



# How to Get Published and Ensure Your Paper Achieves the Impact it Deserves

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## **Part A: Some tips for getting published**

What is important to get your article published?  
Why publish? Why do you not publish?  
What is holding you back from starting or finishing research papers?  
What is your burning question on publishing?  
How to publish in leading journals

## **Part B: What you need to do to ensure your paper achieves the best possible academic impact**

Why is citation impact important?  
How to make your work more visible  
How to increase the chance your work is cited  
The importance of communication, collaboration  
Building your academic brand through social media

Prof Scullion is an international leader in International HRM evidenced by publications in elite journals, research collaborations with leading international schools and leading books in the field (e.g Global Talent Management, Routledge, 2019\_ His work has been influential attracting over 10,300 citations which contributed to shaping the research agenda and strategic direction of the emerging field of Global Talent Management. He leads workshops and Masterclasses for regional organizations.