

EVENT
BILINGUAL
GERMAN AND
ENGLISH

CHANGE OF PERSPECTIVE - THE EVENT SERIES BY THE GRADUATE ACADEMY

30/10/2019 | CONFERENCE ROOM OF THE UNIVERSITY LIBRARY

2 TO 4 PM | PUBLISH OR PERISH – THE EDITOR’S VIEW TALK AND PANEL DISCUSSION

Prof. Dr.-Ing. Rolf Findeisen, Chair for Systems Theory and Automatic Control

Prof. Dr. Eva Labouvie, Chair for Modern History / Gender Studies

Prof. Dr. Marko Sarstedt, Chair for Marketing

The pressure to publish remains high in science, even though calls for „quality instead of quantity“ are becoming louder. We have invited 3 professors to share with us not only their views as researchers, but also their perspectives as editors of respected peer-reviewed journals. How do I write a good article that not only serves to gain scientific knowledge, but is also printed by a good journal? Why should one publish at all - is the dissertation not sufficient? What are „unwritten laws“ that should be known?

**MORE INFORMATION AND REGISTRATION:
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