Understanding & Strengthening the Link

Research is important for knowledge creation, but publications are the primary means to diffuse that knowledge. What makes research interesting to audience? What makes a manuscript appealing to a journal? Are there any journal idiosyncrasies? How to navigate through the journal review process? How to enhance the contribution of your specific research? These are the questions that will be addressed by two top scholars who have extensive experience with editing for and publishing in top business journals.

Friday, June 29
10:00 am - 12:00 pm
530 Drake Centre

GUEST SPEAKERS:
Andrew Delios
Professor, National University of Singapore Business School

Jane Lu
Associate Professor, National University of Singapore Business School