

Crafting Research for High-Impact Publishing: An International Research Seminar

Join us on **14 May** for an immersive seminar designed to elevate your research from concept to publication at **IAE Aix Graduate School of Management**. This event brings together distinguished scholars and publishing experts to guide you through the nuances of academic writing, journal selection, and the publication process.

Morning Session Highlights:

- **Dr. Md Imtiaz Mostafiz** from the University of Leicester will delve into the art of problematizing research topics, a critical step in crafting compelling manuscripts that capture the interest of top-tier journals.

Afternoon Session Highlights:


- **Dr. Christina Theodoraki** will shed light on opportunities within French academic journals, offering insights into navigating the French publication landscape.
- **Dr. Muhammad Atif** of EMLV Business School will provide strategies for developing qualitative research papers in management, emphasizing pathways to successful publication.
- Additional sessions will explore **advanced quantitative methodologies** and offer a hands-on **paper development workshop**, providing practical tools and feedback to refine your research for publication.

Whether you're an early-career researcher or an experienced academic, this seminar offers valuable perspectives and actionable advice to enhance your publishing journey.

Registration Process: Participants are required to complete their registration via a Google Form. The deadline for registration is 8 March 2025. Please register using the following link: <https://forms.gle/CQEv9s1ivqQSCyJp6>.

Schedule


- **Date:** 14 May, 2025
 - **Venue:** Room no. 8, IAE Aix Graduate School of Management, Purycard, Aix-en-Provence
 - **Theme:** “Crafting Research for High-Impact Publishing”
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 **9:30 AM – 10:00 AM**

 **Opening & Seminar Introduction**

- **Welcome Remarks:** Prof. Antonin Ricard, Dean, IAE Aix-Marseille University
- **Seminar Introduction & Objectives:** Prof. Muhammad Arshad

Setting the tone for a day of learning, collaboration, and scholarly growth.

 **Morning Session (10:00 AM – 12:00 PM)**

 **Session 1: "From Research Topic to Publishable Problem: Mastering the Art of Problematization"**

Speaker: Dr. Md Imtiaz Mostafiz, Associate Professor in Strategy and International Business, University of Leicester

Dr. Mostafiz is a leading scholar in international business and strategy, with a focus on early internationalization, dynamic capabilities, and international entrepreneurial behavior. He has published extensively in top-tier journals and serves on several editorial boards. He is also the Deputy Associate Dean of Research Excellence at the University of Leicester School of Business.


Time: 10:00 AM – 11:30 AM

Learn how to critically rethink your research problem and turn it into a compelling argument for top-tier journals.

 **Interactive Q&A and Discussion**

 **11:30 AM – 12:00 PM**

Participants can engage directly with the speaker for clarifications and deep dives.

 **Lunch Break (12:00 PM – 2:00 PM)**

 **Afternoon Sessions (2:00 PM – 4:00 PM)**

 **Session 2: "Establishing a Publication Strategy: Tips and Traps"**

Speaker: Dr. Christina Theodoraki, Full professor, IAE Aix-Marseille University

Dr. Theodoraki is an expert in entrepreneurship, with extensive experience in publishing and reviewing for English and French academic journals.

Time: 2:00 PM – 2:30 PM

Explore the landscape of English/French academic publishing and how to position your work effectively.

🎓 Session 3: "Telling Stories That Matter: Crafting a Qualitative Research Paper for Publication"

Speaker: Dr. Muhammad Atif, Associate Professor, EMLV Business School, Paris
Dr. Atif specializes in corporate social responsibility and sustainable management. He teaches courses in business ethics, entrepreneurial processes, and sustainable development. His research has been published in journals such as the Business Strategy and Environment, Journal of Business Research, and CSR and Environmental Management.

Time: 2:30 PM – 3:00 PM

Discover how to structure and narrate qualitative insights that captivate reviewers and editors.

🎓 Session 4: "Level Up: Using Advanced Quantitative Tools for Publication-Ready Research"

Speaker: Muhammad Arshad, Member CERGAM, Professor IAE Aix Graduate School of Management

Time: 3:00 PM – 3:30 PM

Upgrade your quantitative analysis game using **Multi-level Modelling** to meet the standards of high-impact journals.

✂ Session 5: Paper Development Workshop

"Paper Doctor: Hands-On Workshop for Developing Your Research Manuscripts"

Facilitators: All Panellists

Time: 3:30 PM – 4:00 PM

Bring your paper draft, refine it with expert input, and identify clear next steps for submission.

For the Paper Development Workshop, only a limited number of submitted papers will be selected due to time constraints and the availability of our panellists. Priority will be given to submissions that align with the panellists' areas of expertise: International Business, Strategy and Entrepreneurship, Corporate Social Responsibility (CSR), and Leadership.