promoting novelty rigor and style in energy social - admittedly a prosaic concept research impact can be roughly divided into academic and non academic dimensions academic research impact is often over simplified to mere citations an impactful article is well cited and utilized by others with citation counts being offered by google scholar scopus or isi web of science, herbert a simon wikipedia - herbert alexander simon june 15 1916 february 9 2001 was an american economist political scientist and cognitive psychologist whose primary research interest was decision making within organizations and is best known for the theories of bounded rationality and satisficing he received the nobel prize in economics in 1978 and the turing award in 1975