

Writing to Be Published in Accounting, Finance, and Economics Journals: English Academic Writing Conventions and Style

Dr. Paul Skandera

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1. Course description

Nothing counts more in the academic world than being published. The reviewing process, however, and science as a whole are basically conservative: Some of the best written work is often rejected because it departs substantially from a comprehensive set of universally accepted writing conventions or does not conform to a style that publishers consider a prerequisite for publishing (or both). While in many anglophone countries university students receive a thorough mandatory training in academic writing skills, in non-English-speaking countries such training is frequently lacking or felt to be inadequate. Coupled with the fact that they do not usually write in their mother tongue, this puts authors from non-English-speaking countries at a serious disadvantage in global academic competition.

This two-day intensive course teaches you how to turn your papers into publishable articles. It is aimed at doctoral students, researchers, and academics who publish in English or *want* to publish in English but feel insecure about their command of the subtleties of convention and style (and may have already submitted a paper or two that were rejected solely on conventional or stylistic grounds). The course deals with a broad range of writing conventions, from the presentation of abbreviations, names, and numbers to the use of capitalization and italicization, to the quotation of sources and their documentation; and it addresses selected stylistic issues, such as paragraph structure, pronoun reference, gender-neutral language, and personal vs. impersonal style. The rules taught are based mainly on the *Publication Manual of the American Psychological Association*, which has been adopted by many academic disciplines and is used by writers across the world.

2. Syllabus

Thursday, August 22, 2019, 9:00 a.m. to 12:00 noon

- Punctuation

Thursday, August 22, 2019, 1:00 p.m. to 4:00 p.m.

- Relative clauses
- Quotations and in-text references
- Italic type
- Capitalization

Friday, August 23, 2019, 9:00 a.m. to 12:00 noon

- Indentation
- Spelling and plurals
- Numbers
- Abbreviations
- Footnotes

Friday, August 23, 2019, 1:00 p.m. to 4:00 p.m.

- Tenses
- Pronouns
- Gender-neutral language
- Pulling the threads together: A review of two discipline-specific style guides (*Journal of Financial Economics and Accounting Review*)

3. Recommended reading

Chicago Manual of Style (17th ed.). (2017). Chicago: University of Chicago Press.

MLA Handbook for Writers of Research Papers (8th ed.). (2016). New York: The Modern Language Association of America.

Publication Manual of the American Psychological Association (6th ed.). (2010). Washington, DC: American Psychological Association.

4. Course instructor

Dr. Paul Skandera, M.A. Born 1964 in Athens, Georgia, USA. Raised in Flensburg, Germany. Lives in Innsbruck, Austria. Studied English Language and Linguistics in Philadelphia, New York, Kiel, Freiburg i. Br., and Chemnitz. Master's thesis on grammatical change in modern American English. Doctoral dissertation on idiom in Kenyan English. Previously taught at the University of Freiburg i. Br., the University of Zurich, the Freiburg International Business School, the St. Gallen Hochschule für Angewandte Wissenschaften, the LIMAK Johannes Kepler University Business School in Linz, and the SAP Business School Vienna. Currently Professor of Business English at the Management Center Innsbruck and regular visiting lecturer at the University of St. Gallen (HSG), the University of Basel, the SAL School of Applied Linguistics in Zurich, the Steinbeis University in Berlin, and the University of Luxembourg. Member of the Swiss Association of University Teachers of English (SAUTE), the European Society for the Study of English (ESSE), and the International Association of Teachers of English as a Foreign Language (IATEFL). Author and editor of numerous publications in the field of English language teaching and linguistics. Owner of SKANDERA englische sprachdienste since 1992.