390007 PhD-M: Academic Writing & Publishing
University of Vienna

Language: English
Term: Sommer 2022
Number of ECTS: 5, 2 SWS
Lecturer: Prof. Christoph Fuchs, PhD

Schedule:
Day 1: Donnerstag 03.03. 09:45 - 17:00 Digital
Day 2: Freitag 04.03. 09:45 - 17:00 Digital
Day 3: Montag 07.03. 09:45 - 17:00 Digital

Course Description:
This course aims at improving students' academic writing skills, and help them to publish papers in leading journals. The course is an intensive one-week course, where participants are expected to focus exclusively on this course. Participants are expected to bring a piece of writing to the first class. This can be a draft of a conference paper or a draft of a regular paper. The goal of the course is to revise the paper after each day of the PhD course. At the end of the course, the initial paper should be handed in together with a substantially revised version of that paper. Students should also hand in a report in which they explain how they revised the paper along the lines discussed in this course. In addition, participants are expected to take part in the discussions.

Target Group:
Students doing a PhD at the Faculty of Business, Statistics, and Economics.

Registration:
Online via u:space

Prerequisites:
First writing experience (in English). Please note that attendance is expected on **all** three days. Please bring a written piece of writing (ideally a full paper) to the first class. Please also identify a paper that you really like and bring it to the first class.

Content:

Macro principles of good writing and publishing – Day 1

- What makes a paper a good paper; why do some paper get published and others not
- Topic selection: Finding your conversation, finding a story to tell
- Structuring a paper
- Creating tension
- How best craft key elements of paper: how do you structure the abstract, the introduction, the theory section, or the general discussion section.

Micro principles of good writing – Day 2

- Good sections, good paragraphing (pyramid principle, topic sentences etc.)
- Rules for building strong sentences, cohesion among sentences (e.g., relating to action characters, strong verbs, 2-3-1, paragraphing, creating overlap, from known to unknown, concision)
- Choice of tense and mode to fit section of the paper and the content, choice of words that send the right "signals", etc.
- Conducting your writing project: Strategies for productive writing and editing

Writing to be read – *Day 3*

- Writing to get published in leading academic journals
- Writing strategies
- Surviving the review process – insights from a reviewer and AE perspective
- Measuring and managing your impact as a scholar
- Ethics of writing and publishing

Intended learning outcomes:
(1) At the end of this course, participants know how to craft high quality papers.
(2) Participants know the principles of good academic writing, and recognize these principles.
(3) Participants improve their own writing and editing.
(4) Participants understand the publishing process, including research ethics issues that can arise in its course.
(5) Participants understand how scholarly impact is created and measured, and can apply this knowledge to increase their own impact.
(6) Participants get an understanding why many papers get rejected.

Responsible for module:
For any questions or comments, please contact Christoph Fuchs, christoph.fuchs@univie.ac.at. Please note that this syllabus might be subject to changes.

Recommended readings:

Day 1

Pinker, Steven (2014). The source of bad writing. *The Wall Street Journal.*
https://www.wetenschappelijkschrijven.nl/wp-content/uploads/2018/03/Essay-The-Curse-of-Knowledge-by-Steven-Pinker.pdf
(This is a just a warm-up reading).

Bem, Daryl J. (2000), "Writing an empirical article." Guide to Publishing in Psychology Journals: 2-20.
http://citeseerx.ist.psu.edu/viewdoc/download?doi=10.1.1.687.6970&rep=rep1&type=pdf
(Please note that Bem was harshly criticized for some of his work; nevertheless, I consider this paper as very helpful)

Grant, Adam M., and Timothy G. Pollock (2011), "Publishing in AMJ—Part 3: Setting the hook." *Academy of Management Journal,* 54.5:873-879.
https://journals.aom.org/doi/full/10.5465/amj.2011.4000

Pollock, Timothy G., and Joyce E. Bono (2013), "Being Scheherazade: The importance of storytelling in academic writing." *Academy of Management Journal*, 56.3:629-634.

https://pdfs.semanticscholar.org/0d2a/b189d7e02d51ef0db4bfa69e2f8133667b2b.pdf

Rynes, S. (2002) "Some reflections on contribution." *Academy of Management Journal,* 45.2: 311-313.

Day 2

McCloskey, Donald (1985), "Economical writing." *Economic Inquiry* 23.2: 187-222.
http://w.deirdremccloskey.com/docs/pdf/Article_86.pdf

Williams, Joseph (1990). Toward Clarity and Grace*. Chicago: The University of Chicago.*
https://sites.duke.edu/niou/files/2014/07/WilliamsJosephM1990StyleTowardClarityandGrace.pdf
(I consider this book as the "bible" for good writing)

Day 3

Shaw, Jason D. (2012) "Responding to reviewers." *Academy of Management Journal*, 1261-1263.
https://journals.aom.org/doi/abs/10.5465/amj.2012.4006?journalCode=amj