

# Academic writing for researchers and faculty in business and management studies

## *A two-day hands-on seminar/workshop*

### **Background to the seminar/workshop**

Academic writing does not come naturally to many people. For the most part it is a learnt skill which requires a considerable amount of focused learning. It is also a craft skill which is not easily learnt from a book. Some say that the only way to become a competent academic writer is to work alongside an accomplished author and write, write, and re-write. But not everyone has this type of opportunity. Fortunately considerable improvements are possible in a relatively short period of (concentrated) time by addressing the key issues and developing a personal style and pattern of work. This is what can be achieved by attending this seminar/workshop.

There are a wide range of academic writing activities which range from producing a research report to writing a research degree dissertation to writing papers for publishing in academic peer-reviewed journals.

This seminar/workshop addresses a range of different types of writing which may be required in business and management research. It spells out the different activities which are needed for each type of writing and it explains the issues involved in becoming a successful academic writer. The seminar/workshop can also be tailored to address a particular goal (theses and dissertations; journal publications; book publication; a certain number of discipline-specific writing conventions).

Although not well known, it is perfectly true to say that it is necessary to be a skilled and critical academic reader before one can become an accomplished academic writer. This is the starting point of the seminar/workshop, which will require participants to read and to write a number of short pieces of work.

All participants should be equipped with a laptop computer with them. Participants may bring texts on which they are currently working and every effort will be made to address individual requirements during the two days.

### **Content of the two days**

This two-day seminar/workshop consists of a number of briefing sessions which address critical reading and creative writing issues. There are a number of hands-on sessions addressing both critical reading and academic writing. By the end of the second day participants will have begun to write in an academically competent way.

## **Topics addressed during the seminar/workshop**

### **Where to begin**

*Academic reading and writing is different*

Why this is the case and what it means to academic readers and writers

Academic dissertations, theses and papers or articles

Is plain English enough? If not, how should academic text be written.

Words to avoid and words to use carefully

The importance of critique and how it can be cultivated

Skills to master in order to become a competent critic of academic work

### **Writing a useful critique**

*The story within academic writing.*

Finding the starting point and unfolding the story at the right pace using the right amount of detail and argument.

*Three important areas*

Preliminaries, body of text and finalising the paper

Connecting the story of the research from chapter to chapter

### **The academic paper or chapter in a dissertation or thesis**

*Understanding the anatomy and the physiology of an academic piece of work*

*Producing a plan for the text*

*Understanding how it fits together*

*Connecting with the appropriate way of stating your case*

### **Housekeeping issues**

Using acronyms

Standardising English, typefaces and formats

House rules of journals or institutions etc., Length issues

Key words and Key Phrases, *References*

Plagiarism and self-plagiarism

Bibliographic software

*Avoiding generalisations and stating the obvious*

*When and how to use figures and tables*

Widows and orphans and detached figures and tables

*Footnotes and Endnotes*

*What should appear in appendices and exhibits and what should be left out?*

*Proof reading*

The limits of spell-checking and grammar correction

*Coping with reviewer comments and remarks*

*Useful websites*

Harzing.com

ABS.com

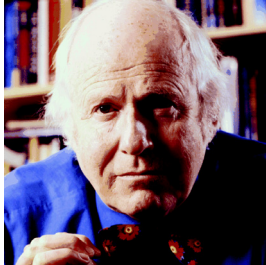
### **Finishing off**

Sharing evaluating comments from colleagues and peers, Final checking,

Don't delay submission

## Faculty

This workshop will be conducted by Professor Dan Remenyi and Professor Charles Despres.



**Dr Dan Remenyi** is a Visiting Professor specialising in research methodology at the School of Systems and Data Studies at Trinity College Dublin and a Visiting Academic at Henley Business School in the United Kingdom. He works in both research methodology and the sociology of research in which he teaches and researches. He works extensively with research degree candidates and supervisors at both doctoral and masters level. He conducts a number of seminars on topics related to improving effective academic research and obtaining better results.

He is the editor of the e-Journal of Information Systems Evaluation. He is also on the executive committees of a number of European and International conferences. His research has been published in some 50 peer reviewed papers and he has had some 30 text books published. Some of his books have been translated into Chinese, Japanese and Romanian.

He holds a B Soc Sc, MBA and PhD.



**Dr Charles Despres** is a research professor at SKEMA, one of France's largest Graduate Business Schools where he is actively involved in research and publishing. An American, he obtained his doctorate in the USA by working on the organizing implications of large-scale information systems. His subsequent research has centered on the triad of information, organization and culture, and since 1997 his academic and professional career has concentrated on the emerging field of Knowledge Management.

He has held academic appointments on both sides of the Atlantic and has authored some 75 articles, chapters, monographs, grants or proceedings, and three books. He acts as a reviewer for leading peer-reviewed journals within his areas of specialization. He has organized and co-directed two research centres in Knowledge Management and has served as an Expert for the European Commission.

He holds a BA, MSW and PhD