

Swiss Leading House VPET-ECON

A Research Center on the Economics of Education, Firm Behavior and Training Policies



University of
Zurich^{UZH}

Co-Director

Prof. Dr. Dr. h.c. Uschi Backes-Gellner

u^b

UNIVERSITÄT
BERN

Co-Director

Prof. Dr. Stefan C. Wolter

Fall Term 2025

Leading House Ph.D. Course
Crafting Scientific Publications: Developing a clear line of argument to
communicate to target readers

- Syllabus -

Preliminary version

- Lecturer:** Prof. Dr. Dr. h.c. Uschi Backes-Gellner, University of Zurich;
Prof. Dr. Kerstin Pull, University of Tübingen
- Workshop dates:** August 25 - 29, 2025
- Location:** University of Zurich, Room tba
- Preliminary Schedule:** The lectures take place in the form of an intensive 5-day course.
- | | |
|-----------------------|-------------|
| Monday, August 25: | 14:00-17:30 |
| Tuesday, August 26: | 09:00-17:30 |
| Wednesday, August 27: | 09:00-17:30 |
| Thursday, August 28: | 09:00-17:30 |
| Friday, August 29: | 09:00-12:00 |
- Module Number; ECTS:** tba; 3 ECTS

Course overview

We will discuss various topics related to writing concise papers in personnel and education economics that will be published in refereed journals. We focus particularly on how to find a valuable topic, how to structure the argument and how to sell a paper as well as how to handle revisions and resubmissions. The aim is pursued by three different course elements. Firstly, each participant thoroughly prepares the reading material and is ready to give an on-the-spot short (elevator pitch) presentation of the required readings. Secondly, students present and discuss their own work and receive feedback from the audience. Thirdly, students will work on group assignments where they jointly rewrite a

www.economics-of-education.ch

Leading House VPET-ECON

A Research Program of the State Secretariat for Education, Research and Innovation

Prof. Dr. Dr. h.c. Uschi Backes-Gellner

University of Zurich, Department of Business Administration, Plattenstr. 14, CH-8032 Zürich
Tel. +41 44 634 42 81, backes-gellner@business.uzh.ch

Prof. Dr. Stefan C. Wolter

University of Bern, Department of Economics, Centre for Research in Economics of Education,
Schanzeneckstr. 1, Postfach 8573, CH-3001 Bern
Tel. +41 31 631 36 56, stefan.wolter@vwi.unibe.ch

Swiss Leading House VPET-ECON

A Research Center on the Economics of Education, Firm Behavior and Training Policies



University of
Zurich^{UZH}

Co-Director

Prof. Dr. Dr. h.c. Uschi Backes-Gellner

u^b

UNIVERSITÄT
BERN

Co-Director

Prof. Dr. Stefan C. Wolter

fellow student's or other text passages. During the discussion, we will put special emphasis on the quality of the text (style, argumentation, conciseness, clarity).

Required Readings

Literature is posted on the course web page (password-protected, password will be distributed after final registration)

1. Getting started and remaining on track

- Pischke, S. (2012): How to get started on research in economics?
- Peterson, Todd C., Sofie R. Kleppner, and Crystal M. Botham (2018): Ten simple rules for scientists: Improving your writing productivity. (2018): e1006379.
- Brennan, Niamh M. (2019): 100 research rules of the game: How to make your research world class; how to successfully publish in top international refereed journals. *Accounting, Auditing & Accountability Journal* (2019).

2. Telling a story

- From the Editors (2013): Being Scheherazade: The Importance of Storytelling in Academic Writing. *AMJ* 56(3): 629-634.

3. Structuring your argumentation

- Reid, N. (2010): Getting Published in International Journals, Chapters 11, 12, 13
- Mensh B, Kording K (2017): Ten simple rules for structuring papers. *PLOS Computational Biology* 13(9): e1005619. <https://doi.org/10.1371/journal.pcbi.1005619>

4. Revising and responding to reviewers

- From the Editors (2012): Responding to Reviewers. *AMJ* 55(6): 1261-1263.
- Corman, H; N. Reichman (2011): ABCs of R&Rs, *CSWEP Newsletter*, Spring 2011: 8-9, 13.

Target audience and preconditions for participation

The seminar is particularly designed for doctoral students in the economics of education course program but is also valuable in general for doctoral students in personnel economics or business economics in general. The seminar will take place en bloc in order to enable external PhD students of the course program in economics of education to attend.

Credit requirements and grading

Students are required to read the Required Readings before the course starts. Full attendance is mandatory. For credit points student should expect to do presentations on required readings on the spot, to prepare written inputs for narrative tables of contents and/or for essays.

Application

The number of participants is limited. Please send your application including a short CV to Chiara Zisler (chiara.zisler@business.uzh.ch) as soon as you know (but by **June 30, 2025**, the latest).

WWF Statutory Course Policies

According to WWF study regulations, all exam dates are final as published in the VVZ and syllabus. This means that final exam dates are not negotiable. It will not be possible to take any exams on different dates.

Swiss Leading House VPET-ECON

A Research Center on the Economics of Education, Firm Behavior and Training Policies



University of
Zurich ^{UZH}

Co-Director

Prof. Dr. Dr. h.c. Uschi Backes-Gellner

u^b

UNIVERSITÄT
BERN

Co-Director

Prof. Dr. Stefan C. Wolter

Academic dishonesty in any form will not be tolerated. Anyone caught cheating or engaging in unethical behavior will be reported to the Dean's office according to the guidelines on academic dishonesty set forth by the University of Zurich.

The information in this syllabus supports the official information in the electronic university registration tool (*UVZ-Vorlesungsverzeichnis*). In cases of doubt, the official information in the VVZ is decisive. For UZH students: Don't forget to officially register using the registration tool of the University of Zurich.

Any work presented by students only uses aids that are declared. Students accept full liability for the scientific integrity of their texts, irrespective of potential use of generative AI tools such as ChatGPT or other. All instances of direct quotes or paraphrasing from published or unpublished sources have to be properly attributed. You confirm that all work, in its current form or any similar version, has not been previously submitted, in whole or in part, as part of any other examination.