

Introduction to Academic Publishing and Research Methods in Humanities and Social Sciences

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[Enago](#) in collaboration with [Management Center Innsbruck](#) conducted a combined session to guide researchers at different career-stages and help them achieve their publication goals.

In the first session, we touched on the basics of effective manuscript writing and error-free submission leading to successful publication. Competent research skills and publications in high-impact journals are equally important for a flourishing academic career. Manuscripts are not only evaluated for the originality of the study and the key findings but also on the grounds of structure, data presentation, and readability. Unfortunately, many papers do not even reach as far as the review process and fall prey to desk-rejection by the journal editors itself due to non-compliance to internationally accepted language requirements. This session is primarily targeted towards researchers who wish to submit their papers to top-notch international journals but face difficulty due to lack of knowledge.

Through this session, researchers will have an improved understanding of the following:

- Overview of the [academic publishing](#) processes
- Standard structure of an academic paper (IMRAD format)
- Importance of [literature review](#) and structuring of the reference list
- Preparing the manuscript for publication and [journal selection](#)
- [Manuscript submission](#) and the peer review process

Our second session focused on discussing the research methodologies in the field of Humanities and Social Sciences. Both of these fields employ qualitative and quantitative methods to draw meaningful conclusions. In this session, we discussed the popular research methodologies types which will help researchers navigate their way through their research journey.

Through this session, researchers will have more information about the following:

- Introduction to research methods
- Types of research methods
- Qualitative vs quantitative research methods
- Digital Humanities

ABOUT THE SPEAKER

Prof. Michael Prieler



Prof. Prieler is an accomplished researcher with 20+ years of research experience primarily focused on media, advertising, and health communication studies. He is

currently associated with Hallym University, a top-ranked media and communication school in South Korea, as a Tenured Professor, and as a Visiting Professor at the City University of Hong Kong. To date, Prof. Prieler has 40+ research papers with nearly 600 citations to his credit. His research papers have also been accepted and published in the Social Science Citation Index (SSCI) indexed journals. Furthermore, Prof. Prieler has authored a book and several book chapters, and is a recipient of 8 grants. Prof. Prieler serves on the editorial board of popular journals such as Sex Roles (Springer), Asian Communication Research, Health & New Media Research, and Moment Dergi. Additionally, he is affiliated with established publishing houses like Elsevier, Springer, Wiley, Routledge, Sage, Public Library of Science, etc. as a reviewer. Prof. Prieler has also been conferred with several prestigious awards such as the “2019 Best Teacher Award” and the “Hallym University Distinguished Professor Award” by the Hallym University, (2018-2020), “Second Place Faculty [Research Paper](#) Award”, AEJMC Conference (2016), etc.

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