

# SEMINAR ON RESEARCH PUBLICATION



# UNIVERSITY OF NAIROBI

**University of Nairobi, Faculty of Business and  
Management Sciences**

**Department of Management Science and Project  
Planning**

**Title: It is Publish or Perish – Navigating the Academic  
Publication Challenge to Attain Excellence**

**Date: 23<sup>rd</sup> April, 2024**

**Time: 10.00-1.00PM**

**Venue: University of Nairobi Tower, 4<sup>th</sup> Floor**

**Room MLT 405**

**Dear Esteemed Faculty**

**Members,**

We are thrilled to announce an upcoming seminar titled "It is Publish or Perish – Navigating the Academic Publication Challenge to

Attain Excellence," featuring the distinguished expertise of Professor Victor Gekara.



**PROFESSOR VICTOR GEKARA.**

Victor Gekara is a Professor of Sociology in the Department of Supply Chain and Logistics at RMIT University's College of Business and Law located in Melbourne Australia. Victor is also an Adjunct Professor in the Department Management Science and Project Planning, University of Nairobi. He earned his Ph.D. in International Political Economy from the Cardiff School of Social Sciences in 2008, under the prestigious Nippon Foundation PHD Fellowship.

During his doctoral studies, Professor Gekara delved into the complexities of nation-state policies concerning labour and capital within the framework of neoliberalism, with a focus on the shipping industry. His thesis explored the regulatory measures employed by national governments to balance the development of domestic labour forces with the interests of multinational capital.



Drawing from this foundational research, Professor Gekara has cultivated an impressive portfolio of funded research projects, international collaborations, and publications that intersect the fields of Sociology of Work, Political Economy, and Management. He has actively collaborated with private enterprises, labour unions, and governmental bodies to generate research outcomes that significantly influence policy and practice, particularly in areas such as Vocational Education and Training, organizational technology integration, digital transformation, and workforce skills enhancement.

Currently, Professor Gekara's scholarly endeavours are primarily focused on unravelling the dynamics of the future of work in light of emerging global business trends, changing work and production technologies and the changing industry workforce skills needs.

In addition to his research pursuits, Professor Gekara has demonstrated a commitment to nurturing the next generation of scholars. He has successfully supervised numerous Ph.D. candidates to completion and has played a pivotal role in developing and overseeing various postgraduate programs in supply chain and logistics. Professor Gekara's pedagogical contributions extend across a spectrum of courses, including International Logistics, Strategic Procurement, Supply Chain Technologies, Supply Contract Management, and Business Ethics.



## Seminar Overview:

In this seminar, Professor Gekara will draw upon his wealth of experience to provide invaluable insights into the academic publication process. Participants will benefit from his expert guidance on navigating the challenges of publishing in today's competitive academic landscape. Whether you are an early-career researcher or a seasoned academic, Prof. Gekara will equip you with practical strategies for achieving publication excellence.

### Key Topics Include:

1. Understanding the significance of academic publishing in career progression.
2. Selecting appropriate journals and conferences for publication.
3. Crafting compelling research manuscripts: Techniques for effective writing.
4. Mastering the peer review process: Tactics for success.
5. Overcoming common obstacles encountered in academic publishing.
6. Maximizing the impact of your research through effective dissemination strategies.



### Why Attend?

- Gain insights from Professor Gekara's extensive experience in academia.
- Learn actionable strategies to enhance your publication record.
- Network with colleagues and peers across disciplines.
- Receive personalized advice on your publication goals.

Registration link:

<https://bit.ly/ReSEm24>

