Marketing Seminar Series

How to get Published in the Journal of Product Innovation Management

Angela Paladino, University of Melbourne

Her seminar will review the background of the journal, experiencing the submission process at JPIM, tips on avoiding desk rejections and getting through the review and revision process. The aim is to increase the exposure of this journal in the Australian market and increase the number of manuscripts submitted from our market.

Angela Paladino is a Professor in Marketing at The University of Melbourne and the Director for the Centre for Excellence in Teaching and Learning. She has published her work in journals including the Journal of Product Innovation Management, The Journal of Business Ethics, Industrial Marketing Management, Management International Review, Environment Education Research, Journal of Environmental Psychology, Journal of Marketing Education, among many others. Angela has been awarded over 12 international and national teaching awards for her innovative teaching from organisations including the Academy of Marketing Science and the Australian Learning and Teaching Council. She has been awarded over $35M in competitive funding from national, international and government agencies including the Australian Research Council.

Angela is the Associate Editor of the Journal of Product Innovation Management (JPIM). This journal is recognised globally as the leading outlet for innovation research and is classified as an A* journal in the ABDC/ERA journal listings. She is on the editorial review board of JPIM, the Journal of Marketing Education and the Journal for the Advancement of Marketing Education and is an external assessor on government granting bodies in North America and Australia.

Date: Wednesday, 29th April 2015
Time: 11:00am—12:00pm (morning tea will be served, BYO tea/coffee)
Venue: BUSN201 (Case Study Room)
RSVP: Anne-Maree Wood-Gush: anne-maree.wood-gush@uwa.edu.au
Enquiries: Richard Gruner: richard.gruner@uwa.edu.au