

# MMIS Departmental Workshop

## Framing & Positioning Your Paper for Publication in a Top-Tier Journal



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### Abstract

In the same way that first impressions matter when selecting a job candidate or seeking out a life-long partner, the first four or 5 pages of a paper can make all the difference between publication and rejection. This two-part workshop aims to provide insight into how to frame one's research and write an introduction that effectively positions one's study, communicates that frame and grasps the reader's interest while aligning expectations regarding what the research will and will not do. In the first session, we will review what positioning means, and how to leverage the framing to justify the study's focus and design and communicate its theoretical contribution and significance. We'll also discuss best practices in the process of writing an introduction. The second session will be dedicated to critiquing the front end of papers submitted by participants.

### Workshop 1

Date: Feb 8, 2023

Time: 10:00 – 12:30

Venue: WLB 917

Topic: Positioning In Theory: A Review of  
How One Frames a Study and  
What Goes Into an Effective Introduction

### Workshop 2 & Workshop 3

Date: Feb 16, 2023, Feb 17, 2023

Time: 14:00 – 17:00

Venue: WLB 602

Topic: Positioning In Practice: Critiquing  
Student-submitted Introductions

### Registration Link:

<https://hkbu.questionpro.com/t/AXKm8ZwI3p>

