



澳門大學  
UNIVERSIDADE DE MACAU  
UNIVERSITY OF MACAU

**Faculty of Business Administration**  
**SEMINAR SERIES No. 06/1516**  
***Management and Marketing***

***How to Get Your English Language Manuscript Published in A Scholarly Journal***

Prof. Ronald Jay COHEN  
Founder and Editor-in-Chief of *Psychology & Marketing*

**Abstract**

Geared to an audience of both students and faculty, this presentation covers key “do’s” and “don’ts” for the academic who wishes to publish an English language manuscript in a scholarly journal. Things to consider before writing, while writing, and after writing are noted, as are key aspects of the editorial process from the perspective of journal editors. The presentation concludes with a “Top Ten” list of things to do in order to advance towards the goal of being a published author.

**Date:** 3 December, 2015 (Thursday)  
**Time:** 15:00~16:30  
**Venue:** Faculty of Business Administration, E22-G010

**A Short Biography of Prof. Ronald Jay COHEN**

Prof. Ronald Jay Chen is the Founder and Editor-in-Chief of *Psychology & Marketing* (A-list Marketing Journal). Prof. Cohen is American Board of Professional Psychology Diplomate and American Board of Assessment Psychology Diplomate. He is Senior author of most widely used textbook on psychological testing in the world: *Psychological Testing and Assessment* (8<sup>th</sup> edition) published by McGraw-Hill, and also author of several books and journal articles in refereed scholarly journals. He is invited speaker at several universities including the Sorbonne in Paris, and Peking University and Tsinghua University in China; keynote address speaker at conference at South China Technical University and Nanjing University. He got his Ph.D. in Clinical Psychology at State University of New York at Albany, his Master of Science in

Psychology at Western Illinois University and his Bachelor of Arts with major in Psychology in Brooklyn College.

**ALL ARE WELCOME!**