Ljubljana Doctoral Winter School

12 – 16 February 2024

14:00 – 18:00 (CET, Ljubljana)

Scientific Writing Operating System (ECTS: 4)

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Aims of the course

This training provides researchers with an operating system that allows them to write quality scientific papers that can be published in top journals. The operating system provided will address the procedures (e.g., how to collect and reference papers), the supporting tools (e.g., reference manager), the paper structure requirements (e.g., IMRAD), and the writing in an integrated fashion.

Most researchers do not have such an operating system that they can rely upon. This results in a lack of focus, the sensation of being lost, losing relevant ideas, the ability to find suitable sources to cite, poor writing or storytelling, missing submission deadlines, and finally, the rejection of the article. A scientific writing operating system can solve these issues and provide control towards completing the research paper project. Most importantly, it can significantly improve the chances of its acceptance for publishing.

The course builds on verified methods and open-source tools to streamline scientific writing. It increases the speed and rigour of the writing while guiding researchers through the article development process. Several tools will be shared to support different stages of the article writing process, such as the discovery of relevant literature, processing and synthesising of this literature into new findings, and integration into original writings.

Syllabus

– Introduction: Key Publishing Principles

– Scientific Writing & Communications

– Tools for:

  o Literature discovery, visualisation, and review

  o Literature collection, organisation, citation

  o Bibliography development and automation; integration with MS Word

  o Writing: research note-taking, development, and Writing

– From Research Notes to Scientific Writing

– Research Paper structures

– Writing: Title, Abstract, Introduction, Methodology, Results, Discussion, Conclusion

- Argumentation Matrix
- Polishing a Research Article
- Reference best practices (standardisation)
- Publishing and Cover Letters

Course delivery

This course will use a combination of lecturing, discussion, demos and hands-on workshops to develop the participant's research during its duration.

Course materials / List of readings

- Berente, N. (2023). A Tale of Two Papers—Writing with Habermas, Foucault, and other friends [Presentation]. This IS Research Podcast.
- http://www.janrecker.com/wp-content/uploads/2022/11/Berente-Nine-sentence-introduction.pdf
- Cargill, M., & O'Connor, P. (2013). Writing scientific research articles: Strategy and steps (Second edition). Wiley-Blackwell, A John Wiley & Sons, Ltd., Publication.
- Davis, M., Davis, K. J., & Dunagan, M. M. (2012). Scientific papers and presentations (Third edition). Elsevier/AP. https://dl.acm.org/doi/pdf/10.5555/2769772
- Elsevier, R. A. (2020). Write Cover Letter. Write Cover Letter.
- Grant, A. M., & Pollock, T. G. (2011). Publishing in AMJ—Part 3: Setting the Hook. Academy of Management Journal, 54(5), 873–879.
- https://doi.org/10.5465/amj.2011.4000
- Huff, A. S. (1999). Writing for scholarly publication. Sage Publications.
- Hutin, Y. J. (2018). The 'Argument Matrix': A Structured Method to Write and Organize a Manuscript. In P. Sahni & R. Aggarwal (Eds.), Reporting and Publishing Research in the Biomedical Sciences (pp. 49–63). Springer Singapore.
- https://doi.org/10.1007/978-981-10-7062-4_6
- Jarrard, R. D. (2001). Scientific Methods: An Online Book (1st ed.). University of Utah, Salt Lake City.
- Kane, G. C. (2022). How to Write an "A" Paper. Journal of the Association for Information Systems, 23(5), 1071–1079. ProQuest One Business.
- https://doi.org/10.17705/1jais.00765
- Lang, T. A. (2017). Writing a Better Research Article. Journal of Public Health and Emergency, 1, 88. https://doi.org/10.21037/jphe.2017.11.06
- O'Connor, P. (2020). How to Perfect the Introduction for Your Research Article. Wiley. https://www.wiley.com/network/researchers/discover/how-to-perfect-the-introduction-for-your-research-article

– Venkatesh, V. (2021). Road to Success: A Guide for Doctoral Students and Junior Faculty Members in the Behavioral and Social Sciences (1st ed.). Dog Ear Publishing. https://doi.org/10.21061/road-to-success

Course credit

Students needing course credit for their PhD studies must submit an extended abstract (1500-2000 words) with a preliminary article (indicating usage of this course contents in the notes) of their chosen research field.

Course leader

Luis Madureira is an international Visiting Professor in Competitive Intelligence, Strategy, Innovation, and Growth at top universities in Portugal, Spain, France and Slovenia. He received his PhD in Information Management – Information and Decision Systems from NOVA Information Management School (IMS) and is a Collaborator Researcher of MagIC, recently published in top journals and conferences.

After graduating from the NOVA School of Business and Economics, he was Certified as a Competitive Intelligence Professional (CIP-II) by the Academy of Competitive Intelligence and Social Intelligence Professional (CSIP) by the Social Intelligence Lab. He was awarded the fellowship of the Council of CI Fellows in 2018, the highest recognition in the CI field. He Chairs the SCIP Portugal Chapter and is an International Keynote Speaker.

Founder, Managing Partner and Chief Innovation Officer of ÜBERBRANDS, a strategic consulting boutique supporting organisations to navigate the competitive environment successfully. Global Competitive Intelligence (CI) Practice Lead at Presciant and previously for Ogilvy Consulting. He has extensive international experience in Advisory and the FMCG industry (Diageo, Coca-Cola, PepsiCo, Red Bull, United Coffee, and Heineken), where he held leadership roles in CI, Strategy, Marketing, and Sales internationally and globally.

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