

## Ph.D. in Entrepreneurship and Innovation

### Writing and Publishing

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| <b>Title</b>            | Writing and Publishing  |
| <b>Credits</b>          | 3   |
| <b>Level</b>            | PhD Course  |
| <b>Scientific-Field</b> | SECS-P/07 - SECS-P/08 - SECS-P/09 - SECS-P/10 - SECS-P/11   |
| <b>Semester</b>         | I semester  |
| <b>Year</b>             | 2   |
| <b>Professor</b>        | Marco Ferretti <a href="mailto:marco.ferretti@uniparthenope.it">marco.ferretti@uniparthenope.it</a> |
| <b>Venue</b>            | 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

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

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## Language

Italian and English

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