**** **Research Tradecraft**

**Dates: 20th February 2020**

**Times: 09.00-16.00**

**Venue: Woodhouse Suite, University House, University of Leeds**

**Workshop overview:**

This event aims at providing practical help to students concerning how to undertake and present research in ways that enhance its potential to be published in top academic journals.

**Aim of the workshop:**

The main purpose of this event is to advance the knowledge of academic community of early career researchers and doctoral students to give them insights into what it takes to get research published and hence to improve the chance of publication.

This workshop is vitally important and useful for anyone trying to publish their work in A-level journals. Special focus of the event will be on how doctoral students and early academic researchers can come up with more impactful research ideas, frame research questions in ways that make them more interesting, and write an article in a manner that enhances its chances of being published in top academic journals.

As a result of this event, there may also be opportunities for NARTI participants to network and be involved in future seminars organised by the Marketing Division at Leeds University Business School.

**About the speaker:**

**Neil Morgan** is Professor of Marketing, PetSmart, Inc. Distinguished Professor of Marketing Chair at Indiana University’s Kelley School of Business; Principal Research Fellow in Marketing at Leeds University Business School, University of Leeds.

Full bio: <https://kelley.iu.edu/faculty-research/faculty-directory/profile.cshtml?id=NAMORGAN>

**Programme:**

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| 09.00-09.30 | Arrival and registration |
| 09.30-11.00 | Part 1 – Lecture and practical exercises |
| 11.00-11.15 | Coffee/Tea |
| 11.15-12.30 | Part 2 – Lecture |
| 12.30-13.30 | Lunch |
| 13.30-14.45 | Practical exercises |
| 14.45-15.00 | Coffee/Tea |
| 15.00-16.00 | Feedback and discussion |

**How to register:**

Please complete the registration form below, ensuring that all fields are completed with as much detail as possible as this will be used to select participants.

It is advised that you do not make any travel arrangements until you have received confirmation of a place. We have a limited number of places available on this workshop and if at any time you need to withdraw your registration please inform us immediately so that we can offer the place to someone else.

It is expected that you participate for the full duration of the event and allow sufficient time for travelling to the venue.

NARTI will cover the cost of running the event and participants are asked to cover the cost of travel and any accommodation as required.

**For further details about this or any other NARTI event, please contact Jo Garrick at** [**narti@lubs.leeds.ac.uk**](mailto:narti@lubs.leeds.ac.uk)

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| **Registration of Interest** | |
| **Surname** |  |
| **Forename** |  |
| **University** |  |
| **Level of research** | Doctoral student  Postdoctoral/early career researcher |
| **Area of research** |  |
| **E-mail address** |  |
| **Please include how this workshop will be beneficial for your research** |  |
| **Please specify any dietary requirements** |  |
| **Please specify any disability requirements** |  |
| **Please return this booking form to Jo Garrick (**[**narti@lubs.leeds.ac.uk**](mailto:narti@lubs.leeds.ac.uk)**) by no later than Friday 31st January 2020** | |

**How to find the University of Leeds**

<https://www.leeds.ac.uk/info/5000/about/131/find_us>

The Woodhouse Suite is located on the second floor of University House which is number 28 on the downloadable campus map.

If you have any questions about this or any other NARTI training event, please contact Jo Garrick ([narti@lubs.leeds.ac.uk](mailto:narti@lubs.leeds.ac.uk)).