Fakulta strojního inženýrství VUT v Brně Vás srdečně zve na workshop

Academic Publishers and Where to Find Them:

Getting Published in Book Form

Středa 25. 5. 2022

14:00 – 16:00

Technická 2, A1/1140

Lektoři:

Zénó Vernyik (TUL), Dávid Levente Palatinus (TUL), Martina Vránová (FSI)

Akce je určená pro studenty i akademické pracovníky

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Academic Publishers and Where to Find Them: Getting Published in Book Form

Zénó Vernyik and Dávid Levente Palatinus in Discussion with Martina Vránová

Being able to sign publishing contracts with reputable academic presses, even if not such a ubiquitous requirement for researchers as getting published in major journals (ideally Q1 with high impact factors), is nevertheless an integral part of academic life. Choosing the path of appearing in book-form is necessary, for example, in the case of more complex or more detailed treatments of a problem or phenomenon, or if a team of scholars seeks to compile a whole range of studies discussing a single topic. Yet, even though there are a whole range of similarities between writing for a journal and writing

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for a publisher, convincing the latter to undertake a project is a whole different ball game than passing the multiple rounds of peer review of academic journals.

The two guests (Zénó Vernyik and Dávid Levente Palatinus), and the host (Martina Vránová) have had considerable experience with publishing edited volumes and monographs with a range of academic publishers both in the West (Cambridge Scholars Publishing, ibidem, Lexington Books, Mimesis, Peter Lang, Vernon Press) and in Central Europe (Americana eBooks, as well as local university presses), and an even wider correspondence with publishing houses in search of the right outlet. While their experience, given their fields of research, is exclusively in the field of publishing books in the humanities, a whole range of their practical experience and contextual knowledge is also applicable to publishing in other disciplines. Besides, some of the companies listed above are also active in the fields of IT and engineering (Cambridge Scholars, ibidem), employing similar principles of operation and logic of decision-making.

The roundtable-discussion, thus, is planned to include the following topics, besides those raised by the audience:

- the scientific requirement of a well-defined, narrow area of focus ***vs*** marketability and profitability
- the niches academic publishers cater for and how to find out about them
- the prestige of big name publishers (e.g. Oxford, Cambridge, Taylor&Francis) ***vs*** quality publications and personalized care
- how not to take letters of rejection as personal failure (aka. types of rejection and what to make of them)
- being published ***vs*** being seen (reviews, citations and the differing services of publishers)
- “legitimate” publishers ***vs*** vanity presses ***and*** the shades between
- open access and the proliferation of the pay-to-publish model

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