

UNIVERSITÀ DEGLI STUDI DI NAPOLI FEDERICO II  
DOTTORATO DI RICERCA / PHD PROGRAM IN  
INFORMATION TECHNOLOGY AND ELECTRICAL ENGINEERING  
**Ad hoc Course Announcement 2023-24**

**TITLE:** STRATEGIC ORIENTATION FOR STEM RESEARCH & WRITING

**LECTURER:** Chie Shin Fraser

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**BIO:** Chie Shin Fraser returns as visiting lecturer to UNISANNIO DING and UNINA ITEE/ICTH. Educator, communications & management professional, and writer, Ms Fraser has wide experience in management, supply chain management (SCM), international trade, professional education, and health care, having previously worked at the association representing Ontario's Community Health Centres. Subsequently, as chief executive of the leading SCM association in Ontario, Canada, she oversaw key strategic initiatives including rebranding and organisational restructuring, while playing a significant role in developing and implementing Canada's most comprehensive SCM education programme. She currently provides content development, research, writing, and communications services in domains such as: science-technology, innovation-entrepreneurship; intellectual property (patents, trade marks), medical/pharmaceutical, business/finance/economics, legal. Her professional qualifications include: MBA (Finance, Strategy & Economics), BSc (Microbiology), Certified Association Executive (CAE, Canada).

## OVERVIEW

In a globally competitive environment where the value of research, and indeed one's professional/academic success, is measured in terms of how **impactfully** research findings are communicated/disseminated (**publication**) and how many times they are cited (**citation impact**), researchers and academics - especially in STEM domains - are increasingly held to the motto "**publish or perish!**" Yet too many remain **myopically focused** on technical skills, failing to prioritise the strategic and communication skills needed to effectively showcase technical merit... until faced with imminent **rejection** of their submitted papers!

Participants will learn to avoid such myopia with the **value-driven orientation** necessary to thrive amidst competition. Along with capacity-building attributes and core competencies including creative thinking and cross-disciplinary team work, participants will work to develop effective professional communication and writing skills, with a view to getting published.

*Designed to be interactive, this course emphasises active participation/discussion, and as with comparable offerings, has a normal course load incl: readings, in-class exercises/activities and at-home work (individual/team). Overall assessments are based on various learning components including collaborative research project, manuscript preparation and submission as applicable.*

**CREDITS:** 5

**INFO/ENROLLMENT:** Chie Shin Fraser - [fraserc23@gmail.com](mailto:fraserc23@gmail.com)

**ENROLLMENT DEADLINE:** 5 December 2023

## PROGRAMME [SUBJECT TO CHANGE]

### TOPICS

#### Introduction: STEM Research - Communication: Approach and Philosophy

- Strategic Framework and Value Orientation
- Creative Thinking + Activities
- Team Formation, Research Project Intro/Instructions

#### Expert/Academic Writing:

- Expert/Academic Writing: What is it? Purpose, Process, Audiences (Readers/Communities)
- Generating and Conveying Value
- Know Your Readers... Know Your Community(ies)

#### Fundamentals of Effective Writing:

- General Principles & Characteristics: Accuracy, Clarity, Conciseness, Coherence, Appropriateness
- From the Reader's Perspective: Reading Process and Reader Expectations...
- Grammar/Composition-related: Structure/Construction: Clause, Phrase, Sentence, Paragraph...

#### Scientific Writing & Publication

- Professional Expert Communication: Written/Oral (Presentation, Conferences, etc)
- Research Article/Paper (IMRaD): Writing & Publishing
- Scientific Literature & Literature Review
- Publishing Process: Submission, Peer Review, Acceptance & Publication (or Rejection - Rewrite)
- Citation / Plagiarism
- Journals and Publications
- Dissertation

#### Course-End Events/Deliverables:

- Team Research Project Presentations: [*mini-conference format*, depending on sufficiently large cohort]
- Team Submissions: Presentations PPT + Activity/Work Products [including where practicable, Research Paper writing/submission - TBD]
- Teamwork/Leadership/Performance Assessment and Feedback

## SCHEDULE [SUBJECT TO CHANGE]

Lecture	Date	Lecture	Date	Time
1	7 Dec 2023	4	19 Jan 2024	09.30-13.30 CET [Break ~ 20 mins]
2	15 Dec 2023	5	TBD 2024	
3	12 Jan 2024	6	TBD 2024	

**VENUE:** Aula Seminari, Via Claudio,21 – 80125 - Napoli

### IMPORTANT/NOTE:

**This course has been deemed a mandatory requirement** within the PhD programme.

It is not intended to be a refresher/remedial course in English or general writing. As such participants are expected to have a reasonable level of fluency and proficiency with regard to fundamental linguistic aspects including grammar, usage, etc.

**Teamwork, Leadership, Active Participation:** will be emphasised, encouraged and assessed. Participants will work throughout in teams to complete all activities/exercises and collaborate on a joint research project.

#### Blended classroom modality:

In-person attendance: Naples-based students.

Virtual learning [MS Teams]: available only to students based out-of-Naples/Italy.

Those interested may directly email their course enrollment request, indicating their specific location, to: [fraserc23@gmail.com](mailto:fraserc23@gmail.com), no later than **5 December 2023**.