



Seminar Announcement

A guide to publishing your research: writing, reviewing and ethical issues in journal publishing

by **Fernanda Ogochi**

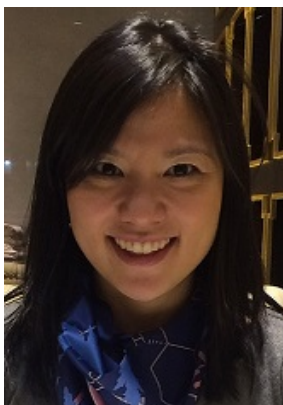
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Aula 2-8 – time: 14.30

Summary - Publishing research in well known scientific journals is one way that researchers build reputation in their community and allow the wide dissemination of their work. This presentation will go through the history of journal publishing, introduce best practice tips and hints when writing a paper, highlight the editorial process, and detail the main ethical issues that face authors, reviewers, editors and publishers on a day-to-day basis.



Mrs Fernanda Ogochi is a Senior Publisher in the Applied Energy and Power portfolio for the global information analytics company Elsevier. She is responsible for the overall development and strategic direction of 9 scientific journals. She joined Elsevier in 2010 and occupied several positions in the company, including Strategy Manager and Sales Intelligence Manager. Prior to Elsevier, she worked 6 years in banking and health care industries in Brazil. Fernanda holds a BSc degree in Business Administration from the University of Sao Paulo (Brazil) and an MBA from the TIAS Business School (Netherlands).