

Importance of Academic Publishing

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Outline

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Pressure of academic publishing

- Universities are under pressure to increase **international reputations**
 - increasing the number of academic articles published in **international journals**
- To gain **biên chế** **tenure** and keep employment at universities, a professor (lecturer) is required to **publish** academic books and articles in academic journals
- If the professor (lecturer) does **not publish**, **not gain** tenure and be fired
- Master students, PhD students, ...

Difficulties in academic publishing

A lecturer in a Vietnamese university has many **responsibilities**

- Heavy “work load”
- No time to write and publish

Publish: Why?

- Publishing your results is a vital step in the research life-cycle and in your career as a scientist
- Publishing papers is necessary
 - to get your work seen by the scientific community
 - to exchange your ideas globally
 - to ensure you receive recognition for your results

Publish: Why?

- That is where original ideas are first proposed
- They come before textbooks and application products
- Ideas are not confirmed until they are written down
- It is an important medium for scientific discussion and debate

Publish: Why?

- To improve
 - knowledge in your discipline
 - teaching in your discipline
 - your skills as a scholar
 - your skills as a teacher
 - your academic reputation
 - academic reputation of your department
 - academic reputation of your university
 - academic status of Vietnam
- To increase your income
- To contribute to development of scientific community

Publish or Perish

- To gain tenure and keep employment at universities, a professor (lecturer) is required to publish academic books and articles in academic journals
- If the professor (lecturer) does not publish, not gain tenure and be fired
- That is where the phrase “Publish or Perish” came from

Perish



Die, Lose one's life, Be killed, Expire, Be lost, Pass away

Publish or Die



NO!

Flourish!



To grow or develop in a healthy or rigorous way as the result of a particularly favorable environment!