

Professor Dr. Olivier Furrer and the [Chair of Marketing](#) at the University of Fribourg are delighted to announce an upcoming research seminar on

“Publishing Scholarly Research”

conducted by

Prof. Dr. Dwayne D. Gremler

Distinguished Research Professor, Bowling Green State University, USA

April 24, 2026

University of Fribourg

Bd. de Pérolles 90 / Room B130
1700 Fribourg

Description

A common mantra of business academics is “publish or perish.” Indeed, at many business schools, promotion and tenure decisions are based heavily on one’s ability to publish regularly in academic business journals. The intent of this seminar is to have all interested academics (particularly Ph.D. students and new assistant professors) consider issues relating to the publishing of relevant and rigorous scholarly research in business journals. Topics that will be discussed in this seminar include:

- What makes for impactful research?
- What is interesting research? Significant research?
- Crafting a scholarly manuscript
- Reasons manuscripts are rejected
- Traversing the journal review process
- Managing a research project from conceptualization through publication

Registration

Registration is open to doctoral students, post-doctoral researchers, assistant professors, and researchers in marketing, management, consumer behavior, and other related research fields.

- Please fill in the [registration form](https://forms.gle/DW9gYmsv9eEFW4Dd6) (<https://forms.gle/DW9gYmsv9eEFW4Dd6>)
- **Registration deadline:** April 13, 2026
- **Registration fee** CHF 250

As we can welcome a limited number of participants, we advise you to register as soon as possible. Upon registration, participants will receive detailed information about the seminar structure and requirements, as well as a list of preliminary readings.

More information

For more information, please contact chloe.baillod@unifr.ch.

You can find out more about Professor Dwayne D. Gremler and his publications [here](#).