



## Invitation to research workshop/presentation

Professor **Patrick DE PELSMACKER**

Affiliate Research Professor in Marketing at ICN Business School, 2021 / 2022

### **PRESENTATION OF RESEARCH INTERESTS/PROJECTS AND PUBLICATION STRATEGY WORKSHOP**

Tuesday, November 9<sup>th</sup>, 2021 | 3 p.m.-5 p.m

Room 101 “Marie Curie”, Station A Campus Artem

#### **About Patrick DE PELSMACKER**



Patrick DE PELSMACKER has been a tenured professor of Marketing for over 30 years at the University of Antwerp in Belgium.

His research focuses on sustainable consumer behavior, advertising effectiveness, new media and advertising formats, online consumer behavior and cross-cultural marketing communications, as well as other topics beyond marketing.

In this workshop, Patrick will discuss the following: challenges encountered in projects/papers, how reviewers judge papers, how authors cope with review(er)s, academic journal ratings, what makes good journals, how the quality and ‘rank’ of academic journals can be interpreted, what distinguishes an ordinary journal from a ‘top’ journal, and publication strategies.