

1. Record Nr.	UNINA9910901898703321
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Titolo	Demystifying the academic research enterprise : becoming a successful scholar in a complex and competitive environment / / Kelvin K. Droegemeier
Pubbl/distr/stampa	Cambridge, Massachusetts : , : The MIT Press, , [2023]
ISBN	9780262377201 0262377209 9780262377218 0262377217
Descrizione fisica	1 online resource
Disciplina	378.0072
Soggetti	Universities and colleges - Research - United States Research - Moral and ethical aspects - United States Research - Methodology Learning and scholarship - United States
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di contenuto	Deep in our bones : why and where we perform research and creative activity -- The money trail : funding for research and creative activity -- Perception and reality : public attitudes, understanding, and use of research -- Essential concepts : performing research and creative activity -- Becoming a detective : finding what you need and using it effectively -- Diving into the pool : research proposals, evaluation processes, and project management -- The give and take of criticism : subjecting research to scrutiny via peer/merit review -- We see the world differently : bias and differing views -- Honesty Is the best policy : ethical conduct and research integrity -- Better safe than sorry : research compliance -- Show time : making your work known to multiple audiences -- Yours, mine, and ours : ownership of research outcomes -- I need you and you need me : collaboration, multi-disciplinary inquiry, and academic-corporate partnerships -- A glass half empty or half full: challenges and opportunities for the U.S. academic research enterprise.

"Provides a necessary and practical guide to the research enterprise that will introduce graduate students, postdocs, and new faculty across the disciplines to this multifaceted, complex system"--
