

**Building Resilience and Getting Published in Top Journals: A Hands-on Workshop for
Early Career Researchers (Free Event)
Thursday 8th December 2022 (9:00 – 18:00)**

Hamilton House 103, University of Greenwich, 15 Park Vista, London SE10 9LZ



Workshop organisers:



Dr Yakun Zhang
Senior Lecturer in
Advertising & Marketing
Communications,
University of Greenwich
[Yakun.Zhang@greenwich.
ac.uk](mailto:Yakun.Zhang@greenwich.ac.uk)



Dr Wenjin Huo
Lecturer in Advertising &
Marketing
Communications,
University of Greenwich
w.huo@greenwich.ac.uk



Dr Fatema Kawaf
Senior Lecturer in
Advertising & Marketing
Communications,
University of Greenwich
f.kawaf@greenwich.ac.uk

Scope and Topics of the Workshop:

Thanks to the support and funding of the Academy of Marketing and the Marketing Trust, this free, one-day workshop will take place at Greenwich Business School, University of Greenwich. This workshop offers a supportive platform for discussion, dialogues, and exchanging ideas about developing publication strategies and building personal resilience for early career researchers (ECRs) and PhD students in marketing and consumer research.

During this one-day workshop, we hope to provide participants with some guidance on where to start, what to consider in the publication process, create a safe space for participants to share challenges and negotiation strategies as an ECR, and discuss how to navigate within or challenge the 'publish or perish' culture. Most importantly, we focus on how to build resilience and maintain a healthy balance in this publication process.

Format of the workshop:

The workshop is in two parts, part one in the morning can be attended online or in person (hybrid event), and part two is strictly face-to-face and cannot be attended online.

Please select the '**Face-to-Face on Campus Sessions (Full Day Event)**' ticket if you want to attend the in-person whole-day event.

Alternatively, please select the '**Meet the Editors Online Only Sessions (Morning)**' ticket if you're going to participate in the morning online sessions.

The schedule is as follows:

9:00 – 9:30 Arrival and Coffee

9:30 – 11:30 'Meet the Editors' **hybrid sessions**. If you are attending in person, you won't need the link. If you are unable to participate in our face-to-face whole-day workshop, you can still join our 'Meet the Editors' online sessions by ordering the 'Meet the Editors Online Only Sessions (Morning)' ticket.

12:00 – 15:30 'Building Resilience' **face-to-face sessions** (lunch included), University of Greenwich Maritime Campus.

16:00 – 17:30 'Paper Development' **parallel face-to-face sessions**, University of Greenwich Maritime Campus. **You can attend either the quantitative or the qualitative paper development session.**

17:30 – 18:00 Closing Remarks, Reflections, Feedback, and Feedforward.

Selection of participants:

The workshop is designed for ECRs and PhD students with limited academic publication experience. Please answer the questions attached to the order form. You will receive the final notification and workshop programme around the first week of November 2022.

Workshop Capacity:

A maximum of 30 participants in person.

What to expect:

'**Meet**' the Editors' **hybrid sessions** (9:30 – 11:30): participants will gain tips for success in academic publishing from editors of well-known international journals. The Q&A part will allow participants to speak directly to the editors regarding the publication process and practical advice.

'**Building Resilience**' **face-to-face sessions** (12:00 – 15:30): participants will join our discussion on 'how to create a kinder academia collectively', and professional resilience coach(es) will help ECRs and/ or PhD students gain confidence, build resilience and develop a growth mindset towards the publication process.

'**Paper Development**' **parallel face-to-face sessions** (16:00 – 17:30): these sessions are designed to guide participants to get familiar with the publication process through a guided analysis of one published journal article. Participants can choose between a qualitative or a quantitative session to go through the entire publication process with the authors.

Workshop Programme:

This workshop is a full-day hybrid event from 9:30 to 18:00 with lunch and coffee breaks:

