institution's performance. This document envisages as the key activity the best possible promotion of the institution through the activities conducted within the institution by potential actors. Therefore, the importance of raising the performance of the institution is based on the added value, which is necessary to be identified nationally and internationally. Therefore, through this manual, effectiveness, efficiency and relevance are aimed.

III. Evaluation criteria

The evaluation criteria include several activities that can help increase the institution's performance, namely:

1. **Traffic on the official website (www.unhz.eu)** – Frequent use of the official website;
2. **Local SEO** – Local optimization;
3. **Keywords** - Use of keywords in promotional texts from 20% to 50%;
4. **Back links** – It means links on websites other than yours that return to one of the pages on your website. Backlinks are also called inbound links because they represent another website's traffic coming to your website. The quality and quantity of your links can help you rank higher in search engines like Google and Bing or SEO;
5. **Email marketing** – Means sending e-mails on a frequent basis;
6. **Social media marketing** - Refers to the use of social media and social networks to market a company's products and services.
7. **FAQs The most frequently asked questions?** – Means the category of the most frequently asked questions (special category);
8. **Papers** – It implies the creation of a special menu where the scientific papers of the staff will be published according to the specific manual (see the appendix);
9. **Papers (abstracts) from conferences** – It means creating a special menu where the paper (abstracts) of staff from conferences will be published according to the specified manual (see the appendix);
10. **Staff activities** - Means the creation of a special menu where all staff activities will be published;
11. **Activities of staff in collaboration with students** - Creation of a special menu where the papers of staff in collaboration with students will be published according to the specific manual (see the appendix);
12. **Blog for students** – Creating a menu for the publication of student Essays according to the given manual (see the appendix);
13. **Success stories of students (ALUMNI)** – Creation of a special menu for the publication of success stories of graduated students;
14. **Citations** - Every party within the institution is obliged to appear with the name of the institution, including the website page (University of Peja/University "Haxhi Zeka", www.unhz.eu) in order to increase the number of citations of the institution;
15. **EMPIRIKUS** – It means the creation of a special menu where all volumes of the existing EMPIRIKUS journal (business administration magazine) will be published.

IV. Guide for creating individual platforms on LinkedIn and Google Scholar

In order to increase the institution's performance, the regular staff is tasked with creating individual profiles on the Facebook, LinkedIn and Google Scholar platforms.

Facebook is a social networking site that makes it easy to connect and share information online. All parties within the institution are obliged as follows:

1. The university staff should note that they are working at Haxhi Zeka University, including the website page (www.unhz.eu);
2. Students must indicate that they are studying or have been a student at Haxhi Zeka University, including the link on the official website (www.unhz.eu).

LinkedIn profile is the platform where you can build your professional profile, showcase your achievements and skills, share content with other professionals and connect with colleagues, business partners and potential employers. Likewise, each actor within the institution is obliged to state on his LinkedIn profile that he is working or studying at UHZ.

Google Scholar is Google's interface that makes academic research and other scholarly activities easier. It is designed to search for scientific articles such as:

- | | |
|---------------|-----------|
| 1. Journal | 4. Books |
| 2. Conference | 5. Thesis |
| 3. Chapter | 6. etc. |

Google Scholar is useful because:

- The ranking of the results is influenced by the number of citations;
- Searches and filtering of results can be done more easily;
- It allows to track new results in search and new citations in articles.

Therefore, all the staff of "Haxhi Zeka" University are obliged to have these two profiles, as well as to present themselves with the name of the institution, including the website page (University of Peja/University "Haxhi Zeka", www.unhz.eu).

V. Steps to be taken to contribute in increasing performance

To conduct one of the activities mentioned above, you must do the following:

For UHZ staff:

Step 1: The form must be filled out by the staff (according to the defined categories);

Step 2: Forward the activity to e-mails: butrint.xhemajli@unhz.eu, cc. adnan.lataj@unhz.eu and suada.ajdarpasic@unhz.eu;

Step 3: The Office of Scientific Research should be notified of any scientific activity that is being conducted or is in process (suada.ajdarpasic@unhz.eu);

Step 4: If you need additional assistance, you can consult the Scientific Research Coordinator (suada.ajdarpasic@unhz.eu).

For UHZ students:

Step 1: The form must be completed by the student (according to the defined categories);

Step 2: Forward the activity for review by e-mail to: butrint.xhemajli@unhz.eu, cc. adnan.lataj@unhz.eu and suada.ajdarpasic@unhz.eu

Step 3: The Office of Scientific Research should be notified of any scientific activity that is being conducted or is in process (suada.ajdarpasic@unhz.eu);

Step 4: If you need additional assistance, you can consult the Scientific Research Coordinator (suada.ajdarpasic@unhz.eu).

VI. Evaluation period

The evaluation of the institution's performance of the Webometrics platform occurs twice a year, and that:

1. In January of each year; and
2. In June of each year.

Deadlines of the activities within the institution are as follows:

Table 1. Deadlines for certain activities

Description of Activities	Deadline	Participants
Website traffic	Constantly	1. Everyone within the institution 2. Outside the institution
Publication of activities	Constantly	All within the institution
Publication of scientific papers	Constantly	Staff and students
Publication of papers (abstracts) from the conference	Constantly	Staff and students
Scientific activities of the staff	Constantly	Staff

Staff activities in collaboration with students	Constantly	Staff and students
Publishing student essays	Constantly	Students
Student success stories	Constantly	ALUMNI

VII. Supervisory mechanism for the implementation of the manual

The Rector of "Haxhi Zeka" University in Peja will responsible for the implementation and supervision of this manual.

