



# Publication Strategies in Science

An exclusive workshop for IRTG (1901) The Brain in Action - BrainAct

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**Date:** February 01, 2018, 9 am–5 pm

**Venue:** Philipps-Universität Marburg, MARA, F|05, Deutschhausstraße 11+13, 1<sup>st</sup> floor, SE 01.0010

**Trainer:** Prof. Dr. Annette Klussmann-Kolb, <http://www.coachacademics.de>

**Contact:** MARA, [mara.postdoc@uni-marburg.de](mailto:mara.postdoc@uni-marburg.de), phone: 06421-28 21310

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„Publish or perish“ - nowadays this caveat is more valid than ever in science. The motivations driving scientists to publish their work are diverse: ranging from the dissemination of research results to strengthening one's own reputation as a scientist. Ever more important in the context of pursuing a scientific career. The quality of one's research is commonly measured on the basis of her publication output and the visibility of one's research.

Moreover, quantitative publication standards have become more and more important to evaluate the quality of science. Thus, the role of bibliometric factors are becoming increasingly important for the measurement of scientific performance. At the same time, the possibilities of publication platforms are at least as diverse as the scientists who want to use them. Therefore it is important for young scientists, early in their career, to learn to present their scientific results and to develop publication strategies. This workshop is aimed at young scientists, who have already developed their own research results and want to publish them in view of a strategic career plan.

## Content

The participants will be introduced to different publication platforms. Quality control and quality measurements for scientific publications will be discussed, as well as rules of good scientific practice. We will acquire strategies for a „good“ publication and there will be time to create an individual publication schedule in the context of one's own scientific career.

## Methods

This workshop will include a mixture of tools, from short presentations to group work and individual exercises to plenum discussions.

## Target group

The workshop will be held in English and can be attended by a maximum of 16 participants. This is an exclusive workshop for members of the IRTG The Brain in Action - BrainAct.

## The trainer

Professor Dr. Annette Klussmann-Kolb is a biologist with more than 20 years' experience in research and teaching. Until 2014 she was an associate professor at Johann Wolfgang Goethe-Universität Frankfurt am Main. She has published more than 50 scientific articles and has extensive experience in project management and fundraising. 2008 she was awarded the 1822 University Prize for Excellent Teaching. Currently she works as a science coach and trainer with a focus on academic career development.