

## Art to be a Researcher. Lectures of Carla Millar in SPbPU

In middle January 2016 the Supply Center of Peter the Great St. Petersburg Polytechnic University hosted the lecture of Carla Millar, visiting professor, world's famous researcher. The lecture, dedicated to the preparation of articles for top international journals, to writing and editing dissertations and theses, to the relevance of research and project results to the entrepreneurial environment, was attended by SPbPU postgraduates who would like to broaden their professional mind, to find new problems for their research and to meet professors of world's leading universities. It is worth noting that the lecture was held within the Program "5-100-2020".



"Such events are very important for SPbPU, because we have to solve crucial tasks - we have to make research in our university prestigious, to increase research awareness and global rankings. In order to achieve these goals, it is important not only to improve the quality of works, but to improve the representation of scientific results in highly ranked journals. Actually, when you prepare a quality publication, you need strategy, comprehensiveness, you have to meet requirements of international journal that are different from our domestic ones. All these problems can be solved with the help of the experienced international expert. This is what

Dr. Carla Millar did during her lectures", said the project coordinator, international program manager for postgraduate education, Doctor of Economics, prof. T.Y. Khvatova, Institute of Industrial Economics and Management.

Carla Millar is working in Great Britain and the Netherlands. In the Netherlands she works for the University of Twente, in London she runs a top management business school. The biography of Carla Millar includes the cooperation with the United Nations, the Dutch Network of Women Professors; she was involved in the development of Unilever global brands, taught at the Australian National University, Canberra; she is well-known for significant projects and outstanding victories, she has more than 80 publications in international journals.







With great pleasure she shares her experience, personal observations and knowledge with peers, scholars and students, among whom there are a lot of administrators and managers.

In her monographs Carla Millar confirms that women researchers are unique, elaborates on practical usage of various scientific hypotheses and always relies on innovative decisions.

According to Carla Millar, the visit to SPbPU is most important and interesting. The main target of her lectures is to create views of the world of science, its laws and expectations.

During her three-day lecturing in the Polytechnic University Carla Millar talked about basic requirements for articles to be published in international journals. In her opinion, all the research should be related to the outside world, aimed at solving problems in the area of economic and industrial development, meet demands of the society and set new goals for strategic and innovative discoveries.

In the global process of building a system of effective communication one of the main roles is played by a researcher who has to move ahead and anticipate the

future. What a researcher has in stock is publications that present scientific achievements in different areas. Through scientific texts a researcher communicates with the world, shares his/her experience, contributes to university rankings.

Carla Millar emphasizes that it is essential not to make mistakes in submitting materials to respected scientific journals. Articles should follow policy and ideology of a journal, target audience, basic rules of editing. In the process of preparation it is necessary to ask a number of questions: Who will read the article? What is the aim of the article? What conclusions should a reader come to? What thoughts should be provoked?

Special attention should be paid to introduction, literature review, results and discussion, conclusions, references. The introduction section reflects the conceptual framework of the article, which helps a reader understand the idea of the research; the conclusion section communicates the goals achieved.

"You must remember that a management journal will be read by representatives of the business community - directors, heads of departments, managers. Therefore the article should be readable, mathematical models should be the instrument to check hypotheses, but not the single goal", - stated Carla Millar.

She believes that every researcher is a leader. He leads people to the world of science and discoveries. Every publication symbolizes a particular marketing strategy and analytical approach.

"You don't have to aspire to the recognition in all scientific journals in the world. Don't send articles to several journals at a time. Such careless behavior can damage your researcher's reputation and shut the door to highly ranked international journals", - explained the professor.

The lectures of Carla Millar impressed SPbPU postgraduates. The latter were encouraged by lecturer's enthusiasm, her desire to be on the same wavelength with the audience, her ability to listen to a communicator, to give indisputable proofs in response to opponents' arguments.

"An ability to communicate with the audience is a unique talent. I've learnt a lot at the lectures of Carla Millar. Every person should explore life-long learning. A certificate of higher education is not a lifetime warranty. We must be interested in innovations not only from our country, but all over the world. I believe that publications in international journals ensure dissemination of the research, make it competitive on the global scale. I hope, in future I will be given an opportunity to tell the international community about my work. I agree with Carla Millar that a quality article should be informative and relevant. You have to be ready for rejections and time-consuming peer review - up to three years. Rejection is not a failure, it motivates. You have to remember that the world of science is like a family. You will never be abandoned if you aspire to perfection", - Yana Yeremich, a postgraduate of the Institute of Industrial Economics and Management, shared her impressions.

"I've made my own conclusions and realized that when preparing texts you have to focus on details. I'd like to express gratitude to the Polytechnic University for cooperation with world's famous professors. Their lectures help us study and understand European scientific mentality", - added Anastasia An, a participant of the event.

All the participants share a common belief that a real researcher should look ahead and expand the boundaries of scientific knowledge. A researcher is a person who daily communicates with the society and responds to its demands.

Every publication is art and mastery that have to be perceived. If your articles are read, they are important and necessary!

International Relations Office

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