Deans of academic units are obliged to report on their staff regarding compliance with the standards established in this manual twice a year:

1. In March of every year; and
2. In November of every year.

The General Secretary of the University is obliged to report on administrative staff regarding the observance of the standards established in this manual twice a year:

1. In March og every year; and
2. In November every year.

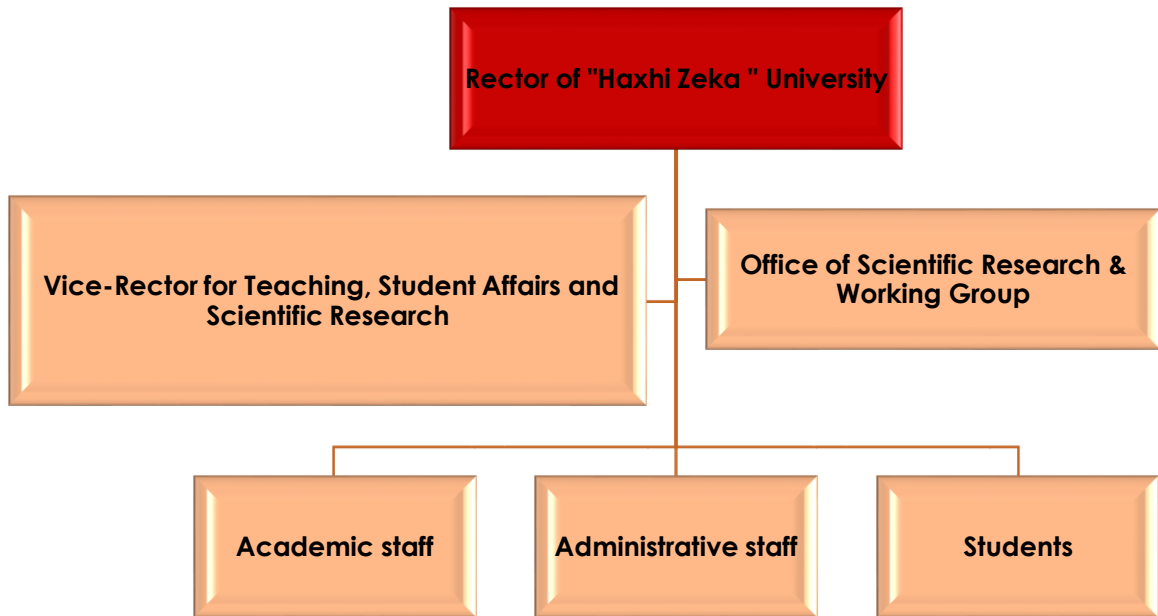
The President of the Student Parliament of the University is obliged to report on the students of UHZ - related to the observance of the standards established in this manual twice a year:

1. In March every year; and
2. In November every year.

All reports must be submitted to the Vice-Rector for Teaching, Student Affairs and Research and to the Scientific Research Coordinator.

The Vice-Rector for Teaching, Student Affairs and Scientific Research and the Scientific Research Coordinator in cooperation with the IT office, based on the reports sent by the academic units, students and administrative staff, report to the Rector of UHZ on the implementation of the manual and recommend the steps to be taken.

Figure 1. Organogram



VIII. ANNEX

1. Manual for scientific paper

(Journal Name in Header)

TITLE (CENTURY GOTHIC, CAPITAL LETTER, 11 PT, CENTER)

Name and surname ¹ (**century gothic, 10 pt, center**)

Name and surname ² (**century gothic, 10 pt, center**)

ABSTRACT

Century Gothic, 11 pt, Justified, 1.5 line spacing, automatic spacing between paragraphs AUTO.

Keywords: *keywords 1, keywords 2 (max. Five keywords).* (**century gothic, 10 pt, justified**)

¹ Name and surname, [email](#), link of the paper, ORCID, Faculty, University "Haxhi Zeka", www.unhz.eu, Peja, Republic of Kosovo.

² Name and surname, [email](#), link of the paper, ORCID, Faculty, University "Haxhi Zeka", www.unhz.eu, Peja, Republic of Kosovo.

2. Manual for paper (abstract) for international conference

TITLE (Century Gothic, Bold, 12 pt, Center)¹

Name and surname¹, Name and surname² (**century gothic, 10 pt, center**)

¹*Institution, www.unhz.eu, Address, City, State* (**century gothic, 10 pt, center**)

²*Institution, www.unhz.eu, Address, City, State* (**century gothic, 10 pt, center**)

ABSTRACT

Century Gothic, 11 pt, Justified, 1.5 line spacing, automatic spacing between paragraphs AUTO.

Keywords: *keywords 1, keywords 2 (max. Five keywords).* (**century gothic, 10 pt, justified**)

¹ Conference Name, Conference Link

3. Essay Manual

TITLE (Century Gothic, 12 PT, CENTER)

Name and surname¹ (century gothic, 10 pt, center)

Introduction (century gothic, 11 pt, left)

The introduction should contain 350 – 500 words, Century Gothic, 11 pt, Justified, 1.5 line spacing, automatic spacing between paragraphs AUTO, literature citation should be in APA style.

Elaboration (century gothic, 11 pt, left)

The elaboration should contain 1500 - 2000 words, Century Gothic, 11 pt, Justified, 1.5 spaces between lines, automatic spacing between paragraphs AUTO.

Conclusion (century gothic, 11 pt, left)

The conclusion should contain 300 – 400 words, Century Gothic, 11 pt, Justified, 1.5 spaces between lines, automatic spacing between paragraphs AUTO.

¹ Name and surname, email, Faculty, Department, University "Haxhi Zeka", www.unhz.eu, Peja, Republic of Kosovo.