



6-step strategy



TOPIC	Summary of the research topic for publication
TITLE	<i>Write a robust title that will allow you to “SELL” your article</i>
What?	<ul style="list-style-type: none">• What are the key-issues of the research?• What is the problem to be solved?• What is the innovation associated to your paper?
Why?	<ul style="list-style-type: none">• Justify the importance of the problem• Present a tangible perspective of the impact of the solution• Discuss the limitation of the other solutions available in the literature
How?	<ul style="list-style-type: none">• Explain the data (new data) that will be used in the research• Justify the importance of the proposed solution• Detail the expected results and benefits associated to the innovation
Journal	<ul style="list-style-type: none">• Check the Webqualis list and the requirements of your program• Read the editorial guidelines of the journal• Read recent articles (not only those within your topic)