Developing an Academic Publishing Strategy
– an international perspective

Professor Kenneth Amaeshi
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The Challenge
  – The contested purpose of higher education

The Challenger
  – The stakeholders of higher education

The Challenged
  – The scholar; the academic

...the dangers of a SINGLE narrative
The Challenge

...what is the purpose of higher education?

– Tension between the production of “contemplative” and “performative” knowledge (Barnett, 2000)
production of contemplative knowledge

– the role of the university should not be subversively subordinated to, what some authors have described as, “academic capitalism” (Barnett, 2000; Slaughter and Leslie 1997), which produces knowledge that “...has to be cashable in some way in knowledge competences” (Lyotard 1984 cited in Barnett, 2000); but should rather serve as an arena for the emancipation and liberation of the human spirit, as a part and parcel of the entire enlightenment project (Delanty, 2001).
...tension #2

...production of performative knowledge

– the role of the university is the production of a form of knowledge that is: “... not primarily a matter of knowledge being applied to practical situations but is a matter of knowledge-in-use. What counts as knowledge is what is worked out in real-time in the exigencies of the moment; ‘problem solving’...” (Barnett, 2000:414)
The challenger

"The outsiders want the students trained for their first job out of university, and the academics inside the system want the student educated for 50 years of self-fulfilment. The trouble is that the students want both. The ancient collision between each student's short-term and long-term goals, between 'training' and 'education', between 'vocational' and 'general', between honing the mind and nourishing the soul, divides the professional educators, divides the outside critics and supporters, and divides the students, too”.

...some concerns:

- if the purpose of higher education is to prepare students for the world of work:
  - who ought to pay for it – the state, the individuals or their current and potential employers?
  - why should the state pay for the cost of higher education instead of the employers who benefit directly from such social investments?

- there is, also, a concern that:
  - “… as the university becomes inserted into society, its epistemologies change: knowledge becomes performative in character and loses its power to enlighten” (Barnett, 2000:411)
...as such,

“...the university is a site where many contradictions are expressed, for instance the conflict between cosmopolitanism and national culture, universalism and particularism, secularism and religion, modernity and tradition, power and culture, intellectuals and experts, democracy and knowledge. The university is, then, more than an institution of knowledge production but has also nurtured the dominant and emergent cultural models of society”. (Delanty, 2001:150)
The Challenged

• ...the academic who pursues intellectual life in higher education institutions?
my story and experience

>150 publications (journal articles, books, conference papers, media, et cetera)

Associate Editor, *Business Ethics European Review*
Editorial Board Member, *Journal of Business Ethics*

Beware of the dangers of a SINGLE narrative
Reflections

• Define Your Stage
  – Regional
  – National
  – International
  – Global

• Choose Your Audience
  – Scholars
  – Managers
  – Policy makers
  – Students

• Understand Your Context
  – Publication outlets
  – Career goals
  – Funding sources

• Pick Your Battles
  – Publishing is political
  – Network and collaborate
  – Proactively promote your work
  – Time, Time, Time
Research Funding Strategies
...a £310,000 example

AFRICAPITALISM

THE PATH TO ECONOMIC PROSPERITY AND SOCIAL WEALTH

Rebuilding and Rebranding Africa as a Land of Investment, Innovation and Entrepreneurship

By Tony O. Elumelu, CON
Africapitalism: a philosophy for sustainable business in Africa?
Economic philosophy calls for business to solve development challenges but its people must be at the centre of decisions

Kenneth Amaeshi
Guardian Professional, Tuesday 30 July 2013 07.00 BST
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Could the economic philosophy of Africapitalism help improve the future of Africa's children? Photograph: Graeme Robertson

As with most developing economies and emerging markets, sustainable business is a hard sell in Africa – especially in sub-Saharan Africa. As an academic and practitioner in this space, I often blame the weak institutions
...a £110,000 example
...recap

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...the dangers of a SINGLE narrative
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