

Workshop

Planning, Writing, and Presenting Academic Research

Organizational Details

Instructor:	Prof. Dr. Peter Limbach (University of Bielefeld and CFR, Cologne)
Dates:	October 1, 2026, 9.00 am – 5.00 pm (Planning/Pitching + Presenting) October 2, 2024, 9.00 am – 5.00 pm (Writing + Miscellaneous)
Location:	Room 013 (HS 601), Licher Strasse 66, 35394 Giessen
Max. number of participants:	6
ECTS:	4 ECTS

Objectives

Excellent research alone is rarely enough to succeed in academia. Researchers compete for limited attention, conference presentations, publication opportunities, and research funding. At the same time, audiences are busy, readers skim papers, and even strong ideas can be overlooked or misunderstood if they are not communicated clearly and concisely. Learning how to communicate research effectively is therefore an essential skill for every academic.

A second challenge concerns navigating the PhD journey itself. Doctoral students must identify promising research questions, decide which ideas to pursue, develop a coherent research strategy, and overcome the inevitable setbacks that arise along the way.

This highly interactive, hands-on course equips participants with practical tools to address both challenges. Participants will learn how to communicate their research persuasively and how to manage their research projects strategically throughout the PhD process. The course covers (1) developing, planning, and pitching research ideas; (2) presenting and discussing research effectively; (3) writing concise and compelling abstracts and introductions, as well as designing self-contained tables and figures that allow readers to quickly grasp a paper's key contribution; and (4) understanding the editorial and peer-review process.

This course will help you...

- Improve your ability to plan, pitch, and execute academic research
- Improve your communication skills, both verbal and written
- Improve your writing skills (e.g., how to write an abstract and introduction; how to facilitate skimming; flow; structuring a paper, tables and figures; English language and writing style)
- Improve your presentation skills (e.g., slide design and the structure of a presentation; English language; body language; psychological aspects; answering questions the right way)
- Comprehend why writing and presenting papers is important and why you need to write in a concise way, how similar writing and presenting are, and what you should and should not do

- Recognize that more or less every paper can be criticized and what that means for your own research, papers, and presentations as well as for the selection of topics to work on
- Improve your economic and econometric understanding and reasoning
- Understand the editorial process

Content

- 1) The instructor discusses important aspects of planning, writing and presenting research papers and provides an introduction to research paper pitches. Topics include...
 - the reasons why scholars should present/discuss academic work and how to get impact,
 - various aspects of planning a PhD, particularly reasons why projects fail, tips what projects to start/abandon, and strategies for generating research ideas and publishing,
 - writing tips (e.g., how to write an abstract and introduction, how to structure a paper, how to write good English language and avoid typical flaws),
 - presentation and discussion techniques (e.g., structure and timing of a presentation, slide design, (body) language, psychological aspects and dealing with critical feedback).
- 2) Three exercises:
 - i) Abstract writing – participants have to write an abstract of at most 150 words of their own research paper, idea or dissertation – the instructor will make comments on the abstract as well as suggestions how to re-write it (you basically get a new and improved abstract);
 - ii) Short (pitch) presentations – participants have to present/pitch their own research or research idea, and will receive feedback on slide design, (body) language, timing, and content;
 - iii) Elevator pitches of a research idea or paper – feedback will be given on how to better structure the pitch and make it more compelling.All course participants will also benefit from the feedback of their peers and will have the chance to exchange ideas and discuss their experience.
- 3) The instructor will provide personal examples and anecdotes, such his own presentations and papers, referee reports, and examples of when and why he failed.
- 4) Insights into the submission and publication process – e.g., writing a cover letter, dealing with R&Rs and rejections, understanding how editors and referees think and judge.
- 5) If time is left, the instructor discusses issues related to success and failure in academia.
- 6) On demand: 1-on-1 or group meetings to discuss research (ideas).

Methods

Interactive workshop with aspects of learning by doing. See also Content.

Use presentation methods (i.e., slides, tables, figures, and written language as well as spoken language and body language); pitch and discuss your own research; write abstracts and use the English language; discuss with the audience; use sound economic/econometric reasoning to criticize papers.

Target Group

Doctoral candidates and early-stage postdoctoral researchers. The course is open to participants from all areas of business administration and economics (e.g., accounting, economics, finance, management, and marketing) and regularly attracts participants from related disciplines (e.g., data science, law, and psychology).

Prerequisites:

Participants need some research to present – very early work-in-progress is sufficient. No need to already have a first polished paper.

Course Language

Abstracts, presentations, and pitches must be written/held in English.

To gain the ECTS credit points participants have to:

- Actively participate in the seminar (e.g., hand in questions, provide feedback to others)
- Prepare a 30 second verbal elevator pitch of a research idea or paper
- Prepare a 6 minute presentation (pitch) of their own research, including the research question and motivation, hypotheses, empirical setup (data/tests) or theory (and maybe results)
- Write an abstract of 100-150 words of their own paper, current work or dissertation
- *Not mandatory:* Hand in one of their own research papers in order to discuss it in group

About the lecturer

Peter Limbach is Professor of Finance and Corporate Governance at the University of Bielefeld and a Research Fellow at the Centre for Financial Research (CFR), Cologne, and the Hamburg Financial Research Center (HFRC). He holds a German Diplom (equivalent to an M.Sc.) in Economics from the University of Bonn and a PhD in Finance from the Karlsruhe Institute of Technology. During his doctoral studies, he was a visiting PhD researcher at the Rotterdam School of Management. Following his PhD, Peter worked as a postdoctoral researcher at KIT before joining the University of Cologne in 2016 as CFR Junior Professor of Investments. In 2020, he served as Acting Professor of Financial Economics at the University of Bonn, filling the chair held by Prof. Dr. Isabel Schnabel.

Peter has extensive experience in doctoral education and has taught PhD courses at the Universities of Bielefeld, Dortmund, Giessen, Göttingen, Hamburg, and Wuppertal. His research focuses on empirical corporate finance, corporate governance and sustainability, financial accounting, and financial markets. His work has been published in leading academic journals, including Management Science, The Accounting Review, and the Journal of Financial and Quantitative Analysis, and has been presented at premier international conferences such as the annual meetings of the Western Finance Association and the European Finance Association. Peter also co-organizes one of Europe's leading virtual finance research seminar series and serves as Co-Editor of Management Review Quarterly.

Registration

If you would like to participate in this workshop, please register by **September 7, 2026** via e-mail at info@ggs.uni-giessen.de.