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**APPLICATION OF SCIENTIFIC METRICS SERVICES  
FOR SELF-POSITIONING OF A SCIENTIST**

*The question of evaluating the effectiveness of research arises before scientists at any stage of their careers. Dissemination of scientific achievements, in addition to their publication, performs such an important function as the self-positioning of the scientist. Its main evaluation criterion in the modern scientific world is the monetization of the results.*

*In caring for his scientific career, the scientist must constantly worry about issues such as the number and quality of publications, scientific authority, establishing cooperation with scientific colleagues and finding ways to spread their ideas and scientific achievements in the scientific community. The solution to this problem can be based on his marketing scientific*

*strategy. To its features first of all it is offered to carry into account at definition of the purpose of research of understanding of scientific problems which will correspond to views of a scientific community.*

*Particular attention is paid to the identification of the scientist in scientometric databases. It is noted that identification allows to present the obtained achievements, to characterize the scientific potential and even to inform about its scientific ideas and so on.*

*Given the existence of various databases, the paper presents an overview of their main characteristics. Particular attention is paid to the presentation of scientific achievements in scientometric databases Web of Science and Scopus., Which through their services, these databases provide a comprehensive description of the scientific activity of any scientist.*

*Given that the scientific article, in addition to reporting on the results of the study, is also a means of presenting the potential of the scientist in the English-speaking scientific world. The level of research is determined by the presentation of the article in a scientific journal included in the database Scopus or Web of Science. Other types of publications, such as abstracts, textbooks, etc., are considered Gray literature.*

*From the point of view of monetization of scientific activity, the article should also consider a specific product sold on the market in the international scientific community. The fee for it can be not only money, but also links in other articles. The journal, which is included in the international scientometric databases Scopus or Web of Science, ensures that all articles published in it meet certain requirements on a number of criteria and will be linked in the future.*

**Key words:** *integrated indicators of the scientist; scientometric bases; scientific identification of the scientist.*