

## How to Use Storytelling in Academic Writing

**Instructor:** Prof. Dr. Timothy Pollock (University of Tennessee)  
**Term:** Winter Term 2024/25  
**Date:** Monday, September 30 2024 (9-18h)  
**Place:** Room 305, Ludwigstr. 28, VG  
**Credit:** MBR Module B/II  
**Contact:** Zuzana Schneiderova ([schneiderova@lmu.de](mailto:schneiderova@lmu.de))

**The seminar has limited capacity and an application is required by August 15 2024 (23:59h).**

To apply, please:

- fill out [https://lmubwl.eu.qualtrics.com/jfe/form/SV\\_03wk9WU8OUDysJM](https://lmubwl.eu.qualtrics.com/jfe/form/SV_03wk9WU8OUDysJM), and
- send an up-to-date academic CV to [schneiderova@lmu.de](mailto:schneiderova@lmu.de).

### Seminar Description and Objectives

How to effectively tell your research story can be challenging. However, becoming an engaging academic writer not only makes your discoveries and insights more accessible; it can also have a host of career benefits. Good writing in business research has long been recognized as critical skill for scholars across domains of management (Bajwa et al., 2016), marketing (Warren et al., 2021), and accounting (Ashton, 1998), among others. Yet, doctoral coursework rarely includes seminars designed to advance developing scholars' academic writing skills.

This seminar's aim is to introduce doctoral students to how storytelling (Pollock, 2021) enables scholars to write more effective research articles. The first half of the seminar will discuss the structure of storytelling and the writing process. In the second half of the seminar Tim will offer a master class on writing by editing and discussing three workshop participants' submissions. In a positive and supportive way he will illustrate the strengths of the participants' work, the writing issues they face, and how they might address them. In addition, participants will complete exercises following the seminar designed to improve specific writing skills.

The grading in this seminar is pass/fail.

### About Prof. Pollock:

Tim Pollock is the Haslam Chair in Business, Distinguished Professor of Entrepreneurship and Kinney Family Faculty Research Fellow at the University of Tennessee – Knoxville. He is also an International Research Fellow with the Oxford University Centre for Corporate Reputation. Tim's research focuses on the roles of reputation, status, celebrity, and stigma in corporate governance, the social construction of markets, and strategic decision making, particularly in the IPO and other entrepreneurial contexts. He explores these issues using both quantitative archival and qualitative grounded theory methods. Tim is a former Associate Editor of the *Academy of Management Journal*, has served on the editorial boards of most of the top journals in management, and received multiple best reviewer awards. He has published multiple articles in all the top management journals, including AMJ, AMR, ASQ, SMJ, and Org. Science, and has won multiple awards for his research. Tim is the author of *How to Use Storytelling in your Academic Writing*, and has conducted writing workshops and webinars in the U.S., Europe, and Asia.

You can find more information about Tim and his book [here](#).

### References

Ashton, R. H. (1998). Writing accounting research for publication and impact. *Journal of Accounting Education*, 16(2), 247-260.

Bajwa, N. U. H., König, C. J., & Harrison, O. S. (2016). Toward evidence-based writing advice: Using applied linguistics to understand reviewers' expectations. *Academy of Management Learning & Education*, 15(3), 419-434.

Pfarrer, M.D., Pollock, T.G. & Rindova, V.P. 2010. A tale of two assets: The effects of firm reputation and celebrity on earnings surprises and investors' reactions. *Academy of Management Journal*, 53(5), 1131-1152.

Pollock, T. G. (2021). *How to use storytelling in your academic writing: Techniques for engaging readers and successfully navigating the writing and publishing processes*. Edward Elgar Publishing.

Warren, N. L., Farmer, M., Gu, T., & Warren, C. (2021). Marketing ideas: How to write research articles that readers understand and cite. *Journal of Marketing*, 85(5), 42-57.