

[Online] PCMO@GGG-Workshop: How to Publish Strategically and Boost Your Publication Profile

Organizational details

Instructor: Jakob Horstmann

Date: Friday, November 27, 2026, 9.00 am – 3.30pm

Venue: Online via Zoom

Max. number of participants: 15

Objectives

The participants can expect to:

- learn how to plan an individual publication strategy in line with their career goals.
- receive a comprehensive overview of how publication processes work in both journal and book publishing.
- learn about practical aspects of academic publishing such as peer review processes, the pros and cons of co-authorship, usage rights, Open Access, and many more.
- learn how to increase their public profile as an academic author via suitable online platforms.

Content & Methods

This practice-oriented online workshop develops the foundations of a successful academic publishing strategy for early career scholars and helps the participants in building a highly visible publication portfolio. The participants will learn how to assess their research in the context of the scientific publishing market and develop a publication strategy in line with their individual career goals.

The workshop covers a wide range of topics, from choosing the most appropriate publication format and applying the most salient selection criteria for target publishers to the management of review processes and self-marketing in an impact-oriented academic environment. A separate part of the course is dedicated to help the participants create and maintain a lively publication profile through the usage of suitable online platforms.

Further practical modules deal with the creation of optimized titles and abstracts for both books and journal articles as well as with the advantages and disadvantages of co-authorship. It also provides an overview of the most important aspects of plagiarism and usage rights, as relevant e.g. for the 'recycling' of dissertation chapters towards journal articles or contributions to edited

collections. Finally, the importance of Impact Factors, Open Access and other facets of the digital dimension of academic publishing will be addressed.

Workshop structure

I. Introduction

- What does “successful” academic publishing actually mean?
- Planning a personal publication strategy – five factors

II. Scientific Publishing Primer

- Publication formats: journal article, edited collection or monograph?
- How to find the right publisher:
 - What makes a good publisher? Criteria and evaluation
 - Anglo-American vs. European publishing cultures
- Books:
 - Book publication road map: from proposal to contract
 - The book proposal
- Journals:
 - Which journal is the most suitable for me?
 - Journal rankings, impact factors, Open Access, and other digital delights.
 - Surviving a peer review process.

III. Titles and Abstracts

- What is important when choosing a title?
- The perfect abstract

IV. Practical Aspects of Authorship

- Recycling texts & data, plagiarism and usage rights – what am I allowed to do with my text?
- Pros and cons of co-authorship

V. Publication Profile Primer

VI. Group discussion of specific project-related questions from the plenary session

After the workshop: Follow-up and hand out of digital workshop materials

Methods:

The course is designed as a participatory workshop. In addition to input segments on behalf of the coach, there will be some group exercises and communal work on real-life examples from the publishing sphere. Active participation with questions and discussions is encouraged. Towards the end of the workshop, there will be time to discuss queries about the participants’ current publication projects in the group.

Target group & Course Language

Target group: The course is designed for PhD students and early career postdocs in the social sciences and humanities.

Participation requirements: Basic knowledge about the academic publishing world is assumed.

Course language: English (Please note: As this is not an English language course, proficiency in English at the C1 level of competency is required).

About the instructor

Jakob Horstmann is an academic publishing consultant for international publishers and authors. He worked as a journalist and editor in Germany, Romania, and the UK for years before turning freelance in London in 2010. [JH Publishing. Consulting for Academic Publishing](#) offers a broad spectrum of services for both sides of the academic publishing industry. Currently he is particularly engaged with work for Pluto Press, London, and transcript press, Germany. Jakob studied philosophy, linguistics and politics in Berlin, Paris, and London and holds two MA degrees. Since 2011, he has been offering publishing workshops and coaching for academics, which he held e.g. with the Max Planck Institute, the DFG, and at a variety of European universities

Registration

Please register by November 16, 2026 via e-mail at postdocs@ggs.uni-giessen.de