



Ph.D. in Entrepreneurship and Innovation

Writing and Publishing

Title	Writing and Publishing
Credits	4
Level	PhD Course
Scientific-Field	SECS-P/07 - SECS-P/08 - SECS-P/09 - SECS-P/10 - SECS-P/11
Semester	I semester
Year	2
Professor	Marco Ferretti marco.ferretti@uniparthenope.it
Venue	Università degli Studi di Napoli <i>Parthenope</i>

SYLLABUS

Course topics

- How to write a paper
- Academic publishing

Aims

Students attending the course will be able to understand 1) how to write properly a scientific paper following the “rules of the game”; 2) the process and dynamics of peer-review in top journals in management studies.

Teaching materials

Articles published in scientific top management journals (delivered to students before each lesson).

In itinere evaluation

Students have to read papers sent them before the lessons and develop some short comments for in-class discussion.

Final evaluation

Students have to write an essay about the course topics. The subject for each student has to be agreed in advance with the module coordinator.

Teaching methods

Short frontal lectures, research seminars, in-class group discussion and team-work.

Language

Italian and English
