**Corvinus University of Budapest: Doctoral Program in Management and Business Administration**

**Doctoral Course on Academic writing and publishing**

Instructors:

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Bill N. Schwartz, PhD, retired Distinguished Affiliate Professor of Accounting, Stevens Institute of Technology Management, formal co-editor for Advances in Accounting and Advances in Accounting Education

The course runs from 3 February to April 21, on Tuesdays 9.00-12.00 a.m.

Corvinus University of Budapest, Main Building, Room 69.

Topics:

1. Purpose and process of publishing
2. Academic search engines and how you can use them in your research. (Scopus, google scholar, web of science, Ebsco)
3. Journal rankings in management science (ranking, impact factor, Publish or Perish, etc.) Finding the proper journal for placing your research.
4. Identifying major research streams and finding research gaps. Formulating

your research question.

1. Types of articles. Review articles. Original research papers. Case studies. Empirical and theoretical articles.
2. Compiling the survey instrument.
3. The review process. Ethics in publication
4. Academic writing. Writing an abstract. Motivation. Research Strategy.
5. The Art of Publishing
6. Student presentations