

WRITING AND PUBLISHING FOR INTERNATIONAL JOURNALS

Date: 26—27 May 2009 Venue: Pearl International Hotel, KL

Organised By:

**Medium Books &
Consultancy**



WHO SHOULD ATTEND

The target group inclusive of university lecturers, other lecturers from institutes of higher learning, researchers, academicians, post-graduate students, and those who are interested to write and publish for international journals.

COURSE OVERVIEW

It is now seen as a prerogative for lecturers to write and publish in internationally acclaimed and citation index based journals. Gone are the days when lecturers had the luxury to consider not publishing until they were happy with what they had. Given the momentum created by the Ministry of Higher Education through the setting up of Apex and Research Universities, release of funds for research through Fundamental Research Grant Scheme and others of the like, as well as release of funds to universities to publish; those employed as lecturers must now publish. This course is intended to provide the basic information needed for lecturers to make use of my own experience, inside knowledge of editor's requirements, as well as basic writing skills required, to start writing in order to be published.

Writing to be published is hard work that follows a basic premise and rule. It should be based on research that has been done that is wished to be shared. Such methodologies and skills will be imparted during this training schedule. Participants are to bring to the workshop their own laptop, a copy of the journal they wish to publish in, that journal's instruction to authors, and their journal paper idea.

OBJECTIVES

On completion, participants will be able to:

- Understand the general framework for journal article writing
- Apply their own knowledge, skills, and concepts taught here to relevant writing process
- Perform basic drafts for specific journal requirem

METHODOLOGY

This course is based on a combination of:

- Hands-on & personal coaching for participants
- Lecturers—information & examples
- Participants presentation
- Group discussion
- Individual interaction

PROGRAMME

DAY 1 (26 MAY 2009)

- Overview of academic writing and scholarly publishing
- Visibility & Impact of Journals
- How to Publish
- Writing Exercise – Methodology
- Writing Exercise – Discussion
- Writing Exercise – Literature Review

DAY 2 (27 MAY 2009)

- Writing Exercise – Introduction
- Writing Exercise – Conclusion
- Writing Exercise – Abstract
- Writing Exercise – Citation, Reference, Acknowledgement and Style
- Summary

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SPEAKER'S PROFILE



ASSOCIATE PROFESSOR DR ERNEST CYRIL DE RUN—He has been with UNIMAS for 13 years. Prior to that he owned and operated three consultancy companies, starting as a salesman. He joined the Faculty of Economics and Business, Unimas as a tutor and is now the Deputy Dean of the university's Center for Graduate Studies. He has taught various marketing courses at both undergraduate and post graduate levels. He has supervised both Masters and PhD students as well as numerous undergraduate students. Ernest has also done various training courses in management, entrepreneurship and marketing for companies and institutions. He has also done consultations for the state and federal government as well as private companies. He has published in both local and international journals as well as the author of 4 books. Ernest research interest is in Promotions, Cross cultural studies, and Invariance.

REGISTRATION FORM

Registration Fees

() No Accomodation RM900 per person () Twin-sharing Accommodation RM1,250 per person () Single Accommodation RM1,600 per person

* The accommodation is only for two nights of 24 and 25 May, and no diners will be served

Company Name: _____ Contact Person: _____
Address: _____ Designation: _____
Tel: _____ Fax: _____
E-mail: _____

PARTICIPANTS:

Name (1): _____ Name (2): _____
Designation: _____ Designation: _____
E-mail: _____ Tel: _____ E-mail: _____ Tel: _____

Terms and Conditions:

1. All payment is payable to MEDIUM BOOKS & CONSULTANCY (Bank Islam 120290 100536 49).
2. Any cancellations, kindly inform the secretariat in writing five working days before the course; otherwise the course fees will be billed to your company.
3. The fees include lunch, tea breaks, training materials, seminar bags, and certificate of attendance.
4. We reserved the right to change the date or venue, and to cancel the training programmed should circumstances beyond our control arise. We shall inform the participants of the changes.

We understand that the fee is not refundable is we withdraw after our registration is accepted by the organizer but substitution of participants will be allowed. If we fail to attend the event, we will settle the registration fee in full. Upon submission of the registration form, it is deemed that the registration is accepted by the Organisers.

Authorized Signature

Company Stamp

Any enquiry, please contact Tel: 03-89259085/013-3077722
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