



भारतीय प्रबंध संस्थान कोषिकोड
Indian Institute of Management Kozhikode
Globalizing Indian Thought



Advanced Academic Writing and Publishing Strategies

February 2-6, 2026



About the Program

Embark on a transformative five-day journey towards scholarly success with our comprehensive program on Academic Writing, Journal Selection, and Publication Strategies. Designed to equip participants with essential skills and insights, this intensive workshop delves into the intricacies of crafting compelling research papers, navigating the journal selection process, and mastering the publication journey. Through interactive sessions, practical exercises, and expert guidance, participants will better understand ethical considerations, peer review protocols, and effective communication strategies. Empower yourself to thrive in the academic publishing landscape and make impactful contributions to your field. Join us and unlock the path to scholarly excellence.

Learning Outcomes:

At the end of this course, the participants expected to have:

- **Refined Writing Skills:** Participants will develop the ability to craft clear, concise, and compelling research papers, enhancing their effectiveness as scholarly communicators.
- **Strategic Journal Selection:** Participants will gain the skills to identify and evaluate suitable journals for their research, maximizing the visibility and impact of their work.
- **Publication Proficiency:** Participants will navigate the publication process with confidence, from manuscript preparation to submission, peer review, and eventual publication.
- **Ethical Awareness:** Participants will understand and adhere to ethical principles in academic publishing, fostering integrity and credibility in their research endeavours.
- **Effective Peer Review Management:** Participants will learn strategies for engaging with peer reviewers, responding to feedback, and navigating the revision process for successful publication outcomes.
- **Enhanced Communication Skills:** Participants will hone their communication abilities, both written and verbal, fostering greater clarity, coherence, and persuasiveness in their scholarly work.

Detailed Program Content

Day 1: Foundations of Academic Writing and Research Process

Morning Session:

- Introduction to Academic Writing for Research and Journal Publications
- Understanding the Research Process: From Idea to Publication
- Formulating Hypotheses in Research

Afternoon Session:

- Selecting the Right Journal for Your Research
 - Screening Journals: Assessing Relevance and Impact Factors
- Navigating the Submission Process: Guidelines and Best Practices

Day 2: Crafting a Compelling Research Paper: Part 1

Morning Session:

- How to Make Your Research Compelling Without Overselling It
- Avoid Wasting Time: Strategies to Streamline Your Writing
- Understanding Plagiarism and Ethics in Academic Writing

Afternoon Session:


- Overview of Referencing Styles and Guidelines
- Writing a Comprehensive Literature Review
- Q&A and Discussion

Day 3: Crafting a Compelling Research Paper: Part 2

Morning Session:

- Crafting Methodology: Structure and Writing Tips
- Reporting Research Findings: Writing Results Section
- Understanding the Goals of the Discussion Section

Afternoon Session:

- Dealing With Major Limitations Without Lowering Your Impact
 - Summary & Conclusions: Wrapping Up Your Research Paper
 - Q&A and Discussion
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Day 4: Submission and Review Process

Morning Session:

- The Submission Process: Tips and Common Pitfalls
- Understanding the Review Process: Peer Review and Editor Feedback
- How to Respond to Reviewer Comments Effectively

Afternoon Session:

- Handling Revisions and Resubmissions
- Ethical Considerations in Publishing: Authorship, Conflicts of Interest, and Research Integrity
- Q&A and Discussion

Day 5: Enhancing Your Research Paper and Advanced Techniques

Morning Session:

- Crafting an Effective Abstract and Title
- Fine-tuning Your Writing: Clarity, Conciseness, and Style
- Five Tips to Take Your Writing to the Next Level

Afternoon Session:

- Networking and Building Your Academic Profile
- Practical Tips for Successful Journal Publication
- Final Q&A, Review, and Closing Remarks

Target Audience:

This program is designed for researchers, academics, postgraduate students, and anyone involved in scholarly writing and publication. Whether you're new to academic publishing or seeking to enhance your skills, this workshop offers valuable insights and practical guidance tailored to your level of experience and expertise.



Pedagogy:

Our pedagogical approach emphasizes interactive learning, practical application, and personalized support. Through a blend of lectures, group discussions, case studies, and hands-on exercises, participants engage actively with the material, reinforcing their understanding and skills. Expert facilitators provide individualized feedback, coaching, and guidance, empowering participants to apply newfound knowledge effectively in their research and publication endeavors. Additionally, peer collaboration and networking opportunities foster a supportive learning community, enriching the overall learning experience.

Programme Fee: Rs. 50000 (Residential) GST @ 18%

Program Coordinators



Prof. Sreejesh S

Associate Professor, Marketing
Management

Prof. Sreejesh S is currently working as Associate Professor of Marketing Management Area at Indian Institute of Management Kozhikode, Kerala, India. His main research interests include brand management, services marketing, online marketing & advertising. His publications have appeared in the leading journals of marketing, such as European Journal of Marketing, Industrial Marketing Management, Computers in Human Behaviour, Journal of Travel and Tourism Marketing,

Marketing Intelligence and Planning, International Journal of Contemporary Hospitality Management, Internet Research, etc. In addition to the chapter contributions in books and case study developments, he has also authored books of international repute with Pearson India and Springer International





Prof. Anandakuttan B. Unnithan

Professor, Marketing
Management

Prof. Anandakuttan B. Unnithan obtained his PhD degree in Marketing from Cochin University of Science and Technology, Kochi, Kerala. His career as a business educator, researcher and administrator has spanned over two decades. Prof. Anandakuttan has previously served IIM Kozhikode as Dean and was instrumental in the launch of new programs such as EPGP-Kochi, PGP-BL, PGP-LSM, and PGP-Finance. His research interests include consumer behavior, services marketing, and advertising. His publications have appeared in leading journals in marketing, advertising, and other business disciplines. He has consulted with major corporations and government agencies and is actively engaged in executive education and management development programmes.



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Management Development Programme

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