Developing an academic publication strategy

Publish or perish!! These words ring out louder and louder everyday in academia as more and more universities compete for higher rankings, so they can compete better for students. For the unaware it can be trap if you don’t understand the rules of the game. In this talk, I will help guide you through some of the unwritten rules and how to navigate in what can be a dangerous landscape if you don’t know the terrain. At the end, you will have new insights into the academic publishing process to help you play the game and be aware of the hazards.

About Dr. Johnannes Dumay:
- Associate Professor of Accounting & Finance
- Associate Editor Accounting, Auditing & Accountability Journal
- Associate Editor Meditari Accountancy Research
- Deputy Editor of Accounting & Finance
- Chair: Qualitative Research in Accounting Network Special Interest Group, Accounting & Finance Association of Australia and New Zealand
- Honorary Visiting Professor, Nyenrode Business Universiteit, The Netherlands