



**Elsevier Invites You to an Author Seminar in Izmir University of Economics,
in Conference Hall
on 17th of December**



**Marc Chahin,
Publisher, Elsevier**

Marc N. Chahin is academic publisher in the Economics & Finance division of Elsevier and responsible for ca. 20 journals in the field of Microeconomics & Economic Theory. Marc has a degree in Art History (University of Utrecht) and Arts Management (Hochschule für Musik und Theater Hamburg) and just finished an Executive MBA at the Rotterdam School of Management - Erasmus University.

Good research deserves to be published, to be widely read, and to be recognized by fellow researchers and the community. The current research (and funding) climate makes it absolutely necessary that you are successful in being published: "Publish or Perish". This then raises the question, how can you achieve that goal?

"Success" essentially depends on three components:

- 1) The ability to determine the best possible publication strategy for your research findings.
- 2) The best possible way to write your article.
- 3) The most effective interaction with editors. Key to success in this context is your ability to put yourself in the position of readers, reviewers and editors.

Important considerations in journal selection are a realistic assessment of the quality of the research and of the audience you intend to reach.

The art of manuscript writing is not just applying one "golden tip". It is essentially "telling your story" to your readers in an engaging way, and avoiding common mistakes and deficiencies including poor language. Avoidable mistakes can lead to unnecessary rejection of your manuscript.

Finally, it is your open, non-defensive attitude towards the editors and the reviewer comments, that will not only increase the likelihood of getting your manuscript accepted for publication, it is also likely that your published paper has improved thanks to their comments.

By consistently applying these principles, and by understanding the publishing process and the editors' and reviewers' expectations, you are likely to become a more successful author.

Elsevier invites you to an **Author Seminar Izmir University of Economics, in Conference Hall, on 17th of December**. At the end of this Author Seminar you should master the essentials of good manuscript writing.

Please fill the online registration form for attending Author Seminar:

<https://www.surveymonkey.com/s/GZCC83Y>



ELSEVIER AUTHOR SEMINAR

“The Art of Writing Scientific Papers”

Programme and Agenda

Date:	Monday, 17th of December, 2012
Venue:	Izmir University of Economics,Conference Hall
Facilitators:	Marc Chahin, Publisher, Elsevier
Language of the Seminar is English.	

- 09:30-10:00** **Introduction to Scholarly Publishing**
- 10:00-10:20** **How to get published in scientific journals?**
- Defining the type of publication to write
 - Scientific language
 - How to build up a publication
 - Author’s Rights and Responsibilities
- 11:10-11:30** ***Coffee Break***
- 11:30-11:50** **How to review a paper?**
- 11:50-12:10** **The Impact Factor and Other Bibliometrics:**
- How to choose the journals fitting your interest
 - Journal metrics used as a tool
 - Deciding which journal to address for publication
 - Performance evaluation of multi-disciplinary research
- 12:10-12:30** **Questions and Answers**

Please register: <https://www.surveymonkey.com/s/GZCC83Y>