Time	Agenda	Location/ platform
9:00 – 9:30	Arriving & Welcome	Hamilton House 103, University of Greenwich
9:30 – 10:10	Meet the Editors: Dr Nisreen Ameen - Publishing in Quality Journals (Q&A included)	Microsoft Teams Link
10:10 – 10:50	Meet the Editors: Professor Raffaele Filieri - Tips and Advice to Publish in High-quality Journals (Q&A included)	Microsoft Teams Link
10:50 – 11:30	Meet the Editors: Professor Xinming He - How to Craft a Good Introduction (Q&A included)	Microsoft Teams Link
11:30 – 12:00	Coffee Break	Hamilton House 103, University of Greenwich
12:00 – 13:00	Building Resilience Workshop part 1: Dr Wenjie Cai - How to collectively create a kinder academia	Hamilton House 103, University of Greenwich
13:00 – 14:00	Lunch	Hamilton House 103, University of Greenwich
14:00 – 15:30	Building Resilience Workshop part 2: Charlie Allen and James Dunn - Maintaining wellbeing, resilience and personal performance through the publication process	Hamilton House 103, University of Greenwich
15:30 – 16:00	Coffee Break	Hamilton House 103, University of Greenwich
16:00 – 17:30	Paper Development Workshop - quantitative research (parallel) session: Dr Yakun Zhang	Hamilton House 103, University of Greenwich
16:00 – 17:30	Paper Development Workshop - qualitative research (parallel) session: Dr Fatema Kawaf	Hamilton House 102, University of Greenwich
17:30 – 18:00	Closing Remarks, Reflections, Feedback, and Feedforward	Hamilton House 103, University of Greenwich

Details of invited speakers:



Xinming He is a full Professor of Marketing and Director of the Marketing and International Business (MIB) Research Centre at Durham University Business School. Xinming is an Associate Editor for the Journal of Business Research (Elsevier) and the journal of Asian Business & Management (Palgrave). He has published over 40 academic articles in leading international scholarly journals and conferences. Xinming also had many successful PhD completions and publications with his PhD students, a number of which have won Best Paper Awards at prestigious international conferences (e.g., the *S. Tamer Cavusgil Best Paper Award* at CIMaR - Consortium for International Marketing Research 2022). With his knowledge and experience from both the author's and editor's perspectives, he could share relevant publication experience with ECRs/ PhD students.



Raffaele Filieri is a Full Professor of Marketing and the leader of the marketing research group at Audencia Business School in France. Raffaele is also an Associate Editor of the Journal of European Management Review (Wiley). Raffaele holds many high-quality publications on the ABS list and supervises many successful PhD students. He has adequate experience guiding PhD students through their study process, and he could also share his knowledge and publication journey with the ECRs/ PhD students.



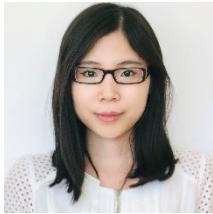
Dr Nisreen Ameen is a Senior Lecturer in Digital Marketing at Royal Holloway, University of London, and the Co-Director of the Digital Organisation and Society research centre. Nisreen also serves as the Vice President of the UK Academy of Information Systems (UKAIS). She is an Associate Editor for the journals: Information Technology and People, Computers in Human Behavior, and the International Journal of Consumer Studies. Previously she has held academic posts at the Queen Mary University of London, Birkbeck University of London, and Anglia Ruskin University (Cambridge Campus).



Dr Wenjie Cai is an Associate Professor in Tourism at Greenwich Business School. Wenjie is an experienced qualitative researcher, his area of expertise and research interests include digital well-being, social inclusion, knowledge creation, technology use, and consumer behaviour. Wenjie aims to advocate digital well-being and support marginalised and disadvantaged groups through his research. He has more than 30 research outputs, including publications in world-leading journals in the field. Wenjie collaborates with international colleagues in various interdisciplinary projects. He has been advocating knowledge transfer and public engagements.



Dr Fatema Kawaf is Senior Lecturer in Digital Marketing at Greenwich Business School with extensive research and teaching experience in Higher Education both in the UK and abroad. Dr Kawaf is the founder of a novel research methodology, Screencast Videography, a method for studying interactions and experiences in the digital space. Dr Kawaf's research interests include Digital and Social Media Marketing, Visual and Videography research, Viral Marketing, Influencer Marketing, Web Atmospherics, Customer Journeys, Touchpoints Analysis, Customer Experience, and Online Shopping Environments.



Dr Yakun Zhang is a Senior Lecturer in Advertising and Marketing Communications at Greenwich Business School. Yakun's research interests are in the areas of consumer behaviour and consumer psychology, particularly in information processing and decision-making process. Yakun's current research focuses on how sensory stimuli such as images and sounds can enhance advertisement effectiveness.



Charlie Allen - learning and development consultant, coach, and therapist: A qualified psychotherapist and professional development coach by background, Charlie is an experienced facilitator supporting individuals and groups with their well-being and performance.



James Dunn - health sector leader and wellbeing coach: Alongside a successful career as an operational & strategic manager, James has co-founded [EmbodifyFlow](#), a business supporting individuals and organisations to develop cultures of optimal performance and wellbeing.